

The Relationship of Service Marketing Mix and Intention to Repurchase of Thai Dessert

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Abstract : This research aimed to study the relationship between attitudes toward marketing mix and customers' repurchase intention of Thai dessert in case of Ekachai Salee Suphan's shop in Thailand. This study employed by survey and quantitative research and the questionnaire was used to collect the data from 385 sampled of customers who visited at Ekachai Salee Suphan's shop in Thailand. The descriptive statistics and Pearson's correlation coefficient analysis was used to analyze data. The research found that the customers' perception on the overall and individual aspects of attitudes toward marketing mix include products, prices, promotions, and physical characteristics were at very good level, but distribution channels, staffs, and management process were at good level. Furthermore, the hypothesis tests found that attitudes toward overall marketing mix had relationship with individual aspects of intention that were the repurchase intention, willingness to recommend others to repurchase, and possibility to repurchase with statistical significance level of 0.01.

Keywords : intention, repurchase, service marketing mix, Thai dessert

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