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Factors affecting purchasing decisions at flea markets in Bangkok Metropolis.

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**Abstract**

The objective of this research is to study (1) the significant factors influencing the purchasing decisions of consumers at flea markets in the Bangkok Metropolitan Area, and (2) the purchasing behavior of consumers at flea markets in the Bangkok Metropolitan Area. This research employs a quantitative research methodology, collecting data through questionnaires. The sample group consists of 400 customers who purchase goods at flea markets in the Bangkok Metropolitan Area. The research tools include questionnaires, and statistical analyses utilized in the research include percentage analysis, mean analysis, standard deviation, t-test, f-test (One-way ANOVA), and paired comparison analysis using the LSD (Least Significant Difference) method.

Research findings indicate that the majority of questionnaire respondents are female, aged between 21-30 years old, single, holding a bachelor's degree or equivalent, employed as civil servants or state enterprise employees, with an average monthly income ranging from 10,001 to 20,000 baht. The significant factors influencing purchasing decisions at flea markets in the Bangkok Metropolitan Area are the Marketing Mix (4Ps), which include Product, Price, Place, and Promotion. Consumers rate the overall importance level as high. Upon closer examination, the aspect with the highest average rating is Price, followed by Product, Promotion, and Place, which are rated at a moderate level. Regarding hypothesis testing, it is found that consumers with different personal characteristics exhibit different purchasing behaviors at flea markets in the Bangkok Metropolitan Area, particularly in terms of varying Marketing Mix factors.

**Keywords:** Purchasing decisions, Marketing Mix (4Ps), flea markets.

**Introduction**

"Flea market" is a term well-known among Thais for a long time, derived from the word "market," which refers to a central place for exchange where buyers and sellers come together to negotiate transactions, and "flea," meaning an agreement to do something or an arrangement to meet. According to Tasana Hongma (2012), A flea market is a market held only on specified days and locations. It could be just any day of the week. And it will continue to be like this until it is known among the people in the community. Markets like this are common both in the countryside and in large cities. Most places used for markets are on temple grounds, next to public parks, or on sidewalks. for passersby to come and go and people in the neighborhood can shop conveniently

The development of new formats of nighttime flea markets has led entrepreneurs to pay more attention to systematic management and organization. This is aimed at meeting the needs and importance of both traders and customers who visit the markets. Good management and suitable locations, coupled with a diverse range of products, have made nighttime flea markets extremely popular today, transforming them into new tourist attractions for both urban residents and foreigners alike. The surge in popularity of nighttime flea markets has prompted other retail outlets, such as supermarkets and community malls, to adapt and adjust strategies to keep up with changing consumer lifestyles. Many have added flea market events within their premises, featuring handmade goods and various food items. Additionally, some have adjusted their locations to better cater to consumer demand. (Source: "Hip Market: New Shopping Destination," 2024)

Flea markets offer a wide variety of products that are well-suited to the local community's lifestyle. The marketing mix factors, including product, price, distribution, and promotion, significantly influence purchasing decisions of buyers at nighttime flea markets, which feature diverse and differentiated offerings in every aspect.

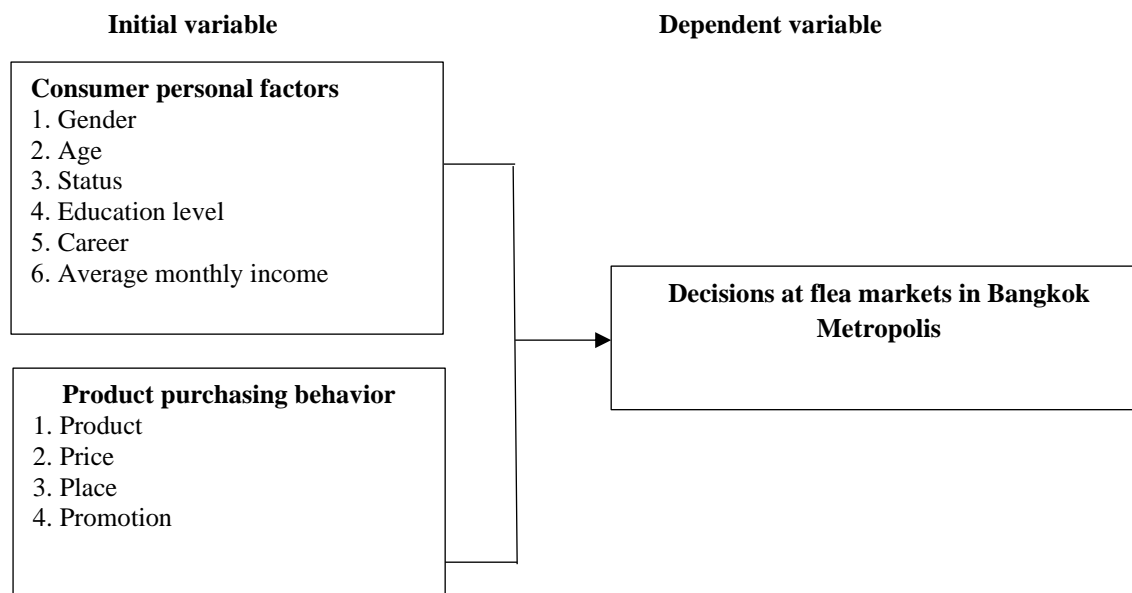
Therefore, studying the important factors affecting purchasing decisions becomes crucial. Understanding these factors helps to identify the various elements that can meet consumer needs effectively, allowing for the development of flea markets that provide services to ensure maximum consumer satisfaction.

**Research Objective**

1. To study the important factors influencing purchasing decisions at flea markets in the Bangkok Metropolitan Area.

2. To investigate the purchasing decision behaviors of consumers at flea markets in the Bangkok Metropolitan Area.

### Framework



### Research Methodology

#### Population and Sample Group

Population: Customers who travel to purchase goods within flea markets in Bangkok Metropolitan Area, with an unknown exact number.

Sample Group: Customers who travel to purchase goods within flea markets in Bangkok Metropolitan Area, totaling 400 individuals.

The sample size is determined using the Cochran formula, which calculates the sample size when the population size is unknown. The formula sets the population proportion at 50%, the confidence level at 95%, and the margin of error at 0.05%.

$$n = \frac{0.5(1-0.5)(1.96)^2}{0.05^2}$$

Sample Group = 385 Example

#### Random sampling

##### Multi-Stage Sampling

The sampling process involves several stages and utilizes both simple random sampling and quota sampling techniques. The population consists of residents within the 50 administrative districts of the Bangkok Metropolitan Area.

##### Stage 1: Simple Random Sampling

The administrative districts are categorized into three tiers: inner, middle, and outer districts. A total of 21 inner districts, 18 middle districts, and 11 outer districts are identified. From each tier, districts are randomly selected as follows:

1. Inner Districts: 4 districts are randomly selected from the 21 inner districts, such as Samphanthawong, Pathum Wan, Bang Rak, and Yan Nawa.
2. Middle Districts: 4 districts are randomly selected from the 18 middle districts, such as Prawet, Phra Khanong, Bang Khen, and Suan Luang.
3. Outer Districts: 4 districts are randomly selected from the 11 outer districts, such as Min Buri, Bang Khun Thian, Nong Chok, and Lat Krabang.

##### Stage 2: Quota Sampling

In each selected district, a quota of 100 individuals is assigned, resulting in a total sample size of 400 individuals across the four selected districts.

### Tools Used in the Research

This research is a quantitative study that will utilize a questionnaire as the primary data collection instrument. The research tool for data collection is the questionnaire, which is divided into three parts as follows:

Part 1 consists of questions about general information related to personal factors of the questionnaire respondents, totaling 6 items.

Part 2 consists of questions regarding purchasing behavior in the night market within the Bangkok metropolitan area, totaling 7 items.

Part 3 consists of questions regarding the level of importance of marketing mix factors to consumers' purchasing decisions within the Bangkok metropolitan area, totaling 22 items.

The questions are in the form of a rating scale with 5 levels, constituting an interval scale measurement. The assigned scores for each level are as follows:

Score level 5 means the highest level of opinion.

Score level 4 means the level of opinion is high.

Score level 3 means the opinion level is moderate.

Score level 2 means the level of opinion is low.

Score level 1 means the lowest level of opinion.

After collecting the data, it is summarized and the scores are calculated to find the mean, which is then used for interpretation. The criteria for interpreting the mean are divided into 5 levels as follows:

An average 4.21-5.00 means the highest level of opinion.

An average 3.41-4.20 means the level of opinion is high.

An average 2.61-3.40 means the opinion level is moderate.

An average 1.81-2.60 means the level of opinion is low.

An average 1.00-1.80 means the lowest level of opinion.

### Data Collection

The data collection process for this research involved the following steps:

1. Collecting data to obtain accurate information is crucial. Therefore, the researcher assigned research assistants to conduct data collection. Data collection was carried out between January and March 2567 using a questionnaire, with a total of 400 copies distributed and a response rate of 100 percent. By distributing questionnaires in person

2. Review the completeness of questionnaire responses, code them, and analyze the data using statistical methods.

### Data processing and analysis

1. Analyzing the personal factors of customers who travel to purchase goods within the flea markets of Bangkok, by distributing and presenting frequency counts and percentages, accompanied by an explanation of the demographic data.
2. Analyzing the data to study the importance level of marketing components within the flea markets of Bangkok, using mean and standard deviation to interpret the significance of various data, to summarize and explain the characteristics of the variables.
3. Statistical inference or inferential statistics involves the use of statistical methods for hypothesis testing, such as finding t-tests, and f-tests (One-way ANOVA), and analyzing pairwise differences using the LSD (Least Significant Difference) method.

### Summary of Research Results

From the study of a sample group consisting of individuals who travel to purchase goods within flea markets in the Bangkok Metropolitan Region, totaling 400 people, it was found that the majority of the sample group is female (60.75%), with an average age between 21-30 years old (55.25%), and single (60.25%). They have an educational level equivalent to a bachelor's degree or higher (52.25%), are civil servants or employees of state enterprises (37.25%), and have a monthly income ranging from 10,001-20,000 baht (37.75%).

#### Summary of Consumer Behavior Analysis

This research involves the study and analysis of consumer behavior regarding various factors such as data sources, travel time, duration of selecting products in the flea market, accompanying individuals, mode of transportation, and average expenditure per purchase. The findings can be summarized as follows:

1. Regarding data sources, it was found that the majority of customers or consumers who come to purchase products in the flea markets in Bangkok mainly receive information from social media platforms (such

as Facebook, Tiktok, Instagram, etc.), accounting for the highest percentage (35.50%). Following that is information obtained through word of mouth (26.50%), followed by information from radio and television (26.25%), and lastly, information from leaflets or brochures, which accounts for the lowest percentage (11.75%), respectively.

2. Regarding the duration of purchasing products in the flea markets, it was found that the majority of customers or consumers who come to purchase products in the flea markets in Bangkok mostly do so between 20:01 and 22:00 (32.00%). Following that is the time frame between 18:01 - 20:00 (25.25%), then 16:01 - 18:00 (19.75%), followed by after 22:00 (16.25%), and finally, before 16:00 (6.75%), respectively.

3. Concerning the duration of selecting products in the flea markets, it was found that the majority of customers or consumers who come to purchase products in the flea markets in Bangkok mostly spend more than 60 minutes in selecting products (39.25%). Following that is spending 31-60 minutes (33.30%), and finally, spending less than 30 minutes (27.75%), respectively.

4. Regarding the accompanying persons, it was found that the majority of customers or consumers who come to purchase products in the flea markets in Bangkok mainly come with friends (42.25%). Following that is coming alone (36.5%), and finally, coming with family/relatives (21.25%), respectively.

5. Regarding the mode of transportation, it was found that the majority of customers or consumers who come to purchase products in the flea markets in Bangkok mainly travel by personal car (49.50%). Following that is traveling by BTS Skytrain (30.00%), and finally, traveling by public bus (20.50%), respectively.

6. Concerning the amount of money spent on purchasing products, it was found that the majority of customers or consumers who come to purchase products in the flea markets in Bangkok mostly have an average spending per purchase of less than 1,000 baht (60.25%). Following that is 1,000-2,000 baht (22.73%), then 2,001-3,000 baht (10.25%), followed by 3,001-4,000 baht (4.50%), and finally, 4,001-5,000 baht (2.25%). They seldom purchase products costing more than 5,001 baht.

#### Summary of Marketing Promotion Factors (4Ps) Analysis:

**Product:** It was found that consumers who decide to purchase products in the flea markets in Bangkok consider the marketing mix component of products to be highly important overall. When considering the details, the sample group prioritizes the importance of product variety the most, followed by (1) high-quality and durable products, (2) availability of similar products from multiple vendors, (3) product demonstration, and (4) innovative and trendy products.

**Price:** Consumers who decide to purchase products in the flea markets in Bangkok also place high importance on the marketing mix component of price. When delving into specifics, the sample group values the suitability of product prices to their quality. Additionally, they appreciate (1) the availability of both retail and wholesale prices, and (2) lower prices compared to other markets.

**Place:** The significance of distribution channels in the marketing mix is considered moderate by consumers purchasing products in Bangkok's flea markets. When examined closely, the sample group values the market's convenient location the most. Additionally, they appreciate (1) adequate seating areas, (2) comprehensive promotional counters, (3) spacious and uncluttered market ambiance, (4) sufficient parking spaces, (5) deposit services, (6) clear product zoning with signage for easy navigation, and (7) clean and adequate restroom facilities.

**Promotion:** Consumers who decide to purchase products in Bangkok's flea markets highly value the marketing mix component of promotion. Further analysis reveals that the sample group places the highest importance on receiving gifts or incentives with purchases. Additionally, they value (1) receiving informational flyers or brochures about products, (2) special discounts, (3) product sampling opportunities, and (4) advertising and promotions across various media channels.

#### Summary of Hypothesis Testing Results:

Gender differences do not have a significant level of importance on the marketing mix factors (4Ps).

Age differences have a significant level of importance on the marketing mix factors (4Ps), with consumers under 20 years old placing greater importance on product-related factors compared to consumers aged 41 and above, with statistical significance at the 0.05 level.

Differences in marital status do not have a significant level of importance on the marketing mix factors (4Ps) that influence purchasing decisions.

Differences in education levels have a significant level of importance on the marketing mix factors (4Ps). Consumers with an education level below high school demonstrate a lower level of importance on product-related factors compared to consumers with education levels of high school, bachelor's degree or equivalent, and higher, with statistical significance at the 0.01 level. Additionally, consumers with an education level below high school show a lower level of importance on price-related factors compared to those with a bachelor's degree or equivalent, with statistical significance at the 0.01 level. No significant differences were found in other pairs.

Differences in occupations have a significant level of importance on the marketing mix factors (4Ps). Consumers with different occupations attribute different levels of importance to product-related factors, with statistical significance at the 0.01 level. No significant differences were found in other aspects.

Differences in average monthly income have a significant level of importance on the marketing mix factors (4Ps). Consumers with different average monthly incomes attribute varying levels of importance to product-related and distribution channel factors with statistical significance at the 0.05 level and to price factors with statistical significance at the 0.01 level. Consumers with an average monthly income less than or equal to 10,000 baht prioritize distribution channel factors less than those with an average monthly income exceeding 30,001 baht, with statistical significance at the 0.05 level. Consumers with an average monthly income between 10,001 and 20,000 baht prioritize price factors less than those with an average monthly income between 20,001 and 30,000 baht and exceeding 30,001 baht, with statistical significance at the 0.05 level. No significant differences were found in other pairs.

## Research Discussion

### Consumer Behavior Factors

The analysis of data concerning consumer purchasing behavior in the flea market of Bangkok Metropolitan Region indicates that consumers primarily obtain information about this market through Social Media platforms (Facebook, Tiktok, Instagram, etc.), followed by word-of-mouth recommendations, and to a lesser extent, through leaflets or brochures. It can be argued that flea market marketers in the Bangkok Metropolitan Region emphasize the importance of marketing communication via social media more than other methods because it offers broader outreach compared to other communication methods. Most consumers tend to search for information in this category. The majority of consumers visit the market between 20:01 and 22:00 and spend more than 60 minutes selecting products during this time. This could be because it's after working hours and the weather is cooler, allowing consumers to browse through various stalls to make informed purchasing decisions. Moreover, consumers often prefer to shop with friends, possibly to seek opinions on suitable product selections. Most consumers travel to the market by private vehicle, possibly for the convenience and privacy it offers, without the hassle of carrying purchased items. Since they can purchase as much as they need and not worry about time constraints for the return trip, they spend less than 1,000 Baht per purchase, as flea market products in the Bangkok Metropolitan Region are relatively inexpensive and they consider frequent trips unnecessary. They purchase only what they need urgently, aligning with the principles outlined in Schiffman and Kanuk's (1994) theory of consumer decision-making and action regarding the acquisition and use of goods and services from available resources, including money, time, and energy, to consume various goods and services, which involves what to buy, why to buy, when to buy, how to buy, where to buy, and how often to buy, mostly aiming for maximum satisfaction from limited resources.

### Marketing Mix Factors (4Ps)

The analysis of data regarding consumer perceptions affecting purchasing decisions at flea markets in the Bangkok Metropolitan Region reveals that consumers who make purchasing decisions at these markets consider the Marketing Mix Factors (4Ps) as significant determinants of their decision-making process. Overall, consumers perceive these factors as highly important, with pricing being the most crucial factor, followed by product, promotion, and place, respectively, at a moderate level of importance.

It can be argued that the flea market in the Bangkok Metropolitan Region is perceived as offering reasonably priced products of good quality. The variety and affordability of the products sold compared to other flea markets contribute to consumers' high regard for the pricing factor. This aligns with the findings of Ajchariya Chotiglakang and Supharut Sai-kaew (2017), who studied the factors influencing consumer purchasing decisions in the flea market in Ratchaburi Province. Their research found that purchasing decisions at flea markets occur frequently, with consumers making purchases 3-5 times per week, mostly during the evening hours. The most commonly purchased items are fresh food, vegetables, and fruits. Consumers tend to buy from regular vendors because they are familiar with the shop owners and have a good rapport with them. The main advantage perceived is the affordability of products in this flea market.

### Factors Influencing Consumer Purchasing Behavior

In studying the factors influencing consumer purchasing behavior at flea markets in the Bangkok Metropolitan Region, the importance of personal factors among consumers, which differ, for the Marketing Mix Factors (4Ps) affecting purchasing decisions at flea markets in the Bangkok Metropolitan Region, varied significantly. This finding is consistent with the hypothesis set forth. It can be argued that differing personal factors lead to varying levels of opinion regarding the factors that influence purchasing behavior at flea markets in the Bangkok Metropolitan Region. Specifically, factors such as purchasing experience in different flea markets, education level, age, occupation, and income contribute to differing opinions. These findings align with the

research conducted by Ajchariya Chotiglakang and Supharut Sai-kaew (2017), who studied the factors influencing consumer purchasing decisions in flea markets in Ratchaburi Province. The research findings indicate that hypothesis testing regarding differing personal factors yields statistically significant differences in opinions regarding the Marketing Mix Factors (4Ps) at a significance level of 0.05.

### Research results

**Table 1** presents the mean, standard deviation, and significance level of consumers' importance in decision-making regarding purchasing products in the overall marketing mix of the night markets in Bangkok, classified by components. Product quality, then marketing promotion, and lastly, distribution channels, in descending order.

Factor: Marketing Promotion	$\bar{X}$	(S.D.)	Meaning
Product	3.79	0.42	high
Price	3.92	0.63	high
Distribution channel	3.08	0.35	moderate
Marketing promotion	3.66	0.47	high
<b>Total</b>	<b>3.61</b>	<b>0.22</b>	<b>high</b>

From Table 1, consumers deciding to purchase goods in the night markets of Bangkok attribute significant importance to marketing components overall. When considering each aspect, it's evident that the sample group assigns the highest importance to the price factor, followed by the pro

**Table 2** presents the results of the analysis testing the importance level of consumers who exhibit purchasing behavior in the night markets of Bangkok, categorized by age groups, concerning the marketing mix elements (4Ps)

Marketing mix factors	Variability	df	SS	MS	F	Sig.
1. (Product)	between groups	3	1.725	0.575	3.386	.072
	within the group	396	67.259	0.170	*	
	total	399	68.984			

\* Statistically significant at the .05 level.

From Table 2, it is found that consumers of different age groups attribute significant importance to the purchasing behavior in Bangkok's night markets concerning the marketing mix elements (4Ps) that influence their purchasing behavior. Specifically, there is a statistically significant difference in the aspect of the product. However, no significant differences were found in other aspects.

**Table 3** presents the results of pairwise comparison analysis testing the significance level of consumers' importance ratings on purchasing behavior in Bangkok's night markets regarding the Product aspect, segmented by age groups.

age	$\bar{X}$	Under 20 years old	Age 21-30 years	Age 31-40 years	Age 41 years and over
		3.67	3.77	3.80	3.98
Under 20 years old	3.67	-	-0.0989	-0.1368	-0.3133*

Statistically significant at the .05 level.

From Table 3, pairwise comparisons revealed that consumers aged under 20 years old had significantly higher importance levels for the product aspect of the marketing mix (4Ps) compared to consumers aged 41 years and above, with statistical significance at the 0.05 level. No significant differences were found for other pairs.

**Table 4:** Results of the analysis testing the importance level of consumers who make purchasing decisions in the flea markets in Bangkok regarding the marketing mix (4Ps) categorized by educational level.

Marketing mix factors	Variability	df	SS	MS	F	Sig.
1. Product	between groups	3	3.001	1.00	6.003**	0.001
	within the group	396	65.983	0.167		
	total	399	68.984			
2 Price	between groups	3	3.327	1.109	2.863*	0.037
	within the group	396	153.373	0.387		
	total	399	156.700			

\* Statistically significant at the .05 level.

\*\* Statistically significant at the .01 level.

From Table 3, it is found that consumers with different educational levels attribute significant importance to the marketing mix (4Ps) concerning purchasing behavior in the flea markets in Bangkok, specifically regarding the Product aspect, with statistical significance at the 0.01 level, and the Price aspect, with statistical significance at the 0.05 level. No significant differences were observed in other aspects.

**Table 5,** the results of the analysis testing the importance level among consumers with different educational backgrounds in terms of the Product aspect regarding purchasing behavior in the flea markets in Bangkok are presented.

Education level	$\bar{X}$	Below high school	High school or equivalent	Bachelor's degree	Postgraduate
		3.54	3.79	3.80	3.78
Below high school	3.54	-	-0.2478*	-0.2619*	-0.3270*

\* Statistically significant at the .01 level.

From Table 5, pairwise comparison results reveal that consumers with an educational level lower than high school have a significantly lower importance level towards the Product aspect of purchasing behavior in flea markets in Bangkok compared to those with high school, undergraduate, or higher education levels, with statistical significance at the 0.01 level. No significant differences were found for other pairs.

**Table 6** presents the results of the analysis testing the importance level of consumers' purchasing behavior in flea markets in Bangkok regarding the Price aspect, categorized by educational level.

Education level	$\bar{X}$	Below high school	High school or equivalent	Bachelor's degree	Postgraduate
		3.66	3.97	3.95	3.96
Below high school	3.66	-	-0.3064	-0.2902*	-0.3042

\* Statistically significant at the .05 level

From Table 6, the pairwise comparison analysis revealed that consumers with an educational level lower than a high school diploma have a significantly lower importance level towards the Price aspect of the 4Ps marketing mix influencing purchasing behavior in flea markets in Bangkok compared to consumers with a bachelor's degree or higher, with statistical significance at the 0.05 level. No significant differences were found for other pairs.

**Table 7** the results of the analysis testing the importance level among consumers with purchasing behavior in flea markets in Bangkok, categorized by occupation, revealed that there were no significant differences in the importance level towards the marketing mix (4Ps) factors among different occupational groups.

marketing mix	Variability	df	SS	MS	F	Sig.
1. Product	between groups	4	5.251	1.313	8.136*	0.000
	within the group	395	63.733	0.161		
	total	399	68.984			

\* Statistically significant at the .01 level

From Table 7, it was found that consumers with different occupations significantly differed in their importance level towards the product aspect of the marketing mix (4Ps) in influencing their purchasing behavior in flea markets in Bangkok at a statistical significance level of 0.01. No significant differences were observed in other aspects.

**Table 8** presents the results of the analysis testing the importance level of consumers' purchasing behavior in flea markets in Bangkok towards the product aspect, categorized by occupation.

occupation	$\bar{X}$	student	government officer	student	business owner	maid
		3.90	3.75	3.84	3.80	3.44
student	3.90	-	0.1564	0.0601	0.1013	0.4562*
student	3.84	-	-	-	- 0.0412	0.3961*

\* Statistically significant at the .01 level

From Table 8, the pairwise comparison results indicate that consumers who are students/university students and consumers who are employed in private companies consider the marketing mix (4Ps), particularly the product aspect, more important than consumers who are homemakers, with statistical significance at the 0.01 level. No significant differences were found for other pairs.

**Table 9** the analysis of the importance level testing results for consumers with purchasing behavior in Bangkok's flea markets regarding the marketing mix (4Ps), segmented by average monthly income.

marketing mix	Variability	df	SS	MS	F	Sig.
1. Product	between groups	3	1.685	0.562	3.304*	0.020
	within the group	396	67.299	0.170		
	total	399	48.085			
2. Price	between groups	3	68.984	1.773	4.638**	0.003
	within the group	396	5.319	0.382		
	total	399	151.380			
3. Distribution channels	between groups	3	156.700	0.380	3.207*	0.023
	within the group	396	1.141	0.119		
	total	399	46.944			

\* Statistically significant at the .05 level

\*\* Statistically significant at the .01 level

From Table 9, it is evident that consumers with different average monthly incomes attribute varying levels of importance to the marketing mix (4Ps) factors affecting their purchasing behavior in Bangkok's flea markets, particularly in terms of the Product and Place aspects, where statistically significant differences were observed at the 0.05 significance level. Additionally, significant differences were also found in the Price aspect at the 0.01 significance level. However, no significant differences were found in other aspects.

**Table 10:** Results of pairwise comparison of the significance level of consumers' importance testing in the aspect of Price in the market behavior of consumers who make purchasing decisions in the flea markets within the Bangkok Metropolitan Region, categorized by average monthly income.

Average monthly income	$\bar{X}$	less than or equal to 10,000	10,001-20,000	20,001-30,000	higher 30,001
		3.96	3.79	4.02	3.92
10,001-20,000	3.79	-	-	-0.2322*	-0.3451*

\* Statistically significant at the .05 level

From Table 10, it is observed that consumers with an average monthly income of 10,001-20,000 Baht attribute less importance to the Price factor of the marketing mix (4Ps) compared to consumers with an average monthly income of 20,001-30,000 Baht and those with an income exceeding 30,001 Baht, with statistically significant differences observed at the 0.05 significance level. However, no significant differences were found in other pairs.



**Table 11:** Results of pairwise comparison of the significance level of consumers' importance testing in the aspect of Place in the market behavior of consumers who make purchasing decisions in the flea markets within the Bangkok Metropolitan Region, categorized by average monthly income.

Average monthly income	$\bar{X}$	less than or equal to 10,000	10,001-20,000	20,001-30,000	higher 30,001
			3.13	3.08	3.09
Less than or equal to 10,000 baht	3.13	-	0.592	0.415	0.2283*

\* Statistically significant at the .05 level

From Table 11, the pairwise comparison results indicate that consumers with an average monthly income less than or equal to 10,000 Baht assign less importance to the Distribution Channel factor compared to consumers with an average monthly income exceeding 30,001 Baht, with statistical significance at the 0.05 level. No significant differences were found for other pairs.

### Recommendations

1. Regarding products, consumers generally prioritize them highly. When considering the lowest average value, novelty and contemporaneity are crucial aspects. Therefore, market operators or owners should seek products that align with current trends. They should also look for items with unique characteristics, especially new or second-hand clothing and accessories.

2. Regarding price, it is generally considered highly important. When examining the lowest average value, the significance lies in products being cheaper than in other markets. Therefore, market operators or owners are aware that consumers are satisfied with market prices or expect them to be lower than those in other outlets for similar products. This is because the majority of consumers are in the working age with limited purchasing power, so they seek products priced lower than those in other markets.

3. Regarding distribution channels, it is generally considered moderately important. When examining the lowest average value, it is at a minimum level, indicating the importance of having clean and adequate restroom facilities for service users. Therefore, market operators or owners must prioritize the provision of a sufficient number of restrooms for consumers who use the services daily and ensure regular cleanliness both inside and outside the restrooms. This is crucial for the health and hygiene of consumers and the environment within the market.

4. Regarding marketing promotion, it is generally considered highly important. When examined individually, the aspect with the lowest average value is at a moderate level, indicating the importance of providing incentives to buyers. Therefore, business operators or owners should organize activities to offer incentives to buyers, such as discounts on various occasions or attractive purchase conditions, and continuously engage in various activities to create interest and attract consumers to choose to purchase products from the market consistently.

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