

FACTORS AFFECTING PURCHASE DECISION OF TOP THREE TISSUE  
BRANDS ( KLEENEX , SCOTT AND CELLOX ) OF CUSTOMERS IN  
BANGKOK



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BANGKOK

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BRANDS (KLEENEX, SCOTT AND CELLOX) OF CUSTOMERS IN BANGKOK

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Factors affecting purchase decision of Top three Tissue brands ( Kleenex , Scott and Cellox) of customers in Bangkok (78 pp.)

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### **ABSTRACT**

This research aim to study the factors affecting purchase decision of Top three Tissue brands ( Kleenex , Scott and Cellox) of customers in Bangkok. This research categorize from the most of brand of customer selecting, the market factors (Product , Price , Promotion, Place, Brand), the social and environmental factors (Eco-friendly, Recycle , Corporate social responsibility) personal factors (consumption behavior, consumer lifestyles and demographic information. They obtained using a questionnaire to collect data from a sample of 500 respondents conducted by the researchers and run data with SPSS by testing the reliability, used descriptive statistics in frequency and crosstabs and multinomial logistic regression under level of significant at 0.05 and hypothesis testing.

The investigate or result are the majority of respondents chose Scott brand which contain 260 respondents (52%) , Kleenex brand 131 respondents (26.2%) and Cellox brand 109 respondents (21.8%) which most respondents are age 26 -35 years, gender is majority female , status is single , Level education is bachelor's degree , occupation is private company official , revenue per month is below 15,000 baht and 25,000 – 35,000 baht .The hypothesis have been analyzed at significant level 0.05 of factors of product, price, recycle, corporate social responsibility, consumption behavior and Consumer lifestyles are factor effecting purchase decision.

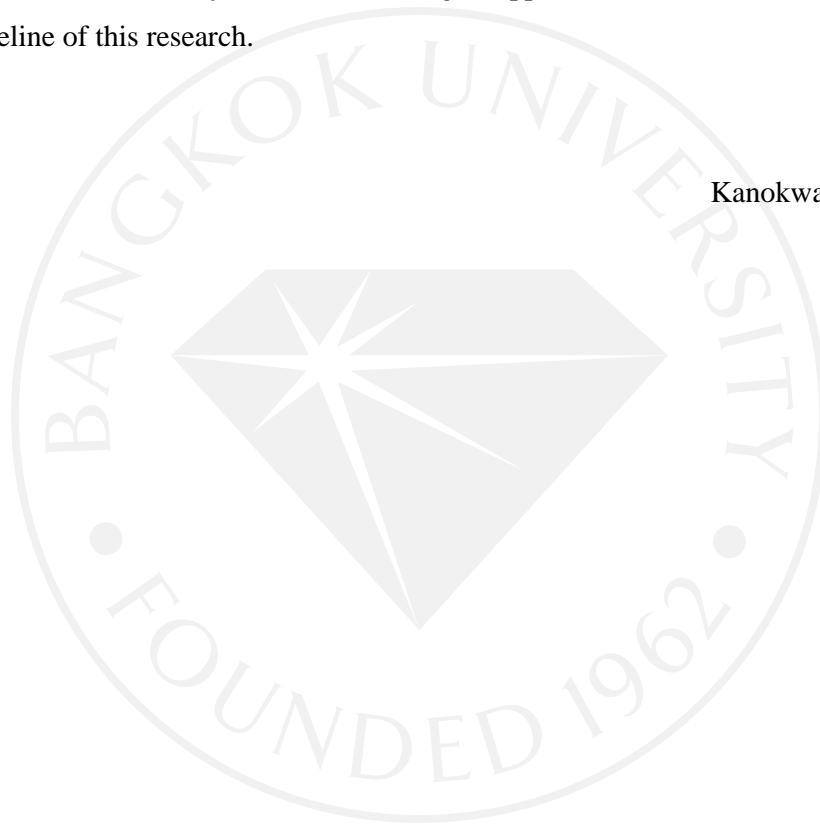
*Keywords: Tissue, Kleenex, , Scott, Cellox, Bangkok Area*

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Background of Study**

Fundamentals of human, there are not only four requisites but also human need many facilities in living, therefore the human is producing and developing interminably in order to make the life more comfortable that a decade ago the consumer goods have diversified and one of things are necessities to make life easier is tissue. It makes every day of life more comfortable.

Global economy to shrink in the past its effect on purchasing power of consumers decreased which behavioral spending changes and reduce to spend money be economical also spend time of dining, movies and music at exercise at home instead the outside activities to reduce the use the expense is not necessary. However tissue is goods have a role important to consumers in everyday of life more in past from normal life from standard of living and the hygiene improvement .Thus tissue manufacturing is growing up continues this is to say from needs of the tissue increasing, the rate of economic expansion, the growth rate of the population and standard of living improved. Manufacturing enterprises in many tissues brands have a capacity expansion to accommodate increased demand. Especially consumption and many kind of tissue for example paper towels, bathroom tissue, diapers and facial tissue are increasing and use specifically. Tissue become necessary in life which manufacturing enterprises each brands try be getting number one of market sharing and find ways to make more sales also competitive with other brands .

Even though tissue market in Thailand Kimberly Clark Co,Ltd possess of market share 45% , Berli Jucker Public Co,Ltd (BJC),they have expanded its market to foreign countries such as Vietnam, Laos, Cambodia and Singapore, etc., to build recognition in the international market even more. The consumer market is now starting to turn to the right tissue type, such as toilet paper in the bathroom. Paper tissues for cleaning. Or multipurpose paper for use in the kitchen or wipe dirt in general both companies grow much higher while the paper was still growing due to buying in better quality.

Nowadays Thailand markets have many competitive brands in consumer goods they are intense competition in approach strategy. Refer study from Market share of Business to Business (B2B) from overall market value 4,000 million baht indicated that Kimberly Clark Co,Ltd possess of market share 45% , Berli Jucker Public Co,Ltd (BJC) possess of market share 25% and other company possess of market share 30%.

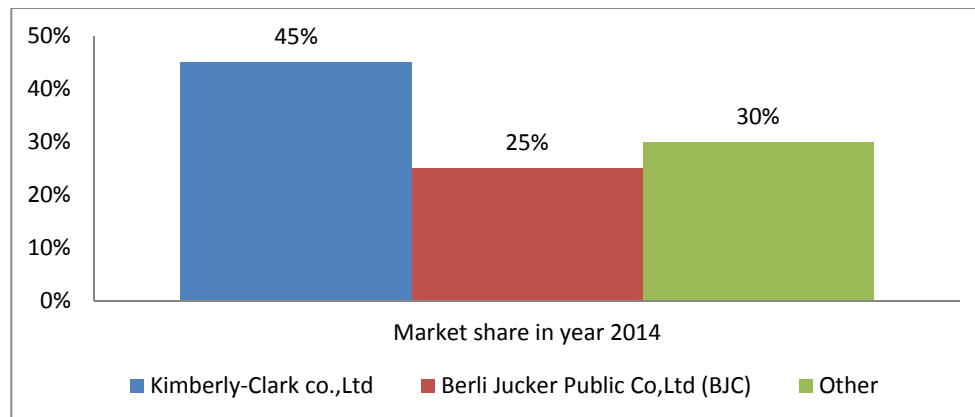


Figure 1.1: The market share of tissue in year 2014

Source: Marketeer (2014). *Kimberly-Clark co.,Ltd*

The growth rate of the tissue was continuing . The effect market share of Kimberly-Clark Co,Ltd is owner Kleenex , Scott brand and Berli Jucker Public Co,Ltd is owner Cellox brand. They are a priority in product development. and create a positive image for the brand also can produce the quality equal property and similar price Hence, the product are competitive in the market is almost no difference at all. The features of the product, so the importance of the brand, thus greatly multiplied. It is one thing to help make a difference to the product and influence the purchasing decisions of consumers.

## 1.2 Statement of Problem

The demand of people to use the tissue have many lifestyle consumers and the behavior purchase goods have characteristic which cannot forecast that current the consumer what are the best choice that one still looking for and key word to approach to tissue product which the researcher realizes that what are the factors relation to affect the purchase of tissue which many brands try to convince customers by marketing strategies and the researcher aspects that not only marketing strategies but have other factors should be involve are eco-friendly , recycle, corporate social responsibility, consumption behavior and .consumer lifestyles.

The researcher selects the top brands in Thailand, there are Kleenex, Scott and Cellox in competitor brand in the current market which it's well answer to study for consumers purchase decision of tissue. The data procure for studies distributed, scholastics, and other attention people. To applied the notion of implement to follow and analysis market and respond to consumers in the future.

## 1.3 Purposes of Study

This research will study of the perception of Kleenex ,Scott and Cellox in factor relation of brands , the market factors, eco-friendly , recycle, corporate social

responsibility, consumption behavior and .Consumer Lifestyles. The advantage of companies will comprehend customer's requirement, in the addition can concentrate on how to conduct costs and expand market also create business strategies. They are assisting to awareness increasing demand consumer and demand product purchasing.

#### **1.4 Importance of Study**

The outcomes from investigation and analysis of data are beneficial to commercial of tissue companies understanding consumer requires to exactly aspect, demands and strategies for companies to improve and used. In the addition, the companies can concentrate on how to manage and expand marketing strategies. The knowledge that get from study will assist to show the way companies increasing their purchasing factors how increase to reach for customer satisfaction

Therefore, the exploration the usefulness of commercial strategies that affecting on consumer purchase decision in Bangkok by selecting the suitable tools effectiveness.

#### **1.5 Scope of Study**

This research is the quantitative research which studies the factors of the perception of Kleenex ,Scott and Cellox in factor relation of brands , the market factors, eco-friendly , recycle, corporate social responsibility, consumption behavior and .consumer lifestyle that attraction purchasing decisions of consumers.

1. The population who's uses the tissue in the Bangkok.
2. Investigation the population by using sample size of 500 respondents.
3. The result of questionnaire was gave ou to online via Google form and social network with definite of term on October 2016.therefore, the result could not utilize during the time it has to be changed in the future.

#### **1.6 Definition of Terms**

1. "Tissue" refers to a soft paper used to clean the body or appliances when finished, you can leave it.

2. "Kleenex" Brand name of diversity tissue, there are Paper towels , Bathroom Tissue, Diapers and Facial Tissue which Kleenex under the owner company is Kimberly-Clark Co,Ltd.

3. "Scott" the second Brand name of Kimberly-Clark Co,Ltd which there are diversity tissue for example Paper towels , Bathroom Tissue, Diapers and Facial Tissue which Scott under the owner company is Kimberly-Clark Co,Ltd.

4. "Cellox" Brand name of diversity tissue, there are Paper towels , Bathroom Tissue, Diapers and Facial Tissue which Cellox under the owner company is Berli Jucker Public Co,Ltd.

5. “Business to Business (B2B)” is trade between the vendor and the customer. However, the customer will be in the form of entrepreneurship. In this cover, wholesale and purchases via electronic system and supply Chain Management.

6. “The market factors” Market elements that are affecting the purchasing decisions of consumers. There are Product, Price, Place, Promotion and Brand.

7. “Product” Appearance of tissue which affecting purchase decision of consumer ,there are Softness, Toughness, Ability to absorb, Fragrance of paper, Quantity of sheets per roll / box, Package beauty and attractiveness, Made from purity pulp and Convenient to cleaning applications

8. “Price” The affecting purchase decision of consumer in proper price comparing with quality of goods , proper price comparing with quantity and proper price comparing with other brands.

9. “Place” The affecting purchase decision of consumer in purchased at the retail store and to access all the places if the consumer need the tissue.

10. “Promotion” The affecting purchase decision of consumer in discount from the price tag, organized promotions such as buy one get one, dispensation Sample and advertising makes interesting products.

11. “ Brand” The affecting purchase decision of consumer in recognize brand logos ,famous brand and brand appeal.

12. “Eco-friendly” The affecting purchases decision of consumer in environmental products and feeling environmental friendly.

13. “Recycle” The affecting purchases decision of consumer in waste management by going through the process of privatization as the molten material is then recycled to be utilized again and material may be a product or a new product.

14. “Corporate social responsibility (CSR)” Environmental organizations which operating under ethical principles and good management.

15 “Consumption behavior ” The expression of each individual is directly related to the use of goods include to make decisions affect to show-off.

16. “Consumer Lifestyles” The way of life which refers to life style, which people use the time and expense money. The people have a variety of ways depending experience, the specific characteristics each person, situations and environmental.

17. “Purchasing decisions” The way of consumer is considering buy tissue, the methods to buy and the character to use tissue.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Theoretical Foundation**

This chapter presents an alternative theory of education. The method was discovered by a book of academic and research from various sources to be assumed. The content of this chapter is divided into 10 sections.

1. Concept of Purchase decision
- 2 Concept of Market factors
3. Concept of Eco-friendly
4. Concept of Recycle
5. Concept of Corporate social responsibility (CSR)
6. Concept of Consumption behavior
7. Concept of Consumer Lifestyles
- 8 Concept of Brand choice
- 9 Concept of Multinomial logistic Regression
10. Related research
11. Hypothesis
12. Conceptual Framework

#### **2.2 Concept of Purchase decision**

The meaning of the purchase decision (Schiffman& Kanuk, 1994, p.659) is to step in and buy products from two choices or above consumer behavior. Based on the related decision making process, both psychological and physical properties buying a mental and physical activities which occur in the range for a time these activities make buying and buying behavior by another person.

Purchase decision process (Kotler, 2003, pp. 200-202) the role of consumers are concerned with purchase decision ,there are 5 roles as follwing.

1. Initiator is the first person show opinion about buying decision products and services.

2. Influencer is the person who own idea or recommend which effect on purchase decision.
3. Decider is a person who decides to buy for example should buy or not , what should to buy ,how to buy and where to buy.
4. Buyer is person do buy or buy it already.
5. User is person who user or consume product.

Papagiannidis, See-To & Bourlakis (2014) explain that behavior of customers with ties to the purchase or service is satisfied in case the customer has well experience or satisfied with the product or service therefore they will select to buy in first choice and trend to use or buy goods or service again in the future. Moreover the user might tendency or recommend or induce individuals around the use of goods and services.

### **The main type of Buying Behavior**

1. Complex Buying Behavior : include 3 components
  - 1.1 Buyers develop their beliefs with product.
  - 1.2 Buyers develop their attitudes with product
  - 1.3 Buyers choice product like carefully.

Consumer are very relate to the purchase and realize the difference brand .It will happen offen with expensive product and less demand to buy,thus marketers have to understand the behavioral evaluation and compilation for consumer data.

2. Dissonance Reducing Buyer Behavior :

The purchase, the consumer may have experienced incompatibility or disappointed in purchase offer that is the cause of dissatisfaction or displeasure in other brands which consumers woke up with update information to suppose their decision for example when consumer buy will get new belief and evaluation that gives consumers are good impression to the select brand by themselves which emphasizing they chose correctly.

3. Habitual Buying Behavior

The product has a lower bound; consumers simply go to the store and look for a brand that wants to see if he had considered buying a brand preferred by habit. Not loyal to the brand. Indications are that the lower bound is often very low prices to buy these through the normal purchasing procedures. because the consumer did not seek additional information and has not decided whether to buy it and would prefer a more familiar brand of the medals is unknown. After the purchase of the evaluation, there is no alternative.

4. Variety Seeking Buying Behavior



Depends on the convenience and the presentation of the main product by evaluation method is used very little and often is the products with a wide variety of brands, competition is high, low price.

### **Step of purchase decision process.**

Kotler (1993, p 182) refer Figure 2.1 Consumers have to through steps of 5 steps Buying decision process occurs for a long time to buy. But in practice may need to pass. The 5 step always. Especially in buying less complicated, consumers may jump over. The steps or executed alternately, as a woman buy toothpaste. She may begin to demand And to buy directly. In the process of searching for information and evaluating alternatives of buying decision.

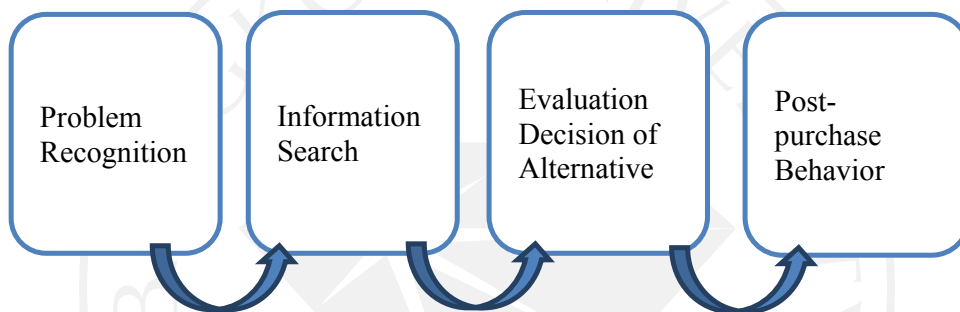


Figure 2.1: Model 5 steps of purchase decision process for customer (Kotler, 1993).

### **Model 5 steps of purchase decision process for customer**

1. Problem Recognition : Buying decision process occurs when the buyer aware of the problems and needs which the consumers feel difference between the indeed requirements and desires. Needs may be stimulated by internal or external stimuli is realized by their need inside which may own or caused by the trigger. Marketers need to identify situations that stimulate demand and to collect information from consumers. Many people make marketers identify stimuli that stimulate their interest in a specific product category, what is the most, which makes it possible to develop a marketing strategy that can stimulate their interests most consumers.

2. Information Search : Consumers have been urged to be more likely to find more information about the product. So the second step is to find data from different sources. More from internal sources or by the extent of psychological resources and external resources by consumers to search for information from the following sources.

2.1 Personal Sources including family, friends, neighbors, known to man.

2.2 Commercial Sources including media advertising sales, trade agents, packaging, product display, etc.

2.3 Public Sources including mass media, consumer protection organization

2.4 Experimental Sources including agency survey quality product or product market research agency

3. Evaluation of Alternative : when data are then processed information to consumers about the brand advantage and the value of the brand is in the final stages, however. Consumers are pulling out evaluation criteria, attitudes and beliefs are interested in buying. This is something what is implanted in the heart of that person is first used in the decision.

3.1. Alternative Criteria: each are standards and limitations.in the assessment of a product or brand is not the same in evaluating alternatives. The shop where Which consumers are often evaluated by the interest in the product because it has many features but consumers will consider specific features that interest him or to assess the benefits to be gained from the brands and comparing each product type or brand, but the brand is better or to benefit most but consumers are not the basis of this assessment with advanced or brands. Consumers often use this evaluation criteria with the expensive goods.Involve your image or a high risk in choosing the wrong brand criteria used is often a matter of price and brand.

3.2 Belief refers to the image or brand, that is, an evaluation based on the development of trust in the brand. Since the trust of consumers based on specific experience of consumers on brand.

3.3 Attitude means attitude toward product which is the result of the belief is,if you believe that the product is good for consumers, it will have a positive attitude an inclination towards product if you do not believe it is not like it used

3.4 Purchase Intention when there is faith, good attitude the choice that will cause the intention to buy the goods that would lead to a buying behavior.

4. Purchase Decision when making a measurement, and then allows the consumer.

Can determine the satisfaction is an alternative, and in the process which to purchase items or brands that are considered used, such as when a consumer's purchasing decision reaches the final, then it would have to decide to buy in the end. In the majority of Variable Influencing Decision Process can be divided into.

#### 4.1 Factors of individual (Individual Characteristics) consists of

##### 4.1.1 Motivation.

##### 4.1.2 Attitude.

##### 4.1.3 Way of living.

##### 4.1.4 Appearance and habits.

For example, the attitude of the other person on the products that consumers want to buy a whole attitude, positive and negative if the positive attitude, such as that the goods with good quality will further strengthen consumer decision, buy faster. If a negative attitude, such that the product quality is bad, the price expensive come out, consumer's hesitation and may cancel buying. These are affecting the behavior expression of the individual. This is behavior of one person is different from others.

#### 4.2 Social factors

##### 4.2.1 Culture.

##### 4.2.2 Reference group.

##### 4.2.3 Families.

Buying intentions are influenced by income level, the size of the family group by reference cultures, economic downturns, predicting prognosis and cost to the benefits to be derived from the item.

4.3 Situation Influence which may be resulted in buying decision process continue or stop. We call these events unanticipated circumstance which could be a situation that could not be estimated, as consumers to buy goods, there may be some of the factors to affect the purchase intention, for example dissatisfaction in the manner of a salesperson worried about money. The event changed the situation such

as unemployment or social event could be about to make such a choice, we are considering the possibility of an abrupt change.

5. Post-purchase Behavior after purchase or use the product , consumers will experience the satisfaction or not. Satisfied with the product The satisfaction or dissatisfaction will affect the beliefs, attitudes and intentions to purchase the following words, if you bought a nice satisfying feeling to be kept connected products and causing a positive attitude The result is a unique and interested buyers may have to others if not satisfied, it will change the system of beliefs, attitudes. and I do not buy into this category buy or make this decision, it will start back at the beginning to find out about new products or other brands again dissatisfaction after buying or using a product which is the fourth most common cause.

5.1 Feels uncertain because in the purchasing decisions of consumers find that there are both advantages and disadvantages when buying used, consumers has uncertain feelings on all the time.

5.2 Bad feelings after buying and hear about the defects of the goods purchased.

5.3 Realize later that same goods that can buy cheaper if bought from another.

5.4. Find that the work is not satisfactory when a disgruntled consumer with a way to relax is by selling it to others, or return to, or try to find any other extra confidence that product. It also features support for the other side, and finally not to buy and use the product anymore.

### **2.3 Concept of Market factors**

Initial analysis of the marketing of consumer demand as the goal and aims at the meet the requirements. Marketers must study and analysis for the understanding of the needs of human.

The market factors are important concept of marketing, because marketing management to create customer satisfaction. Marketers will use the marketing factors on main tool is important and need to be developed to meet the target market pick out.

Lamb Harry and Daniel McCormick (Lamb, Hair & McDaniel, 2000) provides a definition of the marketing mix that "The marketing mix refers to the strategy on the product, distribution promotion and pricing. The compound is a single prepared with the intent to cause the exchange to the target market and the resulting mutual satisfaction of both parties. "

Marketers must keep improving to change the elements of the market factors are marketing tool in accordance with the target market that chosen by the market factors include product , price ,place, promotion and brand which are detailed summarized briefly as follows.

**Product:** refers to anything that can be offered to the market to interest or contains the as the owner of a demand or consumption, what it need and needs of the buyers to be satisfied. The product contains features that tangible product) and intangible product then the product is made of things that's shape people, places, events, service organization or these things together (Kotler.& Armstrong, 2000)

**Price:** is the second element of the market factors and essential to generate income on the business because the clump of the other three are the cause of all charges in considering the concept of the component prices details are as follows: price is the amount in exchange for the acquisition of the product purchase and sale agreement also a factor of the marketing mix to cause any upset consumers to assess whether the product is suitable for value and utility or the amount paid. Value is the result of the assessment given in the form of currency that can satisfy the assessor which in this case refers to the customer.

In determining the price of the product. Marketers must, regardless of the value and utility of the product in the eyes of the consumer base on consumer satisfaction is primarily due to the consumers don't want to buy products that have low prices, some products, if sell at a low price too much may sell not because consumers evaluate value and utility, low, or if the sale price to high. It didn't sell as well, because consumers feel too expensive, etc., so the price has the importance on enterprise and the factors affecting the revenue and profit of the company. Business must pay attention price, because the price is very important to the survival and growth of the business.

**Place:** the third element of the market factors, a key role is bringing products to the market, aiming to achieve sales and the change of ownership from the manufacturer to the final consumer. Marketing concepts about distribution is summarized as follows:

Distribution Channel or currently known as Marketing Channel or Commercial channels is the market for the manufacturers to make their goods to consumers or allow consumers to buy the product needs easily. At reasonable prices in modern society, the system is easily imported goods from the producer to the consumer without much trouble because producers and consumers are close together, but when society grew moving goods from producer to consumer, which are scattered far apart making it even more complicated it is not easy for manufacturers to meet the demand directly" to the consumer to be satisfied. or utility in terms of volume, cost

and time required to have the third party was involved in the middle between producers and consumers such third party so this is a group of people (Intermediaries) in various formats that comprise in the same channels of distribution or marketing channel.

**Promotion:** use of marketing tools above three elements including product pricing and distribution not enough for the market in the new generation. The products are sold in the market with many buyers and not being able to know or remember the products of all kinds. Marketers need another marketing tool to encourage customers to act, convince products, inviting and reminding such activities are well known Promotion or Marketing Communications as idea about marketing is summarized below.

A marketing campaign is one of the market factors, the way of using the organization to inform the news ,persuade and remind product also provided by the organization's hope will lead people to receive the news, feeling good ,trust birth or birth and purchase behavior. A marketing campaign leading to the above goals need to rely on multiple activities to be used as a tool to promote marketing, which marketers call that. promotion tools which contains the main tools include advertising, news releases and public relations. The sales campaign using the sales staffs these tools collectively. Moreover, in the current marketing campaign tool such as direct marketing ,online marketing etc. Businesses may choose to use one or several instruments. This is different for each tool. There are advantages and disadvantages to different restrictions therefore when used together need to bring to the mix interlocking carefully to provide marketing communications are clear and blend as one as we known the concept of modern marketing communication, called Integrated Marketing Communications:(IMC).

Sales Promotion refers to various incentives are used as a tool in the short term to encourage the purchase or sell products or services to be successful while advertising is presented reasons to purchase. The tool will be used in the promotion of the current widely varies which of the following tools.

1) Consumer Promotion such as distribution products. For example, a card or a coupon promotion, discount, the stamp trade to pay back the money, demonstration, etc.

2) Trade Promotion such as a discount buy goods no advertising share, giving support products, the competition between the sales distribution, etc.

3) Sales-force Promotion giving gift or bonus race sales with salesperson.

**Brands:** represents Name, Word, Symbol and Design by the characteristics of a good brand must have the following characteristics:

1.) Must show the look of the goods which are the characteristics of goods ranging from point of sale to the quality or usefulness of the item.

2.) Must be easy to read aloud. This is beneficial to order trade due to the brand name read aloud it difficult or has a name that is too long will cause the customer did not dare order.

3.) Must be distinguished by great brands, it must have a unique and distinctive or unique as your own.

4.) Must be adapted to the goods in their original product line by a good brand will have to be able to use the original old brand reputation to give consumers incentives to buy and build trust with consumers.

5.) Must be a brand that can be registered by the brand must be the brand of an item that is not illegal, no other brand impersonation is not contrary to the traditions and culture of Thailand so that particular brand protection law.

**Brand equity:** In education, the concept of the brand if you have studied the model to generate value brands to make them aware of this of value brands better. Education studies in selected model to create value Aaker's brand (1991) (Aaker Model), a Professor of marketing, University of UC-Berkeley as the model value brands that look that is the brand value the assets and liabilities that are links to the brands which can help to increase or decrease the value product or brand that produced that detail are as follows:

**1) Brand Loyalty** is brand satisfaction, or in the original The original merchandise manufacturers to anyone consists of brand loyalty attitude, which is good sense on the brand and brand loyalty in behavior, feeling of adhering to the exchange products and the efforts of the consumers in the pursuit of the original brand for continued use.

**2) Brand Awareness** is that customers can specify that the brand is different from other brands due to the customers can remember the work of the brand.

**3) Perceived Quality** is a process in which consumers make selection to organize and interpret incentive to get through the five senses.

**4) Brand Associations** is thoughts, feelings, perceptions, image, experience beliefs and attitudes associated with the brand.

**5) Other Proprietary** includes trademarks, copyright and other relationships in the channel.

### **Brand Preference**



Lin (2002) said that the demographic characteristics and psychology of consumers is the variable that make consumers have the passion for the brand different, which Chang H. H., & Liu Y. M, (2009) said to consider or study brand value, it must have the passion for the brand, and other factors including the attitude toward the brand and purchase intention. It is found that the favorite in the exchange. The goods have a relationship with the image of the Brand value and attitude toward the brand. The brand equity and brand preferences in different impact on consumer purchase intention

In conclusion, it was found that branding is something that each manufacturer should give priority its must be created to maintain and enhance the brand protection. The brand achieved the success that the brand has value in the eyes of the consumer and the brand is valuable to be able to make a profit and build loyalty in the brand building brand equity with efficiency should be designed and operated in marketing activities to create, measure and manage brands achieve maximum value.

#### **2.4. Concept of Eco-friendly**

The advantage of the product design, friendly to the environment are as follows.

1. To reduce environmental impact It will benefit the business community and the environment, which is the way to sustainable development
2. To generate profits for the organization by the demand for goods and services. Environmentally friendly features are used in building confidence to consumers
3. Can reduce the cost of production from the reduction of raw materials, packaging, energy consumption in the production of goods and services.
4. Materials or components can be re-used by new product enhancements from design.
5. To prevent the environmental issues is the wall trade tax (Non-Tariff Barrier; NTB) and accommodate the changes of environmental regulation activities from the developed country such as austerity, EuP RoHS WEEE, etc.
6. To promote a positive image of the organization and its products. The current approach to sustainable design be adjusted in accordance with the work of more people by focusing on the concept that a pronounced effect positive and it is possible to work is focused on the development to be in a better way, or have an impact on the way better by increasing social and economic value of natural resources.

#### **2.5. Concept of Recycle**

Reuse ,Recycle and Upcycling, the three words, this means that different

**Reuse** means uses repeated without going through the milling process.



**Recycle** means conversion of scrap materials to use most of the material that has quality worse.

**Upcycling** means the conversion process useless waste materials into new materials or create a new products with higher quality, exquisite and can create value in high customer.

The symbols and the meaning of materials that can be recycled. One mechanism. For campaigns, materials that can be reused is the arrow icon stamp 3.

In the frame triangle goods or packaging as shown at 2-1.



Figure 2.2: Symbolic goods or packaging recycling

Source : Waraporn Phanyawadee, 1966

From such a symbol could indicate as follows:

1. As demonstrated by the manufacturer that the product or its packaging made from recycled materials.
2. As demonstrated consumers know that the product or the packaging material can be recycled because material also has to contribute to reuse processing, such as glass, plastic, paper, aluminum, etc.
3. As communicated with the person garbage separation knows that the material which can be recycled as a result, to separate the waste material clearly.

## 2.6 Concept of Corporate social responsibility (CSR)

The definition of Corporate Social Responsibility (CSR) has a variety of definitions, as follows International Organization for Standardization (ISO), meaning "CSR is a matter of the organization respond to the issues of economic, social and environmental benefits to the people with the community and society. It also is the subject of the role of business in society, organizations, and society's expectations towards business organizations need to make voluntary and management need a role associated with the various activities can be measured in 3 dimensions is to measure the economic, social and environmental sustainable development.

Kotler & Lee (2005) CSR and meaning is "the responsibility to improve the well-being of society from the operations including devoted company resources to voluntarily not controlled by any law or regulation , which includes the living state of human being and environment is the main event run by the company to support social issues and to contract in corporate social responsibility by classifying or activity CSR 7 types include.

1. Cause Promotion is financing a thing of material or other resources of the organization. Involvement or finding volunteers to expand the perception towards social issues concern by an enterprise may be the originator self or another organization, or in cooperation with the organization.
2. Cause-Related Marketing is to subsidize or donate a portion of the proceeds from the sale of goods to assist or resolve social issues. By having a limited time course, or perform a specified product specifications. Which business organisations often cooperate with organizations that are not-for-profit organization with a purpose build relations on mutual financial revenue to support charities and consumers are involved in charitable aid through the purchase of goods.
3. Corporate Social Marketing is encouraged to develop a campaign to change behavior in various fields. The public health Security Environmental or health difference between the market to focus on social problems and promote awareness of social issues, the market to focus on social problems to focus on changing the behavior the main while promoting awareness on social issues, focuses on creating awareness and to support the organization's resources to stimulate awareness on the issue.
4. Corporate Philanthropy is to assist the social issues in the form of donations or something of which can be seen in almost every organization, mostly along the stream from an external requirement or offered more than likely due to planning or design activities from within the organization.
5. Community Volunteering is support or motivate employees partners together taking time and labor to work for community organization is located and respond to social problems that enterprise pay attention or care, the organization may be operated or cooperate with other enterprises , the organization may be the volunteer activities or staff present to organizations to consider supporting and be able to receive compensation in the form of a holiday or more days.
6. Socially Responsible Business Practices is the organization's operations, taking into account the protection and avoid causing social problems including organizations involved in solving social problems and help healing in order to elevate the wellbeing of the community and environmental organizations can perform their own or in cooperation with external partners
7. Developing and Delivering Affordable Products and Services is a business process in the production and distribution of goods and services to the market called The

Bottom of the Pyramid (BOP) at a price that is affordable for the purchasing power of consumers in the foundations. access to goods and services to improve quality of life. This is an opportunity for businesses to reach a market volume enormous.

## **2.7 Concept of Consumption behavior**

Schiffman & Kanuk (1987) said, "the consumer behavior is a behavior that commissioner know intake. Show whether seeks buy used assessment. Consumption of products or services and ideas, the consumer is expected to be able to satisfy their needs have the decision of consumers. The use of available resources, including money, time, and are looking to consume goods and services.consisting of questions, such as, buy, why buy when, how, where, and how often.

Peter & Olsen (1990 P. 5), American Marketing Association that the meaning of behavior means the behavior of exchange programs occurred in the life of human beings which operates under the reflection that environment, behavior, emotions, and the knowledge of human, which is changing.

Mowen & Minor (1998), meaning that the consumer behavior means about to the buying units process and exchange which involves the acquisition and consumption to disposal, products, services, experience and ideas.

Hawkins, & Best Coney (2001), meaning that the consumer behavior refers to matters regarding the individual.A group of people or an organization, and the process used to turn and build confidence , use and disposal of products, services, experience concepts to meet the demands and their satisfaction as well as the impact of the process towards the consumer and society.

Engel, Blackwell & Miniard (1968), the meaning of consumer behavior that refers to the act of one person which is directly related to the supply and use of goods and services which are included in this decision process already come and contribute to such behavior.

Therefore concluded that consumer habits refers to consumer behavior a different exchange behavior to find, buy, evaluate consumption of one person to fulfill their needs directly to the supply and use of goods and services under the process, a decision which has come like such as buy, why buy when, how, where, and how often.

## **2.8. Concept of Consumer Lifestyles**

The research on the lifestyle that has played a great role in the operation of the market at present because lifestyle will indicate the characteristics of the consumer explain the psychological characteristics of consumers carefully and accurate than

demographic variables. The result of research indicated that lifestyle would be the key factors help explain to marketers understand the consumption behavior of the backpack the target is found and data would be used as a marketing plan properly (Dara, Teepapan,2003).

Lifestyle is the way people live, which refers to the form in which we live and spend money (Engel, Blackwell & Miniard, 1995) Lifestyles refers to a form of livelihood in person. In the form of Activities, Interests, Opinions.

Reimer, (1999), said that the theme of life is the only form of activity in each day to show them that. The style of life of each individual is unique, like no other each person will choose to do something different from everyone else. Each person will choose to do things differently from other people, it might be different to anyone else what do those same so there are a number of people that have the same lifestyle.

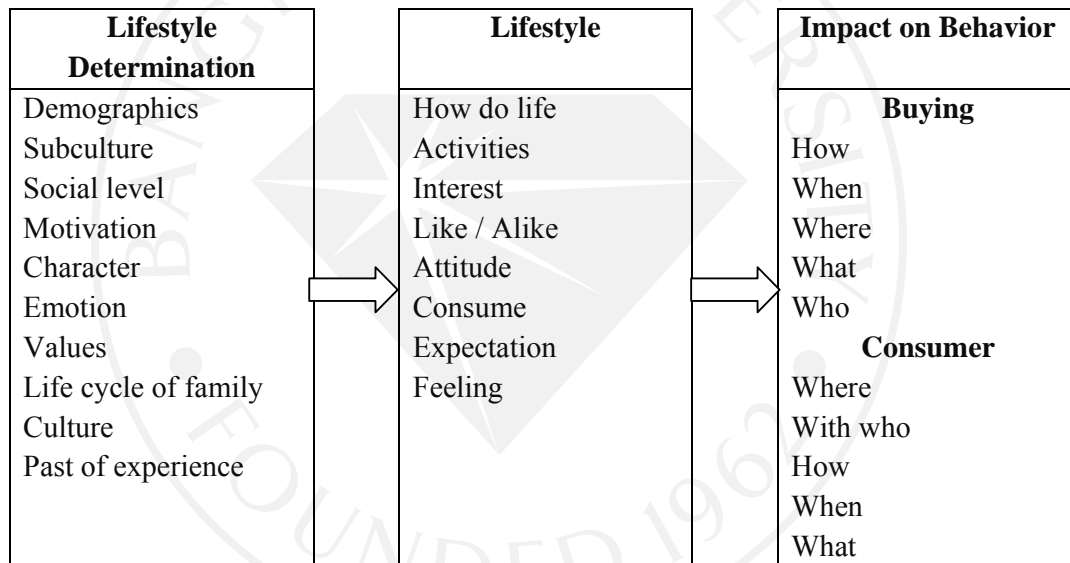


Figure 2.3: Frame lifestyle and the consumer

Source : Dara, T.(2003). *Behavior consumer*.Bangkok:Rungruengsan Publication.

From the dynamic lifestyle and consumption process, it can be concluded that the model.Life is determined by various factors, the following past experience some characteristics and innate characteristics and current situation such thing this will influence the consumption Behavior by individuals Each person has their own life and will be processed refined through there is social interaction according to the stage of the life cycle (Dara, Teepapan,2003), the patterns. The life is not fixed, can be changed if the various factors that influence the lifestyle one change but by then the most individuals are analyzed maintain their lifestyle, or if the changes will be in a manner that little by little.

In addition to lifestyle will depend on many factors, lifestyle also influence the decision to buy the products and services of a person. Which may be the without realizing it and not know it, but most often unconsciously lose court '(Kotler 1997), lower to form life that is one of the factors in the individual influence behavior.

<b>Culture</b>				
Culture Subculture Social Class	<b>Social</b>			
	Reference Group	<b>Individual</b>		
	Family	Age and Life cycle	<b>Phycology</b>	
	Role & Statuses	Occupation Economic Lifestyle Character Image yourself	Motivation Acknowledge Learning Belief and Attitude	<b>Consumer</b>

Figure 2.4: Factors that influence behavior

Source : Kotler, P. (1997). *Marketing Management : analysis, planning, implementation, and control* (9th ed). New Jersey : A Simon & Schuster company.

For the study, to measure and dividing the lifestyle of that person in many ways together hereby mentioned specifically for use in popular research consists of grouping lifestyle by measuring the values and lifestyles or called VAL and classification of lifestyle by using the question about the activity, interesting and opinion also known as AIO.

<b>Activity</b>	<b>Interest</b>	<b>Operation</b>	<b>Demographics</b>
Work	Family	Themselves	Age
Hobbies	Home	Social Issues	Education
Social Event	Job	Politics	Income
Vacation	Community	Business	Occupation
Entertainment	Recreation	Economics	Family size
Club memberships	Fashion	Education	Dwelling
Community	Food	Product	Geography
Shopping	Media	Future	City size
Sports	Achievement	Culture	Stage in life cycle

Figure 2.5:: Questions and answers on analyzing the characteristics and behaviors of consumers AIO Framework

Source: Engel, F. J., Blackwell, D. R., & Miniard, W. P. (1968). *Consumer behavior*. Hinsdale: The Dryden Press.

From the table it is seen that the pattern of life. The study will look at the person asking the question or AIO Statement issues. Activities and Interests Opinions on the environment around him, these are the basis of the Self. Concept, which is a line of questions about daily life. This will result in useful information can be analyzed and classify categorize of an individual's life will look like.

In addition to questions about activities, interests and opinions, or AIO statement to measure patterns of life can also choose to study either in width or general approach to determine the pattern of life in general, and in a manner specific to the product or service of any kind which is selected by the user specific questions on issues related to the product ,services we want to study (Engel, Blackwell & Miniard, 1995).

## **2.9 Concept of Brand choice**

Brand choice is consumers choose brand name to buy and the evaluation of the information received about brand image and selection of the best brand which the brand choice was insist of Buyer's response by brand choice is subset in third point of decision consumer.

Buyer's response or consumer purchase decision making or the buyer. Consumers will have to decide on issues such as follows.

1. Product choice, for example, consumers will choose services shop, provide pet in the story, such as the use of medical services and access to grooming, buy equipment
2. Brand choice when choosing products, consumers will do. Choose whether to choose any dietary exchange any brands, such as buying food brand expensive degree, etc.
3. Dealer choice, for example, consumers will choose from any department stores any shop or convenience store.
4. Purchase choice by choosing to use the service at any time.
5. Purchase amount, for example, consumers choose to buy one box, half a dozen.

Therefore, branding is a key factor to the success of marketing. Branding allows marketers to distinguish their goods or services from other to help consumers get the product or service impression, which will have an impact on repeat purchases also Methods of brand equity has a variety of different ways. The decision to choose which method to use. Depending on the purpose and goals of this, to use and benefit from the use of methods and buying decision of brand on consumer's satisfaction.

## 2.10 Concept of Multinomial logistic Regression

**The objective analysis of logistic regression** is analysis of logistic regression Objective to study that the independent variable or variables. predicting which can explain the criterion variables which is variable) or multivariate group by may have issues of education, as follows: (Sirichai 2007).

1. The independent variables, which can be used to describe a chance occurrence or not the event interested variable or variables according to criteria and study the relationship between the variables predict each.

2. To predict the opportunity to incidents at the attention from the logistic equation is appropriate by choosing appropriate parameters to make the percentage of accuracy in the prediction of the maximum value.

**Multinomial logistic regression model:** In the case of criterion variables (y) is a variant of the group. The more 2 value analysis of logistic regression and use the technique multinomial logistic regression

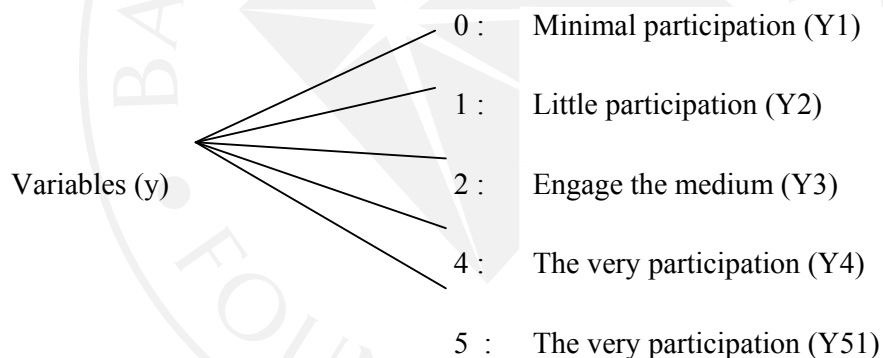


Figure 2.6: Multinomial logistic regression model Show variables (y) in case has more 2 value analysis.

Source : Yuth Kaiyawan (2012).

### **Determine the suitability of the logistic regression equation.**

To determine the suitability of the logistic regression, monitoring the following several ways.

1. Considering the probability value (likelihood.Value)

To consider the probability value to measure fitting of logistic equation to study the - 2LL (- 2 log likelihood) which is a value from log likelihood that



multiplied by - 2 to be providing the distribution has a percentage.  $\chi^2$  test for statistical significance.

Considering the value - 2LL if value is low, the equation logistics It is appropriate, in the most significant test the appropriateness of the equation c logistics. Use the statistics.

$\chi^2$ -test. Testing the model Chi-square df = p (The number of predictor variables) is a hypothesis test as follows:

$H_0$ : Logistic regression coefficients are all values = 0

$H_0 : \beta_1 = \beta_2 = \dots = \beta_p = 0$

$H_1 : \beta_i \neq 0$  has at least one value ;  $i = 1, 2, \dots, p$

Test if  $\chi^2$  is statistically significant.or accept  $H_1$  shows that sets the predictor (x 's).can predict the likelihood of the event to interested ( $y = 1$ ) of faith  $(1 - \alpha) \times 100\%$ .

2. Considering the statistical tests appropriate of Hosmer and Lemeshow to test the suitability model as follows.

$$p(y) = \frac{1}{1 + e^{-(b_0 + b_1x_1 + \dots + b_px_p)}}$$

Hypothesis testing is.

$H_0$ : the appropriate model

$H_1$ : the model is not appropriate.

To test if the  $\chi^2$ . There is no statistical significance or accept  $H_0$  shows that the model is appropriate.

## 2.11 Related Research

Wannaluck Choasriwongthep (2009) This research is studied the relationship between satisfaction of both consumers and the fourth overall product satisfaction as the results are sample of consumers Most were female, aged 26-30 years, single-level education in undergraduate. Private Employees The average monthly income of 20,001 baht. For consumer products are satisfied in the high level The consumer prices are satisfied in the high level the distribution of consumer satisfaction level was very satisfied and the promotion of the consumer satisfaction in the level of satisfaction and medium. Testing hypotheses about the overall satisfaction of consumers per paper (tissue) are statistically significant at the 0.05 level; found that consumers who have a different effect on career satisfaction, it will be different. Consumers who have different average monthly income affect different



satisfaction .Hypothesis testing with results to analyze the relationship between satisfactions. Products, the overall satisfaction with the products of tissue all three sides is a side captained by Lox benefits on physical characteristics and side-brand finds satisfaction in the products side, the main benefits are correlated with overall satisfaction per toilet paper products in the same direction in a relatively low level (0.01), all three sides.

Worakun Ngamkaiwan (2014) This research is studied the differences between demographic characteristics ,Brand equity which the perceived value of the brand tissue and compared between brand equity and brand Kleenex and Scott brand Cellox.The perceived value of the brand tissues to study the relationship between brand equity of tissue that can affect the purchase decisions of consumers in the Bangkok Metropolitan Area.as the resulted research has found that the majority of respondents are female, age between 30-39 years, most are unmarried status by the highest level of Education Bachelor's degree and a professional staff of private companies, mainly. There are no more than 15,000 baht monthly income when determining brand perception tissue paper found that aspects of the brand known for quality perceived relationship to the brand side, brand loyalty and the other assets of the brand the level of perception. Hypothesis testing found that the different demographic characteristics include gender, age, occupation, and household income per month affect brand perception at different tissue paper different brands Affect brand perception of tissue paper in the field of well-known brands different. The value of its brand on brand loyalty and other assets through the purchase decision of consumer goods in Bangkok

Maypichanard Chansrithanyakot (2014) This research is studied the influence of attitude towards presenter cartoon characters and brand awareness in the decision to purchase the product using the presenter as cartoon characters by selecting the products that most people use regularly in daily life there is toilet paper, so that the results of the study can be extended to be useful in describing the problems and offer users a cartoon character on the packaging of products with cutting ensure consumers ' purchases, or other related issues user research is therefore recommended for research next time. In doing research on the test of consumer awareness should bring a sample of product packaging multiple per brand, because this research bring toilet paper brands products 7 products on the market 1 brand image, it includes characters that are introduced as a presenter, but the patterns of research items choose one pattern per brand is used as an example product image the result of the query in this research ,the majority of respondents will never see images that are used as examples, which may be due to the different pattern recognition or another of the same brand than it is. As the results are respondents were mostly female with ages ranging from 26 years to 35 years of income in the period. 10,000-15,000 baht a private employee attitudes about the presenter used a cartoon character on the packaging paper that is

appropriate. Products other than paper products with leading products like a cartoon character. There are some interesting pieces Attention to the presenter used a cartoon character on the packaging of products like that are very special. Categories that respondents largely recognized that use of and interest in products with cartoon characters on packaging, no more than cartoon characters. When considering the purchase decision Most respondents think. The presenter used a cartoon character makes it an attractive product. The satisfaction level of influence purchasing decisions, cause I want to try the product, causing a proud product used, makes the reliability of the product, the image cartoon characters on the packaging beautiful effect. the buying decision, and the image of cartoon characters affect buying decisions. Satisfaction is moderate.

Kedsara Somtong (2010) This research is studied characteristics of consumer groups, the wet tissues to study the attitudes and skills nature of consumer-known tissue wet and to develop strategies to increase the market potential for wet tissues which found that the majority of demographic characteristics as gender, age 18-27 years old with a Bachelor's degree as employees of private companies, revenue per month 10, 001 up to 40,000 baht than half wet tissue paper. There is some use to wipe clean cosmetics. The factors that continue to purchase most The main advantage of the products and brands of the most known brands of Mamy Poko is Johnson&Johnson, 3, and Baby Wipes. Moreover, from the research found that some consumers considered products that are suitable for children is rarely necessary in everyday life. Replacement tissue dry. Advertising, PR and product news and information about yourself to your buying decision. still not enough. Some of the packaging format, suitable for consumption, and the demand to wipe cleaning, cosmetics for women consumers, including cost factors affect your decision to buy wet tissue paper too.

## **2.12 Hypothesis**

The researcher finding the factor affecting purchase decision of Tissue brands so that measure the market factors and any factor to concern and the results of the finding research are significant that appear in the hypotheses.

H1o : Product is not affecting purchase decision of Tissue brands.

H1a : Product is affecting purchase decision of Tissue brands.

H2o : Price is not affecting purchase decision of Tissue brands.

H2a : Price is affecting purchase decision of Tissue brands.

H3o : Place is not affecting purchase decision of Tissue brands.

H3a : Place is affecting purchase decision of Tissue brands.

H4o : Promotion is not affecting purchase decision of Tissue brands.

H4a : Promotion is affecting purchase decision of Tissue brands.

H5o : Brand is not affecting purchase decision of Tissue brands.

H5a : Brand is affecting purchase decision of Tissue brands.

H6o : Eco-Friendly is not affecting purchase decision of Tissue brands.

H6a : Eco-Friendly is affecting purchase decision of Tissue brands.

H7o : Recycle is not affecting purchase decision of Tissue brands.

H7a : Recycle is affecting purchase decision of Tissue brands.

H8o : Corporate Social Responsibility is not affecting purchase decision of Tissue brands.

H8a : Corporate Social Responsibility is affecting purchase decision of Tissue brands.

H9o : Consumption behavior is not affecting purchase decision of Tissue brands.

H9a : Consumption behavior is affecting purchase decision of Tissue brands.

H10o : Consumer Lifestyles is not affecting purchase decision of Tissue brands.

H10a : Consumer Lifestyles is affecting purchase decision of Tissue brands.

## 2.13 Conceptual Framework

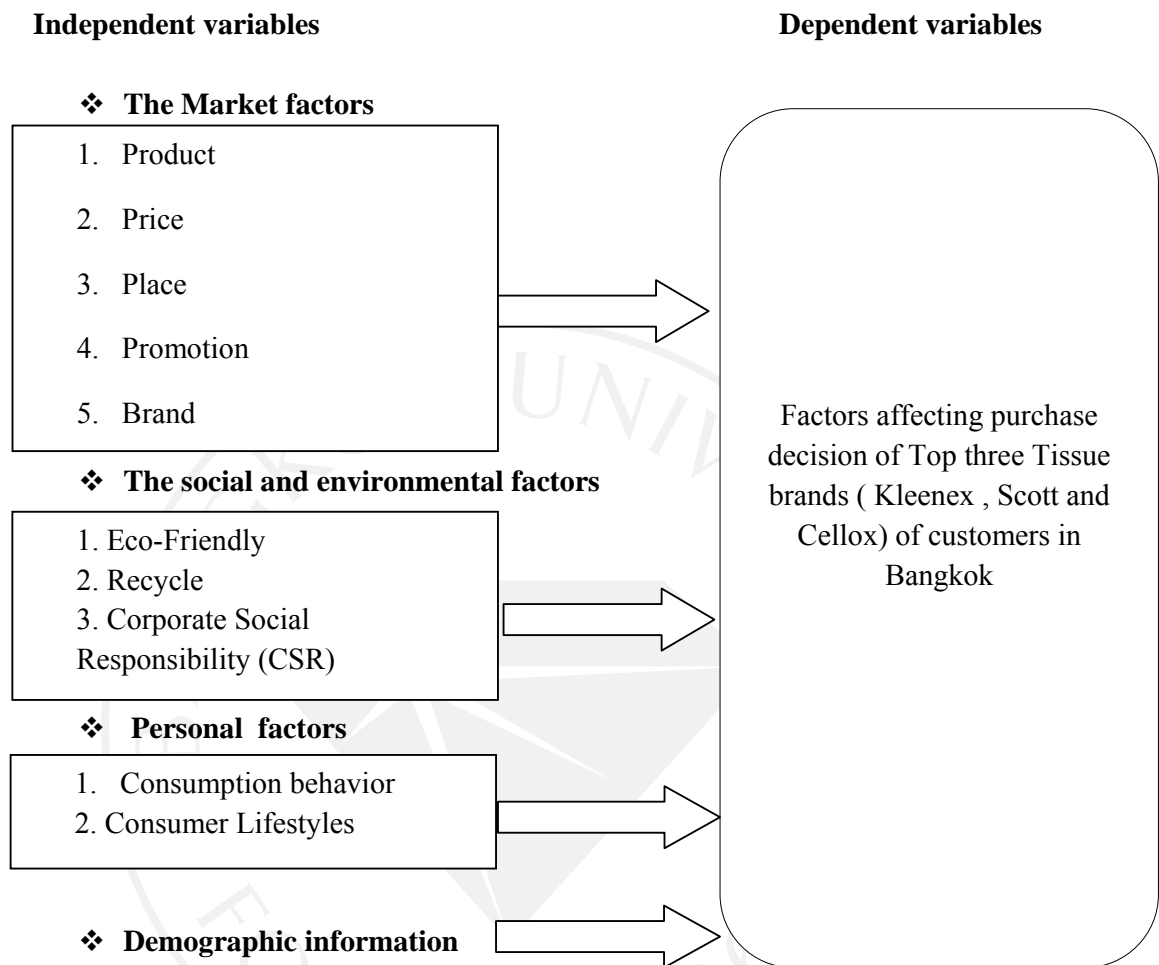


Figure 2.7 : Conceptual Framework

## CHAPTER 3

### METHODOLOGY

#### 3.1 Research Strategy

The research expressed methodology as examine Quantitative Research about factors affecting purchase decision of Top three Tissue brands ( Kleenex , Scott and Cellox) of customers in Bangkok which the elements method as related below

1. Population and Samples
2. The appliances studied in research and components of questionnaire
3. Data collection
4. Analysis and data processing

#### 3.2 Population and Samples

**Population** : The research study about the number of population which the consumers who purchase decision of Top three Tissue brands ( Kleenex , Scott and Cellox) in Bangkok area

**Samples** : The number of sample size is 500 samples who living in Bangkok area which consumed and purchased Tissue brands ( Kleenex , Scott and Cellox). In this investigate , controlling the sample size by using the table of (Yamane, 1967) at level of reliability 95% and level of precision or Sampling of Error at  $\pm 5\%$  by alternative the control size in type of:

1. The population who live Bangkok area in 2015, The number of population at 5,696,409 people (Department of Provincial Administration, 2015)
2. Selected the sample from table of (Yamane, 1967) at level of reliability 95% and Level of precision or Sampling of Error at  $\pm 5\%$  by using the formula:

$$n = \frac{N}{1 + Ne^2}$$

e	=	Level of precision or Sampling of Error at $\pm 5\%$
n	=	Sample size
N	=	Population

Illustrated calculation

$$n = \frac{5,696,409}{1 + (5,696,409) (0.05)^2}$$

$$n = 399.97 \text{ or } 400 \text{ Sample size}$$

In the investigate researcher decide to use 500 questionnaire in Bangkok due to the target to set the consumer was divided follow the market share tissue on 2014 ratio but the result is people chosen is not following market share thus the questionnaire will collect the number of sampling 500 questionnaire so that analysis the situation market in the present.

### 3.3 The device studied in research and components of questionnaire

This investigate used the elements to collect the result by using the questionnaire. The particulars is originating questionnaire to show below.

1. Investigate and explore to originating questionnaire from Research papers and notion theories.
2. Originating components used in research questionnaire to investigate about purchase decision of Top three Tissue brands ( Kleenex , Scott and Cellox) in Bangkok area, The research detach 6 parts.

**Part 1.** Normally consumer use the tissues brand chosen most frequently by using Multiple Choices to answer the questions by determine upon select only one brand.

Tissue Brand (Nominal Scale)

**Part 2.** Factors affecting purchase decision a tissue brand from part 1 product price ,place, promotion, brand, eco-friendly, recycle , corporate social responsibility, consumption behavior and consumer lifestyles by using Likert scale which divided into 7 levels as below:

Level 0	mean	No effect
Level 1	mean	Minimal effect
Level 2	mean	Little effect
Level 3	mean	Relatively little effect

Level 4	mean	Moderate effect
Level 5	mean	Quite effect
Level 6	mean	Much effect
Level 7	mean	Most effect

**Part 3.** Factors affecting purchase decision a tissue brand from part 1 product price ,place, promotion, brand, eco-friendly, recycle , corporate social responsibility, consumption behavior and consumer lifestyles by using Likert scale which divided into 5 levels as below:

Level 1	mean	Minimal effect
Level 2	mean	Little effect
Level 3	mean	Moderate effect
Level 4	mean	Much effect
Level 5	mean	Most effect

**Part 4.** The nature of Consumption behavior to purchase tissues of consumers.

Table 3.1: Level of Information Measurement and Criteria.

Variable	Level of Measurement	Criteria Classification
1. How often do you use the tissue regularly?	Nominal Scale	1. Regularly 2. Sometime 3. Never
2. How often do you bring the tissue regularly?	Nominal Scale	1. Bring regularly 2. Bring sometime 3. Never Bring

(Continued)

Table 3.1 (Continued): Level of Information Measurement and Criteria.

Variable	Level of Measurement	Criteria Classification
3. Which the tissue you mostly used?	Nominal Scale	1. Dry type 2. Wet type 3. Both types (Dry type, Wet type) 4. Neither Dry type nor Wet type
4. What is your objective to use the tissue?	Nominal Scale	1. General cleansing 2. Body cleansing 3. Cosmetic cleansing 4. Other..... (please specify)
5. What is your purpose the most purchased for tissue?	Nominal Scale	1. Private 2. Family 3. Other..... (please specify)
6. What is your priority in buying the most of the tissues?	Nominal Scale	1. Price 2. Quantity 3. Buy easily 4. Softness 5. Brand 6. Packaging 7. Fragrance 8. Safety



**Part 5.** Consumer Lifestyles to purchase tissues.

Table 3.2: Level of Information Measurement and Criteria.

Variable	Level of Measurement	Criteria Classification
1.What is your priority in activity the most of the lifestyles?	Nominal Scale	1. Working 2. Hobby 3. Social Activities 4. Free time 5. Entertainment 6. Member Club 7. Community activity 8. Buying 9. Other ..... (please specify)
2. What is your priority in interest the most of the lifestyles?	Nominal Scale	1. Family 2. House 3. Work 4. Recreation 5. Community 6. Fashion 7. Food 8. Media 9. Other ..... (please specify)

(Continued)

Table 3.2 (Continued): Level of Information Measurement and Criteria.

Variable	Level of Measurement	Criteria Classification
3.What is your priority in opinion the most of the lifestyles?	Nominal Scale	1. Oneself 2. Social issues 3. Politics 4. Business 5. Economic 6. Education 7. Product 8. Future 9. Other ..... (please specify)

**Part 6.** Overview of Demographic information.

Table 3.3 Level of Information Measurement and Criteria.

Variable	Level of Measurement	Criteria Classification
1.Gender	Nominal Scale	1. Male 2. Female
2. Age	Ordinal Scale	1. Below 15 years 2. 15 – 25 years 3. 26 – 35 years 4. 36 – 45 years 5. Over 46 year
3.Status	Nominal Scale	1. Single 2. Married 3. Other(Widowed,Separated,Divorced)

(Continued)

Table 3.3 (Continued): Level of Information Measurement and Criteria.

Variable	Level of Measurement	Criteria Classification
4. Highest education level	Ordinal Scale	1. Secondary school or lower 2. Diploma/Higher vocational certificate 3. Bachelor's degree 4. Master's degree or higher
5. Occupation	Nominal Scale	1. State enterprise official 2. Private company official 3. Bureaucrat 4. Own private business /Freelance 5. Housewife/ Father's House 6. Other .....(please specify)
6. Revenue per month	Ordinal Scale	1. Below 15,000 Baht 2. 15,000 – 25,000 Baht 3. 25,001 – 35,000 Baht 4. 35,001 – 45,000 Baht 5. 45,001 – 55,000 Baht 6. Over 55,001 Baht

Therefore, criteria for evaluation of Part 2 discussion on the part of the findings of the descriptive questionnaire used measurement data types interval scale by likert scale the criteria on average, as follows.

$$\begin{aligned}
 \text{Average} &= \frac{\text{maximum} - \text{minimum}}{\text{level}} \\
 &= \frac{7 - 0}{7} \\
 &= 1
 \end{aligned}$$

<u>The level of scale</u>	<u>Notes for Interpretation</u>
0.00 - 0.00	No effect
0.01 - 1.00	Minimal effect
1.01 - 2.00	Little effect
2.01 - 3.00	Relatively little effect
3.01 - 4.00	Moderate effect
4.01 - 5.00	Quite effect
5.01 - 6.00	Much effect
6.01 - 7.00	Most effect

Therefore, criteria for evaluation of Part 3 discussion on the part of the findings of the descriptive questionnaire used measurement data types interval scale by likert scale the criteria on average, as follows.

$$\begin{aligned}
 \text{Average} &= \frac{\text{maximum} - \text{minimum}}{\text{level}} \\
 &= \frac{5 - 1}{5} \\
 &= 0.8
 \end{aligned}$$

<u>The level of scale</u>	<u>Notes for Interpretation</u>
1.00 - 1.80	Minimal effect
1.81 - 2.60	Little effect
2.61 - 3.40	Moderate effect
3.41 - 4.20	Much effect
4.21 - 5.00	Most effect

### 3.4 Data Collection

This research focuses to investigate of factors affecting purchase decision of Top three Tissue brands ( Kleenex, Scott and Cellox) of customers in Bangkok by collecting data as follows:

1. Collected data from books Textbooks on marketing and research related to the decision to buy tissue brand to guide the creation of the questionnaire.

3. Design the questionnaire and let the consumer about tissue products look into the questionnaires to revise and rewrite to be reliable also draft questionnaire submitted to the advisor to check the validity of content and the appropriateness of the language used then analysis the pre-test to test validity and reliability of questionnaire by :

2.1 Validity test by let the consumer about tissue products to look into the questionnaires as technique of The Index of Item Objective Congruence (IOC) to test Validity below:

$$IOC = \frac{\sum R}{N}$$

IOC = The measure of consistency.

R = The score of experts.

$\Sigma R$  = The sum of score of each individual experts.

N = The number of professionals

From the efficiency of The Index of Item Objective Congruence (IOC) the acceptable number must to have a value of 0.50 or more.

List of 3 experts who ratification The Index of Item Objective Congruence (IOC).

- |                          |                             |
|--------------------------|-----------------------------|
| 1. Thidarat Klinkhajorn  | Export sale manager         |
| 2. Apasri Jirasrikuntoon | Consumer of Tissue products |
| 3. Siriporn Chowchote    | Consumer of Tissue products |

2.2 Reliability test determine the pre-test of sample 30 respondents to analysis the Reliability of the questionnaire and used SPSS programs to test the reliability of Cronbach's Alpha to analysis of the value havet not less than 0.7 as the result for pre-test is 0.894of reliability.

Table 3.4 : Reliability Statistics show level of Cronbach's Alpha

Reliability Statistics	
Cronbach's Alpha	N of Items
.894	51

3. Primary data was obtained using a questionnaire to collect data from a sample of 500 respondents conducted by the researchers will collect data using a questionnaire from the samples themselves and the main data used in the analysis

based on the hypothesis to be concluded for the purposes of research after that, put the questionnaire validated the accuracy and completeness into digits in the code for processing by a computer based on the criteria of each section then processed and analyzed in next step

4. Secondary data is information related to a research study by a research report from the thesis research. Information from the Internet for organizations that have collected information and media such as newspapers, magazines, journals, to define the Conceptual Framework ,Reference and writing Research Report.

### **3.5 Analysis and Data processing**

Researchers collected samples were taken for processing information using SPSS program for run the program and analysis statistical data as follows:

#### **1. Descriptive statistics**

##### **1.1 Frequency**

By using frequency to explain general demographic, consumption behavior and consumer lifestyles.

#### **2. Multinomial logistic Regression**

##### **2.1 Hypothesis testing**

By using regression of hypothesis testing to express each categories of factors of product , price ,place, promotion, brand, eco-friendly, recycle , corporate social responsibility, consumption behavior and consumer lifestyles and testing hypothesis to find the results.

#### **3. Descriptive statistics**

##### **3.1 Cross tabulation**

By using Cross tabulation to explain general demographic , consumption behavior and consumer lifestyles.

### **3.6 The Variable**

The variable in this study by divide into 2 parts, there are Independent Variables and Dependent Variables.:

**Independent Variables:** able to divide into 4 variables as follows:

1. The market factors (Product , Price , Promotion, Place,Brand)
2. The social and environmental factors (Eco-friendly, Recycle , Corporate social responsibility)
3. Personal factors (consumption behavior, consumer lifestyles)
4. Demographic information

**Dependent Variables:**

1. Factors affecting purchase decision of Top three Tissue brands ( Kleenex , Scott and Cellox) of customers in Bangkok.



## CHAPTER 4

### RESEARCH FINDING AND DATA ANALYSIS

The research name factors affecting purchase decision of Top three Tissue brands ( Kleenex , Scott and Cellox) of customers in Bangkok. The researcher collected data 500 questionnaires by questionnaire and analyze information by the present results of analysis data as follows.

1. Analysis of frequency
2. Analysis of Multinomial logistic Regression
3. Analysis of Cross Tabulation

#### 4.1 Analysis of frequency

The following tables are the descriptive analysis of the tissues brand chosen most frequently which shown frequency and percentage distribution of 500 respondents respectively.

Table 4.1 : Frequency and Percentage of Brands

	Frequen cy	Percent	Valid Percent	Cumulative Percent
Valid Kleenex	131	26.2	26.2	26.2
Scott	260	52.0	52.0	78.2
Cellox	109	21.8	21.8	100.0
Total	500	100.0	100.0	

From the table 4.1 shows that most of the respondents are choosing Scott brand which contain 260 respondents (52%), The 2<sup>nd</sup> is Kleenex brand 131 respondents (26.2%), The 3<sup>rd</sup> is Cellox brand 109 respondents (21.8%).

#### 4.2 Analysis of hypothesis testing

##### Testing Factors affecting purchase decision a tissue brand Hypothesis



Table 4.2 : Multinomial Logistic Regression analysis on factors affecting purchase decision a tissue brand, Testing Factors affecting purchase decision a tissue brand Hypothesis

Likelihood Ratio Tests				
Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Q2.1	814.240	16.201	14	.301
Q2.2	814.014	15.975	14	.315
Q2.3	829.385	31.346	14	<b>.005</b>
Q2.4	826.031	27.992	14	<b>.014</b>
Q2.5	823.389	25.349	14	<b>.031</b>
Q2.6	831.340	33.300	14	<b>.003</b>
Q2.7	814.867	16.827	14	.265
Q2.8	815.724	17.684	14	.222
Q2.9	811.968	13.928	14	.455
Q2.10	811.619	13.579	14	.482

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are

Table 4.2 show that Q2.3 (Place), Q2.4 (Promotion) ,Q2.5 (Brand), Q2.6 (Eco-friendly) in P-value < 0.05 therefore can reject H3o ,H4o,H5o,H6o that they are not effecting purchase decision of Tissue brands and accept H1a,H2a,H7a,H8a,H9a ,H10a that Product, Price , Recycle , Corporate Social Responsibility, Consumption behavior and Consumer lifestyles are all significant P value > 0.05 mean they are effecting purchase decision of Tissue brands

#### Testing Factors affecting purchase decision a tissue brand Hypothesis

Table 4.3 : Multinomial Logistic Regression analysis on factors affecting purchase decision a tissue brand, Testing Factors affecting purchase decision a tissue brand Hypothesis

Likelihood Ratio Tests				
Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Q3.1.1	677.775	8.180	8	.416
Q3.1.2	686.152	16.557	8	<b>.035</b>
Q3.1.3	677.620	8.025	8	.431
Q3.1.4	685.709	16.114	8	<b>.041</b>
Q3.1.5	687.687	18.092	8	<b>.021</b>
Q3.1.6	689.331	19.736	8	<b>.011</b>
Q3.1.7	680.621	11.026	8	.200
Q3.1.8	676.993	7.398	8	.494
Q3.2.1	680.001	10.406	6	.109
Q3.2.2	681.549	11.953	8	.153
Q3.2.3	682.848	13.253	8	.103
Q3.3.1	676.125	6.530	8	.588
Q3.3.2	681.057	11.462	8	.177
Q3.4.1	674.044	4.449	8	.815
Q3.4.2	684.240	14.645	8	.066
Q3.4.3	677.015	7.420	8	.492
Q3.4.4	687.940	18.345	8	<b>.019</b>
Q3.5.1	676.861	7.266	8	.508
Q3.5.2	676.302	6.707	8	.569
Q3.5.3	689.167	19.572	8	<b>.012</b>
Q3.6.1	686.304	16.709	8	<b>.033</b>
Q3.6.2	684.736	15.141	8	.056
Q3.7.1	686.058	16.463	8	<b>.036</b>
Q3.7.2	675.744	6.149	8	.631
Q3.8.1	688.994	19.399	8	<b>.013</b>

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0. Table 4.3 show that

**H1) Product hypothesis;** Q3.1.2: toughness, Q3.1.4: fragrance of paper, Q3.1.5: quantity of sheets per roll / box ,Q3.1.6: package beauty and attractiveness which P-value < 0.05 therefore can reject that they are not effecting purchase decision of tissue but softness, ability to absorb, made from purity pulp and convenient to cleaning applications are all significant P value > 0.05 mean they are effecting purchase decision of Tissue brands.

**H2) Price hypothesis ;** proper price comparing with quality of goods , proper price comparing with quantity, proper price comparing with other brands are all significant P value > 0.05 mean they are effecting purchase decision of Tissue brands.

**H3) Place hypothesis ;** purchased at the retail store and to access all the places you want are all significant P value > 0.05 mean they are effecting purchase decision of Tissue brands.

**H4) Promotion hypothesis ;** Q 3.4.4 : advertising makes interesting products which P-value < 0.05 therefore can reject that they are not effecting purchase decision of Tissue but discount from the price tag , organized promotions such as buy one get one and dispensation Sample are all significant P value > 0.05 mean they are effecting purchase decision of Tissue brands.

**H5) Brand hypothesis;** Q 3.5.3 : brand appeal which P-value < 0.05 therefore can reject that they are not effecting purchase decision of Tissue but recognize brand logos and famous brand are all significant P value > 0.05 mean they are effecting purchase decision of Tissue brands.

**H6) Eco-Friendly hypothesis;** Q 3.6.1 : production helps protect the environment which P-value < 0.05 therefore can reject that they are not effecting purchase decision of Tissue but environmentally-friendly is significant P value > 0.05 mean they are effecting purchase decision of Tissue brands.

**H7) Recycle;** Q 3.7.1 : easily digested which P-value < 0.05 therefore can reject that they are not effecting purchase decision of Tissue but contributes to bringing recycled easily is significant P value > 0.05 mean they are effecting purchase decision of Tissue brands.

**H8) Corporate Social Responsibility (CSR);** assist and social development has P-value < 0.05 therefore can reject that they are not effecting purchase decision of Tissue.

### 4.3 Analysis of Cross Tabulation

Table 4.4 : Cross tabulation: Brand with Frequently use tissue

<b>Brand * Frequently use tissue Crosstabulation</b>					
		How often do you use the tissue regularly?			Total
		Regularly	Sometime	Never	
Kleenex	Count	86	45	0	131
	% within Brand	65.6%	34.4%	0.0%	100.0%
	% within Frequently use	26.0%	27.1%	0.0%	26.2%
	% of Total	17.2%	9.0%	0.0%	26.2%
Scott	Count	169	89	2	260
	% within Brand	65.0%	34.2%	0.8%	100.0%
	% within Frequently use	51.1%	53.6%	66.7%	52.0%
	% of Total	33.8%	17.8%	0.4%	52.0%
Cellox	Count	76	32	1	109
	% within Brand	69.7%	29.4%	0.9%	100.0%
	% within Frequently use	23.0%	19.3%	33.3%	21.8%
	% of Total	15.2%	6.4%	0.2%	21.8%
Total	Count	331	166	3	500
	% within Brand	66.2%	33.2%	0.6%	100.0%
	% within Frequently use	100.0%	100.0%	100.0%	100.0%

Most respondents are choosing brand of Scott use regularly (51.1%) while the most of favorite Kleenex and Cellox use tissue in regularly in the frequently.

Table 4.5 :Cross tabulation: Brand with Frequently bring tissue.

<b>Brand * Frequently bring tissue Crosstabulation</b>					
		How often do you bring the tissue regularly?			Total
		Regularly	Sometime	Never	
Kleenex	Count	54	69	8	131
	% within Brand	41.2%	52.7%	6.1%	100.0%
	% within Frequently bring	27.7%	25.7%	22.2%	26.2%
	% of Total	10.8%	13.8%	1.6%	26.2%

(Continued)

Table 4.5 (Continued) : Cross tabulation: Brand with Frequently bring tissue.

Brand * Frequently bring tissue Crosstabulation					
		How often do you bring the tissue regularly?			Total
		Regularly	Sometime	Never	
Scott	Count	91	146	23	260
	% within Brand	35.0%	56.2%	8.8%	100.0%
	% within Frequently bring tissue	46.7%	54.3%	63.9%	52.0%
	% of Total	18.2%	29.2%	4.6%	52.0%
Cellox	Count	50	54	5	109
	% within Brand	45.9%	49.5%	4.6%	100.0%
	% within Frequently bring tissue	25.6%	20.1%	13.9%	21.8%
	% of Total	10.0%	10.8%	1.0%	21.8%
Total	Count	195	269	36	500
	% within Brand	39.0%	53.8%	7.2%	100.0%
	% within Frequently bring tissue	100.0%	100.0%	100.0%	100.0%

Most respondents are choosing brand of Scott use bring sometime (54.3%) while the most of favorite Kleenex will bring in regularly and Cellox bring tissue in sometime.

Table 4.6 : Cross tabulation: Brand with Type tissue.

<b>Brand * Type tissue Crosstabulation</b>						
		Which the tissue you mostly used?				Total
		Dry type	Wet type	Both types	Neither	
Kleenex	Count	60	4	67	0	131
	% within Brand	45.8%	3.1%	51.1%	0.0%	100.0%
	% within Type tissue	20.4%	66.7%	33.7%	0.0%	26.2%
	% of Total	12.0%	0.8%	13.4%	0.0%	26.2%
Scott	Count	160	1	98	1	260
	% within Brand	61.5%	0.4%	37.7%	0.4%	100.0%
	% within Type tissue	54.4%	16.7%	49.2%	100.0%	52.0%
	% of Total	32.0%	0.2%	19.6%	0.2%	52.0%

(Continued)

Table 4.6 (Continued) : Cross tabulation: Brand with Type tissue.

Brand * Type tissue Crosstabulation						
		Which the tissue you mostly used?				Total
		Dry type	Wet type	Both types	Neither	
Cellox	Count	74	1	34	0	109
	% within Brand	67.9%	0.9%	31.2%	0.0%	100.0%
	% within Type tissue	25.2%	16.7%	17.1%	0.0%	21.8%
	% of Total	14.8%	0.2%	6.8%	0.0%	21.8%
Total	Count	294	6	199	1	500
	% within Brand	58.8%	1.2%	39.8%	0.2%	100.0%
	% within Type tissue	100.0%	100.0%	100.0%	100.0%	100.0%

Most respondents are choosing brand of Scott use dry type (54.4%) and Both type (49.2%) while the most of favorite Kleenex use both type and the most of favorite Cellox use dry type.

Table 4.7 : Cross tabulation: Brand with Objective to use tissue.

Brand * Objective to use tissue Crosstabulation						
		What is your objective to use the tissue?				Total
		Other	General cleansing	Body cleansing	Cosmetic cleansing	
Kleenex	Count	0	97	27	7	131
	% within Brand	0.0%	74.0%	20.6%	5.3%	100.0%
	% within Objective	0.0%	25.5%	27.3%	46.7%	26.2%
	% of Total	0.0%	19.4%	5.4%	1.4%	26.2%
Scott	Count	3	197	54	6	260
	% within Brand	1.2%	75.8%	20.8%	2.3%	100.0%
	% within Objective	60.0%	51.7%	54.5%	40.0%	52.0%
	% of Total	0.6%	39.4%	10.8%	1.2%	52.0%

(Continued)

Table 4.7 (Continued): Cross tabulation: Brand with Objective to use tissue.

Brand * Objective to use tissue Crosstabulation						
		What is your objective to use the tissue?				Total
		Other	General cleansing	Body cleansing	Cosmetic cleansing	
Cellox	Count	2	87	18	2	109
	% within Brand	1.8%	79.8%	16.5%	1.8%	100.0%
	% within Objective	40.0%	22.8%	18.2%	13.3%	21.8%
	% of Total	0.4%	17.4%	3.6%	0.4%	21.8%
Total	Count	5	381	99	15	500
	% within Brand	1.0%	76.2%	19.8%	3.0%	100.0%
	% within Objective	100.0%	100.0%	100.0%	100.0%	100.0%

Most respondents are choosing brand of Scott which Kleenex and Cellox, they have same objective is general cleansing to use tissue.

Table 4.8 : Cross tabulation: Brand with Purpose buying tissue.

Brand * Purpose buying tissue Crosstabulation					
		What is your purpose the most purchased for tissue?			Total
		Other	Private	Family	
Kleenex	Count	0	77	54	131
	% within Brand	0.0%	58.8%	41.2%	100.0%
	% within Purpose buy	0.0%	34.2%	19.7%	26.2%
	% of Total	0.0%	15.4%	10.8%	26.2%
Scott	Count	1	96	163	260
	% within Brand	0.4%	36.9%	62.7%	100.0%
	% within Purpose buy	100.0%	42.7%	59.5%	52.0%
	% of Total	0.2%	19.2%	32.6%	52.0%

(Continued)

Table 4.8 (Continued): Cross tabulation: Brand with Purpose buying tissue.

Brand * Purpose buying tissue Crosstabulation					
		What is your purpose the most purchased for tissue?			Total
		Other	Private	Family	
Cellox	Count	0	52	57	109
	% within Brand	0.0%	47.7%	52.3%	100.0%
	% within Purpose buy	0.0%	23.1%	20.8%	21.8%
	% of Total	0.0%	10.4%	11.4%	21.8%
Total	Count	1	225	274	500
	% within Brand	0.2%	45.0%	54.8%	100.0%
	% within Purpose	100.0%	100.0%	100.0%	100.0%

Most respondents are choosing brand of Scott most purchase tissue for family (59.5%) and Both type (49.2%) while the most of favorite Kleenex and Cellox purchase tissue for private.

Table 4.9 : Cross tabulation: Brand with Buying.

Brand * Buying Crosstabulation											
		What is your priority in buying the most of the tissues?									Total
		Other	Price	Quantity	Buy easily	Softness	.Brand	Packaging	fragrance	Safety	
Kleenex	Count	1	31	4	8	43	23	8	1	12	131
	% within Brand	0.8%	23.7%	3.1%	6.1%	32.8%	17.6%	6.1%	0.8%	9.2%	100.0%
	% within Buying	7.1%	23.7%	16.0%	16.7%	29.5%	67.6%	44.4%	25.0%	15.0%	26.2%
	% of Total	0.2%	6.2%	0.8%	1.6%	8.6%	4.6%	1.6%	0.2%	2.4%	26.2%

(Continued)



Table 4.9 (Continued): Cross tabulation: Brand with Buying

<b>Brand * Buying Crosstabulation</b>											
		What is your priority in buying the most of the tissues?									Total
		Other	Price	Quantity	Buy easily	Softness	Brand	Packaging	fragrance	Safety	
Scott	Count	10	71	17	27	81	4	5	2	43	260
	% within Brand	3.8%	27.3%	6.5%	10.4%	31.2%	1.5%	1.9%	0.8%	16.5%	100.0%
	% within Buying	71.4%	54.2%	68.0%	56.3%	55.5%	11.8%	27.8%	50.0%	53.8%	52.0%
	% of Total	2.0%	14.2%	3.4%	5.4%	16.2%	0.8%	1.0%	0.4%	8.6%	52.0%
Cellox	Count	3	29	4	13	22	7	5	1	25	109
	% within Brand	2.8%	26.6%	3.7%	11.9%	20.2%	6.4%	4.6%	0.9%	22.9%	100.0%
	% within Buying	21.4%	22.1%	16.0%	27.1%	15.1%	20.6%	27.8%	25.0%	31.3%	21.8%
	% of Total	0.6%	5.8%	0.8%	2.6%	4.4%	1.4%	1.0%	0.2%	5.0%	21.8%
Total	Count	14	131	25	48	146	34	18	4	80	500
	% within Brand	2.8%	26.2%	5.0%	9.6%	29.2%	6.8%	3.6%	0.8%	16.0%	100.0%
	% within Buying	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Most respondents are choosing brand of Scott most buying for price, quantity, buy easily, softness and safety. while the most of favorite Kleenex buying for price, softness, brand. Moreover the most of favorite Cellox buying for price, softness and safety.

Table 4.10 : Cross tabulation: Brand with Activity.

Brand * Activity Crosstabulation											
		What is your priority in activity the most of the lifestyles?									Total
		Other	Working	Hobby	Social	Free time	Entertain	Member	Community	Buying	
Kleenex	Count	2	60	13	8	24	7	2	3	8	127
	% within Brand	1.6%	47.2%	10.2%	6.3%	18.9%	5.5%	1.6%	2.4%	6.3%	100.0%
	% within Activity	18.2%	25.0%	29.5%	26.7%	26.4%	17.5%	100.0%	37.5%	42.1%	26.2%
	% of Total	0.4%	12.4%	2.7%	1.6%	4.9%	1.4%	0.4%	0.6%	1.6%	26.2%
Scott	Count	7	126	24	16	42	24	0	4	8	251
	% within Brand	2.8%	50.2%	9.6%	6.4%	16.7%	9.6%	0.0%	1.6%	3.2%	100.0%
	% within Activity	63.6%	52.5%	54.5%	53.3%	46.2%	60.0%	0.0%	50.0%	42.1%	51.8%
	% of Total	1.4%	26.0%	4.9%	3.3%	8.7%	4.9%	0.0%	0.8%	1.6%	51.8%
Cellox	Count	2	54	7	6	25	9	0	1	3	107
	% within Brand	1.9%	50.5%	6.5%	5.6%	23.4%	8.4%	0.0%	0.9%	2.8%	100.0%
	% within Activity	18.2%	22.5%	15.9%	20.0%	27.5%	22.5%	0.0%	12.5%	15.8%	22.1%
	% of Total	0.4%	11.1%	1.4%	1.2%	5.2%	1.9%	0.0%	0.2%	0.6%	22.1%
Total	Count	11	240	44	30	91	40	2	8	19	485
	% within Brand	2.3%	49.5%	9.1%	6.2%	18.8%	8.2%	0.4%	1.6%	3.9%	100.0%
	% within Activity	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	2.3%	49.5%	9.1%	6.2%	18.8%	8.2%	0.4%	1.6%	3.9%	100.0%

Most respondents are choosing brand of Scott most lifestyles in activity working, hobby, social activities, free time and Entertainment while the most of favorite Kleenex and Cellox focus on working and free time in activity of lifestyles.

Table 4.11 : Cross tabulation: Brand with Interest.

<b>Brand * Interest Crosstabulation</b>											
		What is your priority in interest the most of the lifestyles?									Total
		Other	Family	House	Work	Recreation	Community	Fashion	Food	Media	
Kleenex	Count	0	89	11	9	2	0	4	4	3	122
	% within Brand	0.0%	73.0%	9.0%	7.4%	1.6%	0.0%	3.3%	3.3%	2.5%	100.0%
	% within Interest	0.0%	26.8%	32.4%	25.7%	14.3%	0.0%	33.3%	20.0%	37.5%	26.6%
	% of Total	0.0%	19.4%	2.4%	2.0%	0.4%	0.0%	0.9%	0.9%	0.7%	26.6%
Scott	Count	2	180	16	12	9	1	3	11	3	237
	% within Brand	0.8%	75.9%	6.8%	5.1%	3.8%	0.4%	1.3%	4.6%	1.3%	100.0%
	% within Interest	100.0%	54.2%	47.1%	34.3%	64.3%	100.0%	25.0%	55.0%	37.5%	51.7%
	% of Total	0.4%	39.3%	3.5%	2.6%	2.0%	0.2%	0.7%	2.4%	0.7%	51.7%
Cellox	Count	0	63	7	14	3	0	5	5	2	99
	% within Brand	0.0%	63.6%	7.1%	14.1%	3.0%	0.0%	5.1%	5.1%	2.0%	100.0%
	% within Interest	0.0%	19.0%	20.6%	40.0%	21.4%	0.0%	41.7%	25.0%	25.0%	21.6%
	% of Total	0.0%	13.8%	1.5%	3.1%	0.7%	0.0%	1.1%	1.1%	0.4%	21.6%
Total	Count	2	332	34	35	14	1	12	20	8	458
	% within Brand	0.4%	72.5%	7.4%	7.6%	3.1%	0.2%	2.6%	4.4%	1.7%	100.0%
	% within Interest	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	0.4%	72.5%	7.4%	7.6%	3.1%	0.2%	2.6%	4.4%	1.7%	100.0%

Most respondents are choosing of Scott, Kleenex and Cellox interest to family in lifestyles.

Table 4.12 : Cross tabulation: Brand with Opinion.

<b>Brand * Opinion Crosstabulation</b>											
		What is your priority in opinion the most of the lifestyles?									Total
		Other	Oneself	Social issues	Politics	Business	Economic	Education	Product	Future	
Kleenex	Count	0	66	14	2	6	6	7	6	24	131
	% within Brand	0.0%	50.4%	10.7%	1.5%	4.6%	4.6%	5.3%	4.6%	18.3%	100.0%
	% within Opinion	0.0%	30.3%	25.5%	40.0%	21.4%	16.2%	16.3%	25.0%	29.6%	26.6%
	% of Total	0.0%	13.4%	2.8%	0.4%	1.2%	1.2%	1.4%	1.2%	4.9%	26.6%
Scott	Count	2	109	24	2	16	22	23	13	44	255
	% within Brand	0.8%	42.7%	9.4%	0.8%	6.3%	8.6%	9.0%	5.1%	17.3%	100.0%
	% within Opinion	100.0%	50.0%	43.6%	40.0%	57.1%	59.5%	53.5%	54.2%	54.3%	51.7%
	% of Total	0.4%	22.1%	4.9%	0.4%	3.2%	4.5%	4.7%	2.6%	8.9%	51.7%
Cellox	Count	0	43	17	1	6	9	13	5	13	107
	% within Brand	0.0%	40.2%	15.9%	0.9%	5.6%	8.4%	12.1%	4.7%	12.1%	100.0%
	% within Opinion	0.0%	19.7%	30.9%	20.0%	21.4%	24.3%	30.2%	20.8%	16.0%	21.7%
	% of Total	0.0%	8.7%	3.4%	0.2%	1.2%	1.8%	2.6%	1.0%	2.6%	21.7%

(Continued)

Table 4.12 (Continued) : Cross tabulation: Brand with Opinion

<b>Brand * Opinion Crosstabulation</b>											
		What is your priority in opinion the most of the lifestyles?									Total
		Other	Oneself	Social issues	Politics	Business	Economic	Education	Product	Future	
Total	Count	2	218	55	5	28	37	43	24	81	493
	% within Brand	0.4	44.2	11.2	1.0	5.7	7.5	8.7	4.9	16.4	100.0%
	% within Opinion	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Most respondents are choosing of Scott, Kleenex and Cellox opinion and harmonize to oneself in first and Social issues, Future in second thing also business, economic, education and product in lifestyles.

Table 4.13 : Cross tabulation: Brand with Gender

<b>Brand * Gender Crosstabulation</b>				
		Gender		Total
		Male	Female	
Kleenex	Count	56	75	131
	% within Brand	42.7%	57.3%	100.0%
	% within Gender	30.8%	23.6%	26.2%
	% of Total	11.2%	15.0%	26.2%
Scott	Count	99	161	260
	% within Brand	38.1%	61.9%	100.0%
	% within Gender	54.4%	50.6%	52.0%
	% of Total	19.8%	32.2%	52.0%
Cellox	Count	27	82	109
	% within Brand	24.8%	75.2%	100.0%
	% within Gender	14.8%	25.8%	21.8%
	% of Total	5.4%	16.4%	21.8%

(Continued)

Table 4.13 (Continued): Cross tabulation: Brand with Gender

Brand * Gender Crosstabulation				
		Gender		Total
		Male	Female	
Total	Count	182	318	500
	% within Brand	36.4%	63.6%	100.0%
	% within Gender	100.0%	100.0%	100.0%

Most respondents all brand are female 63.3% at Scott (50.6%). and male select brand Scott sequence one and Kleenex two sequences.

Table 4.14: Cross tabulation: Brand with Age to use tissue.

Brand * Age Crosstabulation							
		Age (years)					Total
		Below 15	15-25	26-35	36-45	Over 46	
Kleenex	Count	2	32	57	28	12	131
	% within Brand	1.5%	24.4%	43.5%	21.4%	9.2%	100.0%
	% within Age	14.3%	21.3%	26.5%	31.5%	37.5%	26.2%
	% of Total	0.4%	6.4%	11.4%	5.6%	2.4%	26.2%
Scott	Count	6	94	108	38	14	260
	% within Brand	2.3%	36.2%	41.5%	14.6%	5.4%	100.0%
	% within Age	42.9%	62.7%	50.2%	42.7%	43.8%	52.0%
	% of Total	1.2%	18.8%	21.6%	7.6%	2.8%	52.0%
Cellox	Count	6	24	50	23	6	109
	% within Brand	5.5%	22.0%	45.9%	21.1%	5.5%	100.0%
	% within Age	42.9%	16.0%	23.3%	25.8%	18.8%	21.8%
	% of Total	1.2%	4.8%	10.0%	4.6%	1.2%	21.8%

(Continued)

Table 4.14 Continued): Cross tabulation: Brand with Age to use tissue.

Brand * Age Crosstabulation							
		Age					Total
		Below 15 years	15-25 years	26-35 years	36-45 years	Over 46 year	
Total	Count	14	150	215	89	32	500
	% within Brand	2.8%	30.0%	43.0%	17.8%	6.4%	100.0%
	% within Age	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Most respondents of all brands in age is 26-35 years (43.0%), the second is 15-25 years.

Table 4.15: Cross tabulation: Brand with Status.

Brand * Status Crosstabulation					
		Status			Total
		Single	Married	Other (Widowed, Separated, Divorced)	
Kleenex	Count	90	37	4	131
	% within Brand	68.7%	28.2%	3.1%	100.0%
	% within Status	24.0%	32.7%	33.3%	26.2%
		18.0%	7.4%	0.8%	26.2%
	% of Total				
Scott	Count	205	48	7	260
	% within Brand	78.8%	18.5%	2.7%	100.0%
	% within Status	54.7%	42.5%	58.3%	52.0%
		41.0%	9.6%	1.4%	52.0%
	% of Total				

(Continued)

Table 4.15 (Continued): Cross tabulation: Brand with Status.

Brand * Status Crosstabulation					
		Status			Total
		Single	Married	Other (Widowed, Separated, Divorced)	
Kleenex	Count	90	37	4	131
	% within Brand	68.7%	28.2%	3.1%	100.0%
	% within Status	24.0%	32.7%	33.3%	26.2%
	% of Total	18.0%	7.4%	0.8%	26.2%
Scott	Count	205	48	7	260
	% within Brand	78.8%	18.5%	2.7%	100.0%
	% within Status	54.7%	42.5%	58.3%	52.0%
	% of Total	41.0%	9.6%	1.4%	52.0%

Most respondents of all brands in status are single.

Table 4.16: Cross tabulation: Brand with Level of Education.

Brand * Level of Education Crosstabulation						
		Level of Education				Total
		Secondary school or lower	Diploma/H igher vocational	Bachelor's degree	Master's degree or higher	
Kleenex	Count	24	7	69	31	131
	% within Brand	18.3%	5.3%	52.7%	23.7%	100.0%
	% within Education	18.9%	23.3%	29.1%	29.2%	26.2%
	% of Total	4.8%	1.4%	13.8%	6.2%	26.2%
Scott	Count	82	10	111	57	260
	% within Brand	31.5%	3.8%	42.7%	21.9%	100.0%
	% within Education	64.6%	33.3%	46.8%	53.8%	52.0%
	% of Total	16.4%	2.0%	22.2%	11.4%	52.0%

(Continued)



Table 4.16 (Continued): Cross tabulation: Brand with Level of Education.

Brand * Level of Education Crosstabulation						
		Level of Education				Total
		Secondary school or lower	Diploma/Higher vocational	Bachelor's degree	Master's degree or higher	
Cellox	Count	21	13	57	18	109
	% within Brand	19.3%	11.9%	52.3%	16.5%	100.0%
	% within Education	16.5%	43.3%	24.1%	17.0%	21.8%
	% of Total	4.2%	2.6%	11.4%	3.6%	21.8%
Total	Count	127	30	237	106	500
	% within Brand	25.4%	6.0%	47.4%	21.2%	100.0%
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%

Most respondents of all brands in education are bachelor's degree which most respondents of Scott and Cellox bachelor's degree and Secondary school or lower and most respondents of Kleenex are bachelor's degree and Master's degree or higher .

Table 4.17: Cross tabulation: Brand with Occupation.

Brand * Occupation Crosstabulation								
		Occupation						Total
		State enterprise official	Private company official	Bureaucrat	Own private business /Freelance	Housewife/Father's House.	Other	
Kleenex	Count	10	50	14	27	5	25	131
	% within Brand	7.6%	38.2%	10.7%	20.6%	3.8%	19.1%	100.0%
	% within Occupation	41.7%	24.3%	46.7%	26.2%	33.3%	20.5%	26.2%
	% of Total	2.0%	10.0%	2.8%	5.4%	1.0%	5.0%	26.2%

(Continued)

Table 4.17 (Continued) : Cross tabulation: Brand with Occupation.

Brand * Occupation Crosstabulation								
		Occupation						Total
		State enterprise official	Private company official	Bureaucrat	Own private business /Freelance	Housewife/Father's House.	Other	
Scott	Count	4	114	16	51	4	71	260
	% within Brand	1.5%	43.8%	6.2%	19.6%	1.5%	27.3%	100.0%
	% within Occupation	16.7%	55.3%	53.3%	49.5%	26.7%	58.2%	52.0%
	% of Total	0.8%	22.8%	3.2%	10.2%	0.8%	14.2%	52.0%
Cellox	Count	10	42	0	25	6	26	109
	% within Brand	9.2%	38.5%	0.0%	22.9%	5.5%	23.9%	100.0%
	% within Occupation	41.7%	20.4%	0.0%	24.3%	40.0%	21.3%	21.8%
	% of Total	2.0%	8.4%	0.0%	5.0%	1.2%	5.2%	21.8%
Total	Count	24	206	30	103	15	122	500
	% within Brand	4.8%	41.2%	6.0%	20.6%	3.0%	24.4%	100.0%
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Most respondents of all brands in Occupation is Private company official and Own private business /Freelance.

Table 4.18 : Cross tabulation: Brand with Revenue per month.

Brand * Revenue per month Crosstabulation								
		Revenue per month						Total
		Below 15,000 Baht	15,000 – 25,000 Baht	25,001 – 35,000 Baht	35,001 – 45,000 Baht	45,001 – 55,000 Baht	Over 55,001 Baht	
Kleenex	Count	31	17	31	23	10	19	131
	% within Brand	23.7%	13.0%	23.7%	17.6%	7.6%	14.5%	100.0%
	% within Revenue	20.9%	20.0%	33.7%	35.9%	28.6%	25.0%	26.2%
	% of Total	6.2%	3.4%	6.2%	4.6%	2.0%	3.8%	26.2%
Scott	Count	89	42	38	27	19	45	260
	% within Brand	34.2%	16.2%	14.6%	10.4%	7.3%	17.3%	100.0%
	% within Revenue	60.1%	49.4%	41.3%	42.2%	54.3%	59.2%	52.0%
	% of Total	17.8%	8.4%	7.6%	5.4%	3.8%	9.0%	52.0%
Cellox	Count	28	26	23	14	6	12	109
	% within Brand	25.7%	23.9%	21.1%	12.8%	5.5%	11.0%	100.0%
	% within Revenue	18.9%	30.6%	25.0%	21.9%	17.1%	15.8%	21.8%
	% of Total	5.6%	5.2%	4.6%	2.8%	1.2%	2.4%	21.8%
Total	Count	148	85	92	64	35	76	500
	% within Brand	29.6%	17.0%	18.4%	12.8%	7.0%	15.2%	100.0%
	% within Revenue	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Most respondents of all brands in Revenue per month is below 15,000 baht and 25,001- 35,000 Baht.

## CHAPTER 5

### DISCUSSION AND CONCLUSION

This research is research survey method and the sample in the study of random convenience both male and female Bangkok residents totaling 500 samples to find the outcome of brand choice among Kleenex ,Scott and Cellox in factor relation of brands , the market factors, eco-friendly , recycle, corporate social responsibility, consumption behavior and .Consumer Lifestyles. The instruments used in the study were divided into questionnaire 5 parts. There are part 1 is normally you use the tissues brand chosen most frequently ,part 2: factors affecting purchase decision a tissue brand from part 1 ,part 3: factors affecting purchase decision a tissue brand from part 1 ,part 4: The nature of consumption behavior to purchase tissues of consumers ,part 5: Consumer Lifestyles to purchase tissues and part 6: Overview of demographic information by style questions is a closed question to answer specific questions selected by article 5 and article 7 takes the form of measuring Likert scale.

#### 5.1 Conclusion

##### **Questionnaire Part 1 : Tissues brand chosen most frequently Hypothesis**

As to study the factors affecting purchase decision of Top three Tissue brands ( Kleenex , Scott and Cellox) of customers in Bangkok which collect the questionnaires 500 respondents due to the population sample assume as follow the market share of tissue in year 2014 ( Source : Marketeer (2014). Kimberly-Clark co.,Ltd indicated result that Kimberly Clark Co,Ltd possess of market share 45% , Berli Jucker Public Co,Ltd (BJC) possess of market share 25%, therefore the researcher design the respondents each the brand are Kleenex brand 134 respondents, Scott 133 respondents and Cellox respondents but after released the questionnaire via social media , google questionnaire which the questionnaire result 130 respondents choose Scott brand 80%(104 respondents ) ,thus the researcher consider that should increase the number of respondents from 400 to 500 respondents ( 20 %) in order to analysis the result to avoid bias. Therefore most of the respondents are still choosing Scott brand which contain 260 respondents (52%), 2<sup>nd</sup> is Kleenexi brand 131 respondents (26.2%), 3<sup>rd</sup> is Cellox brand 109 respondents (21.8%).

##### **Questionnaire Part 2 : Factors affecting purchase decision a tissue brand Hypothesis**

summary that most respondents agree that Product (H1), Price (H2), Recycle

(H7) , Corporate Social(H8) Consumption behavior (H9) and Consumer lifestyles (H10) that they are factor effecting purchase decision of Tissue brands. Moreover Place (H3), Promotion (H4),Brand (H5) and Eco-friendly (H6) ,they are not factor effecting purchase decision of Tissue brands.

**Questionnaire Part 3 :** Detail of factors affecting purchase decision a tissue brand.

**H1) Product hypothesis;** Toughness, fragrance of paper, quantity of sheets per roll / box , package beauty and attractiveness that they are not effecting purchase decision of tissue but softness, ability to absorb, made from purity pulp and convenient to cleaning applications effecting purchase decision of Tissue brands.

**H2) Price hypothesis ;** proper price comparing with quality of goods , proper price comparing with quantity, proper price comparing with other brands are effecting purchase decision of Tissue brands.

**H3) Place hypothesis ;** purchased at the retail store and to access all the places you want are effecting purchase decision of Tissue brands.

**H4) Promotion hypothesis ;** advertising makes interesting products is not effecting purchase decision of Tissue but discount from the price tag , organized promotions such as buy one get one and dispensation Sample are effecting purchase decision of Tissue brands.

**H5) Brand hypothesis;** brand appeal is not effecting purchase decision of Tissue but recognize brand logos and famous brand are effecting purchase decision of Tissue brands.

**H6) Eco-Friendly hypothesis;** production helps protect the environment is not effecting purchase decision of Tissue but environmentally-friendly is effecting purchase decision of Tissue brands.

**H7) Recycle;** easily digested is not effecting purchase decision of Tissue but contributes to bringing recycled easily is effecting purchase decision of Tissue brands.

**H8) Corporate Social Responsibility (CSR);** assist and social development are effecting purchase decision of Tissue.

**Questionnaire Part 4 :** The nature of consumption behavior to purchase tissues of consumers.

Most respondents are choosing brand of Scott which they have consumption behavior for use regularly and bring tissue in sometime ,select buy in dry type ,the objective is general cleaning ,buy in purpose family and most buying for price, quantity, buy easily, softness and safety.

For most of favorite Kleenex have consumption behavior are use in regularly and bring tissue in sometime, select buy in both type ,the objective is general cleaning,buy in private and most buying for price, softness, brand.

For most of favorite Cellox have consumption behavior are use in regularly and bring tissue in sometime, select buy in dry type ,the objective is general cleaning, buy in private and most buying for price, softness and safety.

Therefore most of bands agree for consumption behavior are use in regularly ,and bring tissue in sometime , select buy in dry type , the objective is general cleaning, buy in family and most buying for price, softness and safety , brand and buy easily.

**Questionnaire Part 5 :** The nature of consumer Lifestyles to purchase tissues of consumers.

Most respondents are choosing brand of Scott most lifestyles in activity working, hobby, social activities, free time and Entertainment , while the most of favorite Kleenex and Cellox prefer activity working and free time in activity of lifestyles.

Most respondents are choosing brand interest to family in lifestyles and opinion and harmonize to oneself in first and Social issues, Future in second thing also business, economic, education and product in lifestyles.

**Questionnaire Part 6 :** Overview of demographic information.

Most respondents all brand are female 63.3% and male select brand Scott sequence one and Kleenex two sequence. Most respondents of all brands in age is 26-35 years (43.0%), the second is 15-25 years , status are single,education are bachelor's degree which most respondents of Scott and Cellox bachelor's degree and Secondary school or lower and most respondents of Kleenex are bachelor's degree and Master's degree or higher ,occupation is Private company official and Own private business /Freelance and revenue per month is below 15,000 baht and 25,001-35,000 Baht.

## 5.2 Discussion

Wannaluck Choasriwongthep (2009) This research hypothesis testing with results to analyze the relationship between satisfactions. Products, the overall satisfaction with the products of tissue all three sides is a side captained by Lox benefits on physical characteristics and side-brand finds satisfaction in the products side and today the for this research indicated detail that toughness, fragrance of paper, quantity of sheets per roll / box , package beauty and attractiveness are not effecting purchase but softness, ability to absorb, made from purity pulp and convenient to cleaning applications effecting purchase decision of Tissue brands.

Worakun Ngamkaiwan (2014) This research is studied the differences between demographic characteristics ,Brand equity which the perceived value of the brand tissue and compared between brand equity and brand Kleenex and Scott brand Cellox. The value of its brand on brand loyalty and other assets through the purchase decision of consumer goods in Bangkok as the result today the customer is not effecting purchase for brand appeal but therefore the brand loyalty of customer was changed good sense on the brand, feeling of adhering to products .

Maypichanard Chansrithanyakot (2014) This research is studied the influence of attitude towards presenter cartoon characters and brand awareness in the decision to purchase the product using the presenter as cartoon characters by selecting the products and the image of cartoon characters affect buying decisions was satisfaction is moderat which today the result are same because the consumer is not effecting purchase for brand appeal.

Kedsara Sontong (2010) This research is studied characteristics of consumer groups, the wet tissues to study the attitudes and skills nature of consumer-known tissue wet and to develop strategies Some of the packaging format, suitable for consumption, and the demand to wipe cleaning, cosmetics for women consumers, including cost factors affect your decision to buy wet tissue paper but today the new result indicated that consumer prefer use dry type tissue and have objective for general cleaning.

## 5.3 Recommendation for Future Research

1. The next research. Should study in depth about the behavior of buying trend and towards the property market for business to get the results in-depth because consumers. The behavior of service are different each brand.

2. This research was aimed at studying the samples in Bangkok. Appreciate if research next time, user suggestion, do research on samples different topography in each region to provide the same coverage and because the findings of different studies

to compare one approach that will benefit your business even more towards the next target customer expansion.

3. Should have studied success indicators of business products that tissue paper for the trader to use developing business in the future.

4. Should compare the level of loyalty to each brand and specifically to bring strategic marketing activities in building brand loyalty and increasing Value Added to the brand.

5. Should study the opinion or attitude of the entrepreneur to use the operators in the market planning and forecasting market trends.





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### 1. APPENDIX A: Questionnaire (English and Thai version)

Questionnaire topic: Factors affecting purchase decision of Top three Tissue brands ( Kleenex , Scott and Cellox) of customers in Bangkok

Explanation: Please check / in ( ) or fill text in the blank

Part 1: Normally you use the tissues brand chosen most frequently.

Part 2: Factors affecting purchase decision a tissue brand from part 1.

Part 3: Factors affecting purchase decision a tissue brand from part 1.

Part 4: The nature of Consumption behavior to purchase tissues of consumers.

Part 5: Consumer Lifestyles to purchase tissues

Part 6: Overview of Demographic information.

Question part 1: Normally you use the tissues brand chosen most frequently. (Select only one brand)



( ) 1. Kleenex

( ) 2. Scott

( ) 3. Cellox

Question part 2: Factors affecting purchase decision a tissue brand from part 1.

Level of opinion as follows: (no effect = 0 , minimal effect = 1 , little effect = 2 , relatively little effect = 3 ,moderate effect = 4 , quite effect = 5 , much effect = 6 , most effect = 7 )

Factors affecting purchase decision a tissue	level of opinion							
	no effect (0)	minimal effect (1)	little effect (2)	(3)	(4)	(5)	much effect (6)	most effect (7)
1. Product								
2. Price								
3. Place								
4. Promotion								
5. Brand								
6. Eco-Friendly								
7. Recycle								
8. Corporate Social Responsibility : CSR								

9. Consumption behavior								
10. Consumer Lifestyles								

Question part 3: Factors affecting purchase decision a tissue brand from part 1.

Level of opinion as follows: (minimal effect = 1, little effect = 2, moderate effect = 3, much effect = 4, most effect = 5 )

Factors affecting purchase decision a tissue	level of opinion				
	minimal effect (1)	little effect (2)	moderate effect (3)	much effect (4)	most effect (5)
<b>1. Product</b>					
1.1 Softness					
1.2 Toughness					
1.3 Ability to absorb					
1.4 Fragrance of paper					
1.5 Quantity of sheets per roll / box					
1.6 Package beauty and attractiveness					
1.7 Made from purity pulp					
1.8 Convenient to cleaning applications.					
<b>2. Price</b>					
2.1 Proper price comparing with quality of goods					
2.2 Proper price comparing with quantity					
2.3 Proper price comparing with other brands					
<b>3. Place</b>					
3.1 Purchased at the retail store					
3.2 To access all the places you want.					
<b>4. Promotion</b>					
4.1 Discount from the price tag					
4.2 Organized promotions					

such as buy one get one.					
4.3 Dispensation Sample					
4.4 Advertising makes interesting products					
<b>5. Brand</b>					
5.1 Recognize brand logos					
5.2 Famous brand					
5.3 Brand appeal					
<b>6. Eco-Friendly</b>					
6.1 Production helps protect the environment.					
6.2 environmentally-friendly					
<b>7. Recycle</b>					
7.1 Easily digested					
7.2 Contributes to bringing recycled easily.					
<b>8. Corporate Social Responsibility : CSR</b>					
8.1 Assist and Social Development					

**Question Part 4: The nature of Consumption behavior to purchase tissues of consumers.**

Please check / in ( ) to match your opinion the most.

- How often do you use the tissue regularly?  
☐ 1. Regularly      ☐ 2. Sometime      ☐ 3. Never
- How often do you bring the tissue regularly?  
☐ 1. Bring regularly      ☐ 2. Bring sometime  
☐ 3. Never Bring
- Which the tissue you mostly used?  
☐ 1. Dry type      ☐ 2. Wet type  
☐ 3. Both types (Dry type, Wet type)  
☐ 4. Neither Dry type nor Wet type
- What is your objective to use the tissue?  
☐ 1. General cleansing      ☐ 2. Body cleansing  
☐ 3. Cosmetic cleansing  
☐ 4. Other (please specify).....
- What is your purpose the most purchased for tissue?  
☐ 1. Private      ☐ 2. Family

- ( ) 3. Other (please specify).....
6. What is your priority in buying the most of the tissues?
- ( ) 1. Price      ( ) 2. Quantity      ( ) 3. Buy easily  
 ( ) 4. Softness      ( ) 5. Brand      ( ) 6. Packaging  
 ( ) 7. Fragrance      ( ) 8. Safety  
 ( ) 9. Other (please specify).....

### Question Part 5: Consumer Lifestyles to purchase tissues

Please check / in ( ) to match your opinion the most.

1. What is your priority in activity the most of the lifestyles?  
 ( ) 1. Working      ( ) 2. Hobby      ( ) 3. Social activities  
 ( ) 4. Free time      ( ) 5. Entertainment      ( ) 6. Member club  
 ( ) 7. Community activity      ( ) 8. Buying  
 ( ) 9. Other (please specify).....
2. What is your priority in interest the most of the lifestyles?  
 ( ) 1. Family      ( ) 2. House      ( ) 3. Work  
 ( ) 4. Recreation      ( ) 5. Community      ( ) 6. Fashion  
 ( ) 7. Food      ( ) 8. Media  
 ( ) 9. Other (please specify).....
3. What is your priority in opinion the most of the lifestyles?  
 ( ) 1. Oneself      ( ) 2. Social issues      ( ) 3. Politics  
 ( ) 4. Business      ( ) 5. Economic      ( ) 6. Education  
 ( ) 7. Product      ( ) 8. Future  
 ( ) 9. Other (please specify).....

### Question part 6: Overview of Demographic information.

Please check / in ( ) to match yourself.

1. Gender  
 ( ) 1. Male      ( ) 2. Female
2. Age  
 ( ) 1. Below 15 years      ( ) 2. 15-25 years  
 ( ) 3. 26-35 years      ( ) 4. 36-45 years  
 ( ) 5. Over 46 year
3. Status  
 ( ) 1. Single      ( ) 2. Married  
 ( ) 3. Other (Widowed, Separated, Divorced)
4. Highest education level  
 ( ) 1. Secondary school or lower  
 ( ) 2. Diploma/Higher vocational certificate  
 ( ) 3. Bachelor's degree      ( ) 4. Master's degree or higher
5. Occupation  
 ( ) 1. State enterprise official      ( ) 2. Private company official  
 ( ) 3. Bureaucrat      ( ) 4. Own private business /Freelance  
 ( ) 5. Housewife/ Father's House.  
 ( ) 6. Other (please specify).....



## 6. Revenue per month

- ( ) 1. Below 15,000 Baht                      ( ) 2. 15,000 – 25,000 Baht  
 ( ) 3. 25,001 – 35,000 Baht                ( ) 4. 35,001 – 45,000 Baht  
 ( ) 5. 45,001 – 55,000 Baht                ( ) 6. Over 55,001 Baht

## 7. Questionnaire in Thai Language

แบบสอบถามเรื่อง ปัจจัยที่มีผลกระทบต่อการตัดสินใจซื้อกระดาษทิชชูของผู้บริโภคใน

กรุงเทพมหานคร กรณีศึกษา 3 แบรินด์ Kleenex , Scott and Cellox

คำชี้แจง : โปรดทำเครื่องหมาย / ลงในช่อง ( ) หรือเติมข้อความลงในช่องว่าง

ส่วนที่ 1 ปกติท่านใช้กระดาษทิชชูยี่ห้อใดเลือกใช้เป็นประจำมากที่สุด

ส่วนที่ 2 ปัจจัยที่มีผลกระทบต่อการตัดสินใจซื้อกระดาษทิชชูยี่ห้อที่ท่านเลือกซื้อประจำตามข้อที่ 1

ส่วนที่ 3 ปัจจัยที่มีผลกระทบต่อการตัดสินใจซื้อกระดาษทิชชูยี่ห้อที่ท่านเลือกซื้อประจำตามข้อที่ 1

ส่วนที่ 4 ลักษณะของปริมาณในการบริโภค (Consumption behavior)

การเลือกซื้อกระดาษทิชชูของผู้บริโภค

ส่วนที่ 5 รูปแบบการดำเนินชีวิต (Consumer Lifestyles) ในการเลือกซื้อกระดาษทิชชูของผู้บริโภค

ส่วนที่ 6 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

คำถามส่วนที่ 1 ปกติท่านใช้กระดาษทิชชูยี่ห้อใดเลือกใช้เป็นประจำมากที่สุด

(เลือกเพียงข้อเดียว)



( ) 1. Kleenex

( ) 2. Scott

( ) 3. Cellox

คำถามส่วนที่ 2 ปัจจัยที่มีผลกระทบต่อการตัดสินใจซื้อกระดาษทิชชูยี่ห้อที่ท่านเลือกซื้อประจำตามข้อที่ 1

ระดับคะแนนความคิดเห็นมีดังนี้ ( ไม่มีผล = 0, น้อยที่สุด = 1, น้อย = 2 ,ค่อนข้างน้อย = 3, ปานกลาง = 4 ,ค่อนข้างมาก = 5 ,มาก = 6, มากที่สุด=7)

ปัจจัยที่มีผลต่อ การตัดสินใจซื้อกระดาษทิชชู	ระดับความคิดเห็น							
	ไม่มี ผล (0)	น้อย ที่สุด (1)	น้อย (2)	(3)	(4)	(5)	มาก (6)	มาก ที่สุด (7)
1. ผลิตภัณฑ์ (Product)								
2. ราคา (Price)								
3. สถานที่ (Place)								
4. การส่งเสริมการตลาด โปรโมชั่น (Promotion)								
5. ตราสินค้า (Brand)								
6. การรักษาสิ่งแวดล้อม (Eco-Friendly)								
7. การนำกลับมาใช้ใหม่ (Recycle)								
8. ความรับผิดชอบต่อสังคม (Corporate Social Responsibility : CSR)								
9. ปริมาณในการบริโภค (Consumption behavior)								
10. รูปแบบการดำเนินชีวิต (Consumer Lifestyles)								

คำถามส่วนที่ 3 ปัจจัยที่มีผลกระทบต่อการตัดสินใจซื้อกระดาษทิชชู่อี่ห้อที่ท่านเลือกซื้อใช้ประจำตามข้อที่ 1

ระดับคะแนนความคิดเห็นมีดังนี้ (น้อยที่สุด = 1, น้อย = 2 , ปานกลาง = 3 , มาก = 4, มากที่สุด=5)

ปัจจัยที่มีผลต่อ การตัดสินใจซื้อกระดาษทิชชู่อี่ห้อ	ระดับความคิดเห็น				
	น้อย ที่สุด (1)	น้อย (2)	ปานกลาง (3)	มาก (4)	มาก ที่สุด (5)
1.ผลิตภัณฑ์ (Product)					
1.1 ความนุ่ม					
1.2 ความเหนียว					
1.3 ความสามารถในการดูดซับ					
1.4 กลิ่นหอมของกระดาษ					
1.5 ปริมาณจำนวนแผ่นต่อม้วน / กล่อง					
1.6 หีบ ห่อ มีความสวยงาม ดึงดูดใจ					
1.7 ทำจากเยื่อกระดาษบริสุทธิ์					
1.8 สะดวกในการใช้งานทำความสะอาด					
2. ราคา (Price)					
4.1 ราคาเหมาะสมเมื่อเปรียบเทียบกับคุณภาพสินค้า					
4.2 ราคา เหมาะสมเมื่อเปรียบเทียบกับปริมาณ					
2.3 ราคาเหมาะสมเมื่อเทียบกับยี่ห้ออื่นในท้องตลาด					
3. สถานที่ (Place)					
3.1 หาซื้อได้ตามร้านทั่วไป					

3.2 สามารถเข้าถึงสินค้าในทุกสถานที่ที่ท่านต้องการ					
4. การส่งเสริมการตลาด (Promotion)					
4.1 มีส่วนลดจากราคาป้าย					
4.2 สินค้ามีการจัดโปรโมชั่น เช่น ซื้อ 1 แถม 1					
4.3 มีการแจกสินค้าตัวอย่าง					
4.4 การโฆษณาทำให้ท่านสนใจผลิตภัณฑ์					
5. ตราสินค้า (Brand)					
5.1 สามารถจดจำตราสินค้า โลโก้					
5.2 ความมีชื่อเสียงของยี่ห้อกระดวย					
5.3 ตราสินค้าดึงดูดความสนใจ					
6. การรักษาสิ่งแวดล้อม (Eco-Friendly)					
6.1 มีส่วนในการผลิตที่ช่วยรักษาสิ่งแวดล้อม					
6.2 มีความรู้สึกว่าเป็นมิตรและช่วยรักษาสิ่งแวดล้อม					
7. การนำกลับมาใช้ใหม่ (Recycle)					
8.2 สามารถย่อยสลายได้ง่าย					
7.2 มีส่วนช่วยในการนำกลับมาใช้ใหม่ได้ง่าย					
8. การรับผิดชอบต่อสังคม (Corporate Social Responsibility : CSR)					
8.1 มีส่วนช่วยเหลือ และพัฒนาสังคม					

คำถามส่วนที่ 4 ลักษณะของปริมาณในการบริโภค (Consumption behavior)

การเลือกซื้อกระดาศทิชชูของผู้บริโภค

โปรดใส่เครื่องหมาย (/) ลงในช่องว่างหน้าข้อที่ตรงกับความคิดเห็นของคุณมากที่สุด

1. ท่านชอบใช้ทิชชูเป็นประจำหรือไม่

- ( ) 1. ใช้เป็นประจำ ( ) 2. ใช้เป็นบางครั้ง ( ) 3. ไม่เคยใช้เลย

2. ท่านพกพากระดาศทิชชูเป็นประจำหรือไม่

- ( ) 1. พกเป็นประจำ ( ) 2. พกเป็นบางครั้ง ( ) 3. ไม่เคยพกเลย

3. ส่วนใหญ่ท่านใช้กระดาศทิชชูประเภทใด

- ( ) 1. แบบแห้ง ( ) 2. แบบเปียก  
( ) 3. ทั้ง 2 แบบ (แบบแห้ง, แบบเปียก) ( ) 4. ไม่ใช่ทั้ง 2 แบบ

4. ปกติท่านใช้กระดาศทิชชูเพื่อวัตถุประสงค์ใด

- ( ) 1. เช็ดทำความสะอาดทั่วไป ( ) 2. เช็ดทำความสะอาดร่างกาย  
( ) 3. เช็ดทำความสะอาดเครื่องสำอางค์  
( ) 4. อื่นๆ โปรดระบุ.....

5. จุดมุ่งหมายที่ท่านซื้อทิชชูเพื่อใช้สำหรับใครมากที่สุด

- ( ) 1. ใช้ส่วนตัว ( ) 2. ใช้ในครอบครัว  
( ) 3. อื่นๆ โปรดระบุ.....

6. ท่านให้ความสำคัญในการเลือกซื้อกระดาศทิชชูข้อใดมากที่สุด

- ( ) 1. ราคา ( ) 2. จำนวนแผ่น ( ) 3. หาซื้อได้ง่าย  
( ) 4. ความนุ่มของกระดาศ ( ) 5. ดราอีหื้อ ( ) 6. รูปแบบบรรจุภัณฑ์  
( ) 7. กลิ่นหอม ( ) 8. ความปลอดภัย ( ) 9. อื่นๆ.....

คำถามส่วนที่ 5 รูปแบบการดำเนินชีวิต (Consumer Lifestyles) ในการเลือกซื้อกระดาศทิชชูของผู้บริโภค

โปรดใส่เครื่องหมาย (/) ลงในช่องว่างหน้าข้อที่ตรงกับความคิดเห็นของคุณมากที่สุด

1. ท่านให้ความสำคัญกิจกรรมใดในการใช้ชีวิตข้อใดมากที่สุด

- ( ) 1. การทำงาน ( ) 2. งานอดิเรก ( ) 3. กิจกรรมทางสังคม

- ( ) 4.การใช้เวลาว่าง ( ) 5. กิจกรรมเพื่อความบันเทิง ( ) 6. สมาชิกคลับ  
 ( ) 7.การร่วมกิจกรรมชุมชน ( ) 8. การเลือกซื้อ  
 ( ) 9. อื่นๆ.....

2.ท่านให้ความสำคัญในความสนใจเรื่องใดของการใช้ชีวิตข้อใดมากที่สุด

- ( ) 1. ครอบครัว ( ) 2. บ้าน ( ) 3. งาน  
 ( ) 4.นันทนาการ ( ) 5.ชุมชน ( ) 6. แฟชั่น  
 ( ) 7. อาหาร ( ) 8.สื่อ ( ) 9. อื่นๆ.....

3.ท่านให้ความคิดเห็นเกี่ยวกับเรื่องใดในการใช้ชีวิตข้อใดมากที่สุด

- ( ) 1. ตัวเอง ( ) 2.ประเด็นทางสังคม ( ) 3. การเมือง  
 ( ) 4.ธุรกิจ ( ) 5. เศรษฐกิจ ( ) 6. การศึกษา  
 ( ) 7. ผลิตภัณฑ์ ( ) 8.อนาคต ( ) 9. อื่นๆ.....

คำถามส่วนที่ 6 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

โปรดใส่เครื่องหมาย (/) ลงในช่องว่างหน้าข้อที่ตรงกับคุณ

1.เพศ

- ( ) 1. ชาย ( ) 2. หญิง

2.อายุ

- ( ) 1. ต่ำกว่า 15 ปี ( ) 2. 15-25 ปี  
 ( ) 3. 26-35 ปี ( ) 4. 36-45 ปี  
 ( ) 5. 46 ปีขึ้นไป

3.สถานภาพ

- ( ) 1. โสด ( ) 2. สมรส/อยู่ด้วยกัน  
 ( ) 3. อื่นๆ เช่น หม้าย, แยกกันอยู่, หย่าร้าง

4.ระดับการศึกษา

- ( ) 1. มัธยมศึกษาหรือน้อยกว่า ( ) 2. ปวช. / ปวส. / อนุปริญญาหรือเทียบเท่า  
 ( ) 3. ปริญญาตรี ( ) 4. สูงกว่าปริญญาตรี

5.อาชีพ

- ( ) 1. พนักงานรัฐวิสาหกิจ ( ) 2. พนักงานบริษัทเอกชน

- ( ) 3. ข้าราชการ ( ) 4. ประกอบธุรกิจส่วนตัว/อาชีพอิสระ  
( ) 5. แม่บ้าน/พ่อบ้าน ( ) 6. อื่นๆ.....

6.รายได้เฉลี่ยต่อเดือน

- ( ) 1. น้อยกว่า 15,000 บาท ( ) 2. 15,000 – 25,000 บาท  
( ) 3. 25,001 – 35,000 บาท ( ) 4. 35,001 – 45,000 บาท  
( ) 5. 45,001 – 55,000 บาท ( ) 6. 55,001 บาทขึ้นไป



**BIODATA**

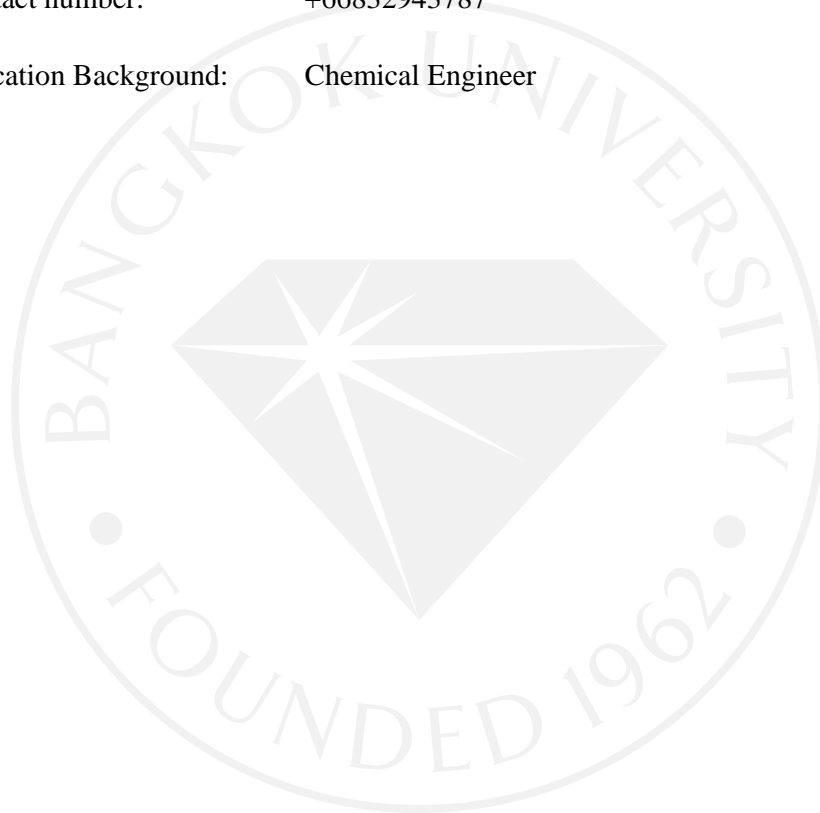
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\_\_\_\_\_  
( [redacted] ) Witness  
(Program Director)