
Factors affecting purchasing decisions of community retail stores in Tueboh Village, Mueang District, Yala Province

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Abstract

The objectives of this research were: 1) to study the personal factors of consumers affecting purchasing decisions at community retail stores; 2) to analyze the marketing mix factors related to consumer purchasing behavior at community retail stores; and 3) to propose guidelines for the development of community retail businesses in Tueboh Village, Mueang District, Yala Province. The sample consisted of 400 consumers who purchased goods from community retail stores in the Tueboh Village area. The research instrument was a questionnaire. Data were analyzed using frequency distributions, percentages, means, and standard deviations. Hypotheses were tested using Chi-square statistics.

The results revealed that: 1) Personal factors influenced purchasing behavior, with many consumers being female (75.00%) and having an expenditure per visit of less than 100 baht (74.00%). 2) The marketing mix factors affecting the decision to purchase goods from community retail stores were, overall, at a high level (Mean = 4.14, S.D. = 0.68). When considered individually, the price factor had the highest impact on purchasing decisions, followed by product distribution channels (place), and marketing promotion, respectively. 3) Marketing mix factors were significantly correlated with multiple dimensions of consumer purchasing behavior at the 0.05 statistical level. For example, price was correlated with the volume of purchase per visit, and product was correlated with the type of goods purchased. However, none of the four marketing factors showed a relationship with "purchasing frequency" (number of visits per week). 4) The most crucial guideline for the development of community retail businesses amidst the expansion of modern trade is to focus on building strong relationships between the store and community members. Furthermore, stores should modernize their communication by establishing digital channels, such as a Line Group or Facebook Page, to continuously notify customers of benefits and promotions.

Keywords: Marketing mix factors, Consumer behavior, Community retail store, Purchasing decision

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Introduction

The retail business is a crucial gear in driving the country's economy. The Thai retail market situation between 2023–2028 shows an average annual growth trend of 4.8%. In 2023, the total retail market value was approximately 4.32 trillion baht, growing by 7.3%, divided into offline channels at 3.4 trillion baht and online channels at 924 billion baht (Trade Policy and Strategy Office, 2024). At the local level, Sateng Nok Municipality in Yala Province is classified as a densely populated residential area with cultural diversity, containing up to 374 widely distributed community retail stores (Sateng Nok Municipality, 2023). These serve a diverse consumer base, including students and working-age individuals. Specifically, in Tueboh Village (Moo 10), which is a semi-urban community with a large hidden population residing in dormitories and rental houses, consumers exhibit purchasing behaviors focused on rapid convenience and fulfilling basic daily needs (Physiological Needs). Consequently, community retail stores in this area act as essential infrastructure supporting the lifestyles of both residents and the hidden population.

However, community retail stores in Tueboh Village currently face challenges from the encroachment of modern trade convenience stores operating in nearby areas, leading to changes in local purchasing behaviors. To survive and remain competitive, community retail stores must adapt through the marketing mix (4Ps) in ways that align with the local context. Although most products in community stores fulfill physiological needs according to Maslow's (1943) hierarchy of needs, keeping these stores vital for daily living, specific studies on the unique cultural identity and distinct purchasing behaviors within the context of "Tueboh Village" remain insufficient.

For this reason, the researchers were interested in studying the factors affecting purchasing decisions at community retail stores in Tueboh Village, Mueang District, Yala Province. The aim is to analyze the relationship between personal factors, purchasing behaviors, and the marketing mix (4Ps), leading to proposed guidelines for sustainable business development that can withstand intense current market competition.

Objectives

1. To study the personal factors of consumers affecting the purchasing decisions at community retail stores in Tueboh Village, Mueang District, Yala Province.
2. To analyze the marketing mix factors related to consumer purchasing behavior at community retail stores in Tueboh Village, Mueang District, Yala Province.
3. To propose guidelines for developing community retail businesses to enable them to compete and develop sustainably amidst competition from modern retail stores.

Research Hypothesis

The 4Ps marketing mix factors have a relationship with the purchasing behavior at community retail stores in Tueboh Village, Mueang District, Yala Province.

Literature Review

1. Concepts on Personal Factors

Personal factors include age, gender, family size, family status, income, occupation, and education, which are widely used criteria for market segmentation. Demographic characteristics are essential, measurable statistics of a population that assist in defining target markets and are easier to measure than other variables (Siriwan Serirat et al., 1995 & Adul Jaturongkakul, 2001). Variations in these demographic characteristics will affect consumer behavior in choosing products from different retail stores.

2. Concepts on Consumer Behavior

Solomon (2017) defines consumer behavior as the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires. The consumer decision-making process involves three situational factors: 1) Attitudes of others, 2) Anticipated situational factors prior to purchase (e.g., expected product quality), and 3) Unanticipated situational factors during the decision-making moment.

3. Concepts on the Marketing Mix (4Ps)

The marketing mix (4Ps) refers to the marketing tools used in executing strategic plans to achieve business objectives and satisfy customer needs (Kotler & Keller, 2012). It includes: 1) Products: Offerings created by the organization to satisfy consumer needs (Armstrong & Kotler, 2009). 2) Price: The amount of money paid to obtain the desired product or service, representing the perceived value (Armstrong & Kotler, 2009). 3) Place (Distribution channels): Channels ensuring thorough distribution to reach the target market. 4) Promotion: Communication tools between sellers and consumers (Isaree Ananchokpathama, 2015) aiming to create deep emotional engagement.

Conceptual Framework

Independent Variables

Dependent Variables

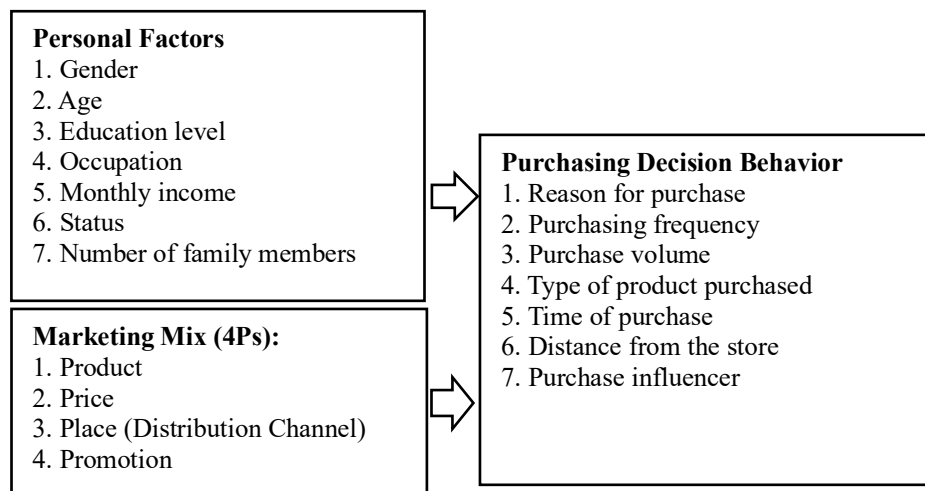


Figure 1 Conceptual framework

Research Methodology

This research is a quantitative research study that utilizes a questionnaire as the tool for data collection. The population used in this study consists of consumers who purchase goods from community retail stores in Tueboh Village, Mueang District, Yala Province. The research instrument consists of sections measuring personal factors, marketing mix factors, and consumer purchasing decision behaviors, with data collecting conducted in the year 2025 (B.E. 2568). The data obtained were analyzed using descriptive statistics and inferential statistics to test the relationships between variables.

1. Population and Sample

The population refers to consumers who purchase goods from community retail stores in the Tueboh Village area, Mueang District, Yala Province. Since the exact population size is unknown, the researchers determined the sample size using Cochran's formula (Cochran, 1977) at a 95% confidence level and allowing for a margin of error not exceeding 5%. This calculation resulted in a sample size of 385 individuals. However, to prevent discrepancies and ensure sufficient data completeness, the researchers set the actual data collection sample size to a total of 400 individuals.

2. Research Instrument

The instrument used for data collection in this study is a questionnaire developed by the researchers through a review of relevant literature, theories, and previous research. The structure is divided into 4 parts as follows:

- Part 1: General information of the respondents, including gender, age, education level, occupation, monthly income, marital status, and number of family members. The questions are in a check-list format.
- Part 2: Consumer purchasing behavior at community retail stores in Tueboh Village, encompassing reasons for purchase, purchasing frequency, purchase volume, types of products purchased, time of purchase, distance from the store, and purchase influences.
- Part 3: Marketing mix factors (4Ps) affecting purchasing decisions, consisting of product, price, place (distribution channels), and promotion. Parts 2 and 3 utilize a 5-level Likert scale (Likert, 1932) ranging from "strongly agree" to "strongly disagree".
- Part 4: Additional suggestions regarding guidelines for sustainable community retail business development, structured as open-ended questions.

The researchers verified the content and construct validity through 3 business administration experts, selecting questions with an Index of Item-Objective Congruence (IOC) (Rovinelli & Hambleton, 1977) of 0.67 or higher, and made revisions based on the experts' recommendations. The questionnaire was then subjected to a try-out to assess the appropriateness of the wording and determine reliability with a group sharing similar characteristics to the sample, totaling 30 sets. It was found that the questionnaire had a reliability coefficient (Cronbach's alpha) (Cronbach, 1951) of 0.870, indicating that the instrument's quality is at an acceptable level and suitable for actual research use.

3. Data Collection

The researchers conducted data collection according to the following sequential steps:

1. Study of secondary data: Studying information from documents, textbooks, journals, and related research concerning community retail stores, consumer behavior, and marketing mix factors to serve as a guideline for defining the conceptual framework and creating the research instrument.
2. Coordination: Requesting cooperation from community retail store owners in the Tueboh Village area to obtain permission to collect data from the target group of actual customers.
3. Fieldwork data collection: The researchers visited the area to distribute questionnaires using convenience sampling to consumers in front of community retail stores and within community areas in Tueboh Village until reaching the specified number of 400 sets. This was conducted between January and February 2025 (B.E. 2568).
4. Data verification and screening (Data Cleaning): Verifying the completeness of all questionnaires before processing them using statistical methods.

4. Data Analysis

The researchers analyzed the data collected from the questionnaires using a statistical software package, following these steps:

1. Personal factors of the respondents, consisting of gender, age, education level, occupation, monthly income, marital status, and number of family members. The statistics used include frequency and percentage.
2. Purchasing decision behavior, consisting of reasons for purchase, purchasing frequency, purchase volume, types of products purchased, time of purchase, distance from the store, and purchase influences. The statistics used include frequency and percentage.
3. Analysis of the marketing mix factors (4Ps) affecting the decision to purchase goods from community retail stores. The statistics used include mean ($\bar{x}$) and standard deviation (S.D.).
4. Analysis of the relationship between the marketing mix factors (4Ps) and consumer purchasing behavior in community retail stores using the Chi-Square Test (Cochran, 1977) to identify the marketing mix components (4Ps) affecting consumer purchasing behavior in community retail stores.
5. Qualitative data analysis for data from Part 4 of the questionnaire, which contains open-ended questions regarding guidelines for sustainable community retail business development. The researchers utilized content analysis and presented the data in an essay format accompanied by summary tables.

Results

The research results, classified according to the data analysis, are as follows:

1. Personal factors of the respondents

The personal factor data of the 400 consumers who purchased goods at community retail stores in Tueboh Village are shown in Table 1.

Table 1 Number and percentage of consumers' personal factors (n = 400)

Personal Factors	Frequency (persons)	Percentage (%)
1. Gender		
Female	300	75.00
Male	100	25.00
2. Age		
Under 20 years	132	33.00
20 - 35 years	172	43.00
36 - 50 years	56	14.00
51 years and over	40	10.00
3. Education Level		
Below high school / Vocational Certificate	64	16.00
Associate degree / High Vocational Certificate or equivalent	176	44.00
Bachelor's degree or higher	116	29.00
Others	44	11.00
4. Occupation		
Student	148	37.00
Private company employee	108	27.00
Farmer	60	15.00
Others (Merchant / Contractor / Government official)	84	21.00
5. Monthly Income		
Under 5,000 baht	160	40.00
5,001 - 15,000 baht	124	31.00
15,001 - 30,000 baht	88	22.00
More than 30,000 baht	28	7.00
6. Marital Status		
Single	312	78.00
Married	80	20.00
Widowed / Divorced / Separated	8	2.00
7. Number of Family Members		
2 - 3 persons	132	33.00
4 - 5 persons	200	50.00
5 persons or more	56	14.00
1 person (Living alone)	12	3.00
Total	400	100.00

From Table 1, the summary of the personal factors of the 400 consumers purchasing goods at community retail stores in Tueboh Village revealed that most of the sample were female (75.00%) and aged between 20-35 years (43.00%). Regarding education, most held an Associate degree / High Vocational Certificate (44.00%). The largest occupational group was students (37.00%), with an average monthly income of under 5,000 baht (40.00%). Furthermore, most of the respondents were single (78.00%) and lived in households with 4-5 members (50.00%).

2. Purchasing Decision Behavior

Data regarding the purchasing decision behaviors of 400 consumers who bought goods from community retail stores in Tueboh Village are presented in Table 2.

Table 2 Number and percentage of consumers' purchasing decision behaviors (n = 400)

Consumer Behavior	Frequency (persons)	Percentage (%)
1. Reasons/Motivations for purchasing		
Purchasing multiple types of items at once	148	37.00
Urgent need for products	92	23.00
Low product prices	100	25.00
Desire to use a credit system (buying on credit)	36	9.00
Desire for convenience from home delivery service	24	6.00
2. Purchase Influencer (Who it is for/Who influenced it)		
Bought for oneself	204	51.00
Bought for family members	76	19.00
Bought for friends	20	5.00
Bought for acquaintances/others	100	25.00
3. Purchasing Frequency		
1 - 2 times/week	220	55.00
3 - 4 times/week	104	26.00
1 - 2 times/month	56	14.00
3 - 4 times/month	16	4.00
More than 4 times/month	4	1.00
4. Purchase Volume (Expense per visit)		
Under 100 baht per visit	296	74.00
101 - 300 baht per visit	76	19.00
301 - 500 baht per visit	24	6.00
501 baht and above	4	1.00
5. Main Type of Product Purchased		
Alcoholic beverages and cigarettes	24	6.00
Non-alcoholic beverages (soda, milk, juice)	84	21.00
Household items (soap, toothpaste, powder)	100	25.00
Snacks	180	45.00
Miscellaneous items	12	3.00
6. Time of Purchase		
06:00 - 10:00 hrs.	40	10.00

Consumer Behavior	Frequency (persons)	Percentage (%)
10:01 - 14:00 hrs.	76	19.00
14:01 - 18:00 hrs.	244	61.00
18:01 - 22:00 hrs.	28	7.00
After 22:00 hrs.	12	3.00
7. Distance from Residence to Store		
Less than 30 meters	228	57.00
50 meters	92	23.00
100 meters	56	14.00
More than 100 meters	24	6.00
Total	400	100.00

From Table 2, the summary of the behaviors of the 400 consumers utilizing community retail stores in Tueboh Village revealed the following: **1. Reasons/Motivations:** The majority of the sample chose to buy goods due to the need to purchase multiple types of items at once (37.00%), followed by low product prices (25.00%) and an urgent need for products (23.00%), respectively. **2. Purchase Influencers:** Most purchases were made for personal use (51.00%), followed by buying for acquaintances or others (25.00%) and buying for family members (19.00%). **3. Purchasing Frequency and Volume:** Many consumers purchased items 1-2 times per week (55.00%), with their expenditure per visit primarily falling below 100 baht (74.00%). **4. Type of Product and Time of Purchase:** The most popular items purchased were snacks (45.00%), followed by household items (25.00%). The peak time for visiting the stores was between 14:01 - 18:00 hrs. (61.00%). **5. Distance from Residence to Store:** Most respondents lived near the stores, specifically at distances of less than 30 meters (57.00%) and 50 meters (23.00%), respectively.

3. Analysis of Marketing Mix Factors (4Ps)

An analysis of the marketing mix factors (4Ps) affecting the decision to purchase goods from community retail stores, both overall and individually, is presented in Tables 3 - 7.

Table 3 Mean and standard deviation of marketing mix factors (4Ps) affecting the decision to purchase goods from community retail stores, overall and by dimension.

Marketing Factors	$\bar{x}$	S.D.	Level of Agreement
Product	4.15	0.65	High
Price	4.35	0.55	Highest
Place (Distribution Channel)	4.10	0.70	High
Promotion	3.95	0.80	High
Total	4.14	0.68	High

Table 3 summarizes the mean and standard deviation of the overall marketing mix factors (4Ps) affecting the purchasing decisions at community retail stores in Tueboh Village. Overall, the factors were at a "High" level ($\bar{x}$ = 4.14, S.D. = 0.68). When categorized by dimension, Price had the highest impact on purchasing decisions, rated at the "Highest" level ($\bar{x}$ = 4.35, S.D. = 0.55). The Product factor was at a "High" level ($\bar{x}$ = 4.15, S.D. = 0.65), and Place (Distribution Channel) was also at a "High" level ($\bar{x}$ = 4.10, S.D. = 0.70).

Table 4 Mean and standard deviation of product factors affecting the decision to purchase goods from community retail stores.

Product Factors	$\bar{x}$	S.D.	Level of Agreement
Products are of good quality and meet your needs	4.30	0.60	High
Products have a variety to choose from	4.10	0.70	High
Products are safe and standardized	4.05	0.65	High
Total	4.15	0.65	High

Table 4 summarizes the mean and standard deviation of product factors. Overall, the impact was at a "High" level ($\bar{x} = 4.15$, S.D. = 0.65). Considering individual items, the statement "Products are of good quality and meet your needs" had a "High" impact on purchasing decisions ($\bar{x} = 4.30$, S.D. = 0.60). "Products have a variety to choose from" was also at a "High" level ($\bar{x} = 4.10$, S.D. = 0.70), and "Products are safe and standardized" showed a "High" level of impact as well ($\bar{x} = 4.05$, S.D. = 0.65).

Table 5 Mean and standard deviation of price factors affecting the decision to purchase goods from community retail stores.

Price Factors	$\bar{x}$	S.D.	Level of Agreement
Product prices are appropriate for their quality	4.50	0.50	Highest
Prices are cheaper than modern retail stores	4.30	0.55	Highest
The store can provide credit or loans	4.25	0.60	Highest
Total	4.35	0.55	Highest

Table 5 summarizes the mean and standard deviation of price factors. Overall, the impact was at the "Highest" level ($\bar{x} = 4.35$, S.D. = 0.55). Individually, "Product prices are appropriate for their quality" had the highest impact on purchasing decisions ($\bar{x} = 4.50$, S.D. = 0.50). "Prices are cheaper than modern retail stores" were also at the "Highest" level ($\bar{x} = 4.30$, S.D. = 0.55), as well as "The store can provide credit or loans" ($\bar{x} = 4.25$, S.D. = 0.60).

Table 6 Mean and standard deviation of place (distribution channel) factors affecting the decision to purchase goods from community retail stores.

Place (Distribution Channel) Factors	$\bar{x}$	S.D.	Level of Agreement
The store is in a convenient location	4.30	0.60	High
Opening and closing hours are appropriate	4.10	0.65	High
The store offers distribution alternatives	3.90	0.85	High
Total	4.10	0.70	High

Table 6 summarizes the mean and standard deviation of place factors. Overall, the impact was at a "High" level ($\bar{x} = 4.10$, S.D. = 0.70). Individually, "The store is located in a convenient location" had the highest impact within this category, rated at a "High" level ($\bar{x} = 4.30$, S.D. =

0.65). "Opening and closing hours are appropriate" was at a "High" level ($\bar{x} = 4.10$, S.D. = 0.65), and "The store offers distribution alternatives" was also at a "High" level ($\bar{x} = 3.90$, S.D. = 0.85).

Table 7 Mean and standard deviation of promotion factors affecting the decision to purchase goods from community retail stores.

Promotion Factors	$\bar{x}$	S.D.	Level of Agreement
The store offers promotions, such as discounted items	4.10	0.75	High
The store owner provides friendly service	4.20	0.70	High
The store recommends interesting products to customers	3.55	0.95	High
Total	3.95	0.80	High

Table 7 summarizes the mean and standard deviation of promotion factors. Overall, the impact was at a "High" level ($\bar{x} = 3.95$, S.D. = 0.80). Individually, "The store owner provides friendly service" had a "High" impact on purchasing decisions ($\bar{x} = 4.20$, S.D. = 0.70). "The store offers promotions, such as discounted items", was at a "High" level ($\bar{x} = 4.10$, S.D. = 0.75), and "The store recommends interesting products to customers" also showed a "High" level of impact ($\bar{x} = 3.55$, S.D. = 0.95).

4. Analysis of the relationship between marketing mix factors (4Ps) and consumer purchasing behavior in community retail stores

Hypothesis testing regarding the relationship between the 4Ps marketing mix factors and purchasing behavior in community retail stores in Tueboh Village, Mueang District, Yala Province.

- **H0:** The 4Ps marketing mix factors have no relationship with the product purchasing behavior in community retail stores in Tueboh Village, Mueang District, Yala Province.
- **H1:** The 4Ps marketing mix factors have a relationship with the product purchasing behavior in community retail stores in Tueboh Village, Mueang District, Yala Province.

The hypothesis testing results revealed that the 4Ps marketing mix factors—product, price, place (distribution channels), and promotion—have a relationship with product purchasing behavior in community retail stores in Tueboh Village.

The **Product (P1)** factor was most significantly related to the main type of product purchased (Sig. = 0.00). It also correlated with the purchase influencer (Sig. = 0.01) and the reason for purchase (Sig. = 0.02), indicating that product variety and the products themselves directly affect purchasing decisions for oneself or others. The **Price (P2)** factor showed a statistically significant relationship with the reason for purchase (Sig. = 0.00) and the purchase volume per visit (Sig. = 0.00), as well as the time of purchase (Sig. = 0.05). This concludes that product pricing is the primary factor determining the amount of money customers spend per visit and serves as a key reason for entering the store. The **Place (P3)** factor (distribution channels) was highly significantly related to the time of purchase and the distance from the store (Sig. = 0.00), as well as the type of product purchased (Sig. = 0.02). This reflects that a location close to home influences the convenience of traveling to buy goods at desired times. The **Promotion (P4)** factor showed relationships across multiple dimensions, including the purchase influence (Sig. = 0.00), reason for purchase (Sig. = 0.01), distance from the store (Sig. = 0.02), purchase volume

(Sig. = 0.03), and type of product purchased (Sig. = 0.04). This demonstrates that friendly service and product recommendations have a widespread impact on purchasing behavior. Conversely, the only behavior that showed no relationship with any of the four marketing mix factors was **"Purchasing frequency"** (Sig. > 0.05). This implies that the number of store visits per week depends on other factors or personal necessities rather than the store's marketing factors. The results of the hypothesis testing are summarized in Table 8.

Table 8 Summary of the relationship test between 4Ps marketing mix factors and product purchasing behavior in community retail stores in Tueboh Village, Mueang District, Yala Province.

Purchasing Behavior	4Ps Marketing Mix Factors			
	Product (P1)	Price (P2)	Place (P3)	Promotion (P4)
1. Reason for purchase	0.02*	0.00*	0.46	0.01*
2. Purchase influencer	0.01*	0.54	0.16	0.00*
3. Purchasing frequency	0.20	0.51	0.51	0.20
4. Purchase volume (per visit)	0.13	0.00*	0.84	0.03*
5. Main type of product purchased	0.00*	0.10	0.02*	0.04*
6. Time of purchase	0.09	0.05*	0.00*	0.50
7. Distance from the store	0.07	0.08	0.00*	0.02*

**Statistically significant at the 0.05 level.*

5. Proposed guidelines for developing community retail businesses to compete and develop sustainably amidst competition from modern retail stores

The researchers collected in-depth suggestions and opinions from the sample group of 400 respondents regarding how community retail stores should adapt amidst intense competition from modern retail stores. These insights were synthesized with the defining characteristics of modern trade to formulate appropriate guidelines tailored to the context of Tueboh Village. The details are presented in Table 9.

Table 9 Summary of community retail business development guidelines compared to modern retail stores (n = 400)

Development Aspect	Modern Trade Guidelines	Development Guidelines for Community Retail Stores (Frequency)
1. Service and CRM	Professional service, digital point accumulation systems.	Emphasize friendliness, smiling, remembering customers, conversing to introduce new products, and notifying updates via Line groups (164).
2. Payment Systems	Cash, QR Code, Credit cards, and Member cards.	Enhance convenience using Prompt Pay/QR codes and various mobile payment applications (44).

Development Aspect	Modern Trade Guidelines	Development Guidelines for Community Retail Stores (Frequency)
3. Products Sold	Diverse, covering all categories, featuring leading brands.	Focus on daily necessities paired with community products, such as local snacks and regional produce (48).
4. Store Environment	Clean, organized, standard decoration, bright lighting.	Arrange the store to be open, airy, and clean. Keep shelves organized, ensure bright lighting throughout, and use clear price tags (48).
5. Arrangement and Categorization	Systematically arranged by category (consumables/non-consumables/fresh).	Organize clear and easily accessible categories, especially for daily-use items (36).
6. Inventory Management	Regular expiration date checks using a POS system.	Check for expired products daily/weekly and utilize basic inventory applications (20).
7. Promotion and Communication	Membership systems, point collection cards, and official pages.	Organize discount promotions during festivals/offer giveaways, and create a store Facebook Page/Line account (40).
8. Image and Marketing	Clear branding, website, and social media presence.	Maintain clean and simple store signage, a reliable-looking logo, and accept government-supported payment apps (e.g., Tung Ngen / Pao Tang) (28).

From Table 9, the summary of community retail business development guidelines compared to modern retail stores indicates that the key approach suggested by consumers for sustainable competitiveness is striking a balance between modern retail-style convenience and community charm. The highest priority identified was personalized and friendly service, where store owners can remember their customers (Total frequency: 164), coupled with the adoption of basic financial technologies like QR Codes and Prompt Pay to enhance convenience. Furthermore, stores should improve their physical environment to be clean and well lit, with clearly categorized products. Specifically, selecting unique community products to sell alongside general consumer goods is highly recommended. These distinct advantages—personal relationships and proximity to consumers—serve as the crucial strategy enabling community retail stores to survive and thrive amidst the expansion of modern trade.

Discussion

1. Personal factors affect purchasing behavior. The research finds that over 74.00% of consumers spend no more than 100 baht per visit reflects that this behavior is directly linked to the economic status of the sample group. The majority are students with a limited income (under 5,000 baht per month), resulting in purchasing decisions characterized by daily, rotating purchases based on urgent needs rather than bulk buying. This aligns with Keynes' (1936) Psychological Law of Consumption, which states that net income is the primary factor determining the level of consumption. When consumers face income constraints, the volume and value of each purchase must be balanced with their current budget and financial liquidity. Furthermore, the findings are consistent with the research by Songrit Suayrup et al. (2022), which

found that most of their sample (52.3%), aged 20-30 years, exhibited the behavior of choosing traditional retail stores (mom-and-pop shops) to purchase daily necessity goods at affordable prices. This mirrors the behavioral characteristics of the consumers in Tueboh Village, who prioritize value for money and convenience in accessing basic goods.

2. The marketing mix factors (4Ps) affecting the decision to purchase goods from community retail stores were, overall, at a high level (Mean = 4.14, S.D. = 0.68). When considered by individual dimensions, the Price factor had the primary impact on purchasing decisions, followed by Product, Place (distribution channels), and Promotion, respectively. This may be because consumers in Tueboh Village prioritize the price factor above all else, especially the reasonable balance between price and product quality, as well as the ability of community stores to set competitive prices against modern retail stores. This is consistent with the economic status of the sample group, who are mostly students with limited income (under 5,000 baht per month), resulting in high Price Sensitivity. However, despite income constraints, consumers still expect standard product quality, aligning with Zeithaml's (1988) concept that consumers evaluate value based on the benefits received compared to what they have to pay (Perceived Value). This reflects that this consumer group heavily emphasizes value for money and urgent necessity. Nevertheless, this study's findings differ from the research of Suchitra Bannachit and Yuttakorn Rittaisong (2022), which studied the marketing mix factors of retail stores in Nakhon Ratchasima province and found that the overall importance was only at a moderate level, with consumers prioritizing the product factor first. This difference might stem from the context of the area and the population studied. The sample group in Tueboh Village is a younger generation in a specific area with a low fixed income, thus requiring strict daily expense management, causing the price factor to exert a higher influence than the product factor, which mainly consists of general basic consumer goods.

3. The hypothesis testing revealed that the marketing mix factors (4Ps) are correlated with consumer purchasing behavior in community retail stores across multiple dimensions with statistical significance at the 0.05 level. For instance, the price factor correlates with the purchase volume per visit, and the product factor correlates with the type of product purchased. However, it was found that all 4Ps factors had no relationship with "purchasing frequency" (number of visits per week). This indicates that purchasing behavior in Tueboh Village's community retail stores is driven by physical needs and basic daily living necessities rather than marketing stimuli. This aligns with Maslow's (1943) hierarchy of needs theory, which posits that humans satisfy basic needs according to actual household consumption cycles. Therefore, community stores serve as a backup source for goods that consumers visit only when an urgent need arises. However, this finding differs from the research by Thanaporn Suksup et al. (2022), which studied purchasing behavior in modern trade and found that consumers had an almost daily purchasing frequency and a higher average expense per visit of 100-300 baht, especially at the beginning of the month (dates 1-10) when financial liquidity is high. Furthermore, their study noted the behavior of buying ready-to-eat foods and a wider variety of products, using motorcycles to access services with a modern image. Although both scenarios value "proximity and convenience," the community retail stores in Tueboh Village still play a prominent role in accommodating small-volume purchases on a limited budget (under 100 baht). This represents the daily expense management of the local student group with limited income, reflecting that the marketing factors of modern retail stores can stimulate purchasing behavior in terms of volume

and frequency more effectively than community retail stores, which primarily focus on fulfilling basic needs.

Recommendations

Practical Recommendations

1. Product: Entrepreneurs should emphasize product quality management by arranging daily or weekly checks on product expiration dates. They should also adopt basic Point of Sale (POS) technologies or inventory management applications to help accurately record and track stock, reduce operational errors, and build consumer confidence in product quality.

2. Price: Transparency should be established to facilitate decision-making by clearly displaying price tags for every item. Additionally, given that the study area is a Muslim community, entrepreneurs should employ proactive pricing strategies during major festivals, such as Hari Raya, by organizing discount promotions to stimulate sales and create a sense of value for the limited-income consumer group, which is the primary target market in the area.

3. Entrepreneurs should elevate their service standards by adding modern payment alternatives, such as QR Code systems, Prompt Pay, and government applications (e.g., Tung Ngen or Pao Tang), to accommodate cashless spending behaviors. This should be coupled with improving the store's interior layout to be clean, airy, and adequately lit, as well as organizing products by clear categories (consumer goods, food items, and fresh produce) to allow consumers to access products quickly and conveniently.

4. Promotion: Marketing activities should be aligned with the local cultural lifestyle, such as organizing "Lucky Draw" promotions during the month of Ramadan by offering lucky draw coupons for purchases meeting specific conditions to motivate repeat purchases. Above all, entrepreneurs must maintain their strong point in personal relationships (CRM) through smiling, friendly service, and remembering customer details, which represents the "charm of community stores" and can build loyalty more effectively than modern retail stores.

5. The most crucial guideline for developing community retail businesses amidst the encroachment of modern retail stores is to focus on building strong relationships between the store and the community members. Furthermore, we should modernize their communication by establishing digital channels, such as a Line Group or Facebook Page for the store, to continuously notify customers of benefits and various promotions.

Recommendations for Future Research

1. A comparative study on factors affecting purchasing decisions between retail stores in urban and rural areas should be conducted to analyze the differences in consumer behavior and social conditions influencing service selection. This will help relevant agencies obtain a clear overview of consumer needs at the local level and formulate targeted support policies.
2. Qualitative research, such as in-depth interviews with regular customers or those highly loyal to the store, should be employed to discover the psychological factors and cultural context that contribute to building sustainable relationships and brand loyalty towards community retail stores.
3. Since current consumer behavior is shifting towards a cashless society, future research should study the "level of technology acceptance" among community retail entrepreneurs and consumer satisfaction after the actual implementation of electronic payment systems.

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