

Guidelines for Improving Outdoor Media Service Strategies for Real Estate Companies in Greater Bangkok

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Abstract

The main objective of this research is to develop guidelines for an effective mix of marketing strategies for the outdoor media services of Prolife Plus Co., Ltd for real estate companies in Greater Bangkok. This study used a mixed method approach involving 27 in-depth interviews with executives from real estate companies, and an online quantitative survey with representatives from 200 real estate companies.

The results found that outdoor media is still necessary for the real estate business. Nonetheless, the proportion of outdoor media services has decreased due to the rapid growth of online advertising. Overall, spending on outdoor media services typically accounts for approximately 20-60% of an advertising budget.

All 7 marketing mix factors were found to have positive impacts on purchase decisions of outdoor media services. The key factors are the ability to identify prime locations for signage, reasonable price, free transportation services to the billboards, convenient channels for contact, staff knowledge, expertise, problem solving skills, and courtesy in their provision of services, processes that meet expected safety standards, and functionality of the office.

To have effective market strategies and business growth, outdoor media service providers should focus on staff quality, effective processes, reasonable and competitive pricing, and product innovation offering added value to their current products. Promoting a company with attractive content (e.g., infographic or video clips) via online channels (e.g., website, Facebook) is another area that real estate companies should consider using to distinguish themselves from competitors.

Keywords: Real Estate, Marketing Mixes, Outdoor Media Services, Purchasing Decision Process



Introduction

The competition in outdoor media services for real estate firms has been increasing at an ever greater rate. Profile Plus, an outdoor media agency with expertise in the planning and buying location-based media, such as billboard, street signage, kiosk, and community media for real estate companies in Greater Bangkok, has been drawn into the price war by the renowned large corporates who can offer lower prices. The current economic slowdown and COVID-19 situation that resulted in more consumers working from home has also contributed to decreasing advertising budgets for outdoor media. In addition, there are many online channels, such as Facebook, Instagram, TikTok, and YouTube, that can be used as alternatives to outdoor media with greater advantages, such as specific audience targeting and trackable metrics (e.g., pageviews and engagement rates). As a result, the revenues of Prolife Plus decreased by more than 100 million baht in 2020, or 20% from the previous year. It appears that these negative factors will continue for quite some time; and if Prolife Plus does not take immediate action, the company is likely to suffer from persistent decline in revenues.

It is therefore inevitable to revisit the company's marketing strategies with a focus on the 7 marketing mixes for services (7P's), which have positive impacts on purchase decisions, in order to ensure that they are up-to-date with the current economic situation and meet their clients' expectations.

The effects of marketing mixes have been widely discussed in the literature. However, those studies focused on impact

on individual's decision to purchase service.

Amofah et al. (2016) focused on the influence of service marketing mix on customers' choice of registered restaurants in Ghana. Barusman (2019) investigated the influence of 7P's marketing mix on student parents' decision at school for disable students with special needs. A recent study by Nurfalalah and Indrawati (2021) studied the impact of marketing mix on Chatime purchasing decision of students in Indonesia. This study attempts to fill this research gap by examining the effects of marketing mixes on real estate decision of selecting outdoor media services.

This study provides both theoretical and practical contributions. Theoretically, this research extends the knowledge of marketing mixes in an important new context, outdoor media. The results would clarify the role of outdoor media as an effective marketing tool

For the benefit of marketing practitioners, the results of this study advance the understanding of the potential contribution of outdoor media in driving purchase intention. This information allows any outdoor media agency, not only Prolife Plus to develop marketing strategies that suit the strengths and weaknesses of their capability, and thus increase their firm's competitive advantage. It also provides insights on how to improve existing marketing strategies through the use of outdoor media.

Research objectives

The main objectives of this study are threefold:

1. To identify trends and perform a competition analysis for outdoor media services.
2. To examine the effects of marketing mixes on purchase decisions based on outdoor media service use among real estate companies in Greater Bangkok.
3. To develop guidelines for Prolife Plus on effective 7P's for real estate businesses in Greater Bangkok.

Literature review

Theory of marketing mixes (7P's)

Atafar, A., Shahrabi & M. A., Esfahani, M. J. (2011) defined each of the market mixes as follows. Product is what consumers are likely to make a purchase when they see a product or service at the quality that meets their expectations. Price is the amount of money that consumers spend in order to get a product or service that gives them benefits worth their expenditure. Place/distribution channel is the location or channel used to deliver a product or service to customers appropriate to their needs. Promotion is a marketing communication tool that builds motivation, thinking, feeling, need, and satisfaction with a product or service. Staff refers to everyone who is working in an organization. Work process is defined as the steps used to produce and deliver products to customers. This includes the way salespersons sell product or service to customers. Lastly physical evidence is defined as the environment in which a product or service is delivered to customers. It also includes the communication channel.

Theory of purchasing decision

The decision-making process is defined as the act of choosing between two or more alternatives based on knowledge, experience, and other surrounding factors, to meet their needs (Khunwongwiwat, 2016). Tripopsakul, S. (2021) explained that there are five steps in purchasing decisions, starting from need recognition, which can be generated by stimuli or arises from within the consumer. There are five situations causing recognition of needs: when the existing product is out of stock or no longer meets consumer needs, when there is an emerging need, when there is a product that needs to be used, when there is stimulation from marketers, and when there is a new product available in the market. Once there is a need for a new product, consumers will search for information to support their decision and increase confidence in their actions. Information searches can be performed internally, from memory, or externally from other sources. The next process is evaluation of alternatives, which is the most important step in a purchase decision. In this stage, consumers will create a consideration set consisting of a number of interested products, and will decide which one to buy based on affection, attitude, or attribution of the product. Once consumers decide to buy, they may or may not actually buy depending on the factors affecting their final decision. After purchase, consumers will compare product performance in relation to their expectations, which is called post-purchase behavior. This can result in either satisfaction or dissatisfaction.

Impact of marketing mix on purchase decision

Yelkur (2000) established a model that examines the likely effect of the marketing mix elements on the customer's choice of a service. He found that all 7 elements had an influence on customer purchasing decision. Mahmood and Khan (2014) argued that price, promotion, people and physical evidence had a greater impact on customer perception

than other elements. He also believed that Service Marketing mix is indispensable in the marketing strategy development of service organizations specifically restaurant operators since it enables suitable organization of marketing actions. Nurfalah and Indrawati (2022) concluded that it is important to the company to improve the product, price, place, promotion, people, process and physical evidence as it will improve consumer purchasing decision.

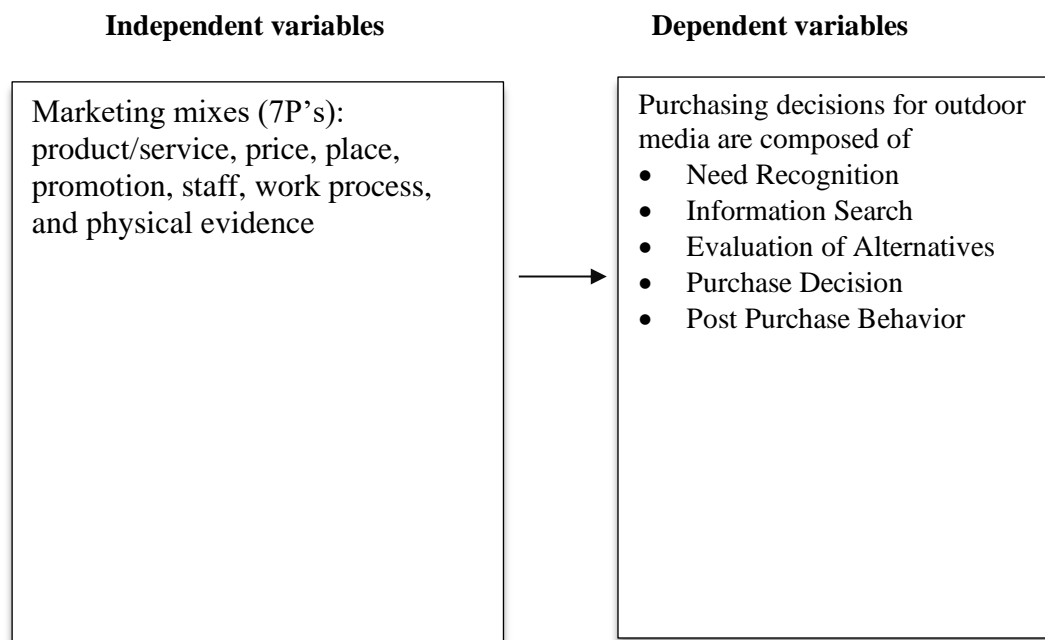


Figure 1 Research framework

Research methodology

This study employs a mixed method approach involving in-depth interviews

and an online survey. The samples for the in-depth interviews were 27 executives from the marketing and purchasing department of real estate companies in

Greater Bangkok who were customers of Prolife Plus, 17 of which listed on the stock exchange of Thailand. The interviews were conducted in Thai, at the participant's workplace, at their convenience, and were recorded with their permission. The average duration of each interview was approximately 30 minutes. The interview process was completed within the span of 8 weeks, from May to June.

For the quantitative study, the survey was administered via email to 395 managers or executives from a variety of departments, such as the purchasing and marketing departments of real estate companies in Greater Bangkok who are members of The Thai Real Estate Association (TREA). The target sample covers both customers and non-customers of Prolife Plus. After the collection of responses, 200 questionnaires were qualified for further analysis. The data were analysed using multiple regression analysis at 95% confidence interval.

Findings

Demographic characteristics of the sample

A demographic profile of the sample for the main study is summarized in Table 1. The majority of the samples were female (67.0%). Respondent ages ranged from 21 to 60. The majority of respondents (50.5%) were 31-40 years of age. Those between 21 -30 years old was the second biggest group accounted for 39% of the sample. The matured adults aged 41 years old order was a minimal group in the sample (10.5%). In terms of other key demographics, 67.5% of respondents were employees with high educational backgrounds; more than three-fourths of the sample completing at least a bachelor's degree and only 8.5% did not attend college. Nearly 70% of respondents were at the operational level, either staff or senior staff. Most respondents either worked for the marketing (46.0%), purchasing (12.0%), or sales department (24.5%).



Table 1 Demographic characteristics for the main sample

Demographics	Samples (n=200)	
	Frequency	%
Gender		
Male	66	33.00
Female	134	67.00
Age		
21-30 years old	78	39.00
31-40 years old	101	50.50
41-50 years old	19	9.50
51-60 years old	2	1.00
Education		
High school or lower	17	8.50
Bachelor	135	67.50
Master	48	24.00
Job level		
Staff	84	42.00
Senior staff	52	26.00
Manager	40	20.00
Higher than manager	24	12.00
Department		
Marketing	92	46.00
Purchasing	24	12.00
Sales	49	24.50
Others	35	17.50

Trends and current competition in the outdoor media industry

Findings from the in-depth interviews indicates that outdoor media is still considered as being important in the real estate business, but to a lesser extent than previously due to the rapid growth of online advertising. Overall, spending in outdoor media services accounts for approximately 20-60% of a business’s total advertising budget, with the listed companies spending more, at approximately 50-60%, while the unlisted companies spend only around 20-30% of their total advertising budget. Both listed and unlisted companies agree that outdoor

media is still necessary for the real estate business and will never disappear, as using outdoor media along with online advertising is far more effective than using online media alone.

The main objective of outdoor media is to identify locations and access routes to real estate projects. Real estate companies make their decisions on which outdoor media service providers they should use based on the following factors:

- 1) Service quality: Outdoor media service providers must be responsive, responsible, and punctual. They must offer high quality post purchase service as well.

2) Reasonable price: The service they receive must be worth the money they spend.

3) Company policy: Some companies consider only the providers who are on their client list and have done business with them before.

Success of outdoor media is measured by the number of customer visits in each project and positive attitude toward advertisers.

Findings from the quantitative survey

To answer the research objectives, an empirical study was conducted to examine the effects of marketing mixes on outdoor media purchasing decision using multiple regression analysis.

Hypothesis 1 There is a significant and positive effect of product/service on the purchase decision of outdoor media.

Table 2 Results of significance tests between product/service and purchasing decisions of outdoor media services

Product/Service	Mean	SD	Purchasing Decisions of outdoor media services									
			Need recognition		Information search		Evaluation of alternative		Purchase decision		Post purchase behavior	
			Beta	P	Beta	P	Beta	P	Beta	P	Beta	P
1. Variety of outdoor media services	4.44	.631	.237	.004	.120	.146	.087	.285	.132	.101	.110	.185
2. Artwork design and development that meet clients' needs	4.49	.672	.062	.372	.146	.042	.243	.001	.155	.027	.168	.020
3. High quality service	4.47	.641	.154	.054	-.055	.501	.055	.495	.169	.034	.156	.056
4. Ability to select prime location for outdoor signage	4.55	.616	.145	.043	.000	.996	.152	.036	.201	.005	.238	.001
5. Modern outdoor media services	4.37	.681	.060	.432	.179	.024	.020	.796	.159	.038	.141	.074
6. Reputation of outdoor media service provider	4.21	.787	.179	.017	.258	.001	.177	.020	.217	.004	.111	.148

Table 2 shows that each product/service variable has a significant and positive effect on different stages of purchasing decisions of outdoor media services, as indicated by a p-value < 0.05. Therefore, H1 is supported. The most important factors are artwork design and development that meet clients' needs, ability to select prime locations for outdoor signage, and reputation of the company. They all have a significant and positive impact at a 0.05 significance level on 4 out of 5 stages of purchasing decisions.

Artwork has a significant effect on information search, evaluation of alternatives, decision making, and post purchase behavior. While the ability to identify prime locations for billboards has a significant impact on need recognition, purchase decision, and post purchase behavior. Brand reputation also has a significant impact on need recognition until purchase decision.

Hypothesis 2 There is a significant and positive effect of price on the purchase decision of outdoor media.

Table 3 Results of significance tests between price and purchasing decisions of outdoor media services

Price	Mean	SD	Purchasing Decisions of outdoor media services									
			Need recognition		Information search		Evaluation of alternative		Purchase decision		Post purchase behavior	
			Beta	P	Beta	P	Beta	P	Beta	P	Beta	P
7. Advertising budget	4.49	.634	.193	.018	.005	.951	.064	.401	.197	.007	.250	.001
8. Lower price than competitors	4.41	.650	.120	.148	.234	.005	.228	.004	.157	.033	.171	.023
9. Price worth quality of service received	4.49	.626	.158	.064	.187	.030	.297	.000	.331	.000	.243	.002

Table 3 shows that each price variable has a significant and positive effect on different stages of purchasing decisions of outdoor media services, as indicated by a p-value < 0.05. Therefore, H2 is supported. Lower price than competitors and value for money are the most

important factors significantly affecting purchase decision from information search to post purchase behavior.

Hypothesis 3 There is a significant and positive effect of promotion on the purchase decision of outdoor media.

Table 4 Results of significance tests between promotion and purchasing decisions of outdoor media services

Promotion	Mean	SD	Purchasing Decisions of outdoor media services									
			Need recognition		Information search		Evaluation of alternative		Purchase decision		Post purchase behavior	
			Beta	P	Beta	P	Beta	P	Beta	P	Beta	P
10. Discount	4.40	.687	.176	.018	.064	.331	.228	.001	.107	.126	.151	.036
11. Free pre-purchase location survey	4.54	.641	.155	.055	.058	.414	.135	.067	.218	.004	.225	.004
12. Free transportation service to billboards	4.27	.805	.206	.015	.154	.038	.207	.007	.188	.017	-.010	.904
13. Bundled service package at special price	4.20	.737	.117	.182	.075	.331	.083	.297	.148	.073	.211	.013
14. Free gifts and coupons	3.94	.891	.018	.826	.358	.000	.078	.307	.081	.302	-.107	.186
15. Free new product trial	4.32	.767	-.061	.469	.107	.151	.083	.284	.131	.100	.172	.036

Table 4 shows that each promotional variable has a significant and positive effect on different stage of purchasing decisions of outdoor media services, as indicated by a p-value < 0.05. Therefore, H3 is supported. The most important factor is free transportation services to the billboards as it has a significant impact on

4 out of 5 purchasing decision processes, from need recognition to purchase decision.

Hypothesis 4 There is a significant and positive effect of place on the purchase decision of outdoor media.

Table 5 Results of significance tests between place and purchasing decisions of outdoor media services

Place	Mean	SD	Purchasing Decisions of outdoor media services									
			Need recognition		Information search		Evaluation of alternative		Purchase decision		Post purchase behavior	
			Beta	P	Beta	P	Beta	P	Beta	P	Beta	P
16. Convenience of communication via phone or email	4.44	.670	.389	.000	.182	.014	.390	.000	.434	.000	.372	.000
17. Availability of organizational information via web site or Facebook	4.34	.705	.190	.008	.355	.000	.230	.001	.082	.263	.090	.230

Table 5 shows that each variable of place has a significant and positive effect on different stage of purchasing decisions of outdoor media services, as indicated by a p-value < 0.05. Therefore, H4 is supported. The most important factor is convenient channels for contact, which

has a significant effect on each of the purchasing decision processes.

Hypothesis 5 There is a significant and positive effect of staff on the purchase decision of outdoor media.

Table 6 Results of significance tests between staff and purchasing decisions of outdoor media services

Staff	Mean	SD	Purchasing Decisions of outdoor media services									
			Need recognition		Information search		Evaluation of alternative		Purchase decision		Post purchase behavior	
			Beta	P	Beta	P	Beta	P	Beta	P	Beta	P
18. Staff has expertise	4.47	.657	.031	.728	.209	.020	.117	.152	.193	.016	.270	.001
19. Staff is easy of contact	4.57	.646	.143	.164	.039	.704	.148	.116	.087	.340	.169	.058
20. Staff is polite, friendly and service-minded	4.60	.593	.081	.384	.060	.521	.182	.034	.286	.001	.082	.310
21. Staff is effective in coordinating things	4.58	.653	.062	.529	.117	.240	.101	.266	.051	.566	.033	.702
22. Staff has problem-solving skills	4.52	.601	.149	.121	.020	.835	.106	.229	.165	.054	.175	.036

Table 6 shows that only expertise and problem solving skills of staff and courtesy of service have a significant and positive effect on purchasing decisions of outdoor media services, as indicated by a p-value < 0.05. Therefore, H5 is supported. Expertise of staff appears to be the most important factor, as it

significantly affects 3 out of 5 stages in the decision making process: information search, purchase decision, and post purchase behavior.

Hypothesis 6 There is a significant and positive effect of process on the purchase decision of outdoor media.

Table 7 Results of significance tests between process and purchasing decisions of outdoor media services

Process	Mean	SD	Purchasing Decisions of outdoor media services									
			Need recognition		Information search		Evaluation of alternative		Purchase decision		Post purchase behavior	
			Beta	P	Beta	P	Beta	P	Beta	P	Beta	P
23. Overall service process is effective and accurate	4.56	.564	.058	.497	.080	.368	.243	.002	.352	.000	.276	.001
24. Service provider can solve problems with systematic processes and clear timeline	4.53	.575	.211	.018	.032	.726	.128	.120	.136	.091	.189	.024
25. Process meets expected safety standards	4.57	.597	.234	.006	.267	.003	.274	.001	.181	.020	.160	.046

Table 7 indicates that all three variables under process have a significant and positive effect on purchasing decisions of outdoor media services, as indicated by a p-value < 0.05. Therefore, H6 is supported. Process that meets expected safety standards is the most important, as

it significantly affect each purchasing decision process.

Hypothesis 7 There is a significant and positive effect of physical evidence on the purchase decision of outdoor media.

Table 8 Results of significance tests between physical evidence and purchasing decisions of outdoor media services

Physical evidence	Mean	SD	Purchasing Decisions of outdoor media services									
			Need recognition		Information search		Evaluation of alternative		Purchase decision		Post purchase behavior	
			Beta	P	Beta	P	Beta	P	Beta	P	Beta	P
26. Functionality of the office	4.20	.721	.331	.000	.303	.000	.196	.012	.240	.003	.397	.000
27. Organizational image on online media	4.22	.738	.040	.647	.294	.000	.122	.163	.146	.112	.065	.461
28. Organizational content is engaging and interesting	4.29	.761	.138	.114	.171	.021	.225	.010	.030	.740	.027	.755

Table 8 demonstrates that all three variables of physical evidence have a significant and positive effect on purchasing decisions of outdoor media services, as indicated by a p-value < 0.05.

Therefore, H7 is supported. Functionality of the office is the most important factor, as it significantly affects each purchasing decision process.

Summary and recommendations

Summary of in-depth interview findings

Outdoor media is still considered as being important to the real estate business, but to a lesser extent than previously. It appears that using outdoor media along with online advertising yields more satisfying results than using outdoor media alone. The main objective of outdoor media is to identify location and access routes to real estate projects. The key selection criteria for outdoor media service providers are service quality, price, and company policy.

Summary of quantitative survey results

All seven marketing mixes have a significant effect on purchase decisions of outdoor media services. The most important factors for product/service are artwork design and development that meet clients' needs, ability to select prime location for outdoor signage, and reputation of the company. For price, it is lower price than competitors and value for money. In terms of promotion, the most important factor is free transportation service to client location. For place, it is convenience of communication. Expertise, friendliness, and problem-solving skills are the most impactful factors for outdoor media service staff. For the process, what consumers look for is that signage meets safety standards, while functionality of the office is the most important factor for physical evidence.

Discussion

The main objective of these study is to identify trends and perform a competition analysis for outdoor media and to examine the effects of marketing mixes on purchase decision, leading to a guideline for Prolife Plus on 7P's. The results of this study show that outdoor media is still considered as being important in the real estate business, but to a lesser extent than previously due to the rapid growth of online advertising. Overall, spending in outdoor media services accounts for approximately 20-60% of a business's total advertising budget. Outdoor media is still necessary for the real estate business and will never disappear, as using outdoor media along with online advertising is far more effective than using online media alone. Real estate companies make their decisions on which outdoor media service providers they should use based on service quality, reasonable price, and company policy. Success of outdoor media is measured by the number of customer visits in each project and positive attitude toward advertisers, which is consistent with finding from Butsaba (2021) who found that perceived content quality and engagement with out-of-home media has a positive influence on brand loyalty of Netflix.

This study found that marketing mixes have significant and positive effects on each of purchasing decision process. This is in line with a number of previous studies suggesting that marketing mixes, especially price, promotion, and place, have significant effects on purchasing decisions in many service industries (Gunawan, A. & Melinda, T., 2021; Mahendratmo, B. P. & Ariyanti, M.,



2019; Widyastuti, A. N., Pujiharto, P., Tubastuvi, N., Santoso, S.B., 2020)

The impact of the marketing mixes on need recognition can be explained by the fact that real estate companies are attracted by products and services that are well-promoted on various channels, such as websites, Facebook, and outdoor media. This is consistent with Tripopsakul, S. (2021) who found that need or problem recognition happens when consumers are stimulated by either external or internal factors. It is also supported by Khunwongwiwat, Y. (2016) who found that the media that have a strong impact on consumers' attitudes are billboards, the Internet, organizational media, and in-person contact. These channels serve to build trustworthiness and confidence in consumers' purchasing decisions.

The relationship between marketing mixes, especially place and physical evidence, and information search, can be explained in that convenience and variety of communication channels reduce information search efforts and increase positive perception toward the brand (Alenjandro et al. 2011). In addition, Drummond et al. (2018) found that social media, such as Facebook and Twitter impact the entrepreneurial firms' dyadic and network actor engagement, information search and share, collaboration, and operational process coordination.

In terms of the relationship between marketing mixes and evaluation of alternatives, Mihart (2012) pointed out that by offering appropriate marketing communication tools to highlight positive feelings resulted from using products help eliminate consumers' choice, which in

turn makes product selection easier (Mihart, 2012)

For the impact on purchasing decisions, it can be explained that real estate companies value service quality at a reasonable price. This is in-line with what Tongngoen, R. (2016) reported, in that the most important market mixes are process, promotion, and price. It is also supported by a number of studies (Abdullah, 2020; Amelia, L. R., Kusumawati, A., Mawardi, M. K., 2015; Hustić, I., & Gregurec, I., 2015; Nguyen, T. N., Phan, T. T., Vu, P. A., 2015), who reported that price is the most important factor affecting purchase decisions; but not the price per se. Rather, consumers evaluate price in relation to the quality of service they receive, which can be interpreted as value for the money. Consumers will decide to buy if what they receive is worth the cost.

The effects of marketing mixes on post purchase behavior can be explained by the fact that while performing post-purchase evaluation, consumers will compare their purchase and consumption experience against their pre-purchase expectations. Post-purchase alternative evaluation results in either consumer satisfaction or dissatisfaction. Marketing mixes can play a critical role in this by offering high quality processes and excellent staff service at a reasonable price (Gokhale, 2019). This finding is also supported by Kuo et al. (2009), who demonstrated that service quality has an indirect positive influence on post-purchase intention through customer satisfaction or perceived value.

Guidelines for a prolife plus marketing mix strategy

Guidelines for Prolife Plus toward being more competitive in the market and enjoying business growth among real estate companies in Greater Bangkok are as follows:

Product/service

Prolife Plus needs to improve existing products and services so that they meet all the needs of real estate businesses, especially the large ones who are registered in the stock exchange of Thailand. Location of billboards must be in prime, high-traffic areas. Investing in innovative signage, such as digital signs needs to be considered. This is to differentiate the company from its competitors and to prepare for the new normal behaviors after COVID-19.

Price

Price is one of the most important purchasing criteria for outdoor media services. Prolife Plus needs to review the company's pricing strategy and make it competitive and that it offers value for money to all of its customers. Giving occasional discounts is necessary to grow the existing and new customer base.

Promotions

Prolife Plus must consider offering short-term rental contracts, which allow customers, small real estate firms in particular, to test the effectiveness of the selected channels prior to making a long-term commitment. This not only speeds up the decision process of new customers, but also gives existing customers more

value for the money, especially after being hit by COVID-19. In addition, all promotional information must be available on all communication channels of Prolife Plus, including Facebook and websites, as this is important information that customers use for selecting outdoor service providers.

Place

Prolife Plus needs to be reached easily via all available channels, such as telephone, email, website, and Facebook. Alternative channels must be used, such as chatbot and Facebook Messenger. Dedicated channels for large real estate firms is also necessary.

Staff

Prolife Plus staff need to be knowledgeable and skillful so that they can offer speedy and accurate service. They must also be friendly and polite. Regular training is necessary for the staff, especially for those on the front line.

Work process

Prolife Plus must ensure that customers always have a positive experience when working with the company, that all deliverables are delivered on time, according to schedule, that all processes are handled efficiently and effectively, and that the signage in meets standard safety measures. There must always be milestones throughout the working process to ensure that every stage of the work is on plan.

Physical evidence

Information posted on websites or Facebook must be interesting and compelling. It needs to reflect the identity of the company to attract attention,



especially from potential customers. A storytelling approach is recommended so that it is more interesting and unique.

Future research direction

There are other factors that may have impacts on the purchasing decision of

outdoor media which are worth considered, such as influencers and seasonal impacts. Another possible direction for future research would be the examination of different aspects of outdoor media, other than purchasing decision. These other variables could be, for example, intention to use, customer satisfaction, and loyalty.

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