A STUDY ON FACTORS INFLUENCING DECISION MAKING IN CHOOSING POLYURETHANE CORNICE FOR INTERIOR DECORATION BY INTERIOR DESIGNERS IN BANGKOK AREA



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Title: A Study on Factors Influencing Decision Making in Choosing
Polyurethane Cornice for Interior Decoration by Interior Designers
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Abstract

The objectives of this study were (1) to study factors influencing decision making in choosing polyurethane cornice (2) to compare and rank factors influencing decision making of interior designer in choosing polyurethane cornice for their project And (3) to identify the key marketing factor which can be used to develop cornice material supply as a product in the perspective view of Interior designers. The key findings of this research were the factors influencing decision making. This research can help to understand deeply of factors influencing decision making.

Research Methodology: The sample of respondents consisted of 400 respondents. The hypothesis testing was formulated for analyzing factors influencing decision making in choosing Polyurethane cornice for interior decoration by Interior Designer in Bangkok area by testing the significant between general information, marketing mix, and decision making factors respectively. The collected data were analyzed and present by descriptive statistics including frequency, percentage, mean, standard deviation, independent t-test, ANOVA, and multiple regressions.

The result showed that general information of respondents was working position as Interior designer. Most of respondent know the Polyurethane cornice and they putting Polyurethane cornice to project. The most project value was around 2-10 million baht. The most company has 100-500 staffs in the company followed by 500-1,000 staffs in the company. Most of Interior Design Company was multinational company type. The factors was rank from highest level as price, physical evidence, product, people, promotion, place, and process respectively.

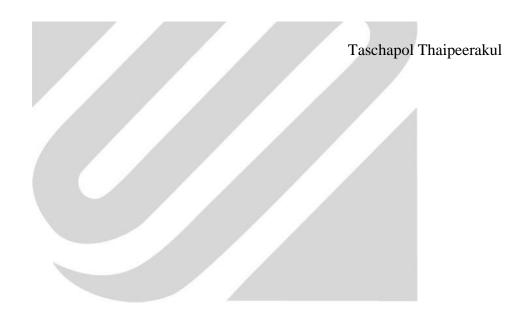
Keyword: Polyurethane Cornice, Interior Designer, Decision Making, Marketing Mix, Bangkok Area

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CHAPTER 1

INTRODUCTION

1.1 Introduction of the study

As part of growing in the construction industry in area of Bangkok City in the past decades, the industry result a compound annual growth rate at 6.03% during the period 2009–2013 (Timetric, 2015: Online). The construction material is one of the most important factor that plays important part for the industry development especially in the interior and exterior decoration material that used in the construction and interior decoration industry which have grown along the uptrend of the construction, due to the higher demand the construction material index observed by Bureau Of Trade & Economic Indice, 2015 show the raise of construction material pricing over 52% higher price due to higher demand of the overall construction materials. also show the rose of pricing index of wholesales price of construction material raised by over 120% from year 2000-2015 along the growth of the construction industry.

Several materials has been developed its properties and specifications overtime for the necessarily of the work that are required and for alternative of choices that meets work requirement, budget and preferences. Cornice moldings is one of the materials that used for interior decoration for more than 100 years, it embedded in several styles of designs such as Roman, Classic and Contemporary designs and nowadays even the new modern designs works also use the cornice molding to complete ceiling and wall decoration for interior and exterior decoration style.

Cornice defined by (WikiPedia, 2014: Online) is "horizontal decorative molding that crowns a building or furniture element, the cornice over a door or window, for instance, or the cornice around the top edge of a pedestal or along the top of an interior wall. A simple cornice may be formed just with a crown molding. The cornice is being classified in the construction industry sector as a construction material, and it often growing along the trend of construction industry. The growing of the construction industry begun from the economic slowdown situation the past

since 1997 worldwide mainly in U.S. and Europe which are the main market and this affect the main market investment property which caused construction material industry to slowdown. Information from (Bangkok Bank, 2014: Online) shown that a rebound in production index of construction material industry which increasing drastically, year 2000 to 76.4% and year 2001 by 84%. The Thai construction industry has been continue growth recently for the decade and facing the challenge to slowdown, according to (KResearch, 2015: Online) expected the industry to grow at slower rate than previous growth due to number of reasons such as political instability in Thailand which casing slowdown in trade and investment which directly impact to the construction industry. Despite the industry have been on the uptrend according to the AEC 2015 momentum from the border trade activities that happening in 2015 but many mega projects delayed which allow Construction Company to properly manage their material cost and expect the price of construction material to increase in the near future.

As part of cost of management in the construction project, the property of the material and price of the construction material is the key factor in construction project management in term of cost management. To understand different key marketing factors influencing decision making in choosing construction material specifically in cornice material is can be used to develop cornice material supply industry. In which this research will be focusing specifically to factors influencing decision making in choosing polyurethane cornice by interior designers within Bangkok area.

The reason for choosing to study specifically about decision making of interior designers in Bangkok is because (Spire research, 2009: Online) has ranked Thailand to be one of the best quality design work in Asia. In which most of the popularity where the interior design companies are located in Thailand is in major city of Thailand and most located in Bangkok area. Even some of company in Bangkok like DWP Design has ranked no. 37/100 by (Wing. L. 2013: Online) to be one of the top giant 100 companies in the world ranking that is able to collect high design fees for their design work. These data show a significantly that Thailand is one of the major design hub that is now playing in the world market, which believe worth study their decision making of the way they choosing polyurethane cornice material to develop the industry.

Table 1.1 show the quality of design work done in countries

Quality of design work done in countries	Mean Score (1-7, 1 being the best)
Japan	1.7
Hong Kong	2.7
Singapore	3.6
Thailand	3.8

Source: Spire, 2006: Online

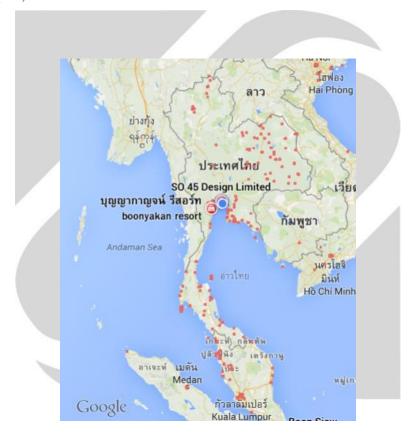


Figure 1.1 Show perspective of Thailand is the major design hub

Source: Google Map, 2015: Online

1.2 Statement of the Problem

The marketing factors influence decision making in choosing construction material has very little research especially material like polyurethane cornice has never been study marketing factors that influencing decision making in choosing before, in fact construction industry is significantly big here in Thailand therefore there is a need to know in this research.

As by user, the Interior designer is the person who chooses and put cornice material into the drawing as specification for contractor to follow the drawing during the construction time in other word the interior designer is the person who decide and choose what material is suitable for the project upon many factor and requirement is required and sometime it upon their knowledge. When put in specification of the cornice into drawing or choosing cornice material for the interior design project, there are many materials in the market to choose from. Different of material in the cornice market contains different characteristics, and the differences classified certain type of project which (Davuka, 2013) has reviewed that budget being key consideration. The common type of material can be range from polystyrent (PS), Plaster, Wood, Polyurethane and cement. In further, has review variety of profiles eg; height, material, maintenance and profiles of the cornices and the overall availability of cornice also a factor in choosing cornice material.

In this research, the focus will be on the factor influencing decision making in choosing polyurethane cornice material and when able to know the factors that influence decision making and able to understand it well, can be valuable for the cornice industry players and for the whole industry.



Figure 1.2 Show the example of Polyurethane cornice

Source: Elite Moulding: Online

1.3 Research Questions

The questions regard to this topic are;

- 1. What are the key marketing factors influencing decision making in choosing polyurethane cornice by interior designers in Bangkok area?
- 2. What are the rank of these marketing factors which influencing decision making in choosing polyurethane cornice by interior designers in Bangkok area?

1.4 Objective of the Study

- 1. To study factors influencing decision making in choosing polyurethane cornice by interior designers in Bangkok area.
- 2. To compare and rank factors influencing decision making of interior designer in choosing polyurethane cornice for their project
- 3. To identify the key marketing factor which can be used to develop cornice material supply as a products in the perspective view of Interior designers.

1.5 Significant of Study

The role of marketing strategy is so important than ever apart from the good productivity that is an essential element for making good sales of the product. It's crucial for every organization to understand what effect the product sales and what the customer care and what could most affect customer decision making.

The significant of this research aim to make a better understanding of various marketing factors in the 7Ps theory which widely used in many organization to test and make understand what could be most affect to customer decision making in choosing the product.

With a good understanding the industry could have applied the right strategy to expand its market share and in the academic other could use this study to expand more into another topic to study for the further benefits.

1.6 Scope of the Study

Scope of study will be focusing interior designers in Bangkok who was designed and put specification of polyurethane cornice material for their interior design works and also their deciding factors.

1.7 Conceptual Framework

Independent Variables Dependent Variables Marketing Mix (7Ps) Theory Product Influencin Decision making in Price choosing polyurethane Place cornice by interior designer Promotion in Bangkok Area People **Process** Physical Evidence (Ann Marie, 2014)

Figure 1.3 Show Conceptual Framework

The research needs to study about the service marketing (7Ps) influencing decision making in choosing polyurethane cornice for interior design by interior designer in Bangkok. The researcher chooses the model from the research of services marketing mix of foreign coffee franchiser in Bangkok (Warangkana K. and Nuchanart L., 2011). The purpose of this study is to explore the components of services marketing mix and demographic factors that have an impact on consumer behaviors. In order to understand the impact of service marketing mix (7Ps) and demographic factors on consumer behaviors.

1.8 Research Hypotheses

There are 7 hypotheses as following according to the conceptual framework:

- H1. Properties of the product is a factor influencing decision making in choosing cornice material by interior designers in Bangkok area.
- H2. Pricing of cornice product is a factor influencing decision making in choosing cornice material by interior designers in Bangkok area.
- H3. Location of product availability is a factor influencing decision making in choosing cornice material by interior designers in Bangkok area.

- H4. Promotion is a factor influencing decision making in choosing cornice material by interior designers in Bangkok area.
- H5. The professional technical advice is a factor influencing decision making in choosing cornice material by interior designers in Bangkok area.
- H6. The process of operation is a factor influencing decision making in choosing cornice material by interior designers in Bangkok area.
- H7. Package is a factor influencing decision making in choosing cornice material by interior designers in Bangkok area.

1.9 Organization of the Report

This study constructed of five chapters of studies. First chapter is the introduction which identified the background of studies and statement of the problem to what to be find out from the studies and why it's so important to study this topic, research questions, scope of the study, objective of the study, significant of the study, organization of the report, conceptual framework, expected result and definition of terms as for normal format of Thesis paper in general. Following second chapter will review the literature and concept that need to understand in this research. The third chapter is the theoretical framework, definition of variable, research hypothesis, operation of independent and dependent variables, and research methodology. The fourth chapter is about the research finding and tables of the survey results. The sixth chapter will provide conclusion of the research.

1.10 Definition of Terms

Cornice – In architecture and design the cornice is the uppermost section of the wall under the ceiling, hence different design will placed the cornice in different location eg; contemporary design might have some cornices put on the wall for decoration. (Jackie, 2015: Online)

Polyurethane – or generally speaking word as (PU), rigid foam or hard foam, forming of two chemical (1) polyisocyanate and polyol, chemical reation when mixing with one another to form up one type of foam depending on ratio use for

various application. The type of chemical isocyanates is toxicity and can be harmful to human health. (Wikipedia, 2015:Online)

Molding – is a form or pieces of decorative unit use for decoration. Or in other activities in production molding is made of mold in which polyurethane made of injection molding which the chemical being injected into the mold to make polyurethane cornice.

Interior Design – is a professional service that dealing with providing solution within an inside structure environment within the building to achieve the client's satisfaction or concept of the design as well as building on the environmental sustainability conceptual.

Construction Industry – is the process of forming up the building in which after the building is formed the process of interior decoration is at the next stage (CSQ, 2015: Online)

Green Building – is a building that spec and design to be sustainable by itself by able to generate its own power that required in the building consumption and be able to manage the waste that made from the building as well as using the material that have less or none impact to the environmental eg; construction material that using non-cfc substance to made the material. (Build Green, 2011: Online)

7Ps – is a marketing tool used by business to review its products and services which consists of seven factors, price, place, promotion, product, people, process and physical evidence. (Ann Marie, 2014)

CHAPTER 2

LITERATURE REVIEWS

The focusing points of this research would be the marketing factors (7Ps) that set hypothesis to have an influencing to the decision making in choosing polyurethane cornice material for interior design work among interior designers in Bangkok area. This section will review the theories and concept which consists of followings, the polyurethane cornice application for interior design, marketing factor (7Ps), decision making, and previous research that complies with the research topic and address to find the correlation of data that provided to find which factor has the can be influence the decision making to choose the polyurethane cornice and what are the ranking of the factor that influence.

2.1 History of Cornice

Cornice has started using to decorate the ceiling and building in late 1800's (Natalie, 2011: Online) to make the building look more elegantly decorated. The reason why it commonly used previously until nowadays is because it's a part of the building that traditionally lay on the roof of the building, door and windows to preventing the rain fall penetrate inside the building. And for interior design application it's being used for the decorative item to prevent the connection between the wall and the ceiling (generally plaster ceiling) from being seen, making a better look on the room's ceiling.

The cornice can be seen in a very wide range of patterns in various sizing and shapes which can make each room or building being uniqueness by the design.

The cornice commonly used in Greece mostly in the building, most of the Greece's temples and important places in the city of Greece. Most designs used in Greece are craved cornices design which the craving cornices referring to the cornice with repeating pattern along side of the cornices. The cornice design has spread out all over European countries which can be seen in such Parthenon, The Coliseum, building and castles. (Natalie, 2011: Online). Traditionally, the methods of making cornices is being hand made by the sculptors and masons which back then was much

difficult to make each pieces of art work. To be succeeding one big building could take up to months or years to complete the cornices and to maintain them until the work completed could be even more difficult. This method also required a lot of labor intensive and a skill which is make the cost of making cornice so expensive at early stage of the history.

Further revolution of cornice industry started when discovered the new method of making cornice by mold in the production process, the concrete is being poured in to the mold and when the concrete is settled inside the mold, the cornice will be taken out of the mold to make a minor touch up to finish the cornice work. This process of manufacturing reduces much time and required less labors intensive and work man ship. However the attention will go to the mold in which the quality of the work is depending on the sharpness of the cornice pattern inside the mold.

The changed of this revolutionary has somehow led changes of the industry making the cornice become very popular and later one the cornices has been shortage in Europe due to the high demand and short of skilled sculptors to do the cornice works and reconstruction or renovate the old building. The industry solution, new revolution will be later discussed in this chapter for the mass production solution.

2.1.1 Period of Cornice Style

The architectural tradition began in the Geogian period, the period of time is between early 1700's -1830's

2.1.2 Georgian Cornice Style (1750's)

The Baroque, Greece and Rome style of architecture emphasis on the balancing of cornice patterns by giving it a right proportion and good view of the cornice. It has been recognized as the most successful fashionable architecture style of decoration in the history of art. In which this part has developed the "Adam Style of architecture as for nowadays fashion.

2.1.3 Regency Cornice Style (1811-1820's)

The Regency style era was both decorative and elegance finishes with style of touching patterns. The rule of this style is about the use of mathematical ratio and the determination of the size of architectural features. The example of Regency Cornice style can be found in Regent Street, London. (Full Book of England, 2013)

2.1.4 Victorian Cornice Style (1837-1901's)

The architectural style during the British Empire, when the British colonies travel and hunt for the new land and also Egypt. This is where the mixing of styles happened here. It can be call as choosing mix and matching any style and feature that suit the imagination and creativities of the designers where they could have been imagine. (Full Book of England, 2013)

2.1.5 Edwardian Cornice Style (1901-1910's)

The Edwardian is the most cleaner line and more simple with lass craving cornice usage in the design. The example of Edwardian cornice design can be seen in the various War Office, the plain clean simple design with no ornament for ceiling decoration. (Full Book of England, 2013)

In summary of the history of the cornice giving an idea that in the past period cornices are difficult and time consuming to make and styles has changed over decade in the period of time, have made challenges to develop a better products that answer the today's style.

2.1.6 Various Types of Cornice

As discussed earlier in previous section about the history of cornices traditionally made of concrete or cement by sculptors and being molded for faster production and more cost efficient. Nowadays there are several type of cornices that still using;

Wood Cornice or wood type milling style made of various type of wood eg; oak, rose wood, plywood and high quality of wood such as teak wood which believe can resist the termite from attacking the structure of the cornice. This type of wood cornice have natural look and feel of nature but the most disadvantage is the maintenance and life span just like other type of wood furniture. (Hand dyman) Another type of cornice is reviewed by (Plaster Profile, 2014) agreeable that wood is cornice is a symbol of old world craftsmanship which contain value but cannot be mass production so the answer to this is to have plaster molding for substitute the old-time wood for interior decoration. However, there are several disadvantage of plaster cornices that plaster is heavy weight and absorb water therefore not suitable for humid areas of the house for

example; bath room, so its not durable and long-lasting material to use in all area of the house.

Polyurethane Cornice provide superior properties and resists to all problem that above materials would face problems as review by (Polydec, 2012) that PU cornices are:

- easy to install with normal house tools
- Lightly weight of the material will not taking down the building structure
- Cannot be harmed or eaten by insect and termite
- Closed cell with water and UV resistance
- Environmental friendly (In case HCFC and CFC free) during production process
- Less shrinkage (if manufacture with high density)
- Fire safety (if the product mix or use fire retardant) during production process
- Deeper & sharper details more than other compatible meterials
- can be painted with any kind of painting
- it's one kind of plastic the lifespan is long

It can be say that among various type of material PU is the most durable technology that give all solution today. (Polydec, 2012)

2.2 Example of Polyurethane Cornice Brands in Thailand

The first polyurethane cornice brand that ever produce in Thailand is "POLYDEC" start production since 1992 purposely to produce polyurethane cornices, milling words and ornaments made of polyurethane (PU). The idea at start up was to replace wood for interior decoration in order to give solution to deforestation in Thailand and other countries.

As number of population have raised over years in Thailand the demand for construction materials has raised along the trend of construction and number of population that increase drastically.

The brand proved to be one the top among the brands in Thailand by it market share of approximate 100 Million baths out of the whole market share which valued at 335 Million baths of sales revenue. (Thai Cornice, 2014: Online)



Figure 2.1 Show the market share of materials type in Thailand year 2014

Source: Thai Cornice, 2014: Online

Different brand in the market have it own different strengths and weaknesses in other word carry own strategy to get share in the market. Some brand own high quality of work selling at superior price carry out high profit margin but low in market share. Some are with mass production with medium quality carry out lower profit margin. As AECs is starting up in 2015,

2.3 Construction Industry in Thailand (Marketing Approach)

It's very crucial to understand how the cornice is being sold in Thai market, to understand also who are the key players influencing the decision making, and where the key person who put the work begin. Since there are few or none of previous study discussed previously about how to approach the designers to make use of the polyurethane cornice products. This section will discussed about the process of approaching to make sales in Thai market (See below diagram)

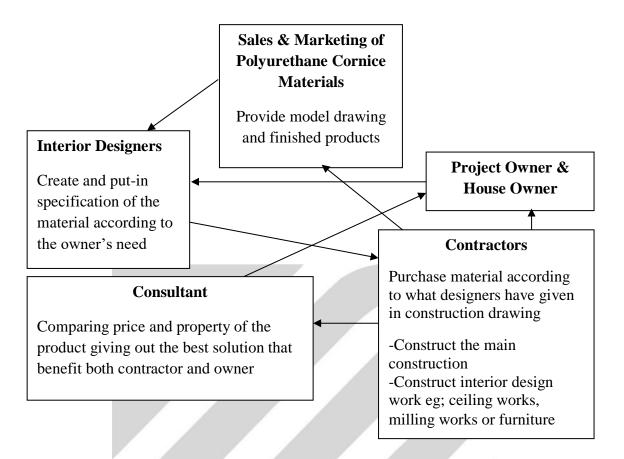


Figure 2.2 The process of approaching to make sales in Thai market

In general, construction project divided into various parts. The demand usually start from the owner of the project discuss about the concept of the project and concept with interior designer. To make a high chance for polyurethane cornice product being used is to make the interior designer put specification into the drawing.

During the construction time, the contractor will have to construct the work according to the designer's drawing and specification. Several projects, the owner also hire Consultation Company to work in the costing and give recommendation to give most benefits and advantages to the project owner in choosing the right product at the right price. So if the product being put into the drawing then the chance of the product being used is high.

The problem here to answer out of this research is what marketing factor is important for designer to make select of various brand of polyurethane cornice into their drawing.

2.4 Interior Design & Interior Designers

As discussed in the previous section about the interior designer role in the construction industry. Interior design can be defined as "the process of shaping experience of interior space through the manipulation of spatial volume as well as surface treatment" (Fresh Home, 2007: Online) This is the separate part of decoration where the design come first before the place being decorated in the way that the designer has put on elements to design.

The interior design is dealing with environmental psychology architecture and design of architecture inside the building's environment. (Gary, 1996: Online) The design being execute by the interior designer, the person who is the professional in the field that have psychology architecture knowledge and experience in the design space. The interior designer required to have a creativity practices to establish the concept of design. The design way and concept generally leaded by interior design who can give suggestion about the procedure, graphic communication, budgeting and construction documents that are related to the interior design works.

The interior designer who is working in this field normally required having a license to be able to practice like other professional field. Nowadays, interior design can be made of computerized program allow them to make graphic to visualize various view of the design aspect before the environment being constructed.

About interior design in Bangkok, earlier part shown some evidences about interior design companies in Bangkok has playing on the world market. In term of design work is in the international scale and in term of money value of the design is among the top 100 world ranking. It can say that Bangkok is the interior design hub that provides quality of works, internationally accepted and it's a giant industry here in Thailand.

2.5 Interior Design Planning & Process

Interior Design consists of three stages, first the initial sketch plans dealing with drawing up concept and discuss drawing. Second, the development of design. And last stage is the final documentation.

At beginning of the design the initial sketch stage will always draw up what so call "initial sketches or concept plan" this is to give an overview of all the idea of how the overview look like. The drawing could be shown as perspective drawings in

various angles of the interior design works. Other than that the initial stage will take such technical limit, environmental condition, budget, environmental comfort and maintenance factor into the account.

In the second stage, is call developed design, the change on the idea from the initial stage would be discussed and make change in this stage. If no further amend, the quantity of construction material could be estimate in more detail called "Quantity Surveyor" before project being put on bidding by contractors.

The final stage is final plan or final documentation to make detailed drawing which contain all features and specifications to be used purposely gaining a building consents and construct blue print for construction. With all details completed, contractors that bid in the project are able to give out their quote.

It can be say that these three stages are important to follow up by the polyurethane cornice supplier to start working on the initial stage and follow up to the last stage because specification can be put and taken out in any stage of the construction. Another important key is to have the material that complies to the owner's construction budget. But since idea and concept already discussed at the initial stage, the designer will usually select the material that match to the initial concept and make estimate of the budget if the product is over out of budget, the change usually go into the second stage to amend the necessary material to adjust the budget.

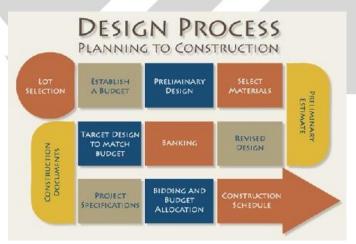


Figure 2.2 The design process planning to construction

Source: New Orleans interiors, 2011

In the interior design process, the process of preliminary design or sketch up process begin, the material is being selected but there are range of polyurethane cornice to selected from to match the budget. So the pricing here can been seen as one critical factor in the design process to construction. The availability of product that matched to design concept is also important to be able to get the product selected at the initial design stage.

2.6 Factor Influence Decision making (Marketing Mix-Extended 7Ps)

The essential of business strategy and decision making within a company are about the controllable marketing which giving out terms as product, price, promotion and place (McCarthy, 1960) these element made the marketing mix and those four 4Ps are assigned a value to each changeable value for example price change to term, product change to feature, promotion change to add-on value and place change it to channel of distribution. (Balram, 2008) With the recent theory developed (Rosalind & Dovid, 2008) review more elements of marketing mix concept by extended another 3ps which consist of people, process and evidence; this is to extend the layer of dept to the marketing mix making the theory go even further. This will be discuss in more details of each element below:

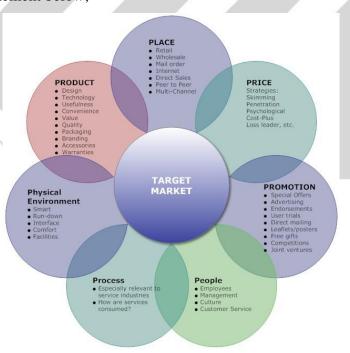


Figure 2.4 The service marketing (7Ps)

Source: D for deepan, 2012: Online

2.6.1 Product

Product can be either tangible or intangible product which intangible generally refer to intangible service that could meet customer's need or demand. The nature of product or service is that its has its own life cycle and this cycle telling about the trend in the market about how much demand in each period of time of product life cycle allow managerial to forecast and make investment decision. Another characteristic of the product is that it has USP (unique selling proposition) meaning that it has selling point which differentiates from others, the marketer can use USP to gain advantage and make market competitiveness this way (Marc, 2014: Online)

So a product is a bundle of characteristics but is not what customers really want to buy. What the customer really wants is the benefit that the product brings. Marketers must concentrate on the benefits their products bring to their purchasers – the product features and quality are really just the means by which those benefits are delivered. The basic product is the product itself and includes features, components and quality level.

Thus, an Interior Design company sells services and services are their product. The Interior design company offering decorate service to the users. Apart from offering decorative building or room, they also offer decorative consultant services.

2.6.2 **Price**

Price is the amount that customer willing to pay in exchange of products or services which have relation to what customer perceived value of the product. The pricing have many factor that could influence the way product is being priced eg; cost of production, brand value add-on pricing, distribution channel, value chain costs and markup met olds.

Price is the one element of the marketing mix that does not need a budget. The other three Ps all cost significant amounts. Price brings the money in. At one level, the price is what a business charges its customer for the goods and services it provides. The price of a product is usually the most significant part of the value that a customer hands over in exchange for a product. Therefore, the perceived value of the product must be at least equal to the price. Example of few pricing strategy are; cost based pricing is to focus on the manufacturing output cost with lower costing by have little

of customer requirement into account of consideration. Second, is penetration pricing which only focused on mass production initially set product at low price to gain market share quickly at initial lunch to encourage consumer in purchasing toward its product. Another is skimming pricing strategy, in which the business create unique product that have its own selling point, difficult to find another substitute with premium selling price (Marc, 2014: Online)

The pricing in interior design company is in the form of decorative style and the material they used. The main factors used for determining the price of decorative item that the customer want to use in their room, type of material they prefer and the easily to make to order.

2.6.3 Place

Place is basically the distribution place where the product is being sold to customer. This factor is important because without market place consumer not be able to access the market no matter how good the product is at suitable price. The product need to have good distribution channel meaning consumer able to access to purchase it to be able to have a good sales. Also product that can distribute widely is help customer know about the product and increase the market share fast this way (Marc, 2014: Online)

Place is perhaps the least descriptive of the marketing mix titles and therefore the most likely to cause confusion.

The component of the marketing mix is related the important factor of location of the building that they want to decorate. Due to the different character of style that the customer want if the customer location are difficult to move the material is the big barrier problem.

2.6.4 Promotion

The promotion refers to communication marketing strategy, that are include advertising, sales promotion and special deals of the products or services. There are many way in marketing in doing promotion which few examples are; Event marketing, news and letter for special offer or special deals and sponsorship also part of marketing communication through public relation (Marc, 2014: Online).

Consumers have a wide choice of products on which to spend their money. Sellers try to influence that choice through the use of promotion. This is the part of the marketing mix that is primarily concerned with communication, which is why it is now more commonly known as marketing communications.

The interior design business services depend on effective promotion measures by the aesthetic of design. If there have decorative design and using good material in their work, the company can use these decorative to be their references to promote to new customers.

2.6.5 People

The people are key ingredient for service business or intangible products. To have good people create competitive advantage and uniqueness to the business. Consumer normally makes and judges the business about the service part of overall organization in other word people represent organization and brand value. Therefore, employees and staffs required to have service knowledge of what the organization does in order to deliver right service without any problem. Some organizations have accreditation to describe that people are well trained before performing services to customer. For example, the bartender who serving alcohol at a bar need to have alcohol service training to give right amount of alcohol to customer who buying alcohol at their place

Most services require people to deliver them and to receive them. Although there are an increasing number. The people who deliver the service are an integral part of its marketing mix, as are the people who receive that service. Customers are part of the interaction and influence the way a service operates.

In design business, the people are the most important to run the business due to people need to think for creating to decorate the building or room. People need to use their power to do the construction and people need to control the construction process.

2.6.6 Process

The process is dealing with how service being delivers up to the standard avoid confusion and giving service being practice consistency. Meaning that with good process, staffs are able to deliver service at the right time and within time that

required. Imagine how credit card being extended and arrived before is expired is the good practice of customer service in the Banking process.

Process starts long before a service is actually experienced. It starts with the prospect's very first contact with the service-providing organization.

The process should be customer friendly in interior design business. The speed and understand the customer want is of great importance. The processing method should be convenient to the customers. The decorative process such as material and style should be accuracy as the designer design.

2.6.7 Physical Evidence

The physical evidence refers to everything about the company that appear to customer to experience, touch, use and seeing. This integrated in all function of the work either it's a product or service provide to customers. Few example of physical evidence would be:

- Packing barcode, shape, size, property, finishing
- Staff dress code, professionalism
- Advisory of service good advice to customer to make them satisfy is good physical evidence too

The physical evidence is one factor that could most influence decision making and this is evidence how customer judge about your company value base on what they seen.

The physical evidence may be the key thing in setting customer expectations. Customer expectations are extremely important in marketing, and particularly in services marketing.

The physical evidence in interior design business includes the service scape, a term used to describe the physical facility where the service is produced or delivery. The company should show their environment cleanliness, elegant décor and using good material to show the company image and their style to customer. This can show the company reliability to customer who want to use our services.

2.7 Decision Making Theory

The consumer decision process model represents the step that consumers go through before, during, and after making purchases. Because marketers often find it difficult to determine how consumer make their purchasing decision.

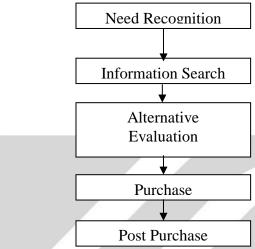


Figure 2.5 Show the consumer decision Process

Source: Grewal, Levy, 2012

Need Recognition

The consumer decision process begins when consumers recognize they have an unsatisfied need, and they would like to go from their actual, needy state to a different, desired state. The greater the discrepancy between these two states, the greater the need recognition will be.

Search for Information

The second step, after a consumer recognizes a need, is to search for information about the various options that exist to satisfy that need. The length and intensity of the search are based on the degree of perceived risk associated with purchasing the product or service.

Evaluation of Alternatives

Once a consumer has recognized a problem and explored the possible options, they must sift through the choices available and evaluate the alternatives. Alternative evaluation often occurs while the consumer is engaged in the process of information search.

Purchase

After evaluating the alternatives, customers are ready to buy. However, they don't always patronize the store or purchase the brand or item on which they had originally decided. Their choice may not be available at the retail store or there may be some other stumbling block. Retailers use the conversion rate to measure how well they convert purchase intentions into actual purchases. One method of measuring the conversion rate is the number of real or virtual abandoned carts in the retailer's store or on its website.

Post Purchase

Post purchase Cognitive Dissonance Post purchase cognitive dissonance is an internal conflict that arises from an inconsistency between two beliefs, or between beliefs and behavior. For example, you might have buyer's remorse after purchasing an expensive TV because you question whether a high-priced TV is appreciably better quality than a similar-size TV at a lower price. Thus, post purchase cognitive dissonance generally occurs when a consumer questions the appropriateness of a purchase after his or her decision has been made. Post purchase cognitive dissonance is especially likely for products that are expensive, are infrequently purchased, do not work as intended, and are associated with high levels of risk. Marketers direct efforts at consumers after the purchase is made to address this issue.

The decision making theory can link with marketing mix 7Ps as a decision making for manager to make configuring their offering to suit customer's need. The tools can be used to develop both long term strategies and short term tactical programmes. (Palmer, 2004) Before a marketing mix is formed, there must be an analysis and definition of target customers in both micro and macro level as details;

In macro level, market segmentation answer the question of what are the grouping of similar customer.

In micro level, decision making unit (DMU) point to who purchase the product. Decision making process (DMP) answer the question how, where and when is the purchase made.

This can explain that the decision making theory is important and need to analyze with marketing mix 7Ps to get the most benefit result.

Relationship between 7Ps to Interior Design Process

The interior design process can link to the marketing mix 7Ps as the explain below:

Product

The interior design business, customer satisfaction is important and practical applications using the experimental studies about the materials used in the design.

Price

The interior designer must introduce the customer for the material that they used. Which materials should or should not use that will increase the expense for customer. The company should ask the limit of expense from customer and try to control expense not higher than they expect. The company must show the payment method clearly to prevent the payment problem in the future.

Place

The interior design company should suggest to customer with the location that they want to decorate their building about the environment. Designer should decorate the building to get customer satisfaction and think of eco-friendly too.

Promotion

The interior design business can promote via website, magazine, or any advertising channel that the company get most benefit from advertising expense.

People

The most important of every business is customer information privacy. The interior design company should not give customer details to other due to this work is decorating the private place of customer. The interior design business is kind of service business, the important of service is come from the employee; they must have service mind, honest, responsibility, and also solve especially face problem.

Physical evidence

The company environment is so important of interior design business because this is the image to show to customer of our work. So the environment of the company is clean and create the style to create peaceful and cozy environment for the employees to work and can support enough with the overall employees in the company.

Process

The company has the presentation process to offer the client. The presentation should include the overall project such as cost evaluation and estimation, budget and timeline control. Then the conceptual design as customer want to present to customer, prepare 3D picture for easier understand and if everything done, the last step is planning to construction implementation.

2.8 Previous Research

Rezky P. and group (2012) was research The Relationship between marketing mix and customer decision-making over travel agents: An Empirical study. The aim of this study is to investigate the relationship between the 4Ps, namely price, promotion, place and product, and customer decision-making over travel agents in Palembang, Indonesia. The results revealed that only product and price were associated with customer decision-making over travel agents. Based on the findings, strategic recommendations are proposed for the travel industry in Indonesia.

Maresova P. (2012) was studied of the Behavior of Consumers in the Insurance Market in the Czech Republic. The purpose of this article is to familiarize with research aim, goal of which is to map out consumer behavior in the choice of insurance against death was carried out. Results will contribute to decision-making theory enrichment in given specific segment. From view of practice, they will be used in co-operative institution with the aim of a better client comprehension, product optimization and thereby contracts decline prevention and permanent clientele expansion. The results of the research project showed that most consumers under the influence of certain factors act irrationally. These factors include media coverage of the causes of claims discount, offer extension of insurance coverage.

Chen H., Peng N., and Hackley C. (2008) was studied service marketing in airline industry and its influence on student passengers' purchasing behaviour-using Taipei-London route as an example. It focuses on the factors influencing airline. Several stages of data-gathering were undertaken and a well-established analytical framework for services marketing was used to identify gaps between the desired and received service. The main findings suggest that service quality.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter will discussed about the methodology, in which the research focused on the Marketing factors (7Ps) which influencing decision making in choosing polyurethane cornice for interior design work by interior designers in Bangkok area. Initially, the literatures have reviewed that the chance of product being chosen in various stage of design to construction increasing a chance of the product being used during the construction time. This research will be using mainly 7Ps to identify the key marketing factor that influencing decision making of interior designers in Bangkok about choosing the polyurethane cornice. The following section discusses how data was gathered analyzed as following sections.

- 3.1 Sample and population
- 3.2 Research Methodology
- 3.3 Data Collection
- 3.4 Data Analysis
- 3.5 Reliability
- 3.6 Validity

3.1 Sample and population

This research was focused on interior designers who worked in Bangkok Area. Sample group was selected from interior designer in Bangkok. This is the type of purposive sampling. The researcher has calculated the number of sampling group by using the calculating method of Taro Yamane (1973) at 95% of confidents level and +5% of deviation level. Accordingly, the number of sampling group from the calculation was 400 people and the researcher selected the sampling group at those areas mentioned in April 2014.

n =
$$N/(1+Ne^2)$$

n = Sample size
N = Population
e = error
n = $\frac{1,769}{(1+1,769(0.05)^2)}$

3.2 Research Method

The research strategy used in this research will be quantitative research as (Martyn, 2008) regarded this type of research as the standard experimental method of most scientific disciplines. These experiments are used in traditional mathematic and statistic mean to measure result expected. Previously have evidence used by various types of science and economics. (Martyn, 2008: Online) On the other hands, argued quantitative research to be several disadvantages as there is a level of researcher imposition, meaning that when developing the questionnaire, the researcher is making their own decisions and assumptions as to what is and is not important therefore they may be missing something that is of importance. This research has set of population is set to be large number to prove the hypothesis, quantitative research method is the best choice for this research, to get data and computerize the data for the results.

Instruments used in research

Instrument which used in research to collect data is questionnaire. The questionnaire is instrument used in quantitative study to understand the factor influencing decision making and marketing mix (7Ps). There are divided into 3 parts.

Part 1 Factor influencing decision making in choosing Polyurethane Cornice for interior design decoration.

Part 2 The marketing mix affecting the decision making in choosing Polyurethane Cornice for interior design decoration.

Part 3 General information about the respondent.

Researchers used rating scale 5 level of Likert Scale. In measurement the marketing mix influencing the decision making in choosing Polyurethane Cornice for interior design decoration. Which is rated as following:

Score 1 = strongly disagree

Score 2 = Disagree

Score 3 = Neutral

Score 4 = Agree

Score 5 = strongly Agree

The translation results, there are 5 levels of rating criteria to determine the average score. The researcher determined the average score using formula (Ferguson G., 1956)

Score level 4.20 - 5.00 mean Strongly agree

Score level 3.40 - 4.19 mean Agree

Score level 2.60 - 3.39 mean Neutral

Score level 1.80 - 2.59 mean Disagree

Score level 1.00 - 1.79 mean Strongly disagree

3.3 Data Collection

For the primary data, the volume of questionnaires expected to be 400 set of questionnaires distributed. The purpose of questionnaires will be used to test the hypothesis of this study as mentioned at the beginning. in dependent variables are influencing the independent variable, to find out if the 7Ps (Marketing Factors) influencing the decision making in choosing polyurethane cornice. The researcher will collect the data from interior designer who worked in Bangkok from these companies as follow:

- Leo International Design
- A49
- DWP
- Urban Design
- Hussell
- CASA
- Mahanakorn Design
- MasterPlan103

The researcher plan to collect the questionnaire from these interior design companies from the above list due to these companies has a lot of interior designer who working there. The researcher requested the certificate from Stamford International University to request a courtesy cooperation the survey to the interior design company from our list. Then, give the questionnaire to person who work as interior designer to fill the questionnaire. The researcher collects these questionnaires by myself and check the complete document before process to next step.

The questions in this questionnaire consisted of 3 parts as follow:

Part 1 Factor influencing decision making in choosing Polyurethane Cornice for interior design decoration.

Part 2 The marketing mix affecting the decision making in choosing Polyurethane Cornice for interior design decoration.

Part 3 General information about the respondent.

Secondary data collected from the relevant research, newspaper, website, and magazine.

3.4 Data Analysis

The data analysis will be done by using Data Analysis Program to analyze data received from questionnaires will be analyzed by using descriptive statistic; percentage, mean, standard deviation, independent t-Test, ANOVA, and Multiple regression.

Descriptive Statistics

Descriptive Statistics included statistical procedures that we use to describe the population we are studying. The data could be collected from either a sample or a population, but the result can help to organize and describe data. Descriptive Statistics Can only use to describe the group that is being studying. That is the results cannot be generalized to any larger group.

Inferential Statistics

Inferential Statistics was concern with making prediction or inference about a population from observations and analyses of a sample. That is, we can take the result of an analysis using a sample and can generalize it to the larger population that the sample represents.

3.5 Reliability

The researcher preferred to test whether this set of questionnaire was reliable or not. The result from pre-testing were analyzes by Data Analysis program along with Cronbach's Reliability Test Model. The researcher did pre-testing to 30 respondents by distribution questionnaire to 30 sample of interior designer at one interior design company. The reliability results are shown in the table below:

3.6 Validity

Item-objective congruence (IOC) was conducted to test questionnaires Validity, two interior design and one polyurethane cornice seller as experts to conduct the test.

The researcher use item objective congruence index (IOC) ranges between zero and one (0= disagree, 1= agree) which evaluates the judge's agreement concerning the delegate of a measurement in relation to the content studied. From this IOC test, two interior design and one polyurethane cornice seller as experts to conduct the test.

1. Anurak Kongwong Interior Designer of Pheen studio

2. Natchapon Lawonpinijkul Interior Designer of Topaz Bangkok

3. Sutee Saeheng Cornice seller

CHAPTER 4

RESEARCH FINDING

This chapter would present the data analysis of the factor influencing decision making in choosing Polyurethane cornice for interior design decoration by interior designer in Bangkok area. The researcher has collected 400 questionnaires which were collected at the interior design company for interior designer to answer the question. The process analysis of data was shown below:

- 4.1 Descriptive analysis of general information data for person who work in interior design Company.
 - 4.2 Descriptive analysis of marketing mix (7Ps)
 - 4.3 Descriptive analysis of factor that influence decision making
 - 4.4 Inferential analysis by using multiple regressions

4.1 Descriptive analysis of general information data for person who work in interior design Company

Analysis of general data of the respondents were classified into working position, how to know Polyurethane cornice, product using, annual value of project, number of employees in the company, and type of their business.

Table 4.1 Frequency of respondents classified by working position

Working Position	Frequency	Percent
Interior Designer	131	32.8
Senior Interior Designer	125	31.3
Design Team Leader	54	13.5
Design Project Manager	38	9.5
Director of Design	22	5.5
Managing director	30	7.5
Other	-	-
Total	400	100

From table 4.1 shows that 400 respondents in this survey, 32.8% were working position as Interior designer, followed by 31.3% were Senior interior

designer. 13.5% were Design team leader, 5.5% were Director of design, and 7.5% were Managing director respectively.

Table 4.2 Frequency of respondents classified by knowing of Polyurethane cornice

Do you know Polyurethane cornice	Frequency	Percent
Yes	321	80.3
No	79	19.8
Total	400	100

From table 4.2 shows that 400 respondents in this survey, 80.3% were know the Polyurethane cornice and 19.8% never know polyurethane cornice before.

Table 4.3 Frequency of respondents classified by putting Polyurethane cornice to project

Have you	ever use Polyurethane cornice	Frequency	Percent
Yes		183	45.8
No		217	54.3
	Total	400	100

From table 4.3 shows that 400 respondents in this survey, 54.3% were used Polyurethane cornice in their interior project and 45.8% were not use Polyurethane in their interior design project.

Table 4.4 Frequency of respondents classified by annual value of project

How much of project value	Frequency	Percent
Less than 1 million Baht	13	3.3
2–10 million baht	185	46.3
10 -20 million Baht	156	39.0
20-100 million Baht	44	11.0
Over 100 million Baht	2	0.5
Total	400	100

From table 4.4 shows that 400 respondents in this survey, 46.3% were work in the project value around 2-10 million baht, followed by 39% were work in project

value around 10-20 million baht, 11% were 20-100 million baht, 3.3% were less than 1 million baht, and 0.5% were work in over 100 million baht.

Table 4.5 Frequency of respondents classified by number of employee

How many of employees	Frequency	Percent
Less than 100 staffs	15	3.8
100-500 staffs	185	46.3
500-1,000 staffs	162	40.5
More than 1,000 staffs	38	9.5
Total	400	100

From table 4.5 shows that 400 respondents in this survey, 46.3% had 100-500 staffs in the company, followed by 40.5% had 500-1,000 staffs, 9.5% has more than 1,000 staffs, and 3.8% had less than 100 staffs in the company respectively.

Table 4.6 Frequency of respondents classified by type of business

Type of business	Frequency	Percent
Multinational company	230	57.5
Thai company	170	42.5
Total	400	100

From table 4.6 shows that 400 respondents in this survey, 57.5% working in the multinational company and 42.5% working in Thai company.

4.2 Descriptive analysis of marketing mix (7Ps)

This section explores the factor that influence decision making in choosing polyurethane cornice for interior design decorative by interior designer in Bangkok area. In term of the marketing mix factors (7Ps), the five point Likert scale was applied to measure of each factor. These factors are product, price, place, promotion, people, process, and physical evidence. The data in this section presented in mean, standard deviation and level of agreement. The result are shown in tables below:

Table 4.7 Shown mean, standard deviation, and level of agreement of marketing mix factors influencing decision making.

Marketing	g Mix	Mean	Standard	level
			Deviation	
Product		4.49	0.373	Strongly agree
Price		4.66	0.303	Strongly agree
Place		4.42	0.645	Strongly agree
Promotion		4.44	0.600	Strongly agree
People		4.45	0.604	Strongly agree
Process		4.39	0.650	Strongly agree
Physical evidence		4.52	0.440	Strongly agree
Total		4.48	0.516	Strongly agree

From table 4.7 shows the average level of respondents of factors that influence decision making, and the result average mean 4.48 and standard deviation 0.516. Thus, the result in each category range from highest level as price (Mean = 4.66), physical evidence (Mean = 4.52), product (Mean = 4.49), people (Mean = 4.45), promotion (Mean = 4.44), place (Mean = 4.42), and process (Mean = 4.39) respectively.

Table 4.8 Shown mean, standard deviation, and level of agreement of marketing mix factors influencing decision making by product.

Product	Mean	Standard Deviation	level
Polyurethane Cornices are	4.49	0.617	Strongly agree
superior quality than other type of			
cornices			
Polyurethane Cornices are easy	4.99	0.100	Strongly agree
to install			
Polyurethane Cornices are is	4.59	0.546	Strongly agree
the best choice for project compare			
to other materials such as wood,			
GRC, polystyrene, cement			

Table 4.8 Shown mean, standard deviation, and level of agreement of marketing mix factors influencing decision making by product. (Cont.)

Product	Mean	Standard Deviation	level
Polyurethane Cornices are	4.35	0.915	Strongly agree
long lasting product			
Using Polyurethane Cornices	4.38	0.909	Strongly agree
help save the earth due to			
reduce usage of wood			
Using Polyurethane Cornices	4.33	0.977	Strongly agree
have less make the work			
finish up on schedule as			
planed			
Property of polyurethane	4.35	0.956	Strongly agree
cornice is the most concern			
factor when choosing this			
material			
Total	4.49	0.373	Strongly agree

^{*}Significant at or below 0.05 level

From table 4.8 shows the average level of respondents of factors that influence decision making by product was the average level 4.49. When consider in each factor are Polyurethane Cornices are easy to install (Mean = 4.99), followed by Polyurethane Cornices are is the best choice for project compare to other materials such as wood, GRC, polystyrene, cement (Mean = 4.59), Polyurethane Cornices are superior quality than other type of cornices (Mean = 4.49), Using Polyurethane Cornices help save the earth due to reduce usage of wood (Mean = 4.38), Polyurethane Cornices are long lasting product and Property of polyurethane cornice is the most concern factor when choosing this material (Mean = 4.35), and Using Polyurethane Cornices have less make the work finish up on schedule as planed (Mean = 4.33) respectively

Table 4.9 Shown mean, standard deviation, and level of agreement of marketing mix factors influencing decision making by price.

Price	Mean	Standard Deviation	level
Polyurethane Cornices are	4.64	0.521	Strongly agree
selling at reasonable price			
Polyurethane Cornices are	4.76	0.446	Strongly agree
mostly affordable for most of			
project I have design			
Polyurethane Cornices have	4.85	0.355	Strongly agree
different price ranges and			
different quality			
Price is the most concern	4.40	0.887	Strongly agree
factor in choosing polyurethane			
cornice			
Total	4.66	0.303	Strongly agree

^{*}Significant at or below 0.05 level

From table 4.9 shows the average level of respondents of factors that influence decision making by price was the average level 4.66. When consider in each factor are Polyurethane Cornices have different price ranges and different quality (Mean = 4.85), followed by Polyurethane Cornices are mostly affordable for most of project I have design (Mean = 4.76), Polyurethane Cornices are selling at reasonable price (Mean = 4.64), and Price is the most concern factor in choosing polyurethane cornice (Mean = 4.40) respectively.

Table 4.10 Shown mean, standard deviation, and level of agreement of marketing mix factors influencing decision making by place.

Place	Mean	Standard Deviation	level
Polyurethane cornice are	4.45	0.854	Strongly agree
common and easy to find			
Distribution channel is the	4.40	0.832	Strongly agree
most concern factor in choosing			
polyurethane cornice			

*Significant at or below 0.05 level

From table 4.10 shows the average level of respondents of factors that influence decision making by place was the average level 4.42. When consider in each factor are Polyurethane cornice are common and easy to find (Mean =4.45), followed by Distribution channel is the most concern factor in choosing polyurethane cornice (Mean =4.40).

Table 4.11 Shown mean, standard deviation, and level of agreement of marketing mix factors influencing decision making by promotion.

Promotion	Mean	Standard Deviation	level
New and promotion	4.46	0.837	Strongly agree
about Polyurethane cornice are			
frequently accessible			
• Pricing promotion is the	4.43	0.849	Strongly agree
most concern factor in choosing			
polyurethane cornice			
Total	4.44	0.600	Strongly agree

^{*}Significant at or below 0.05 level

From table 4.11 shows the average level of respondents of factors that influence decision making by promotion was the average level 4.44. When consider in each factor are New and promotion about Polyurethane cornice are frequently accessible (Mean = 4.46), followed by Pricing promotion is the most concern factor in choosing polyurethane cornice (Mean = 4.43).

Table 4.12 Shown mean, standard deviation, and level of agreement of marketing mix factors influencing decision making by people.

People	Mean	Standard Deviation	level
You have been received	4.48	0.822	Strongly agree
continuous support from the			
staffs that you purchase			
polyurethane cornices			

Table 4.12 Shown mean, standard deviation, and level of agreement of marketing mix factors influencing decision making by people. (Cont.)

People	Mean	Standard Deviation	level
Good recommendation from	4.43	0.858	Strongly agree
polyurethane staff supplier is			
most concern factor in			
choosing polyurethane			
cornice			
Total	4,45	0.604	Strongly agree

^{*}Significant at or below 0.05 level

From table 4.12 shows the average level of respondents of factors that influence decision making by people was the average level 4.45. When consider in each factor are You have been received continuous support from the staffs that you purchase polyurethane cornices (Mean = 4.48), followed by Good recommendation from polyurethane staff supplier is most concern factor in choosing polyurethane cornice (Mean = 4.43).

Table 4.13 Shown mean, standard deviation, and level of agreement of marketing mix factors influencing decision making by process.

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Process	Mean	Standard Deviation	level
You have been received	4.39	0.851	Strongly agree
continuous support in term of			
delivery service recently from			
your polyurethane cornice			
supplier			
Good services delivered by	4.41	0.850	Strongly agree
your polyurethane cornice			
supplier is most concern factor			
in choosing polyurethane			
cornice			
Total	4.39	0.650	Strongly agree

*Significant at or below 0.05 level

From table 4.13 shows the average level of respondents of factors that influence decision making by process was the average level 4.45. When consider in each factor are Good services delivered by your polyurethane cornice supplier is most concern factor in choosing polyurethane cornice (Mean = 4.41), followed by You have been received continuous support in term of delivery service recently from your polyurethane cornice supplier (Mean = 4.39).

Table 4.14 Shown mean, standard deviation, and level of agreement of marketing mix factors influencing decision making by physical evidence.

Physical evidence	Mean	Standard Deviation	level			
Good Packing of	4.49	0.753	Strongly agree			
polyurethane cornice product is						
most concern factor in choosing						
polyurethane cornice						
Professionalism of	4.57	0.621	Strongly agree			
polyurethane cornice supplier is						
most concern factor in choosing						
polyurethane cornice						
Good advisory service	4.51	0.729	Strongly agree			
provide by polyurethane cornice						
supplier is most concern factor						
in choosing polyurethane cornice						
Total	4.52	0.440	Strongly agree			

^{*}Significant at or below 0.05 level

From table 4.14 shows the average level of respondents of factors that influence decision making by physical evidence was the average level 4.52. When consider in each factor are Professionalism of polyurethane cornice supplier is most concern factor in choosing polyurethane cornice (Mean = 4.57), followed by Good advisory service provide by polyurethane cornice supplier is most concern factor in choosing polyurethane cornice (Mean = 4.51), and Good Packing of polyurethane

cornice product is most concern factor in choosing polyurethane cornice (Mean = 4.49) respectively.

4.3 Descriptive analysis of factor that influence decision making

Analysis of factors that influence decision making data of the respondents were classified into main objective to use polyurethane cornice, reason to use, who suggest to use polyurethane cornice, satisfy, and recommend the product.

Table 4.15 Frequency of respondents of main objective to use polyurethane cornice

Objective	Frequency	Percent
Beauty Decorative	101	25.3
Cheaper price	90	22.5
Good selling service from seller	43	10.8
Useful	166	41.5
Other	A = A	-
Total	400	100

From table 4.15 shows that 400 respondents in this survey, the main objective to use Polyurethane cornice were 41.5% using Polyurethane cornice because of Polyurethane cornice are useful, followed by 25.3% beauty decorative, 22.5% using because Polyurethane cornice has cheaper price, and 10.8% using Polyurethane cornice because get good selling service from seller respectively.

Table 4.16 Frequency of respondents of reason to purchase Polyurethane cornice

Reason	Frequency	Percent
Advertising	6	1.5
Believe product has quality	78	19.5
Product has an attractive appearance	167	41.8
Suggestion from other person	47	11.8
Other	102	25.5
Total	400	100

From table 4.16 shows that 400 respondents in this survey, the reason to purchase Polyurethane cornice were 41.8% because product has an attractive

appearance, followed by 25.5% others reason from the list, 19.5% believe product has quality, 11.8% get suggestion from other person, and 1.5% know from advertising.

Table 4.17 Frequency of respondents of how to know Polyurethane cornice

Source of details	Frequency	Percent
Family	17	4.3
Interior designer	175	43.8
Interior Magazine	153	38.3
Friend	44	11.0
Internet	11	2.8
Other		-
Total	400	100

From table 4.17 shows that 400 respondents in this survey of source of Polyurethane cornice details from 43.8% knowing from interior designer, followed by 38.3% knowing from Interior magazine, 11% from friend, 4.3% from family, and 2.8% knowing from internet respectively.

 Table 4.18 Frequency of respondents satisfy using Polyurethane cornice

Satisfy	Frequency	Percent
Yes	303	75.8
No	97	24.3
Total	400	100

From table 4.18 shows that 400 respondents in this survey, 75.8% satisfy with using Polyurethane cornice and 24.3% are not satisfy with using Polyurethane cornice.

Table 4.19 Frequency of respondents would to recommend other using Polyurethane cornice

Satisfy	Frequency	Percent	
Yes	288	72.0	
No	112	28.0	
Total	400	100	

From table 4.19 shows that 400 respondents in this survey 72% will recommend other to use Polyurethane cornice and 28% will not recommend other to use Polyurethane cornice.

4.4 Inferential analysis by using multiple regressions

Inferential strategic aims to make inference about population on the basis a sample. In this study, the researcher applies multiple regressions to analyze and the result shown in table below:

H1. Properties of the product is a factor influencing decision making in choosing cornice material by interior designers in Bangkok

Table 4.20 Multiple regression analysis of marketing mix by product (ANOVA)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	1.155	7	0.165	40.109	0.000
Residual	59.265	392	0.151		
Total	60.420	399			

^{*}Significant at or below 0.05 level

From table 4.20 In the ANOVA table, F=40.109 and Sig. at 0.000 which is less than 0.05 (p=0.000<0.05), which indicated that seven independent variables and dependent variables at least are significantly influence from each other, and this regressions model is good to test.

Table 4.21 Multiple regression analysis of marketing mix by product (Coefficient)

	В	Std.Error	Beta	t	Sig.
(Constant)	2.831	1.021		2.773	0.006
Superior	0.039	0.032	0.062	1.238	0.000
Easy to install	0.106	0.198	0.027	0.538	0.000
Best choice	0.037	0.036	0.051	1.016	0.000
long lasting	0.036	0.022	0.085	1.605	0.001
save the earth	0.004	0.023	0.010	0.183	0.000
work finish	0.025	0.022	0.063	1.156	0.000
Most concern	0.007	0.022	0.017	0.314	0.000

^{*}Significant at or below 0.05 level

The analysis result using stepwise method reveals are seven independent variables which significantly correlate with marketing mix by product factor, regarding of marketing mix by product factor. These variables are superior (beta = 0.039), easy to install (beta = 0.106), best choice (beta = 0.037), long lasting (beta = 0.036), save the earth (beta = 0.004), work finish (beta 0.025), and most concern (beta = 0.007).

 Table 4.22 Multiple Coefficient of Determination of product

R	R square	Adjust R Square	
0.225	0.206	0.103	

^{*}Significant at or below 0.05 level

The adjust R square value in table 4.22 conveys that the variable can explain 10.30 % of the variation in the dependent variable which is influencing decision making

H2. Pricing of cornice product is a factor influencing decision making in choosing cornice material by interior designers in Bangkok

Table 4.23 Multiple regression analysis of marketing mix by price (ANOVA)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	0.874	4	0.219	51.450	0.000
Residual	59.546	395	0.151		
Total	60.420	399			

^{*}Significant at or below 0.05 level

From table 4.23 In the ANOVA table, F= 51.450 and Sig. at 0.000 which is less than 0.05 (p=0.000<0.05), which indicated that that four independent variables and dependent variables at least are significantly influence from each other, and this regressions model is good to test.

	В	Std.Error	Beta	t	Sig.
(Constant)	2.118	0.374		5.662	0.000
Selling	0.047	0.037	0.062	1.246	0.000
Affordable	0.042	0.044	0.049	0.973	0.000
Price range	0.042	0.055	0.038	0.761	0.000
choosing	0.037	0.022	0.084	1.672	0.001

^{*}Significant at or below 0.05 level

The analysis result using stepwise method reveals are four independent variables which significantly correlate with marketing mix by price factor, regarding of marketing mix by price factor. These variables are selling (beta = 0.047), affordable (beta = 0.042), price range (beta = 0.042), and choosing (beta = 0.037).

Table 4.25 Multiple Coefficient of Determination of price

R	R square	Adjust R Square
0.499	0.253	0.226

^{*}Significant at or below 0.05 level

The adjust R square value in table 4.26 conveys that the variable can explain 22.60 % of the variation in the dependent variable which is influencing decision making

H3. Location of product availability is a factor influencing decision making in choosing cornice material by interior designers in Bangkok

Table 4.26 Multiple regression analysis of marketing mix by place (ANOVA)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	0.189	2	0.094	44.623	0.000
Residual	60.231	397	0.152		
Total	60.420	399			

^{*}Significant at or below 0.05 level

From table 4.26 In the ANOVA table, F= 44.623 and Sig. at 0.000 which is less than 0.05 (p=0.000<0.05), which indicated that two independent variables and dependent variables at least are significantly influence from each other, and this regressions model is good to test.

Table 4.27 Multiple regression analysis of marketing mix by place (Coefficient)

	В	Std.Error	Beta	t	Sig.
(Constant)	2.061	0.135		15.238	0.000
easy to find	0.025	0.023	0.056	1.098	0.000
distribution	0.000	0.024	0.000	0.007	0.000

^{*}Significant at or below 0.05 level

The analysis result using stepwise method reveals are two independent variables which significantly correlate with marketing mix by place factor, regarding of marketing mix by price factor. These variables are easy to find the polyurethane cornice (beta = 0.025) and distribution channel (beta = 0.000)

Table 4.28 Multiple Coefficient of Determination of place

R	R square	Adjust R Square
0.284	0.080	0.077

^{*}Significant at or below 0.05 level

The adjust R square value in table 4.28 conveys that the variable can explain 7.70 % of the variation in the dependent variable which is influencing decision making

H4. Promotion is a factor influencing decision making in choosing cornice material by interior designers in Bangkok

Table 4.29 Multiple regression analysis of marketing mix by promotion (ANOVA)

1	Sum of Squares	df	Mean Square	F	Sig.
Regression	0.096	2	0.048	38.315	0.000
Residual	60.324	397	0.152		
Total	60.420	399			

^{*}Significant at or below 0.05 level

From table 4.29 In the ANOVA table, F= 38.315 and Sig. at 0.000 which is less than 0.05 (p=0.000<0.05), which indicated that two independent variables and dependent variables at least are significantly influence from each other, and this regressions model is good to test.

Table 4.30 Multiple regression analysis of marketing mix by promotion (Coefficient)

	В	Std.Error	Beta	t	Sig.
(Constant)	2.104	0.146		14.442	0.000
New promotion	0.018	0.023	0.039	0.787	0.000
pricing promotion	0.003	0.023	0.006	0.113	0.000

^{*}Significant at or below 0.05 level

The analysis result using stepwise method reveals are two independent variables which significantly correlate with marketing mix by promotion factor, regarding of marketing mix by promotion factor. These variables are new promotion (beta = 0.018) and pricing promotion (beta = 0.003)

 Table 4.31 Multiple Coefficient of Determination of promotion

R	R square	Adjust R Square	
0.470	0.221	0.210	

^{*}Significant at or below 0.05 level

The adjust R square value in table 4.31 conveys that the variable can explain 21.0 % of the variation in the dependent variable which is influencing decision making

H5 The professional technical advice is a factor influencing decision making in choosing cornice material by interior designers in Bangkok area.

Table 4.32 Multiple regression analysis of marketing mix by people (ANOVA)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	0.374	2	0.187	41.236	0.000
Residual	60.046	397	0.151		
Total	60.420	399			

^{*}Significant at or below 0.05 level

From table 4.32 In the ANOVA table, F= 41.236 and Sig. at 0.000 which is less than 0.05 (p=0.000<0.05), which indicated that two independent variables and dependent variables at least are significantly influence from each other, and this regressions model is good to test.

Table 4.33 Multiple regression analysis of marketing mix by people (Coefficient)

	В	Std.Error	Beta	t	Sig.
(Constant)	2.139	0.145		14.761	0.000
support	0.021	0.024	0.045	0.907	0.000
supplier	0.030	0.023	0.066	1.315	0.000

^{*}Significant at or below 0.05 level

The analysis result using stepwise method reveals are two independent variables which significantly correlate with marketing mix by people factor, regarding of marketing mix by people factor. These variables are support from staff (beta = 0.021) and staff supplier is most concern (beta = 0.030)

Table 4.34 Multiple Coefficient of Determination of people

R	R square	Adjust R Square
0.507	0.254	0.249

^{*}Significant at or below 0.05 level

The adjust R square value in table 4.34 conveys that the variable can explain 24.90 % of the variation in the dependent variable which is influencing decision making

H6. The process of operation is a factor influencing decision making in choosing cornice material by interior designers in Bangkok area.

Table 4.35 Multiple regression analysis of marketing mix by process (ANOVA)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	0.091	2	0.046	46.301	0.000
Residual	60.329	397	0.152		
Total	60.420	399			

^{*}Significant at or below 0.05 level

From table 4.35 In the ANOVA table, F= 46.301 and Sig. at 0.000 which is less than 0.05 (p=0.000<0.05), which indicated that two independent variables and dependent variables at least are significantly influence from each other, and this regressions model is good to test.

Table 4.36 Multiple regression analysis of marketing mix by process (Coefficient)

	В	Std.Error	Beta	t	Sig.
(Constant)	2.098	0.133		15.753	0.000
service	0.001	0.023	0.001	0.024	0.000
delivery	0.018	0.023	0.039	0.768	0.000

^{*}Significant at or below 0.05 level

The analysis result using stepwise method reveals are two independent variables which significantly correlate with marketing mix by process factor, regarding of marketing mix by process factor. These variables are support delivery service (beta = 0.001) and good service delivery (beta = 0.018)

Table 4.37 Multiple Coefficient of Determination of process

R	R square	Adjust R Square	
0.442	0.196	0.187	

^{*}Significant at or below 0.05 level

The adjust R square value in table 4.37 conveys that the variable can explain 18.70 % of the variation in the dependent variable which is influencing decision making

H7. Package is a factor influencing decision making in choosing cornice material by interior designers in Bangkok area.

Table 4.38 Multiple regression analysis of marketing mix by physical evidence (ANOVA)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	0.137	3	0.046	37.300	0.000
Residual	60.283	396	0.152		
Total	60.420	399			

*Significant at or below 0.05 level

From table 4.38 In the ANOVA table, F= 37.300 and Sig. at 0.000 which is less than 0.05 (p=0.000<0.05), which indicated that three independent variables and dependent variables at least are significantly influence from each other, and this regressions model is good to test.

Table 4.39 Multiple regression analysis of marketing mix by physical evidence (Coefficient)

	В	Std.Error	Beta	t	Sig.
(Constant)	2.010	0.204		9.848	0.000
Good packaging	0.021	0.026	0.041	0.808	0.000
Professionalism	0.012	0.032	0.018	0.365	0.004
Advisory	0.004	0.027	0.007	0.140	0.000

^{*}Significant at or below 0.05 level

The analysis result using stepwise method reveals are three independent variables which significantly correlate with marketing mix by physical evidence factor, regarding of marketing mix by physical evidence factor. These variables are good packaging (beta = 0.021) Professionalism supplier (beta = 0.012), and good advisory service (beta = 0.004)

Table 4.40 Multiple Coefficient of Determination of physical evidence

R	R square	Adjust R Square
0.379	0.160	0.151

^{*}Significant at or below 0.05 level

The adjust R square value in table 4.40 conveys that the variable can explain 15.10 % of the variation in the dependent variable which is influencing decision making

Table 4.41 Summary of Hypothesis testing

Hypotheses Statement	Test Result
H1. Properties of the product is a factor influencing decision	Supported
making in choosing cornice material by interior designers in	
Bangkok	
H2. Pricing of cornice product is a factor influencing decision	Supported
making in choosing cornice material by interior designers in	
Bangkok	
H3. Location of product availability is a factor influencing	Supported
decision making in choosing cornice material by interior	
designers in Bangkok	
H4. Promotion is a factor influencing decision making in	Supported
choosing cornice material by interior designers in Bangkok	
H5. The professional technical advice is a factor influencing	Supported
decision making in choosing cornice material by interior	
designers in Bangkok area.	1
H6. The process of operation is a factor influencing decision	Supported
making in choosing cornice material by interior designers in	
Bangkok area.	
H7. Package is a factor influencing decision making in choosing	Supported
cornice material by interior designers in Bangkok area.	

CHAPTER 5

CONCLUSION AND RECOMMENDATION

This chapter contain a conclusion to the research of "A Study on Factors Influencing Decision Making in Choosing Polyurethane Cornice for Interior Decoration by Interior Designers in Bangkok Area". This chapter has analyzed the summary, research findings, conclusion and discussion, recommendation and recommendation for further research.

- 5.1 Summary
- 5.2 Research finding
- 5.3 Conclusion and discussion
- 5.4 Recommendation

5.1 Summary

The study has 3 major objectives.

- 1. To study factors influencing decision making in choosing polyurethane cornice by interior designers in Bangkok
- 2. To compare and rank factors influencing decision making of interior designer in choosing polyurethane cornice for their project
- 3. To identify the key marketing factor which can be used to develop cornice material supply as a products in the perspective view of Interior designers

This research has applied the quantitative method with survey questionnaire and was distributed 400 questionnaires to respondent. The questionnaire was created from the literature review and objective in this research about factors influencing decision making. The questionnaire in this research has 3 important parts were general information, marketing mix (7Ps), and factor that influence decision making in choosing Polyurethane cornice. The questionnaire analysis was processing by SPSS program with Independent t-test, ANOVA, and multiple regressions.

5.2 Research finding

The researcher conducted the analysis of 3 parts and the result can describe by the following

Part 1 General information

This general information was categorized by working position, how to know the polyurethane cornice, do they put polyurethane product into the project, how much the project value, how many employees in the company, and what the type of company. The researcher found that the most respondents in this survey were working position as Interior designer, followed by senior interior designer. Most of respondent know the Polyurethane cornice and they putting Polyurethane cornice to project. The most project value was around 2-10 million baht. The most company has 100-500 staffs in the company followed by 500-1,000 staffs in the company. Most of Interior Design Company was multinational company type.

Part 2 Marketing Mix (7Ps)

The factors that influence decision making by separate in each category range from highest level as price, physical evidence, product, people, promotion, place, and process respectively. The result can explain in each category as follow:

Product

The most answers from respondent were polyurethane Cornices are easy to install, followed by Polyurethane Cornices are is the best choice for project compare to other materials such as wood, GRC, polystyrene, cement, Polyurethane Cornices are superior quality than other type of cornices, Using Polyurethane Cornices help save the earth due to reduce usage of wood, Polyurethane Cornices are long lasting product and Property of polyurethane cornice is the most concern factor when choosing this material, and Using Polyurethane Cornices have less make the work finish up on schedule as planed respectively.

Price

The most answers from respondent were Polyurethane Cornices have different price ranges and different quality, followed by Polyurethane Cornices are mostly affordable for most of project I have design, Polyurethane Cornices are selling at reasonable price, and Price is the most concern factor in choosing polyurethane cornice respectively.

Place

The most answers from respondent were Polyurethane cornice are common and easy to find, followed by Distribution channel is the most concern factor in choosing polyurethane cornice

Promotion

The most answers from respondent were new and promotion about Polyurethane cornice are frequently accessible, followed by Pricing promotion is the most concern factor in choosing polyurethane cornice

People

The most answers from respondent were they have been received continuous support from the staffs that you purchase polyurethane cornices, followed by Good recommendation from polyurethane staff supplier is most concern factor in choosing polyurethane cornice

Process

The most answers from respondent were Good services delivered by your polyurethane cornice supplier is most concern factor in choosing polyurethane cornice, followed by You have been received continuous support in term of delivery service recently from your polyurethane cornice supplier.

Physical evidence

The most answers from respondent were professionalism of polyurethane cornice supplier is most concern factor in choosing polyurethane cornice, followed by Good advisory service provides by polyurethane cornice supplier is most concern factor in choosing polyurethane cornice, and Good Packing of polyurethane cornice product is most concern factor in choosing polyurethane cornice.

Part 3 Factors that influencing decision making in choosing Polyurethane cornice

These factors were classified into main objective to use polyurethane cornice, reason to use, who suggest using polyurethane cornice, satisfying, and recommending the product. The results of each category were as follow:

The respondents in this survey, the main objective to use Polyurethane cornice were using Polyurethane cornice because of Polyurethane cornice are useful, followed by beauty decorative. The reason to purchase Polyurethane cornice were because product has an attractive appearance, followed by others reason from the list. The respondent knowing source of Polyurethane cornice details from knowing from interior designer, followed by knowing from Interior magazine. Most the respondents satisfy with using Polyurethane cornice and they will recommend other to use Polyurethane cornice.

5.3 Discussion and conclusion

Research question

1. What are the key marketing factors influencing decision making in choosing polyurethane cornice by interior designers in Bangkok area.

From the research result, it found that price was the main factor that influencing decision making in choosing polyurethane cornice, these result were quite similar from related research as Rezky P. and group (2012) was research The Relationship between marketing mix and customer decision-making over travel agents: An Empirical study. The aim of this study is to investigate the relationship between the 4Ps, namely price, promotion, place and product, and customer decision-making over travel agents in Palembang, Indonesia. The results revealed that only product and price were associated with customer decision-making over travel agents.

2. What are the rank of these marketing factors which influencing decision making in choosing polyurethane cornice by interior designers in Bangkok area.

From the research result, it found that influence decision making the result in each category range from highest level as price, physical evidence, product, people, promotion, place, and process respectively.

The Objective of the Study

1. To study factors influencing decision making in choosing polyurethane cornice by interior designers in Bangkok area.

From this research, the researcher creates the questionnaire to study the factors that influence decision making in choosing polyurethane cornice by using the main

factors of using polyurethane cornice to set up the question. The first question is focusing on the factors of using polyurethane cornice, the result show that the respondent selected the useful factors was the most score because they think that the polyurethane is useful for using to decorate theirs house. The next question was asked about the reason to purchase polyurethane cornice. The most respondent think that product has an attractive appearance. They know the polyurethane cornice from interior designers about the product. When the interior designers selecting to use the polyurethane cornice, they feel satisfy of the product, and they will recommend other to use polyurethane cornice too. This result was related with Maresova P. (2012) was studied of the Behavior of Consumers in the Insurance Market in the Czech Republic.

2. To compare and rank factors influencing decision making of interior designer in choosing polyurethane cornice for their project

From this research, The researcher separate the factors influencing decision making of interior designer in choosing polyurethane cornice for their project into many choices and each choice can rank as follow, the main objective to use Polyurethane cornice were using Polyurethane cornice because of Polyurethane cornice are useful, followed by beauty decorative, using because Polyurethane cornice has cheaper price, and using Polyurethane cornice because get good selling service from seller respectively. The reason to purchase Polyurethane cornice because product has an attractive appearance, followed by others reason from the list, believe product has quality, get suggestion from other person, and know from advertising. The source of Polyurethane cornice details from knowing from interior designer, followed by knowing from Interior magazine, from friend, from family, and knowing from internet respectively. They are satisfy with using Polyurethane cornice higher than not satisfy with using Polyurethane cornice and they were recommend other to use Polyurethane cornice higher than will not recommend other to use Polyurethane cornice. This result was related with Chen H., Peng N., and Hackley C. (2008) was studied service marketing in airline industry and its influence on student passengers' purchasing behavior-using Taipei-London route as an example.

3. To identify the key marketing factor which can be used to develop cornice material supply as a products in the perspective view of Interior designers.

The key marketing factor which can be used to develop cornice material supply as a products in the perspective view of Interior designers. The result in each category range from highest level as price, physical evidence, product, people, promotion, place, and process respectively. This result was related with Rezky P. and group (2012) was research The Relationship between marketing mix and customer decision-making over travel agents: An Empirical study.

Conclusion.

This research used a quantitative study to explore the key factors influencing decision making in choosing Polyurethane cornice for Interior Decoration by Interior Designers in Bangkok Area. The study was designed to meet the objectives of the study.

Overall of research result it can be explained that the marketing mix factors were support in every factors to influence decision making in choosing Polyurethane cornice for Interior designer.

5.4 Recommendation

In this research study is focused on the factor influencing decision making in choosing Polyurethane cornice by interior designers in Bangkok area.

The following are suggestion for people on the future researcher as follow:

- 1. Most of respondent in this research in this research are focused on only person who worked in interior designer companies which is their expert in interior design. It can collect data from the people who are not interior designer such as general people that decorate their own house or building. Therefore, it will understand more willing that related the marketing mix factor in the different way.
- 2. From this research, the researcher designs the survey method in questionnaire only. It was not cover all the requirement of respondent. Therefore, next time, it should have some interview of respondent to collect more details that can focus on the specific points.
- 3. The research should study more factors from marketing mix that directly affect to interior designer such as competitive advantage, customer satisfaction, or any marketing strategy.

- 4. The next research should also survey to the Polyurethane cornice supplier to understand their selling strategies, promotion strategies that they provided to customers. The recommendation for organization was as follow
- 1. The organization can use this research for secondary data to gain more knowledge of the factors influencing decision making in choosing Polyurethane cornice by interior designers in Bangkok area. To know more behavior of interior designer that help to focus deeply of they expect in products.
- 2. This research help the organization get the customer satisfaction well that can help to achieve sales target.



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APPENDIX A SURVEY QUESTIONNAIRE

Questionnaire

A Study on Factor Influencing Decision Making in Choosing Polyurethane Cornice for Interior Design Decoration by Interior Designer in Bangkok Area

Notification

() 100-500 staffs

This questionnaire is a part of a thesis conducted for the requirement of a Master's Degree in Business Administration of the Stamford International University. The information acquired from this questionnaire will be confidentially kept and used for academic purpose only.

Section 1: The General Information 1. Please specify your working position () Interior Designer () Senior Interior Designer () Design Team Leader () Design Project Manager () Director of Design () Managing Director () Other 2. Do you know about polyurethane cornice? () Yes () No 3. Have you ever use or put specification of polyurethane cornice into your project? () Yes () No 4. Please specify the annual value of project you have designed per annual () 1-less than 1 million Baht () 2-10 million Baht () 10-20 million Baht () 20-100 million Baht () 100 million Baht and over 5. Please specify the number of employees of your company () Less than 100 staffs

	() 500 - 1,000 staffs
	() More than 1,000 staffs
5.	Please specify the type of your business (multi-national company or Thai
	company)
	() Multi-national company
	() Thai company

Section2: Influencing Marketing Factors: 7Ps

	Question			Sa	tis	facti	on	level	
No.			Agree	Agree	(4)	Neutral	(3)	Disagree (2)	Strongly Disagree
1. Product									
1	Polyurethane Cornices are superior quality								
	than other type of cornices			Λ					
2	Polyurethane Cornices are easy to install	1					20		
3	Polyurethane Cornices are is the best choice	S	,			1			
	for project compare to other materials such as				1				
	wood, GRC, polystyrene, cement			4					
4	Polyurethane Cornices are long lasting	1							
	product								
5	Using Polyurethane Cornices help save the								
	earth due to reduce usage of wood								
6	Using Polyurethane Cornices have less make								
	the work finish up on schedule as planed								
7	Property of polyurethane cornice is the most								
	concern factor when choosing this material								

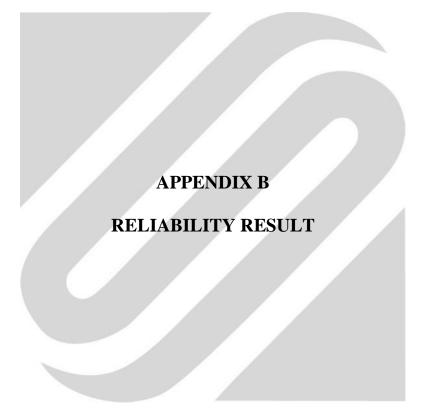
		Satisfaction level						
No.	Question		Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree		
2.	Price	•						
8	Polyurethane Cornices are selling at							
	reasonable price							
9	Polyurethane Cornices are mostly affordable							
	for most of project I have design							
10	Polyurethane Cornices have different price							
	ranges and different quality							
11	Price is the most concern factor in choosing							
	polyurethane cornice							
3.	Place (Distribution channel)							
12	Polyurethane cornice are common and easy	7						
	to find			/				
13	Distribution channel is the most concern		7					
	factor in choosing polyurethane cornice			4				
4.	Promotion		\mathcal{A}					
14	New and promotion about Polyurethane							
	cornice are frequently accessible							
15	Pricing promotion is the most concern factor							
	in choosing polyurethane cornice							
5.	People							
16	You have been received continuous support							
	from the staffs that you purchase							
	polyurethane cornices from							

			Satisfaction level					
No.	Question	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree(2)	Strongly Disagree (1)		
17	Good recommendation from polyurethane							
	staff supplier is most concern factor in							
	choosing polyurethane cornice							
6.	Process							
18	You have been received continuous support							
	in term of delivery service recently from your							
	polyurethane cornice supplier							
19	Good services delivered by your							
	polyurethane cornice supplier is most							
	concern factor in choosing polyurethane			j j				
	cornice		\mathcal{A}					
7.	Physical Evidence		7					
20	Good Packing of polyurethane cornice							
	product is most concern factor in choosing		1					
	polyurethane cornice		4					
21	Professionalism of polyurethane cornice							
	supplier is most concern factor in choosing							
	polyurethane cornice							
22	Good advisory service provide by							
	polyurethane cornice supplier is most							
	concern factor in choosing polyurethane							
	cornice							

Section 3: The factors that influence decision making in choosing polyurethane cornice

1. Which is the main factor that do you use cornice to decorate your home or your building?

	()	Beauty Decorative	()	Useful
	()	Cheaper price	()	Other
	()	Good selling service from seller			
2.	Are y	ou purchase polyurethane cornice b	as	ed (on any reason?
	()	Advertising	()]	Believe product has quality
	()	Product has an attractive appearance	() !	Suggestion from other person
	()	Other			
3.	How o	did you know about polyurethane c	orr	iice	?
	()	Family	()	Friend
	()	Interior designer	()	Internet
	()	Interior Magazine	()	Other
4.	Do yo	u satisfy using with the polyurethan	ie (cor	nice?
	()	Yes	()	No
5.	Would	d you recommend others to use poly	yur	eth	ane cornice?
	()	Yes	()	No



Reliability resultReliability test of independent variables.

Question	Reliability result
1. Please specify your working position	0.832
2. Do you know about polyurethane cornice	0.921
3. Have you ever use or put specification of	0.844
polyurethane cornice into your project	
4. Please specify the annual value of project you have	0.867
designed per annual	
5. Please specify the number of employees of your	0.866
company	
6. Please specify the type of your business	0.893
7. Polyurethane Cornices are superior quality than	0.875
other type of cornices	
	0.822
9. Polyurethane Cornices are is the best choice for	0.931
project compare to other materials such as wood,	
GRC, polystyrene, cement	
10. Polyurethane Cornices are long lasting product	0.877
11. Using Polyurethane Cornices help save the earth	0.867
due to reduce usage of wood	
12. Using Polyurethane Cornices have less make the	0.843
work finish up on schedule as planed	
13. Property of polyurethane cornice is the most	0.845
concern factor when choosing this material	
14. Polyurethane Cornices are selling at reasonable	0.876
price	
15. Polyurethane Cornices are mostly affordable for	0.921
most of project I have design	

Reliability test of independent variables. (Cont.)

Question	Reliability result
16. Polyurethane Cornices have different price ranges	0.856
and different quality	
17. Price is the most concern factor in choosing	0.860
polyurethane cornice	
18. Polyurethane cornice are common and easy to	0.854
find	
19. Distribution channel is the most concern factor in	0.855
choosing polyurethane cornice	
20. New and promotion about Polyurethane cornice	0.942
are frequently accessible	
21. Pricing promotion is the most concern factor in	0.844
choosing polyurethane cornice	
22. You have been received continuous support from	0.833
the staffs that you purchase polyurethane cornices	
from	
23. Good recommendation from polyurethane staff	0.854
supplier is most concern factor in choosing	
polyurethane cornice	
24. You have been received continuous support in	0.832
term of delivery service recently from your	
polyurethane cornice supplier	
25. Good services delivered by your polyurethane cornice	0.843
supplier is most concern factor in choosing polyurethan	ne
cornice	
26. Good Packing of polyurethane cornice product is	0.876
most concern factor in choosing polyurethane	
cornice	

Reliability test of independent variables. (Cont.)

Question	Reliability result	
27. Professionalism of polyurethane cornice supplier	0.877	
is most concern factor in choosing polyurethane		
cornice		
28. Good advisory service provide by polyurethane	0.845	
cornice supplier is most concern factor in		
choosing polyurethane cornice		
Total	0.866	



APPENDIX C ITEM – OBJECTIVE CONGRUENCE

IOC Result Content Validity index result

Question	Judge1	Judge2	Judge3	IOC	Result
1. Please specify your working	1	1	1	1	Excellent
position					
2. Do you know about polyurethane	1	1	1	1	Excellent
cornice					
3. Have you ever use or put	1	1	1	1	Excellent
specification of polyurethane					
cornice into your project					
4. Please specify the annual value of	1	0	1	0.67	Fair
project you have designed per					
annual					
5. Please specify the number of	1	1	0	0.67	Fair
employees of your company					
6. Please specify the type of your	1	0	1	0.67	Fair
business				4	
7. Polyurethane Cornices are superior	1	1	1	1	Excellent
quality than other type of cornices					
8. Polyurethane Cornices are easy to	1	1	1	1	Excellent
install					
9. Polyurethane Cornices are is the	0	1	1	0.67	Fair
best choice for project compare to					
other materials such as wood, GRC,					
polystyrene, cement					
10. Polyurethane Cornices are long	1	1	1	1	Excellent
lasting product					

Content Validity index result (Cont.)

Question	Judge1	Judge2	Judge3	IOC	Result
11. Using Polyurethane Cornices help	1	1	1	1	Excellent
save the earth due to reduce usage					
of wood					
12. Using Polyurethane Cornices have	1	1	1	1	Excellent
less make the work finish up on					
schedule as planed					
13. Property of polyurethane cornice is	1	1	1	1	Excellent
the most concern factor when					
choosing this material					
14. Polyurethane Cornices are selling	0	1	1	0.67	Fair
at reasonable price					
15. Polyurethane Cornices are mostly	1	1	1	1	Excellent
affordable for most of project I					
have design					
16. Polyurethane Cornices have	1	1	1	1	Excellent
different price ranges and different					
quality					
17. Price is the most concern factor in	1	1	1	1	Excellent
choosing polyurethane cornice					
18. Polyurethane cornice are common	1	1	1	1	Excellent
and easy to find					
19. Distribution channel is the most	1	1	1	1	Excellent
concern factor in choosing					
polyurethane cornice					
20. New and promotion about	1	1	1	1	Excellent
Polyurethane cornice are					
frequently accessible					

Content Validity index result (Cont.)

Question	Judge1	Judge2	Judge3	IOC	Result
21. Pricing promotion is the most	1	1	1	1	Excellent
concern factor in choosing					
polyurethane cornice					
22. You have been received	1	0	1	0.67	Fair
continuous support from the staffs					
that you purchase polyurethane					
cornices from					
23. Good recommendation from	1	1	1	1	Excellent
polyurethane staff supplier is most					
concern factor in choosing					
polyurethane cornice					
24. You have been received	1	1	1	1	Excellent
continuous support in term of					
delivery service recently from your					
polyurethane cornice supplier				4	
25. Good services delivered by your	1	1	1	1	Excellent
polyurethane cornice supplier is					
most concern factor in choosing					
polyurethane cornice					
26. Good Packing of polyurethane	0	1	1	0.67	Fair
cornice product is most concern					
factor in choosing polyurethane					
cornice					
27. Professionalism of polyurethane	1	1	1	1	Excellent
cornice supplier is most concern					
factor in choosing polyurethane					
cornice					

Content Validity index result (Cont.)

Question	Judge1	Judge2	Judge3	IOC	Result
28. Good advisory service provide by	1	1	1	1	Excellent
polyurethane cornice supplier is					
most concern factor in choosing					
polyurethane cornice					
29. Which is the main factor that do	1	1	1	1	Excellent
you use cornice to decorate your					
home or your building?					
30. Are you purchase polyurethane	1	1	1	1	Excellent
cornice based on any reason?				k)	
31. How did you know about	1	1	1	1	Excellent
polyurethane cornice?				1	Excellent
32. Do you satisfy using with the polyurethane cornice?	Ż			1	Excellent
33. Would you recommend others to	1	1	1	1	Excellent
use polyurethane cornice?	37		/ /		



LIST OF EXPERT

NAME POSITION

Anurak Kongwong Interior Designer of

Pheen studio Company

Natchapon Lawonpinijkul Interior Designer of

Topaz Bangkok Company

Sutee Saeheng Cornice seller at Thai Gaudi



BIOGRAPHY

NAME Mr. Taschapol Thaipeerakul

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EDUCATION MBA (International Business) – Stamford University (Bangkok,

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Alexander College (Australia)

Diploma of Business - Alexander College (Australia)

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