

Student's Behavior in Purchasing "Burapha University" Products

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Abstract -The objectives of this study were 1) to examine student's behavior in purchasing "Burapha University" branded products and 2) to examine the management of the "Burapha University" product retailing shop in Burapha University main campus.

The population was Burapha University students and the samples included current students from all study years and alumni altogether 400 people. The data were analyzed using descriptive statistics including frequency distributions, percentage, arithmetic mean, and standard deviation.

It revealed that the focus on the management of the retailing shop was on product quality, product selection, physical appearance, service, convenience, respectively. For purchasing behavior, it was found that product price (which was cheaper or similar to that available off-campus), convenient access, and product reliability were the samples' focuses. The purposes of purchase were 1) for personal consumption, 2) for supporting the university, and 3) for collecting or giving other as souvenir. The time periods of purchase were 11:00 a.m. – 01:00 p.m. and 03:00 – 05:00 p.m. In terms of frequency, it was found that the frequency of purchase was low (3 – 4 times per week) due to inconvenient access and very few in numbers. The amount of money per purchase was in the range of 51 – 100 baht.

KeyWords: *Behavior, Management, Retailing Shop, Brand*

I. INTRODUCTION

As Burapha University is a famous higher education institution and the main campus is located by Bangsaen Beach which is a well-known tourist attraction, an idea of opening retailing shop on-campus to facilitate students staying on-campus (Khare Arpita, 2014: 233-553) was raised. Having a retailing shop on-campus is not only to serve students but also to arouse student's preference in buying the products under the university brand. Moreover, it also leads to having good management to attract students (Hernández et al. 1998: 299-308; Christoph Teller & Jonathan Elms, 2010: 25-45; Michael Bernon, John Cullen, & Jonathan Gorst, 2016: 584-605).

The establishment of retailing shop in the main campus of Burapha University followed the concept that a shop had to be in community and for community members. Prices of the products must be able to compete with those in the market, and product assortment must exist to meet customer's expectation as much as possible. Therefore, strategy of product which includes quality of origin, brand reputation, and merchandise assortment planning must be employed (Kotler & Armstrong, 2012: 408; Siriwan Sereerat et al., 2003: 127).

As a consequence, this research was conducted to learn students' and alumni's behavior and decision on purchasing of "Burapha University" products sold in Burapha University main campus.

1. To examine student's behavior in purchasing "Burapha University" branded products
2. To examine the management of the "Burapha University" product retailing shop in Burapha University main campus

As its name indicates, this study focuses on behavior in purchasing "Burapha University" branded products offered in retailing shop in Burapha University main campus. The population of this study includes current students (from freshmen to seniors) and alumni. The sample number was derived from

calculation formula for unknown population size at 95% of reliability (KanyaWanichbancha, 2007: 25) which resulted in the required number of 385, and 15 samples were added. Hence, the total sample size is 400. Convenient random sampling was used. Questionnaire was implemented as the data collecting. The duration of this study is 4 months (from September – December 2017).

II. LITERATURE REVIEW

Retailing shop management is the analysis of retailing situation, administration planning, and design the strategy design and retailing mix (WaruneeTantiwongvanich, (2009: 174). Levy and Weitz(2001: 8) stated that retailing is an activity adding value to product and service offered to consumers. Hence, it can be concluded that retailing shop management is a factor building consumer's satisfaction and promoting seller-buyer relationship. Also, this management consists of service, product selection, convenience, physical appearance, and product quality.

Kotler& Keller (2009: 190), Schiffman&Kanuk (2007: 3-4)and Blackwell et al. (2006: 735) mentioned consumer's behavior in selecting and purchasing product and service. According to Maslow's Theory of Motivation, human's needs happen in hierarchical order (Kotler& Keller, 2009: 203). This can also be applied to purchasing process. For example, once a consumer needs a product/service, he/she searches information, buys, uses, and evaluates the product/service. He/She concerns his/her resources at hand such as money and time and his/her attempt to use the product/service. Some questions like "What do I need?", "Why do I need it?", "When should I buy it?", "Where should I buy it?", "How often do I need to buy it?" and "How often do I use it?" possibly pop up in a consumer's mind.

From review of literature, it was found that integrated marketing communication had impacts on customer's purchasing behavior at 7-eleven in terms of shop assistant, management, promotion, and publicity (SupapornChatanon, 2007; KemalPattanasin, 2009). In addition, publicity was related to duration of spent time per purchase and product assortment/selection in terms of convenience and product quality (PitsanuImwinyan, 2011). WeeraChotithammaphorn's study (2005) revealed frequency of purchase at convenience store of 1-3 times per week, amount of spent money per purchase of 50-100 baht, and time period of purchase of 06:01 p.m. – 00:00 a.m. All these were related to customer's perception of physical appearance and marketing mix of convenience store which enabled customers to perform self-service together with receiving service from shop assistant (PitsanuImwinyan, 2011; KemalPattanasin, 2009; NuchitInthra, 2008). This strategy makes convenience stores different from ordinary retailing shops and it also offers consumers more preferable choice (NuchitInthra, 2008). However, a study by PhanidaFakkaew (2006) indicated that shop management in terms of service, product assortment/selection, convenience, physical appearance, and product quality had influence on consumer's buying decision.

Nevertheless, which strategy should be implemented depends mostly on opportunity of sales and profit. Therefore, product quality cannot be overlooked. Entrepreneurs have to have good plan and continuous control and improvement because product quality is a factor affecting consumer's decision to buy.

III. METHODS

Sampling: The population of this study includes current students (from freshmen to seniors) and alumni of Burapha University. The sample number was derived from calculation formula for unknown population size (KanyaWanichbancha, 2003: 26) at 95% of reliability and 5% of error. The required number was 385, and 15 samples were added. Hence, the total sample size is 400. Convenient random sampling was used. The data collecting tool was questionnaire tested by Cronbach's coefficient alpha (Cronbach, 1990: 204) and the reliability was 0.891. Descriptive statistics used for data analysis were frequency distribution, percentage, arithmetic mean, and standard deviation (KanyaWanichbancha, 2003: 129-130).

IV. RESULT AND DISCUSSION

The result indicated two most popular reasons of purchase: cheaper or similar price compared to those off-campus (235 samples, 58.75%) and convenient access (201 samples, 50.25%).

The samples indicated two most rated purposes of purchase: personal consumption (349 samples, 87.5%) and support to the university (93 samples, 23.25%).

Two time periods of purchase were indicated the most popular: 11:00 a.m. – 01:00 p.m. (116 samples, 29.00%) and 01:00 – 03:00 p.m. (98 samples, 24.50%).

The study of frequency of purchase indicated two most rated frequency: < 1 time per week (164 samples, 41.00%) and 2-3 times per week (103 samples, 25.75%).

Two most rated ranges of amount of purchase were 51-100 baht (169 samples, 42.25%) and 101-200 baht (116 samples, 29.00%).

TABLE I. PURCHASING BEHAVIOR (N=400)

Indicator of Behavior	Number	%	Rank
1.Reason of purchase (possibly more than 1 answer)			
Reliability	156	39.00	3
Cheaper or similar price compared to those off-campus	235	58.75	1
Convenient access	201	50.25	2
2.Purpose of purchase (possibly more than 1 answer)			
For personal consumption	349	87.25	1
For collecting or giving other as souvenir	37	9.25	3
For supporting the university	93	23.25	2
3.Time of purchase			
11:00 a.m. – 01:00 p.m.	116	29.00	1
01:00 – 03:00 p.m.	98	24.50	3
03:00 – 05:00 p.m.	134	33.50	2
4.Frequency of purchase			
1-2times per week	89	22.25	3
3-4 times per week	103	25.75	2
Never	164	41.00	1
5.Amount of money per purchase			
≤ 50baht	82	20.50	3
51 – 100 baht	169	42.25	1
101 –200baht	116	29.00	2

The study of attitude toward management of retailing shop indicated that product quality was the most concerned factor ($\bar{x} = 2.94$) followed by product assortment/selection ($\bar{x} = 2.90$), physical appearance ($\bar{x} = 2.80$), service ($\bar{x} = 2.79$), and value and convenience ($\bar{x} = 2.72$), respectively.

TABLE II. ATTITUDE TOWARD SHOP MANAGEMENT(N=400)

Management Factor	\bar{x}	SD	Meaning	Rank
Service	2.79	.416	Moderate	4
Product assortment	2.90	.524	Moderate	2
Value and convenience	2.72	.510	Moderate	5
Physical appearance	2.80	.397	Moderate	3
Product quality	2.94	.474	Moderate	1
Overview	2.83	.464	Moderate	

From the result of the study, reasons of purchase were 1) price which was compatible with the sample's income, 2) convenient access, and 3) reliability. From this information, it can be assumed that income is a factor affecting consumer's decision in terms of product choice, convenience, and quality (SupapornChatanon, 2007 and KemalPattanasin, 2009). The most rated time periods of purchase were 11:00 a.m. – 01:00 p.m. and 03:00 – 05:00 p.m. which were not in accordance with the finding of PitsanuImwinyan's work (2011). This was because the retailing shop in Burapha University closed at 05:00 p.m. and its location was not very convenient for students to access. Hence, these issues make operating time and the location of the shop were not in accordance with Kotler (2012: 399-402) and KhareArpita (2014: 233-553) in terms of convenience and time saving. These also affected amount of purchase and frequency of purchase (PitsanuImwinyan, 2011; KemalPattanasin, 2009; and WeeraChotithammaporn and KunyaBowornchokchai, 2005). As a result, these issues had to be concerned by in-charge organization of the university.

In conclusion, service and physical appearance were two issues required urgent solution. The less important issues were product assortment/selection, value and convenience, and product quality. Moreover, shop management influenced degree of attraction especially in the aspect of customer facilitation (Christoph Teller & Jonathan Elms, 2010: 25-45; Michael Bernon, John Cullen & Jonathan Gorst, 2016: 584-605).

V. CONCLUSION

1. The retailing shop in Burapha University needed administration improvement especially in the aspects of service, value and convenience, product placement, and friendliness of shop assistants.
2. Since the majority of the studied students bought the products for personal consumption rather than for being gift or souvenir, product assortment/selection had to be in accordance with customer's needs.
3. Due to low frequency of visit and amount of spent money, promotion campaigns were needed to actuate student's purchase.

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