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Price-off promotions rank sixth, with a mean score of 2.43, among the promotion types indicating that consumers are more likely to purchase more of a product to save for a later date if there is a price-off promotion. The reason for this is most likely that consumers want to be able to capitalize on the lowered price of a product.

Cash-back promotions which require the use of a credit card ranked seventh with a mean score of 2.42 are most likely to entice consumers to make purchases. This means that after immediate benefits such as buy-one-get-one-free offers, rewards such as cash back directly related to amount purchased are likely to cause consumers to buy products.

Discount coupons closely followed cash-back promotions with a mean score of 2.44. This indicates that discount coupons will affect customer purchasing behavior to a degree. Scoring a slightly better but almost identical mean as discount coupons is price-off promotions that require the purchase of more than one item to qualify for the price-off promotion, which received a mean score of 2.43. Therefore, although consumers may purchase more of a product to save for a later date if a price-off promotion is available, they are less likely to take advantage of the price-off promotion if they are required to purchase more than one item.

The remainder of the promotions scored mean scores ranging from 2.52 to 3.25, indicating that they are less likely to affect the purchasing behavior of consumers. The highest ranked of these promotions is free samples and free item or gift offers with a minimum purchase, which both received mean scores of 2.52. This means that although consumers may take part in free samples, the sampling of a product has little effect on whether or not a consumer will make a purchase. In a similar fashion, although consumers may enjoy free items, if they must make a minimum purchase to qualify for the free item, the true price of the gift becomes too high relative to the value of the gift.

Demonstrations ranked twelfth among the promotion types with a mean score of 2.55. This indicates that although consumers may become interested in and watch demonstrations, it is not likely that a demonstration will result in affecting consumer purchasing behavior. Ranking behind demonstrations is cash-back promotions in the form of cash-back coupons which require minimum purchases to qualify for the coupons. This type of cash-back promotion received a mean score of 2.64. Therefore, if a consumer can qualify for the cash-back offer with a single purchase, they may be enticed to make purchases, but if there is a minimum purchase requirement to qualify for the cash-back offer, consumers are less likely to participate in the cash-back promotion.

Two sweepstakes questions both received similar rankings with scores of 2.87 and 2.90. This indicates that sweepstakes offers have little effect on customer purchasing behavior. The reasons for this likely lie in the fact that there is no immediate benefit in terms of price or quantity of items and the realization that the likelihood of winning sweepstakes is minimal.

The lowest ranked and lowest scoring of the promotions is at the counter displays, which received a mean score of 3.25, the only promotion to receive a mean score below 3.0. Such a low score means that although at the counter display promotions are convenient and consumers typically spend a fair amount of time in front of at the counter displays, at the counter display promotions are the least likely to affect consumer purchasing behavior. This is due likely to the fact that once consumers have reached the checkout counter, they feel as if they have already completed their purchases and it is more difficult to influence a consumer to make more purchases.

### **5.3 Relationships between Attitudes and Responses**

Figures 4.1 to 4.11 display histogram data of consumer purchasing behavior responses alongside histogram data of consumer attitudinal rankings of promotions. The three most effective promotions in affecting purchasing behavior are shown along with the two least effective promotions.

As can be seen from Figure 4.1, the histogram plot shows that many consumers are likely to have their purchasing behavior affected by buy-one-get-one-free promotions. This very strongly correlates to Figure 4.2, which shows that many consumers gave a very high ranking ('9' or '10') to buy-one-get-one-free promotions.

The second most likely of promotions researched to affect consumer purchasing behavior is free trials, which many consumers agreed might lead to the purchase of a product. The histogram data in Figures 4.3 and 4.4 also correlates well with the attitudes of consumers as many consumers gave free trials rankings from '6' to '8.'

An anomaly presents itself in the data with brochures, as can be seen in Figures 4.5 and 4.6. Although consumers responded that their purchasing behavior was in fact affected by the brochures which can be seen at the front of the store, consumer ranking of brochures showed that consumers ranked brochures fairly low. Several reasons can account for this, including the possibility that although consumers do look at the brochures at the front of the store, they do not pay much attention to brochures elsewhere such as from mailings.

As can be seen from Figure 4.7, many consumers are either indifferent towards point-of-sale promotions or feel that point-of-sale promotions do not affect their purchasing behavior. This strongly correlates with how consumers rank point-of-sale promotions. From Figure 4.8, it can be seen that most consumers rank point-of-sale promotions between a '0' and a '3' on how much they like promotions.

Histograms on consumer behavior regarding sweepstakes promotions can be seen in Figures 4.9 and 4.10. The consumer attitudinal ranking of sweepstakes can be seen on Figure 4.11. Although there are consumers that are more likely to purchase products when sweepstakes are held in conjunction with the purchase of a product, there are also many consumers that are either neutral or would not purchase. This is fairly consistent with the attitudes of consumers as Figure 4.11 shows that many consumers rank sweepstakes below '5' and that there are many consumers who rank sweepstakes with a '0' in regards to how much they like sweepstakes relative to other promotions.

#### **5.4 Correlations between Demographic Data and Consumer Behavior**

Figures 4.12 to 4.15 display the correlation coefficients and correlation coefficient significance levels of consumer behavior regarding certain promotions in regards to gender, age, education level, and salary.

Figure 4.12 displays the correlation coefficients and correlation coefficient significance levels of consumer behavior regarding certain promotions versus gender. Because any significance level “value below .05 is regarded as indicative of genuine effect” (Field, 2005, p. 126), price-off promotions which may cause consumers to stock up on products and at the counter display promotions can be said to have correlations to gender.

The correlation coefficient of price-off promotions in causing consumers to stock up on products with gender is  $-.118$ . This small negative correlation coefficient indicates a small correlation between gender and this price-off promotion with females more likely to be influenced by price-off promotions which may influence consumers to stock up on a product. The correlation coefficient of gender versus at the counter display promotions is  $.103$ , indicates that males are more likely to be influenced by at the counter display promotions than females.

Figure 4.13 displays the correlation coefficients and correlation coefficient significance levels of consumer behavior regarding certain promotions versus age. Promotions have correlation coefficient significance levels below .05 are promotions which offer a free item with a minimum purchase, cash-back promotions which require the use of credit cards, price-off promotions which may cause consumers to stock up on products, and sweepstakes, indicating correlations between these promotions and age.

Promotions which offer a free item with a minimum purchase have a correlation coefficient of  $.112$  when compared with age. This positive correlation indicates younger consumers are more likely to be affected by promotions which offer a free item with a minimum purchase. Age versus cash-back promotions which require the use of a credit card have a correlation coefficient of  $-.148$ . This negative correlation indicates that older consumers are more likely to be affected by cash-back promotions which require the use of credit cards. Price-off promotions which may influence consumers to stock up on a product have a correlation coefficient of  $.118$  when compared to age. This positive correlation indicates that younger consumers are more likely to have their purchasing behavior affected by promotions which may influence consumers to stock up on products. Sweepstakes have a correlation coefficient of  $.117$  when compared to age, indicating that younger consumers are more likely to be influenced by sweepstakes promotions.

Figure 4.14 displays the correlation coefficients and correlation coefficient significance levels of consumer behavior regarding certain promotions versus education level. Promotions have correlation coefficient significance levels below .05 are cash-back promotions which require the use of a credit card, brochures, free samples, demonstrations, and sweepstakes, indicating correlations between these promotions and education level.

Cash-back promotions which require the use of a credit card have a correlation coefficient of -.116 when compared with education level. This indicates that those with higher levels of education are more likely to have their purchasing behavior influenced by these types of promotions. Brochures placed at the front of a store have a correlation coefficient of .121 which means that brochures located at the front of a store are more likely to influence the purchasing behavior of consumers with lower education levels. Education level versus free sample promotions has a correlation coefficient of .114. This indicates that those with lower education levels being more likely to be affected by free sample promotions. Demonstrations have a correlation coefficient of .125 when compared with education level, also indicating that demonstrations are more likely to affect the purchasing behavior of those with lower education levels. Sweepstakes have a correlation coefficient of .126 when compared with education level. This positive correlation coefficient indicates that consumers with lower education levels are also more likely to be affected by sweepstakes promotions.

Figure 4.15 displays the correlation coefficients and correlation coefficient significance levels of consumer behavior regarding certain promotions versus salary. Promotions have correlation coefficient significance levels below .05 are free trials, free items giveaways which require a minimum purchase, cash-back promotions which require the use of a credit card, free samples, and sweepstakes.

Free trials have a correlation coefficient of .119 when compared with salary, which indicates that there is a small positive correlation between salary and how effective free trial promotions are in affecting purchasing behavior. This means that those with lower salaries are more likely to be affected by free trial promotions. Promotions which offer a free item with a minimum purchase have a correlation coefficient of .152 when compared with salary. This indicates a small positive correlation between salary and the effectiveness of giveaways which require a minimum purchase in

affecting consumer purchasing behavior, meaning that consumers with lower salaries are more likely to be affected by promotions which give away items with a minimum purchase. Salary versus cash-back promotions which require use of a credit card has a correlation coefficient of  $-.172$ . This indicates that consumer with higher salaries are more likely to be affected by these types of promotions. Free sample promotions when compared with salary have a correlation coefficient of  $.143$ , indicating that consumers with lower salaries are more likely to have their purchasing behavior affected by free sample promotions. Sweepstakes promotions have a correlation coefficient of  $.143$  when compared with salary. This indicates that sweepstakes promotions are more likely to affect the purchasing behavior of consumers with lower salaries.

### **Conclusion**

The data results from the attitudes and behavior of consumers regarding promotions was analyzed in this chapter. In addition, comparisons were made between the attitudes and behavior of respondents for the promotions which were most likely and least likely to affect consumer purchasing behavior. Correlations were also made to see how demographic data affects the effectiveness of certain promotions in affecting consumer purchasing behavior. A summary of this study will be presented in the following chapter.

## **CHAPTER 6**

### **CONCLUSIONS AND RECOMMENDATIONS**

This chapter summarizes the main findings of this research study and answers the research questions posed.

#### **6.1 Introduction**

The previous chapter has provided an analysis of the data gathered during the survey. Promotions as they pertain to attitudes and purchasing behavior in comparison to each other have been reviewed and from the insight gained, a better understanding of how purchasing behavior is affected by different promotions and how attitudes towards promotions affect the purchasing behavior associated with those promotions has been obtained. This chapter will discuss the findings of the research and offer recommendations on improvements to promotions. The research questions below will also be answered:

Major Research Question:

1. What promotion methods has Tesco Lotus used to attract customers and what effect have these promotion methods had on consumer behavior?

Research sub-questions:

1. What promotion methods has Tesco Lotus employed to gain the largest market share in the Thai supermarket industry?
2. What do Thai consumers rank the promotion methods which have been employed by supermarkets such as Tesco Lotus?
3. How do the effects which certain promotions have on Thai consumer purchasing behavior relate to the attitudes which Thai consumers have towards those promotions?
4. Is there a correlation between demographic data and consumer purchasing behavior in regards to promotions?

## **6.2 Discussion**

From the analysis made in Chapter 5, it can be noted that promotions do affect purchasing behavior. The degree to which different promotion types affect purchasing behavior varies with some strongly affecting purchasing behavior and some not doing much by way of affecting purchasing behavior. How likely a promotion activity is to affect purchasing behavior is tied to the attitudes which consumers have regarding promotions and to some degree, demographic data as well.

### **6.2.1 Attitudes**

One interesting fact to note among the rankings of the promotion methods is that the highest ranked promotion and all of the promotions in the middle section of the ranking involved promotions either gave away free products or gave some sort of financial discount, whether directly in the form of a price-off promotion or indirectly via cash-back promotions. In fact, the highest ranked promotion in the lowest ranked set of promotions also involved giving away an item for free, although in the case of the free sample, the amount given away is much smaller and the benefit a consumer would perceive from this type of promotion is typically marginal.

The lowest ranked of the promotion methods were promotions that offered consumers very little or nothing by way of a likely reward. At the counter display promotions are merely a final attempt by supermarkets to make a sale. Once at the checkout counter, it is not likely that seeing products for a second or third time will lead to a purchase. Demonstrations also typically are only useful in informing a consumer of the uses of a product. Although sweepstakes do offer prizes, many consumers realize that the likelihood of winning sweepstakes is very low. Based on their attitudes, the likelihood of a consumer making a purchasing alteration due to a sweepstakes promotion is slim.

Brochures do inform consumers of discounts but brochures are not among the promotions which allow consumers to get extra products at no extra cost, to receive price discounts, or to receive any returns from their purchases. Free samples do offer something to consumers but the amount which consumers receive from free samples is too small to truly matter. Consumers do receive a free trial of sorts, but free samples typically accompany food products and only offer a taste of items. Unless the

item very satisfying in some way, it is unlikely that free samples will strongly affecting consumer purchasing behavior.

### **6.2.2 Behavior**

By far, the most successful promotion in affecting consumer purchasing behavior by increasing the likelihood of a purchase is the buy-one-get-one-free promotion. Benefits of this promotion are, however, the likelihood of increasing volume movement via raising the desire of consumers to purchase the product and potentially attracting new consumers who may be marginal towards the product to try the product for an economically good offer. Therefore, if the buy-one-get-one-free offer is still profitable, by increasing the volume of sales, profits may increase via the buy-one-get-one-free promotion.

Free trials are also likely to affect consumer purchasing behavior and may also increase the likelihood of a purchase by consumers. Free trials offer a free item with the purchase of a different item. Although the free item is not what the customer is originally intending to obtain, free trials are still appealing since they offer an extra item at no extra cost for which the customer may have an interest.

Brochures positioned at the front of supermarkets are also very likely to cause customers to make purchases. This is likely due to the fact that customers like to check to see which products are on promotion at the time of their visit to the supermarket. Although customers may have an intended shopping list, while at the supermarket, if they discover that there are items which they like that are discounted or have some other beneficial promotion attached to them, they may add certain items on brochures to their mental shopping list.

The presence of promoters to discuss and promote products also helps to increase the likelihood of a purchase from consumers. Membership programs are successful since they offer rewards to consumers such as price discounts and cash-back vouchers. The monetary benefits of membership programs are appealing although they do have the drawback of a card requirement as well as giving up personal information to obtain the membership card.

If price-off promotions are available for a product, consumers may, although not always, purchase more of the product to save for a later date. In this manner, price-off promotions can help to increase volume sales of a product by a fair amount. If however, a consumer must purchase more than one of a product to qualify for a price-off promotion, although they may in the end purchase the products, they are less likely to change their purchasing behavior. The difference in this may be attributed to the fact that although consumers are willing to change their purchasing behavior and buy more of a product and to even store the product for cost savings, consumers do not like being required to change their purchasing behavior for a promotion.

When cash-back promotions do not require a customer to alter their purchasing habits, they are more likely to make a purchase. This is due to the fact that the reward which a consumer gains from these types of cash-back promotions is directly proportional to the amount of their purchases. The more a consumer spends, the more a consumer will get in return. Cash-back promotions which have a minimum threshold before it is possible to gain from the cash-back promotion are not very likely to affect a consumer's purchasing behavior. This can again be attributed to the fact that a consumer does not want to alter their purchasing patterns for a reward they consider insufficient.

Discount coupons do not strongly affect whether or not a consumer will actually make a purchase. This is likely due to the fact that consumers must collect and carry around the discount coupons for items which they wish to purchase. This means that a consumer must first find a coupon which they are interested in and then remember to bring the coupon with them to the supermarket when they go to make their purchases.

Free samples appear to only marginally affect a consumer's purchasing behavior. The likelihood of free sample promotions affecting consumer purchasing behavior is low. Free samples are good for consumers who are considering items such as fruit and snacks and wish to try the food items before their purchase, but otherwise, free samples do not seem to affect purchasing behavior much.

The promotional method of offering a free item after a minimum purchase is also only marginally successful in causing consumers to purchase more.

Demonstrations sometimes work in affecting customer purchasing behavior, but their success rate is also not very high. If customers do not have an initial interest in a product, they are not likely to pay enough attention to a demonstration.

Sweepstakes promotions do not affect the purchasing behavior of consumers much. The reason for this is that many people realize that the likelihood of winning a sweepstakes is low. Therefore, if a consumer is already probably going to purchase a product, if there is a sweepstakes they may go ahead and purchase the product for amusement reasons, but because the potential for any gains is so low, sweepstakes typically do not affect the purchasing behavior of consumers.

At the counter displays also do not affect the purchasing behavior of consumers much. Although at the counter display promotions are convenient for consumers since they are already standing in line, since consumers have already finished their shopping, it is not very likely that they will buy more of a product at the checkout counter, where promotions are designed more for impulse purchases.

### **6.3 Question Responses**

In response to the first research sub-question, the promotion methods which Tesco Lotus has employed to help gain the largest market share of the supermarket industry in Thailand are the same as those of most other supermarkets. Tesco Lotus employs free sample, brochure, sweepstakes, buy-one-get-one-free, discount coupon, price-off, at the counter display, membership, demonstrations, cash-back, free trial, and free gift promotions.

In response to the second research sub-question regarding how Thai consumers rank different promotions, on average, the rankings of promotions by Thai consumers at Tesco Lotus are as follows:

1. Buy-one-get-one-free promotions.
2. Cash-back promotions.
3. Free trials.
4. Price-off promotions.
5. Membership programs.
6. Discount coupon promotions.
7. Free sample promotions.

8. Brochures.
9. Sweepstakes.
10. Demonstrations.
11. At the counter display promotions.

In response to the third research sub-question regarding how the behavior of consumers regarding promotions is related to the attitudes of consumers towards those promotions, the promotion methods which most likely helped to push consumers towards a purchase were typically promotions which consumers had a more favorable attitude towards. For example, as a whole, consumers like buy-one-get-one-free promotions the most and the buy-one-get-one-free promotion is the promotion which most likely will result in consumers buying a product. At the counter display promotions were among the least liked of promotions and at the counter display promotions also were the least likely promotion to result in causing a consumer to make a purchase. Behavior resulting from a promotion and attitudes do not always match, as with brochures, which do affect consumer purchasing behavior but are not as liked by consumers, but in many cases, correlations can be seen between the attitudes of consumers and the effects those promotions have on consumer purchasing behavior.

In response to the fourth research sub-question on whether there is a correlation between demographic characteristics and how promotions affect purchasing behavior, although correlations do not exist between all promotions and demographic characteristics, correlations do exist.

It has been shown that regarding gender, females are more likely to be affected by price-off promotions which may influence consumers to stock up on a product and males are more likely to be affected by at the counter display promotions.

In regards to age, younger consumers are more likely to be affected by promotions which offer free items with a minimum purchase, price-off promotions which may influence consumers to stock up on a product, and sweepstakes. Older consumers are more likely to have their purchasing behavior affected by cash-back promotions which require the use of a credit card.

When analyzing education level and promotions for correlations, it was found that those with lower education levels were more likely to have purchasing behavior affected by brochures, free

samples, demonstrations, and sweepstakes and those with higher education levels were more affected by cash-back promotions which require the use of a credit card.

With regards to salary, consumers with lower salaries were more likely to be affected by free trials, promotions which offer a free item with a minimum purchase, free samples, and sweepstakes and consumers with higher salaries are more likely to be affected by cash-back promotions which require the use of a credit card.

In response to the major research question of which promotion methods Tesco Lotus has employed to attract consumers and what effect have these promotion methods have had on consumer purchasing behavior, as previously mentioned, Tesco Lotus has employed free samples, brochures, sweepstakes, buy-one-get-one-free, discount coupon, price-off, at the counter display, membership program, cash-back, and bundled free trial promotions with varying degrees of success in affecting consumer purchasing behavior.

Free samples are marginally successful in affecting consumer purchasing behavior and more successful among consumers with lower salaries. Brochures are fairly successful in affecting consumer purchasing behavior and are more effective in influencing the purchasing behavior of those with lower education levels. Sweepstakes do not affect purchasing behavior much but are more likely to affect the purchasing behavior of younger consumers, consumers with lower education levels, and consumers with lower salaries.

Buy-one-get-one-free promotions are the most successful of the promotions and the success of buy-one-get-one-free promotions is not linked to any of the demographic characteristics. Discount coupons are somewhat successful in influencing consumer purchasing behavior and are also not linked to any of the demographic characteristics. Price-off promotions are also decently successful in influencing consumer purchasing behavior with females and younger consumers being those most affected by price-off promotions.

At the counter display promotions are the least successful of the promotions in affecting consumer purchasing behavior but males are more likely to have their purchasing behavior affected by at the counter display promotions. Membership programs are decently successful in influencing consumer purchasing behavior and their success is not tied to any of the demographic characteristics.

Demonstrations are not very influential with regards to purchasing behavior but are more likely to succeed in influencing the purchasing behavior of consumers with lower education levels. Cash-back promotions can be decently successful in affecting consumer purchasing behavior and are more successful in influencing the purchasing behavior of older consumers, consumers with higher education levels, and consumers with higher salaries. Bundled free trial promotions are fairly successful in influencing consumer purchasing behavior and are more successful in influencing the purchasing behavior of consumers with lower salaries.

#### **6.4 Recommendations**

From the discussion in 6.2 and the question responses in 6.3, the research results show that there are correlations between how much a consumer likes a promotion and how likely it is that a promotion will affect consumer purchasing behavior. Therefore, one recommendation regarding promotions is to find ways to give more favorable impressions of promotions such as sweepstakes and demonstrations.

An example of a way to make sweepstakes and contests more favorable among consumers is to create promotions which are winnable but at the same time are not overly expensive for the supermarket. The ineffectiveness of sweepstakes and contest promotions is due in part to the fact that consumers are certain they will not win a sweepstakes. Consumers therefore do not bother to compete and do not alter their purchasing behavior just so that they can compete. In a nationwide or bigger sweepstakes or contest competition, the likelihood of being the winner is almost non-existent. Creating promotions which allow consumers to spin a wheel or play some other simple game if consumers spend a certain amount on purchases with prizes such as cash vouchers to be used on purchases is likely to receive more success than a sweepstakes to win a trip to a foreign country. In sweepstakes/contests such as this, many consumers who go to the store can compete. If the total prizes are capped at a certain amount and a certain amount must be spent to play in the contest/sweepstakes, the promotion can still be favorable to consumers while remaining profitable to the supermarket.

Placing coupons for at the counter display promotions at the counter or offering price-off promotions for at the counter display promotions may help to increase the success of at the counter display promotions in provoking sales although they will be aided at this point by other promotion methods. Still, this could result in more in terms of sales and more in terms of volume moved, which is likely to be beneficial to firms.

For demonstrations, more interactive and fun demonstrations may give consumers a higher level enjoyment. This higher level of enjoyment may translate into a better perception of demonstration promotions and may lead to demonstrations being a more effective means of affecting consumer purchasing behavior.

Cash-back promotions that require the use of credit cards are decently popular but seem to be isolated to certain demographics while their counterpart promotion, cash-back promotions which require a minimum purchase are less successful. This implies that cash-back promotions are successful in affecting consumer purchasing behavior and that it is possible that the manner in which cash-back promotions are presented determines the success of this promotion. An adaptation of Tesco Lotus's membership program which allows consumers to collect reward points based on spending and offers coupon vouchers after a certain amount of points is earned could be a means to creating a different cash-back promotion which consumers may like.

## **6.5 Conclusion**

The statistic methods assist to get some findings during the research. However, there are some limitations as well. For the correlation between demographic data and consumer purchasing behavior, the research can only get the answer "yes" or "no" through bivariate analysis with Kendall's tau which displays the correlation coefficients and correlation coefficient significance levels.

Promotions can be a very effective means of affecting consumer behavior and helping to push consumers to the final step of making a purchase. How promotions are administered, however, affects how consumers perceive promotions, which in turn affects the effectiveness of promotions in causing consumers to make a purchase. Although many of the promotions which Tesco Lotus currently employs are somewhat effective in influencing consumer purchasing behavior, these promotions can

be improved upon and some promotions exist which are barely effective. Finding new ways to administer these promotions and improving upon the successful promotions can help to increase volume movement and can also help to create a more positive consumer sentiment towards promotions and the supermarket.

**What I learnt from this study:**

I learnt a lot through this research study, not only the knowledge of research findings, but also the experience of talking to the respondents.

This is my first time to do this kind of research. Thanks to Dr Paul, my professor, who always instructed me the process and methodology which are also very important and useful or my future life. After this independent study, I'm capable to try other research topics in the field of marketing.

It's necessary to explain the research clearly and logically. Any theory that used needs to have reference to support to make the research reliable. There are six chapters for this research, the researcher need to link each chapter to show the focus. The findings of research in chapter 5 should be able to answer the major research questions and also achieve the research objectives in chapter 1.

The statistical methods such as SPSS are useful, but also with limitation. They are just tools to assist doing research to get certain results.



















เห็นด้วยอย่างยิ่ง = 1    เห็นด้วย = 2    ไม่แน่ใจ = 3    ไม่เห็นด้วย = 4    ไม่เห็นด้วยอย่างยิ่ง = 5

No.		1	2	3	4	5
34.	ฉันมักจะไปซื้อของบ่อยมากขึ้นถ้ามีสินค้าโปรโมชัน (ลด แลก แจก แถม) ที่ฉันสนใจ					
35.	หากด้านหน้าซูเปอร์มาร์เก็ตมีแสดงป้ายสินค้าโปรโมชัน (ลด แลก แจก แถม) รายวัน หรือรายสัปดาห์ก็ตาม คุณมักจะสนใจที่จะเข้าไปซื้อ					
36.	ฉันจะซื้อสินค้าหากสินค้านั้น มีการชิงรางวัลหรือการประกวดที่สนใจ					
37.	ฉันจะซื้อสินค้าหากสินค้านั้น ช้อ 1 แถม 1					
38.	หากมีการลดราคาสินค้า ฉันจะซื้อเพื่อกักตุนเอาไว้ใช้ในคราวต่อไป					
39.	หากสินค้าที่มีการลดราคา แต่ต้องซื้อในปริมาณมากกว่า 1 ชิ้น ฉันก็ยังสนใจที่จะซื้ออยู่					
40.	ฉันมักจะซื้อสินค้าหลังจากที่ได้ทดลองชิม หรือ ใช้ ที่ห้างก่อน (ตัวอย่างฟรี)					
41.	ฉันมักจะซื้อสินค้าเมื่อได้เห็นการสาธิตวิธีใช้ หรือ ปรุ่ งก่อน					
42.	ฉันมักซื้อสินค้าที่วางอยู่ใกล้กับเคอร์เตอร์เก็บเงินตรงทางออก					
43.	ฉันจะซื้อสินค้าที่มีคู่มือส่วนลด					
44.	ฉันมักจะใช้จ่ายให้ถึงจำนวนที่กำหนดเพื่อที่จะได้คู่มือเงินสด จากเทสโก้ โลตัส/คาร์ฟูร์					
45.	หลังจากที่ซื้อสินค้าโปรโมชันแล้ว ฉันก็ยังคงซื้อสินค้านั้นอยู่					
46.	ฉันมักซื้อสินค้าที่จะได้แต้มสะสมเพิ่มมากขึ้น					