

Factors influencing the marketing mix in purchase decisions Franchise Business: A Case Study Thiw Kluay Tod in Phra Nakhon Si Ayutthaya

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Abstract

The purpose of this research was to study the marketing mix and brand image, purchase decision level, and factors influencing the purchase decision of the Thiw Kluay Tod franchise business in Ayutthaya province. The tool used for collecting data was a questionnaire. The sample consisted of 400 customers using the W.G. Cochran formula and the accidental sampling method. The data analysis statistics were mean, standard deviation, and multiple regression analysis.

Research showed that the overall marketing mix was at the highest level. When considering each aspect, the highest level of product opinions was found, the overall brand image was high, and the overall purchasing decision level was at the highest level. It was found that the marketing mix influenced the purchase decision of the Thiw Kluay Tod franchise business, where independent variables could be predicted by 51 percent of the dependent variables consisting of Place ($\beta = 0.297$), Price ($\beta = 0.277$), Promotion ($\beta = 0.207$), and Product ($\beta = 0.200$), with statistical significance at the 0.05 level. Brand image influences the purchasing decisions of the Thiw Kluay Tod franchise business, where independent variables could be predicted by 36 percent of the dependent variables with statistical significance at the 0.05 level. The results of this research are used to formulate marketing mix strategies and brand image strategies that meet the needs of consumers and new franchisees, which affect purchasing decisions and purchasing a franchise business.

Keywords: Purchase decision, Franchise business, Marketing mix, Brand image

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Introduction

The market value of the franchise business continues to grow, especially the food and beverage business is considered a very popular franchise as it is one of the 4 factors that are essential to life (Likitsathaporn, 2020). In a volatile economy, the demand for self-employed or small business owners is increasing, especially for the younger generation or the unemployed. Franchise business is another interesting option because investing in a franchise business requires no time in building a new business (Atawongsa et al., 2021). Not only foreign franchise businesses have grown exponentially in Thailand, but also Thai franchise businesses have become increasingly competitive over the years such as Amazon, Inthanin, Doi Chaang, PunThai Coffee, Chob Cha and 5 Star Chicken (Muangngam, 2021). Franchise business is the business of giving franchisees the right to operate under a trademark and transfer knowledge of various work processes. Franchise businesses are as diverse as service franchises or production franchises. Franchise business will be successful or not depends on the strategy of management in many aspects including management and marketing factors to ensure the quality and standardization of the franchise business. Although the number of franchise businesses in Thailand has increased, the rate of entry and exit from the system continues to change (Leelhaphunt, 2022). This is because some entrepreneurs just saw the success of other people's franchise business and imitated it but did not succeed as hoped and eventually they had to leave this business system. Each franchise business has details or conditions for buying and selling franchises, both the same and different, such as rules, fees, royalties, management of brand image building, and compliance with the terms of the contract (Srichan, 2021).

Furthermore, one of the most significant components of operating a franchise business is the marketing blend, particularly the attention to detail in production and sales at reasonable prices via a variety of distribution channels and with effective marketing promotions (Alam, 2022). Brand or brand image is also regarded as essential and crucial to consumer brand recognition and the ability to make fast purchasing decisions (Soithongpong, 2021). Brand image influences consumer perception, which is the result of linking brand-related things to the consumer's overall memory through the five senses: sight, hearing, touch, smell, and taste, particularly for food products, which are the most popular categories of products used in franchise business (Yusuf & Matiin, 2023; Keller, 1998).

In Phra Nakhon Si Ayutthaya Province, a large number of bananas are grown. Almost every household has a banana tree planted in their homes, resulting in a crop that exceeds the needs of local residents. Besides rice staple food, bananas can also be developed into snacks, appetizers or snacks. Consequently, consumers pay more attention to the yield of processed bananas as compared to the staple food (Chaipratum, 2019). Deep-fried sliced banana is probably a dish from the Malay food culture around Penang Island, Malaysia, Indonesia, and Singapore called Pisang Goreng. This is different from the Thai cooking culture where the produce is mainly cooked by boiling, grilling and grilling methods such as ordained bananas, toasted bananas and banana desserts. Deep-fried sliced banana is a Thai dessert which is cooked by cutting a banana into slices or halves and then coated in a batter that consists of rice flour, grated coconut, sesame (popularly roasted), sugar and coconut milk. Subsequently, it is fried in a pan (Korawan, 2021). Thai people like to eat deep-fried sliced banana as a snack. Thiw Kluay Tod's beginnings originated from a time when the business owner had the opportunity to eat deep-fried sliced bananas his sister-in-law bought from Samut Prakan Province. It is a powder that has a unique aroma and distinctive smell and softness of the powder. So, the owners wanted to open a deep-fried sliced banana shop in Ayutthaya to support main occupation in case of had to leave a job. When started mixing the flour, by considered it to be similar to the flour bought from Samut Prakan Province and sold at home as a family business. Then Thiw Kluay Tod planned on expanding the business but lacked knowledge in this area. Therefore, Thiw Kluay Tod contacted academic services about starting a business with relevant government agencies and educational institutions to gain potential in small business management. After that Thiw Kluay Tod had the idea to expand distribution channels by selling via food trailers, allowing them to relocate their sales locations without having to find a new store location. Thiw Kluay Tod could also accept off-site work in the case of contracting or almshouse work in different areas more conveniently. Most importantly, Thiw Kluay Tod's owner learned about building a brand and branding it to be memorable. Later, plans were made to open a franchise business.



Figure 1: Food truck for selling products Thiw Kluay Tod

The researcher, as an academic at the institute consulting with the entrepreneur, saw this entrepreneur's commitment to franchising, but the owner still lacks the knowledge of starting a business. Thiw Kluay Tod is also unaware of the factors that drive customers and buyers to Thiw Kluay Tod's franchise business. The researcher therefore studied the factors influencing the decision to purchase the franchise business of Thiw Kluay Tod in Phra Nakhon Si Ayutthaya Province. This study focuses on marketing mix and brand image in order to apply research findings to formulate marketing mix strategies and the brand image strategy of the franchise business that meet the needs of consumers and those interested in franchise businesses. Finally, there would be a decision to buy a product and a franchise business with Thiw Kluay Tod.

Research Objectives

1. To study the marketing mix factors and brand image factors of the franchise business under Thiw Kluay Tod in Phra Nakhon Si Ayutthaya Province.
2. To study the decision to purchase a franchise business under Thiw Kluay Tod in Phra Nakhon Si Ayutthaya Province.
3. To study the factors influencing the decision to purchase a franchise business under Thiw Kluay Tod in Phra Nakhon Si Ayutthaya Province.

Conceptual framework

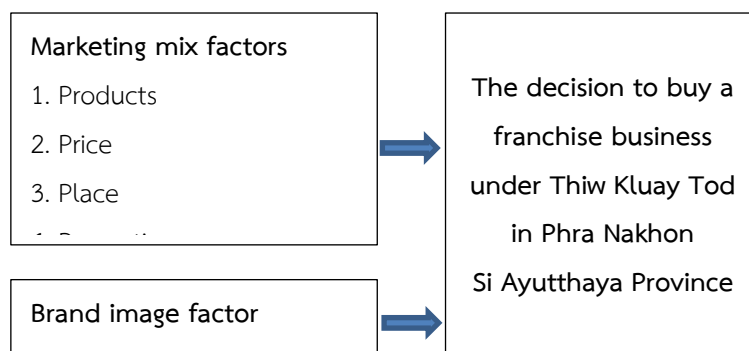


Figure 2: Conceptual framework

Literature Review

Concepts and theories of 4P's marketing mix

According to Kotler & Keller (2012) the marketing mix is defined as a marketing tool used in strategic planning to achieve business objectives. It is a tool to meet consumer satisfaction and needs by using 4Ps marketing strategies that are aligned with the planning principles in each segment to best match our selected target audience. The marketing mix of food business 4P consists of

1) Product is "to offer anything to satisfy the needs of the customer in order to obtain satisfaction that includes a tangible product or service such as needs, cleanliness, freshness and convenience with taste according to customer satisfaction.

2) Price is the rate at which a product is exchanged in a market using currency as a medium. At present, price is an important factor in marketing management. The element of determining a price strategy to achieve a satisfactory level of a product is suited to the level of competence or purchasing power of the consumer in the market. Pricing must take into account production costs and costs based on a method known as "Markup Pricing" rather than other environmental factors.

3) Place is to create convenience in purchasing and delivering products to customers. If the sale of goods requires multiple operations, the method of distribution or distribution is very important. The principle of selecting and distributing products is not only a large number

of sales, but the location must be able to support sales. However, it depends on what the product is and who the target audience is, for example, high-end items should be limited to not selling too many because it will spoil the image. Another distribution factor is the cost of distribution, which means that the ability to distribute evenly has to be compared with higher costs. For a storefront business, place is the location where the location should be chosen to suit the product.

4) Promotion is the creation of various activities to tell customers about the nature of the product, for example, advertising in the media or choosing activities that drive consumers to buy more, such as discounting for small business strategies. Advertising can be overkill because it requires investment. The free advertising channel or relatively low investment is internet media and nowadays internet media has a large number of users so it can be accessed easily and quickly. However, there are also low investment materials such as flyers and posters and local media such as parades, local radio and local newspapers. Media selection, in addition to cost considerations, should also be considered in terms of reaching the target audience, for example, adult-oriented advertising should choose internet media because it is free and choose websites that are popular for adults to use.

In addition, Scholars have described more elements. (Jain, 2013; Khan, 2014; (Suherly et al., 2016):

5) People (personnel) who communicate with and provide services to consumers. This element highlights the significance of personnel with the appropriate knowledge, abilities, and attitude for service. People analytics and management play a crucial role in establishing a positive customer experience and guaranteeing customer satisfaction. Therefore, we must concentrate on Personnel quality, which is essential to choosing and constructing a team with the appropriate knowledge, abilities, and experience. Training and Educating personnel about products or services Communication, customer service, and other relevant skills are essential to the preparation and development of service-providing employees. Creating a corporate culture for a corporate culture that prioritizes consumer satisfaction and attentiveness it will have a positive impact on marketing success and foster an emotional connection with customers. Including Communication skills those with effective communication skills can

foster consumer confidence, comprehension, and the ability to resolve issues. Responding to customer requirements and fostering strong customer relationships are crucial to achieving organizational satisfaction and secrecy.

6) Process The success of the implementation of marketing activities is contingent on the design and management of processes that deliver products or services of the highest standard and effectiveness. Academically this element can be described further as essential to analyze and comprehend business processes in order to identify problems and process improvement requirements. Utilizing instruments for process analysis, such as business plans It will assist organizations in identifying the processes that must be enhanced in order to produce products or services of the utmost quality and efficiency. In technology, process design principles for optimal efficiency should be considered. Alignment of business plans, organizational structure, and management with the marketing strategy. A well-designed process can reduce production costs, shorten production cycles, and improve service effectiveness. Process management is essential for keeping processes on schedule and operating at maximum effectiveness. Monitoring, measuring, and evaluating processes are crucial to process development and improvement in order to respond appropriately to customer requirements. Effective process management can reduce process-related losses. Reduce production or service time and improve product or service quality to have a significant impact on customer satisfaction.

7) Physical Evidence This element relates to elements that foster consumer confidence and credibility, such as what customers see, hear, and feel. The business location is part of the essential physical premise. For instance, a store or office in a readily accessible and convenient location. The venue is organized and decorated appropriately for the intended clientele. Relational communication in the form of logos, symbols, and product packaging design impresses and lingers in the minds of consumers. Physical evidence, such as the tools, equipment, technology, and systems used to provide services or products, can contribute to a positive and rewarding client experience. Important physical evidence is service personnel who are both knowledgeable and courteous. Employees with the proper operational and communication skills can increase customer satisfaction and confidence.

Concepts of Brand Image

In terms of brand image (Nukulsompratana, 2020) it is defined as brand image refers to what customers think of as well as their thoughts on the brand, which arise from their beliefs and perspectives on the brand as a result of identity, values and personality. For the mix of branding from a customer perspective, there are four parts: 1) Perceptual occurs through observations, news, various types of activities or individuals. 2) Cognitive comes from knowing all information and interpreting it. 3) Affective is a feeling that describes what a brand expresses to consumers. 4) Conative or action arises from knowledge, emotions and feelings.

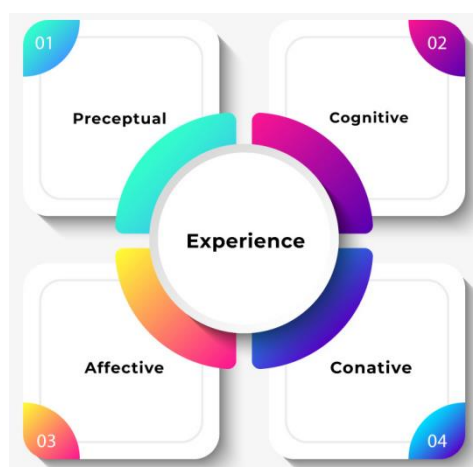


Figure 3: Brand image building mix

In addition, brand image is a connection of strength, fondness and uniqueness in the memory of consumers and can be created in many ways such as direct consumer experience, information communicated by other relevant agencies, word of mouth, and self-brand. The brand image will be perfect with the following components: 1) Strength of Brand Associations is associated with brands based on market factors and other factors affecting the consumer experience with the brand. The strength of a brand image arises from the number or quantity and quality of the information acquisition process and consumer beliefs about the brand's features and benefits. 2) Favorability of Brand Associations arises from brand features and benefits, for example, the brand indicates highly convenient, reliable and efficient. 3) Uniqueness of Brand Associations means a product's association with a brand or is based on its features or benefits such as user characteristics or usage. The strength and fondness associated with a brand means creating a unique identity that sets it apart from other brands (Keller, 2003)



Figure 4: Elements of the brand image

Concepts of Buyer Decision Process

The purchase decision process can be divided into 5 steps (Sirawitchaidet & Liampreecha, 2021; Metheekan, 2018; Phuangasukhee, 2018; Phochai, 2019) as follows:

1) Problem of Need Recognition- It is the initial sense of differentiating between the ideal and the reality state of the person, which affects the desire to fill the parts between the ideal and reality state. Each individual's problems have different causes.

2) Search for Information- When a problem arises, consumers need to seek a solution by seeking additional information to help them make a decision such as personal search, commercial search, public search, and experimental search.

3) Evaluation of Alternative of Alternative- It is a method used by consumers to evaluate alternatives by comparing properties or product information from a variety of brands to a single brand. This depends on your beliefs, values and past experiences along with your faith in the brand.

4) Decision Making- Most consumers need time to make a decision. The product information is different, but in some products, consumers may not need time or information to make a decision at all.

5) Post purchase Behavior- It is the behavior that consumers get from their experience of consumption. If consumers are satisfied, they know the advantages of the product and lead to repeat purchases or referrals to new customers. If the consumer is dissatisfied, they will

not buy the same product again next time, and this may result in bad word-of-mouth causing the customer to buy less as well.



Figure 5: Normal purchase decision processes

Methodology

The population used in the research was comprised of consumers in Phra Nakhon Si Ayutthaya Province. The researcher determined the sample size based on a statistical confidence level of 0.05. Cochran's formula Cochran (1977) yielded a sample size of 385 plus 15 totaling 400 people for convenient collection. An accidental sampling method was used in the study. The independent variables in the research were the 4P marketing mix factor and the brand image factor. The dependent variable was the decision to purchase the Thiw Kluay Tod franchise business. The tool used for collecting data was a questionnaire. The item-objective congruence index (IOC) was used to find quality with an IOC value greater than 0.75. Then the pilot method A 30-set survey was used to determine the confidence of the questionnaire. Cronbach's alpha coefficient (Cronbach, 1984) test had a questionnaire confidence value of 0.914, and then data was collected with the sample.

The researcher studied data on marketing mix factors, brand image factors, and purchasing decisions of franchise businesses under Thiw Kluay Tod. The data were analyzed for descriptive statistical values with a mean and standard deviation. A hypothesis test was performed using reference statistics to analyze the correlation of the data associated with the variables studied, i.e., the correlation between one variable and multiple variables. Here there was one dependent variable and two independent variables, so multiple regression analysis was used to find the values.

Results

1. Sample demographic characteristics

Sample demographic characteristics consisting of frequencies and percentages for the variables used for this study. The female category was the most frequently. The majority of respondents were between the ages of 21 and 30, while the majority were currently married. The most frequently category for the level of education was respondents who had graduated with a bachelor's degree. The employee category was the most frequently, and the majority of respondents were between average incomes of 20,001 – 30,000 THB.

2. The result of the marketing mix factors and brand image factors of the franchise business under Thiw Kluay Tod in Phra Nakhon Si Ayutthaya Province

The marketing mix, brand image, and purchasing decisions of the Thiw Kluay Tod franchise business in the province of Ayutthaya are analyzed in Tables 1–3.

Table 1: Mean and Standard Deviation in terms of marketing mix factor opinions

4P Marketing mix factors	\bar{X}	S.D.	Level of Opinion
1. Products	4.31	0.71	Highest
2. Price	4.19	0.78	High
3. Place	4.24	0.79	Highest
4. Promotion	4.08	0.86	High
Total	4.21	0.79	Highest

According to Table1, the overall marketing mix received the highest opinion level, with a mean of 4.21. The product was rated the highest with an average of 4.31, followed by the place with the highest level and an average of 4.24, the price was rated the highest with an average of 4.19, and the promotion was rated the highest with an average of 4.08.

Table 2: Mean and standard deviation in terms of brand image opinions

Brand image factor	\bar{X}	S.D.	Level of Opinion
1. I prefer the branded image of the product to stand out from the competitors	4.15	0.90	High
2. I prefer to think the brand image represents the tastes of consumers	4.03	0.84	High

3. I prefer the brand image because it is simple to recognize	4.07	0.85	High
4. I prefer consumers to tolerate a higher price when the value of a brand's image is high	4.27	0.89	Highest
5. I prefer that developing a brand image improves the product's perceived value	4.32	0.77	Highest
6. I prefer that the market awareness of the brand affects choosing of Thiw Kluay Tod	4.27	0.73	Highest
Total	4.18	0.83	High

According to Table 2's findings, the respondents' level of agreement with the Thiw Kluay Tod brand's image factor overall is at a high level, with a mean of 4.18. However, when the brand image factors of each category were considered, it was discovered that I prefer that developing a brand image improves the product's perceived value with the highest level and an average of 4.32. Second, I prefer consumers to tolerate a higher price when the value of a brand's image with the highest level and an average of 4.27. I prefer that the market awareness of the brand affects choosing of Thiw Kluay Tod with the highest level and an average of 4.27. I prefer the branded image of the product to stand out from the competitors with high level and an average of 4.15. I prefer the brand image because it is simple to recognize with high level and an average of 4.07. And I prefer to think the brand image represents the tastes of consumers with high level and an average of 4.03.

Table 3: Mean and standard deviation in terms of opinions about purchasing decisions

Purchase decisions	\bar{X}	S.D.	Level of Opinion
1. The decision to purchase a franchise is influenced by the quality of the goods	4.35	0.73	Highest
2. The decision to purchase a franchise is influenced by the price of the goods	4.44	0.65	Highest
3. The decision to purchase a franchise is influenced by the place of the goods	4.38	0.72	Highest
4. The decision to purchase a franchise is influenced by the promotion of the goods	4.25	0.73	Highest

5. I prefer to eat here more than similar deep-fried sliced banana franchises	4.18	0.75	High
6. I prefer to eat here considering the service is swift and nice	4.22	0.79	Highest
Total	4.30	0.72	Highest

According to Table 3's findings, the respondents' level of agreement with the Thiw Kluay Tod brand's Purchase decisions factor overall is at the highest level, with a mean of 4.30. However, when the Purchase decisions factors of each category were considered, it was discovered that the decision to purchase a franchise is influenced by the price of the goods with the highest level and an average of 4.44. Second, the decision to purchase a franchise is influenced by the place of the goods with the highest level and an average of 4.38. The decision to purchase a franchise is influenced by the quality of the goods with the highest level and an average of 4.35. The decision to purchase a franchise is influenced by the promotion of the goods with the highest level and an average of 4.25. I prefer to eat here considering the service is swift and nice with the highest level and an average of 4.22. And I prefer to eat here more than similar deep-fried sliced banana franchises with high level and an average of 4.18.

3. The results of a study on factors influencing the decision to purchase a franchise business under Thiw Kluay Tod in Phra Nakhon Si Ayutthaya Province

The results of a study on factors influencing the decision to purchase a franchise business under Thiw Kluay Tod in Phra Nakhon Si Ayutthaya Province as shown in Table 4 – 5

Table 4: Normal multiple regression correlation coefficient in terms of marketing mix factors influencing purchasing decisions.

4P Marketing mix factors	β	S.E.	t	P
Constant (a)		0.350	3.114	0.002
1. Products	0.200	0.076	2.514	0.014*
2. Price	0.277	0.065	3.336	0.001*
3. Place	0.297	0.062	3.396	0.001*
4. Promotion	0.207	0.061	2.377	0.019*
R=.725	Adjusted R ² = .506	SE.est. = 0.30		

* p < 0.05

Table 4, Marketing mix factors influenced purchasing decisions of franchise business under Thiw Kluay Tod in Phra Nakhon Si Ayutthaya Province, and independent variables could be used to predict dependent variables by 51 percent. Adjusted R^2 value is 0.506. When considering each aspect, it was found that the product was $\beta = 0.20$; $p < 0.05$, the price was $\beta = 0.27$; $p < 0.05$, the distribution channel $\beta = 0.29$; $p < 0.05$, and the promotion $\beta = 0.20$; $p < 0.05$, indicating that the marketing mix factor had a statistically significant influence on the franchise business decision under Thiw Kluay Tod in Phra Nakhon Si Ayutthaya Province at a level of 0.05.

Table 5: Normal multiple regression correlation coefficient in terms of marketing mix factors influencing purchasing decisions.

Brand image factor	β	S.E.	t	P
Constant (a)		0.290	7.296	0.000
Integration of brand image factors	0.552	0.069	7.571	0.000*
R=.608	Adjusted $R^2 = .363$		SE.est. = 0.33	

* $p < 0.05$

Table 5, brand image factors influenced purchasing decisions of franchise business under Thiw Kluay Tod in Phra Nakhon Si Ayutthaya Province and independent variables could be used to predict dependent variables by 36.30 percent. Adjusted R^2 was 0.363. When considering each aspect, it was found that the brand image factor had a β value of 0.522, indicating that the brand image factor had a statistically significant influence on consumers' purchasing decisions at the 0.05 level.

Discussion and conclusion

1) The results of the study on marketing mix factors showed that overall was at the highest level. When considering each aspect, the product was found to be at the highest level, followed by the distribution channel at the highest level, the price at the high level, and the promotion at the highest level respectively. It could be seen that consumers pay the most attention to the product because Thiw Kluay Tod was a food product that must be clean, fresh, new, convenient packaging and good taste. This was consistent with Phuangsukhee

(2018) and Sangngoen (2016) found that the product variant was at the highest level, followed by the distribution channel at the highest level, because the franchise business was an alternative channel for consumers to have more access to the product. Thiw Kluay Tod used food trucks, making it easy to move sales locations and was considered a distribution channel that can reach a wide range of consumers. Similarly, the study of motivation and marketing mix affecting the purchase of food trucks in Bangkok Damsong (2017) the marketing mix was more correlated with food truck purchasing decisions.

2) The results of the study on overall brand image factors were high. This was because brand image was what customers think and arises from the beliefs and perspectives gained from creating identity, value, connection, liking and uniqueness in the memory of consumers. This was in line with Wongsakulpaisan (2017) a study of brand values that affect purchasing decisions. It was also found that consistent with Nukulsompratana (2020) and Keller (2003) studied the concept of brand image building mix from the customer perspective and brand image elements.

3) The results of the study on overall purchasing decisions were at the highest level, indicating that consumers were able to easily make a purchase decision on Thiw Kluay Tod's products because it was a snack product that does not require much information or time to make a decision. Unlike some products, consumers may need more time and information before making a purchase. This was consistent with Phuangsukhee (2018) of the decision-making process in Step 4: Decision Making.

4) The marketing mix factor and brand image factor had a statistically significant influence on purchasing decision of franchise business under Thiw Kluay Tod in Phra Nakhon Si Ayutthaya Province at 0.05 level. This implied that proper marketing mix and building a unique brand image of Thiw Kluay Tod contributed to the consumer's purchasing decision process. (Lapsathaporn, 2019; Vongsakulpaisal, 2017; Chaipratum, 2019; Sirawitchaidet & Liampreecha, 2021; Metheekan, 2018; Phuangsukhee, 2018; Phochai, 2019; Sangngoen, 2016; Yusuf & Matiin, 2023) the marketing mix factor and the brand image factor were statistically related and influenced. To the decision of consumers to buy goods and buy a franchise business.

5) The future expansion of Thiw Kluay Tod is a positive development. On the other hand, a common issue for franchise businesses is maintaining uniformity across all locations. The greater the number, the more likely it is that oversight will be insufficient. It ultimately results in franchise identities that are not as standard as they should be. However, the flavor

of distinct branches used to be the most prevalent risk factor in foods and beverages. Thiw Kluay Tod must accord significance to Continuous training and standardization to resolve this issue, which can increase customer satisfaction (Nguyen et al., 2019). Consequently, consumers are persuaded of the importance of standards. If the standards are lowered, it will result in consumers ultimately deciding to use the services of other brands. Thiw Kluay Tod's marketing decisions for the franchise's strategic marketing and brand are the consequence of this research in the franchise environment. Thiw Kluay Tod's decision to engage in advertising and promotional factors is one of the marketing decisions made by the owners. These decisions would have an impact on the market success of franchisors and franchisees by improving brand image and boosting consumer purchases (Lee et al., 2021).

Practical implication

The results of this research can be applied to small business entrepreneurs under the brand Thiw Kluay Tod in order to determine the strategy of the marketing mix and the appropriate brand image building strategy. The marketing mix strategy should be focused primarily on products, with emphasis on standardized raw materials and flavors, and distribution channels that can reach all consumer groups. As for defining a brand image strategy, it should emphasize uniqueness to be embedded in the memory of consumers. Identity, value and connecting preferences that meet consumer needs should be considered together. It can be seen that the strategy of the marketing mix and the brand image building strategy can be used as a guideline in the franchise business for new entrepreneurs. Business success depends on a number of management strategies, including managing marketing factors and building a memorable brand image. Building a franchise business must have the same quality and standards. In case the franchisee's unpreparedness might make the business unsuccessful because those who will do business in franchise must understand the franchise system and understand the management of the franchise network. Moreover, there are many competitors in the same franchise business, so the competition is quite high and there may be problems with copying.

Future research

Interested parties may conduct a 360-degree review by researching other relevant business operators and franchisees. Studying the data holistically will provide you with more detailed knowledge. Incorporating in-depth studies with qualitative research, or employing

mixed methodologies research to blend components of quantitative and qualitative research, will yield a more intriguing perspective.

Limitation

It's possible that the results of an Accidental Sampling won't be representative of the actual population (generalizable) because of time and money restrictions.

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