

THE IMPACT OF PROMOTIONAL ACTIVITIES ON CUSTOMER
PURCHASING BEHAVIOR AT TESCO LOTUS

Zhanting Yang



An Independent Study Presented to
The Graduate School of Bangkok University

In Partial Fulfillment of
the Requirements for the Degree
Master of Business Administration

2009



© 2010

Zhanting Yang

All right reserved

Yang, Zhanting. Master of Business Administration, May 2010, Graduate School,
Bangkok University

The Impact of Promotional Activities on Customer Purchasing Behavior at Tesco Lotus (82 pp.)

Advisor of Independent Study: Dr. Paul TJ James

ABSTRACT

The purpose of this research study is to determine the impact of promotional activities on the purchasing behavior of consumers at Tesco Lotus. The research will be limited to Rama II Branch.

After initial exploratory research at Tesco Lotus to ascertain current promotional activities employed, a survey questionnaire was created to determine consumer demographic data, consumption behavior, attitudes towards promotions, and the effects of promotional activities on consumer purchasing behavior. The first version of the questionnaire was given to ten people randomly at Tesco Lotus Rama II on a Thursday while counting customers to determine the customer population size.

After the population size was determined, the sample size was calculated and the questionnaire was updated per respondent suggestions and to decrease the likelihood of errors. Sample data was then collected from consumers at Tesco Lotus Rama II on a Thursday and the data was coded and analyzed using SPSS. The results of SPSS were then reviewed to determine the attitudes of

consumers towards promotions employed, the effectiveness of promotions, relationships between attitude and behavior of consumers, and correlations between demographic characteristics and the effectiveness of promotional activities in influencing consumer purchasing behavior.

The findings of this research study show that the promotions which Tesco Lotus currently employs are free samples, brochures, buy-one-get-one free, discount coupon, price-off, at the counter display, membership program, demonstration, cash-back, and bundled free trial promotions. Buy-one-get-one-free promotions are among the most liked and most successful of the promotion methods employed and sweepstakes and at the counter display promotions are among the least liked and least successful of promotions employed, indicating that promotions which are most likely to influence consumer purchasing behavior are promotions which consumers like. The findings also indicate that there are links between demographic characteristics and consumer purchasing behavior.

ACKNOWLEDGMENT

First of all, I would like to show my deepest gratitude to my supervisor, Dr. Paul TJ James, a respectable, responsible and resourceful scholar, who has provided me with valuable guidance in every stage of writing process for this paper. Without his enlightening instruction, impressive kindness and patience, I could not have completed my independent study. His keen and vigorous academic observation enlightens me not only in doing this independent study, but also in my future study and work.

I shall extend my thanks to Mr. William for all his kindness and help me improve my English writing skills. I need to thank Miss Nutjira who helped me to translate my questionnaire into Thai so that I can collect the data easier and more convenient. I would also like to thank all my colleagues who have helped me to develop the questionnaire for the survey. My sincere appreciation also goes to Miss Wenqin Gao, who shared books and information for the whole process of doing independent study.

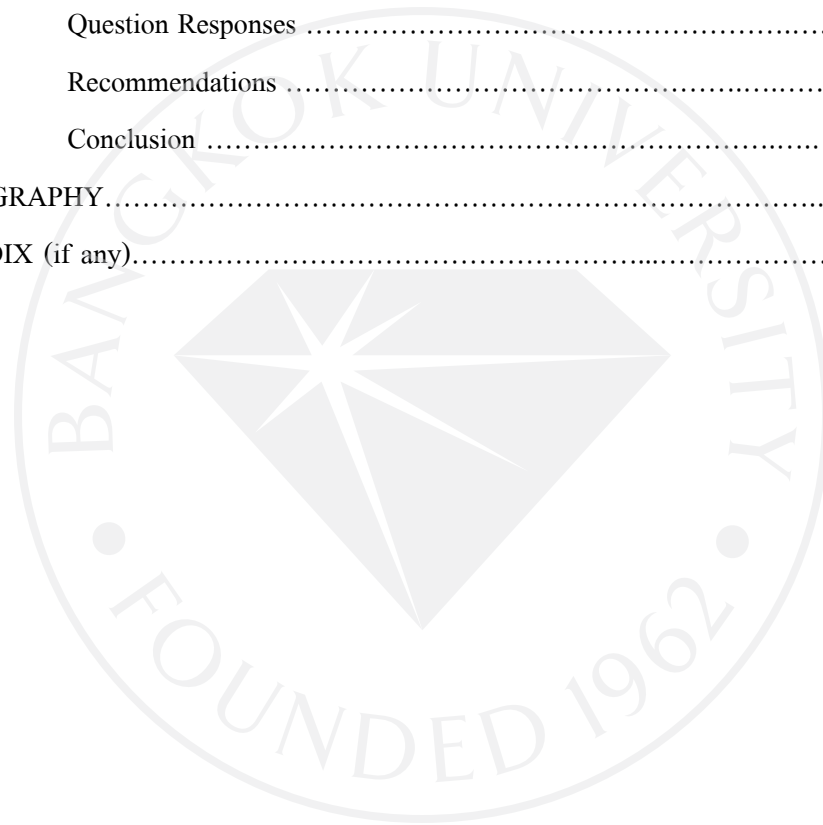
Last but not least, I would like to thank all my friends from MBA IP class for their encouragement and support, which are so precious for me as a foreign student in Thailand. Because of them I never feel alone on the way of hunting for knowledge and confronting with difficulties of doing this research.

TABLE OF CONTENTS

	Page
ABSTRACT.....	iii
ACKNOWLEDGMENT.....	v
LIST OF TABLES.....	ix
LIST OF FIGURES.....	x
CHAPTER 1: INTRODUCTION.....	1
Background	1
Statement of Problem	2
Intention and Reason for Study	3
Research Objectives	3
Major Research Questions and Sub-questions	3
Assumptions	4
Scope of Research	4
Benefits of Research	4
Limitations of Research	5
CHAPTER 2: LITERATURE REVIEW.....	7
Definitions and Concepts of Promotions and Promotional Goals	7
The Classic Models of Promotion	7
Advertising Regarding Promotion	9
Sales Promotion Regarding Consumers	10
Business Objectives and Sales Promotions	12
Attitude	15
The Consumer Buying Process	17
CHAPTER 3: RESEARCH METHODOLOGY.....	21
Research Methodology Review	21

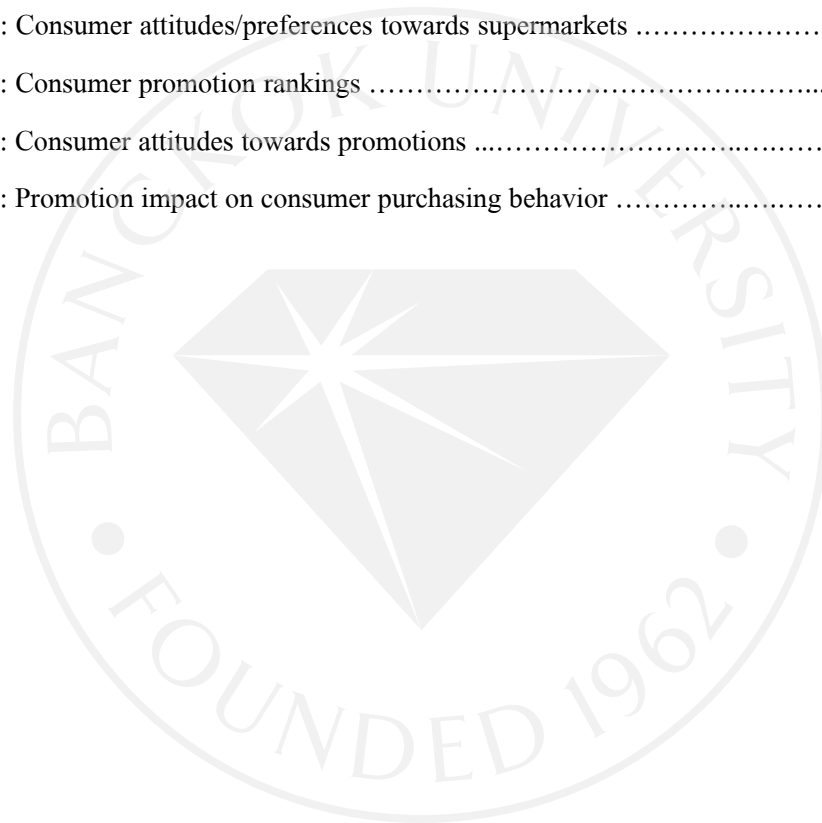
	Page
Problem Discovery and Definition	22
Planning the Research Design	23
Sampling	30
Data Gathering	32
Data Processing and Analysis	32
Drawing Conclusions and Preparing a Report	33
Statement of Research Method Used	33
Problem Discovery and Definition	34
Planning the Research Design	34
Sampling	36
Data Gathering	37
Data Processing and Analysis	38
Drawing Conclusions and Preparing a Report	39
CHAPTER 4: DATA PRESENTATION.....	40
Data Results for Demographic Characteristics	40
Data Results from Consumption Behavior	42
Data Results from Consumer Attitudes	43
Data Results from Consumer Behavior	46
Histogram Comparison between Behavior and Ranking of Most and Least Effective Promotions	48
Data Results from Consumer Behavior Based on Demographics	49
CHAPTER 5: DATA ANALYSIS.....	54
Data Analysis from Attitudes Responses	54
Data Analysis from Behavior Responses	56
Relationships between Attitudes and Responses	58
Correlations between Demographic Data and Consumer Behavior	59

	Page
CHAPTER 6: CONCLUSIONS AND RECOMMENDATIONS.....	63
Introduction	63
Discussion	64
Attitudes	64
Behavior	65
Question Responses	67
Recommendations	70
Conclusion	71
BIBLIOGRAPHY.....	73
APPENDIX (if any).....	75



LIST OF TABLES

	Page
Table 4.1: Demographic characteristics	40
Table 4.2: Consumption behavior	42
Table 4.3: Consumer attitudes/preferences towards supermarkets	44
Table 4.4: Consumer promotion rankings	45
Table 4.5: Consumer attitudes towards promotions	45
Table 4.6: Promotion impact on consumer purchasing behavior	46



LIST OF FIGURES

	Page
Figure 2.1 The three components of attitude	15
Figure 2.2 Fishbein's multi-attribute model	16
Figure 2.3 Fishbein's theory of reasoned action	16
Figure 2.4 The consumer buying process	19
Figure 3.1: The research process	21
Figure 3.2: Comparison of questionnaire administration methods	27
Figure 4.1: Buy-one-get-one-free behavior	47
Figure 4.2: Buy-one-get-one-free ranking	47
Figure 4.3: Free trial behavior	47
Figure 4.4: Free trial ranking	47
Figure 4.5: Brochure behavior	47
Figure 4.6: Brochure ranking	47
Figure 4.7: Point-of-sale behavior	48
Figure 4.8: Point-of-sale ranking	48
Figure 4.9: Sweepstakes behavior 1	48
Figure 4.10: Sweepstakes behavior 2	48
Figure 4.11: Sweepstakes ranking	48
Figure 4.12: Gender correlation to consumer purchasing behavior	49
Figure 4.13: Age correlation to consumer purchasing behavior	50
Figure 4.14: Education level correlation to consumer purchasing behavior	51
Figure 4.15: salary correlation to consumer purchasing behavior	52

CHAPTER 1

INTRODUCTION

This chapter describes the proposal of the study. In this introduction, the background, statement of problem, intention and reason for study, research objective, major research questions and sub-questions, assumptions, scope, and benefits of the research study will be discussed. The limitations of this research study will also be included at the end of this chapter.

1.1 Background

Promotion is defined by Merriam Webster as “the furtherance of the acceptance and sale of merchandise through advertising, publicity, or discounting” (Merriam-Webster OnLine, internet, 2010). Today, promotion has evolved to encompass the “coordination of all promotional activities (media advertising, direct mail, personal selling, sales promotion, public relations, packaging, store displays, website design, personnel) to produce a unified, customer-focused message” (Ferrell & Hartline, 2008, p. 282). Because promotions are one of the most noticed of marketing activities, promotions can greatly impact any company's market share and sustainability. It is therefore imperative to understand which promotions consumers prefer and the effect of promotions on customers and customer behavior.

As stated by “[t]he European Vice-President of a major toiletries group, ... [i]t's no longer enough to have an excellent product at an excellent price; I need a tie-breaker” (Cummins, 1998). This holds true today for not only toiletries groups but products in general and the idea extends itself to supermarkets as well. Therefore, to keep and increase revenues, supermarket chains must find some way of differentiating themselves from each other and “[s]ales promotion[s] offer a tie-breaker in markets in which most products are excellent” (Cummins, 1998, p. 5).

According to the British Chamber of Commerce of Thailand, “Tesco Lotus has grown to [become] the No. 1 modern retailer in Thailand through a multi format platform, which includes Hypermarkets, Compact Hypermarkets for upcountry communities, Express stores for convenience ‘top up’ shopping and Talad Lotus community stores” (British Chamber of Commerce Thailand,

internet, 2010) and is currently present in more than 60 Thai provinces. “Tesco Lotus stores carry over 60,000 products items and service over 1 million customers per day” (British Chamber of Commerce Thailand, internet, 2010).

This research will study the various forms of promotions used by Tesco Lotus. How consumers rank the promotions relative to each other and how those promotions affect consumer purchasing behavior at Tesco Lotus will be the main focus of this study.

1.2 Statement of Problem

Many methods of marketing can and are employed by businesses to gain a stronger hold of their respective markets. Within the supermarket business, with many of the major competitors offering the same or similar products at the same or similar prices, it is necessary for businesses to stand out from each other so that they can maximize profits. Various means of marketing are employed to attract customers and as promotion is both one of the major forms of marketing and in some regards, one of the forms of promotion with the quickest results, it is in the best interest of supermarket stores (as well as business owners in general) to understand effective means of promotion and how promotion affects consumers and consumer behavior.

With the recent and ongoing economic downturn, it is even more imperative that supermarkets entice consumers into supermarkets and get them to make purchases. Therefore, it is more important now that supermarkets are able to deduce what affect promotional activities have on consumer purchasing behavior and how consumers rank promotions relative to each other. Knowledge of how customers rank promotions relative to each other and how those promotions affect consumers can be useful in deciding which promotions made need to be altered and which promotions should be used more frequently.

This research study will analyze various forms of promotion and how those promotion methods affect consumers and their behavior. Tesco Lotus and how Tesco Lotus has used promotions will be the principal focus of this research study. Membership rewards, mailings, pricing, and other methods of promotion at Tesco Lotus will be analyzed so that the effects of those promotions on consumers and on consumer purchasing behavior can be better understood.

1.3 Intention and Reason for Study

The intent of this research project will be to gain a deeper understanding of promotion methods and to analyze promotion methods as they have been applied at and by supermarket stores. It is also the intent of this research project to discover if there are any promotion methods which are particularly influential in the purchasing behavior of customers at Tesco Lotus.

Since promotions are one of the key methods which businesses employ to differentiate themselves from their competitors, a study of the various promotions employed and the results of those promotions (successful and unsuccessful alike) is important to any business and may even be critical to businesses. Understanding which promotion methods are successful and which are not successful as well as why those promotion methods are successful or not successful and what effect in specific those promotion methods have on consumers and consumer behavior may in the end be the deciding factor in whether a business is able to continue to operate.

1.4 Research Objectives

The objectives of this research study are as follows:

1. To study various forms of promotion that affect consumers and consumer behavior
2. To study how consumers rank different forms of promotion relative to each other
3. To discover if Tesco Lotus has employed any forms of promotion about which customers feel particularly strongly

1.5 Major Research Questions and Sub-questions

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?

1.6 Research Assumptions

The research assumptions which were made in this research study are as follows:

1. The data extrapolated for the day from data samples taken throughout the day will be correct.
2. All branches of supermarket stores will employ similar promotion methods.
3. The statistical methods and techniques implemented in collecting data are valid for this research study and are valid only for this research study.
4. The data collected and analyzed is valid for this research study.

1.7 Scope of Research

This research project is designed to discover the various promotion methods employed by Tesco Lotus and the affect those promotion methods have on consumers and consumer behavior. The data for this research project will be collected in the city of Bangkok, Thailand. Questionnaires will be distributed at Tesco Lotus Rama 2 in the city of Bangkok.

1.8 Benefits of Research

There are several groups which could benefit from understanding how supermarket stores have employed differing methods of promotion in their battle to gain customers. The most obvious and direct benefactors of such a research project are supermarket stores. By understanding what promotion methods have been beneficial to their stores and their competitors' stores, supermarket stores may be able to more appropriately and more efficiently design promotion methods in the future.

In addition to supermarket stores benefiting, the data gathered in this research project could be useful to any groups or individuals operating or planning to operate any form of business. As it would

be very possible to take the data on promotion methods gathered here and tailor that data to businesses other than supermarket stores, groups or individuals in search of promotion methods which they may wish to consider or to avoid may find this research project to be useful.

Finally, the researcher will benefit from this research project because the researcher's research skills have been enhanced and the researcher will gain a greater understanding of promotion methods and the effect of promotion methods on consumers and consumer behavior. As one of the key areas of marketing, a greater understanding of promotion methods from this research project will help to further the researcher's career in business.

1.9 Limitations of Research

Due to time constraints and a limited number of people available to conduct the field study, the “on-location” field sampling will be limited to Tesco Lotus Rama 2 despite the fact that there are dozens of supermarket stores in the city of Bangkok. The focus of this research study will be set on Tesco Lotus as opposed to supermarket stores in general due to time constraints.

Conclusion

In recent years, supermarkets and convenient stores have grown rapidly in Thailand, replacing the traditional distribution centers of Thailand. With many of the main supermarket stores within Thailand still planning growth despite the recent economic downturn, how those stores plan to keep and gain customers is a very important subject of study.

With the drop in consumer spending during the economic downturn, stores have had to work harder to bring customers into their store and to get consumers to spend. One of the many ways which supermarket chains entice customers into their stores is by way of promotions. Stores typically promote the products they have for sale but stores will also promote themselves. The different promotions which stores run all affect consumers in various ways and to varying degrees. It is the intent of this research study to examine how Tesco Lotus has used promotions and what effect those promotions have had on customers and customer behavior. While the concepts of this research study

should be applicable to businesses in general, this research study will be conducted on the most successful supermarket chain in Thailand, Tesco Lotus.

By focusing on the most successful of the three major supermarket chains in Thailand, this study intends to analyze which of Tesco Lotus's promotion methods most affects consumer purchasing behavior and which of Tesco Lotus's promotions only marginally affect consumer purchasing behavior.



CHAPTER 2

LITERATURE REVIEW

This chapter reviews the concepts and theories relevant to promotional activities. The literature review will consist of the following sections: definitions and concepts of promotions and promotional goals, business objectives and sales promotions, attitude and the consumer buying process.

2.1 Definitions and Concepts of Promotions and Promotional Goals

Two main models currently exist for promotion, the AIDA model (also known as the persuasion model) and the involvement model. These two models describe two methods that help with the outlining and achievement of promotional goals by companies. The means by which these promotions are employed vary with different sales promotions and advertisements can help to achieve the promotional goals as a part and alongside sales promotions.

2.1.1 The Classic Models of Promotion

One classic model for how promotional goals are outlined and achieved is described using the AIDA model, with AIDA being an acronym for what promotional activities aim to draw from customers: attention, interest, desire, and action. Since it is necessary for a customer to know a product exists before considering purchasing the product, gaining the attention of the target market is the first major goal of many promotional campaigns. Once attention of consumers is attracted, the next step in the AIDA model is the sparking of interest in a product by demonstrating features, uses, and benefits of the product. Next, desire in the product must be stimulated by displaying product superiority and the ability of the product to specify needs. The final step in the AIDA model is the push of the customer towards the final action of purchasing the product (Ferrell & Hartline, 2008).

Along with the AIDA model, also known as the persuasion model, the involvement model is a second classic theory on how promotional goals are outlined and achieved. Under the involvement model, “[o]nly after taking the action of trying and using [a product] do [people] begin to take serious

note of its advertising and form any attitude towards it” (Cummins, 1998). In the AIDA model, the consumer is persuaded into action after being made aware of the product and having interest and desire in the product sparked. With the involvement model, the customer first takes action by using a product and after being involved with the product, comes to take notice of ads and other means of promotion before developing an attitude for the product (Cummins, 1998).

Advertisements are examples of supermarkets attempts to initiate the first step in the AIDA model, gaining attention. An example of the interest portion of the AIDA model being applied in stores is when supermarkets offer free samples or demonstrations in attempts to push customers closer towards a product purchase. Promoters stationed near displays are examples of aspects of promotion which try to increase the desire on the part of consumers in the purchase of a product. After attention is gained, interest is sparked, and desire is increased, coupons and trial-size packaging along with other types of promotion will try to push the customer towards the final action of buying the product.

An example of the involvement model taking place would be a supermarket being out of one brand of cookies. A customer who normally buys the brand which is out of stock instead buys a different brand of cookie because they have a strong desire to eat cookies. After trying the new brand, the customer is more pleased with the new brand than with their original brand and begins to pay attention to ads and other promotions from the company which sells their new brand of cookie. The customer's attitude towards the company and the brand shifts in a positive manner after trying the new cookie brand the first time, and from there, the customer takes more notice of the company and its products via ads and their products.

Although people will tend to lean towards either the persuasion (AIDA) model or the involvement model, most people (and firms) will typically stress one or the other. Those which stress the attitude of customers and tend towards promotions initially aimed at creating attention and changing attitudes will more likely follow the persuasion model whereas those who believe more in the involvement model will tend towards marketing programs that more directly impact customer behavior and believe that the desired attitude will follow from there (Cummins, 1998).

As both the persuasion model and the involvement model are still believed in and used by many people, the promotional campaigns which people (and firms) develop will vary depending on in which of the two models they more strongly believe. This in turn leads to various forms of advertisements and promotions on the part of companies.

2.1.2 Advertising Regarding Promotion

A key component of promotion is advertising and advertising is usually one of the most visible elements of an integrated marketing communications program (Ferrell & Hartline, 2008).

“Advertising is paid, non-personal communication transmitted through media such as televisions, radio, magazines, newspapers, direct mail, outdoor displays, the internet, and mobile devices” (Ferrell & Hartline, 2008, p. 286). Due to the advancements of technology, the internet has come to be one of the fastest growing advertising mediums whereas more traditional forms of advertising such as newspapers, radio, and magazines are struggling with limited or no growth in ad revenues (Ferrell & Hartline, 2008).

Although the effectiveness of differing forms of advertising varies, due to such a wide selection of advertising medium, advertising is a highly flexible form of promotion. For example, websites and magazines which attract certain viewers/customers can be used for advertisements which more specifically target those customers. Advertisements designed targeting a specific client base can be written for websites and magazines that have a smaller and more specified viewer group (such as health magazines) while more general advertisements can be designed to reach a much larger group for magazines or websites that have a much larger and varied client base (such as news websites).

One example of advertisements used by Tesco Lotus a website which gives general information about Tesco Lotus, store locations, and many of the present promotions. The website address can be found in many places, including other advertisements such as fliers. Examples of advertisements used by supermarkets in addition to websites and fliers include ads located on buildings, billboards, and public transportation vehicles which inform consumers of the existence of each supermarket and promotions which the supermarket is running at the moment and signs displaying current promotions at each of the supermarkets.

2.1.3 Sales Promotion Regarding Consumers

“Any member of the supply chain can initiate consumer sales promotions, but manufacturers and retailers typically offer them” (Ferrell & Hartline, 2008, p. 304). Manufacturers typically use sales promotion activities as a means to introduce new products or promote established brands while retailers typically offer sales promotions to stimulate customer traffic or increase sales at specific locations. Although the development and use of sales promotions is limited only by the creativity of the firm offering the promotion, sales promotions typically come in the form of coupons, rebates, samples, loyalty programs, point-of-purchase promotions, premiums, contests and sweepstakes, and direct mail (Ferrell & Hartline, 2008).

Coupons can be used to reduce the price of a product and encourage customers to try new or established brands. For firms, coupons quickly increase sales volume and attract repeat purchases to introduce new product sizes or models. Because of the need for consumers to physically use coupons, for coupons to be truly effective, they must be accessible, easy to recognize, and easy to use. Supermarkets such as Tesco Lotus may give coupons to customers at random or they may try to capitalize on holidays for coupon promotions. One example of this is the coupons which Tesco Lotus gave to customers who spent over 200 baht at any one time during the Chinese New Year. The coupons were given as small packets in red envelopes in attempts to incorporate their coupon promotion into the Chinese New Year.

Similar to coupons but less preferred by consumers are rebates, which require much more work on the part of the consumer to obtain a reduction in price. Firms however prefer rebates to coupons as many consumers never complete the necessary steps to take advantage of rebates and for those that do complete the steps necessary to redeem rebates, rebates provide important information about those consumers. Examples of rebates are the occasional promotion fixed to phones or other appliances which offer a return of some amount of money after the product is purchased and a form is completed and mailed to the promoter.

Product “samples stimulate trial of a product, increase volume in the early stages of the product's life cycle, and encourage consumers to actively search for a product” (Ferrell & Hartline, 2008, p. 305). Samples can be given to customers through the mail, attached to other products, and

given out through personal selling efforts or in-store displays. Some samples may simply be given at displays to consumers while other samples of products are given to customers for the purchase of another product (Cummins, 1998). Examples of free samples given in attempts to stimulate trial at supermarkets are free samples of bread or other snacks which are put on display for consumers to pick up and try and samples of small cooked foods such as dumplings which are displayed along with store employees promoting the samples.

Another sales promotion method popular in many firms is the loyalty program, which rewards customers who engage in repeat purchases. The benefit of consumers for loyalty programs is that by signing up for the promotion program and providing purchasing and demographic data, and obtaining the loyalty program card, they will begin to collect points, credits, or deals of some sort (Cummins, 1998, p. 142). One of the draws of loyalty programs versus other promotion methods for firms is the possibility of dramatically increasing profits over the long term due to the repeat purchases of loyal customers (Ferrell & Hartline, 2008, p. 305). Supermarkets such as Tesco Lotus have their own customer loyalty programs with their own loyalty cards. The loyalty programs of different supermarkets can be similar or different from each other. For example, all supermarkets offer discounts on certain products which are only available when a loyalty card is used. One feature of the Tesco Lotus loyalty program which is different from the Carrefour and Big-C loyalty programs is that for each 2 baht spent by a customer who uses the loyalty card, 1 point is earned. After a certain number of points are earned, the customer receives special coupons for Tesco Lotus which can be used within a certain time frame.

Point-of-purchase promotions are designed to build traffic, advertise a product, or induce impulse purchases and include display racks, counter pieces, in-store product promotions, and self-service cartons (Ferrell & Hartline, 2008,). Due to the fact that point-of-purchase promotions are used in stores, where consumers make roughly seventy to eighty percent of all purchase decisions, point-of-purchase promotions are highly effective. Examples of products which are put on display as point-of-purchase promotions include gum and batteries which are placed on display next to the check-out counter in hopes that the customer may realize that they would like gum or batteries and that it would be convenient to buy gum or batteries at that moment.

Items offered free or at a minimum cost after the purchase of another product are examples of premiums. The benefit of premiums comes in the increase of consumption and in persuading consumers to switch brands.

Contests and sweepstakes have the aim of collecting consumer participation as well as generating widespread interest in a product. In contests and sweepstakes, potential customers are encouraged to either compete for prizes or try their luck in submissions for prizes in drawings. Due to the lack of skill required for entering most sweepstakes, sweepstakes are an effective way to increase short term sales or market share (Ferrell & Hartline, 2008). An example of a sweepstakes which supermarkets such as Tesco Lotus and Carrefour were both involved in was the Scott toilet paper sweepstakes which offered prizes of dog dolls and a trip with flight tickets included.

Direct mailings incorporate elements of sales promotion, advertising, and distribution into a coordinated effort to induce customer buying and have grown more recently due to consumer time constraints, relatively low costs, and sophisticated database management tools. Direct mailings used by supermarkets include general mailings which may simply send fliers or brochures detailing all the items on sale for the week and may be more direct, such as the coupons which Tesco Lotus mails to some of its loyalty program participants that can be used to buy certain products at Tesco Lotus after earning a certain number of loyalty points.

2.2 Business Objectives and Sales Promotions

The business objective of a company comes from business or marketing plans and is the goal which the company is attempting to achieve. The ten core business objectives which promotions typically attempt to address are: increasing volume, increasing trial, increasing repeat purchases, increasing loyalty, widening usage, creating interest, creating awareness, deflecting attention from price, gaining intermediary support, and discriminating among users (Cummins, 1998).

Most promotions which create an incentive to buy can help to increase volume of sales and price promotions are one of the most effective means of increasing sales volume. One reason for this is that volume-generating promotions will bring in customers that only buy a product when there is some sort of price special available. Although the benefit of bringing in these marginal buyers may

not last past the promotional offer, customers who purchase products because of the promotional offer may also continue buying the product after initially trying some new features which they find to their liking (Cummins, 1998). Tesco Lotus constantly has price promotions which show the promoted price of a product next to the original price. More than just having price promotions, Tesco Lotus and Carrefour also have entire aisles of price promotions which start at the supermarket entrance and go around much of the store.

One method similar to increasing volume is increasing trial. Increasing trial increases volume by persuading customers who have typically either not used a product before or not used a product recently to try the product, possibly again. These people either do not use the product at all or may use the product, but from a competitor (Cummins, 1998). For supermarkets like Tesco Lotus, this could mean customers who do not buy a particular product or who buy the product but at competitor supermarkets such as Big-C or Carrefour. Effective examples of methods used to increase trial include providing free samples or trial coupons so that customers can try a product, providing additional benefits for a product so that the product appears superior to others, and incorporating a special event of some sort that gives the product additional attention.

Repeat purchases are aimed simply at having customers repeatedly buy a product. Examples of effective means of creating repeat purchases include coupons which give discounts on the next purchase of a product, incentives for multiple purchases such as a price discount if two of a product are bought instead of one, and collector promotions where customers are able to send in for some sort of reward after collecting a certain number of tokens or barcodes from products (Cummins, 1998). One example of offering price discounts if multiple purchases are made at supermarkets such as Tesco Lotus and Carrefour is Tesco Lotus offering a five or ten baht discount on each carton of orange juice if two cartons of orange juice are bought. Consumers which could or would like to buy more than one carton of orange juice but which normally do not might be enticed to buy an extra carton because of the price discount.

Increasing customer loyalty aids a company especially in difficult times as loyal customers are inclined to buy from the company even when there are competitors offering similar or better products at lower prices. Because of this, loyalty promotions and loyalty programs have come to be a common

tool of many supermarkets. Tesco Lotus, Carrefour, and Big-C all have their own loyalty reward programs and at each store, customers with loyalty reward cards are eligible for special price promotions which are valid only for loyalty card holders.

Widening the usage of a product becomes crucial when a product comes to be used less. This may be done by linking the product physically with other products, offering information on new methods by which the product can be used, and linking the product and its new use to products which will give the older product a new use. Creating interest in companies and their products is important as customers may choose to go to a competitor or buy a competing product simply out of boredom from buying from one company or from buying the same product (Cummins, 1998). Methods to spark interest can vary from special event campaigns to linking celebrities to a product or store. While creating and maintaining interest is important for established products, creating awareness is much more critical for new or re-launched products. By joining the new or re-launched product with existing products or linking with a local event, awareness in the new product can be generated with consumers (Cummins, 1998).

Since attention to price on the part of consumers can lead to price wars, which have a destructive effect on the profits of a company, advertisements and other promotions will also attempt to replace customer price considerations with features such as quality, brand, and performance (Cummins, 1998). Companies deflect attention from price in various ways, ranging offering extras along with a purchase to long-term collector and promotion programs. For example, Carrefour has offered free small packs of cat food along with purchases of bigger packs of cat food.

Some product sales rely on the support of wholesalers, distributors, agents and other intermediaries. Additionally, all businesses benefit from word-of-mouth recommendation from one satisfied customer to another. The support of these intermediaries in the success of sales and a business can range from critical to simply important (Cummins, 1998).

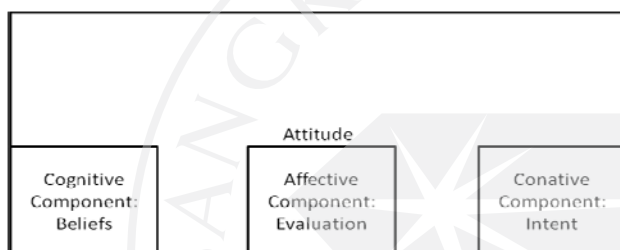
The tenth and final business objective which promotions attempt to address is discrimination among customers. Businesses may target specific groups of customers for different reasons. For example, certain retailers may sell in bulk at discounted prices to target large families and other

groups which buy in bulk while some companies such as airlines may charge differently for different seats to target different fliers (Cummins, 1998).

2.3 Attitude

“Attitudes are learned predispositions to respond to an object or class of objects in a consistently favorable or unfavorable way” (Assael, 1998, p. 282). “It is not a behavior; it is a predisposition towards a particular behavior” (Blythe, 1997, p. 69). Because attitudes are not tangible, they must be inferred from statements or behavior.

Figure 2.1: The three components of attitude



The three dimensions into which attitudes can be separated are cognition, affect, and conation. Cognition is the perceptual component of attitude. “This is the individual’s awareness, knowledge, beliefs, and images of the attitudinal object” (Blythe, 1997, p. 70). Affect is the evaluative component of attitude. “These are the emotions, the feelings of like and dislike which do not always have a basis in objective fact” (Blythe, 1997, p. 70). Conation is the behavioral intention. “Conation is about what we intend to do about the attitudinal object: whether to approach it, reject it, buy it, etc. It is not the actual behavior; merely an intention” (Blythe, 1997).

“Fishbein’s multi-attribute model of attitudes describes attitude formation as a function of consumer beliefs about the attributes and benefits of [an object]. ... It states that consumers’ beliefs (b) that the object has certain attributes (i), and the evaluation (e) of these product attributes (i) results in an attitude toward an object (A_o)” (Assael, 1998, p. 303). Formulaically,

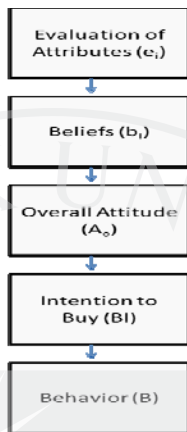
$$A_o = \sum b_i \times e_i.$$

Consumers first evaluate certain attributes and form beliefs as to whether an object has the attributes they are evaluating. “Attitudes toward the object are the sum total of all beliefs and values for not just one attribute, but for all relevant attributes” (Assael, 1998, p. 303). As a result of this summation, the

weaknesses of one attribute of an object may be balanced out by the strengths of the object and vice-versa. The positive or negative attitudes which are formed are likely linked with actual behaviors.

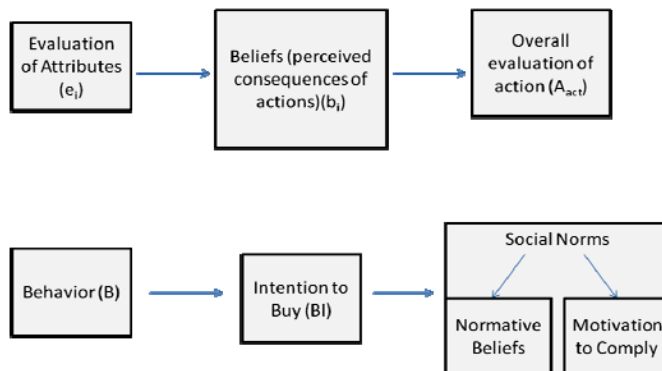
Fishbein’s multi-attribute model is included for review in Figure 2.2.

Figure 2.2: Fishbein’s multi-attribute model (Assael, 1998, p. 304)



To better explain the link between attitudes and behavior, Fishbein modified his multi-attribute model and developed the theory of reasoned action. The theory of reasoned action postulates “that to predict behavior more accurately, it is more important to determine the person’s attitude to that behavior than to the object of behavior” (Assael, 1998, p. 305). Therefore, what a contest offered would matter less to the success of a contest promotion than the fact that a contest was in progress. The theory of reasoned action also defines beliefs as the perceived consequences of an action rather than the perceived attributes of an object. It is then how a person would react towards a certain promotion that matters as opposed to how the person feels about that promotion in general.

Figure 2.3: Fishbein’s theory of reasoned action (Assael, 1998, p. 308)



“Marketing efforts often encourage people to buy first, then form attitudes: free samples, test drives, demonstrations, and coupons are all more powerful in forming attitude and behavior consistency than are advertisements” (Blythe, 1997, p. 79). The attitudes of people towards marketing efforts is therefore an issue of consideration as for a marketing effort to be productive, the consumer typically must have a positive view of the marketing effort.

2.4 The Consumer Buying Process

The entire consumer buying process is a lengthy process which begins with need recognition which is followed by an information search that leads to an evaluation of alternatives. After alternatives are evaluated, a purchase decision is made and then a post-purchase evaluation.

The first step in the consumer buyer process is the recognition that they have an unmet need. The need recognition may be internal, such as hunger, thirst, or fatigue, or external, such as advertising, interaction with salespeople, or window shopping. For firms, it is then imperative to understand customer needs and then transform these needs into wants for a specific product. “The idea is to build on the basic need and convince potential customers to want your product because it will fulfill their needs better than any competing product” (Ferrell & Hartline, 2008, p. 152). Examples at supermarkets may include translating the need to eat and snack into a want for a particular brand of potato chips by discounting and then putting on display in the middle of an aisle.

In some cases, customer needs are unmet because they simply do not want the product. When this happens, marketers must first educate customers on their need of the product and then after customers realize their need, convince them that their product is superior to that of competitors.

After customers realize they have a need for a product, they then begin to either actively or passively search for information. Passive information searches may include simply paying more attention when ads about a product the customer is interested in are displayed while active information searches involve the customer actively seeking out information about a product, such as looking on the Internet or speaking to friends about the product. Ads, price discounts, and other price promotions found throughout supermarkets such as Tesco Lotus are examples of attempts to influence consumers after consumers begin to passively seek information.

When seeking information, customers may look internally and/or externally. Internal sources are more trusted and include personal experiences and personal sources such as friends or family whereas external sources include advertisements, websites, salespeople, and displays. During the information search, different products or brands are learned about and consumers begin to remove some products or brands from their purchase consideration. The list is narrowed until the consumer is ready to evaluate their remaining alternatives (Ferrell & Hartline, 2008).

During the evaluation of alternatives, customers will decide which one they want to fill their need. Typically, the evaluation stage of consumer purchasing is the most difficult to understand, measure, or influence as this step is done internal to the customer (Ferrell & Hartline, 2008). Though marketers find it more difficult to influence customers during the evaluation stage, it is still important to understand the customer's choice criteria and the importance they place on differing product attributes, and attempt to improve the customer's image about a product. Marketers and retailers may attempt to remind consumers of product offering through TV or radio commercials as well as other forms of advertisement.

The next step in the consumer buying process is the purchase decision. After a consumer has made a decision to buy, the crucial issues for marketers are product availability and possession utility (Ferrell & Hartline, 2008). Retailers like Tesco Lotus must ensure that the product the customer desires is both available and easily accessible. Therefore, it is important for supermarkets and other retailers to keep an appropriate amount of product in storage and to display the product well. For larger items or items which require installation, possession utility such as shipping or aid in installing the product can be important in convincing a customer to buy a specific product from the retailer.

The final stage and a very important stage for retailers in potentially establishing a long-term customer relationship is the post-purchase evaluation. The potential outcomes for buyers during the post-purchase evaluation are delight, satisfaction, dissatisfaction, and cognitive dissonance, or post-purchase doubt. Customers feel delight when the performance of the product greatly exceeds their needs, satisfaction when the performance matches expectations, dissatisfaction when the performance falls short of expectations, and cognitive dissonance when the customer is unsure of the product relative to his or her expectations. By minimizing dissatisfaction and cognitive dissonance, companies

hope to improve customer satisfaction and increase positive word-of-mouth regarding their product (Ferrell & Hartline, 2008, p. 155).

A summary of the consumer buying process has been for review in Figure 2.4.

Figure 2.4: The consumer buying process (Ferrell & Hartline, 2008, p. 151)

Stages	Key Issues
Need Recognition	<ul style="list-style-type: none"> • Consumer needs and wants are not the same. • An understanding of consumer needs is essential for market segmentation and the development of the marketing program. • Marketers must create the appropriate stimuli to foster need recognition.
Information Search	<ul style="list-style-type: none"> • Consumers trust internal and personal sources of information more than external sources. • Consumers narrow their potential choices to an evoked set of suitable alternatives that may meet their needs.
Evaluation of Alternatives	<ul style="list-style-type: none"> • Consumers translate their needs into wants for specific products or brands. • Marketers must take steps to understand consumers' choice criteria and the importance they place on specific product attributes. • Marketers must ensure that their products are in the evoked set of potential alternatives.
Purchase Decision	<ul style="list-style-type: none"> • A consumer's purchase intention and the actual act of buying are distinct concepts. • Several factors may prevent the actual purchase from taking place. • Marketers must ensure that their product is available and offer solutions that increase possession utility.
Post Purchase Evaluation	<ul style="list-style-type: none"> • Post purchase evaluation is the connection between the buying process and the development of long-term customer relationships. • Marketers must closely follow consumers' responses (delight, satisfaction, dissatisfaction, or cognitive dissonance) to monitor the product's performance and its ability to meet customer's expectations.

Conclusion

This literature review has discussed the definitions and concepts important to promotions, and sales promotions and how they are related to business objectives as well as the components of the consumer buying process. Understanding the definitions and concepts relating to promotion theory is crucial in finding the means by which businesses attempt to convince customers to buy their products. Knowledge that firms attempt to both persuade customers who want a product or involve them in the decision of want will aid in the identification of the many ways in which supermarkets promote themselves.

Methods such as advertising and sales promotion regarding consumers were also reviewed and discussed to examine various means by which firms attempt to influence customer decisions via promotions. The many business objectives and how they relate to sales promotions was then discussed to demonstrate the many goals which sales promotions attempt to achieve and to delve into how some of those means are achieved by firms.

Then, attitudes and attitude formation were discussed as well as the segments which make up theoretical attitudes. Fishbein's multi-attribute model and Fishbein's theory of reasoned action were also discussed as well as the possible resultant actions of attitudes.

Finally, the consumer buying process was researched and discussed so that an analysis of how consumers go about buying a product and how firms can influence consumers during the course of the buying process could be performed. By knowing the five steps consumers take in the buying process, it becomes more possible to develop ways to affect their decision making process. With knowledge of what consumers do and consider when they buy along with the various means firms have available via promotions in affecting consumer decisions, a more detailed and successful research study can be performed on how promotional activities can influence customer purchasing behavior at Tesco.

CHAPTER 3

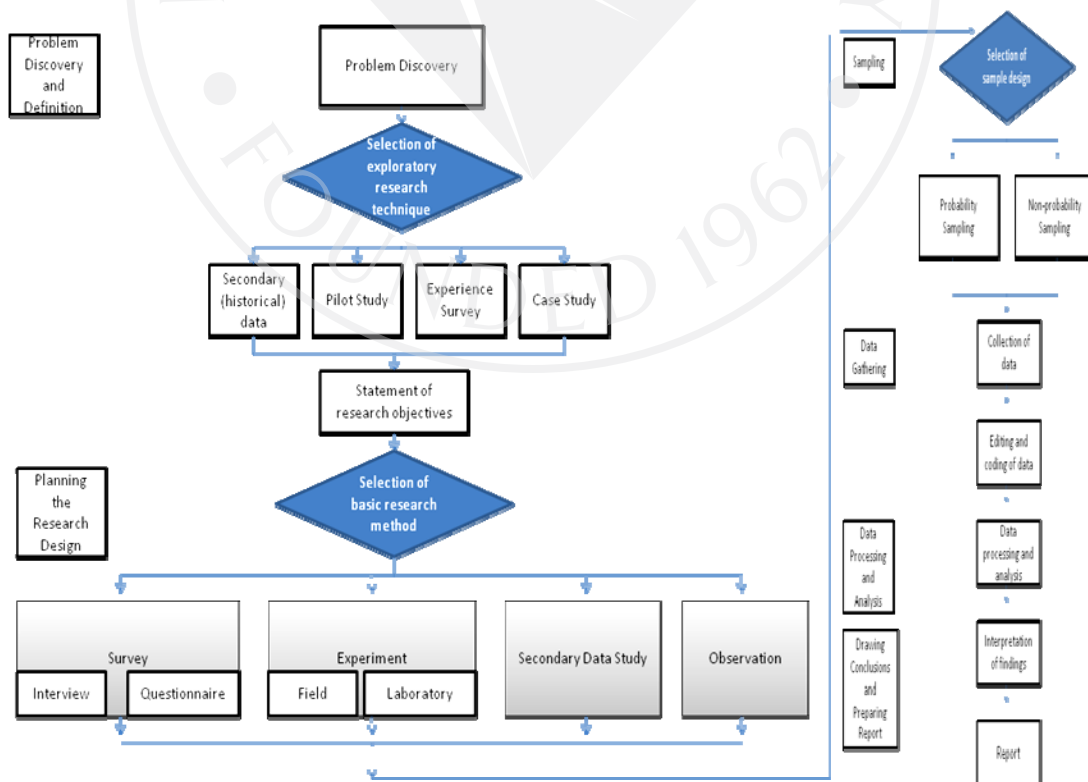
RESEARCH METHODOLOGY

This chapter will give an overview of the research methodology employed in this study and begins with a review of general research methodology literature related to this study. This will be followed by a statement of the research methods used in this research study.

3.1 Research Methodology Review

The research process can be divided into six main components: problem discovery and definition, planning of the research design, sampling, data gathering, data processing and analysis, and the drawing of conclusions and preparation of the report (Zikmund, 2003, p. 61). A flowchart outlining the flow of the research process is presented below in Figure 3.1.

Figure 3.1: The research process (Zikmund, 2003, p. 61)



3.1.1 Problem Discovery and Definition

The first step in the research process is the discovery of the problem (Zikmund, 2003). Discovery of the problem can happen through exploratory research, which has the aim of helping researchers “gain some initial insights and [possibly] pave the way for further research” (Parasuraman, Grewal, & Krishan, 2004, p. 44). The main goals of exploratory research are to make a situation more clear and to identify data needs and objectives which should be further researched before decision alternatives can be identified. The exploratory research becomes the most useful when it is necessary for a decision maker to understand a situation better and when it is necessary to identify decision alternatives. Several proven methods of exploratory research include interviewing knowledgeable individuals, focus group interviews (a form of pilot study), secondary data, and case studies (Parasuraman et al, 2004).

When a decision maker lacks well defined research objectives, interviewing knowledgeable individuals may prove very effective. Because few individuals possess all of the relevant information about the market, it is important to give careful attention to the selection of knowledgeable people. However, other than the need to carefully select knowledgeable individuals, interviewing is a subjective and flexible process with no standard approach (Parasuraman et al, 2004).

“In a focus group interview, an objective discussion leader introduces a topic to a group of respondents and directs their discussion of that topic in a non-structured and natural fashion” (Parasuraman et al, 2004, p. 66). Focus groups typically consist of eight to twelve people and can be used in a variety of situations varying from how customers feel towards a particular promotion or loyalty program to how much more frequently consumers may buy because of coupons. The leader will typically attempt to ensure that key areas of the topic are being discussed and observe or record reactions of the participants.

To generate valuable insights in a fast and inexpensive manner, examining appropriate secondary data can be an effective means. In some instances, examination of secondary data can provide a proper focus for conclusive research. In other instances, the conclusions drawn from secondary data can eliminate the need for conclusive research all together (Parasuraman et al, 2004). An example of secondary data which could be obtainable and useful in regards to promotion research may include

reviewing the finances of a supermarket during specific promotional campaigns such as special coupons or sweepstakes.

“The case study method is an in-depth examination of a unit of interest” (Parasuraman et al, 2004). One scenario which can benefit from the case study method is in the case where a company is unsure of what it is looking for but does have a general research objective. The only limits to the number and types of factors which can be examined in a case study are the time and imagination of the investigator. In regards to promotions, a case study research endeavor may include the layout of the promotions in regards to the store, the display locations of promoted items, and how interactive promoters appear. By observing the similarities and differences between the more successful and less successful stores where each promotion is taking place, it may be possible to gain insights on factors critical to success. Due to the many comparisons and contrasts of data and the fact that the data is non-quantitative, an alert investigator with the ability to recognize subtle differences across cases and possible relationships among factors within a case is critical (Parasuraman et al, 2004).

After conducting exploratory research, the objectives of the research study may become clearer and it becomes more possible to define the problem, which is “the indication of a specific business decision area that will be clarified by answering some research questions” (Zikmund, 2003, p. 61).

3.1.2 Planning the Research Design

After the problems of the research study have been formulated, the researcher must develop a research design. The purpose of the research design is to specify “the methods and procedures for collecting and analyzing the needed information” (Zikmund, 2003, p. 65). Information such as sources of information, the research technique, and sampling methodology to be employed are included in the research design. The four basic research methods available are surveys, experiments, secondary data studies, and observations.

Surveys

Both descriptive conclusive research projects and experimental conclusive research projects exist and each is used to determine different types of information. Of the two methods, descriptive

research is used more frequently by far (Parasuraman et al, 2004). As its name suggests, the objective of descriptive research is to describe something, with the aim of generating data describing the composition and characteristics of groups of interest, such as customers (Parasuraman et al, 2004). Descriptive research is typically divided into two types, cross-sectional survey studies and longitudinal survey studies.

“Cross-sectional survey studies are one-time studies involving data collection at a single period in time (Parasuraman et al, 2004, p. 75). The subjects of cross-sectional studies are selected specifically for the one-time data collection and are disbanded after data collection has been completed. Even though the data for cross-sectional studies is collected at a single period in time, data pertaining to an interval of time can be collected during cross-sectional studies. This can be done by asking about past behavior and potential future behavior in certain situations in addition to asking about present behavior. Relating to promotions, in a cross-sectional study, respondents could be asked, if buying a pack of Scott toilet paper might win them a dog doll, would they buy the Scott toilet paper. Then the respondents could be asked if they have participated in similar promotions in the past and if they would participate in the same sort of promotion in the future. The limitation of using cross-sectional studies in this manner is that the data which can be collected relies heavily on the quality of the respondent's memory of past events, which unfortunately, tends to be unreliable. For this reason, longitudinal studies prove much more reliable in monitoring changes over time than cross-sectional studies.

“Longitudinal studies are repeated-measurement studies that collect data over several periods in time” (Parasuraman et al, 2004, p. 75). Generally, longitudinal studies are the more informative of the two types of descriptive research, but at the same time, longitudinal studies are more expensive than cross-sectional studies. In longitudinal studies, a panel is typically recruited to provide measurements over a period of time in attempts to monitor changes. However, “[s]uccessive measurements in longitudinal studies can be obtained from a physically different but representative sample of units or from the same sample of units each time” (Parasuraman et al, 2004, p. 78). Both types of sample groups will give longitudinal data, but the nature of the findings and their implications may differ. After each measurement phase is finished, a record of the panel is maintained for future portions of

the longitudinal study. An example of a longitudinal study could be how consumers respond to promotions such as coupons or rebates for specific products or promotions that give specific discounts over time.

Secondary Data

One of the advantages of collecting and using secondary data is that secondary data tends to be less costly and time consuming to obtain since the data is readily available (Parasuraman et al, 2004). Another advantage of secondary data is that secondary data may also be more readily available than primary data for collection (Parasuraman et al, 2004).

There are also disadvantages to collecting secondary data for a research project. The relevance of available secondary data of the research project may be an issue of concern. Areas in which secondary data may not match data needs include the units with which the data are measured, the category breakdowns or definitions of variables for which the data are ported, and the time period during which the data are measured (Parasuraman et al, 2004).

Experiment

Experimental research does “[allow] for the making of causal inferences about relationships among variables” (Parasuraman et al, 2004, p. 73). For experimental research projects, one variable will affect the outcome of another variable. It seeks to find how changing one variable will affect the dependent variable. Examples of data which can be collected via experimental include how the space assigned to a promotional ad may affect how many people notice and how different prices may affect the sale of a product. Features of experimental research are the manipulation of the causal variables and keeping other relevant variables as controls. As a result of this ability to control variables, much stronger evidence of cause and effect can be generated from experimental research than from descriptive research. However, this does not mean that descriptive research does not provide any cause and effect data. For example, descriptive data such as data about income or gender could provide causal data related to customer perception of value related to promotions. An example of experimental research could be selecting market areas with similar demographic, socioeconomic, and competitor characteristics, varying the amount of advertising expenditure between the different markets while keeping all other marketing variables constant, monitoring sales over a sufficient

period of time, and analyzing the data to see if the pattern in variation in sales is consistent with the pattern of variation in advertising expenditures. Research such as this is typically most appropriate in situations when the testing of causal relationships among variables is the primary purpose of the research.

Observation

“The observational method involves human or mechanical observation of what people actually do or what events take place” (Parasuraman et al, 2004, p. 70). Information is recorded by researchers or their devices as events occur or evidence is compiled from past events. Using the observation method can be useful in researching groups which are more difficult to research by many other research techniques, such as people who do not want to spend the time or do not have the time to fill out questionnaires. An example of the observational method being applied in promotion research could be observing how many people buy a product displayed next to the checkout counter while waiting in line to check out.

Questionnaire Formats

“Questionnaire format is a function of the level of structure and disguise desired during data collection” (Parasuraman et al, 2004, p. 165). The types of questions which are used in a research project are typically determined by the type of research project being conducted and the extent to which respondents are willing to answer direct questions. Four broad categories of questionnaire formats which can be identified from these two characteristics are: 1. structured, non-disguised, 2. non-structured, non-disguised, 3. structured, disguised, and 4. non-structured, disguised.

Structured, non-disguised questionnaire formats are used when respondents are willing and able to answer direct questions and a more conclusive research project is being administered.

Non-structured, non-disguised questionnaires formats are used when the willingness or ability of respondents to answer direct questions is low and the research project has more exploratory objectives.

Structured, non-disguised questionnaires are typically used for conclusive research projects while structured, disguised questionnaires are used in attempts to discover the attitude of people towards sensitive issues of concern to society. Non-structured, disguised questionnaires are primarily

used in research which attempts to uncover the answer to the questions, “Why” and to relate behavior to underlying processes such as intentions, desires, and emotions (Parasuraman et al, 2004).

Questionnaire Method Comparisons (Surveys)

The basic methods of collecting data are personal interviews, telephone surveys, mail surveys, and internet- or web-based surveys. Versatility, time, cost, accuracy, and respondent convenience are all important considerations when considering the type of questionnaire to develop. Factors such as the amount of data and the types of questions which can be presented to respondents during data collection all affect the versatility of questionnaire administration methods. (Parasuraman et al, 2004).

A summary of how the four types of questionnaires rank relative to each other in regards to these considerations is presented in Figure 3.2.

Figure 3.2: Comparison of questionnaire administration methods (Parasuraman et al, 2004, p. 174)

Criteria	Ranking of Methods			
	1	2	3	4
Versatility				
Number of Questions	Personal	Mail	Web	Telephone
Amount/variety of information	Personal	Telephone	Web	Mail
Presentation of stimuli	Personal	Web	Telephone	Mail
Time	Web	Telephone	Personal	Mail
Cost	Web	Mail	Telephone	Personal
Accuracy				
Sampling control	Personal	Telephone	Mail	Web
Supervisory control	Web	Mail	Telephone	Personal
Opportunity for clarification	Personal	Telephone	Web	Mail
Respondent convenience	Web	Mail	Telephone	Personal

Personal interviews are much more flexible and allow for a greater variety of data to be collected than telephone, mail, and web-based surveys. Web-based surveys have become more

versatile due to modern advances. Personal interviews are also more effective when lengthy, non-structured questionnaires are a part of the research. Telephone interviews rank second in terms of versatility after personal interviews. Web-based and mail questionnaires tend to allow for more questions, but due to the structure required to encourage respondent cooperation, flexibility is reduced. Web-based questionnaires rank third in terms of versatility, leaving mail surveys ranking fourth.

In terms of time needed for surveys, web-based interviews are usually quickest. Web-based surveys can also produce real-time reports by pulling data directly from databases. They can be updated automatically as questionnaires are submitted by respondents. Online surveys can also be administered in various ways, such as to anyone who visits the site or by invitation only. Personal interviews generally collect data quicker than mail surveys. For mail surveys, after the surveys are mailed out, researchers no longer have control of time. Therefore in terms of time, web-based surveys are fastest, followed closely by telephone surveys. (Parasuraman et al, 2004).

Web-based surveys are the least expensive of the methods for acquiring data since data entry and data analysis can be automated. However, poor question selection and poor respondent sampling can result in less than useful data. Most expensive of the four methods of data collection is personal interviews, which in addition to the need to pay for interviewers, also incurs traveling costs necessary for meeting respondents (Parasuraman et al, 2004).

While administering questionnaires, three key determinants of data accuracy are the degree of control over the sample, the degree of control over the questioning process, and the ability to control the questioning process.

“Sampling control refers to the ability to collect data from a sample that adequately represents relevant segments of the population of interest” (Parasuraman et al, 2004, p. 170). Non-representative data cannot be considered trustworthy since not all groups of interest are represented. The two factors which determine the degree to which data can be obtained from a representative sample are the ability to identify and reach an appropriate sample of respondents and the ability to secure cooperation from each respondent contacted (Parasuraman et al, 2004). The personal interview method is the most capable of the four methods in reaching appropriate respondents and securing cooperation.

“Supervisory control involves the ability to minimize interviewer errors such as failure to follow instructions, mistakes in recording answers, and cheating” As far as controlling the questioning process goes, it is important to be able “to detect and overcome problems respondents may experience in answering certain questions” (Parasuraman et al, 2004). Mail surveys pose the greatest problem in controlling the questioning process as there is no interaction possible with the respondent during mail surveys. Web-based surveys are similar to mail surveys, but with the advancements made in technology, it has become more possible to give respondents help and clarification when they have trouble. Telephone interviews and personal interviews allow interviewers to give respondents the most assistance and clarification.

In terms of respondent convenience, web-based surveys are the most convenient for respondents. Mail surveys are only slightly less convenient than web-based surveys because although respondents may complete the mail survey at their discretion, they must still mail the questionnaire. Personal interviews can be the least convenient for respondents because although a respondent may not wish to be interviewed, when face-to-face with an interviewer, it can be difficult for the interviewer to say, “No.” Telephone interviews are not as convenient for respondents as web-based surveys or mail surveys, but they do tend to be more convenient than personal interviews.

In summary, personal interviews are the most versatile in terms of the number of questions asked, the amount and variety of information which can be obtained, and the ability to present stimuli and gather reactions from the stimuli. Personal interviews also provide the most accuracy in terms of sampling control and opportunities to provide clarification for respondents. Web-based surveys, however, provide the most accuracy in terms of supervisory control, are the most time and cost efficient, and provide respondents with the most convenience.

Qualitative and Quantitative Research

Quantitative research typically involves statistical data and relies heavily on numerical evidence to draw conclusions or to test hypotheses (Ticehurst & Veal, 2000). Data used for quantitative analyses can be obtained from questionnaire surveys, observations, or secondary sources. Qualitative research is not concerned about with statistical data as is with quantitative research but rather focuses on the collection of a great deal of data from a few sources (Ticehurst & Veal, 2000). Methods used

to collect data for qualitative research include observation, informal and in-depth interviewing, and participant observations.

3.1.3 Sampling

Before the data for a research project can be collected, the sample group must be identified. At this point in the research project, it becomes necessary to clearly specify who should provide the necessary data. During this step, the population and sampling group age, gender, location, location, quantity, and other criteria may be identified. Additionally, how the sample group is to be selected may also be decided while identifying the sample group. “For example, the method of choosing individuals depends on whether or not a probability or a non-probability sampling method is used”. Probability sampling takes place when “each element in the population has a known, nonzero chance of inclusion” and “non-probability sampling is a subjective procedure in which the probability of selection for each population unit is unknown beforehand” (Parasuraman et al, 2004, p. 45).

Population

After it has been decided to sample, the target population must be identified. The target population is defined as “[t]he specific, complete group relevant to the research project” (Zikmund, 2003, p. 373). Although not difficult to define in many cases, it is important to be specific in defining the population so that an appropriate sample group may be identified.

Probability Sampling

“Probability sampling is an objective procedure in which the probability of selection is known in advance for each population unit” (Parasuraman et al, 2004). In probability sampling, the researcher plays no role in determining which units of a population will be chosen to be in the sample. The researcher only states objective criteria by which members of the population will be chosen for the sample. Each population unit is assigned an objective probability of being selected on the basis of the specified sampling criteria. Therefore all members of the population have a probability of being selected for the survey, though that probability may not be the same for all members of the population. Various forms of probability sampling include simple random sampling, stratified random sampling, cluster sampling, and systematic sampling.

“Simple random sampling is a procedure in which every possible sample of a certain size within a population has a known and equal probability of being chosen as the study sample” (Parasuraman et al, 2004,). For simple random sampling, once the population has been identified, the sample can be selected by randomly selecting any members of the population. In stratified random sampling, it is necessary that the chosen sample contain a certain number of units from each of the different segments of the population. With cluster sampling, clusters of the population unit are chosen randomly and then all or some of the units within the selected cluster are studied. During systematic sampling, the researcher first randomly selects the first unit to be sampled and from the first unit, systematically selects the other units via a pre-specified interval.

Non-probability Sampling

“Non-probability sampling is a subjective procedure in which the probability of selection for each population unit is unknown beforehand” (Parasuraman et al, 2004, p. 360). For non-probability sampling, a researcher’s subjective judgment does play a role in determining which members of the population will get included in the sample. The basic types of non-probability sampling are convenience sampling, judgment sampling, and quota sampling.

As the name suggests, in convenience sampling, the sample of units selected for research is chosen at the convenience of the researcher. Judgment sampling is similar to convenience sampling with the difference that the research exerts some amount of effort in selecting a sample for the study. “Quota sampling involves sampling a quota of units to be selected from each population cell based on the judgment of the researchers and/or decision makers” (Parasuraman et al, 2004).

Sample Size

To calculate the sample size, the simplified sample size formula developed by Taro Yamane can be used. Taro Yamane’s simplified formula (Israel, internet, 2010) is:

$$n = N / ((1 + N * e^2))$$

where:

n = the sample size,

N = the total population, and

e = the level of precision

3.1.4 Data Gathering

After the questionnaire is completed and the sampling design has been identified, it is time to begin data collection. If a questionnaire is to be used, to efficiently and effectively collect data, it is important that the questionnaire and the sample take into consideration how the data will be collected. It is important that “data collection be consistent in all geographic areas” (Zikmund, 2003).

If secondary data is all that is necessary, the secondary data simply needs to be obtained from archives or from whichever location the data is stored. If primary data is necessary, however, the researcher must decide between personal interviews, phone interviews, mail interviews, web-based interviews, or some combination of those possibilities. Locations and means must be chosen so that the sources for the data can fit the desired sample criteria.

Data collection often takes place in two phases, a pretest study and a main study. The pretest phase is useful because it helps to determine if the data collection method employed will be useful during the main study and also helps to minimize errors in the questionnaire from feedback of respondents. Data from the pretest can also be used to check the accuracy of the questionnaire responses (Zikmund, 2003). Results from the pretest can then be used for an improved main study.

3.1.5 Data Processing and Analysis

After data has been collected and carefully checked for errors, the data must be analyzed and interpreted. The first step of data analysis is editing, “the process of examining completed data collection forms and taking whatever corrective action is needed to ensure the data are of high quality” (Parasuraman et al, 2004, p. 393).

Editing

Editing is performed while the data is still in raw form to detect and correct problems before it is too late. The two forms of editing possible are field edits and office edits. Field edits are “quick examination[s] of completed data collection forms, usually [performed] on the same day they are filled out” (Parasuraman et al, 2004). The aims of field edits are to ensure proper procedures are being followed and to remotely solve issues in the field before they become bigger problems. Office edits are “conducted after all the field-edited data collection forms are received in a central location [and

verify] response consistency and accuracy, [make] necessary corrections, and [determine] whether some or all parts of a data collection form should be discarded” (Parasuraman et al, 2004, p. 394).

Coding

“Coding broadly refers to the set of all tasks associated with transforming edited responses into a form that is ready for analysis” (Parasuraman et al, 2004, p.397). The steps involved in coding are: transforming question responses into meaningful categories, giving each category a numerical code, and creating a data set from the numerically coded data for computer analysis.

Structured questions with fixed responses are typically simpler and quicker to transform into meaningful categories than non-structured questions with no fixed responses. After responses have been transformed into meaningful categories, they should be assigned numerical codes so that it becomes easier to analyze and manipulate the data by computer.

Analysis

Analysis involves the application of reasoning to understand and interpret collected data. Statistical analysis can vary from a simple frequency distribution portrayal to a complex multivariate analysis (Zikmund, 2003).

3.1.6 Drawing Conclusions and Preparing a Report

The final step of marketing research is the reporting of research findings. Only through a clear and convincing report can the results of the marketing research be implemented, and for many research projects, the findings are presented through a written report which may or may not be supplemented with an oral presentation.

In addition to all the required textual sections, it can be very beneficial to include graphical illustrations in the report. Placing data into tabular form can make it easier for readers to interpret than simply reading the data in a paragraph, but transporting that data into a graphical illustration can make the data more appealing to see and more clear. Graphical illustrations which users may use include pie charts, line charts, bar charts, and histograms.

3.2 Statement of Research Method Used

The following section will discuss the research method employed in this research study.

3.2.1 Problem Discovery and Definition

Although there are many secondary sources discussing the various types of promotions in existence, there is no primary source for the specific types of promotions which Tesco Lotus and other Thai supermarkets employ. Therefore, secondary sources will be used as a means to learn about the many types of promotions, but it will be necessary to collect data about the types of promotions currently being employed by supermarkets at the supermarkets themselves. After a review of general literature regarding promotions, the research questions of this study are as follows:

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?

3.2.2 Planning the Research Design

For this research project, both exploratory and conclusive research methods will be used to determine the impact of promotions on consumer behavior. During the exploratory research component of this research project, secondary data regarding the different types of promotions which exist will first be collected via reviewing books and articles which discuss promotions. After secondary data is collected about the many types of promotions which exist, primary data will be

collected through observations made at Tesco Lotus and other supermarkets to determine the different types of promotions which Tesco Lotus and other supermarkets employ. Data collected from the exploratory research phase of the research project will then be used to determine the focus of the conclusive research phase of the research project.

For the conclusive research phase of the research project, a cross-sectional descriptive study will be performed to collect primary data from consumers about their purchasing behavior. The questioning method will be used to collect primary data during the second phase of the research project. A survey questionnaire will be used due to time constraints which will make a discussion interview too impractical. It is also due to time constraints that only quantitative data will be collected. This will allow for speedier data collection and easier coding, which will make for more expedient data analyses.

Designing the Research Form

Due to time constraints, it will be necessary to be very direct. As a result, the questions developed for the research form will be structured and non-disguised. From the structured, non-disguised questions, it will be possible to determine which promotions affect customer purchasing behavior, and how strong the link is between a customer's attitude and the customer's purchasing behavior with regards to a promotion can be determined.

The original research form for this study consisted of 40 questions which consisted mainly of questions regarding demographics and purchasing behavior. Personal interviews were conducted at a Tesco Lotus Rama II where respondents were first asked if they had ever gone to Tesco Lotus to make a purchase. If respondents responded "No", survey with the respondent was completed at that point. If the respondent said "Yes", they were asked to fill out the questionnaire. This pilot testing continued until a total of ten surveys were collected. As it is believed "that a value of .7 - .8 is an acceptable value for Cronbach's α (Field, 2005, p. 668), and "when dealing with psychological constructs, values below even .7 can, realistically, be expected because of the diversity of the constructs being measured" (Field, 2005), the 10 surveys yielding a Cronbach's α of 0.765 show that the questionnaire results in reliable data.

After testing the original 10 surveys for reliability and reviewing the questionnaires as well as the input about the questionnaire from respondents, a few of the questions were altered or removed, and a section on consumer attitudes was added. The questionnaire to be analyzed for the research study will consist of four sections: a demographic section, a consumption behavior section, a section regarding consumer attitudes towards various promotions, and a final section on consumer purchasing behavior regarding promotions.

3.2.3 Sampling

The Population

The population for this research study will consist of adults who perform grocery shopping at Tesco Lotus for themselves and others. Therefore, all male and female adults above fifteen years old will make up the population of this study. Observations help researcher to decide to do the research on Thursdays because the customer traffic seems to be average during the whole week. Observations also help researcher to notice that 1p.m. to 3 p.m. is the low time, while 5 p.m. to 7 p.m. is the peak time for customer traffic at Tesco Lotus Rama II. From observations made at Tesco Lotus Rama II during two-hour blocks on a Thursday afternoon from 1 p.m. – 3 p.m. and a Thursday evening 5 p.m. to 7 p.m., the number of customers counted was 157 from 1 p.m. to 3 p.m. and 209 people from 5.m. to 7 p.m., totaling 366 people. Since Tesco Lotus Rama II is open for 14 hours from 9 a.m. 11 p.m., the total population at Tesco Lotus on Thursday is calculated to be $(14 / 4 * 366)$, equaling 1,281 people.

Sampling

For this research study, members of the sample will be selected via simple random sampling. To collect survey questionnaire responses via personal interviews, survey questionnaires will be distributed Tesco Lotus Rama II customers in the Tesco Lotus food court seating areas. This is because it is assumed that consumers will be more willing to fill out a lengthier survey if they are seated and waiting or seated and relaxed. For assurance that all respondents have been to Tesco Lotus to shop, before being asked to complete a survey, each potential respondent will be asked if they have been to Tesco Lotus in the past to make a purchase.

Sample Size

To calculate the sample size, the simplified sample size formula developed by Taro Yamane will be used. Taro Yamane's simplified formula (Israel, internet, 2010) is:

$$n = N / ((1 + N * e^2))$$

where:

n = the sample size,

N = the total population, and

e = the level of precision

Due to cost and time constraints, the confidence interval will be set at +/- 5% as although smaller confidence intervals will provide for more confidence in results, halving the confidence interval will more than double the necessary sample size. Filling in all the variables in the sample size formula, the equation becomes:

$$\text{Sample Size} = 1,281 / (1 + (1,281 * 0.05^2))$$

Therefore, the sample size required for this research project is 305 subjects. To ensure that the respondents interviewed will belong to the population of interest, as with the pilot test, respondents will first be asked if they have ever been to Tesco Lotus to make a purchase. If a respondent responds, "No," the respondent will be asked no more questions. If, however, the respondent responds, "Yes," the respondent will then be asked to complete the questionnaire.

3.2.4 Data Gathering

In the pretest phase of data collection, 10 surveys will be collected via personal interviews at Tesco Lotus Rama II. The 10 surveys which are to be collected will be filled out by respondents who respond that they have been to Tesco Lotus to make a purchase. This is to ensure that the survey which will be used in the main research study will be clear and easy to fill out. From the results of the 10 surveys, the questionnaire will be adjusted so that it is easier for respondents to fill out the survey.

Data for the main study phase of this research study will be collected from Tesco Lotus Rama II. At Tesco Lotus Rama II, data will be collected from customers seated in the Tesco Lotus food court from early afternoon until evening. As the population size will be calculated based on data from a

Thursday, sample size data will hold true only for Thursday, so data will only be collected from Tesco Lotus Rama II on Thursdays. If enough surveys are not collected on one Thursday, the remainder of the necessary questionnaires will be collected on a subsequent Thursday.

3.2.5 Data Processing and Analysis

Coding and Analysis

To assess consumer attitudes regarding promotions and how promotions affect customer purchasing behavior, two scales were used, the Likert scale and a rank-order scale. The consumer attitudes section of the questionnaire consists of five questions to be answered using the Likert scale and the consumer behavior section of the questionnaire consists of seventeen questions which are to be answered using the Likert scale.

For the Likert scale questions in both the consumer attitudes and consumer behavior sections, statements will be made regarding attitudes of consumers regarding specific promotions and respondents will be asked how strongly they agree with each of the statements. There will be five answer choices ranging from “Strongly agree” to “Strongly disagree” and they will be coded such that:

1 = Strongly agree 2 = Agree 3 = Neutral 4 = Disagree 5 = Strongly disagree

For the rank-order scale questions, eleven types of promotions will be listed and respondents will be asked to rank all eleven choices in relation to how much they like each type of promotion. Scores will range from 0 to 10 with a ‘0’ equating to the least liked of the eleven promotions and a ‘10’ equating to the most liked of the eleven promotions. The results of the attitudes section will be compared with the results of the behaviors section to find how strongly attitudes are tied to behavior. Additionally, the behavior of consumers will be reviewed separately to determine the affects of promotions on consumer purchasing behavior. The behavior of consumers will also be compared with demographic data to determine if there is a correlation between demographic data and effectiveness of promotions in affecting purchasing behavior. The collected data will be analyzed using SPSS. Analyses will be performed using descriptive statistics features such as “Frequencies” and “Descriptives” to find frequencies, means, and standard deviations. Additionally, analyses will be

performed using bivariate correlations using Kendall's tau to determine if correlations exist between demographic data and how likely a promotional activity will affect purchasing behavior.

3.2.6 Drawing Conclusions and Preparing a Report

The findings of this research project will be presented in a written report. Quantitative data collected for the study will be presented in tabular form and explained textually to directly answer the research study questions. The results will discuss the effects of promotional activities on consumer purchasing behavior and how that behavior is tied to the attitudes of consumers as well as demographic characteristics. Histograms will also be used to compare behavior and attitude.

Conclusion

This section of the research paper discussed, in general, the six steps of the research process: problem discovery and definition, planning the research design, sampling, data gathering, data processing and analysis, and drawing conclusions and preparing the report. After an overview on the six steps of the research process, this section of the research paper discussed how this paper will follow the six steps of the research study. The next chapter will present the collected data.

CHAPTER 4
DATA PRESENTATION

In this chapter, the data collected from field research regarding how promotions at Tesco Lotus in Bangkok affect consumer purchasing behavior and the attitudes of consumers pertaining to those promotions will be presented. The data will present the results of the data collection which based upon the research methodology discussed in Chapter 3.

4.1 Data Results for Demographic Characteristics

The results of the consumer demographic data have been analyzed using descriptive statistics and the values presented will show the frequency and the percentages of people that fall in each sub-category for each characteristic.

Table 4.1: Demographic characteristics

Characteristics		Frequency	Percentage
Gender (1)	Male	134	43.93%
	Female	171	56.07%
	Total	305	100.00%
Age (2)	Under 20	25	8.20%
	21-25	66	21.64%
	26-30	48	15.74%
	31-35	70	22.95%
	36-40	35	11.48%
	41-45	36	11.80%
	Above 45	25	8.20%
	Total	305	100.00%

(Continued)

Table 4.1 (Continued): Demographic characteristics

Characteristics		Frequency	Percentage
Education (3)	Below Bachelors	99	32.46%
	Bachelors	181	59.34%
	Masters	24	7.87%
	Doctorate	1	0.33%
	Total	305	100.00%
Occupation (4)	Employee in the public sector	21	6.89%
	Employee in the private sector	124	40.66%
	Business owner	75	24.59%
	Student	51	16.72%
	Unemployed	8	2.62%
	Other	26	8.52%
	Total	305	100.00%
Salary per month (5)	Less than 10,000 baht	82	26.89%
	10,001 to 20,000 baht	113	37.05%
	20,001 to 30,000 baht	40	13.11%
	30,001 to 40,000 baht	26	8.52%
	40,001 to 50,000 baht	17	5.57%
	More than 50,000 baht	27	8.85%
	Total	305	100.00%

Table 4.1 presents the demographic data collected from the questionnaires. The questionnaire has collected five pieces of information about each respondent: gender, age, education, occupation, and salary. The number of respondents which fall in each sub-category as well as the percentage of respondents in each sub-category are presented in Table 4.1.

4.2 Data Results From Consumption Behavior

The results of the consumption behavior data was analyzed using descriptive statistics and the values presented will show the frequency and percentages of each response.

Table 4.2: Consumption behavior

Question	Response	Frequency	Percentage
Shopping for (6)	One	96	31.48%
	Two	142	46.56%
	Three or more	67	21.97%
	Total	305	100.00%
Spending per visit (7)	Less than 100 baht	4	1.31%
	100 - 500 baht	89	29.18%
	501 - 1,000 baht	127	41.64%
	More than 1,000 baht	85	27.87%
	Total	305	100.00%
Shopping Frequency (8)	More than once a week	106	34.75%
	Once a week	115	37.70%
	Less than once a week	84	27.54%
	Total	305	100.00%
Mailings (9)	Yes	263	86.23%
	No	42	13.77%
	Total	305	100.00%
Promotion board (10)	Yes	211	69.18%
	No	94	30.82%
	Total	305	100.00%

(Continued)

Table 4.2 (Continued): Consumption behavior

Question	Response	Frequency	Percentage
Membership Cards (11)	Yes, only Tesco Lotus	98	32.13%
	Yes, only Carrefour	26	8.52%
	Yes, both of the stores	75	24.59%
	No	106	34.75%
	Total	305	100.00%
Advertisements (12)	Yes	266	87.21%
	No	39	12.79%
	Total	305	100.00%

Table 4.2 presents the consumption behavior of respondents. Data on how often respondents shop along with how much they spend and how susceptible to promotions respondents may be are presented in Table 4.2. The data is broken up into the frequency of each response and the percentage of the sample that chose each response.

4.3 Data Results From Consumer Attitudes

The results of the attitudes of consumers towards certain promotions was analyzed using descriptive statistics and the values presented will show the mean, standard deviation, and rank for each response as well as the question number to which the response corresponds. In addition to how consumers rank the different promotions, information will also be presented to show general attitudes towards supermarkets and promotions.

Table 4.3: Consumer attitudes/preferences towards supermarkets

Question		Frequency	Percentage
Supermarket preference (13)	Tesco Lotus	200	65.57%
	Carrefour	41	13.44%
	Big C	39	12.79%
	Other	25	8.20%
	Total	305	100.00%
Membership preference (14)	Tesco Lotus	168	55.08%
	Carrefour	31	10.16%
	No	106	34.75%
	Total	305	100.00%
Less expensive store (17)	Tesco Lotus	123	40.33%
	Carrefour	26	8.52%
	Unsure	156	51.15%
	Total	305	100.00%

Table 4.3 presents attitudes of consumers towards supermarkets and the memberships those supermarkets offer. In addition, Table 4.3 also presents information on which stores consumers feel have less expensive products. The data is broken up into the frequency of each response and the percentage of the sample that chose each response.

Table 4.4: Consumer promotion rankings

Question	Promotion	Mean	Standard Deviation	Rank
21	Buy-one-get-one-free	7.73	3.25	1
27	Cash-back promotions	6.01	2.86	2
28	Free trials	5.88	2.64	3
23	Price-off promotions	5.69	2.64	4
25	Membership programs	5.68	2.73	5
22	Discount coupons	5.20	2.73	6
18	Free samples	4.43	3.24	7
19	Brochures	4.23	2.89	8
20	Sweepstakes	3.63	2.88	9
24	At the counter display	3.38	2.75	10
26	Demonstrations	3.30	3.01	11

The results of the customer rankings of a set of promotions are shown above in Table 4.4. Respondents were asked to rank promotions from a scale of '0' to '10' with a rank of '0' for the promotion which they liked least a rank of '10' for the promotion which they liked most.

Table 4.5: Consumer attitudes towards promotions

Promotion	Mean	Standard Deviation
Price comparison shopper (15)	1.79	0.84
Like coupon mailings (16)	1.79	0.80

Table 4.5 presents more information on attitudes of consumers towards promotions. The possible values for how strongly respondents felt towards promotions ranged from '1' to '5' with '1' meaning

the respondent felt they strongly agreed with the statement made and a '5' meaning the respondent strongly disagreed with the statement made.

4.4 Data Results From Consumer Behavior

Table 4.6: Promotion impact on consumer purchasing behavior

Question Number	Promotion	Mean	Standard Deviation	Rank
37	Buy-one-get-one-free	1.86	0.86	1
31	Free trials	2.19	0.86	2
35	Brochures	2.22	0.86	3
29	Promoters	2.32	1.00	4
46	Membership	2.34	0.99	5
38	Price-off promotions	2.35	1.02	6
33	Cash-back promotions	2.42	1.07	7
39	Price-off promotions	2.43	0.92	8
43	Discount coupons	2.44	0.87	9
40	Free sample	2.52	0.94	10
32	Free item with purchase	2.52	0.93	11
41	Demonstrations	2.55	0.85	12
44	Cash-back promotions	2.64	0.95	13
36	Sweepstakes	2.87	0.96	14
30	Sweepstakes	2.9	1	15
42	At the counter display	3.25	0.88	16

In the consumer behavior portion of the questionnaire, respondents were asked how strongly they agreed with a series of statements regarding how promotions may affect purchasing behavior. The results of the impact of promotions on consumer purchasing behavior was analyzed using descriptive statistics and the values presented show the mean, standard deviation, and rank for each response as well as the question number to which the response corresponds. As a '1' correlates to "strongly agree" and a '5' correlates to "strongly disagree" it can be seen from Table 4.6 that

consumer purchasing behavior is not affected greatly by several promotions but that there do exist promotions that may increase the likelihood of a consumer making a purchase.



4.5 Histogram Comparison between Behavior and Ranking of Most and Least Effective Promotions

Histograms for the three promotions which consumers feel most strongly affect their purchasing behavior and histograms for the two promotions which consumers feel least strongly affect their purchasing behavior will be presented. Histograms for the attitudes which correlate to the three promotions which consumers feel most strongly affect their purchasing behavior and histograms for the attitudes which correlate to the two promotions which customers feel least strongly affect their purchasing behavior will be presented next to their behavior counterpart histograms. The purpose of presenting this data in histogram form is to see in more detail how respondents behave with respect to how they feel regarding promotions.

Figure 4.1: Buy-one-get-one-free behavior

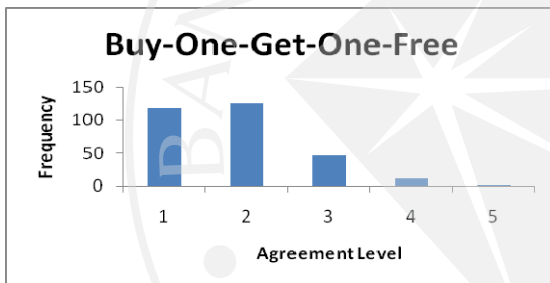


Figure 4.2: Buy-one-get-one-free ranking

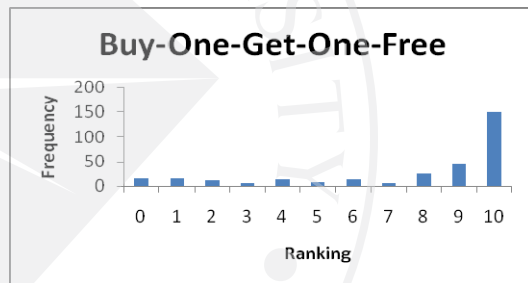


Figure 4.3: Free trial behavior

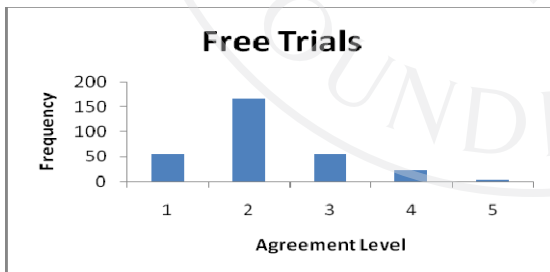


Figure 4.4: Free trial ranking



Figure 4.5: Brochure behavior

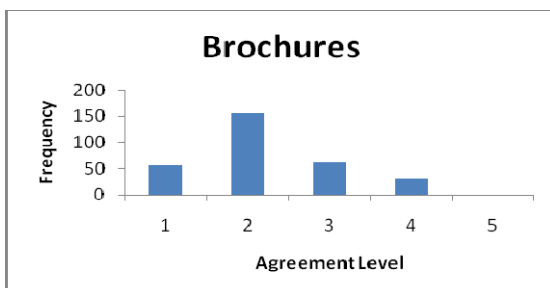


Figure 4.6: Brochure ranking

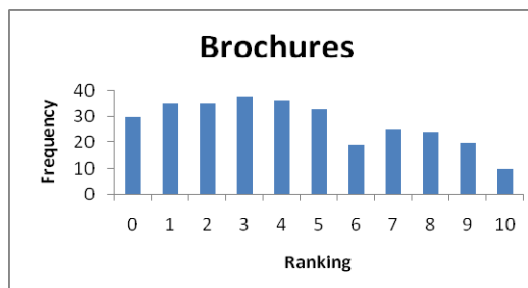


Figure 4.7: Point-of-sale behavior

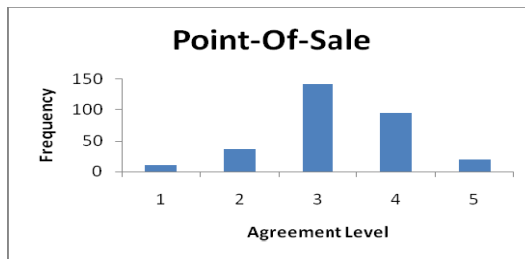


Figure 4.8: Point-of-sale ranking

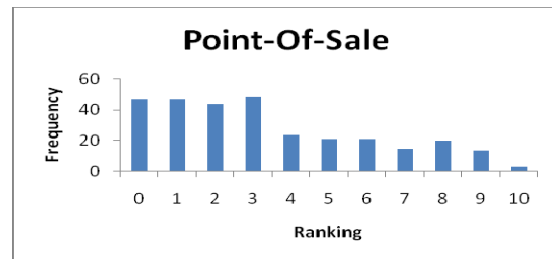


Figure 4.9: Sweepstakes behavior 1

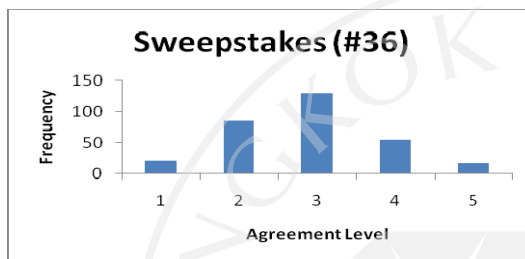


Figure 4.10: Sweepstakes behavior 2

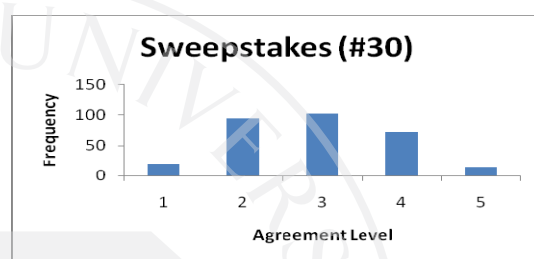
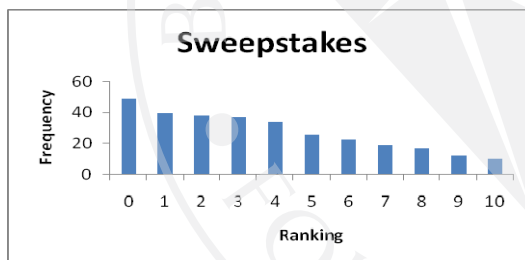


Figure 4.11: Sweepstakes ranking



4.6 Data Results from Consumer Behavior Based on Demographics

The results of the behavior of consumers versus the demographic data of gender, age, education level, and salary were analyzed using bivariate correlations to determine if demographic data significantly affects consumer purchasing behavior. The values presented show the Kendall tau correlation coefficient and significance level of the correlation coefficient for the promotion in regards to the demographic data.

Figure 4.12: Gender correlation to consumer purchasing behavior

			Gender
Kendall's tau_b	Gender	Correlation Coefficient	1.000
		Sig. (1-tailed)	.
		N	305
	Promoters	Correlation Coefficient	.067
		Sig. (1-tailed)	.103
		N	305
	FreeTrials	Correlation Coefficient	-.016
		Sig. (1-tailed)	.383
		N	305
	FreeItemWithPurcahse	Correlation Coefficient	.012
		Sig. (1-tailed)	.414
		N	305
	CashBack1	Correlation Coefficient	-.021
		Sig. (1-tailed)	.342
		N	305
	Brochures	Correlation Coefficient	-.086
		Sig. (1-tailed)	.053
		N	305
	BuyOneGetOneFree	Correlation Coefficient	-.008
		Sig. (1-tailed)	.440
	N	305	
PriceOff1	Correlation Coefficient	-.118*	
	Sig. (1-tailed)	.013	
	N	305	
FreeSample	Correlation Coefficient	-.022	
	Sig. (1-tailed)	.342	
	N	305	
Demonstrations	Correlation Coefficient	.017	
	Sig. (1-tailed)	.372	
	N	305	
AtTheCounterDisplay	Correlation Coefficient	.103*	
	Sig. (1-tailed)	.027	
	N	305	
DiscountCoupons	Correlation Coefficient	-.011	
	Sig. (1-tailed)	.416	
	N	305	
Membership	Correlation Coefficient	-.039	
	Sig. (1-tailed)	.233	
	N	305	
Sweepstakes1	Correlation Coefficient	-.022	
	Sig. (1-tailed)	.341	
	N	305	

*. Correlation is significant at the 0.05 level (1-tailed).

** . Correlation is significant at the 0.01 level (1-tailed).

Figure 4.12 presents the influence of promotions on consumer purchasing behavior as the behaviors correlate to gender using bivariate analysis with Kendall's tau. The correlation coefficient for the promotions with regards to gender as well as the significance level of the correlation is shown.

Figure 4.13: Age correlation to consumer purchasing behavior

			Age
Kendall's tau_b	Age	Correlation Coefficient	1.000
		Sig. (1-tailed)	.
		N	305
	Promoters	Correlation Coefficient	-.006
		Sig. (1-tailed)	.450
		N	305
	FreeTrials	Correlation Coefficient	.039
		Sig. (1-tailed)	.204
		N	305
	FreeItemWithPurchase	Correlation Coefficient	.112**
		Sig. (1-tailed)	.008
		N	305
	CashBack1	Correlation Coefficient	-.148**
		Sig. (1-tailed)	.001
		N	305
	Brochures	Correlation Coefficient	.015
	Sig. (1-tailed)	.375	
	N	305	
BuyOneGetOneFree	Correlation Coefficient	.022	
	Sig. (1-tailed)	.319	
	N	305	
PriceOff1	Correlation Coefficient	.118**	
	Sig. (1-tailed)	.005	
	N	305	
FreeSample	Correlation Coefficient	.055	
	Sig. (1-tailed)	.118	
	N	305	
Demonstrations	Correlation Coefficient	.032	
	Sig. (1-tailed)	.248	
	N	305	
AtTheCounterDisplay	Correlation Coefficient	.027	
	Sig. (1-tailed)	.280	
	N	305	
DiscountCoupons	Correlation Coefficient	-.012	
	Sig. (1-tailed)	.398	
	N	305	
Membership	Correlation Coefficient	.050	
	Sig. (1-tailed)	.141	
	N	305	
Sweepstakes2	Correlation Coefficient	.117**	
	Sig. (1-tailed)	.006	
	N	305	

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

Figure 4.13 presents the influence of promotions on consumer purchasing behavior as the behaviors correlate to age using bivariate analysis with Kendall's tau. The correlation coefficient for the promotions with regards to age as well as the significance level of the correlation is shown.

Figure 4.14: Education level correlation to consumer purchasing behavior

Kendall's tau_b		Education	
Education	Correlation Coefficient	1.000	
	Sig. (1-tailed)	.	
	N	305	
Promoters	Correlation Coefficient	.005	
	Sig. (1-tailed)	.458	
	N	305	
FreeTrials	Correlation Coefficient	.055	
	Sig. (1-tailed)	.147	
	N	305	
FreeItemWithPurchase	Correlation Coefficient	.040	
	Sig. (1-tailed)	.217	
	N	305	
CashBack1	Correlation Coefficient	-.116*	
	Sig. (1-tailed)	.011	
	N	305	
Brochures	Correlation Coefficient	.121**	
	Sig. (1-tailed)	.010	
	N	305	
BuyOneGetOneFree	Correlation Coefficient	-.007	
	Sig. (1-tailed)	.446	
	N	305	
PriceOff1	Correlation Coefficient	.019	
	Sig. (1-tailed)	.359	
	N	305	
FreeSample	Correlation Coefficient	.114*	
	Sig. (1-tailed)	.013	
	N	305	
Demonstrations	Correlation Coefficient	.125**	
	Sig. (1-tailed)	.008	
	N	305	
AtTheCounterDisplay	Correlation Coefficient	.033	
	Sig. (1-tailed)	.263	
	N	305	
DiscountCoupons	Correlation Coefficient	.066	
	Sig. (1-tailed)	.101	
	N	305	
Membership	Correlation Coefficient	.007	
	Sig. (1-tailed)	.448	
	N	305	
Sweepstakes1	Correlation Coefficient	.126**	
	Sig. (1-tailed)	.007	
	N	305	

*. Correlation is significant at the 0.05 level (1-tailed).

**. Correlation is significant at the 0.01 level (1-tailed).

Figure 4.14 presents the influence of promotions on consumer purchasing behavior as the behaviors correlate to education level using bivariate analysis with Kendall's tau. The correlation coefficient for the promotions with regards to education level as well as the significance level of the correlation is shown.

Figure 4.15: Salary correlation to consumer purchasing behavior

Kendall's tau_b		Salary
Salary	Correlation Coefficient	1.000
	Sig. (1-tailed)	.
	N	305
Promoters	Correlation Coefficient	.043
	Sig. (1-tailed)	.181
	N	305
FreeTrials	Correlation Coefficient	.119**
	Sig. (1-tailed)	.007
	N	305
FreeltemWithPurchaese	Correlation Coefficient	.152**
	Sig. (1-tailed)	.001
	N	305
CashBack1	Correlation Coefficient	-.172**
	Sig. (1-tailed)	.000
	N	305
Brochures	Correlation Coefficient	.070
	Sig. (1-tailed)	.074
	N	305
BuyOneGetOneFree	Correlation Coefficient	.021
	Sig. (1-tailed)	.336
	N	305
PriceOff1	Correlation Coefficient	.044
	Sig. (1-tailed)	.180
	N	305
FreeSample	Correlation Coefficient	.143**
	Sig. (1-tailed)	.001
	N	305
Demonstrations	Correlation Coefficient	.061
	Sig. (1-tailed)	.105
	N	305
AtTheCounterDisplay	Correlation Coefficient	.041
	Sig. (1-tailed)	.196
	N	305
DiscountCoupons	Correlation Coefficient	.019
	Sig. (1-tailed)	.345
	N	305
Membership	Correlation Coefficient	.046
	Sig. (1-tailed)	.167
	N	305
Sweepstakes2	Correlation Coefficient	.143**
	Sig. (1-tailed)	.001
	N	305

** . Correlation is significant at the 0.01 level (1-tailed).

* . Correlation is significant at the 0.05 level (1-tailed).

Figure 4.15 presents the influence of promotions on consumer purchasing behavior as the behaviors correlate to salary using bivariate analysis with Kendall's tau. The correlation coefficient for the promotions with regards to salary as well as the significance level of the correlation is shown.

Conclusion

The data presented in this chapter is a summary of the information collected from questionnaires filled out by respondents. This information provides the researcher with a view of the effect of promotions on consumer purchasing behavior. Data presentation began with a summary of the demographic data of the respondents. This was followed by a summary of the consumption behavior of the respondents. Next the attitudes and then the behavior of respondents towards promotions was summarized.

Then, frequency data in histogram format was presented for the three promotions which most influenced customer purchasing behavior and the two promotions which least influenced customer purchasing behavior along with their respective rankings according to respondents.

Finally, the consumer purchasing behavior was presented compared with demographic characteristics to show if any correlations exist between demographic characteristics and how likely a promotion will impact consumer purchasing behavior. Analysis of the data will be presented in the following chapter.

CHAPTER 5

DATA ANALYSIS

This chapter presents the analysis of the data findings which are based on the data presented in Chapter 4. The data presented in this chapter will be used to answer the research questions posed.

5.1 Data Analysis from Attitudes Responses

According to Figure 2.2 in Chapter 2, in making a decision to purchase a product, consumers are typically influenced by their attitudes (Assael, 1998, p. 304). This holds true in the purchase of a product as well as in the factors which influence decisions to make the purchase.

Tables 4.3, 4.4, and 4.5 display the responses of respondents concerning their attitudes in regards to promotions. Table 4.3 shows the attitudes of respondents regarding supermarkets and as expected from having conducted the surveys at Tesco Lotus, a majority of respondents preferred to shop at Tesco Lotus, favored the Tesco Lotus membership program, and either felt that Tesco Lotus items were less expensive than Carrefour items or were unsure about pricing.

Table 4.4 shows how consumers have ranked 11 different forms of promotions relative to each other. The most liked promotion was the buy-one-get-one-free promotion, which received a mean ranking of 7.73. Mean rankings from 6.01 to 5.20 constituted a middle section that can still be considered liked by consumers, but not as strongly. The lowest ranked of the promotion types had mean rankings ranging from 4.43 to 3.30.

The second highest ranked is the cash-back promotion, which received a mean ranking of 6.01. The cash-back promotion ranks higher than most other promotions but falls into a mid-section in the ranking scheme. From the ranking of the cash-back promotion, it can be inferred that consumers like receiving a return on their purchases proportional to how much they spend.

The third highest ranked of the promotion types is the free trial with a mean ranking of 5.88. The ranking of the free trial promotion as third among the eleven promotion types implies that consumers are willing and like to try products new to them but would like for the trial to come at no extra cost.

Next ranked of the promotion methods is the price-off promotion, which has a mean ranking of 5.69. With a ranking similar to the ranking of free trials, price-off promotions are also fairly liked by consumers. This is likely due to the fact that consumers enjoy immediately receiving a discount on pricing regardless of how much the discount may be.

After price-off promotions, membership programs ranked fifth with a mean ranking of 5.68. This may be due to the fact that although membership programs do offer rewards for purchases, consumers may not enjoy the need to have a membership card and do not like filling out the form and giving the information necessary to obtain a membership card.

Discount coupons rank sixth and have a mean ranking of 5.20 as the last of the promotion methods in the middle section ranked promotion methods. Again, consumers may enjoy the discount which they receive off but may not enjoy the need to have a coupon.

Seventh ranked promotions is free samples with a mean ranking of 4.43, 0.77 lower than that of the lowest ranked middle section promotion. The drop in the mean ranking is likely due to the fact that although consumers are given a free sample, free samples tend to be very small and offer no real value to consumers other than a morsel of a trial.

Ranking behind free samples is brochures, which have a mean ranking of 4.23. This can be attributed to the fact that although brochures inform consumers about the discounts which are available, they offer no monetary gains to consumers in and of themselves.

Falling behind brochures with a mean ranking of 3.63 is sweepstakes. The low ranking of sweepstakes can be attributed to the fact that consumers gain no benefit in terms of items they purchase with sweepstakes and also that consumers realize the likelihood of winning any sweepstakes is marginal at best.

Last ranked among the promotions by consumers are at the counter displays and demonstrations, which received mean rankings of 3.38 and 3.30, respectively. These low rankings are likely due partly to the fact that these promotions do not offer anything directly of monetary benefit to consumers. With demonstrations, consumers are only able to get an idea of what a product offers and at the counter displays only showcase items an additional time. Other than minor conveniences, these promotions do not offer much by way of value to consumers.

Table 4.5 from Chapter 4 displays the responses of respondents to questions regarding attitudes administered via the Likert scale. Code-wise, a score of '1' equates to "strongly agree" and a score of '5' correlates to "strongly disagree." From Table 4.5, it can be seen that many consumers are price comparison shoppers and enjoy coupon mailings. Consumers therefore like to know if they are getting a good price for their purchase relative to other shopping trips and do like to be made aware via coupon mailings of what promotions are available, even if they do not enjoy coupon discounts to as high a degree as other promotions.

5.2 Data Analysis from Behavior Responses

Table 4.6 from Chapter 4 represents the questions posed regarding the purchasing behavior of consumers in regards to certain promotions. Questions were administered using the Likert scale with the five responses varying from "strongly agree" to "strongly disagree." Coded, a '1' correlates to "strongly agree" and a '5' correlates to "strongly disagree." The range of mean responses from consumers fell between 1.86 and 3.25, indicating that on the whole, consumer behavior is not overly affected by promotions but that promotions do still have an impact on consumer purchasing behavior.

The promotion most likely to result in a consumer purchase is the buy-one-get-one-free promotion, which has a mean score of 1.86. This means that consumers are most likely enticed to buy a product if they are able to get a second of the same product at no additional cost. Therefore, if a consumer already has some interest in a product, the most significant force in getting the consumer to purchase the product is quantity.

The second most likely to lead to a purchase by consumers is free trials, which received a mean score of 2.19. It shows that consumers are also more likely to purchase a product if they are able to receive another product without additional cost in which they may have an interest.

Closely following free trials in the rankings is brochures which are displayed at the front of stores. With a mean score of 2.22, it can be inferred that consumers check the products which are being promoted upon entering the supermarket and that these brochures have an impact on the purchasing behavior of consumers.

Membership programs and product promoters ranked fourth and fifth with mean scores of 2.32 and 2.34 respectively. The ranking of product promoters implies that if consumers discuss a product with a product promoter, they have a higher tendency to purchase a product. For memberships, if a consumer feels that they will be rewarded or get some sort of discount for their purchase, they may be more likely to purchase a product or more products.

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.

BIBLIOGRAPHY

1. Books

Assael, H. (1998). Consumer Behavior and Marketing Action (6th ed.). Mason, OH: South-Western College Publishing.

Blythe, J. (1997). The Essence of Consumer Behavior. Hertfordshire, United Kingdom: Prentice Hall.

Cummins, J. (1998). Sales Promotions: How to Create And Implement Campaigns That Really Work. (2nd ed.). London, England: Kogan Page Limited.

Ferrell, O. C., & Hartline, M. D. (2008). Marketing Strategy (4th ed.). Mason, OH: Thomson South-Western.

Field, A. (2005). Discovering Statistics Using SPSS (2nd ed.). London, England: Sage Publications.

Parasuraman, A., Grewal, D., & Krishan R. (2004). Marketing Research. Boston, MA: Houghton Mifflin Company.

Ticehurst, G. W., & Veal, A. J. (2000). Business Research Methods: A Managerial Approach. French Forest, Australia: Pearson Education Australia.

Zikmund, W. G. (2003). Business Research Methods. (7th ed.). Mason, OH: Thomson South-Western.

2. Internet

British Chamber of Commerce Thailand. (n.d.). Tesco Lotus. Retrieved May 11, 2010, from

<http://www.bccthai.com/bcct/asp/corpdetail.asp?CorpID=194>

Israel, Glenn, D. (1992) Determining Sample Size. Retrieved May 11, 2010, from University of Florida IFAS Extension site: <http://edis.ifas.ufl.edu/pd006>

Merriam-Webster OnLine. (n.d.). Retrieved May 11, 2010, from <http://www.merriam-webster.com/dictionary/promotion>



APPENDIX

Appendix A: Survey Questions (English)

Direction: The questionnaire is for a research project by a graduate student of Master Administration Business, International Program at Bangkok University. It is a part of BA615 “Independent Study” in order to find out the “impact of promotional activities on customer purchasing behavior at Tesco Lotus”. ***Thank you for your participation.***

Part 1: Demographic data

1. What is your gender?

1. Male. 2. Female.

2. What's your age?

1. Under 20 2. 21-25 3. 26-30 4. 31-35
 5. 36-40 6. 41-45 7. Above 46

3. What's your educational level?

1. Below Bachelor's Degree 2. Bachelor's Degree
 3. Master's Degree 4. Doctorate Degree

4. What's your Occupation?

1. Public 2. Private 3. Business owner 4. Student
 5. Unemployed 6. Others (Please specify)

5. Salary per month

1. Less than Bt 10,000 2. Bt 10,001-20,000 3. Bt 20,001-30,000
 4. Bt 30,001-40,000 5. Bt 40,001- 50,000 6. More than Bt 50,001

Part 2: The consumption of supermarket

6. How many people do you shop for?

1. one (myself) 2. two 3. three or more

7. On average, how much do you spend each time you go to the supermarket?

1. Less than 100 baht 2. 100 -500 baht 3. 501-1,000 baht 4. More than 1,001 baht

8. How often do you go to supermarket?

1. More than once a week. 2. Once a week. 3. Less than once a week.

9. Do you receive mail from Tesco Lotus or Carrefour telling you about discounts?

1. Yes 2. No

10. I look at the board at the front of the store before I go inside every time I go to the store.

1. Yes 2. No

11. Do you have a membership card for Tesco Lotus or Carrefour?

1. Yes, only Tesco Lotus 2. Yes, only Carrefour
 3. Yes, both of the stores. 4. No

12. Do you remember having seen any ads for Tesco Lotus or Carrefour on buses, billboards, TV, or anywhere else recently?

1. Yes 2. No

Part 3: The attitudes towards promotional activities

13. Which supermarket do you prefer to do shopping?

1. Tesco Lotus 2. Carrefour 3. Big C 4. Others (Please specify).....

14. Is there any store membership program you prefer?

1. Yes, Tesco Lotus. 2. Yes, Carrefour. 3. No.

15. I make price comparison every time when I do shopping.

1. Strongly agree. 2. Agree. 3. Neutral. 4. Disagree. 5. Strongly disagree.

16. I like to receive coupons in the mail from Tesco Lotus/Carrefour.

1. Strongly agree. 2. Agree. 3. Neutral. 4. Disagree. 5. Strongly disagree.

17. Which store do you believe has cheaper products?

1. Tesco Lotus. 2. Carrefour. 3. I'm not sure.

Please rank from '0' to '10' for each promotion. (10 = Like the most 0 = Dislike the most)

18. _____ Free samples.

19. _____ Brochures and mailings which show the discounted products.
20. _____ Sweepstakes.
21. _____ Buy-one-get one-free promotions.
22. _____ Discount Coupons.
23. _____ Price-off promotions.
24. _____ At the counter display promotions.
25. _____ Membership programs.
26. _____ Demonstrations.
27. _____ Cash-back promotions.
28. _____ Free trial product with the purchase of another product.

Part 4: The behaviors towards promotional activities

29. Product promoters at a supermarket have influenced my purchase of a product.
(Example: A promoter talking about a product and giving away a free sample)
 1. Strongly agree. 2. Agree. 3. Neutral. 4. Disagree. 5. Strongly disagree.
30. I want to buy more than usual when there is a promotion to win something.
(Example: Gifts, jewelry or a plane trip.)
 1. Strongly agree. 2. Agree. 3. Neutral. 4. Disagree. 5. Strongly disagree.
31. I am more likely to buy a product when they give a free item to try with the product (free new flavor of chip with the purchase of an already known flavor).
 1. Strongly agree. 2. Agree. 3. Neutral. 4. Disagree. 5. Strongly disagree.
32. I am more willing to buy two or three of a product if I will receive a free gift.
(Example: Receiving a free bowl when you buy three boxes of oatmeal mix)
 1. Strongly agree. 2. Agree. 3. Neutral. 4. Disagree. 5. Strongly disagree.
33. I am more likely to shop at a store if I have a credit card for the store that will give me a percentage of my purchase back?
(Example: 3% cash back at Carrefour on purchases with a Premium card)
 1. Strongly agree. 2. Agree. 3. Neutral. 4. Disagree. 5. Strongly disagree.

Please mark “” for No.34 - No.46

Strongly Agree = 1, Agree = 2 , Neutral = 3 , Disagree = 4 , Strongly Disagree = 5

No	Statement	1	2	3	4	5
34.	I go to the store more often when I know there are promotions in which I am interested.					
35.	The board at the front of the store displaying the weekly and daily promotions affects what I buy.					
36.	I am more inclined to buy a product when there is a sweepstakes or contest I can enter.					
37.	I am more likely to purchase a product if there is a "buy one get one free" promotion.					
38.	If there is a price off promotion, I will buy more of the product to save for a later date.					
39.	If a price off promotion requires buying more than one product, I still like to participate in the promotion.					
40.	I am more likely to buy a product after I try it at the store.					
41.	I am more likely to buy a product after seeing a demonstration of the product being used.					
42.	I often purchase products displayed near the checkout counter.					
43.	I am more likely to buy a product if I have a coupon for it.					
44.	I try to spend enough to get cash back coupons.					
45.	After buying a product on promotion, I usually buy the product again after the promotion is over.					
46	I am more likely to purchase a product if I can earn extra rewards points for my membership program.					

Appendix B: Survey Questions (Thai)_

ส่วนที่ 1: ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

1. เพศ

1. ชาย 2. หญิง

2. อายุ

1. ต่ำกว่า 20 2. 21-25ปี 3. 26-30ปี 4. 31-35ปี
 5. 36-40ปี 6. 41-45ปี 7. มากกว่า46ปี

3. การศึกษา

1. ต่ำกว่าปริญญาตรี 2. ปริญญาตรี 3. ปริญญาโท 4. ปริญญาเอก

4. อาชีพ

1. ราชการ 2. เอกชน 3. ธุรกิจส่วนตัว
 4. นักเรียน นักศึกษา 5. ว่างาน 6. อื่น ๆ (โปรดระบุ)

5. รายได้ต่อเดือน

1. น้อยกว่า 10,000 บาท 2. 10,001-20,000 บาท 3. 20,001-30,000 บาท
 4. 30,001-40,000 บาท 5. 40,001-50,000 บาท 6. มากกว่า 50,001 บาท

ส่วนที่ 2: การใช้จ่ายใช้สอยที่ซูปเปอร์มาร์เก็ต

6. คุณไปซื้อของ.....

1. คนเดียว 2. 2 คน 3. 3 คน ขึ้นไป

7. คุณใช้จ่ายเงินเฉลี่ยเท่าไรต่อการไปซื้อของในแต่ละครั้ง

1. น้อยกว่า 100 บาท 2. 101-500 บาท 3. 501-1,000 บาท 4. มากกว่า 1,001 บาท

8. คุณไปซื้อของที่ซูปเปอร์มาร์เก็ตบ่อยแค่ไหน

1. มากกว่า 1 ครั้งต่อสัปดาห์ 2. สัปดาห์ละครั้ง 3. น้อยกว่า 1 ครั้งต่อสัปดาห์

9. คุณเคยได้รับข่าวสารจากเทสโก้ โลตัส เกี่ยวกับส่วนลดหรือไม่

1. เคย 2. ไม่เคย

10. ฉันจะดูป้ายสินค้าโปรโมชัน ก่อนที่จะเข้าไปซื้อของในซูเปอร์มาร์เก็ต เสมอ ๆ
1. เคย 2. ไม่เคย
11. คุณมีบัตรสมาชิกของเทสโก้ โลตัส หรือ คาร์ฟูร์หรือไม่
1. เทสโก้ โลตัส 2. คาร์ฟูร์ 3. มีทั้ง 2 ที่ 4. ไม่มีทั้ง 2 ที่
12. คุณเห็นโฆษณาของเทสโก้ โลตัสหรือคาร์ฟูร์ ตาม รถเมล์ ป้ายโฆษณา โทรทัศน์ หรือที่อื่น ๆ เร็ว ๆ นี้บ้างหรือไม่
1. เห็น 2. ไม่เห็น

ส่วนที่ 3: ทศนคติที่มีต่อกิจกรรมส่งเสริมการขาย

13. คุณมักไปซื้อของที่ไหนมากกว่ากัน
1. เทสโก้ โลตัส 2. คาร์ฟูร์ 3. บิ๊กซี 4. อื่น ๆ (โปรดระบุ).....
14. คุณชอบบัตรสมาชิกของที่ไหนมากกว่ากัน
1. เทสโก้ โลตัส 2. คาร์ฟูร์ 3. ไม่ทั้ง 2 ที่
15. ฉันมักจะเปรียบเทียบราคาสินค้าทุกครั้งที่คุณซื้อ
1. เห็นด้วยอย่างยิ่ง 2. เห็นด้วย 3. ไม่แน่ใจ 4. ไม่เห็นด้วย 5. ไม่เห็นด้วยอย่างยิ่ง
16. ฉันขอให้เทสโก้ โลตัส/คาร์ฟูร์ส่งคู่มือส่วนลดในการซื้อไปที่บ้าน
1. เห็นด้วยอย่างยิ่ง 2. เห็นด้วย 3. ไม่แน่ใจ 4. ไม่เห็นด้วย 5. ไม่เห็นด้วยอย่างยิ่ง
17. คุณคิดว่าเทสโก้ โลตัส หรือ คาร์ฟูร์ มีสินค้าราคาถูกกว่า
1. เทสโก้ โลตัส 2. คาร์ฟูร์ 3. ไม่แน่ใจ

เรียงลำดับความสำคัญของแต่ละโปรโมชันจากน้อยไปมาก (ขบน้อยที่สุด = 0 ขอบมากที่สุด = 10)

กรุณาอย่าใส่ตัวเลขซ้ำ

18. ____ ซิมฟรี หรือ ทดลองใช้ฟรี ณ จุดขาย
19. ____ แผ่นพับ หรือจดหมายที่มีคู่มือลดราคาแนบมาให้
20. ____ ซื้อสินค้าแล้วได้รับคูปองชิงโชค (คูปองกรอกชื่อ ที่อยู่เพื่อส่งไปชิงโชค)
21. ____ ชื่อ 1 แดม 1

22. _____ คุ้มครองราคาสินค้าที่ระบุตัวสินค้าไว้
23. _____ ลดราคาสินค้า (ราคาเต็ม 50 บาท ลดราคาแล้วเหลือ 45 บาท)
24. _____ สินค้าโปรโมชั่นที่วางใกล้ ๆ กับเคอร์เตอร์คิดเงิน
25. _____ สิทธิพิเศษสำหรับสมาชิก
26. _____ สาธิตวิธีใช้ หรือเป็นวิดีโอโชว์การใช้สินค้านั้น
27. _____ ใช้จ่ายตามที่ห้างกำหนดแล้วจะได้คูปองเงินสดคืน (ซื้อ 500 บาท ได้คูปองส่วนลด 50 บาท)
28. _____ ซื้อผลิตภัณฑ์ชิ้นหนึ่งได้ผลิตภัณฑ์ทดลองอีกชิ้น

ส่วนที่ 4: พฤติกรรมที่มีต่อกิจกรรมส่งเสริมการขาย

29. พนักงานขายของมีอิทธิพลในการซื้อของคุณหรือไม่
(เช่น พนักงานแจกผลิตภัณฑ์ตัวอย่างให้ใช้ หรือให้ชิม)
1. เห็นด้วยอย่างยิ่ง 2. เห็นด้วย 3. ไม่แน่ใจ 4. ไม่เห็นด้วย 5. ไม่เห็นด้วยอย่างยิ่ง
30. ฉันจะซื้อสินค้านั้นอย่างสม่ำเสมอหากสินค้านั้นมีการชิงโชค เพื่อชิงรางวัลไปเที่ยว หรือได้ของรางวัลอย่างอื่น (เช่น ของขวัญ ของมีค่า หรือตัวเครื่องบิน)
1. เห็นด้วยอย่างยิ่ง 2. เห็นด้วย 3. ไม่แน่ใจ 4. ไม่เห็นด้วย 5. ไม่เห็นด้วยอย่างยิ่ง
31. ฉันจะซื้อสินค้าที่แถมตัวอย่างผลิตภัณฑ์อื่นควบคู่ด้วย
(เช่น ซื้อมันฝรั่งทอดกรอบรสนี้ และได้ของแถมเป็นอีกรสหนึ่งให้ลองชิม)
1. เห็นด้วยอย่างยิ่ง 2. เห็นด้วย 3. ไม่แน่ใจ 4. ไม่เห็นด้วย 5. ไม่เห็นด้วยอย่างยิ่ง
32. ฉันมักจะซื้อสินค้าที่จะได้รับของฟรี หรือของกำนัลอื่น ๆ ากซื้อสินค้าครบจำนวนชิ้นที่ทางห้างระบุ
(เช่น ซื้อสินค้าชนิดเดียวกันนี้ครบ 3 ชิ้น จะได้บัตรโยนโบว์ลิ่งฟรี 1 ใบ)
1. เห็นด้วยอย่างยิ่ง 2. เห็นด้วย 3. ไม่แน่ใจ 4. ไม่เห็นด้วย 5. ไม่เห็นด้วยอย่างยิ่ง
33. ฉันมักจะซื้อสินค้าตามที่ที่สามารถใช้บัตรเครดิตได้ เพราะว่าจะได้เงินสดคืนจากทุก ๆ การใช้
(เช่น ได้รับเงินคืน 3% ถ้าใช้บัตรพรีเมียมของคาร์ฟูร์)
1. เห็นด้วยอย่างยิ่ง 2. เห็นด้วย 3. ไม่แน่ใจ 4. ไม่เห็นด้วย 5. ไม่เห็นด้วยอย่างยิ่ง

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					