

A Structural Equation Model of Integrated Marketing Communication Factors that Influence Consumer Loyalty in the Convenience Stores Business in Thailand

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ABSTRACT

The objective of this study was to study the loyalty of consumers to convenience store services and study the purchasing decision process and the motivations of consumers towards Convenience store brands in Thailand. In this research, the population is convenience store business owners in Thailand with more than 100 branches or, a total of 7 brands.

The quantitative sample was obtained by setting the sample size at 400 people by selecting a multi-stage sample from a convenience store business in Thailand by collecting data from consumers. Due to the level of satisfaction with services and products. Most of the informants were female, aged 20-29 years, had a bachelor's degree, and monthly income not exceeding 30,000 baht.

The qualitative informant group collected data through in-depth interviews with 20 people related to the convenience store business group by selecting groups to provide specific data (Purposive Sampling) and analyzing the data using content analysis.

Factors affecting consumer satisfaction are given a high level of importance. By giving importance to the convenience of the location first. Followed by the format of services and promotions and the variety of products, price, speed of transportation, and product design and placement. Results from the study can be used as guidelines for planning and developing convenience store strategies to effectively create an advantage over competitors.

Keywords: *Online Marketing; Consumer Loyalty; Convenience Store Business*

INTRODUCTION

Convenient store is a word that describes a place that has consumer products and services that are easily accessible, convenient, and diverse. It is a smaller place than department stores and wholesale and retail stores. The area does not exceed 180 square meters. In Thailand, about 30-40 years ago, convenience stores were called "Grocery stores". They were places that sold consumer products in the community. It sells mainly household essential products that can be easily accessed because the target group is people or citizens who live in nearby communities. The nature of product presentation and transportation is a simple "buy and sell" system. There is no complicated system. Therefore, there are still limitations in expanding the consumer market and the development of a "Grocery store" style store.

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Later, a new type of convenience store was imported by purchasing foreign licenses by creating a format for selling products. Based on consumer needs in the community, similar to a "Grocery store," but the new convenience store format has marketing developments such as making large signs and Adjusting the layout of the store to be clean, bright, easy to see, and have more outstanding features than a "Grocery store" in terms of both the variety of products and services, especially ready-to-eat products. that attracts consumers to use the service Including the development of various systems to be able to respond to consumers promptly making it possible to open for service 24 hours a day, appropriate to the word "Convenience store" because it provides service every day, every time.

Convenience stores have the advantage of selling consumer products. Consumption that is necessary for daily life with convenience and speed which has a variety of products both ready-to-eat products and beverages will be located in community locations. Or a location where people are passing by or in a gas station. The service of a convenience store will be a one-stop service, that is, choose, pay, finish, conveniently, and complete in an area not exceeding 180 square meters.

At present, the convenience store business is a business worth keeping an eye on and one that is successful in every circumstance. Because it is a basic business for consumption, especially in the COVID-19 situation where people are unable to spend as usual. Because you must keep your distance. Travel by public transport is also restricted. The announcement of the suspension of sales of products and services at department stores and wholesale markets makes it more difficult for consumers to access essential consumer products. And even though convenience stores are open 24 hours without holidays, it is also affected by trading time limits. However, by adjusting the marketing strategy of convenience stores by opening online ordering channels and having efficient transportation. As a result, convenience stores can still sell essential products. Different from wholesale markets or department stores that, in the COVID-19 situation cannot do it.

The convenience store business in Thailand has a market divided among various operators and still shows success from branch expansion to increased marketing coverage and access from consumers According to the Office of the Trade Competition Commission (OTCC), it was found that the market is divided between the following operators:

Convenience store	Market share ratio	Number of branches
1) 7-11 (CP)	73.60%	12,225
2) Lotus's Go Fresh	9.45%	1,635
3) Ffamily Mart & Top Daily	4.79%	1,080
4) Others (Big-c Mini, CJ, Lawson)	12.16%	1,976

Table 1. **Source:** Office of the Trade Competition Commission OTCC, information as of 2021.

When considering the market share ratio of convenience stores it will be found that the operator 7-11 (CP) has the number 1 market share rate, which has a volume of branches that is very different from other operators. This can be explained by the fact that the ratio of service users will increase or decrease according to different marketing strategies as follows:

1. Marketing on social media.
2. Communication and reaching consumer groups.
3. Creating your brand.
4. Responding to consumer opinions.
5. Creating product loyalty.
6. Leveraging consumer-generated content.
7. Marketing using online reputation or influencers.

In convenience store business in today's era, entrepreneurs have used technology to support the sale of a variety of products during a time when certain services were difficult, such as ordering products online. Not using cash (Cashless), especially during COVID-19, which has caused an economic crisis throughout the country. Therefore, different strategies that meet the needs and provide services to consumers Therefore, it has a great influence on the growth of the convenience store business. The researcher is therefore interested in studying online marketing factors that influence consumer satisfaction with the convenience store business in Thailand. To develop and study the ability to run an efficient convenience store business and respond to consumer needs accordingly.

However, the rate of competition among convenience store companies is an important factor in the expansion of the convenience store business. Each company will study consumer needs. By doing a questionnaire to be applied to the format of convenience stores. Both building styles, product types, service formats, and various marketing promotions will drive sales of that convenience store, which we can observe from the comparison table of branches that have increased each year, as follows: Going here (Information as of 2021)

Convenience Store	Number of branches in Thailand			
	2017	2018	2019	2020
7-11	10,268	10,988	11,712	12,225
Family Mart	1,136	1,186	968	972
Lawson	548	648	648	648
Lotus Express	1,557	1,600	1,574	1,635
Mini Big C	650	783	1,016	1,153
Top Daily	95	108	108	108
CJ Express	250	330	480	600

Table 2. **Source:** Krungsri Research (2021)

From Table 1.2, it can be seen that the number of convenience stores that are important chain stores in 2020, especially the large operator 7-Eleven (proportion 70.5% of the total number of branches), expanded more branches in the first 9 months of the year increased to 513, making a total of approximately 12,225 branches (2nd largest in the world after 7-Eleven in Japan), while the discount store business group, including Tesco Lotus and Big C, expanded investment in small branches similar to the figure. Types of convenience stores include Lotus Express and Mini Big C or Super convenient stores, making competition in the convenience store business fierce in every aspect, such as location, service, price, sales promotion, and collaborating with partners (such as logistics service providers and various groups of E-commerce service providers) to help expand the customer base to cover more. As a result, the convenience store business has higher total revenue each year than other retail groups. From a wider customer group and branches spread throughout the region (Krungsri Research, 2021).

Convenience store businesses have marketing strategies in terms of prices and discounts. In addition, new store formats are always being developed, such as two-story stores or large branches with parking. Including opening branches in shopping centers. They also added product categories (such as coffee, bakery products, ready-to-eat food, and medicine) and services (such as accepting payment for utility bills, and credit cards). Some of them are banking agents of commercial banks, offering delivery services and parcel delivery services. Some convenience stores have open spaces for socializing or working together. The format is adopted "Supermarkets" come into the mix. By bringing fresh vegetables and fruits to sell in some branches. Including automatic vending machine service (Vending machine).

In addition, due to the rapid development of today's technology, the coming of the internet or online media has made communication and information spread quickly in just a few seconds this causes the needs of consumers to change day by day. Buying products from the past received messages from advertising media through television or publications only Added channels for receiving information and greater access to product information from various sources, such as viewing influencer reviews Receiving online promotions, or even Seeing advertisements through social networks, etc. These things mean that advertising or sales support of store groups is no longer just using old strategies. Many companies have adopted the advantages of the online world. To be able to access information to meet consumer needs through daily routines Therefore, it can be inferred that the changing lifestyles of today's consumers have affected the operation of convenience store businesses. That is the reason why the expansion rate of convenience stores is increasing. Because consumers' behavior and needs have changed. Including the competition that has become more and more intense each year. Therefore, it is necessary to have various strategies to respond directly to the needs of consumers. To achieve maximum satisfaction this will create confidence and honesty in the brand.

However, from studying the problems of expanding convenience store branches. It will be found that expanding branches to meet the convenience of consumer consumption. Unable to answer the question of increasing sales as much as expected of each company that operates a convenience store as can be seen from Table 1.2, it shows that even though some brands have opened additional branches. But some brands do not open anymore or even must close their branches because they cannot respond to the sales of the branch. The reason is that the purchasing power of main customers, who are middle-lower income groups, has been affected by the economic contraction and the interruption of economic activities during the Lockdown period. The COVID-19 outbreak has caused some

customers to Switch to convenience stores more to avoid going to supermarkets in department stores. For example, 7-Eleven and Family Art will focus on buying products that can be consumed or used immediately, while Mini Big C and Lotus Express will focus on products that can be stored. Use during the week and household items Entrepreneurs have adjusted their business strategies by giving weight to online sales, which still account for less than 5% of total sales, and collaborating with partners to deliver products. It can only answer the needs of consumers who are careful about going out of their homes to a certain extent (Krungsri research, 2021).

From data on the expansion rate of convenience stores in 2021 - 2023, it will be found that there will be a slowdown in the expansion of the convenience store business group. Due to the slowdown in economic recovery the new wave of the COVID-19 outbreak that started in late 2020, put pressure on consumers' purchasing power. Meanwhile, the number of tourists will gradually recover. Because the opening of the country was not fully accomplished. Other factors put pressure on the convenience store business group, such as the purchasing power of grassroots consumers, who are much of the country, may recover slowly from fluctuating agricultural product prices and high household debt problems Business competition tends to become more intense. Both from entrepreneurs in the same business and entrepreneurs from other businesses. Including new competitors from inside and outside the country that see growth in the Thai retail sector. In addition, there are competitors from online stores (E-commerce) which have a fast-growing trend. Can reach the target well and orders for essential products increased, such as consumer products. Including many entrepreneurs both those outside the retail business (non-retail) and foreigners who are ready for capital, especially China.

Therefore, the researcher considers a study of marketing variables and various marketing factors that affect consumer satisfaction. It is a study to Find the relationship that will determine Strategies to meet consumer needs efficiently and effectively by creating a model of structural relationships and finding connections between various variables that will affect the effectiveness of the strategy and how much or little it affects the level of consumer satisfaction. This will create trust in the brand and ultimately result in brand loyalty.

RESEARCH OBJECTIVES

1. To study the level of variables that affect consumer loyalty in convenience store businesses in Thailand.
2. To study the influence of variables that affect consumer loyalty in convenience store businesses in Thailand.
3. To develop a model of factors influencing consumer loyalty in convenience store businesses in Thailand.

SCOPE OF RESEARCH

Population scope and sample

In this research, the population is convenience store business operators in Thailand with more than 100 branches or more, a total of 7 operators (Department of Trade Development, Ministry of Commerce, 2023), (Krungsri Research Center, Krungsri Bank, 2022).

The quantitative sample was obtained by determining the sample size by estimating values from observed variables (Observation Variable) in the proportion of 1 to 20 in this research, there were 20 observed variables. The researcher therefore set the sample size at 400 people by selecting groups. A multi-step example from a convenience store operator in Thailand, collecting data from consumers on the level of satisfaction with services and products and the need for repeat purchases.

The qualitative informant group collected data through in-depth interviews with 20 people related to the convenience store business group by selecting groups to provide specific data (Purposive Sampling) and analyzing the data using content analysis.

Variable scope

Variables used in this research the researcher reviews the literature. Then the variables in this study can be summarized into 2 types:

1. Internal variables are marketing communications, IMC, customer relationship management (CRM) systems, and customer satisfaction. Customer trust and customer loyalty.
2. External variable is technology acceptance.

Content Scope

Contents of this research is a study of variables that affect the level of customer loyalty of convenience store operators in Thailand that consists of variables technology adoption Marketing Communications IMC Customer Relationship Management (CRM) System Customer Satisfaction Customer trust and customer loyalty.

Expected benefits from research

1. Academic is an academic database for those interested, researchers, or those who will study strategies that affect customer loyalty in the convenience store business in Thailand.
2. Operational aspects of convenience store business operators including related parties Use the findings as guidelines for planning the development of business operations to create success in building customer loyalty in the convenience store business group in Thailand.
3. Policy aspect: The results of this research can be presented to the Department of Business Development. Ministry of Commerce in policy setting to develop formats and standards of service for the convenience store business to be more efficient.

LITERATURE REVIEW

Technology Acceptance

In a world where the internet is a medium for transmitting and exchanging information all the time. Online marketing or digital marketing is online marketing through the internet and technology combined using online social channels. Also known as social network it is a marketing strategy to look at consumer trends. It is measured by the volume of access to various online channels to find direct and indirect relationships that affect the service. By collecting consumption data needs, tastes, and other information are processed and analyzed to find the desired results.

However, today's technology is advancing rapidly all the time. This allows the public and consumers to receive information with unequal understanding. Therefore, there is a problem of reliability and testing the use of various technologies. Therefore, whether consumers will accept the use of new technology is a matter that needs to be studied. The researcher has searched for information. Theories regarding technology acceptance are studied using concepts, theories, and models developed from basic theories to explain or predict acceptance behavior in Service user technology.

Theory of Reasoned Action: TRA

It's a basic theory. For the study of individual behavior, this is a theory of social psychology. Fishbein and Ajzen (1975) explain the relationship between attitudes (Attitude), beliefs (Beliefs), intentions (Intention), and behavior (Behavior) according to the principle that individuals will have or not behave accordingly and that it must always come from intention and have a reason before action. If the behavior is assessed as having a positive effect on him and the person is important to him. It is seen that such behavior should be displayed. When attitudes and norms are aligned, the intention to perform the behavior will occur. It creates attitudes and norms. Thus, being able to intend to perform behavior better. Ajzen (1991) mentioned in his research that Fishbein and Ajzen (1980) studied both attitudes and norms. It is the result of belief. The beliefs that are the basis of attitudes are called behavioral beliefs. The beliefs that are the basis of norms are beliefs from the reference group (Normative beliefs). TRA is a theory that explains technology acceptance behavior by what creates the intention to use technology and affects the behavior of accepting technology of each individual due to attitude to use and subjective norms.

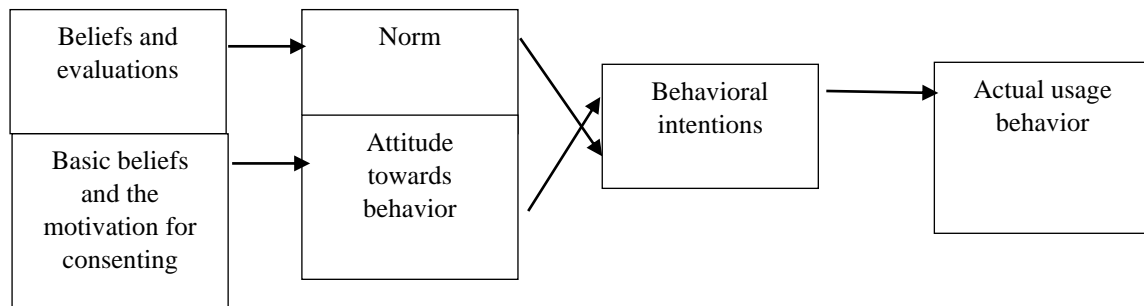


Figure 1: Theory of reasoned action based on cause-and-effect principles: TRA (Fishbein & Ajzen, 1980)

Theory of Planned Behavior (TPB) is a social psychology theory developed from the Theory of Reasoned Action by adding the factor of perception of control over one's behavior in Showing any behavior (Perceived behavioral) to reduce the limitations of TRA theory and can be applied to study intentions and behavior in a variety of contexts. In helping to create understanding in accepting use Ajzen (1991) explains that human behavior is influenced by three main factors: attitude toward behavior, subjective norm, and perceived behavioral control of oneself in performing any behavior (Perceived behavioral control), which is related to behavioral intention (Behavioral intention) that is influenced by attitude towards behavior. A person's norms surrounding their behavior and their perception of control over their behavior in any behavior have a direct influence on behavior. In addition, Ajzen (1991) believes that individuals attempt to control various factors, both internal factors such as the knowledge and abilities of the individual, etc. External factors such as the condition of the facilities for use, etc., are factors of perception of behavioral control. One's ability to display any behavior is determined by the person's beliefs about the factors that promote it or hinder the performance of that behavior (Control beliefs) and the perception of the power of such factors influencing confidence (Efficacy) that allows a person to act or not.

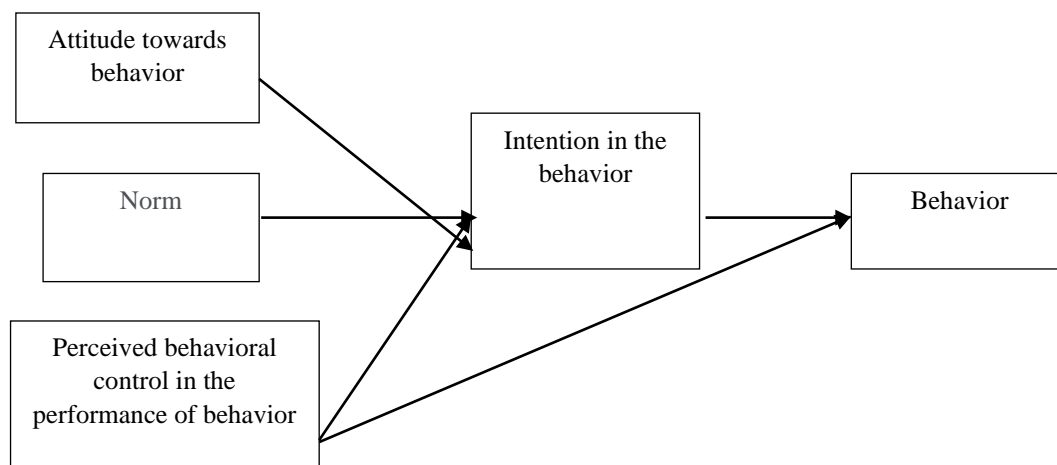


Figure 2. Conventional Action Theory (Ajzen, 1991)

Meaning and Definition of Technology Acceptance

Ekkalak Thanacharoenphisan. (2011) defined technology acceptance as it is about using that technology to make it possible. What follows is investment and acceptance.

Singha Chaweasuk and Sunantha Wongjaturapat. (2012) defined technology acceptance as it is an element that causes people to change in various aspects related to technology in 3 areas:

1. Behavior
2. Attitude towards technology
3. Easier use of technology

Sasiporn Mueansrichai. (2012) defined technology acceptance as an important factor in Using and living with technology using technology creates experience, knowledge, and skills, and the need for technology.

From the above information, it can be concluded that technology acceptance means the adoption of accepted technology that brings benefits to individuals or various changes related to behavior and attitude and easier use of technology in addition, the use of technology gives each person additional experience, knowledge, and skills in using it even better.

Characteristics of Technology Acceptance

Panupong Sekthaweelap. (2014) has explained the acceptance of technology as a process that occurs mentally within a person starting from hearing about that technology until accepted and used Ultimately, this process is like the learning and decision-making process by dividing the acceptance process into 5 steps:

1. The Awareness Stage is the first step that leads to acceptance or rejection. New things or new methods. This stage is the stage where we get to know about new things (innovations) related to assembly occupation or activity but we still receive incomplete information. Most of our perceptions were accidental perceptions. It will create curiosity and solve problems that you have.

2. Interest Stage begin to pay attention to details about new technology. The behavior is deliberate and at this stage acquires more knowledge about new methods and ways of thinking than the first step, personality and values affect how you follow the news or details of something new science too.

3. Evaluation Stage begin thinking and reflecting on ways to try new methods. Compare the advantages and disadvantages. If there are more advantages, then decide to use it. Generally, this method is thought of. It is a risky method of not knowing the results that follow, so it must be motivated. (Reinforcement) to ensure there may be suggestions for use in making decisions.

4. Trial Stage this is the stage where the experiment is started with a small number of people to check the results. Look first by trying out new methods to suit their situation in this step, we will search for news that is relevant and specific to that new technology or innovation.

5. The Adoption Stage is the stage where it is put into practice and the person accepts new technology is said to be useful in that regard.

Rogers, 1983 (cited in Orathai Luanlan, 2012)) said that the acceptance of technology because of the continuous process of events is as follows.

1. The Awareness Stage is the stage where people know that there is technology. New technology has emerged but there is still a lack of knowledge about that technology.
2. Interest Stage: People become interested in technology and try to find Additional information or knowledge about that technology
3. Evaluation Stage: People will evaluate the results in their brain by trying to think if will the adoption of that technology be appropriate for current or future events or not. Will it have an impact and is it worth the risk?
4. Trial Stage: People will use technology to try out or practice on a limited basis first. To test whether the technology is useful and can fit into the situation or not.
5. Adoption Stage: Individuals accept technology by using that technology in a systematic way fully consistent.

The Technology Acceptance Model (TAM)

It is a theory invented by Davis, Bagozzi & Warshaw (1989, cited in Phattharawadee Wongsumet, 2013) which was developed from the concept of (The Theory of Reasoned Action: TRA). TAM focuses on the study of various factors that affect acceptance or disinterest in using technology or innovation the main factors that directly affect the acceptance of technology or innovation by users are the perception of ease of use (Perceived Ease of Use) and perception of benefits arising from use (Perceived Usefulness). 3 factors influence behavioral intention to use technology (Behavioral Intention): (Perceived Ease of Use) (Perceived Usefulness) (Attitude).

Ultimately behavioral intention to use technology will influence the intention to use and actual use of technology. Ajzen (1991) and Davis (1989 cited in Orathai Luanlan, 2012) have applied the theory of the Technology Acceptance Model (TAM) (Davis, Bagozzi & Warshaw, 1989) to Forecast human behavior and understanding, with details as follows:

External Variable refers to the influence of external variables created by the perception of each individual. There are different influences, including experiences, knowledge, understanding, beliefs, social behavior, etc.

Perceived usefulness means being aware of the benefits that arise from the use, which determines the perception of each person, that is, each person will recognize that technology will help in the development of the potential of your work.

Perceived Ease of Use means the perception of ease of use which determines perception. In the amount of success that will be received, whether it matches the desired or not.

Attitude toward Use refers to the attitude toward using each person who is interested in using a technology system or acceptance of use. Intention to Use means intending to use which depends on each person's behavior and interest in using technology

Actual Systems Use means that each person accepts technology and puts it into actual use.

Integrated Marketing Communication

IMC or Integrated Marketing Communication is a marketing communication to various channels that must have consistency in the information being communicated until being able to build trust in those communication issues with customers Instead of using only one channel for communication or in other words, IMC is a marketing communication that uses marketing tools like promotion, which is part of the 7Ps marketing basics for maximum benefit. It can be called a marketing theory that is separated from Promotion in the 7Ps. It is not wrong. Communication tools like promotion will be used as a tool for IMC again, which can be divided into 6 communication channels:

1. Sales Promotion is the form of marketing promotion that we see most often. Most of them are organized into both offline and online activities. Whether it is discounts, exchanges, giveaways, or free trials, which are mostly related to the product. The benefits that will be received from this type of promotion are: Allowing customers to try the product. If the customer is satisfied with the product, it will lead to repeat purchases or even word of mouth results in the quality as well.

2. Sales Promotion is just an activity or promotion that has a short period. Most often, various activities are organized during festivals and important days because organizing sales promotions too frequently may result in a greatly reduced profit per unit.

3. Advertising is advertising is another very popular sales promotion as well as Sales Promotion. The main purpose of advertising in IMC is to create Brand Awareness or create awareness for the brand. Make customers aware of brand product information Examples of use and results from the use of all these things will lead to customers' purchasing decisions. It also considers the area where the target group of that customer is located, which can be divided into two main types of communication channels: Online and Offline. Choose communication according to the target group information of that brand.

4. Personal Selling is a marketing promotion for brands with 'salespeople' providing product information directly to customers. This can go both ways: selling at the store where employees will come and advise on what customers want. And by going to offer products in various places, if there is interest, you can close the sale right away. The advantage of Personal Selling is that you can interact with customers and get to know what they want from talking face to face. Including receiving direct feedback on the product. Instilling good communication skills in 'employees' is the key to this. If you can make customers satisfied in a short time, it will make it easier for customers to make purchasing decisions.

5. Public Relations, or what we affectionately call PR, is 'public relations' exactly as it means. It is a channel that does not focus on or has the main aim of selling products. However, it is communication that helps create a good image for the organization. The image that is created needs to have the same communication direction as other channels that have been created, for example, to show a clear picture, such as PR of the standards of products that are certified and trustworthy, or even disclosure. The production process is to build confidence among

customers. Public Relations or PR will have little direct effect on sales until clear results are seen. However, the result of creating a good image will increase the credibility of the brand until it results in increased sales from the image that people see and feel in a positive direction.

6. Direct Marketing is a form of promotional communication to customers whose personal contact information the brand already has. This information usually comes from customers contacting or being interested in previous products (Personal Selling). When a brand releases a new product or has a promotion, it can send that information to customers directly, for example, Customers who are interested in a brand's clothing style When new collections arrive, the brand will send information about the new collection directly to previously interested customers. Direct Marketing will be effective for interested customers. Already in the brand when there's a new product or something he hasn't seen about the brand yet He will have a special interest in the products of that brand. Until it may result in a quick purchasing decision.

In summary, integrated marketing communications is a method that ensures that different promotional methods within a marketing campaign are clear, and consistent and work towards the same goal. For example, if an advertising agency is planning to launch a creative campaign. They should use integrated marketing communications to ensure that different marketing tools convey the same brand message and experience. An integrated approach uses a variety of communication tools to convey the same branded message. This includes traditional advertising online marketing public relations activities, sales campaigns, email marketing, etc.

Integrated marketing communications can be complex to a degree. It's important to consider the channels you'll use as well as your audience, content, timing, technology, and follow-up to ensure your campaigns are truly successful and monetized.

Integrated marketing communications play an important role in marketing. That is, it reduces costs to a minimum, increases sales, and helps build brand awareness and create a positive image. Therefore, businesses can benefit greatly from IMC through advertising and direct marketing. This will give the business a competitive advantage against competitors in the market. The combination of these strategies will be instrumental in reaching a wider target market. These tools are evaluated through sales audits. Taking a survey and evaluating customer feedback. However, organizations need to consider the extent to which each element of the visual communications mix can be controlled or adapted to a specific context to achieve interoperability across marketing models most importantly Organizations must consider the effectiveness and reliability of their visual communication messages and how those messages are received by their intended targets. If the communication message is reliable and trustworthy in showing the true nature of the brand. Those messages will be considered acceptable and effective in influencing the customer's purchasing decision. (<https://online.sbu.edu>, 2022).

Customer Relationship Management

Running a business today is very different from the past in terms of fierce competition through advertising and intense price cutting. Doing business in this digital age therefore has many things that entrepreneurs must learn, consider, and need to adapt to keep up with consumer behavior and world trends that are changing every moment of course, running a successful business isn't just about selling products or services. Business success also depends on good marketing and customer service. Including the relationship between you and your customers. Customer relationship management systems, or CRM, have thus become the basis for the success of many large organizations around the world. Including various leading organizations in Thailand (Bery18, 2018)

Definition of Customer Relationship Management System

Customer relationship management system also known as CRM, an abbreviation for Customer Relationship Management, refers to the process of studying various factors related to customers to develop and manage customer relationships appropriately and quickly. It creates a long-term impression and loyalty to the organization. Simply put, CRM strategy is a customer relationship management strategy that aims to create loyalty that customers have towards products, services, brands, or organizations to generate purchases. Repeat, spread the word, and maintain the same customer base so as not to switch to competitors' products or services. The goal of doing CRM is not just to focus on sales. Marketing and customer service only but it also includes collecting and managing customer data and using it to benefit in terms of developing and improving marketing plans. Future products or services to help companies or organizations effectively manage activities related to marketing and customer service to the sales process, such as tracking interactions between customers and the organization. Tracking target groups that are likely to be interested in products or services (Leads) and converting them into customers of the organization creating

campaigns that meet the needs of the target group doing marketing, etc. These successes will result in higher sales and customer satisfaction levels, which is in line with the final goal of CRM, which is to change from consumers to customers forever.

Main components of Customer Relationship Management (CRM)

The main general components of CRM consist of 3 different parts:

1. Market Automation Creating this marketing automation system requires a database that is dynamic and constantly changing. In general, this MA focuses on defining important functions in marketing, such as defining the Ranking of customers, management of target groups, and creation and management of various campaigns in this section can be considered that general business organizations often do not put marketing systems into computer systems and often define and track results using a manual system. In addition, some of the marketing data that may be in the computer system is often static, meaning it is not difficult for business organizations that turn to CRM systems to develop or change the database format from the Traditional Database system to an MA system.

2. Online marketing in today's era, people all over the world have access to the internet. There has been a change in business operations that were originally open for sale in the location to online trading that will expand the consumer base and product viewers for an unlimited time (Aiolfi, S., Bellini, S and Pellegrini, D., 2021). Entrepreneurs are looking for marketing strategies to use in developing their businesses to reach consumers in each target group efficiently by offering products, trading, services, and payments all through the online system in the past period the entire world population has been experiencing problems from the COVID-19 situation. This makes it an opportunity for online marketing. and digital trade becomes even more intensive This causes entrepreneurs to compete in online trade and turn to use online marketing to conduct their business more (Akter, M. and Suttana, N., 2020). The concept of online marketing theory is as follows.

3. Mobile Marketing important principle of online marketing in today's era it is a marketing channel through mobile phone networks. This is because the telephone is indispensable in the daily life of today's people. Online marketing through this channel is carried out in an exchange format. Deliver marketing communications quickly with information sent both ways. This type of mobile marketing channel will effectively reach the target group. If you know who your target audience is and what are your needs or interests? But at the same time, one must be careful not to annoy those who are not the target group. The process of marketing through mobile phones is interesting and has advantages over other media as follows.

- Marketing channels through mobile phones can immediately demand attention from the target group and can respond immediately by response rate and reliability at a high level
- The cost of marketing this method can increase. Better brand awareness performance
- An indicator of marketing effectiveness in this way the success of the promotion can be immediately measured.

Mobile marketing can be divided into 2 types: Push Marketing and Pull Marketing. In general, push marketing via mobile phones. It will send advertisements to users using their mobile phones. Do not want to request a pull marketing segment it is an advertisement that is attached to the content or services that the consumer makes a request for or is interested in finding.

Social Marketing

Social media is online media that is currently being used a lot and is used in a two-way communication format (Interactive) where users can access various types of social media conveniently and quickly users can freely share knowledge, information, and news and can respond and express their opinions immediately.

Social media is marketing that is forwarded and shared by a group of consumers who have the same needs. Able to express opinions and satisfaction after using services quickly and widely recognized in a form like public relations. To spread the word to many people in the consumer group, the form of Social Media Marketing will be in the form of Today's social media platforms such as Facebook, Twitter, TikTok, etc.

Guidelines for branch expansion for convenience store business operators in Thailand

Nowadays the purchasing power of consumers has increased rapidly from the development and expansion of residential community areas and has attracted investment in various businesses related to consumption, especially

the retail business that is growing greatly to support the needs of consumers according to the current way of life. This can be seen from the business owners of department stores. There is expansion and development of branches. To be sufficient to meet the increasing demand.

The retail business groups that have the highest rate of increase in the number of branches during 2020-2022 that the researcher has studied and analyzed are Convenient Store Business Group due to the impact of the COVID-19 situation that has resulted in the economic slowdown and retail business groups in the form of department stores, retail stores, or consumer service locations. Consumption is limited by distancing measures. This causes limitations in the use of services by consumers. Due to not being able to use the services at that location to its full potential both for travel reasons and others at the same time convenience stores are a group of businesses that are still able to maintain their daily sales without much impact. If compared with other forms of retail business, the cause is from many factors as follows.

- Convenience store located in the community area. Can travel without using a vehicle.
- In terms of product variety current convenience stores types of ready-to-eat food products have been added to satisfy consumers during the COVID-19 situation.
- Quick and convenient payments without using cash.
- Convenience stores are not too big and not too small. Can control both sales staff and those who come to use the service to comply with distancing measures effectively.

With the above factors convenience stores are almost no different from large retail stores even though the quantity of products is more, it is limited by distancing measures and gathering from the COVID-19 situation Convenience stores also have consumer products. Consumption that responds to the basic needs of consumers without fail. This is why convenience stores are still able to increase sales even during distancing measures. Such causes, Therefore, it is a trend signal that gives capitalist business owners and franchise owners a direction.

Concepts and Theories of Consumer Loyalty

Consumer loyalty is the attitude and behavior of consumers who tend to prefer one brand over another brand, both from satisfaction. Satisfied with effective products or services or the feeling of familiarity and good feeling with the brand. Consumer loyalty is the heart of the brand. It is what stimulates consumers to purchase products continuously and has more quantity they also have positive thoughts from the experiences they receive from those products and services, as well as the mobile network service provider market. When a customer is loyal to a service provider, it will be this is a good result because customers will not switch to other service providers and this rivals customer loyalty. Difficult to destroy due to high-cost Consumer loyalty has been classified into 5 groups in the loyalty hierarchy (The Loyalty Pyramid of Customer) as follows (Alisa Thitimanakul, 2015).

1. Switcher's consumers at this level have the behavior of purchasing products or services by not giving importance to the brand. Instead, they decide based on price or marketing promotion activities.

2. Satisfied consumers at this level are satisfied with the brand and become accustomed and there is no need to change their behavior to buy products or services from other brands. But if there is a problem something in purchasing products or services with the original brand this group of consumers will easily switch to other brands.

3. Satisfied Buyer with switching costs. Consumers at this level are satisfied. Satisfied because it saves time in purchasing products or services at acceptable prices, I feel like I have to change. Using products or services from other brands will incur costs (Switching Costs), such as the cost of time spent on finding new products or services financial costs, or risk costs.

4. Like the Brand cat this level has a genuine liking for the brand. They have a liking that arises from a bond from a good experience in using the product or service.

5. Committed buyers' consumers at this level have a sense of pride in using Products or services from brands and feel strongly connected to the brand because they feel that the brand expresses personality consumer emotions and feelings lead to trust in the brand.

CONCLUSION

Brand loyalty is when consumers have a good attitude towards a brand, whether it is due to confidence, consideration, and or satisfaction of consumers and repeated purchases continued throughout at present, there is a

wide variety of brands together with the use There are many marketing strategies to attract consumers to change or turn to new branded products all the time. Therefore, an important marketing strategy is creating brand loyalty creating brand loyalty is therefore very necessary and causes customers to incur costs in switching to other brands of products it may be concluded that brand loyalty is important in three ways as follows.

- ✓ High Sale Volume.
- ✓ Premium Pricing Ability
- ✓ Retaining customers

Brand loyalty can be defined both from a purchase behavior perspective and a psychological perspective. (Psychological)

The perspective of purchasing behavior will be the meaning that is used the most. Because it can be easily measured Brand loyalty is when consumers make repeat purchases of the same brand. This often results in brand loyalty. For example, a consumer has eaten at the following fast-food restaurants in the past week in the following order: McDonald's, McDonald's, and Burger King. McDonald's Burger King which is considered from purchasing behavior this consumer will be loyal to the McDonald's brand. However, their purchasing decisions may be limited and misinterpreted. This is because repeat purchases by a given consumer may not be due to brand loyalty, for example, they may be due to having no other alternatives at all causing the need to consume only one brand.

Psychological perspective (Psychological) Brand loyalty is a brand that makes consumers have a positive attitude and a strong attachment to it. A good attitude towards the brand comes from 3 important parts:

Confidence: Consumers will have a positive attitude towards a brand when they have confidence in that brand. In a situation where consumers want to buy products if consumers do not have confidence in any brand before, they will search for information to build confidence before making a purchasing decision. And if there is a brand that has already built confidence among consumers the next time you want to buy a product, you won't waste time searching for further information.

Going to be in the heart of consumers (Centrality) Brand loyalty comes from Brands that can be linked to the belief system of consumers and make consumers believe and imprint the brand in their minds. For example, a man believes that women like the smell of a certain type of perfume. If perfume manufacturers understand this belief Able to produce perfumes that match the belief systems of male customers and create brand loyalty, etc.

Ease of access (Accessibility) Brand loyalty occurs when a brand is easily accessible to consumers. For example, when consumers need a photocopy they think of Xerox, or when they think of fast food, they think of McDonald's, etc. because they are easy to buy. There is always communication with consumers which brand gives consumers confidence? Come to the center and easy to access. Consumers do not need to spend time or invest in research when making a purchase. Consumers will choose brands that create those positive attitudes resulting in brand loyalty (Brand Loyalty) in addition to being a stable customer base you may also recommend or add more customers by telling your friends or close relatives.

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