Abstract

This thesis is conducted to find the factor in marketing mix that influences consumers the most when they make purchasing decision on Tesco Lotus’s house brands so that the manufacturers who have their own brands can understand their consumer behavior and can formulate appropriate marketing strategies to compete with house brand products.

Four factors of marketing mix, which consists of product, price, place, and promotion, are independent variables. Moreover, each independent variable has component(s). The components of each independent variable are shown as follows:

- **Product**: packaging, brand name, trademark, warranty, and product image.
- **Price**: lower price
- **Place**: shelf space arrangement
- **Promotion**: point of purchase and consumer sales promotion

For dependent variable, it is the purchasing decision of consumers on Tesco Lotus’s house brands.

The questionnaire survey method is used to collect data from 370 respondents. Then bivariate correlation is used to test the association between each independent variable and the dependent variable.

The result of the survey shows that consumers concern with warranty, shelf space arrangement, trademark, and lower price respectively. Therefore, product is the most important factor when consumers make purchasing decision on Tesco Lotus’s house brand products. In order to compete with house brands, the researcher recommends the manufacturers to continuously develop their quality of products. At the same time, they need to emphasize on warranty, shelf space arrangement, and trademark that are important factors to consumers. Since price is not the most significant factor to consumers, manufacturers should not compete with house brands via reducing prices.