

Consumer's Choice to use Service of Fong Fab Laundry and Dry Clean Shop (Onnuch 46 Branch Bangkok)

Watchara Yisuntes¹, Natthaphat Puttawong²

^{1,2}Post Graduate School of Business administration, Kasem Bundit University, Bangkok

Email address: ²natthaphat.rut@gmail.com

Abstract— The research on consumer's choice to use laundry service of Fong Fab shop Onnuch 46 branch aimed to study consumer behavior in using laundry service of Fong Fab shop Onnuch 46 and to assess marketing mix which has effects on the selection of Fong Fab's service. The findings indicated that there were 100 questionnaire respondents mostly female age 31-40, married, graduated Bachelor's degree, work with private company, monthly income 20,001-30,000 Baht, 1-2 family members, and stay in dormitory/apartment. Results of the research showed that most consumers use laundry service of independent laundry shop; the time to use the service is between 08:00 – 12:00; main reason to use the service was because of having not enough time to do; average number of clothes each time to use the service was 11-15 pieces; choose the service because of time factor; and the charge was as a package. The study of marketing mix showed that the respondents rate the significance as follows: Price, Product, People, Place, Process, and Physical evidence. Recommendation from the study suggested that price should be appropriately set to match with the quality of the laundry service so that it can be competitive comparing to the others. Communication channel should be expanded and marketing promotion should be done by using a big and clear advertising board.

Keywords— Consumer behavior laundry service.

I. INTRODUCTION

Today urban society is facing changes and economic condition has raised competition to an intense level. Urban lifestyle becomes rushing and most people work outside and even have extra job to earn more income. With this new lifestyle, people do not have enough time to do laundry by themselves. In crowded cities, especially, travelling time to work place is an important factor in everyday life. Therefore, people tend to use laundry service to save time and for convenience. Laundry shops lately acquire modern machine and equipment to serve the need of customers who have limited time and look for convenience.

Recently, larger number of laundry businesses is entering into the market with less complicated investment and operation. There are 2 main types of laundry service including general laundry for normal clothes and dry clean service for delicate clothes which may be damaged if use normal laundry service therefore different treatment is required such as dry clean solution, and steam iron machine. One of those laundry shops is Fong Fab Laundry and Dry Clean which is a choice for consumer's selection. Customer's trust and satisfaction are very crucial for laundry service. Standard quality service must be maintained to gain repeat customers, thus the business can survive.

From the above background, researcher as one of laundry business owners is interested to study different consumer behavior and what affect the consumer's decision. The research will be useful for improvement in the service of Fong Fab Laundry and Dry Clean to match customers' need.

Research Objectives

1. To study consumer behavior in using laundry service of Fong Fab Laundry and Dry Clean (Onnuch 46 branch).
2. To study marketing mix factors which influence the customers' choice to use the service of Fong Fab Laundry and Dry Clean (Onnuch 46 branch).

Literature Review

This research was conducted using consumer behavior theory 6w+1H and marketing mix factors for service business.

Marketing mix is a controllable marketing tool or marketing factor that business has to use all together to satisfy the need and create satisfaction for target customers. They consist of 7 elements including Product, Price, Place, Promotion, People, Process, and Physical Evidence.

Related Research

Kullanit Benjathiptheerawat (2011) studied factors influencing buying decision of laundry shop customers in Lasalle alley, Bangna district, Bangkok. The study found that customers used laundry service because of having not enough time; they are influenced by advertising board in front of the shop; customers were interested in discount coupon Promotion; customers chose the shop near their residence; marketing mix factor was generally at a high level of mean with the first priority on quality of the service.

Weeraya Chomphakdee (2009) did the research on marketing mix factor that affected customers' choice of laundry service in Chiang Mai municipality. It was found that marketing mix factor highly influenced customers' decision.

Suree Wisetsuk (2007) studied opinion and trend of consumer behavior in using laundry service around the University of Thai Chamber of Commerce area. The study found that marketing mix including service, process, place, quality, and marketing promotion were generally in high level.

Anchalee Punnakasirikul (2009) conducted research on consumer behavior and choice to use laundry service in Lak Si area, Bangkok. The study revealed that consumer behavior to use laundry service generally has high level of mean.

II. METHODOLOGY

Researcher created questionnaire and applied as a tool to collect data. Structure of the questionnaire consists of 4 significant parts as follows.

- Part 1 includes demographic data
- Part 2 includes opinion on consumer behavior in selection of laundry shop
- Part 3 includes opinion on satisfaction in the service and the marketing mix factor that has influence in the decision for the service of Fong Fab Laundry and Dry Clean (Onnuch 46 branch).
- Part 4 includes suggestions of questionnaire respondents. Questions in this part are open-ended questions allowing the respondents to express their opinion and to give useful suggestions.

Findings

This study of laundry service consumer behavior revealed that consumers tended to use the laundry service of independent laundry shop near their residence. The choice for the service was influenced by time factor and the service charge was preferred as package. For the marketing mix factor that affected the selection of Fong Fab, it was found that marketing mix factor was generally in a medium level of mean including price, product, people, place, process, and physical evidence respectively.

III. CONCLUSION AND DISCUSSION

For behavior that affected the choice for service of Fong Fab Laundry and Dry Clean (Onnuch 46 branch) was found that consumers used the independent laundry service, chose according to time influence, and preferred the charge as package. This finding was similar to that of Kullanit Benjathiptheerawat (2011) which found that questionnaire respondents had opinion toward the choice of laundry service generally in medium level. For product, consumers paid attention to variety of the service which is in accordance with Kullanit Benjathiptheerawat (2011) which found that factor affecting the choice of laundry service is quality of the service. For price, consumers paid attention to reasonable price comparing to another shop which is similar to the research of Weeraya Chomphakdee (2009) that found price should be reasonable and match with the quality. For place, attention was paid to laundry shop in the neighborhood having convenient parking space to load and unload the clothes. This is in accordance with the research of Anchalee Punnakasirikul (2009) that found consumers to prefer convenient parking and delivery service. For promotion, consumers paid attention to package promotion such as monthly charge and the marketing promotion such as installing advertising board. This is similar to the study of Kullanit Benjathiptheerawat (2011) which revealed that the choice of laundry service is influenced by the

advertisement board in front of the shop and consumers prefer a discount coupon promotion. For people, attention was paid to an ability to solve problem for customers which is in accordance with the research of Weeraya Chomphakdee (2009) that found customers to prefer personnel that is willing to take care customers. For process, attention was paid to punctuality in delivery. This resembles the research of Anchalee Punnakasirikul (2009) which found that customers give importance to punctual delivery of the cleaned clothes.

Marketing mix factors including product, price, place, promotion, process, and people are related to consumer behavior at a significance level of 0.05. This is in accordance with the study of Suree Wisetsuk (2007) which revealed that customers agree with the needs and location is related to the behavior trend of customers to use laundry service around the University of Thai Chamber of Commerce area.

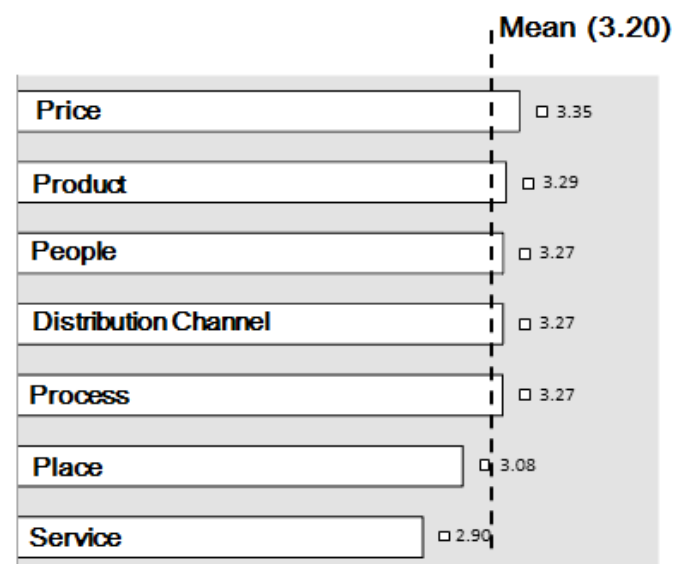


Fig. 1. Shows marketing mix factors that have influences on the choice of laundry service of Fong Fab shop Onnuch 46 branch.

The study found that questionnaire respondents have opinion toward marketing mix factors affecting choice of laundry shop to have general mean at a medium level (Mean = 3.20)

IV. CONCLUSION AND RECOMMENDATION

From the study on consumer behavior in using laundry service of Fong Fab shop Onnuch 46 branch, researcher has useful suggestions as follows. For product, laundry shop should pay attention to a clean wash, smooth ironing and good fragrant on the clothes to attract more customers. For price, laundry shop should set reasonable price according to the quality and the service to be competitive in the market. For place, laundry shop should expand more communication channels to communicate with customers. For promotion, laundry shop should focus on installing a clear advertising board to attract more customers. For people, laundry shop should train staffs to be friendly and pleasant to serve customers. For process, laundry shop should emphasize on

having a system to receive the clothes, put sign tags, and separate the clothes according to the color and type of fabric to make it easy for returning to the customers. For physical evidence, laundry shop should provide sufficient seats for customers to make it convenient for receiving and picking up the clothes.

TABLE I. Shows hypothesis test results in Regression. Marketing mix factors have relationship with customer behavior in selecting fong fab laundry and dry clean shop.

Marketing mix factor	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	-.124	.130		-.949	.345
Product					
Good and timely service	.088	.031	.082	2.819	.006
Price					
Reasonable price suitable with quality of service	.076	.025	.080	3.029	.003
Reasonable price comparing to the other	.938	.026	.929	35.917	.000
Place					
Convenient and sufficient parking for picking up or sending the clothes	.063	.026	.066	2.398	.019
Promotion	-.034	.032	-.031	-1.052	.296
People					
Staffs are friendly and polite	-.339	.151	-.336	-2.252	.027
Process					
Inspection when receiving clothes and make differentiable sign on the clothes	.347	.150	.347	2.316	.023
Punctual pickup and delivery	.955	.029	.945	32.696	.000
Physical Evidence	-.006	.029	-.006	-.196	.845

a. Dependent Variable: consumer behavior in using laundry service of Fong Fab shop Onnuch 46 branch

ACKNOWLEDGEMENT

The research on consumer’s choice to use laundry service of Fong Fab shop Onnuch 46 branch has been accomplished with the help of all questionnaire respondents who sacrifice their time answering questions. I am grateful to Associated Professor Ing-on Tanphan and Dr. Watchara Yisuntes who are very important and spent their time as advisors for my research and thanks to all professors who help me with suggestions. Thanks to MBA officers for their provision of facilities. Finally, I am immensely grateful to all lecturers for giving me knowledge as well as writers of text books and articles which I used as source of data and as reference for my research.

Mr. Natthaphat Puttawong

REFERENCES

- [1] K. Benjathiptheerawat, “Factors influencing buying decision of laundry shop customers in LaSalle alley, Bangna district, Bangkok,” 2011.
- [2] D. Theepapal, “Consumer behavior (1st edition),” Bangkok: Rungruengsam printing, 1999.
- [3] T. Laphikanon, “People’s satisfaction with system and service process of Bangkok metropolitan administration: Case study Nongkhaem district administration office,” Term paper, Master of Art (Social Development), NIDA, 1995.
- [4] P. Sisai, “The study on factors affecting decision to use laundry service by students in faculty of economic,” Chiang Mai University, Faculty of Economy, Chiang Mai University, 2011.
- [5] W. Chomphakdee, “The research on marketing mix factor influencing customers’ choice for laundry service in Chiang Mai municipality,” Graduate school, Business Administration, Chiang Mai University, 2009.
- [6] S. Serirat et al., “Marketing strategy and management,” Bangkok: Daimond in business world, 1998.
- [7] S. Serirat et al., “Management and organizational behavior,” Bangkok: Thira Film and Si-Tech, 2007.
- [8] S. Wisetsuk, “The study on opinion and trend of consumer behavior in using laundry service around the university of Thai chamber of commerce area,” 2007.
- [9] S. Wongmontha, Bangkok consumer behavior: A. N. Printing Co., Ltd. 2005.
- [10] A. Punnakasirikul, “Research on consumer behavior and choice to use laundry service in Lak Si area,” Bangkok, Thonburi Rajabhat University, 2009.
- [11] P. Kotler, *Marketing Management*, 11th ed. Upper Sanddle River, New Jersey: Prentice Hall, 2003.
- [12] Kotler, Philip, *Marketing Management: Analysis, Planning, Implementation and Control*, 9th Ed. New Jersey: Asimon & Schuster Company, 1997.
- [13] L.G. Schiffman and L. L. Kanuk, *Consumer behavior*, 3rd Ed., New Jersey: Prentice Hall, 1987.
- [14] http://tdc.thailis.or.th/tdc/search_result.php
- [15] <https://www.google.co.th>