

## **Role of Marketing Mix and Brand Loyalty to Buying Decision making of Client in the Herbal Drink Business**

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### **Abstract**

The purpose of this research was to study the relationship between the marketing mix and brand loyalty to purchasing decision making of herbal drink business agencies. The researcher collected the relating data from the relevant researches and also preliminary survey research on the studied area, analyzed the various factors that related to herbal drink businesses to contribute with the existent problem factors and how to solve them. The researcher proposed the guidelines to solve the prioritized factors which was resolved the first order until the last one and also the researcher proposed the conceptual framework of this research.

**Keywords:** Marketing Mix, Brand Loyalty, Buying Decision making, Herbal Drink Business

### **Introduction**

Herbal drink product was the component of food which was the essential for human body that was one-fourth for surviving. All human had to have food and drink in daily life that was the beginning of food and beverage businesses in the present (TAT Review, 2017). Food and beverage businesses were popular spread and made many incomes to the owners. The commercial food and beverage restaurant focused on profit making but the institutional restaurant was located on educational institute. Herbal drink business was a part of food and beverage businesses which was the interesting business to many businessmen and entrepreneurs (Amornsittinon, 2017). In addition, the herbal drink businesses were a part of coffee and tea businesses which had the volume yearly 19,000 million Baht and increased with a 10-20% trend and as the result of the increasing of coffee and tea consumers even if the Thai coffee and tea consumption was still low compared to Thai population that influenced coffee and herbal drink businesses could expand (Nuttajit, 2017).

The rapid expansion of herbal drink businesses was due to the increasing of food and beverage businesses that contributed to increase herbal drink demand and the consequence of herbal drink business competition. The business had many choices to make the purchasing decisions due to the consumers need the businesses that made the maximum customer satisfaction in



product, price, place, market place, process and physical environments (Agmapisarn, Pongsakornvasu, 2017). The herbal drink businesses focused on highly competition with 7p's marketing mix to response the customer satisfaction and the competition especially customer value creation, purchasing intentions with brand loyalty for business sustainability.

Herbal drink businesses were the high revenue and popular businesses, but the long-term of profit making and favoring customer were challenged the business. The findings were using 7 elements of marketing mix in competition influenced the purchasing decision making and due to be brand loyalty such as reordering, brand engagement in product and service, brand trust and recognition.

The researcher prioritized and aimed to study the marketing mix and brand loyalty that related to purchasing decision making in herbal drink business.

### Research Objectives

The objective of this research was to study the relationship between the marketing mix and brand loyalty to purchasing decision making of herbal drink business agencies.

### Literature Reviews

The 7P's marketing mix that related with the purchasing decision making of ice agencies, the researchers studied the documents and related researches as following; product, price, place, promotion, people, process and physical evidence (Na Lampang, 2015). The variables or elements of marketing mix were the stimulus or marketing stimulation that affected by purchasing decision making process which had these elements as following

1. The products were the items that businesses offered them to their customers, the characteristics of products that affected to the purchasing decision making behavior were the quality, beautiful appearance and delicious that made the consumers perceive the value of products. The complicate and new products needed the more time of purchasing decision making, the marketers understood these issues to offer the easy choices to their customers, the characteristics, packaging of products and also labeling influenced the purchasing process. The eye-catching package made the consumers evaluate to purchase, the labeling shown the important benefits that were evaluated of quality by consumers. The high quality or customized product affected by purchasing also (Kotler, Bowen, & Makens, 2010). The hospitality business services such as tea or beverage shops which had the products of tea, fresh fruit, coffee, cocoa or chocolate that comprised of ice and also be the beauty of product appearance (Food Intelligence Center Thailand, 2015). In addition, food and beverage had to be delicious and beauty packaging, comfortable usage and ease brand recognition to favor the customers in the long-term which affected by brand loyalty (Amornsittinon, 2017).



2. The price was the value of items which the business offered the exchange of goods and services to their customers, the price influenced to the purchasing decision making of customers. The business could make the pricing from the lower to upper price to response the customer needs and purchasing choices (Khongharn, 2017). The marketing mix influenced to purchasing decision making, the case study of beverage restaurant, Dusit Thani College, the pricing of goods and services were determined by products value perception, each group of users perceived differ of pricing that traded off between services and perceived value (Phoprasert, 2013). The pricing influenced to purchasing decision making and brand loyalty, the pricing was the most factor that influenced to brand loyalty that was standardized and reasonable to goods or services quality (Pattarapunsin, 2013)

3. The place meant the station or location where the customers accessed to the place with ease and comfort including location selecting for servicing and various places to customer loyalty, the example the customers could easily order the meal via mobile phone, social online and website (Navarat Na Ayutthaya, 2015). The managers or owner's ha had to select the location and the place to offer goods or services where was suitable for target customers, the research found that the place influenced to the customer loyalty. In addition, the finding of the marketing mix factors that influenced to the brand loyalty of Thai consumers, a case study of low-cost airlines in Thailand found that the ease of ticket distribution influenced to brand loyalty (Wittayakong, 2016). These findings indicated that the customers had to continually make the purchasing decision and became to be brand loyalty.

4. The promotion was the process or means that business communicated the business information to the customers and participants including making the motive force to stimulus the customers feeling until the goods or services needs were happened. The marketing promotion could influence to customers in every step of purchasing decision making that made the customer perceive the need responsiveness in goods and services with the higher efficiency than its competitors (Navarat Na Ayutthaya, 2015). The finding of Disneevej (2016) about the factors influenced the brand loyalty of drink shops in department stores and found that promotion in marketing mix in brand loyalty with positively .05 statistically significant and also according to the finding of Phatrapoonsin (2015) that found that the marketing promotion influenced to brand loyalty with positively .05 statistically significant then concluded that marketing mix influenced the brand loyalty.

5. The people were the operators who were the important person to businesses performance, in addition the operators were a part of business process both of manufacturing and servicing including to deliver the goods and services directly to their customers in order to response the customers and target need with customer satisfaction, the dispute and problem solving. The study of brand loyalty found that the service providers who had good image, relationship



and best servicing with their customer contributed the more brand loyalty. The study of airline crews' uniform found that influenced positively to brand loyalty, the good relationship and empathy with customers influenced to brand loyalty (Phimphiphat, 2017; Chaisaengduean, 2019). These concluded that the staff were positively necessary with brand loyalty because of repurchase intention.

6. The servicing process was the business procedures that contributed to impress the customers. The servicing process had to be standardized from the staff who had the potential, knowledge, abilities that made the efficiency and quality servicing procedures, in addition the consistence of procedures. Some organizations issued the written policies and procedures and brainstorming both of staff and customers that was suitable to the businesses. The finding found that the good and fast response of servicing were done systematically that contributed to purchasing intention and became brand loyalty (Kotler, Bowen, & Makens, 2010).

7. The physical environments were the visibility of the inside and outside or place which created the customer value and communicated the image and service quality such as Asian and Thai style interior decoration, shop layout, the servicing place and other physical environments. These environments attracted the clarified perception of customers with the facilities. The study of low-cost airlines brand loyalty found that the factor which influenced the customer loyalty was physical environments. (Kotler, Bowen, & Makens, 2010).

Hence, the conclusion was that the physical environments influenced purchasing intention and became to be brand loyalty (Kotler Bowen & Makens, 2010). The brand loyalty were the customer attitude toward to brand and influenced to repurchasing because of the responsiveness. The loyalty was important thing which the business acquired it, the more goods or services loyalty, the more value creation. Lovelock said that (Lovelock & Wirtz, 2016) stated the creation of brand loyalty was the wealth and sustainability creation in business, the scholars broadly defined the brand loyalty that occurred after the customers satisfied the products and became to be repurchasing, engagement, trust, product reliability, brand recognition and word of mouth to families and friends. Schiffman & Kanuk stated the brand loyalty was the consistent satisfaction that contributed repurchasing even if the increasing of the price did not influence to deny the purchasing because of customers satisfaction in valuable products. (Kotler, Bowen, & Makens, 2010).

The purchasing decision making made the brand loyalty which was classified into 2 categories

1. Emotion loyalty that occurred with the desire which came from the mind, feeling and the preference of customers to the products, the business could maintain the customer loyalty by long-term customer relationship  
2. Rational loyalty was the act with willingness, preference and appreciation on goods or services to rationally response to customers need.



### Research methodology

The research instruments were the combination of the quantitative and qualitative approaches. The quantitative research focused on the population who was the agency that used ice to be the ingredients of beverages. The 400 samples were selected by Yamane formula via simple random sampling, the data was collected from the agencies who were the owners or managers and bought ice as the herbal drink ingredient. The research instrument was the questionnaire that was constructed from the literatures, relevant theories, on-site studying and the relationship analysis. The statistical analysis was descriptive with mean, percentage and standard deviation to test the statistical relationship by Pearson Correlation. The population in qualitative research was 15 herbal beverage business agencies who bought herbal drink as the food ingredient and selected by purposive sampling. The researcher made the in-depth interviewing, the instrument was the questionnaires which were collected from the owners or managers of herbal drink businesses and then classified the data into the research variables to find the research questions and qualitative research data supporting.

### Conclusion

Conclusion findings indicate that factors decision making can be used as guidelines in solving problems organizations are currently facing. The four main factors are the following: (1) Marketing Mix; (2) Brand Loyalty. Each factor involves significant aspects with the total being 35. All aspects should be addressed if problems are to be successfully solved over the long haul.

In addition, it was also found that Marketing Mix can be judged by reference to seven indicators as follows: 1) products 2) place 3) price 4) promotion 5) people 6) services 7) physical environments and brand loyalty can be judged by reference to seven indicators as follows (1) Emotion loyalty (2) Rational loyalty. Each indicator involves significant subsidiary aspects.

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