

HOW PROMOTION AT 7-ELEVEN INFLUENCES TO CUSTOMER  
PURCHASING

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### **ABSTRACT**

This study aims to study about customer behavior to purchase the product following the promotion and analyze the promotion effectiveness. In this research, the researcher use quantitative research to descriptive and evaluate the satisfaction of 7-eleven's customer. Descriptive research help researcher understand characteristic of customer such as what customer wants and needs, age of customer, and also their lifestyle. If the researcher know the basic information of customer it's easier than other technique to reach the customer's mind.

The researcher use survey technique by create the questionnaire to customer who buy the product at 7-eleven or interested in 7-eleven's promotion. This method will help researcher to measure the demand of customer who will come to buy the product at 7-eleven by promotion in the future. The questionnaire was employed to survey 400 respondents who shopped at convenience store, this sample not select base on gender but include customer of both male and female who purchase product at 7-eleven more than one time.

The finding showed that the majority were female 291 persons or 72.8% were male with a total of 109 people, representing 27.3% with the age between 25-34 years 221 persons representing 55.3%. The study found that the majority of the bachelor degree maximum of 293 persons representing 73.3% and the majority of monthly income at 5,000-15,000 of 125 persons representing by 31.3%. The majority of people in this case focusing on place and their characteristics first so the researcher can explain that customer behavior and marketing mix are influences to customer purchasing.

## **ACKNOWLEDGEMENT**

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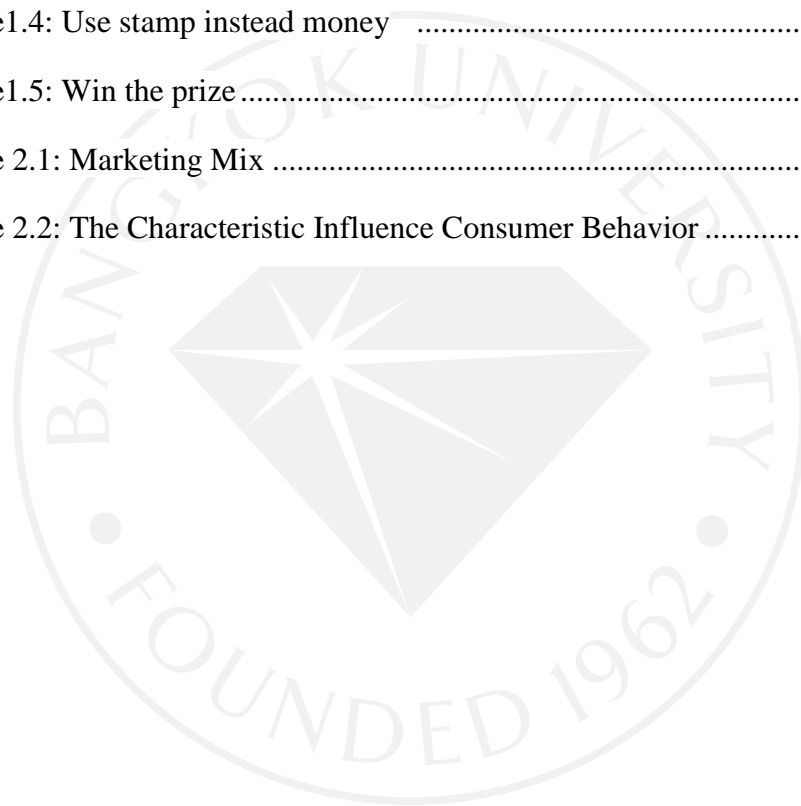


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## CHAPTER1

### INTRODUCTION

#### 1.1 Background

From the topic “How promotion at 7-Eleven influences to customer purchasing” should start by the history of 7-Eleven (convenience store). Seven Eleven is the largest convenience store chain in the world it has more than 54,200 branches in 16 countries. The company’s first convenience store also known as Tote stores since customers "toted" away their purchases and some even sported genuine Alaskan totem poles in front.

In 1946, 7-Eleven open 7 a.m. until 11 p.m., 7 days a week and in 1999 the company has changed the name from The The Southland Corporation to 7-Eleven, Inc. In Thailand, Seven Eleven is a new retail shop open 24 hours under CP All Public Company Limited. Seven Eleven in Thailand located on Patpong Road in 1989 and nowadays seven eleven has more than 8,000 branches in Thailand, and more than 4,000 branches only in Bangkok. Seven Eleven has many services such as Counter Service for pay bill, and top up money for mobile phone.

Nowadays, there are many competition of every convenience store in Thailand and strategies of each brand are promotions especially 7-eleven they create new promotion every month. There are examples of promotion of 7-eleven are following:

Buy coffee or tea in the morning with full price and if you buy again in afternoon you will get discount 50% of price.



Figure1.1: Promotion get 50% discount

Buy 1 get 1 free



Figure1.2: Buy 1get 1free

If customers buy the product at 7-eleven every 40 baht, pay bill at counter service, buy beverage, buy steamed stuff bun and dimtum, and buy sausages you will get a discount to buy some product at 7-eleven as picture below:



Figure1.3: Get the discount from the bill

Use stamp instead money: Seven eleven giving customer a card for keep the stamp if the card is full customer can change it to the product they want and also use it instant the money such as one stamp per one baht.



Figure1.4: Use stamp instead money

Win the prize: if customer buy twisties or some product with the same manufacture you can bring your bill for play game on facebook page “Twisties Thailand” you may get the reward from here.



Figure1.5: Win the prize

## 1.2 Problem

For the problem of this research, some promotion that 7-eleven they created have to pay a lot of money in each activities. They cannot know which promotion will increase sales volume, reach goal, and persuade customer come to our shop. So, the researcher focusing on the measurement of promotion effectiveness and customer behavior for find the marketing's factor of 7-eleven which factor is the best and which factor is not good.

## 1.3 Research Objectives

To understand customer behavior

To analyze the promotion effectiveness

## 1.4 Limitation

To study of customer behavior focusing on decision making when they purchase the product at 7-eleven.

## 1.5 Definition of Terms

Sales Promotion

- Something that marketer has to do for increase sell volume by create promotion and set the discount by focusing on 3 group are customer, retailer, and seller.

Promotion Strategy

- Plan the marketer has to do for increase sell volume by create the new thing for persuade customer.

Consumer Behavior

- What customer wants, think, buy the product

Marketing Mix

- Marketing Mix or 4Ps are product, price, place, and promotion use for business to achieve the purpose.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Theoretical

This research study about how promotion at seven eleven influence to customer purchasing which researcher study about theory and document to related this research are following;

Concept of promotion strategy and marketing mix

Concept of consumer behavior

#### 2.2 Sales Promotion

Sales Promotion use for promote, organize, and increase in sale volume. Sales promotion has many ways to do are following:

Free gifts e.g. Seven eleven giving customer a card for keep the stamp if the card is full customer can change it to the product they want and also use it instant the money such as one stamp per one baht.

Discounted prices e.g. Seven eleven promote the discount price to customers by TV advertisement and also sign board front of the shop.

Joint promotions between brands owned by a company, or with another company's brands. For example seven eleven joint with CP for increase sell volume.

Vouchers and coupons, often seen in bill and after purchase some drinks.

But in this case seven-eleven often uses the first choice that is free gifts. Seven-eleven always create the promotion to persuade the customer come to buy product at seven-eleven again and again by giving customer a card for keep the stamp if the card is full customer can change it to the product they want and also use it instant the money such as one stamp per one baht follow by the topic "Promotion Strategy" below.

Promotion

Promotion is one important key elements of the marketing mix to deal about the product and the price with the consumer.

Deciding on a marketing communications strategy is one of the primary roles of the marketing manager and this process involves some key decisions about who the customer is, how to contact them, and what the message should be.

(<http://www.marketing-made-simple.com/articles/promotional-strategy.htm>)

We choose the theory of marketing mix or 4Ps to describe the about the promotion strategy as the picture below:



Figure 2.1: Marketing Mix

#### Marketing Mix or 4Ps

Marketing Mix or 4Ps is a simple word to describe the difference kind of choice that organization have to use for business to achieve the purpose. The 4Ps are following:

Product: how to analyze and determine about the products and services.

Price: how to set the price suit to the product that customer satisfy and the company also get the profit.

Place: how to set the place and distribute the product that reach the customer.



Promotion: how to persuade the customer come to buy our products and services.

### 2.3. Promotion Factors

#### 1. Cash & Non Cash

Pattnaree (2014) from the research title Advertising Perception and Sales Promotion Relating to Customer's Buying Behavior in 7-Eleven Stores in Bangkok Metropolis said promotion at convenience store such as 7-eleven influence to customer purchasing. For example, if customer buy some product that can collect the stamp customer can use stamp instant cash and if they don't want to use instant the cash they also get a card for keep the stamp and when the card was full customer can exchange it to the gift they want.

#### 2. Store Promotion Vs Corporates

Suporn Serirat (1997) said about store location. We have to focus on the convenience of customer, when customer wants to buy something they will buy from the shop nearly their home, the shop has to located on the nice place and they focus on store design because it can persuade customer come to our shop. We have to set up the promotion front of the shop and inside our shop because when customer comes to buy something in our shop they will see all of promotion we have and after see that customer may buy many product because of promotion.

### 2.4 Consumer Behavior

The first thing that we have to know before doing the marketing is customer behavior. The study of consumers helps firms and organizations improve their marketing strategies by understanding issues following:

The psychology of how consumers think and feel

The psychology of how the consumer is influenced by their environment

The behavior of consumers while shopping

The behavior of consumers while making other marketing decisions

How consumer motivation and decision strategies

How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

(<http://www.consumerpsychologist.com/>)

Schiffman and Kanuk (1994, p.5) the definition of consumer behavior are select the product, use the product, and determine products, services, experiences, or ideas to satisfy needs that these processes have on the consumer and society."

### Characteristic Influence Consumer Behavior

The Characteristic Influence Consumer Behavior defining by cultural factors, social factors, personal factors, and psychological factors.

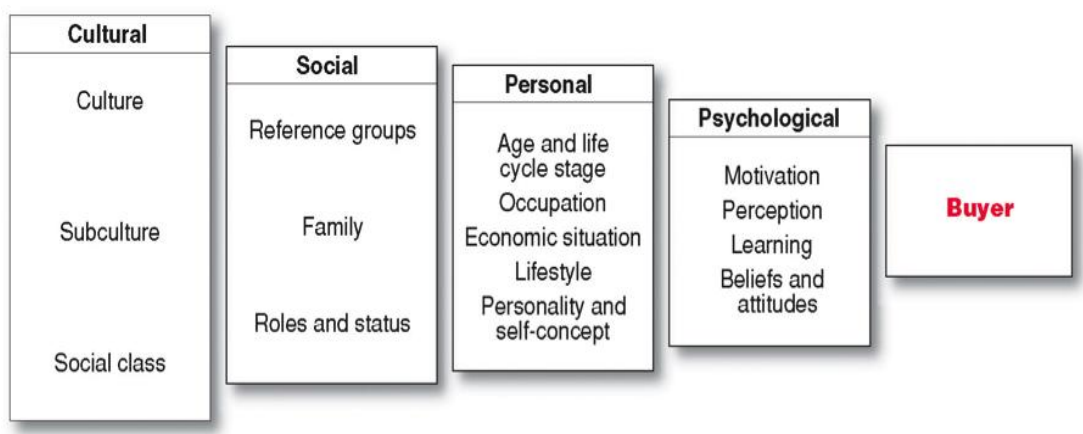


Figure 2.2: The Characteristic Influence Consumer Behavior

Source: Kotler, P. & Armstrong, L. (2012). *The Characteristic Influence*

*Consumer Behavior*. Sweden: Halmstad University.

#### 1. Cultural Factor

Cultural is simply all that exists in the social functioning of a particular group. Cultural refers to characteristics that individuals in the group have in common such as language, norms, values, religious, beliefs, preference, and other feelings people have about interpersonal relationships. (Douglas, 1983) Cultural is what defines a human community, its individuals and social organization. (Marieke, 2011)

Cultural influences have many significant effect on consumer buying behavior because it touches so many events that makeup our daily life. And since culture has an effect on what kinds of products and services are purchased and used, culture affects the development of the marketing mix that is products, pricing, distribution, and promotion. (Douglas, 1983)

Kotler & Amstrong (2004) defined cultural is the most basic at influence to customer purchasing because it shows what person's want and show their behavior such as children learn from their family, when their family buy the product and use it when their children grow up they will buy the same product again and again.

## 2. Social Factor

Social factor separate into 2 parts are following;

### Group

Groups are of particular interest to consumer scientist and other applied researcher, and to marketing managers because behavior in groups is usually more readily predictable than that of individuals. (Foxall, of Goldsmith, 1994). Social factor influence to customer's lifestyle and also decision purchasing of customer. ([http://sevenelevenssm.blogspot.com/p/2\\_15.html](http://sevenelevenssm.blogspot.com/p/2_15.html))

Gianie Abdu, Purwanto (2013) study an Analysis of Consumer Behavior Affecting Consumer Willingness to buy in 7-Eleven Convenience Store. Social group is a direct influence group to persuade other people to buy product follow them and people often are influenced by reference group expose a person new behaviors and lifestyles, influence the person's attitude and self-concept, and it may influence the person's product and brand choice.

### Family

Families exercise some of the most important social or group influences on individual consumption decisions. (Foxall, G., Goldsmith, R. & Brown, S.) (2002) (2ed.)

The family is the most factor that influence for individual, attitudes, and opinion on various subject are social relation, society, habits, and perception of brand and product they buy. For some products and brands, the same buying habit and consumption patterns that the ones we had known in our family.

(<http://theconsumerfactor.com/en/4-factors-influencing-consumer-behavior/>)

Gianie Abdu, Purwanto (2013) study an Analysis of Consumer Behavior Affecting Consumer Willingness to buy in 7-Eleven Convenience Store. Family is most consumer buying organization in society because husband and wife involve varies widely by product category and by stage in buying process. Children will get a strong influence on family buying decision they may come to buy the product at seven eleven by themselves not by their family.

### 3. Personal Factor

Personality describes a person's characteristics, it's show why people is different, and show what people think and feel. The "Big Five" personality traits that psychologists discuss frequently are following

Openness or how open you are in new experiences or new situation

Conscientiousness or how to know the new things

Extraversion or how feeling you are

Agreeableness or how easy you are to get along with

Neuroticism or how physical you are

The link between people's personalities and their buying behavior is somewhat unclear. Some research studies have shown that "sensation seekers," or people who exhibit extremely high levels of openness, are more likely to respond well to advertising that's violent and graphic. The problem for firms is figuring out "who's who" in terms of their personalities.

(<http://2012books.lardbucket.org/books/marketing-principles-v2.0/s06-01-factors-that-influence-consume.html>)

Decision of customer purchasing are including:

### Age and Life-Cycle Stage

The age of customer shows what style of customer, what they feel, and what they want.

### Occupation

Occupation of customer shows income of customer and how to buy the product.

### Economic Situation

Economic is the most effectiveness to influence customer to buy the product and influence to brand of product choice.

### Lifestyle

Lifestyle of customer shows which product suit to their customer and why they buy the product.

Chawannut Boonpakdee (2012) study the Demand for Product Under the Promotional Campaign by 7-11 Convenience Stores of student in Chiang Mai University shows that average income per month is the most effectiveness of customer because in university life every student have more expense especially some people who has to rent a dormitory, these group of people have more expense than other student group in university. When these group of people have to purchase something in Seven Eleven they will choose the product that give them many stamp or product on sale because it can save their money.

## 4. Psychological Factor

Psychoanalytic Theories of Sigmund Freud, He believe that decision of human comes from motivation. When human want to buy or use something it's from motivation. Sometime they don't understand why they love or like it they know only when the need is satisfied, they will do it follow the motivation, beliefs, and their attitudes.

### 2.5 Related Research

Sopida Kesornbua (2010) study the Demographic Factors and Elements of the Retail Marketing Mix that Most Influence Consumers to Shop at Mom and Pop shop or 7-Eleven Outlets in the Radburana District of Bangkok. From the survey of this research who purchase the product at 7-eleven and Mom&Pop shop focus on five

demographic factors are gender, age, education, occupation, and income. The result that customer come to the shop because of store location, price, promotions, term of payment, store personnel, store appearance, and atmosphere that is an elements of the marketing mix. The finding showed that an elements of marketing mix positively influenced to customer purchasing at convenience store.

Chotithummaporn and Bowomchokchai (2005) study The Attitudes and Behaviors of People to Use the Convenience Store Service at Din-Dang Area. Total 400 questionnaires were used in collect data. The result of this research found place and promotion are the most important factor influenced to customer purchasing at convenience store.

Kasemkosin (2002) study the Location Impact of Modern Convenience Store in Small Grocery Stores. Total 300 questionnaires were used in collect data. The result show that location or place is the most important factor attracting customers. Income, occupation, and education also important because customer who get a good occupation with high income and also good education preferred to purchase the product at great convenience store with good quality product.

Pattnaree (2014) study Advertising Perception and Sales Promotion Relating to Customer's Buying Behavior in 7-Eleven Stores in Bangkok Metropolis. The results show that the most customer are female age 30-39 years old and single with bachelor degree and income about 10,000-20,000 baht per months. They are interested in stamp promotion at 7eleven because mostly they will buy the product 5 times a week in cash and they can use stamp instead money so they will buy the product at 7-eleven more than other convenience stores. In other case such as male and female age around 15-30 years old their characteristic are not the same they will buy the product 1 time a week and purchase below 80 baht in one time. Positively, promotions are influenced to customer purchasing at 7-eleven more than other factors.

## 2.6 Hypothesis

H1o :  $\beta_{\text{product1}}, \beta_{\text{product2}}, \beta_{\text{product3}}, \beta_{\text{product4}} = 0$

H1a : at least one of  $\beta_{\text{product1}}, \beta_{\text{product2}}, \beta_{\text{product3}}, \beta_{\text{product4}} \neq 0$

H2o :  $\beta_{\text{price1}}, \beta_{\text{price2}}, \beta_{\text{price3}} = 0$

H2a : at least one of  $\beta_{\text{price1}}, \beta_{\text{price2}}, \beta_{\text{price3}} \neq 0$

H3o :  $\beta_{\text{place1}}, \beta_{\text{place2}}, \beta_{\text{place3}} = 0$

H3a : at least one of  $\beta_{\text{place1}}, \beta_{\text{place2}}, \beta_{\text{place3}} \neq 0$

H4o :  $\beta_{\text{promotion1}}, \beta_{\text{promotion2}}, \beta_{\text{promotion3}}, \beta_{\text{promotion4}} = 0$

H4a : at least one of  $\beta_{\text{promotion1}}, \beta_{\text{promotion2}}, \beta_{\text{promotion3}}, \beta_{\text{promotion4}} \neq 0$

H5o :  $\beta_{\text{profac1}}, \beta_{\text{profac2}}, \beta_{\text{profac3}}, \beta_{\text{profac4}} = 0$

H5a : at least one of  $\beta_{\text{profac1}}, \beta_{\text{profac2}}, \beta_{\text{profac3}}, \beta_{\text{profac4}} \neq 0$

H6o :  $\beta_{\text{cus1}}, \beta_{\text{cus2}}, \beta_{\text{cus3}}, \beta_{\text{cus4}}, \beta_{\text{cus5}}, \beta_{\text{cus6}}, \beta_{\text{cus7}}, \beta_{\text{cus8}}, \beta_{\text{cus9}}, \beta_{\text{cus10}} = 0$

H6a : at least one of  $\beta_{\text{cus1}}, \beta_{\text{cus2}}, \beta_{\text{cus3}}, \beta_{\text{cus4}}, \beta_{\text{cus5}}, \beta_{\text{cus6}}, \beta_{\text{cus7}}, \beta_{\text{cus8}}, \beta_{\text{cus9}}, \beta_{\text{cus10}} \neq 0$

## CHAPTER 3

### METHODOLOGY

#### 3.1 Research Strategy

This research study about how promotion at 7-eleven influence to customer purchasing by this study the research was including:

Method of research used

Respondents and sampling procedure

Research questionnaire

Data collection

The variables

Frame work

#### 3.2 Method of research used

In this research, the researcher use descriptive to evaluate the satisfaction of 7-eleven's customer. Descriptive research help researcher understand characteristic of customer such as what customer wants and needs, age of customer, and also their lifestyle. If the researcher know the basic information of customer it's easier than other technique to reach the customer's mind.

For the research style, the researcher use survey technique by create the questionnaire to customer who buy the product at 7-eleven or interested in 7-eleven's promotion. This method will help researcher to measure the demand of customer who will come to buy the product at 7-eleven by promotion in the future.

#### 3.3 Respondents and sampling procedure

Target population



In this research, the researcher study about how promotion at 7-eleven influences to customer purchasing which is one of convenience store that have many promotion to persuade customer. The target population of this research is Thai and Foreigner who loves the promotion and always buy product at 7-eleven.

#### Sample size

In this study, this sample not select base on gender but include customer of both male and female who purchase product at 7-eleven more than one time. For the total of sample size of this research the researcher focusing in 400.

#### 3.4 Research questionnaire

For part 1, in this research the researcher create the questionnaire started by the question related to Demographics by using multiple choice questions including:

Gender

Ages

Monthly income

There are 2 parts in the topic of Marketing Mix in part 2, in this research the researcher also create the questionnaire by the question related to satisfaction of customer by using multiple choice questions including:

Which convenience store you will choose?

According previous question, why do you choose this convenience store?

How often do you purchase product at Seven Eleven?

In part 2 I separate the questionnaire in 2 parts, the researcher created the questionnaire related to decision of customer by using Likert Scale question divided 5 levels as below:

Level 5                      means Very Important

Level 4                      means Neutral

Level 3	means Slightly Important
Level 2	means Fairly Important
Levels 1	means Not Important

In the topic of promotion factor in part 3, the researcher created the questionnaire by the question related to decision of customer by using Likert Scale divided 5 level as below:

Level 5	means Strongly Agree
Level 4	means Agree
Level 3	means Neutral
Level 2	means Disagree
Levels 1	means Strongly Disagree

In the topic of customer behavior in part 4, the researcher created the questionnaire related to decision of customer by using Likert Scale question divided 5 levels as below:

Level 5	means Strongly Agree
Level 4	means Agree
Level 3	means Neutral
Level 2	means Disagree
Levels 1	means Strongly Disagree

### 3.5 Data Collection

In this study, the researcher collected data by giving a questionnaire in online website and also separate the survey on many places such as in Bangkok University's campus, Silom road, and front of Central rama2.

### 3.6 Analysis and Data Processing

In this study the researcher used SPSS program for processing and statistical analysis. The statistics used to analyze the data in this study are prescriptive statistics to show the results by use the percentage to analyze the data sample and which factor is effected to promotion effectiveness at 7-eleven.

Frequency: The table that show the percentage and frequency for the qualitative variables are including gender, age, education, income, and marketing mix.

Multinomial logistic: Used to test the variable that influence to customer purchasing.

Factor Analysis (Total Variance Explained): Analysis the factor by percentage that related with the topic

Regression Analysis (Coefficient): Used to test the hypothesis of the research

### 3.7 The Variables

In this case, the topic is “how promotion at 7-eleven influence to customer purchasing” we separate the variables in 2 groups are Independent Variables and Dependence Variables are following:

#### Independent Variables

Demographic are included gender, age, status, and income.

Marketing Mix are included product, price, place, and promotion.

Promotion Factors are included cash & non cash and store promotion.

Consumer Behavior are included cultural factor, social factor, personal factor, and psychological factor.

#### Dependent Variables

Study to figure out the promotion effectiveness at Seven Eleven.

## 3.8 Framework

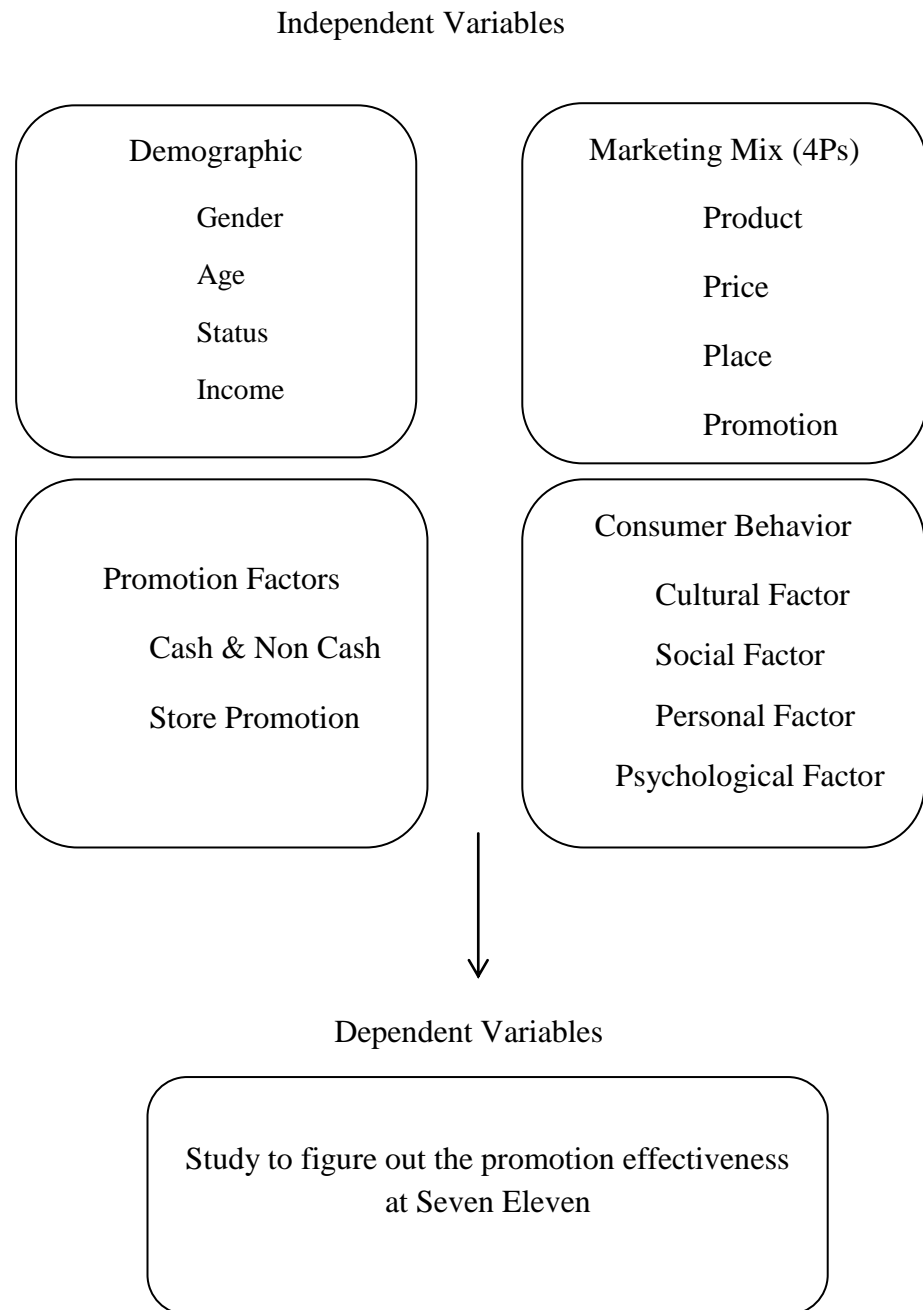


Figure 3.1: Framework

## CHAPTER 4

### RESEARCH FINDING AND DATA ANALYSIS

In this chapter we analyze the data that we can do the hypotheses test including each variable and the data that we collected from 400 questionnaires as following:

#### 4.1 Analysis of Frequency

Table 4.1.1: Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	109	27.3	27.3	27.3
Female	291	72.8	72.8	100
Total	400	100	100	

The majority of 7-eleven's customers are female which equal to 291 respondents by 72.8% and male which equal to 109 respondents by 27.3% respectively.

Table 4.1.2: Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15-24	96	24	24	24
25-34	221	55.3	55.3	79.3
35-44	41	10.3	10.3	89.5
Above44	42	10.5	10.5	100
Total	400	100	100	

The majority of 7-eleven's customer age are 25-34 years old which equal to 221 respondents by 55.3%, age 15-24 years old which equal to 96 respondents by 24%, age above 44 years old which equal to 42 respondents by 10.5%, and the minority age of 7-eleven customer age are 35-44 years old which equal to 41 respondents by 10.3% respectively.

Table 4.1.3: Education

	Frequency	Percent	Valid %	Cumulative %
Valid Below bachelor degree	43	10.8	10.8	10.8
Bachelor degree	293	73.3	73.3	84
Above bachelor degree	64	16	16	100
Total	400	100	100	

The majority of 7-eleven's customer education are graduated in bachelor degree which equal to 293 respondents by 73.3%, graduated in above bachelor degree which equal to 64 respondents by 16%, and below bachelor degree which equal to 43 respondents by 10.8% respectively.

Table 4.1.4: Income

	Frequency	Percent	Valid %	Cumulative %
Valid 5,000-15,000	125	31.3	31.3	31.3
15,001-20,000	121	30.3	30.3	61.5
20,001-30,000	83	20.8	20.8	82.3
Above30,000	71	17.8	17.8	100
Total	400	100	100	

The majority of 7-eleven's customer income are 5,000-15,000 baht which equal to 125 respondents by 31.3 %, income 15,001-20,000 baht which equal to 121 respondents by 30.3%, income 20,001-30,000 baht which equal to 83 respondents by 20.8%, and above 30,000 baht which equal to 71 respondents by 17.8% respectively.

Table 4.1.5: Marketing Mix (Convenience Store)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 7-eleven	372	93	93	93
Family Mart	13	3.3	3.3	96.3
Lotus Express	13	3.3	3.3	99.5
Mini BigC	2	0.5	0.5	100
Total	400	100	100	

Most respondent convenience store are 7-eleven which equal to 372 respondents by 93%, family mart and lotus which equal to 13 respondents by 3.3%, and the last one is mini bigc which equal to 2 respondents by 0.5% respectively.

Table 4.1.6: Marketing Mix (4Ps)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Product	71	17.8	17.8	17.8
Price	42	10.5	10.5	28.3
Promotion	90	22.5	22.5	50.8
Place	197	49.3	49.3	100
Total	400	100	100	

The majority of 7-eleven's customer focusing on place which equal to 197 respondents by 49.3%, promotion which equal to 90 respondents by 22.5%, product which equal to 71 respondents by 17.8%, and price which equal to 42 respondents by 10.5% respectively.

Table 4.1.7: Marketing Mix (How often to purchase product)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Everyday	73	18.3	18.3	18.3
1-3 per week	234	58.5	58.5	76.8
1-3 per month	92	23.0	23.0	99.8
Others	1	.3	.3	100.0
Total	400	100.0	100.0	

The majority of customer purchasing product at 7-eleven 1-3 per week which equal to 234 respondents by 58.5%, 1-3 per month which equal to 92 respondents by 23%, purchasing product at 7-eleven everyday which equal to 73 respondents by 18.3%, and others which equal to 1 respondents by 0.3% respectively.

Table 4.1.8: Marketing Mix (Purchase product in one time)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 10-100 baht	247	61.8	61.8	61.8
101-200 baht	120	30.0	30.0	91.8
201-300 baht	28	7.0	7.0	98.8
Above 300 baht	5	1.3	1.3	100.0
Total	400	100.0	100.0	

The majority of respondent expense to purchase the product at 7-eleven are 10-100 baht which equal to 247 respondents by 61.8%, purchase 101-200 baht which equal to 120 respondents by 30%, purchase 201-300 baht which equal to 28 respondents by 7%, and above 300 baht which equal to 5 respondents by 1.3 % respectively.



Table 4.1.9: Marketing Mix (Promotion)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Use stamp instead money	139	34.8	34.8	34.8
Get a gift	102	25.5	25.5	60.3
Buy 1 get 1 free	157	39.3	39.3	99.5
Others	2	.5	.5	100.0
Total	400	100.0	100.0	

The majority of respondent promotion of 7-eleven are buy 1 get 1 free which equal to 157 respondents by 39.3%, use stamp instead money which equal to 139 respondents by 34.8%, get a gift which equal to 102 respondents by 25.5%, and other promotion which equal to 2 respondents by 0.5% respectively.

#### 4.2 Multinomial Logistic

Table 4.2: Multinomial Logistic

Mix1(a)		B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp(B)		
								Lower Bound	Upper Bound	Lower Bound
7-eleven	Intercept	5.226	1.003	27.16	1	.0				
	[Mix2=1]	17	0.777	478.4	1	.0	24146928	5263544	110775964.8	
	[Mix2=2]	16.98	0.93	333.5	1	.0	23776943	3841326	147173920.5	
	[Mix2=3]	-0.81	1.42	0.323	1	0.57	0.446	0.028	7.221	
	[Mix2=4]	0(b)	.	.	0	.	.	.	.	

(Continued)

Table 4.2 (Continued) : Multinomial Logistic

Family Mart	Intercept	1.946	1.069	3.313	1	0.069			
	[Mix2=1]	16.8	1.107	230.1	1	0	19742104	2253348	172965132.3
	[Mix2=2]	17.32	1.215	203.2	1	0	33251965	3073403	359761838.3
	[Mix2=3]	-1.25	1.626	0.594	1	0.441	0.286	0.012	6.914
	[Mix2=4]	0(b)	.	.	0	.	.	.	.
Lotus Express	Intercept	1.099	1.155	0.905	1	0.341			
	[Mix2=1]	18.34	0	.	1	.	92129818	92129818	92129817.54
	[Mix2=2]	18.17	0	.	1	.	77587918	77587918	77587918.32
	[Mix2=3]	0.288	1.607	0.032	1	0.858	1.333	0.057	31.121
	[Mix2=4]	0(b)	.	.	0	.	.	.	.

## Parameter Estimates

- a The reference category is: Mini Bigc.
- b This parameter is set to zero because it is redundant.

According from multinomial logistic results, 7-eleven and family mart comparing with mini bigc. The respondents of customer choose to buy product at 7-eleven have significant by .000 which is less than 0.5. Moreover, customer choose to buy product at family mart have significant by .000 which is less than 0.5 also.

For the customer who goes to purchase product at 7-eleven focusing on product and price. They choose to buy the product on promotion and focusing on price, the price has to suit the product. From the survey, the researcher compare 2 convenience stores between 7-Eleven and Mini BigC and the result showed that price and product are influenced to customer purchasing at convenience store.

## 4.3 Factor Analysis (Total Variance Explained)

Table 4.3: Factor Analysis (Total Variance Explained)

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance
1	5.678	20.28	20.28	5.678	20	20.28	3.168	11.313
2	2.847	10.17	30.45	2.847	10	30.449	2.666	9.52
3	1.736	6.199	36.65	1.736	6.2	36.648	2.41	8.606
4	1.351	4.825	41.47	1.351	4.8	41.473	2.234	7.98
5	1.307	4.667	46.14	1.307	4.7	46.14	1.557	5.562
6	1.073	3.834	49.97	1.073	3.8	49.974	1.554	5.549
7	1.066	3.807	53.78	1.066	3.8	53.781	1.47	5.251
8	0.95	3.393	57.17					
9	0.94	3.357	60.53					
10	0.859	3.068	63.6					
11	0.814	2.909	66.51					
12	0.77	2.751	69.26					
13	0.762	2.722	71.98					
14	0.726	2.592	74.57					
15	0.711	2.54	77.11					
16	0.652	2.329	79.44					
17	0.612	2.186	81.63					
18	0.599	2.139	83.77					
19	0.581	2.075	85.84					
20	0.531	1.895	87.74					
21	0.512	1.829	89.57					
22	0.493	1.762	91.33					
23	0.452	1.615	92.94					
24	0.425	1.516	94.46					
25	0.414	1.477	95.94					
26	0.403	1.438	97.37					
27	0.379	1.353	98.73					
28	0.356	1.272	100					

Extraction Method: Principal Component Analysis.

Total Variance Explained

Extraction Method: Principal Component Analysis.

Promotion effectiveness at 7-eleven from 28 factors are including (1) Quality of the product (2) Detail of product on packaging (3) Brand of product (4) Type of product (5) Price suits the product (6) Not expensive than other convenience store (7)

Reducing the price and promotion (8) Easy to find the store (9) The shop open 24 hours (10) Many branches in the same location (11) The promotion is interesting (12) Promotion persuade to customer purchasing (13) Giving gift to customer (14) Advertise the promotion on social media (15) Promotion at 7-eleven persuade customer come to the shop (16) If 7-eleven create new promotion, we still support this convenience store (17) If 7-eleven doesn't has a promotion we won't support this convenience store (18) Possibility, I want to see the new promotion at 7-eleven in the future (19) I think 7-eleven is the first convenience store in my mind (20) I think the best decision purchasing to buying something at 7-eleven is family (21) I buy many products at 7-eleven because of trend and promotion (22) I will buy the product at 7-eleven because I want to buy not because of promotion (23) I think age is the one factor that effected to customer purchasing (24) According from previous question, I think income also an important factor that effected to customer purchasing (25) I think lifestyle of customer effected to purchase decision (26) I think occupation of customer affected to customer purchasing (27) I purchase the product at 7-eleven because of friend (28) I won't buy the product at 7-eleven when economic situation goes down. From factor analysis 28 factors can be reduced to 7 factors explaining 54% of total variance. These are included factor 1 explaining by 11.31%, factor 2 explaining by 9.52%, factor 3 explaining by 8.60%, factor 4 explaining by 7.98%, factor 5 explaining by 5.56%, factor 6 explaining by 5.55%, and factor 7 explaining by 5.25%. These are the factor that explain the percentage of variance and which factor is the most important factor effected to promotion effectiveness at 7-eleven.

#### 4.4 Rotated Component Matrix (a)

Table 4.4: Rotated Component Matrix (a)

	Component						
	1	2	3	4	5	6	7
Product1	.041	.039	-.043	.141	.136	.815	.014
Product2	.296	.196	.159	.058	-.044	.482	-.315
Product3	<u>.514</u>	.261	.242	-.009	.120	-.019	-.219

(Continued)

Table 4.4 (Continued): Rotated Component Matrix (a)

Product4	<u>0.77</u>	0.172	0.01	0.076	0.03	-0.021	-0.079
Price1	0.233	0.063	0.091	-0.129	0.13	0.479	0.366
Price2	<u>0.527</u>	0.071	0.029	-0.076	0.11	0.387	0.182
Price3	<u>0.621</u>	0.088	0.085	-0.082	0.19	0.079	0.231
Place1	0.439	0.023	0.135	-0.221	0.47	0.162	0.309
Place2	0.273	0.036	0.168	-0.155	0.56	0.215	0.218
Place3	0.044	0.176	0.073	0.289	0.64	0.093	-0.091
Promotion1	0.554	0.344	0.122	0.039	-0.01	0.151	0.092
Promotion2	<u>0.568</u>	0.297	-0.101	0.144	0.02	0.157	-0.084
Promotion3	0.3	<u>0.455</u>	0.108	0.108	0.11	0.026	-0.42
Promotion4	0.368	0.584	0.166	-0.019	-0.14	0.187	-0.06
Profac1	0.202	0.672	0.127	-0.178	-0.04	0.208	0.047
Profac2	0.126	0.676	-0.124	0.277	0.17	-0.055	0.077
Profac3	0.228	0.469	0.221	0.064	0.42	-0.086	0.046
Profac4	0.326	0.551	0.076	-0.083	0.18	0.018	0.133
Cus1	0.071	0.093	-0.071	0.216	0.07	0.06	0.701
Cus2	0.069	0.263	0.488	0.097	0.03	-0.094	0.424
Cus3	0.054	0.124	0.66	0.182	-0	0.059	-0.005
Cus4	0.187	-0.354	0.133	0.594	-0.03	-0.014	-0.049
Cus5	-0.078	0.079	0.207	0.717	-0.03	0.084	0.009
Cus6	0.071	0.003	0.158	0.692	0.16	-0.074	0.177
Cus7	0.269	0.078	0.397	0.268	-0.4	0.008	0.06
Cus8	-0.162	0.222	0.319	0.544	-0.15	0.149	0.032
Cus9	0.07	-0.089	0.766	0.078	0.15	0.039	-0.101
Cus10	0.046	0.063	0.704	0.24	0.11	0.026	-0.017

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a Rotation converged in 20 iterations.

From the rotated component table can separate the factor of promotion at 7-eleven effectiveness to customer purchasing into 7 factors as following:

Factor1 (Product Factor) including from (3) Brand of product by 0.51%, (4) Type of product 0.77%, (6) Not expensive than other convenience store by 0.53%, (7) Reducing the price and promotion by 0.62%, (11) The promotion is interesting by 0.55% and (12) Promotion persuade to customer purchasing by 0.57%.

Factor 2 (Promotion Factor) including from (13) Giving gift to customer by 0.46%, (14) Advertise the promotion on social media by 0.58%, (15) Promotion at 7-eleven persuade customer come to the shop by 0.67%, (16) If 7-eleven create new promotion, we still support this convenience store by 0.68%, (17) If 7-eleven doesn't has a promotion we won't support this convenience store by 0.47%, and (18) Customer wants to see the new promotion at 7-eleven in the future by 0.55%.

Factor 3 (Customer Purchasing Factor) including from (20) I think the best decision purchasing to buying something at 7-eleven is family by 0.49%, (21) I buy many products at 7-eleven because of trend and promotion by 0.66%, (27) I purchase the product at 7-eleven because of friend by 0.77%, and (28) I won't buy the product at 7-eleven when economic situation goes down by 0.70%.

Factor 4 (Customer Decision Factor) including from (22) I will buy the product at 7-eleven because I want to buy not because of promotion by 0.59%, (23) I think age is the one factor that effected to customer purchasing by 0.72%, (24) I think income also an important factor that effected to customer purchasing by 0.69%, and (26) I think occupation of customer affected to customer purchasing by 0.54%.

Factor 5 (Location Factor) including from (8) Easy to find the store by 0.47%, (9) The shop open 24 hours by 0.56%, (10) Many branches in the same location by 0.64%, and (25) I think lifestyle of customer effected to purchase decision by 0.40%.

Factor 6 (Detail of Product Factor) including from (1) Quality of the product by 0.82%, (2) Detail of product on packaging by 0.48%, and (5) Price suits the product by 0.48%.

Factor7 (First of Mind Factor) are (19) I think 7-eleven is the first convenience store in my mind by 0.70%.

#### 4.5 Multiple Linear Regression

Table 4.5: Multiple Linear Regression

Coefficients(a)

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Unstandardized Coefficients
		Std. Error	Beta	B	Std. Error
(Constant)	0.527	0.356		1.479	0.14
Product1	0.065	0.049	0.074	1.33	0.18
Product2	0.005	0.041	0.006	0.113	0.91
Product3	0.101	0.042	0.145	2.395	0.02
Product4	0.055	0.049	0.073	1.131	0.26
Price1	0.03	0.047	0.037	0.647	0.52
Price2	0.042	0.049	0.052	0.861	0.39
Price3	-0.028	0.043	-0.041	0.662	0.51
Place1	0.016	0.042	0.025	0.383	0.7
Place2	0.013	0.047	0.017	0.279	0.78
Place3	0.029	0.037	0.042	0.773	0.44
Promotion1	-0.017	0.052	-0.021	0.325	0.75
Promotion2	-0.06	0.047	-0.078	1.279	0.2
Promotion3	-0.079	0.042	-0.114	1.867	0.06
Promotion4	0.013	0.038	0.023	0.353	0.72
Profac1	-0.03	0.046	-0.042	0.655	0.51
Profac2	0.054	0.049	0.068	1.106	0.27
Profac3	0.008	0.04	0.012	0.204	0.84
Profac4	-0.014	0.048	-0.018	0.289	0.77

(Continued)

Table 4.5 (Continued): Multiple Linear Regression

Cus1	0.036	0.038	0.052	0.95	0.34
Cus2	0.08	0.036	0.127	2.211	0.03
Cus3	0.033	0.043	0.046	0.755	0.45
Cus4	0.01	0.039	0.015	0.258	0.8
Cus5	-0.008	0.039	0.013	0.213	0.83
Cus6	-0.033	0.037	0.053	0.884	0.38
Cus7	-0.006	0.04	0.009	0.151	0.88
Cus8	-0.036	0.037	0.059	0.988	0.32
Cus9	0.029	0.04	0.045	0.738	0.46
Cus10	-0.066	0.043	0.099	1.555	0.12

### Part3. The Analytical Results of Logistics Regression

To testing hypothesis, the researcher uses multiple regressions of all independent variables associated with all hypothesis and Marketing Mix3 ( How often do you purchase product at 7-eleven) as dependent variable.

Table 4.6: The Analytical Results of Logistics Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
	Product1	0.065	0.049	0.074	1.3	0.184
	Product2	0.005	0.041	0.006	0.1	0.91
	Product3	0.101	0.042	0.145	2.4	0.017
	Product4	0.055	0.049	0.073	1.1	0.259



Hypothesis: Product has significant factor influence on Marketing Mix

H1o: Marketing Mix has no affected to promotion effectiveness at 7-eleven.

H1a: Marketing Mix has an effect on promotion effectiveness at 7-eleven.

The result from analyze product is significant at level 0.017

H1o :  $\beta_{\text{product1}} , \beta_{\text{product2}} , \beta_{\text{product3}} , \beta_{\text{product4}} = 0$

H1a : at least one of  $\beta_{\text{product1}} , \beta_{\text{product2}} , \beta_{\text{product3}} , \beta_{\text{product4}} \neq 0$

The information that support from previous research in chapter2 are marketing mix has affected to promotion effectiveness at 7-eleven is statistically indication showed product

p-value = .017. Therefore, we can reject H1o and the result from this research can confirm this statement with mean score on standard test at 0 .05 significance level.

Table 4.7: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	B	Std. Error
Cus1	0.036	0.038	0.052	0.95	0.343
Cus2	0.08	0.036	0.127	2.211	0.028
Cus3	0.033	0.043	0.046	0.755	0.451
Cus4	0.01	0.039	0.015	0.258	0.797
Cus5	-0.008	0.039	-0.013	-0.213	0.832
Cus6	-0.033	0.037	-0.053	-0.884	0.377
Cus7	-0.006	0.04	-0.009	-0.151	0.88
Cus8	-0.036	0.037	-0.059	-0.988	0.324
Cus9	0.029	0.04	0.045	0.738	0.461
Cus10	-0.066	0.043	-0.099	-1.555	0.121

Hypothesis: Customer Behavior has significant factor influence on Marketing Mix

H5o: Customer behavior has no affected to promotion effectiveness at 7-eleven.

H5a: Customer behavior has an effected on promotion effectiveness at 7-eleven.

The result from analyze customer behavior is significant at level 0.028

H5o :  $\beta_{cus1}, \beta_{cus2}, \beta_{cus3}, \beta_{cus4}, \beta_{cus5}, \beta_{cus6}, \beta_{cus7}, \beta_{cus8}, \beta_{cus9}, \beta_{cus10} = 0$

H5a : at least one of  $\beta_{cus1}, \beta_{cus2}, \beta_{cus3}, \beta_{cus4}, \beta_{cus5}, \beta_{cus6}, \beta_{cus7}, \beta_{cus8}, \beta_{cus9}, \beta_{cus10} \neq 0$

The information that support from previous research in chapter2 are customer behavior has affected to promotion effectiveness at 7-eleven is statistically indication showed product.

p-value = .028. Therefore, we can reject H5o and the result from this research can confirm this statement with mean score on standard test at 0.05 significance level.

## CHAPTER 5

### DISCUSSION AND CONCLUSION

#### 5.1 Conclusion

From this research is how promotion at 7-eleven influences to customer purchasing by the purpose of study is the researcher wants to analyze the promotion effectiveness and understand customer behavior by collecting the data from questionnaire that the researcher separated total 400 questionnaires at Bangkok University's Campus, Silom Road, and front of Central Rama II which can be summarize as following:

The result of gender showed that the majority were female 291 persons or 72.8% were male with a total of 109 people, representing 27.3%

The age of the sample group were aged between 25-34 years 221 persons or 55.3%, followed by the age between 15-24 years 96 persons representing 24% were aged between above 44 years 42 persons or 10.3%, and age between 35-44 years 41 persons, representing by 10.3% respectively.

The education level, the study found that the majority of the bachelor degree maximum of 293 persons or 73.3%, followed by above bachelor degree 64 person or 16%, and the last is below bachelor degree 43 persons representing by 10.8% respectively.

The result of income showed that the majority of monthly income at 5,000-15,000 of 125 persons or 31.3% followed by income at 15,001-20,000 of 121 persons or 30.3%, income at 20,001-30,000 of 83 persons or 20.8% for the last at above 30,000 baht of 71 persons, representing by 17.8% respectively.

From marketing mix part, the most respondent convenience store are 7-eleven which equal 372 respondents by 93% of all convenience store including family mart, mini bigc, and lotus express.

The majority of 7-eleven's customer focusing on place which equal to 197 respondents by 49.3% of all promotion mix are product, price, place, and promotion.

The majority of customer purchasing product at 7-eleven 1-3 per week which equal to 234 respondents by 58.5% from 400 respondents.

The majority of respondent expense to purchase the product at 7-eleven are 10-100 baht which equal to 247 respondents by 61.8% from 400 respondents.

The majority of respondent promotion of 7-eleven are buy 1 get 1 free which equal to 157 respondents by 39.3% of all promotion are use stamp instead money, get a gift, other promotions.

According from multinomial logistic results, 7-eleven and family mart comparing with mini bigc. The respondents of customer choose to buy product at 7-eleven have significant by .000 which is less than 0.5. Moreover, customer choose to buy product at family mart have significant by .000 which is less than 0.5 also.

For the customer who goes to purchase product at 7-eleven focusing on product and price. They choose to buy the product on promotion and focusing on price, the price has to suit the product. From the survey, the researcher compare 2 convenience stores between 7-

Eleven and Mini BigC and the result showed that price and product are influenced to customer purchasing at convenience store.

From total variance explained, factor analysis 28 factors can be reduced to 7 factors explaining 54% of total variance. These are included factor 1 explaining by 11.31%, factor 2 explaining by 9.52%, factor 3 explaining by 8.60%, factor 4 explaining by 7.98%, factor 5 explaining by 5.56%, factor 6 explaining by 5.55%, and factor 7 explaining by 5.25%. These are the factor that explain the percentage of variance and which factor is the most important factor effected to promotion effectiveness at 7-eleven.

From the rotated component table can separate the factor of promotion at 7-eleven effectiveness to customer purchasing into 7 factors as following:

Factor1 (Product Factor) including from (3) Brand of product by 0.51%, (4) Type of product 0.77%, (6) Not expensive than other convenience store by 0.53%, (7) Reducing the price and promotion by 0.62%, (11) The promotion is interesting by 0.55% and (12) Promotion persuade to customer purchasing by 0.57%.

Factor 2 (Promotion Factor) including from (13) Giving gift to customer by 0.46%, (14) Advertise the promotion on social media by 0.58%, (15) Promotion at 7-eleven persuade customer come to the shop by 0.67%, (16) If 7-eleven create new promotion, we still support this convenience store by 0.68%, (17) If 7-eleven doesn't has a promotion we won't support this convenience store by 0.47%, and (18) Customer wants to see the new promotion at 7-eleven in the future by 0.55%.

Factor 3 (Customer Purchasing Factor) including from (20) I think the best decision purchasing to buying something at 7-eleven is family by 0.49%, (21) I buy many products at 7-eleven because of trend and promotion by 0.66%, (27) I purchase the product at 7-eleven because of friend by 0.77%, and (28) I won't buy the product at 7-eleven when economic situation goes down by 0.70%.

Factor 4 (Customer Decision Factor) including from (22) I will buy the product at 7-eleven because I want to buy not because of promotion by 0.59%, (23) I think age is the one factor that effected to customer purchasing by 0.72%, (24) I think income also an important factor that effected to customer purchasing by 0.69%, and (26) I think occupation of customer affected to customer purchasing by 0.54%.

Factor 5 (Location Factor) including from (8) Easy to find the store by 0.47%, (9) The shop open 24 hours by 0.56%, (10) Many branches in the same location by 0.64%, and (25) I think lifestyle of customer effected to purchase decision by 0.40%.

Factor 6 (Detail of Product Factor) including from (1) Quality of the product by 0.82%, (2) Detail of product on packaging by 0.48%, and (5) Price suits the product by 0.48%.

Factor7 (First of Mind Factor) are (19) I think 7-eleven is the first convenience store in my mind by 0.70%.

From the linear regression analysis, the researcher found the results of hypothesis as following:

H1o: Marketing Mix has no affected to promotion effectiveness at 7-eleven.

H1a: Marketing Mix has an effected on promotion effectiveness at 7-eleven.

The information that support from previous research in chapter2 are marketing mix has affected to promotion effectiveness at 7-eleven is statistically indication showed product pre-value = .017. Therefore, we can **reject H1o** and the result from this research can confirm this statement with mean score on standard test at 0.05 significance level.

H2o: Customer behavior has no affected to promotion effectiveness at 7-eleven.

H2a: Customer behavior has an effected on promotion effectiveness at 7-eleven.

The information that support from previous research in chapter2 are customer behavior has affected to promotion effectiveness at 7-eleven is statistically indication showed product pre-value = .028. Therefore, we can **reject H2o** and the result from this research can confirm this statement with mean score on standard test at 0.05 significance level.

## 5.2 Discussion

From the related research, Sopida Kesornbua (2010) study the Demographic Factors and Elements of the Retail Marketing Mix that Most Influence Consumers to Shop at Mom and Pop shop or 7-Eleven Outlets in the Radburana District of Bangkok. From the survey of this research who purchase the product at 7-eleven and Mom&Pop shop focus on five demographic factors are gender, age, education, occupation, and income. The result that customer come to the shop because of store location, price, promotions, term of payment, store personnel, store appearance, and atmosphere that is an elements of the marketing mix. The finding showed that an elements of marketing mix positively influenced to customer purchasing at convenience store.

Chotithummaporn and Bowomchokchai (2005) study The Attitudes and Behaviors of People to Use the Convenience Store Service at Din-Dang Area. Total 400 questionnaires were used in collect data. The result of this research found place and promotion are the most important factor influenced to customer purchasing at convenience store.

Kasemkosin (2002) study the Location Impact of Modern Convenience Store in Small Grocery Stores. Total 300 questionnaires were used in collect data. The result show that location or place is the most important factor attracting customers. Income, occupation, and education also important because customer who get a good occupation with high income and also good education preferred to purchase the product at great convenience store with good quality product.

Pattnaree (2014) study Advertising Perception and Sales Promotion Relating to Customer's Buying Behavior in 7-Eleven Stores in Bangkok Metropolis. The results show that the most customer are female age 30-39 years old and single with bachelor degree and income about 10,000-20,000 baht per months. They are interested in stamp promotion at 7eleven because mostly they will buy the product 5 times a week in cash and they can use stamp instead money so they will buy the product at 7-eleven more than other convenience stores. In other case such as male and female age around 15-30 years old their characteristic are not the same they will buy the product 1 time a week and purchase below 80 baht in one time. Positively, promotions are influenced to customer purchasing at 7-eleven more than other factors.

### 5.3 Managerial Implication

The results of this research has a couple of major contribution are following:

First, to allow 7-eleven to better promote their product that fit to customer expecting this result in higher sales respond to promotion campaign in lower cost to get better.

Second, becoming more selective of promotion at 7-eleven it would not end up damaging equity of their product in other word it would rebuild "promotion inflation" in chain of convenience store these day without necessary.

From this research, the researcher understand about customer behavior that before selling the product or create new promotion we have to learn about customer behavior are included age, gender, education, attitude, psychology, and others. When we know about customer behavior it is easy to create the promotion and easy to reach customer.

Nowadays, there are many competitions about convenience store so we have to do something better than other convenience store such as create new promotion suits to customer in that situation or find the difference things of other convenience store and improve our convenience store.

Finally, all of the result of this research showed that when people wants to do some business they have to focusing on personality of customer, customer behavior, and also marketing mix for the basic information if the owner of business know about these information their business will be successfully.

#### 5.4 Recommendation for Future Research

The results of this study can use as a standard, guidelines for create new promotion following the topic promotion factor and marketing mix including product, price, place, and promotion. The believe that this research will be advantage for the owner who wants to invest new business and set up the price. For the recommendation in the future research are as following:

Future research should extending these study framework to other chain convenience store to figure out the commonality and distinctive difference at cost difference retrial chain.

The sample size should be increase for future research to enable researcher to generalize their finding with most higher confident.

The promotion study should be extended to online promotion and social media to better understand the promotion effectiveness to the new generation.



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## **APPENDIX**

## Appendix

Reliability

Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	30	41.7
	Exclude d(a)	42	58.3
	Total	72	100.0

a Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.717	37

**Frequencies**

[DataSet1] C:\Users\user\Desktop\spss is.sav

**Statistics**

		Gender	Age	Education	Income	Mix1	Mix2	Mix3	Mix4	Mix5
N	Valid	400	400	400	400	400	400	400	400	400
	Missing	0	0	0	0	0	0	0	0	0
Mean		1.73	2.07	2.05	2.25	1.11	3.03	2.05	1.48	2.06
Median		2.00	2.00	2.00	2.00	1.00	3.00	2.00	1.00	2.00
Mode		2	2	2	1	1	4	2	1	3
Std. Deviation		.446	.871	.515	1.082	.442	1.144	.649	.682	.871

## Questionnaire (แบบสอบถาม)

### How promotion at 7-eleven influences to customer purchasing

โปรโมชั่นที่ร้านสะดวกซื้อเซเว่นอีเลฟเว่นมีผลอย่างไรกับการเลือกซื้อสินค้าของผู้บริโภค

In this questionnaire I separate in 4 parts are following:

(ในแบบสอบถามนี้ได้แบ่งหัวข้อหลักเป็น4หัวข้อดังนี้)

Part 1: Demographics (ข้อมูลทั่วไปทางประชากรศาสตร์)

Part 2: Marketing Mix (ส่วนประสมทางการตลาด)

Part 3: Promotion Factor (ปัจจัยด้านโปรโมชั่น)

Part 4: Customer Behavior (พฤติกรรมผู้บริโภค)

.....  
 .....

#### Part 1. Demographics (ข้อมูลทั่วไปทางประชากรศาสตร์)

คำชี้แจง กรุณาเลือกคำตอบที่ถูกต้องที่สุดเพียงคำตอบเดียว

1. Gender (เพศ)
  - Male (ชาย)
  - Female (หญิง)
  
2. Age (อายุ)
  - 15 - 24
  - 25 - 34
  - 35 - 44
  - Above 44

3. Education (ระดับการศึกษา)
  - o Below Bachelor Degree (ต่ำกว่าปริญญาตรี)
  - o Bachelor Degree (ปริญญาตรี)
  - o Above Bachelor Degree (สูงกว่าปริญญาตรี)
  
4. Monthly income (รายได้เฉลี่ยต่อเดือน)
  - o 5,000 – 15,000 baht
  - o 16,000 – 20,000 baht
  - o 21,000 – 30,000 baht
  - o Above 30,000 baht (มากกว่า 30,000 บาท)

## **Part 2. Marketing Mix (ส่วนประสมทางการตลาด)**

คำชี้แจง กรุณาเลือกคำตอบที่ถูกต้องที่สุดเพียงคำตอบเดียว

5. Which convenience store you will choose?  
(คุณเลือกที่จะเข้าใช้บริการร้านสะดวกซื้อที่ไหนมากที่สุด)
  - o 7-Eleven
  - o Family Mart
  - o Lotus Express
  - o Mini Big C
  
6. According previous question, why do you choose this convenience store?  
(จากข้อ5 ทำไมคุณถึงเลือกใช้บริการร้านสะดวกซื้อร้านดังกล่าว)
  - o Product (สินค้า เช่น มีสินค้าที่หลากหลาย)
  - o Price (ราคาเหมาะกับตัวสินค้า)
  - o Promotion (มีโปรโมชั่นที่น่าสนใจ)

o Place (Store) (สะดวกในการพบเห็นและใช้บริการ)

7. How often do you purchase product at 7-Eleven?

(คุณใช้บริการที่ร้านสะดวกซื้อเซเว่นอีเลฟเว่นบ่อยแค่ไหน)

o Everyday (ทุกวัน)

o 1 – 3 per week (1-3 ครั้งต่อสัปดาห์)

o 1 – 3 per months (1-3 ครั้งต่อเดือน)

8. How much did you purchase product at 7-eleven?

(คุณใช้จ่ายครั้งละเท่าไรในการเลือกซื้อสินค้าต่อหนึ่งครั้ง)

o 10 – 100 baht

o 101 – 200 baht

o 201 – 300 baht

o Above 300 baht (มากกว่า 300 บาท)

9. Which promotion at 7-eleven you will choose?

(โปรโมชั่นที่เซเว่นอีเลฟเว่นตัวไหนไหนที่คุณสนใจ)

o Use stamp instant money (แสตมป์เซเว่นใช้แทนเงินสด)

o Get a gift (ใช้แสตมป์แลกของสมนาคุณ)

o Buy 1 get 1 free (ซื้อ1แถม1)



10. According from marketing mix topic I separate in 4 parts are product, price, place, and promotion as below:

(จากหัวข้อส่วนประสมทางการตลาด ได้แบ่งแยกออกเป็น 4 หัวข้อย่อยอันได้แก่ สินค้า ราคา โปรโมชั่น และสถานที่ประกอบการตามตารางด้านล่าง)

คำชี้แจง กรุณาเลือกตามลำดับความคิดเห็น 5 = สำคัญมากที่สุด จนกระทั่งถึง 1 = ไม่สำคัญเลย

Marketing Mix (ส่วนประสมการตลาด)	Level of Opinion (ระดับความคิดเห็น)				
	5 Very Important (สำคัญมาก)	4 Important (สำคัญ)	3 Neutral (ปานกลาง)	2 Fairly Important (แทบไม่สำคัญ)	1 Not Important (ไม่สำคัญเลย)
<b>10.1 Product (สินค้า)</b>					
10.1.1 Quality of the product (คุณภาพของสินค้า)					
10.1.2 Detail of product on packaging (รายละเอียดของสินค้าบนผลิตภัณฑ์ เช่น สินค้าตัวนี้ได้รับ โปรโมชั่นอะไรบ้าง)					
10.1.3 Brand of product (สินค้าแบรนด์ไหนจัดโปรโมชั่นบ้าง)					
10.1.4 Type of product					

(ประเภทของสินค้าที่จัดโปรโมชั่น)					
<b>10.2 Price (ราคา)</b>					
10.2.1 Price suits the product (ราคาเหมาะสมกับสินค้า)					
10.2.2 Not expensive than other convenience store (ราคาของสินค้าไม่แพงเกินกว่าร้านสะดวกซื้อร้านอื่นๆ)					
10.2.3 Reducing the price and promotion (การลดราคาของสินค้านำรวมถึงการจัดโปรโมชั่น)					
<b>10.3 Place (สถานที่)</b>					
10.3.1 Easy to find the store (ง่ายต่อการพบเห็น และจับจ่ายใช้สอย)					
10.3.2 The shop open 24 hours (ร้านสะดวกซื้อเปิดตลอด 24 ชั่วโมง)					
10.3.3 Many branches in the same location (มีหลายสาขาในละแวกเดียวกัน)					

<b>10.4 Promotion</b> (โปรโมชั่น)					
10.4.1 The promotion is interesting (โปรโมชั่นมีความน่าสนใจ)					
10.4.2 Promotion persuade to customer purchasing (การจัดโปรโมชั่นทำให้ลูกค้าอยากมาเลือกซื้อสินค้ามากขึ้น)					
10.4.3 Giving gift to customer (การให้ของสมนาคุณลูกค้า เช่น สิทธิ์แลกซื้อในครั้งต่อไป)					
10.4.4 Advertise the promotion on social media (กระจายข่าวสารการจัดโปรโมชั่นผ่านทางโซเชียลเน็ตเวิร์คต่างๆ)					

**Part 3. Promotion Factors (ปัจจัยด้านโปรโมชั่น)**

คำชี้แจง กรุณาเลือกตามลำดับความคิดเห็น 5 = เห็นด้วยอย่างมาก จนกระทั่งถึง 1 = ไม่เห็นด้วยอย่างมาก

<b>Promotion Factor</b> (ปัจจัยด้านโปรโมชั่น)	<b>Level of Opinion</b> (ระดับความคิดเห็น)				
	<b>5</b> <b>Strongly Agree</b> (เห็นด้วยอย่างมาก)	<b>4</b> <b>Agree</b> (เห็นด้วย)	<b>3</b> <b>Neutral</b> 1 (เฉยๆ)	<b>2</b> <b>Disagree</b> (ไม่เห็นด้วย)	<b>1</b> <b>Strongly Disagree</b> (ไม่เห็นด้วยอย่างมาก)
11. Promotion at 7-eleven persuade customer come to the shop. (โปรโมชั่นของเซเว่นมีผลทำให้ อยากซื้อสินค้าที่เซเว่นมากขึ้น)					
12. If 7-eleven create new promotion, we still support this convenience store (ถ้าหากเซเว่นจัดโปรโมชั่นต่อไปเรื่อยๆ ก็จะสนับสนุนร้านสะดวกซื้อนี้)					
13. If 7-eleven doesn't has a promotion we won't support this convenience store (ถ้าหากเซเว่นไม่มีโปรโมชั่น ก็					

อาจจะไม่สนับสนุนร้านสะดวกซื้อ นี้)					
14. Possibility, I want to see the new promotion at 7-eleven in the future. (ถ้าหากเป็นไปได้ เราอยากเห็น เซเว่นจัด โปรโมชันออกมาอีก เรื่อยๆ)					

#### Part 4. Customer Behavior (ลักษณะของผู้บริโภค)

คำชี้แจง กรุณาเลือกตามลำดับความคิดเห็น 5 = เห็นด้วยอย่างมาก จนกระทั่งถึง 1 = ไม่เห็นด้วยอย่างมาก

Customer Behavior (ลักษณะของผู้บริโภค)	Level of Opinion (ระดับความคิดเห็น)				
	5 Strongly Agree (เห็นด้วยอย่าง มาก)	4 Agree (เห็นด้วย)	3 Neutra l (เฉยๆ)	2 Disagree (ไม่เห็นด้วย)	1 Strongly Disagree (ไม่เห็นด้วยอย่าง มาก)

<p>15. I think 7-eleven is the first convenience store in my mind.</p> <p>(ฉันคิดว่าเซเว่นอิเลฟเว่นเป็นร้านอันดับต้นๆในใจของลูกค้า หากพูดถึงร้านสะดวกซื้อ)</p>					
<p>16. I think the best decision purchasing to buying something at 7-eleven is family.</p> <p>(ฉันคิดว่าปัจจัยหลักในการเลือกซื้อสินค้าที่เซเว่นอิเลฟเว่นมาจากครอบครัวเป็นหลัก)</p>					
<p>17. I buy many products at 7-eleven because of trend and promotion.</p> <p>(ฉันเลือกซื้อสินค้าที่เซเว่นอิเลฟเว่นเพราะโปรโมชั่นและตามกระแส)</p>					

<p>18. I will buy the product at 7-eleven because I want to buy not because of promotion.</p> <p>(ฉันเลือกซื้อสินค้าที่เซเว่นอิลเฟเว่นเพราะต้องการซื้อ ไม่ใช่เพราะโปรโมชั่น)</p>					
<p>19. I think age is the one factor that effected to customer purchasing.</p> <p>(ฉันคิดว่าอายุของผู้บริโภคมีผลกระทบต่อ การเลือกซื้อสินค้าที่เซเว่นอิลเฟเว่น)</p>					
<p>20. According from previous question, I think income also an important factor that effected to customer purchasing.</p> <p>(จากคำถามข้อ19 ฉันคิดว่า รายได้ยังเป็นส่วนประกอบที่สำคัญต่อการเลือกซื้อสินค้าที่เซเว่นอิลเฟเว่น)</p>					

<p>21. I think lifestyle of customer effected to purchase decision.</p> <p>(ฉันคิดว่าพฤติกรรมผู้บริโภคมีผลกระทบต่อการตัดสินใจซื้อสินค้าที่เซเว่นอิเลฟเว่น)</p>					
<p>22. I think occupation of customer affected to customer purchasing.</p> <p>(ฉันคิดว่าอาชีพของผู้บริโภคก็มีผลต่อการเลือกซื้อสินค้าที่ร้านสะดวกซื้อเซเว่นอิเลฟเว่น)</p>					
<p>23. I purchase the product at 7-eleven because of friend.</p> <p>(ฉันเลือกซื้อสินค้าที่เซเว่นอิเลฟเว่นเพราะกลุ่มสังคม เพื่อนฝูง)</p>					
<p>24. I won't buy the product at 7-eleven when economic situation goes down.</p> <p>(ฉันจะไม่ซื้อสินค้าที่เซเว่นอิเลฟเว่นในช่วงเศรษฐกิจแย่)</p>					





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