The Impact of Marketing Communication Factors on Consumers’ Purchasing Decision of Discount Stores in Thailand

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Abstract

The objective of this study is to investigate the marketing communication factors that impact on consumers’ purchasing decision on discount store in Thailand. The multinomial logistic regression analysis was used and the attitude survey was conducted from 450 consumers have shopped among top three discount store operators: Tesco Lotus, Big C, and Carrefour. The results of this study show that the marketing communication factors “Brochures and booklets”, “Billboards”, “Company websites”, “Events and Sponsorships”, “Sweepstakes”, and “Weekly sale promotions” are the important factors that impact toward consumers’ purchasing decision. Discount stores in the study should focus on these marketing communication factors in order to increase the customer base and make more market share in this segmentation. Tesco Lotus should maintain a strategy about “Brochures and booklets” and “Sweepstakes” by distributing of brochures & booklets to customers continuously and include the sweepstakes in order to increase the customer base and still having an advantage over the competitors. Big C should maintain a strategy about “Events and Sponsorships” by supporting of the activities that joint to customer continuously in order to increase potential in the competition in this discount store business. Carrefour should maintain a strategy about “Billboards”, “Company websites”, and “Weekly sale promotions” by increasing of the number of billboards, update the company website continuously include developing of the website to attract theirs customers. Moreover, Carrefour should use the special sale promotion tools such as prices off, premiums, and point-of-purchase displays by weekly in order to attract.

Keyword: Discount Store, Marketing Communication Factors, Multinomial Logistic Regression Analysis, Consumers’ Purchasing Decision

Field: Marketing

1. Introduction

Economy crisis can cause evolution or revolution of consumer behavior. There are some conditions in global economy issue and common business situation that influence consumers before purchasing the products. Those urgent conditions are: (1) the increasing of material prices: fuel, this will cause other material prices increasing (2) the coming of new competitors (3) information velocity by TV, newspaper, magazine and internet media which can create image of the product and can change mindset of consumers slowly or fastly (4) government regulation. Although the purchasing power of consumers today is decreasing, but consumers are often easily tempted by media. They are often unrealistic when they face to face with the advertising on media. And communication with consumers is one of ultimate strategies to win the market. Doing market research by interviewing prospects or other methods to communicate with the market prospects before creating the product and launching the advertising to public. Although global economy condition is in downturn, there must be a chance to make profit in business [16].

According to Luu Tong Tuan (2008), has referred to Webmaster’s article that "...consumer less wasteful, buy less of everything, delay purchases of durable products, and bargained for lower prices more often than they