Considering Consumer Behavior in Thailand's Traditional and Digital Markets

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Abstract

Systematic literature review techniques and data mining techniques were analyzed in this analysis for the creation of quantitative models of key factors influencing traditional marketing customer behavior in Thailand. The set of data analyzed is focused on the compilation of literature surveys of scholarly literature related to selected correlational studies of both traditional and digital marketing based on theoretical generic consumer stimulus-response model. Techniques that are used described the relationship model are different are described for modeling relationships. The findings of the analysis found that variables influencing consumer behavior were similar and different from traditional and digital marketing experiments. In comparison, research reviews and experiments abroad have also been shown to have the same and distinct influences in analyzing the results of the study.

Keywords: Traditional marketing; Digital marketing; Customer behavior; Systematic literature reviews

1. Introduction

It is worth mentioning that customer purchasing behavior is studied as part of marketing science, with the key objective of examining variables such as prior experience, price, taste and branding on which consumers base their buying decisions (Kotler and Keller, 2012). Internet marketing strategies are successful for some businesses (Jermsittiparsert et al., 2019a). Modern advertisement appears to be more conventional for many purposes (Bhatti & Rehman, 2020). Orthodox marketing interacts with consumers. Orthodox marketing matters in marketing campaigns. The front-line reps are more involved with consumers (Maryanti et al., 2020). When business goes well, consumers get a good experience. Traditional messaging performs best (Kollmann et al., 2012). Your company will meet your clients. You can lose customers without ads Typical (Akalamkam and Mitra, 2018). Low-quality products and services could disappoint (Tirunillai and Tellis, 2017). The company's raise its local audience. It's ended. Look what people see in goods. You wouldn't have to worry about sacrificing yourself. You'd get a decent investment return (ROI). Orthodox messaging is better. Decreased print costs resulting in lower prices. Traditional marketing techniques often fail, are costlier and less successful (Franssen et al., 2016).

Statement of the problem

Thailand entered modern times (Punpukdee, 2021). This has forced all sectors to shift (Chienwattanasook and Jermsittiparsert, 2019). Businesses were online business models. For certain businesses, conventional advertisement can be important, but it may be more essential to the success of the business. Traditional marketing is also important, as it builds consumer partnerships and strengthens local followers (Jermsittiparsert et al., 2019b). Shopping online has no impact (Tarsakoo and Charoensukmongkol, 2019). Customer action from a conventional advertisement viewpoint is really beneficial. Marketing is to understand the customer's needs and expectations and satisfy them profitably; it's true, because what else is driven by external and internal stimuli and pressures as the intended consumer's actions and desires. Media has transformed in a rapidly changing business environment where communication technologies allows consumers to make different purchases and stop purchasing such products. A variety of researchers conducted a series of customer behavior studies and established factors affecting consumer behavior.

Systematic Literature reviews (SLRs) have many advantages. To begin with, they provide a straightforward and thorough summary of the available evidence on a specific issue. In addition, SRs help recognize research holes in our existing field knowledge. In study experiments, they will highlight analytical issues that can be used to enhance further research in the field. Finally, they may be used to classify questions that have straightforward answers to the evidence available and on which further analysis is also not required. A worthwhile initiative would be the process of undertaking systematic reviews, particularly for new authors. Writers refine their expertise in the field of interest, develop novel research ideas and learn essential knowledge in the synthesis of current literature.

It is defined by the different forces. Consumer behavior may be seen in past behavior and marketers can anticipate consumer performance in the context of a choice by a study (Kotler & Armstrong, 2010). The pacemaker concept is a well-established and tested buyer model. This is seen in the illustration. The consumer stimulus-response model (Blackbox paradigm) focuses on customers, who respond to outside and internal influences and determine what to buy as thinkers and problem solvers (Muzondo, 2016). The external stimuli to which customers react include the marketing mix, the climate, site functionality, channel characteristics and online delivery channel characteristics (Rose et al., 2011). The marketing mix consists of rewards such as price, commodity, position and promotion (Wu and Li, 2018). Economic, political and social culture are the environmental causes. External factors (for example, peer pressure) shape consumer tastes (Platania et al., 2016). The internal control of consumer choices is known as the 'black box.' It involves many factors in the mind (Ramya and Ali, 2016). Includes consumer characteristics such as beliefs, attitude, inspiration, perceived worth, etc. (Tyagi, 2018). In addition, whether you know the issue, the consumer would learn how to get a product more effectively. The external stimulus of our customers determines how they react. Whether they're investing, they're buying. When you don't shop, you're not buying (Hopfe et al., 2017).

The fields of consumer behavior, Kotler, Meyer, Eagle, Zeithaml and Davies have contributed significantly (Rajkumar and Sinha, 2019). In brand recognition and consumer feedback, marketing plays an important function. The purpose of the marketing campaign is to take into consideration what happens to the consumer. Product characteristics influence how the stimuli are viewed. Decision making affects the actions of consumers. The interpretation of buyer behavior consists in relying on variables in the black box model that settle on buyer functions. This study utilized the conclusions of the fundamental literature

review to develop a research approach within the theoretical context of traditional market (see Figure 1) and digital market (see Figure 2).
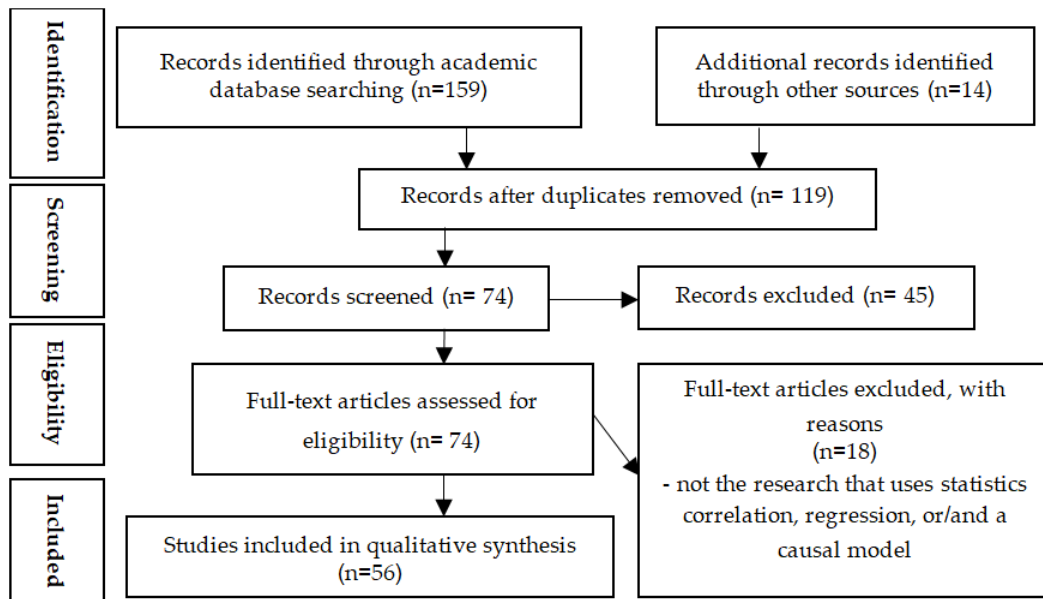

Figure 1: Theoretical framework for conceptual research framework of offline marketing; adapted from Panwar et al. (2019) and Deepak and Jeyakumar (2019)
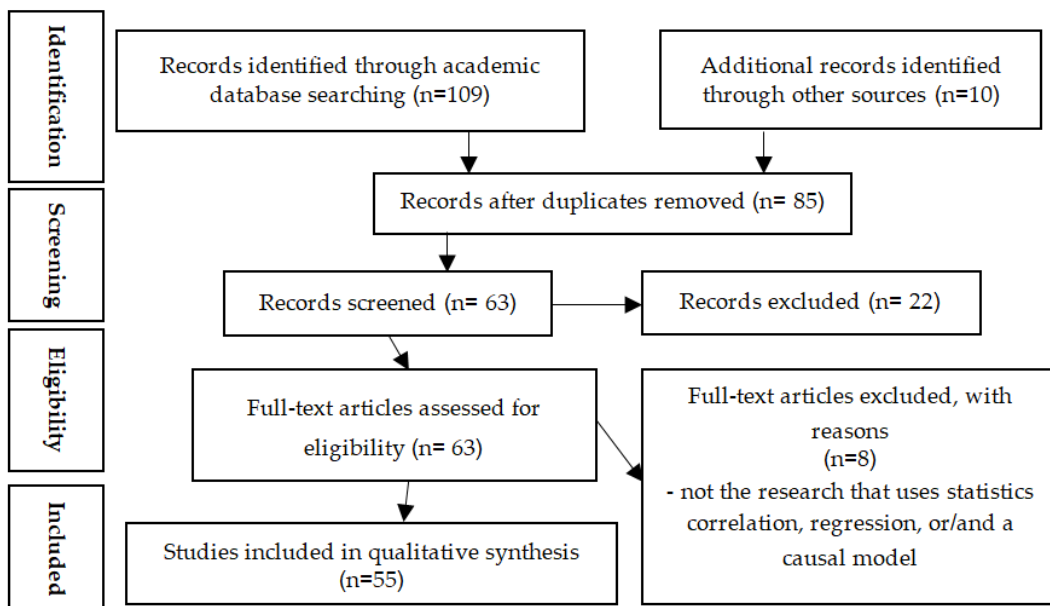

Figure 2: Theoretical framework for conceptual research framework of digital marketing; adapted from Panwar et al. (2019) and Deepak and Jeyakumar (2019)

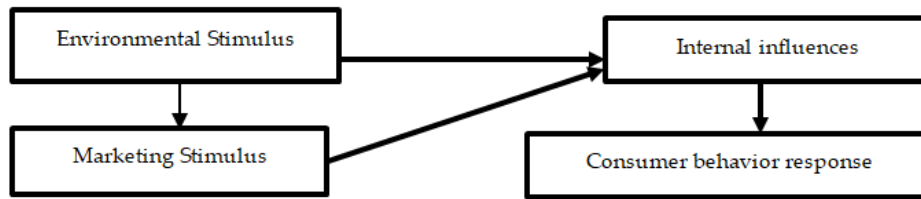## 2. Methodology and Data collection methods

Figure 3: Flowchart of searching strategy

The study uses the electronic databases for 13 databases for 10 years from 2010 to the present. The main terms in the quest for literature with the search phrase, which is a mixture of significant key words in multiple categories, are contained in the search charts adapted from Bohner et al. (2016). The researcher defined requirements for inclusion and exclusion in order to gain a background in Thailand in terms of marketing and consumer behavior. Covering study goals the selection requirement involves the cutting off of unrelated literature by choosing only analysis that utilizes linear inference, regression or/and a causal construct, the selection of the parameters should be released between 2010. With respect to the exclusion criterion, the literature has no consumer behavior background and is not a complete literature (see Figure 3).

The researchers decided to use the Secretariat of the Education Council's method of study standard assessment and screening. Created by Wonglorsaichon et al. (2014), the researchers implemented without any changes the research quality evaluation form and the research quality evaluation requirements. The researcher has re-checked the consistency of the equipment by defining the inter-rater reliability by requesting the co-operation of 2 specialists, who are coexisting for at least 5 years in the business or similar experience and are jointly studying and detailing the scoring criteria for each standard.

Furthermore, the investigator carried out the reliability evaluation by reassessing all three theses over duration of 2 weeks. When found to be 0.82-0.93 (offline marketing) and 0.85-0.91 (digital marketing), it can be inferred that all three assessors have been able to closely examine the study standard. During the internal accuracy review, the consistency between 0.90-0.95 (offline marketing) and 0.92-0.96 (digital marketing) were noticed. Therefore, the researchers can be inferred that the consistency of the study findings can be assessed with a clear assessment of the two tests. Next is secondary scanning, by reading the titles and abstracts that may respond to the research goals and cutting out the searched literature in the index, leaving the researcher with 56 synthesizing traditional marketing literatures and 55 synthesizing digital marketing literatures involved in marketing and customer behavior in the synthesis of 5 volumes of books to grasp the principles and theories relevant to consumer behavior.

Data extraction is conducted at this point when transaction data is generated from the journal database. The collected data is processed in a database, followed by the retrieval of the data at the next stage.

The attributes that will be used are journal ID, independent variables and dependent variables item-name, which will be used to select which data will be used during the mining

process and the appropriate database for research purposes, as not all attributes used during the mining process.

The modeling techniques used in this research is the method of Association-rules while the algorithm used in this study is the algorithm Frequent Pattern growth (FP-Growth) because one important factor in data mining is the existence of rules to find a high-frequency pattern among the item sets. It is called the Association-rule. FP-Growth is an algorithm included in Association-rules (Hofmann and Klinkenberg, 2016). From calculation confidence against the pattern formed above, then Association Rule that meet the requirement of confidence ≥ 0.6 and minimum support = 0.5.

3. Result

From the analysis, it was found that the factors influencing the consumer buying behavior in the Conventional market from a marketing perspective in Thailand can be described as: The key categories are external stimuli (environmental and marketing factors), internal influences, and consumer behavior response.

The findings of the study of 56 synthesizing traditional marketing literatures and 55 synthesizing digital marketing literatures:
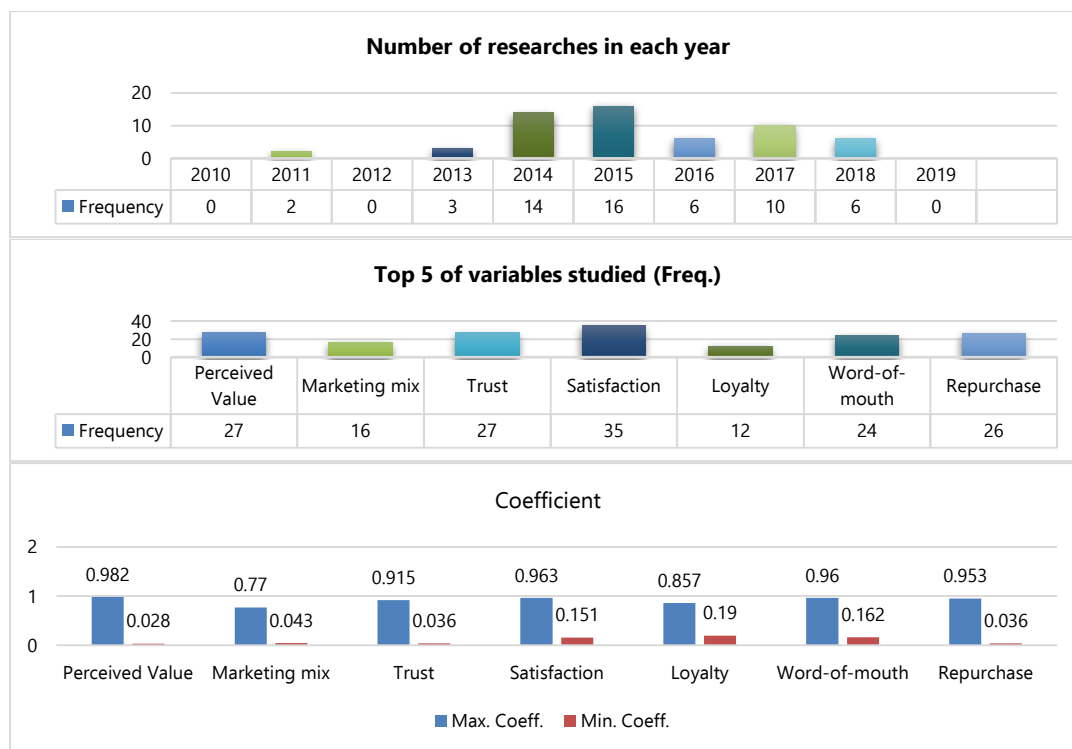

Figure 4: Result of synthesizing traditional marketing literatures

These research study took place in 2015 (16 research) 2014 (14 research) 2017 (10 research) 2018 and 2016 (6 research) 2013 (3 research) and 2011 (1 research). Among 56 studies found that the 36 variables. That is frequently studied are perceived value (27 times, coefficient= 0.028-0.982), trust (27 times, coefficient= 0.036-0.915), satisfaction (35 times, coefficient= 0.151-0.960), word-of-mouth (24 times, coefficient= 0.151-0.960), and repurchase (26 times, coefficient= 0.036-0.953). While the variable that is rarely studied or not being studied at all are

social class (coefficient= 0.03), family influence (coefficient= 0.382), social value (coefficient= 0.521), employee skills (coefficient= 0.093), fashion involvement (coefficient= 0.058), pleasure (coefficient= 0.424), brand equity (coefficient= 0.886), service innovation (coefficient= 0.120), marketing orientation (coefficient= 0.350), service orientation (coefficient= 0.290), quality of customer relation (coefficient= 0.490), media exposure (coefficient= 0.218), and advertising effectiveness (coefficient= 0.899); see Figure 4.
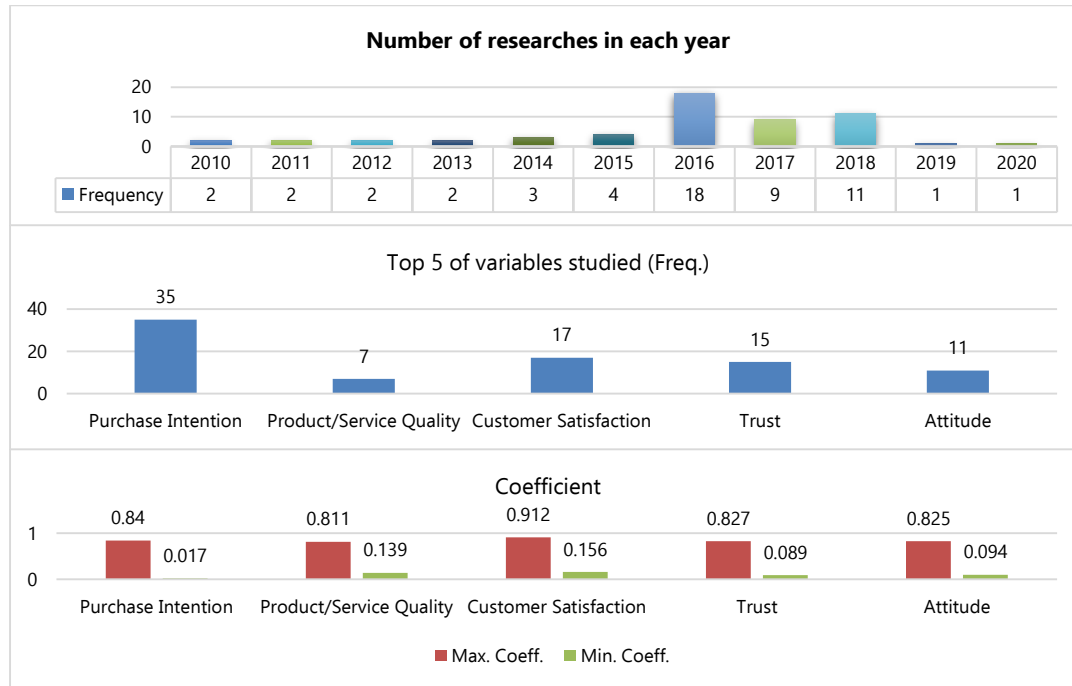

Figure 5: Result of synthesizing digital marketing literatures

Results of the analysis of digital marketing in 55 studies. This research study was ordered in descending order in the years 2016 (18 research) 2018 (11 research) 2017 (9 research) 2015 (5 research) 2014 (3 research) and 2010-2013 (2 research per year). Among the 55 studies, customer satisfaction (17 times, coefficient= 0.043-0.912), trust (15 times, coefficient= 0.089-0.827), attitude (11 times, coefficient= 0.094-0.825) and quality of product/service (7 times, coefficient= 0.139-0.811) were the 80 variables frequently studied in the top five; see Figure 5.
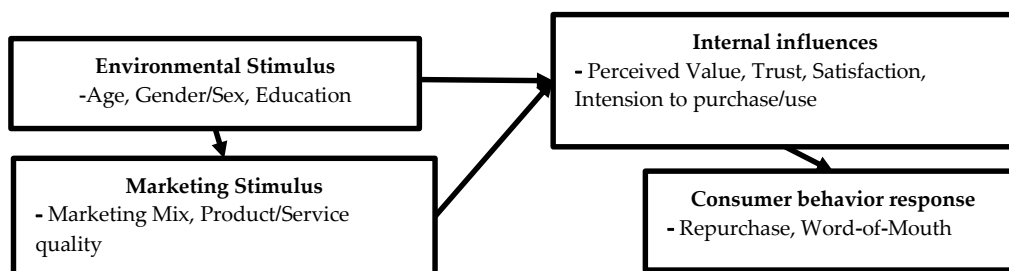

Figure 6: Model for associated factors of consumer behavior in Thailand traditional marketing

From the results, we built model (Figure 6) out of Association rules variables from the most promising relationship rules and found the most common variables based on the theoretical structure adapted from Panwar et al. (2019) and Deepak and Jeyakumar (2019). Marketers must research consumer behavior in order to convince buyers. Therefore, the effect on

purchasing behavior of external factors (cultural, social, personal and marketing) and internal effects (psychological variables and decision-making process) would give marketers a good view of behavior patterns.

From Figure 6, this analysis concluded the significant element affected by consumer behavior and frequently analyzed as a predictive model for similar factors of consumer behavior in Thailand Conventional marketing is the following in a research framework: **external stimuli** (age, gender/sex, *education*), *marketing stimulus* (product/service quality, marketing mix) and **internal influences** (*perceived value, trust, satisfaction, intention to purchase/use*), and *consumer behavior response* (repurchase, word-of-mouth)
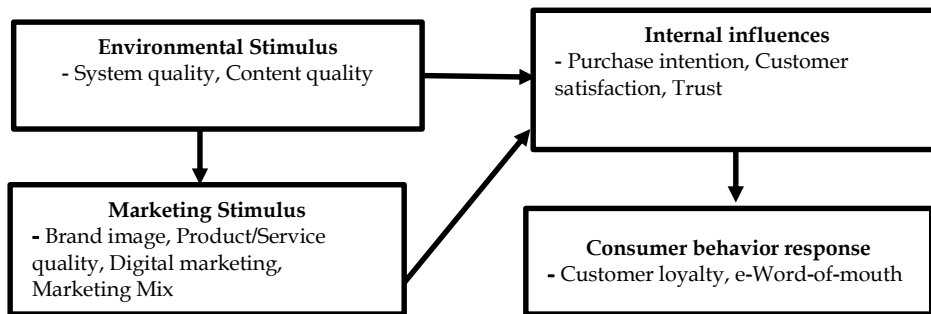

Figure 7: Model for associated factors of consumer behavior in Thailand digital marketing

In order to persuade the consumers, the marketers have to study the consumer behavior. So, influence of external stimuli (cultural, social, personal and marketing) and internal influences (psychological factors and decision-making process) on buying behavior will give marketers a clear understanding of behavior patterns. From figure 4, this study concluded that under the framework of consumer behavior theory used as a research framework Important factor correlated with consumer behavior And being frequently will be studied as follows: Environmental Stimulus (System quality, Content quality), Marketing Stimulus (Brand image, Product/Service quality, Digital marketing, Marketing Mix), Internal influences (Purchase intention, Customer satisfaction, Trust), and Consumer behavior (Customer loyalty, e-Word-of-mouth); see Figure 7.

4. Conclusions and Recommendations

All the papers stress the various factors affecting the purchasing behavior of consumers. Researchers have defined main factors in traditional marketing: external stimuli (age, gender/sex, education), marketing stimulus (quality of product/service, marketing mix) and internal influences (perceived value, confidence, happiness, intention to buy/use), and customer behavior response (repurchase, word-of-mouth). While, environmental stimulus (i.e., system quality and content quality), marketing stimulus (i.e., brand image, product/service quality, digital marketing, and marketing mix), internal factors (i.e., purchase intention, customer satisfaction, and confidence) and consumer behavior are highlighted in digital marketing (i.e., customer loyalty and e-Word-of-mouth).

There has never been a comprehensive analysis in Thailand of comparative behavior research related to traditional and digital purchasing in some goods and services. Further studies are deemed necessary by the researcher in future. In literary studies, the researcher

has summarized the frequent errors made by the researchers. To prevent errors, researchers must take care of things including: The weak point of analysis and synthesis of Thai-language research is to call the names or the vocabulary of any variable that lacks criteria, with a different vocabulary for each work. Therefore, can the investigator depend on each research's reading of the language, organizational descriptions and literature reviews? What is the default vocabulary variable? Furthermore, the quest for gray literature, such as academic papers from different agencies, did not include the theory in this review.

This literature review is only limited to the search duration for the past 10 years. This is because it seeks to supplement the mainly used principles and guidelines. As a result, the principles and standards used in the past were not included in the literature review, and they have not been cited in the past 10 years. Instead of primary sources use secondary sources. The literature review results were not sufficiently related to the researchers' works and did not take sufficient time to look at the best sources of knowledge to analyze literature on the subject. The systematic analysis does not cover the well-established newspaper. This study is either a significant flaw or limitation. Choose to study marketing research in Thailand as the major objective of this project. The researchers considered all related research to be Thai studies. Use Thai for publishing and publishing in Thailand only since very few globally published research or high-ranking journals is published.

This study contributes to a deeper understanding of the effect of many variables on consumers' expenditure behavior. It analyzes the relationship between the cultural, socioeconomic, personal, psychological and commercial variables and customer behavior, for example, and between Thailand's independent variables. All papers illustrate the various variables that influence consumer behavior. I found that in Thailand marketing, factors that affect consumer behavior are similar and different from those in the USA when we look at the academic literature abroad. This illustrates how research can be translated into consumer behavior and consumer environments (De Mooij and Hofstede, 2011). Researchers concluded that consumption studies in the Middle East have a significant effect on consumer behavior on socio-economic stresses, physical environments, and components in combination marketing (Furaiji et al., 2012). The principal elements of the gender, cultural and marketing mix in India are closely linked to consumer behavior in relation to social pressures (Vijayalakshmi and Mahalakshmi, 2013). While in China, the findings show that educational status, the perceived quality of service, environmental interest and attitudes are the most important predictor for buying behavior.

A research by Vijayalakshmi and Mahalakshmi (2013) found that Latin American consumers display different patterns of consumer behavior in contrast to other cultures. Consumer behavior in Japan differs from that in other cultures in various dimensions in Japan, a study has found that social and psychological factors affect consumer behavior in Japanese people (Synodinos, 2001). Cultural factors lead, as in another report, to variables that directly affect the buying behavior of all the countries of the European Union (EU).

For future studies, future educational marketers, or those interested in researching consumer behavior in marketing in Thailand, an in-depth study is required. Not only does it need a quantitative research study by circulating questionnaires, but it also requires a collaborative qualitative assessment study. Because of consumer behavior in each part of the world, or in each country, the same and different variables influence the behavior of consumption. In addition, in-depth research will focus on a comparative study of traditional and online buyer actions in relation to products and services. These variables will specifically state that marketers will go ahead in the new age of digitalization with innovative strategies

to attract online customers. Consumer behavior is a dynamic process, so it is really a difficult challenge to create a loyal customer, but with effective online marketing and consumer behavior analysis, you can achieve the desired results.

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