



Knowing Our Neighbors

Public Opinion Research in Asia in a Time of Media Revolution and Aging Societies

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Analyzing Models of Sociology That Have an Affect on the Customer Behavior About Purchase Decision the Construction Materials at Seaside Town

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Abstract

This research aimed to study the sociological factors: the aggregation of community for purchasing, the price justice, the control of government and the corporate social responsibility of the business that have affected on customer behavior in deciding to purchase the construction materials at seaside towns: Cha-Am and Hua Hin, where have increasing condominiums, tourist attraction and shopping centre continuously. There were 400 customers who came to purchase products at the construction materials retail stores: Homepro, Homemart, Boonthavorn and Thaiwatsadu in Cha-Am and HuaHin areas. The research instrument consists of questionnaires concerning information of customer behavior and sociological factors. Statistical programs are used for data analysis such as frequency value, percentage, average and Chi-square.

The study revealed that the sociological factors are the most important for customers. Firstly, the control of government. Secondly, corporate social responsibility. Eventually, the aggregation of community for purchasing. According to the study, the researchers found a relationship between the sociological factors and the customer behavior; The justice of price, the control of government and the corporate social responsibility related to customer behavior about choosing the construction materials retail stores to buy products at the seaside towns.

Keywords: consumer behavior, construction material

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Background of the problem

Construction business plays an important role to economy and social of the nation. It is an important base to develop the nation and also be complement of human lives such as buildings or expansion of the houses. We need to purchase materials from Construction Material Industries. The Government must have a process or a standard to control the price justice and quality to not let the trader set the over price and take advantage from the customers. Nowadays, the tendency about the corporate social responsibility has increased continuously including the contraction material business. The entrepreneurs who run the business and has a been awareness of environment the community at the same time which use the ethical principle in the operation of the business and try to return the benefits to the community for making "Brand Image", the success of the business in long-term. For example, Boonthavorn co.ltd created an activity, CSR activity about giving back to community, by being a part of Thaiteeb 's project which cooperates with with Samutsongkram City Municipality. Boonthavorn built a restrooms with air-conditioners in the name of "Sabai U Ra by Boonthavorn" Another example, Home product center co.ltd who runs a business named Homepro,Construction Material Retail Store, had concern so they set up a fund for a project on children's restrooms, which aimed to improve restrooms in the schools all over Thailand. Hua Hin and Cha-Am are the famous towns and have highly grown up about economy because Hua Hin and Cha-Am have had the big amount of condominium, tourist attraction and shopping center so, demand of the customers about purchasing the construction material products become highly too.

So, the researchers pay attention to analyze the social factors that affected the customers behavior about deciding to buy the construction materials such as the aggregation of community for purchasing, the price justice, the controlling of government and the corporate social responsibility for developing the strategy of the construction material business to match with customer's behavior.

Objective

Study relation between the sociological factors that affected the customer behavior about purchase decision the construction materials at seaside towns; cha-Am and Hua Hin.

Hypothesis

The sociological factors such as the conglomeration of community for purchasing, the price justice, the control of government and the corporate social responsibility of the business related to the customer behavior about purchase decision the construction materials for seaside towns; Cha-Am and Hua Hin.

Scope of Research

4.1 Scope of the contents

Study about operational information of the construction material businesses in order to understand the factors that affected the customer behavior about deciding to buy the construction materials at seaside towns; Cha-Am and Hua Hin which focused on the sociological factors; the aggregation of community for purchasing, the price justice, the control of government and the corporate social responsibility.

4.2 Scope of population

The population in this study was the customers who came to buy the products in the construction material retail stores at seaside towns; Cha-Am and Hua Hin by using convenience sample method and 400 people of sample group.

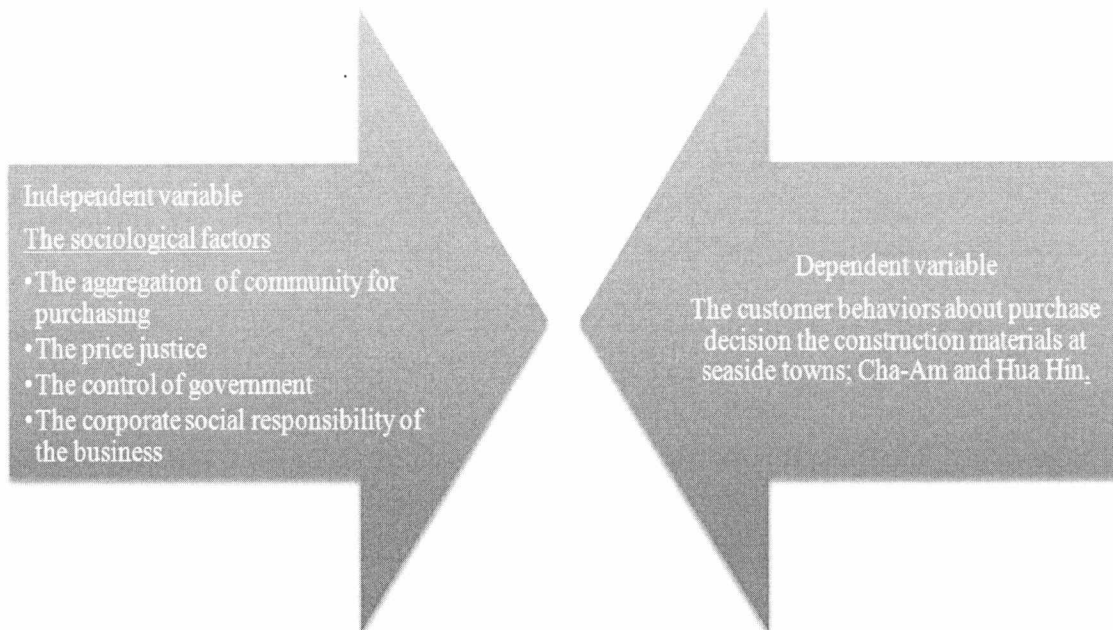
4.3 Scope of area

The areas in this study were the construction materials retail stores at seaside towns; 1.Homepro 2.Homemart 3.Boonthavorn 4.Thaiwatsadu.

4.4 Scope of time

The duration in this study took 3 months, from August 2012 to October 2012.

Conceptual Framework



Expected Benefits

1. Association studied and accepted about the process defined the price of construction materials that are fair or reasonable.
2. The construction material businesses must depend on the close community to make profit in long-term due to the world and external environments changed consecutively all time so, the business have to adapt and improved to catch up with the things that changed consecutively.
3. The aggregation of community was community empowerment in order to negotiate for reasonable price.
4. The construction material businesses could assimilate into people in the close community.
5. Created awareness about the social responsibility together between people in community with entrepreneurs

Definition of Terms

The aggregation of community for purchasing means the behavior that people buy products without cogitate about worthiness or real quality of products. They buy products because word of mouth, propaganda.

The price justice means the justice about the price that the buyer accept in the condition of seller by using comparison with general market price.

The controlling of government means the measure or regulation of government, which control pricing of the construction materials businesses to make price justice between the customer and the construction material entrepreneurs.

The corporate social responsibility of the business means operating business with good governance and good managing strategies by taking responsibility for social and environment, which will lead to a sustainable business development.

Result

Sociology factors	mean	Standard Deviation (S.D.)	Meaning
The <u>aggregation</u> of community for purchasing	4.40	0.59	The most important
The price justice	4.43	0.67	The most important
The control of government	4.56	0.58	The most important
The corporate social responsibility of the business	4.45	0.62	The most important
Total average	4.75	0.52	The most important

Part 1 Analysis result of the sociological factors that affected the customer behavior about purchase decision of the construction materials at seaside towns

The study revealed that the sociological factors were the most important to the customers' consideration that could sort from ascending to descending as follows; the control of government, the corporate social responsibility of the business, the price justice and the aggregation of community for purchasing.

Part 2 Test results of relation between the sociological factors and the customer behavior about deciding to buy the construction materials at seaside towns.

1. The aggregation of community for purchasing didn't relate to the customer behavior about deciding to buy the construction materials at seaside towns.

2. The price justice have related to the customer behavior about choosing the construction material retail stores in the seaside towns; Cha-Am and Hua Hin. Result of Chi-Square statistic, Pearson Chi-Square was 18.678, d.f was 9, Asymp. Sig. (2-sided) was $0.028 < 0.05$

3. The control of government related to the customer behavior about choosing the construction material retail stores in the seaside towns; Cha-Am and Hua Hin. Result of Chi-Square statistic, Pearson Chi-Square was 25.244, d.f was 12, Asymp. Sig. (2-sided) was $0.014 < 0.05$

4. The corporate social responsibility of the business related to the customer behavior about choosing the construction material retail stores in the seaside towns; Cha-Am and Hua Hin. Result of Chi-Square statistic, Pearson Chi-Square was 22.053, d.f was 12, Asymp. Sig. (2-sided) was $0.037 < 0.05$.

Discussion

1. From consideration in the important level of the sociological factors that affected the customer behavior about purchase decision of the construction materials, found that the customer gave precedence with the sociological factors were the most important to customer consideration by. The customers placed importance on the control of government to be first. Since the customer trusted that the government had the policy or rule to control the operation of the business sector to have justice with the customers such as reasonable price, product quality, business ethical etc. So, the customer paid attention to roles of the government that related to the construction material businesses for such as the controlling of the government about price mechanism in the construction material products in order to reduce taking advantage of the entrepreneurs from the customers which cause the cost of living to high more and become to the social problem later.

The second factor that the customers took an interest on the corporate social responsibility which the customers accepted the construction material businesses that had corporate social responsibility and had confidence that the businesses would have justification, clear operation of the business, business ethical and considered about the benefits of the customer mainly.

The third factor was the price justice because the customers thought that the process of the price justice would achieved when the construction material entrepreneurs had conscious about the business ethical which the customer could be aware of the ethical of the entrepreneur from the CSR projects of the business.

The customers paid attention about the aggregation of community for purchasing to be finally. In the buying about the construction material products, the most customers planed about product lists before they decided to buy the construction material products such as checking about needed products, amount of needed products, type of needed products and price of needed products. So, the purchasing without consideration about reasonable price, product quality and purchasing from propaganda didn't

important factors for purchase decision of the construction material products

2. From consideration in the relation between the sociological factors and the customer behavior about purchase decision of the construction material found that

The aggregation of community for purchasing didn't relate to the customer behavior because the most customer planned about needed products list before they decide to buy the products in the construction material retail stores and in the present, there are a lot of the construction material retail stores which expanded to everywhere and had also various classes of the construction material products, various prices and quality. So, the customer could choose to buy the construction material products which were compatible with their lifestyle.

The factors about the price justice, the corporate social responsibility and the control of the government related to the customer behavior about deciding to buy the construction material at seaside towns. That was choosing the retail stores that sold the construction material by the customers took into consideration about the price justice that must suit with the product quality and also consider the corporate social responsibility of the construction material business because the most construction material retail stores that had business ethical and had the corporate social responsibility in operation, would also have responsibility with customer. And the customers realized the role of government which helped control the construction material businesses to have fairness with the customers and community.

Suggestions

This study that the customers realized about the price justice, the corporate social responsibility of the construction material entrepreneurs and the control of government extremely so, the government should have the clear policy about pricing standard for the construction material businesses which is fair for the customers and the entrepreneurs.

The construction material entrepreneurs could use the information or result of this research to improve and provide business plan to match with ethical principal and the corporate social responsibility.

"The business will subsist if the community has subsists. And if the community subsists, the business can subsist." So, the business and community have to interdependence. When the entrepreneurs run the business and have corporate social responsibility at the same time, the customers and community will have trusted and give supporting with the business in long-term.

Recommendation for further research

1. Expand the areas in this study to other scenery towns such as Chiang Mai, Pattaya, Phuket etc. Due to the scenery towns, the zone that the entrepreneurs frequently raise the price with the customers.

2. Study the sociology factors of other business that are four requisites of living.

3. Study characters, roles and the factors that affect the community empowerment negotiation with business sector.

4. Prepare campaign and educate the people more about social role and authority of them.

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