



A STUDY OF DISCOUNT STORES' CONSUMER BUYING BEHAVIOR IN
BANGKOK

by

Mr. Thanut Bunjerdwanich

A Final Report of the Six-Credit Course
CE 6998 - CE 6999 Project

Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Science
in Computer and Engineering Management
Assumption University

July 2002

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Project Title	A Study of Discount Stores' Consumer Buying Behavior in Bangkok
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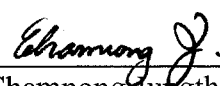
The Graduate School of Assumption University has approved this final report of the six-credit course, CE 6998 – CE 6999 PROJECT, submitted in partial fulfillment of the requirements for the degree of Master of Science in Computer and Engineering Management.


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ABSTRACT

This research is designed to study the factors influencing brand selection of discount stores. There are 4 brands of discount stores in Thailand; this research specifies only three brands, which are Tesco-Lotus, BigC and Carrefour. Makro has not been tested in this research because it uses a different strategy, (cash and carry) from the others mentioned. Based on a research model, this study aims to find the relationship between four factors comprising the marketing mix factors, social factors, demographic factors and service factors in selection behavior. 384 sets of questionnaires were collected by quota sampling from respondents who usually shop at discount stores throughout the Bangkok Metropolitan area. Analysis of Variance (ANOVA) and Chi-Square methods were used to analyze data through the SPSS computer program at the significant level of 0.05. The results of this study are as follows:

- (1) Marketing mix factors meant these were product factors such as a good brand image, and all place factors that comprised convenient location, clean location, sufficient carparking and good layout variables, which with selection behavior.
- (2) Social factors meant there was a statistically significant relationship between friend and selection behavior.
- (3) Demographic factors meant there was a statistically significant relationship between age, education, occupation, monthly income and selection behavior.
- (4) Service factors meant there was a statistically significant relationship between quality/variety of restaurant and selection behavior. Had a statistically significant relationship.

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I. INTRODUCTION

The important roles in Thailand's trade are wholesale and retail business which account for 16.5 percent of the GDP and generated good deal of employment in the commercial sector. This is about 5 million or 15 percent of the total employment (Thai Farmer Research Center 2001).

Before the economic crisis (1996 to mid 1997), the percentage change in the retail trade showed a continued expansion of 11.3 percent per quarter against the contraction of 31 percent in 1998 following the outbreak of the crisis. However, the percentage change in the retail trade rose by 30.7 and 24.9 percent in 1999 and the first half of 2000 respectively due to the economic recovery (Thai Farmer Research Center 1999).

In the retail business, especially hypermarkets for example, Tesco Lotus, BigC and Carrefour tried to open more branches in attempt to increase market share. As a result, hypermarkets have the highest market share (30 percent) in the modern retail business (Thai Farmer Research Center 2001).

According to the high competition in the retail business sector, the main strategy is to lower prices. Furthermore, the modern retailers have used technologies and innovation as strategies to improve their service and gain more customers. Government support in setting out their strategies is essential, especially in creating fair business environment so that Thai retail businesses has a better chance competing for business (www.bot.or.th).

At present, investors from all over the world have increasingly invested in Thailand because they see different comparative advantages in Thailand. Some of these investors are very efficient and use different strategies from the competitors, such as purchasing systems, inventory control systems, and warehousing that allows them to

have lower costs, which enhance their productivity. European investors, in particular, have increasingly invested in discount stores in Thailand during the past two to three years.

1.1 Retail Trade: Traditional and Modern Trade

Retail businesses can identify in two types: First is the traditional trade. The characteristics of the traditional trade can be defined as follows: being family owned by Thais; providing old-fashioned services and having outdated layouts; they also run their businesses with non-standardized management systems and limited investment while being located in small commercial buildings or in local areas. While, the characteristics of the modern trade can be defined as follows: providing modern services and layout; running business with standardized management systems; taking large investment in technology and innovation to attract customers.

The Expansion of Modern Trade

From the results of the economic crisis and the government policy to promote investment for retail businesses in Thailand, discount stores came in to existence (e.g. Carrefour and BigC from France, Tesco Lotus from the UK and Makro from the Netherlands). Their branches are expanding covering throughout the Bangkok and provincial areas. The aim of their strategy is to increase a large proportion of market share, particularly from traditional retailers and department stores as in the table shown below.

Table 1.1. Branch Expansion Plan of Discount Stores.

Company	Country	Number of Branches in Bangkok	Number of Existing Branches	Future Branches	Location of New Branches
BigC	France	11	20	10	Huamark, Hat Yai, Samutprakarn, Fasion Island, Pinkhlao, Suksawat, Bangkae, Bangna, Ubonratchathani and Phuket
Tesco-Lotus	UK	17	24	11	Rama 4, Sukumvit 50, Jangwattana, Raminthra, Lak si, Ngamwongwan, Korat, Hat yai, Songkla, Suratthani and Nakornsitummarat
Carrefour	France	8	11	8	Rattanatibet, Rama 4
Makro	Netherlands	10	18	2	Sathorn, Nakornprathom

Source: Thai Retailers Association surveyed and collected by Bank of Thailand.

Note: Surveyed in August 2001.

Trend of Thai and Foreign Retail Trades

At present, the trend of the retail trade is more highly competitive, particularly in terms of price. The entry of the foreign discount stores operators, hypermarket and convenience stores is affecting Thai traditional retailers. Thai retailers have decreased proportions while the foreign retailers have increased some proportions of their market

shares. The authorities, on one hand, should help boost Thai competitiveness by providing technological and other support such as computerized-aid, logistics systems and E-commerce. They should also establish strategies to create fair business areas so that, Thai retailers stand a better chance in the competition while sustaining fair market prices for the consumers.

Table 1.2. Characteristic of Retail Business in Thailand.

Brand	Operations	Business Characters	Current Situation
Tesco Lotus	<p>Ex-Shore Distribution System (Thailand) Co., Ltd.</p> <p>C.P.</p> <p>Tesco PHC Co., Ltd (UK)</p> <p>Tesco Store (Thailand)</p>	Super Center	<p>Tesco Store (Thailand) Co., Ltd. was jointly established, with 51% shares held by C.P. and 49% by Tesco from England. Then, Tesco Store shifted to hold 75% shares in EX-shore Distribution System Co., Ltd., and C.P. took 25% shares.</p>

Source: Thai Farmer Bank Research Center

Table 1.2. Characteristic of Retail Business in Thailand. (Continued)

Brand	Operations	Business Characters	Current Situation
Carrefour	Central Car Co., Ltd. Central Group, Carrefour Co., Ltd. (France) and SSCP (Thailand) Co., Ltd.	Discount Store	Carrefour raised capital of Bt4 billion to hold larger shares and management authority of the whole company.
BigC	Central Group, Casino Group, Central Retail Corporation Ltd.	Super Center	Business alliance with France based Casino Group, Bought 530 million shares of BigC Capital.
Makro	Siam Makro Pcl. C.P. SHV Holding (Netherlands)	Wholesale	Wall Mart (USA) and Permodes from France, are now planning to take over the whole business from SHV Holding (Netherlands)

Source: Thai Farmer Bank Research Center

The competition among discount store operators today is based not only on continuous branch expansion, but also on managerial and service technology. Carrefour has overhauled its product display and added more product lines to be in response to customer needs, while Tesco Lotus has revised its product lines to be in line with the needs of its customers in its different locations. Meanwhile, BigC is trying to adjust its management structure to meet international standards. All operators are trying to attract

more customers by guaranteeing the cheapest price, and are promising to pay the difference in price if the customers find the same product at a lower price elsewhere within the same period. Competition among discount stores in 2000 was particularly keen, and looks sure to be even keener in 2003.

Products Hierarchy in Discount Store

Product hierarchy in discount stores can be divided into 4 types, which are as follows:

Fresh Food: including meats, seafood, vegetables, ready-to-cook ready-to-eat food, dairy products, frozen food, bakery and other various ingredients. The sales of the Fresh Food Department are 10% of the total sales. The Fresh Food division consists of butchery, seafood, produce, delicatessen, bakery and perishable (www.bigg.co.th).

Dry Food: can be identified as ready-made food, condiments, beverage, snacks, liquor, personal effects, and chemical products for cleaning, food and general articles for pets. The sales of the Dry Food Department are 50% of the total sales. The Dry Food division consists of Sweets grocery, salted grocery, beverage, liquor, household, pets and tobacco (www.bigg.co.th).

Soft Line: including clothes and cosmetics. The sales of the Soft Line Department are 15% of the total sales. The Soft line division consists of lady's clothes, men's clothes, basic clothes, baby/children clothes, footwear and textiles (www.bigg.co.th).

Hard Line: this department includes bedding, appliances, kitchenware, furniture, sports equipment, car accessories, toys and mending equipment. The sales of the Hard Line Department are 25% of the total sales. Hard line division consists of home appliances; home entertainment system, and other services (www.bigg.co.th).

1.2 Rational of Study

From the research, we found that the recent economic crisis give effect to maintain life, which indirectly has an effect on many retailers, such as supermarket operators and convenience stores. The Thai Farmers Research Center (TFRC) Co., Ltd. holds the view that in the year 2002, the estimated value of the retail market is going to be about 500 billion Bahts. A good future trend that is becoming the new alternative for the retail business is “The Discount Store” because today is more suited to Thailand’s present economic condition. Foreign investors are continually attempting to expand their businesses (e.g. Carrefour from France, Tesco from the UK. and BigC from France) in order to gain their market shares in Thailand. Moreover, they are also bringing new technologies of business management and services to provide for their customers’ needs.

The Bangkok Post (Dec. 2001) predicts the number of discount stores in Bangkok to double in the next five years, despite calls by competitors for the government to restrict the foreign retail expansion. By the end of this year, Bangkok is expected to have 50 discount stores, or one for every 200,000 people. In the same way, the number of foreign discount stores would reach 97 in the end of year 2002 with BigC owning 29 branches, Tesco Lotus 33 branches, Makro 20 branches and Carrefour 15 branches.

This research is focused on retail businesses particularly discount stores. Thailand has 4 major brands of discount stores: Tesco Lotus, Carrefour, BigC and Makro. But this study focuses on the three following only: Tesco Lotus, Carrefour and BigC. Another discount store Macro is not tested in this research because Makro has different sales strategies from the other discount stores, which is cash and carry strategy.

Consumers’ expenditure behavior has developed over the past few years through improving their quality of life, standards of living, education, costs of living and

modern communications. These have made supermarkets adapt their operation to meet their customers' behavior patterns, which increasingly accept new retail business, where presently, larger selections of daily fresh food instead of mostly canned/preserved food can be bought.

Therefore, we know that the number of discount stores will increase in order to satisfy customer needs. No matter how tight the economic climate is, consumers still buy consumer products everyday. Hence, the discount stores need to find out what their consumers want in order to set strategies to attract consumers to buy, and to maintain the target group and increase market share in retail business. Due to high competition in the discount store business, it is important to know why consumer likes to buy products in this store and not to buy products in that store, in order to build and adjust appropriate plans to make the right strategies to satisfy customer needs and can be a leader in the industry.

Discount stores boomed in 1999 (Siam Commercial Research Center 2001) Harsh economic, conditions meant that consumers were increasingly focusing on low prices coupled with good quality and variety of goods. Foreign shareholders invest in most of discount stores in Thailand. The Thai economic recession in 1997, forced many local retailers to seek financial alliances with foreign firms. Thai shareholders now hold minority interests in these local operations. The major discount store alliances in Thailand are French-based Carrefour, the UK's Tesco Group, and the French-owned Casino Group, which holds a majority stake in BigC SuperCenter.

The Carrefour Hyper-mart first entered Thailand through a joint venture with the Central Retail Corporation (CRC) under the name of Cen Carre Co., Ltd. Over the past few years, their branch has increased rapidly, and the company is trying to keep to its target of opening two new branches per year. The group should operate 15-16 branches

in Thailand within the next two years. In 2000, Carrefour spent Bht 500 million in the construction of two branches; its eighth branch at Ram Indra km 2.5 and its ninth branch on Chaengwatana Road. The store continues to look for promising locations, and in 2001 is set to open its Rama IV branch near Kasemrat intersection, directly opposite to its arch rival Tesco Lotus Supercenter. This time, Carrefour has been granted promotional privileges by the Board of Investment (BOI) (www.carrefour.co.th).

Tesco Lotus Super center became known as Tesco Lotus following the sale by the former majority shareholder CP to the UK supermarket giant Tesco, which is now the majority holder in the store's owners, Ekkachai Distribution System Co., Ltd. Since the takeover, the chain has pursued an aggressive policy of expansion, and registered capital will be nudged up by another Bht 5 billion in 2001, with the prime objective of establishing new branches. This comes after a capital increase of Bht 8 billion in 2000. The latest round of capital increase will push up the registered capital to Bht 14 billion. Tesco plans to open 12 branches within the next 2 years to bring the total number of branches to 30 by 2003. Investment capital averages 12.5-15 million pounds sterling per branch. In 2000, the store opened three new branches: at Phuket, Srinakarin and Chaengwattana with investment pumped in over a six-month period. This year is set to see the opening of five new branches: at Bang Kae, Ngam Wong Wan, Sukhumvit 54, the Ram Indra-Artnarong highway and Rama IV. Tesco focuses on opening new branches and has been the leader among discount stores in providing a 24-hour service. These policies are expected to receive a favorable response from the consumers (www.tescolotus.co.th).

BigC Super Center, whose shares were once dominated by the Central Group, now has a joint venture with the French-based retailer, Casino Group. Casino now holds a 68% stake in BigC, while Central Retail Corporation Ltd. holds 13%, Minor

shareholders the remaining 19%. Casino's development plan covers the improvement of the store's internal management system and the development of BigC's operations, including the efficient management of the fresh food department. The store also hopes to decrease its operating costs by upgrading its supply chain management, applying modern technology and innovation, and expanding in-house product lines by hiring outside suppliers for distribution at home and abroad. BigC Super Center has recently put new investment plans in place, in order to enhance its workforce and shareholder structures, as well as speed up its debt restructuring. BigC currently operates 20 branches, 12 of which are in the provinces and eight of which are in the Greater Bangkok. Over the next three year, BigC Super Center plans to open 5-6 branches per year, with a target of 40 branches nationwide by the year 2003. In 2002, BigC will finance its expansion with an investment budget of Bht 5 billion (www.bigc.co.th).

Key Issues in the Discount Store Business

- (1) This business requires high capital on fixed assets in expanding new branches and stores.
- (2) Duplication investment in the area occupied by competitors (head-to-head)
- (3) Cost of competition is greater than the benefits
- (4) Lack of differentiation
- (5) Low return on investment

1.3 Objectives of the Study

The purpose of the study is to investigate the following aspects of discount stores in Bangkok Metropolitan are as:

- (1) To study the consumers selection behavior of discount stores
- (2) To study the consumer perception behavior between three brands of discount stores

- (3) To study factors influencing consumer purchasing decision at discount stores

1.4 Contribution of the Study

The Contribution of a study of consumer discount store buying behavior in Bangkok is as follows:

- (1) To better understand the consumers' selection behavior
- (2) To understand factors influencing consumer purchasing decisions at discount stores
- (3) To create useful information for the existing operators and others interested in the discount stores.

1.5 Glossary Terms

Retailing Business

Retailing includes all the activities involved in selling goods or services directly to final consumer for personal, non-business use. A retailer or retail store is any business enterprise whose sales volume come primarily from retailing (Kotler 1999).

Types of Retailers

Discount Store

Standard merchandise sold at lower prices with lower margins and higher volumes. True discount stores regularly sell merchandise at lower prices and offer mostly national brands. Discount retailing has moved into specialty merchandise stores, such as discount sporting-goods stores, electronics stores, and bookstores.

Superstore

Superstores usually offer services such as laundry cleaning, shoe repair, check cashing and bill paying. A new group called “category killers” carries a deep assortment in a particular category and a knowledgeable staff.

Supermarket

Supermarkets are relatively large, low-cost, low-margin, high-volume, self-service operations designed to serve the consumers' total needs for food, laundry and household maintenance products, such as Top Supercenter.

Convenience Store

Convenience stores are relatively small stores that are located near residential areas and open long hours seven days a week and carry a limited line of high turnover convenience products, for example, 7-eleven and AM-PM.



II. LITERATURE REVIEW

This chapter is to identify factors that influence selection behavior of the consumers at discount store. These factors are marketing mix factor, social factor, demographic factor and the services factor. Selection behavior refers to both brand name and consumer behavior at discount store. There are 4 brands of discount stores in Thailand. In order to test our hypotheses, this study focuses on the three following brands only: Tesco-Lotus, Carrefour and BigC. Another discount store Macro is not tested in this research because Macro has different sales strategies from the other discount stores, which is Cash and Carry. Quota sampling is used in this research. 384 questionnaires were distributed and collected in the Bangkok Metropolitan area. Analysis of Variance (ANOVA) and Chi-Square methods are used to analyze data at the significant level of 0.05. Before starting the study, the knowledge and understanding of factors influencing purchasing behavior in concepts of marketing mix, social, demographic and service are viewed.

The literature review is presented in 5 parts in line with the hypothesis of this research. The first part is about the concept of selection behavior. After that, we will focus on the factors that influence the selection behavior at discount stores. Therefore, the second part is about the concept of marketing mix factors. The third part is about the social characteristics. The fourth part is about the demographic factors. The last part is a review of the service factors.

2.1 Concept of Selection Behavior

The key to success when conducting a marketing research is to understand consumer behavior by studying their target customer's expectations, perceptions and preferences. The processes of selection behavior are that consumer makes purchase

decisions include of concepts, models, and theories. (F. Stewart De Bruicher, John A. Quelch, Scott Ward 1987 and Williams 1994). Before we study the selection behavior, we have to know the meaning of consumer behavior and the brand selection first.

Meaning of Consumer Behavior

“Consumer behavior” means reaction that concern consumer purchasing and using products and services while also including decision process that happen before buying products and services. (Aduel 1996, Peter and Olso 1996, Cohen 1988, Kinnear and Bernhardt 1992, Hoyer and MacInnin 1997).

The study of consumer behavior is to understand about how individual, group, and organizations select, buy, use, and dispose of goods, services, ideas, times and experiences in order to satisfy consumers’ needs and wants and investigate how consumers spend their resources on the items. (Hoyer and MacInnin 1997, Kotler 1998, Schiffman and Kanuk 1991).

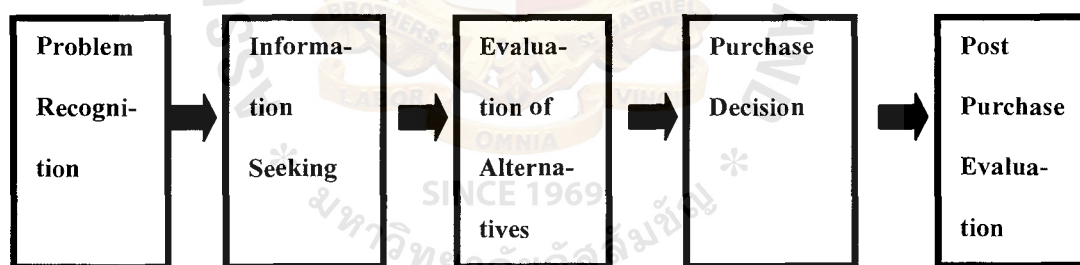


Figure 2.1. Simplified Model of Consumer Purchase Decision Process (Kinnear and Bernhardt 1992: 150).

The consumer behavior processes are included internal factors that influence the consumer, and external factors that influence the consumer (Kinnear and Bernhardt 1992).

Internal Factors That Influence the Consumer

Internal factors that influence the consumer in the buying behavior process included stages of information processing and consumer characteristic and behavior. Consumer characteristics of behavior might include information, such as age, gender, occupation, and life style including way of thinking.

External Factors That Influence the Consumer

External factors influencing the purchase decision including promotion, contact with other people, direct experience with the product and perceived price value relationships by the consumer. (Cohen 1988, Hoyer and MacInnis 1997, Schiffman and Kanuk 1991).

Consumer sovereignty presents a formidable challenge, but skillful marketing can affect both motivation and behavior if the product or service offered is designed to meet consumer needs and expectations. (Engel, Blackwell, and Miniard 1995).

The following model is concerned with the factors that influence the consumers' purchasing behavior to understand what the customer needs in order to increase consumer satisfaction towards discount store.

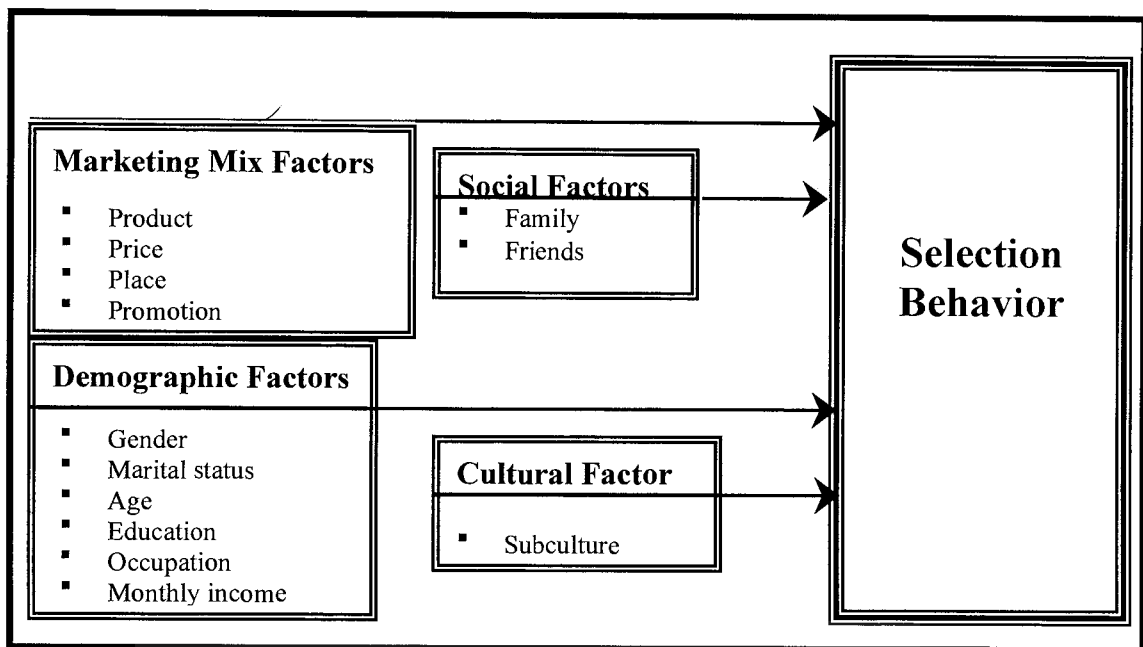


Figure 2.2. Model of Consumers' Purchasing Behavior (Kotler and Armstrong 1997: 172).

The research model in this study attempts to make a specific case by cutting off some variables of Kotler and Armstrong's model, which are cultural factor. We cut off cultural variable because this study focused only the Bangkokian which we thought that they have similar culture and would not have the relationship with the selection behavior. Moreover we added some variable in this research model, which is a service factor. We added this variable because from the interviewing with the manager at discount stores, we knew that the service factors are the key success factors in this business, which can make it different from the competitors.

Brand Selection

Brand is a name, logo, term, symbol, sign, design or a combination of these that intended to identify the product and service of one seller or group of sellers and from those competitors (Zikmund and d'Amico 1995, Kotler 1998, Etzel, Walker, and Stanton 1993).

As the brand name is part of the brand that can be vocalized, thus a brand name in this study means Tesco-Lotus, Carrefour and BigC. The brand names of discount stores introduce brand penetration strategies that involve using famous brands in local and international markets, for example BigC from Central, Tesco Lotus from the UK and Carrefour from France where the use of strong brand names can build the image and brand equity.

Brand selection is a major issue since this study has focused on the reasons of selecting a brand. The brand name that has the best brand equity will have the advantage in creating customer satisfaction and customer loyalty. Brands make it easy to identify goods and services, and also help to assure consumers that they will get consistent quality when they repeat purchase.

In discount stores, brands can be promoted. They are easily recognized when displayed with advertising. Branding reduces price comparisons. Because brands are another factor that needs to be considered in comparing different products, branding reduces the likelihood of purchase decisions based solely on price. The reputation of a brand also influences customer loyalty among buyers. Finally, branding can differentiate commodities and also offers consumers a way to distinguish between similar goods and services supplied by different producers, as well as those they wish to avoid. (Sunkist oranges, Morton salt and Domino sugar) (Bernhardt 1992).

2.2 Marketing Mix Factors

The marketing mix or the marketing strategy is the combination of elements necessary to the planning and execution of the total marketing operation in order to facilitate the potential for exchange with consumers in the market place. Marketer must be aware of how these elements can be combined to provide an effective marketing

program while developing a marketing strategy and mix (Jefkins 1994, Belch and Belch 1998).

Marketing mix is the set of marketing tools that consists of 4 important elements: product, price, place and promotion. The marketing mix actions can also affect consumer behavior. The understanding of buyer behavior is necessary before marketers design their product, pricing, promotion and distribution strategies. The marketing mix provides a very useful organizing framework for strategy development. (Lovelock and Weinberg 1988, Kinnear and Bernhardt 1992, Kotler 1999).

Product

The first step of the marketing mix planning begins with the formulation of the product offering to satisfy the needs and wants of target customers.

Product refers to goods and services in the consumer and organizational marketplace, which may include packaging, color, price, quality and brand plus the seller's services and reputation. A product may be a good, service, place, person or idea. (Zikmund and d'Amico 1995, Etzel, Walker, and Stanton 1998).

Many factors influence the buyer's decision-making process. One of the strongest factor is the product attribute themselves, which are major stimuli influencing consumer affect and cognitions, and behavior because the product includes so many physical, psychological and purchase behavior dimensions. These attributes may be evaluated by consumers in terms of own values, beliefs and past experiences." (Peter and Olson 1990: 438).

Therefore in this study, product refers to the variety, the quality, and the availability of the products that sell in the discount store. Moreover, it includes the brand image of discount store also.

Price

Price is the amount of money charged for a product or service or the sum of values that consumers exchange for the benefits of having or using the product or service. (Kotler and Armstrong 1989, Etzel, Walker, and Stanton 1998).

Price is what is exchanged for a product. The customer typically buys a product with cash or credit, but the price may be goods or service that is traded. Getting the price right may be one of the most critical aspects of the marketing strategy. The normal basis of a price is that it should recover costs and return a profit. (Jefkins 1994, Nilson 1998, Amico 1995).

In this study, discount stores use market share leadership objectives. To reach this objective, they use the price strategy by setting prices as low as possible to compete with the competitors.

Place

Place or distribution is the element of the marketing mix that encompasses all aspects of getting products to the consumer, in the right location, at the right time. And determining how goods get to the customer, how quickly and in what condition are decisions that are made to place products where are and when buyers want them (Amico 1995).

Place or distribution channel is the combination of institution through which a seller markets products to the end user or ultimate consumer. The need for institution or intermediaries in the delivery of goods is sometimes necessary because they can perform functions more efficiently and cheaper (Peter and Donnelly 1992).

In this study, place means the convenience of location, the clean location, the layout, and sufficient car parking space of the discount store. The coverage of the

location of the discount store is an important factor, which can provide the consumer convenience. A wider coverage can serve customer in a wider area.

Promotion

Promotion is the means by which marketers “talk to” existing customers and potential buyers. Promotion may convey a message about the organization, a product, or some other element of the marketing mix (Amico 1995).

Promotion is essential in modern marketing and has considerable impact on consumer response. Promotion activities are the tools to communicate information about the product between seller and buyer in order to create brand values and brand profile. The basic tools used to accomplish an organization’s communication objectives are often referred to as the promotional mix; which are: advertising, direct marketing, sales promotion, publicity/public relations and personal selling. (Belch 1998, McCarthy and Pereault 1984).

Promotion is an element in a discount store’s marketing mix that serves to inform, persuade and remind the market of a product selling it, in hopes of influencing the recipients’ feelings, beliefs or behavior. (Etzel, Walker, and Stanton 1998).

The discount store can do effective promotional activities by using a total marketing communication program, which consists of 2 techniques of communication, which are as follows:

Advertising

Advertising is the impersonal presentation and promotion of ideas, goods, or services by an identified sponsor. A successful advertising campaign has two related tasks; say the right things in the ads themselves and use the appropriate media in the right amounts at the right time to reach the target market. (Etzel, Walker, and Stanton 1997, Kotler 1999, Peter and Olson 1990, Nilson 1998).

The aim of the discount store for advertising can be classified as to inform, persuade, or remind through the mass media such as television, radio, newspapers, billboards, and brochures. Furthermore, it can build brand personality and create long-term brand values.

Sales Promotion

Sales promotion is a demand-stimulating activity designed to supplement advertising and facilitate personal selling. It is paid for by the sponsor and frequently involves a temporary incentive to encourage a sale or purchase. There are two general classes of sales promotion: one is to the consumer, also known as pull promotion; the other is to the trade, also known as push promotion. However, sales promotions are designed to encourage the company's sales force or other members of its distribution channel to sell its products more aggressively. When a sales promotion is directed to the members of the distribution channel, it is called trade promotion. Included in sales promotion are a wide spectrum of activities, such as discount pricing, free samples, discounts coupons, coupons and sales staff. (Etzel, Walker, and Stanton 1997, Cohen 1988).

The promotion factors can effect the decision process of the consumers when buying products, because promotions provide information about sales promotional campaigns for the customers, which are organized by the discount stores.

2.3 Social Factors

Typically, social factors include the consumer's family, a reference group and social role and status. However, this study defines the social factors as family and friend groups. The degree to which reference groups influence all products and brands varies in the individual, purchasing situation and nature of the product or brand under consideration. Thus, different reference groups may influence the beliefs, attitudes, and

behavior of an individual at different points in time or under different circumstances. In terms of benefit, selecting or changing brands, consumers are more likely to be influenced by word-of-mouth information from members of reference groups than advertisements or sales people (Stanton et al. 1991).

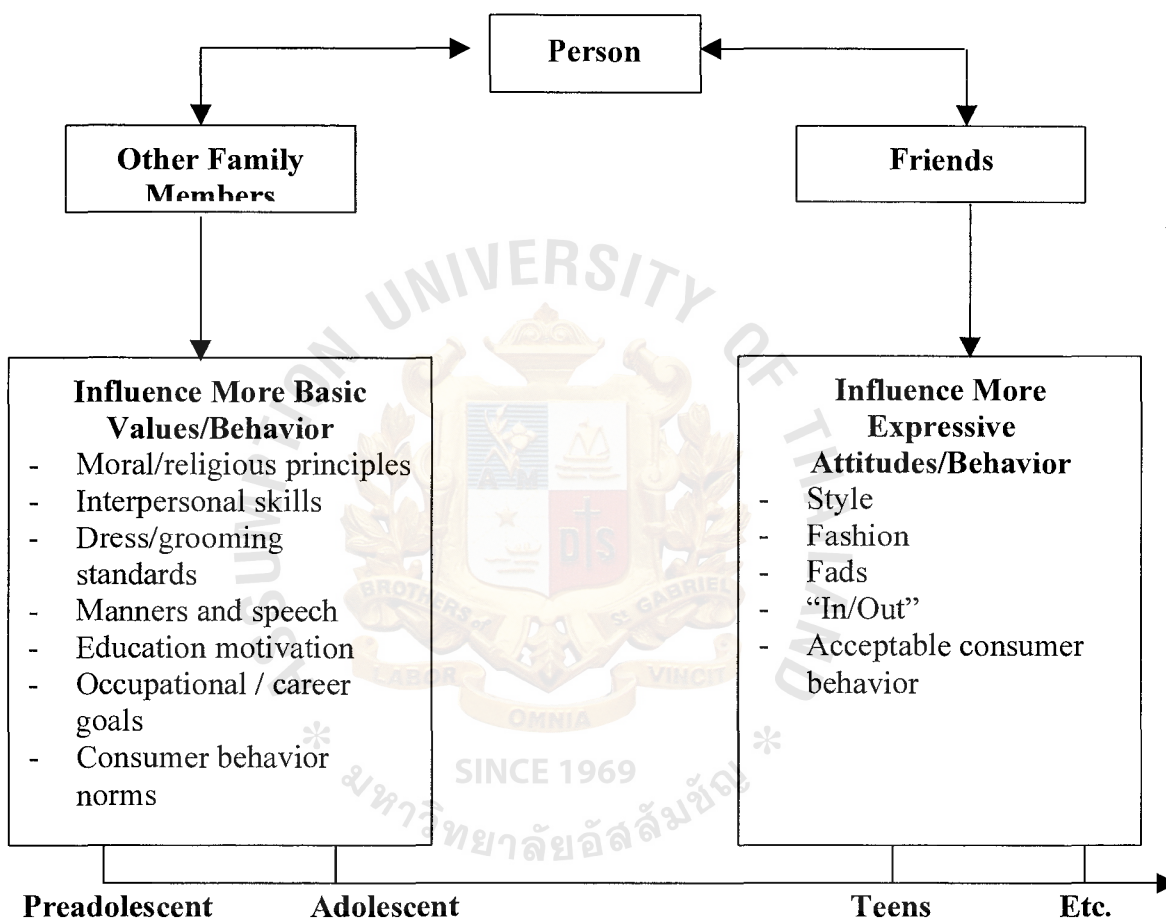


Figure 2.3. A Model of the Socialization Process (Schiffman and Kanuk 1997: 189).

This figure presents a simple model of social factor that focus on the socialization of a person but that can be extended to family members of all ages. Note that the arrows run both ways between the young person and other family members and between the young person and his or her friends. This two-directional arrow signifies that socialization is really a two-way street, in which the person is both socialized and

influences those who are doing the socializing. Supporting this view is the reality that a person at all ages often influences the opinions and behavior of their parents.

The social factor consists of the psychological factors of motivation, perception, learning, personality and attitudes. These influences on consumer behavior all come from within the individual. But social factors and other individuals also affect consumer behavior. (Kinnear and Bernhardt 1992).

The social factor is the external factor, which can influence the consumer perception in the discount store.

2.4 Demographic Factors

Demographics are the most common basis for segmenting consumer markets. They are frequently used because they are often strongly related to demand and are relatively easy to measure. (Etzel, Walker, and Stanton 1997).

These demographic variables play an important role in the consumer purchase process. Depending on the product or service being considered, different demographic factors can have important impacts at different stages of the purchase decision process. (Kinnear and Bernhardt 1992).

For this study, the demographics are age, gender, marital status, income, occupation and education.

Age

Because our wants change as we go through life, population distribution by age is a useful basis for segmenting the market for many products. Age is one essential variable of demographic characteristics because it has an impact on behavior. Thai discount stores also use age as the basic criterion to segment the target of each type. For example the discount stores have a large variety of products to satisfy their customers of every age.

Marital Status

Onkvisit and Shaw defined that people buy different goods and services over their lifetime. Buying is also shaped by the stage of the family life cycle, which defines the marital status and life time as, young single, young married, middle-aged single, middle-aged divorced, older married, older unmarried and so on (Onkvisit and Shaw 1994). The changes of marital status can change their life style, attitude and the selection behavior.

Education

Income, reference group and occupation might be associated with education level. Sometimes education level also refers to learning, perception and knowledge of selection behavior at discount stores (Solomon 1999).

Occupation

Guiltinan and Joseph defined that occupation may be a more meaningful criterion than income in segmenting some markets because it also has relevance to reference groups, income, attitude, interest and lifestyle, consequently the various buying patterns. (Guiltinan and Joseph 1999).

Income

McConnell and Brue, 1999, defined that income and consumption are positively related. As income rises, consumers typically increase their purchases and consumption. Onkvisit and Shauu also supported that income also affects the type of goods that consumers are likely to buy.

Cultural Factors

The cultural factors consist of culture and subculture, which are important factor in consumers' selection behavior.

Culture

Culture is the most fundamental determinant of a person's wants and behavior. The growing child acquires a set of values perceptions. Preferences and behavior through his or her family and other key institutions (Kotler 2000).

Subculture

Each culture consists of smaller subcultures that provide more specific identification and socialization for their members. Subcultures include nationalities, religions, racial groups, and geographic regions.

Service Factors

Services are tangible, inseparable, variable, and perishable products. As a result, they normally require more quality control, supplier credibility and adaptability. (Kotler 2000).

The demand for services can be estimated as described above for consumer goods. It depends on the number of potential consumers and on the frequency rate of use of the service. Services have, however, a certain number of characteristics that greatly impact the marketing management of them. These characteristics are due to their intangible and perishable nature and to the fact that their production implies direct contact with the service person or organization. The managerial implications of these characteristics are significant (Shostack 1997, Berry 1980).

In this study, the services are both tangible and intangible. The discount stores try to provide their superior services to attract consumers. The services of discount stores in this study are polite staff, speed of service, quality and variety of the restaurants, the sufficient cashier and the speed of payments.

III. RESEARCH METHODOLOGY

Literature reviewed in the last chapter indicates the influence variables of the current study. This study focuses on understanding all four factors; marketing mix, social, demographic and service factors relating to selection behavior at discount stores which consists of brand selection and consumer behavior. The research design, population, sample size, research tool, development of questionnaire, data collection, limitation of study, data analysis, and hypothesis are presented in details in order to test all hypotheses. The overall objective of this study was to study brand selection of discount stores in Bangkok, focusing on the relationship between the four factors: marketing mix factors, demographic factors, social factors and services factors that effect brand selection of discount stores in Bangkok.

3.1 Research Model

The research model in this study is based on factors influencing behavior model of Kotler and Armstrong (1989) and research discussed in the previous chapter. A research model is proposed in the section to delineate the relationship of the marketing mix, social, demographic and service factors to selection behavior at discount stores, in terms of brand selection and consumer behavior.

There are many independent variables along with the ones that have been mentioned in the research model. Therefore, the research model in this study attempts to make a specific case by cutting off some variables of Kotler and Armstrong's model, which are cultural factors. We cut off cultural variable because this study focused only on Bangkokians which we thought they have similar culture and would not have the relationship with the selection behavior. Moreover we added some variables in this research model, which is a service factor. We added this variable because from the

interviewing with the manager at discount stores, we knew that the service factors are the key success factors in this business, which can make it different from the competitors. In order to determine the proper model for this study, related literature reviews are needed. These related literature reviews in the last chapter, are the resource based view of the factor influencing behavior. Figure 3.1 was designed to present the relationship between variables.

Variables

Variables that have been used for analyzing can be classified into 2 categories: independent and dependent variables.

Independent Variables

(1) Marketing mix factors

- (a) Product (Zikmund and d'Amico 1995, Etzel, Walker, Stanton, Peter and Olson 1990: 438)
- (b) Price (Jefkins 1994, Nilson 1998, Zikmund d'Amico)
- (c) Place (Zikmund & d'Amico, Hoyer and MacInnis 1997)
- (d) Promotion (Zikmund and d'Amico 1995, Schiffman and Kanuk 1991)

(2) Social factors

- (a) Friends (Stanton et al. 1991, Hoyer and MacInnis 1997)
- (b) Family (Stanton et al.1991, Hoyer and MacInnis 1997)

(3) Demographic factors

- (a) Gender (Jefkins 1994, Nilson 1998, Zikmund and d'Amico)
- (b) Marital status (Onkvisit and Shaw 1994, Hoyer and MacInnis 1991)
- (c) Age (Stanton et al. 1991, Hoyer and MacInnis 1997)
- (d) Education (Solomon 1999, Kotler 1996)
- (e) Occupation (Schiffman and Kanuk 1991, Hoyer and MacInnis 1997)

All hypotheses were developed from the research questions of this study in order to know which factors have relationships with the selection behavior patterns at discount store. Therefore in this part, the hypotheses are being stated in the following way:

H1: Marketing mix factors have a statistically significant relationship with selection behavior at discount stores.

H1.1: Product factor has a statistically significant relationship with selection behavior at discount stores.

H1.2: Price factor has a statistically significant relationship with selection behavior at discount stores.

H1.3: Place factor has a statistically significant relationship with selection behavior at discount stores.

H1.4: Promotion factor has a statistically significant relationship with selection behavior at discount stores.

H2: Social factors have a statistically significant relationship with selection behavior at discount stores.

H2.1: Family variable has a statistically significant relationship with selection behavior at discount stores.

H2.2: Friends variable factor has a statistically significant relationship with selection behavior at discount stores.

H3: Demographic factors have a statistically significant relationship with selection behavior at discount stores.

H3.1: Gender has a statistically significant relationship with selection behavior at discount stores.

H3.2: Marital status has a statistically significant relationship with selection behavior at discount stores.

H3.3: Age has a statistically significant relationship with selection behavior at discount stores.

H3.4: Education has a statistically significant relationship with selection behavior at discount stores.

H3.5: Occupation has a statistically significant relationship with selection behavior at discount stores.

H3.6: Monthly income has a statistically significant relationship with selection behavior at discount stores.

H4: Service factor has a statistically significant relationship with selection behavior at discount stores.

After setting hypotheses in order to reach the objectives, the research will identify which factors have relationships with selection behavior. The following part will discuss about the methodology of analysis, including the target respondent group, sampling size, sampling method, data collection and data analysis.

3.3 Research Design

Research design is the framework that specially guides the techniques and procedures, which is used in the collection and analysis of data relevant to this research. It is designed to identify the relationship between all variables.

The research design includes population, sampling method, preliminary interviews, pilot test and surveys.

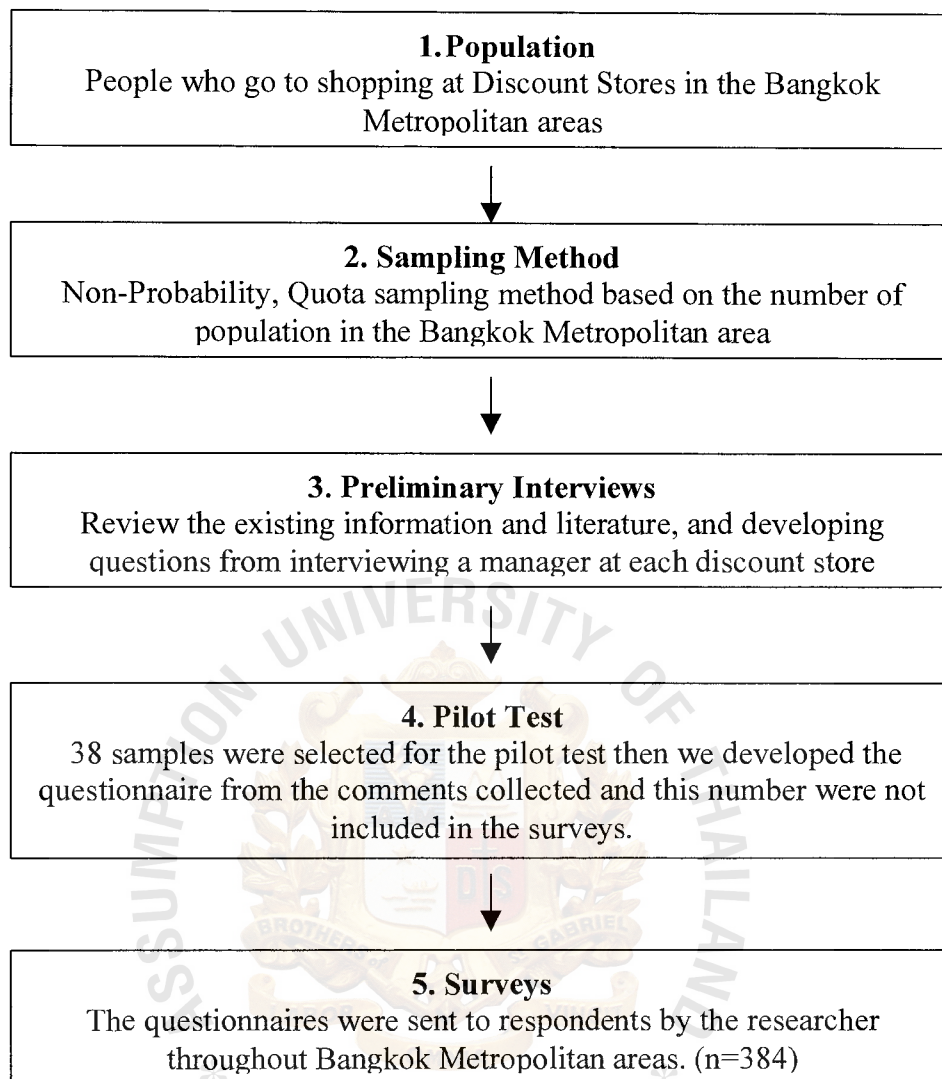


Figure 3.2. Research Design Diagram (Chan-o 2001: 40).

3.4 Population and Sample Size

The sample populations used in this research were selected from people, 5.7 million, who live and work in Bangkok area (National Statistic Office, Quarter 3, 2001). Because the majority of discount store branches were located in Bangkok area. Therefore, the information gathered from this consumer group would be accurate and appropriate.

There are 4 brands of discount stores in Thailand; Tesco Lotus, BigC, Carrefour and Makro. But we focused only on 3 brands of discount stores (Tesco Lotus, BigC, and Carrefour) because Macro has different sale strategies from the other discount stores, which is Cash and Carry. The number of discount stores in Bangkok's metropolitan is as follows:

Table 3.1. Number of Branches of Three Discount Stores.

Tesco Lotus	Carrefour	BigC
Secon Square	Srinakarin	Bangpli
Rama 2	Sukapiban 3	Wongsawang
Rama 4	Rama 4	Ratdamri
Ramkumhaeng	Suwintawong	Rattanatibead
Meanburi	Petkasem	Rama 2
Sukapiban 1	Ramintra	Huamark
Fortune	Chaengwattana	Chaengwattana
Ramintra	Rangsit	Rangsit
Chaengwattana		Donmuang
Sukhumvit 50		Fashion Island
Rluaksi		Ratburana
Rattanatibead		
Rama 3		
Prachachean		
Bangna		
Bangkae		
Srinakarin		

Sample Size

The method used in this research to find the sample size is estimated by proportion because the population at discount stores is unknown. The researcher used Mc Daniel and Gates (1998) approach to determine sample size when the populations were unknown by considering three criteria, which is degree of confidence, specified precision and knowledge of sampling distribution of the statistics.

$$n = \frac{p(1-p)Z^2}{E^2}$$

- (1) n = sample size
- (2) The allowable error E is 0.05 or 5 percentage points
- (3) The level of confidence is set at 95%. Then the standard score of Z associated with a confidence level is equal to 1.96.
- (4) The population proportion (p) for this research is calculated by the percentage of consumers who are shopping at discount store as a population proportion so the entire probability of discount store shopping is 0.5.

The sampling size can then be directly calculated using the formula as follows:

$$n = \frac{0.5(1-0.5)1.96^2}{0.05^2}$$

$$n = 384.16$$

Therefore, the number of questionnaires to be distributed is 384.

3.5 Sampling Method

The method used in this research to find the number of sample group in each discount store is Non Probability Sampling in terms of the quota sampling method, which is as follows:

Table 3.2. Sample Size.

Brands	No. of Branches	Percentage of total population	Sample size	Sample size/ Branch
Tesco Lotus	17	47.2	181	11
BigC	11	30.6	118	11
Carrefour	8	22.2	85	11
Total	36	100	384	

3.6 Research Tool

In this research, we used a questionnaire as a main tool, which is designed in conjunction with documents, theories and related research concerning the consumer behavior; customer satisfaction and our researcher designed the questionnaires to be in line with the hypothesis of the study. The questionnaires were constructed in one set, which could be divided into three parts, as follows:

Consumer Purchasing Behavior

The objective of this part is to find characteristics of respondents when purchasing at discount stores.

There is a total of ten close-ended questions, and in the form of multiple choices. One question examples is, “How often do you go to discount stores?” Other examples are, “Which day do you usually shop at discount stores?,” “What time do you usually go to discount stores?,” “Who do you go with when shopping at discount stores?,” “How much do you spend per trip?,” “What is your normal type of payment?,” “What type of transport do you use when you go shopping at discount stores?,” “How long do you spend at discount stores per trip?,” “What products do you always purchase at discount stores?,” “How many times do you buy household branded products?”

In this part, we used descriptive statistics to evaluate the attribute between nominal variables such as frequency, percentage and mean standard deviation.

Brand Selection of Discount Store

The objective of this part is to identify the factors that influence the selection behavior.

There are nine questions, which are in the type of closed-end questions that are in the form of multiple choices and rating scale. The meaning of the given answer in rating scale was divided into 5 levels as shown below:

Most satisfaction means the respondents think of that factors have the most of satisfaction.

More satisfaction means the respondents think of that factors have more of satisfaction.

Moderate satisfaction means the respondents think of that factors have moderate of satisfaction.

Less satisfaction means the respondents think of that factors have less of satisfaction.

Least satisfaction means the respondents think of that factors have least of satisfaction.

Further examples of questions asked are: “Which discount store do you always use?,” “Why don’t you do your shopping at Big C?,” “Why don’t you do your shopping at Carrefour?,” “Why don’t you do your shopping at Tesco Lotus?,” “What influences you most when selecting the brand of discount store you want to use regularly?,” “How do you rate the level of satisfaction of the discount store you usually use?,” “How do you rate the sales promotions that influence your shopping at discount stores?,” “How do you know the information about discount stores?,” “How do you rate the level of satisfaction of the services from the discount stores?”

In this part, we divided the characteristics into 2 types: nominal scale and rating scale. Therefore, we used descriptive statistics to find and measure the association

between nominal variables in terms of frequency, percentage and mean. And for the other part, we used inferential statistics to test the hypothesis by using ANOVA to find variance by comparing the difference between the means of two or more unrelated sample follow hypothesis number 1.1,1.2,1.3,1.4.1 (sales promotion, and 4. Furthermore, we used Chi-Square to test the hypothesis's numbers 1.4.2 (advertising),2, and 3 in order to find the association between nominal variables.

Basic Demographic

Basic demographic factors of the sample group include gender, age, marital status, education, occupation, monthly income and the number of members in a family. The objective of this part is to find out the total characteristics of the respondents.

There are a total number of seven questions, which are in the type of close-ended, multiple-choice questions. Examples of these questions are shown below. Gender, Age, Marital Status and Level of Education: "What is your occupation?," "How much is your monthly household income?," "How many members are there in your family?"

In this part, we used descriptive statistics to find and measure the association between nominal variables such as frequency, percentage and mean.

3.7 Development of Questionnaire

The researcher wrote the questionnaires from the objectives of this research, and designed them by using textbooks; theories, documents and related research concerned discount stores, as a guideline to create a complete questionnaire. The process by which we developed the questionnaires is shown below.

Questionnaire Testing

- (1) The questionnaire was inspected and approved by the advisor in terms of clarity, conciseness and content.

- (2) Pilot-Test questionnaires were sent out to preliminary interview 38 (3) customers to test the reliability, validity, clarity and the content of the questionnaire. The number 38 customers were not included in the surveys. This preliminary interview allows the respondents to report and comment on whether the questions were difficult to understand or were unclear or not.
- (3) The researcher then amended the questionnaires accordingly and then once more presented them to the advisors so that, the researcher could have a more effective research tool.
- (4) The completed questionnaire was then sent out to the sample group.

The Benefits of Using Questionnaire in Collecting the Data

- (1) Clear scope of information because questions and choices of possible answers limit it.
- (2) Be able to manage time to complete the questionnaire and convenient to respondents.
- (3) Easy to evaluate the result.
- (4) Get reliable accurate result.

The Problem While Using Questionnaire in Collecting the Data

The problems that we found during data collection were cooperation from respondents. They came to the discount store with the objective of shopping. Therefore, when they were interrupted, they seem not to concentrate to answer the questions. In some cases, they completed the questionnaire in the rush.

3.8 Data Collection

- (1) Primary data was derived from questionnaires of a sample group of 384 Bangkokians, the survey was carried out from April 8, 2002 to April 31, 2002.

- (2) Secondary data was derived from research form journals, reports of work units in the discount store business, newspapers, Internet, database of Thai Farmer Research Center Co., Ltd. and from the database of SCB Research Institute.

3.9 Data Analysis

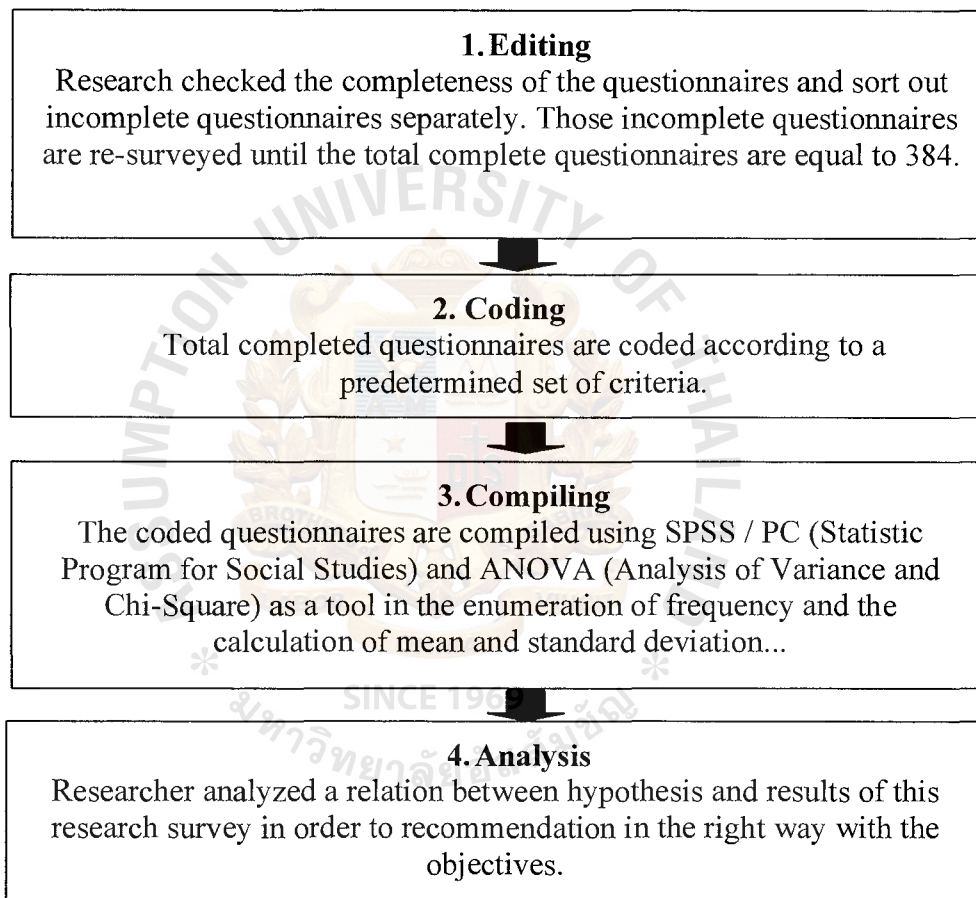


Figure 3.3. The Data Analysis Process (Chan-o 2001: 53).

After the data from the target respondents has been collected, it was analyzed by the various procedures to summarize and rearrange the data in order to make it workable for the conceptual model and answer the research questions. The analysis of data in this study involves direct statistical analysis. Conversion of raw data into information was

done by the application of computer software called the Statistical Package for Social Sciences (SPSS).

Because the independent variable was designed as interval variable, one-way analysis of variance (ANOVA) is used for testing hypothesis no. 1.1, 1.2, 1.3, 1.4.1 and 4. Chi-square, (a statistical measure of the relationship between nominal variables) is also used to test the hypothesis no. 1.4.2, 2, and 3; however, it cannot measure the direction, nature and degree of relationship. It can provide some indication of the strength of the association between variables.

Furthermore, descriptive statistics were also applied to explain discount store selection behavior and the respondent's information including demographic, social and service factors, in terms of frequency as well as percentage.

After designing and distributing 384 sets of questionnaires, the SPSS program analyzed all the data in order to test the hypotheses. Therefore, the results will be presented in the next chapter in forms of descriptive and inferential statistics.

IV. DATA ANALYSIS

This research was conducted among Bangkokians, who usually shop at discount stores. The number of questionnaires completed in this study was 384, which accounted for 100 percent of the sample size. The results of this research are presented in two parts; descriptive and inferential statistics. The results in both parts test the hypotheses by ANOVA and Chi-Square methods as displayed below:

4.1 Descriptive Statistics

The results in this part are shown in the form of frequency, percentage distribution, means and standard deviation.

Table 4.1. Frequency of Discount Store Brand Name.

Brand name of Discount Store	Frequency	Percentage
Tesco-Lotus	223	58.1
BigC	106	27.6
Carrefour	59	14.3
Total	384	100.0

The results in Table 4.1 show frequency of discount store brand name. The highest proportion of all respondents selected Tesco-Lotus, accounting for 58.1 percent, followed by BigC accounting for 27.6 percent and Carrefour accounting for 14.3 percent.

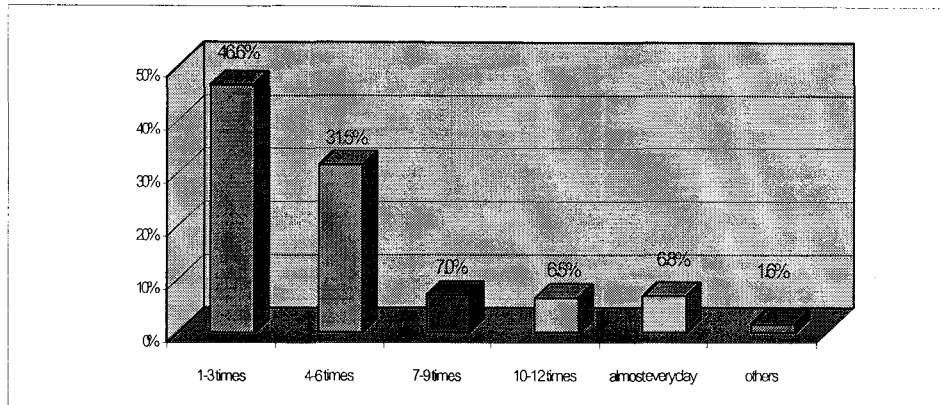


Figure 4.1. Frequency of Consumer Visiting the Discount Stores.

This chart shows frequency of consumers visiting the discount stores. Most of respondents usually go 1-3 times a month followed by 4-6 times a month, 7-9 times a month, almost everyday, 10-12 times a month, and others, respectively.

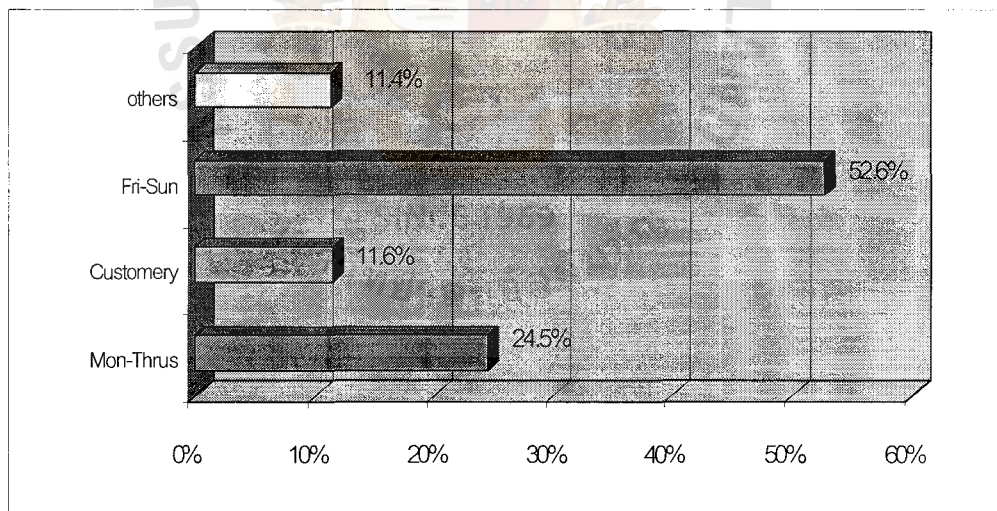


Figure 4.2. The Day Customers Usually Go to Shop at Discount Stores.

This chart shows the days that the customers visiting the discount stores, from the result, it was shown that most respondents shop on Friday to Sunday more than other days, which had 52.6%.

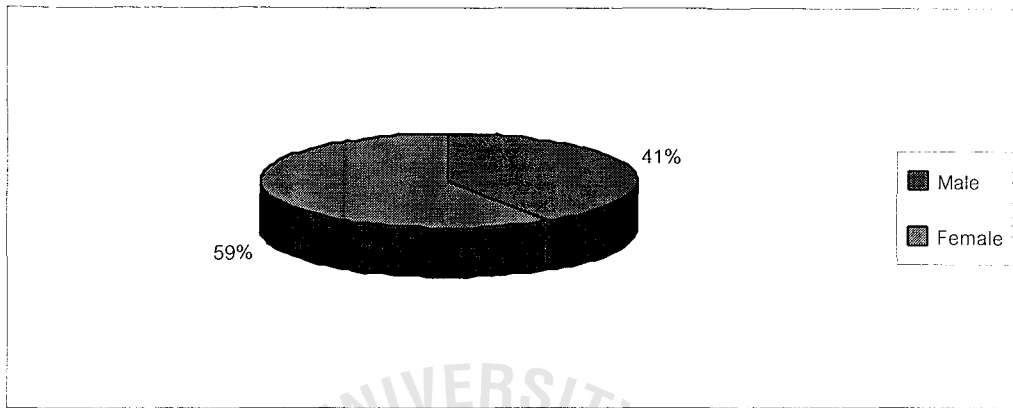


Figure 4.3. Gender.

Most respondents who usually shop at discount stores are female its accounted for 58.9 percent followed by male which is 41.1 percent, respectively.

Table 4.2. The Time That Consumers Visiting at Discount Stores.

Time	Frequency	Percentage
Before 10.00 AM	6	1.2
10.01-12.00 AM	27	5.2
12.01-14.00 PM	39	7.5
14.01-16.00 PM	54	10.4
16.01PM-18.00 PM	126	24.4
18.01-20.00 PM	212	41
After 20.01 PM	41	7.9
Others	12	2.3
Total	519	100

Most respondents come to discount store at 18.00-20.00 Hrs. which is 41 percent followed by 16.01-18.00 Hrs. which accounted for 24.4 percent and 14.01-16.00 Hrs. about 10.4 percent, respectively.

Table 4.3. The Person That Consumer Usually Go with When Shop at Discount Stores.

Person	Frequency	Percentage
Alone	123	20.3
Spouse	124	20.5
Parents	77	12.7
Sister and brother	63	10.4
Cousin	54	8.9
Friends	122	20.2
Others	42	7.0
Total	605	100

Consumers usually go shopping at discount stores as married couples 20.5%, followed by alone which accounted for 20.3% and friends which accounted 20.2%, respectively.

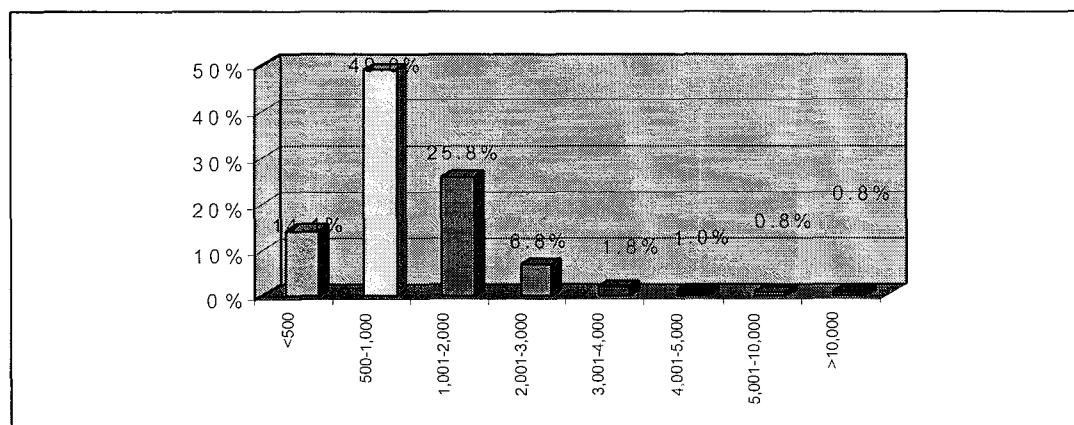
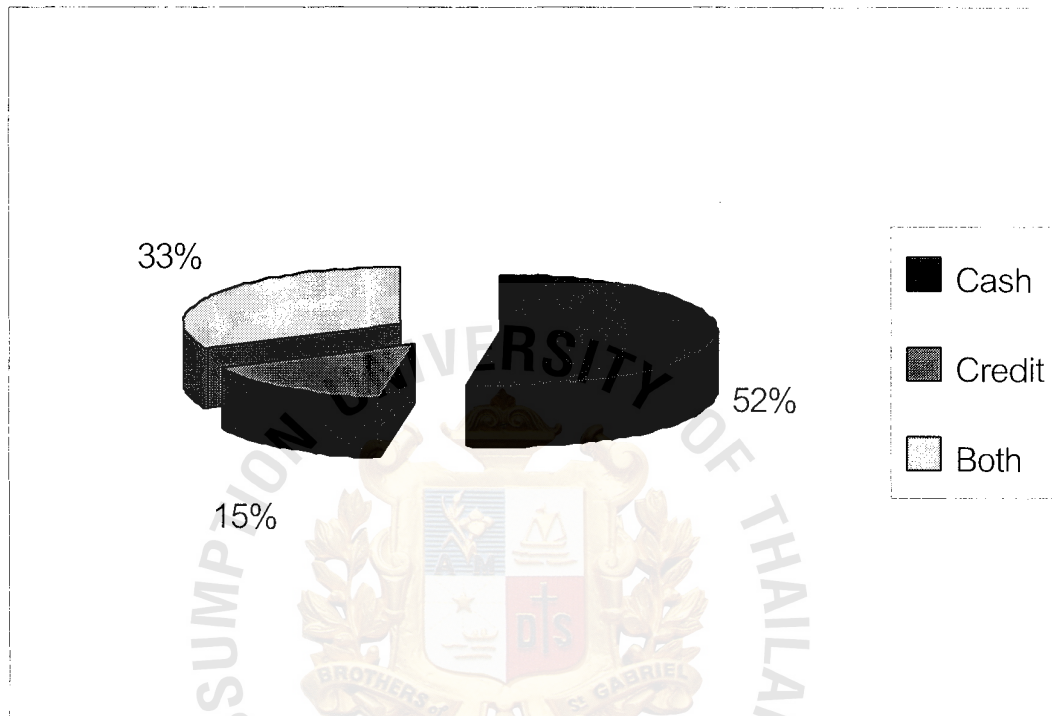


Figure 4.4. The Consumers' Expenditure at Discount Stores per Trip.

Most consumers spend more than 500-1,000 bahts at discount stores per trip which have 49 percent followed by 1,001-2,000 bahts per trip 25.8 percent and less than 500 bahts per trip which is 14.1 percent, respectively.



* Figure 4.5. Type of Payment.

Fifty-two percent of the total consumers prefer to pay cash and fifteen percent with credit card. The proportion for credit card payment by male/female consumers is close number but females prefer to pay by cash more than males.

Table 4.4. The Transportation That Consumer Usually Use When Go To Shop at Discount Store.

Transportation	Frequency	Percentage
Personal Car	268	58.8
Motorecycle	25	5.5
Taxi	47	10.3
Bus	90	19.7
Walk	22	4.8
Others	4	0.9
Total	456	100

This table shows that most respondents go to discount stores by personal car, which is 58.8 percent, followed by bus, accounted for 19.7 percent, respectively.

Table 4.5. The Time Those Customers Spend at Discount Stores.

Time	Frequency	Percentage
<15 mins	4	1
16-30 mins	29	7.6
31-60 mins	81	21.1
1-1.30 hrs	139	36.2
1.31-2 hrs	75	19.5
>2hrs	56	14.6
Total	384	100

Most respondents usually spend about one hour to one hour and a half per trip when they shop at discount stores, which accounted for 36.2% followed by thirty minutes to one hour per trip and one hour and a half to two hours, respectively.

Table 4.6. Most Frequently Purchased Goods at Discount Stores.

Ranking	Types of Goods	Percentage
1	Personal care products	24.50%
2	Foods and snack	22.30%
3	Detergent/Cleaning	13.90%
4	Stationary and office equipment	8.10%
5	Cloths	7.50%
6	Kitchen	4.80%
7	Electric Appliance	4.70%
8	Cosmetic	4.10%

In terms of age classification, consumers over 50 years old often buy more clothes, kitchen, electric appliance and foods and snack products than other consumer groups; shoppers, aged 20-29 years old prefer buying decoration and home furniture, while shoppers aged 30-39 years old often buy detergent and cleaning product. On the other hand, shoppers aged 40-49 years old like to buy stationary and office equipment.

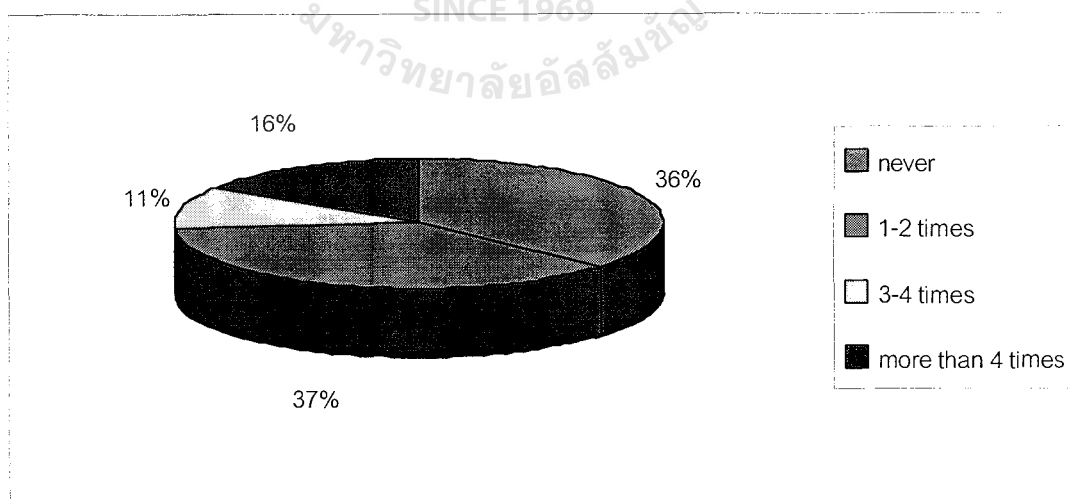


Figure 4.6. The Frequency of House Brand Products That Consumer Used to Bought.

Most respondents used to buy 1 to 2 house brand products which is 37 percent followed by never buy house brand products which is 36 percent and more than 4 house brand product, respectively.

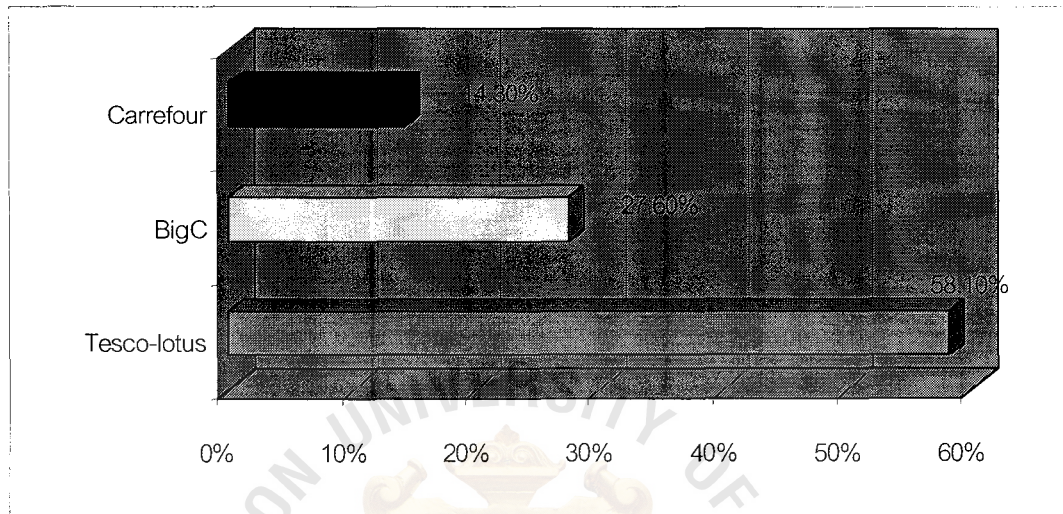


Figure 4.7. Most Favorite Discount Store.

This figure shows that the respondents prefer to shop at Tesco Lotus which is 58.1 percent while preferring to go to BigC 27.6 percent and Carrefour 14.3 percent.

Table 4.7. Frequency of Demographic Factors.

Demographic factors	Frequency	Percent
Gender:		
Male	158	41.1
Female	226	58.9
Total	384	100
Age:		
Below 20	59	15.4
21-29	137	35.7
30-39	108	28.1
40-49	60	15.6
Above 50	20	5.2
Total	384	100
Marital Status:		
Single	222	57.8
Married	150	39.1
Divorce	12	3.1
Total	384	100
High school (Grade6-9)	22	5.7
High school (Grade 10-12)	29	7.6
Diploma	63	16.4
Bachelor degree	216	56.3
Master degree	46	12
Higher than master degree	4	1
Others	4	1
Total	384	100
Occupation:		
State enterprise	24	6.3
Cooperate employee	119	31
State employee	41	10.7
Employee	37	9.6
Business entrepreneur	55	14.3
Student	94	24.5
Housewife	10	2.6
Others	4	1
Total	384	100
Monthly income:		
Below 10,000	127	33.1
10,001-20,000	127	33.1
20,001-30,000	54	14.1
30,001-40,000	31	8.1
40,001-50,000	18	4.7
50,001-60,000	10	2.6
Above 60,001	17	4.4
Total	384	100

The demographic factors showed in Table 4.7 above involve the characteristics of respondents categorized by gender, age, marital status, education level, occupation and monthly income. From total 384 respondents, there were more females, at 58.9 percent, than males, at 41.1 percent. When focusing on the age of respondents, 35.7 percent were between 21-29 years old age group, which was majority age group. This was followed by the 30-39 years old age group, which accounted for 28.1 percent, followed by 40-49 years old, at 15.6 percent, below 20 years old, at 15.4 percent and above 50 years old, at 5.2 percent respectively.

As regards to the marital status of respondents, there were 57.8 percent of respondents as single respondents, 39.1 percent married respondents and divorced respondents at 3.1 percent.

In terms of education levels and consumer occupations, the majority of education status were respondents with Bachelor's degrees, which accounted for 56.3 percent, followed by 16.4 and 13.3 percent of respondents who had diplomas and high school respectively. Master's degree level respondents accounted for 12 percent and the last level was higher than master's degree respondents, which accounted for 1 percent. Furthermore, 31 percent were corporate employees, 24.5 percent were students, 14.3 percent were business entrepreneurs, 10.7 percent were state enterprise employees and 9.6 percent and 6.3 percent were employees and state enterprise employees respectively. Finally, The first two groups which have income less than 10,000 Bahts per month and 10,001-20,00 Bahts per month, which accounted for 33.1 percent, while the next group earning 20,001-30,000 Bahts per month, accounted for 14.1 percent. 8.1 percent were the respondents who earned 30,001- 40,000 Bahts per month; however, only 11.7 percent earned more than 40,000 Bahts per month.

Table 4.8. Mean of Marketing Mix Factors Influencing the Selection Behavior.

Marketing Mix Factors	Mean
Product:	
Variety of goods	4.03
Quality of goods	3.77
Sufficient products	3.88
Good brand image	3.73
Total (Product)	3.85
Price:	
Suitable Price	3.79
Total (Price)	3.79
Place:	
Convenient location	4.10
Clean location	3.93
Sufficient car park	3.81
Good layout	3.71
Total (Place)	3.88
Promotion	
Discount pricing	4.08
Coupons	3.25
Discount coupons	3.15
Sale staff	2.88
Free samples	3.02
Total (Promotion)	3.27
Total (Marketing mix factors)	3.65

Table 4.9. Frequency of Advertising Factors Influencing the Selection Behavior.

Advertising	Frequency	Percentage
TV	106	16.9
Radio	14	2.2
Newspaper	112	17.8
Billboard	75	11.9
Brochure	309	49.1
Others	13	2.1
Total	629	100

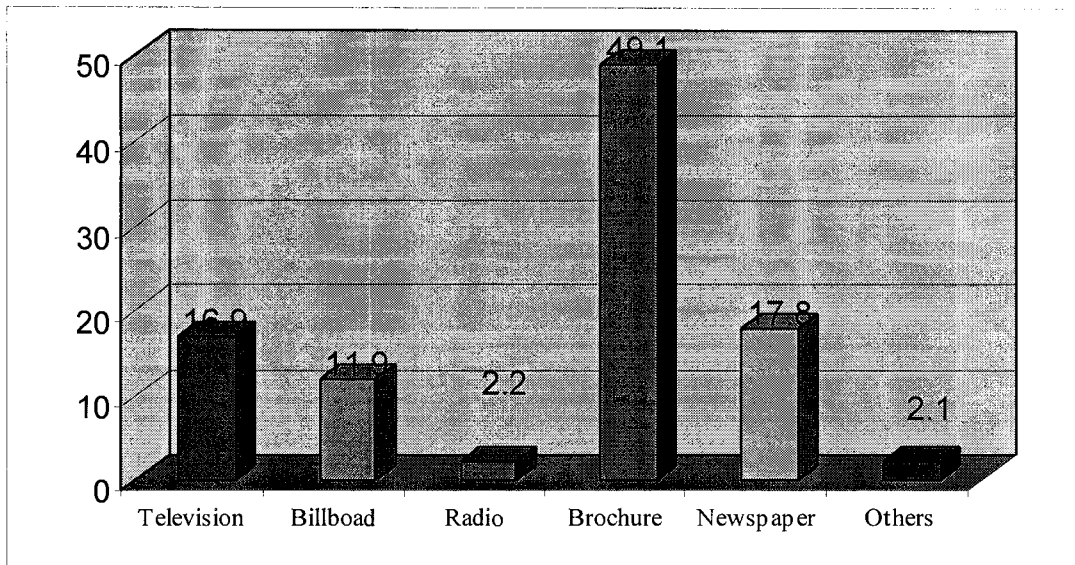


Figure 4.8. Frequency of Advertising Factors Influencing the Selection Behavior.

The results in Table 4.8 show mean of the marketing mix factors influencing brand selection. The first part is explained in terms of product factors. Ranking the mean score from high to low, highest mean represents the most important and lowest mean represents the least important. The most important factor influencing the decision to select a discount store was the variety of goods (mean = 4.03), followed by sufficient products (mean = 3.88), quality of goods (mean = 3.77), and the least important factor influencing the decision to select a discount store was the brand image (mean = 3.73). In conclusion, the mean score of the overall product factor was 3.85.

There is only one variable in the price factor, suitable price. Its mean score was 3.79.

The following factor was place factors; respondents were most concerned with the convenience of location variable (mean = 4.10), following by clean location (mean = 3.93), sufficient car parking (mean = 3.81) and good layout (mean = 3.71) respectively. Therefore, the mean of overall place factors was 3.8875.

The last factor was promotion; respondents were more concerned with the total sales promotions variable (mean = 3.276). The most important advertising variable influencing the selection behavior was brochure (49.1 percent), followed by newspaper (17.8 percent), television (16.9 percent), billboard (11.9 percent) and the least important factor was radio (2.2 percent). The most important sales promotions variable influencing the selection behavior was discount pricing (mean = 4.08), followed by coupons (mean = 3.25), discount coupons (mean = 3.15), free samples (mean = 3.02) and the least important factor was sale staff (mean = 2.88).

The result of the total marketing mix factors is the average sum of product, price, place and promotion in terms of a mean, which were 3.6521. When ranking the mean score to make a decision about the key to choose a brand of a discount store, place factor was ranked as the most important factor, followed by the product factor, price factor and promotion factor respectively.

Inferential Statistics

This part shows the hypotheses testing by using ANOVA, which is a one-way analysis of variance comparing the difference among the means of two or more unrelated samples, and Chi-Square, a statistical measure of the association between nominal variables. (Suchitra 2000). Therefore, ANOVA is used to test hypothesis numbers 1.1, 1.2, 1.3, 1.4.1 and 4 and Chi-Square is used to test hypothesis numbers 1.4.2, 2 and 3. All the relationships were tested at the level of statistical 0.05 significant.

Analysis of Variance (ANOVA)

ANOVA can be used for the evaluation of the differences among means relative to the dispersion in the sampling distribution. It compares two or more means to determine whether there are any reliable differences between them.

Table 4.10. Differences in the Marketing Mix Factors and the Selection Behavior among Brand Name of Discount Stores.

Marketing Mix Factors	Brand Name			Significant Differences (Scheffe)*
	Tesco-Lotus (1)	BigC (2)	Carrefour (3)	
Product:				
Variety of goods	4.08	3.87	4.13	-
Quality of goods	3.77	3.67	3.96	-
Sufficient products	4.91	3.76	4	-
Good brand image	3.85	3.57	3.58	2<1
Total (Product)				-
Price:				
Suitable Price	3.78	3.73	4	-
Total (Price)				-
Place:				
Convenient location	4.15	3.84	4.36	1, 2<3
Clean location	4.06	3.68	3.87	2<1
Sufficient car park	4	3.35	3.91	2,3<1
Well layout	3.78	3.51	3.76	2<1
Total (Place)	3.99	3.59	3.97	2,3<1
Promotion:				
Sales Promotion:				
Discount price	4.11	4.08	3.98	-
Coupons	3.12	3.36	3.56	1<3
Discount coupon	3.11	3.19	3.27	-
Sales staff	2.87	2.95	2.76	-
Free samples	3.03	3.07	2.91	-
Total (Promotion)	3.248	3.33	3.296	-

Note: Significant differences by Scheffe test at 0.05 level

Table 4.10. Relationship between the Marketing Mix Factors and the Selection Behavior among Brand Name of Discount Stores. (Continued)

Advertising Factors		Brand Name			Total	Sig(chi-Square)
		Lotus	BigC	Carrefour		
Television	Count	65	26	16	107	0.667
	%	29.1	24.5	29.1	27.9	
Billboard	Count	44	16	15	75	0.18
	%	19.7	15.1	27.3	19.5	
Radio	Count	9	2	4	15	0.244
	%	4	1.9	7.3	3.9	
Brochures	Count	179	89	41	309	0.358
	%	80.3	84	74.5	80.5	
Newspapers	Count	62	31	19	112	0.615
	%	27.8	29.2	34.5	29.2	
Others	Count	9	4	0	13	0.32
	%	4.1	3.8	0	3.4	

4.2 Hypothesis No.1: Marketing Mix Factors Had Statistically Significant Relationships with the Selection Behavior of Discount Store.

H1.1: Product Factors had statistically significant relationships with the selection behavior of discount store.

Variety of goods: it was found that there were no significant differences in respondent's attitudes concerning the variety of products variable for selection behavior of discount stores.

Quality of goods: it was found that there were no significant differences in respondent's attitudes concerning the quality of goods variable for selection behavior of discount stores.

Sufficient products: it was found that there were no significant differences in respondent's attitudes concerning the sufficient product variable for the selection behavior of discount stores.

Good brand image: it was found that there were significant differences in respondent's attitudes concerning the brand image. Respondents who selected BigC had significant differences concerning the image less than the respondents who selected Tesco Lotus.

There were, however, no significant differences in the total product factor.

Therefore, hypothesis no.1.1, Product factor had a statistically significant relationship with selection behavior of discount store is accepted as the good brand image variable.

H1.2: Price Factor had a statistically significant relationship with the brand selection of discount stores.

There was no significant difference in respondent's attitudes concerning the product variable for making decisions to select discount stores.

Therefore, hypothesis no.1.2, price factor had a statistically significant relationship with brand selection of discount store is rejected.

H1.3: Place Factors had a statistically significant relationship with the brand selection of discount stores.

Convenient location: it was found that there were significant differences concerning a stores' convenient location. Respondents who selected Tesco Lotus and BigC had significant differences concerning the convenient location variable less than the respondents who selected Carrefour.

Clean location: it was found that there were significant differences concerning the clean location variable. Respondents who selected BigC had significant differences concerning the clean location variable less than the respondents who selected Tesco Lotus.

Sufficient car parking: it was found that there were significant differences concerning the sufficient car park. Respondents who selected BigC and Carrefour had significant differences concerning the sufficient car park variable less than respondents who selected Tesco Lotus.

Layout: it was found that there were significant differences concerning the layout variable. Respondents who selected BigC had significant differences concerning the layout variable less than the respondents who selected Tesco Lotus.

There were significant differences concerning the total place variable. Respondents who selected Tesco Lotus had significant differences concerning the total place variable for selecting behavior more than respondents who selected BigC and Carrefour.

Therefore, hypothesis no1.3, place factor has a statistically significant relationship with the selection behavior of discount store is accepted in all variables which is convenient location, clean location, sufficient car park and layout.

H1.4: Promotion Factors had statistically significant relationships with the selection behavior of discount stores.

There are 2 types of promotion factors, which is advertising and sales promotions. The advertising consists of 5 variables, which are television, radio, newspaper, billboard and brochures. The sales promotions consists of 5 variables, which are discount price, coupons, discount coupons, sales staff and free samples.

Sales Promotion

Discounted pricing: it was found that there were no significant differences in respondents' attitudes concerning the price of variable for the selection behavior of discount stores.

Coupons: it was found that there were significant differences in respondents' attitudes concerning the coupon variable. Respondents who selected Tesco Lotus and BigC had significant differences concerning the coupons variable less than the respondents who selected Carrefour.

Discount coupons: it was found that there were no significant differences in respondents' attitudes concerning the discount coupons variable for the select on behavior of discount stores.

Sales staff: it was found that there were no significant differences in respondents' attitudes concerning the sales staff variable for the select on behavior of discount stores.

Free samples: it was found that there were no significant differences in respondents' attitudes concerning the free samples variable for the selection behavior of discount store.

There were no significant differences concerning the promotion variable for the select on behavior of discount stores.

Advertising

Television: it was found that there was no significant relationship in respondents' attitudes concerning the television variable for the selection behavior of discount stores.

Radio: it was found that there was no significant relationship in respondents' attitudes concerning the radio variable for the selection behavior of discount stores.

Newspaper: it was found that there was no significant relationship in respondents' attitudes concerning the newspaper variable for the selection behavior of discount stores.

Billboard: it was found that there was no significant relationship in respondents' attitudes concerning the billboard variable for the selection behavior of discount stores.

Brochures: it was found that there was no significant relationship in respondents' attitudes concerning the brochure variable for the selection behavior of discount stores.

Therefore, hypothesis no.1.4.1, promotion factor had a statistically significant relationship with the selection behavior of discount store is accepted in coupon.

Table 4.11. Relationship between Social Factors and the Selection Behavior among Brand Name of Discount Stores.

Social Factors		Brand Name			Total	Significant (Chi- Square)
		Tesco-Lotus	BigC	Carrefour		
Family	Count	52	19	13	84	0.512
	%	23.3	17.9	23.6	21.9	
Friends	Count	3	2	7	12	0.000*
	%	1.3	1.9	12.7	3.1	

Note: Significant differences by Scheffe test at 0.05 level

4.3 Hypothesis No.2: Social Factors Had a Statistically Significant Relationship with the Selection Behavior of Discount Stores.

H2.1 Family: it was found that there was no significant relationship in respondents' attitudes concerning family for the selection behavior of discount stores.

H2.2 Friends: it was found that there was significant relationship in respondents' attitudes concerning friends.

The significant of friend variable was less than 0.05. Friend variable had a statistically significant relationship with the selection behavior of discount stores at significant level of 0.000, thus hypothesis no 2.2 was accepted.

Therefore, hypothesis no.2, social factor has a statistically significant relationship with selection behavior of discount store is accepted in friends variable.

Table 4.12. Relationship between Demographic Factors and the Selection Behavior among Brand Name of Discount Stores.

Demographic Factors		Brand Name			Total	Sig. (Chi-Square)
		Tesco-Lotus	BigC	Carrefour		
Gender:						
Male	Count	98	37	23	158	0.296
	%	43.9	34.9	41.8	41.1	
Female	Count	125	69	32	226	
	%	56.1	65.1	58.2	58.9	
Marital Status:						
Single	Count	119	63	40	222	0.11
	%	53.4	59.4	72.7	57.5	
Married	Count	97	40	13	150	
	%	43.5	37.7	23.6	39.1	
Divorce	Count	7	3	2	12	
	%	3.1	2.8	3.6	3.1	
Age:						
Below 20	Count	19	24	16	59	0.001*
	%	8.5	22.6	29.1	15.4	
21-29	Count	80	36	21	137	
	%	35.9	34	38.2	35.7	
30-39	Count	75	27	6	108	
	%	33.6	25.5	10.9	28.1	
40-49	Count	36	14	10	60	
	%	16.1	13.2	18.2	15.6	
Above 50	Count	13	5	2	20	
	%	5.8	4.7	3.6	5.2	

* < 0.05

Table 4.12. Relationship between Demographic Factors and the Selection Behavior among Brand Name of Discount Stores. (Continued)

Demographic Factors		Brand Name			Total	Sig. (Chi-Square)
		Tesco-Lotus	BigC	Carrefour		
Education:						0.009*
High school (Grade6-9)	Count	7	9	6	22	
	%	3.1	8.5	10.9	5.7	
High school (Grade10-12)	Count	11	10	8	29	
	%	4.9	9.4	14.5	7.6	
Diploma	Count	33	20	10	63	
	%	14.8	18.9	18.2	16.4	
Bachelor's degree	Count	131	60	25	216	
	%	58.7	56.6	45.5	56.3	
Master's degree	Count	35	5	6	46	
	%	15.7	4.7	10.9	12	
Higher than master's degree	Count	4	-	-	4	0.003*
	%	1.8	-	-	1	
Others	Count	2	2	-	4	
	%	0.9	1.9	-	1	
Occupation:						
State employee	Count	23	10	8	41	
	%	10.3	9.4	14.5	10.7	
Cooperate employee	Count	70	34	15	119	
	%	31.4	32.1	27.3	31	
Employee	Count	19	16	2	37	
	%	8.5	15.1	3.6	9.6	
State enterprise employee	Count	12	9	3	24	
	%	5.4	8.5	5.5	6.3	
Housewife	Count	7	2	1	10	
	%	3.1	1.9	1.8	2.6	
Business entrepreneur	Count	45	6	4	55	
	%	20.2	5.7	7.3	14.3	
Student	Count	43	29	22	94	
	%	19.3	27.4	40	24.5	
Others	Count	4	-	-	4	
	%	1.8	-	-	1	

* < 0.05

Table 4.12. Relationship between Demographic Factors and the Selection Behavior among Brand Name of Discount Stores. (Continued)

Demographic Factors		Brand Name			Total	Sig.(Chi-Square)
		Tesco-Lotus	BigC	Carrefour		
Monthly Income:						0.003 *
Below	Count	57	42	28	127	
10,000	%	25.6	39.6	50.9	33.1	
10,001-		71	36	20	127	
20,000	%	31.8	34	36.4	33.1	
20,001-		41	11	2	54	
30,000	%	18.4	10.4	3.6	14.1	
30,001-		20	8	3	31	
40,000	%	9	7.5	5.5	8.1	
40,001-		13	4	1	18	
50,000	%	5.8	3.8	1.8	4.7	
50,001-		10	-	-	10	
60,000	%	4.5	-	-	2.6	
Above		11	5	1	17	
60,001	%	4.9	4.7	1.8	4.4	

* < 0.05

4.4 Hypothesis No.3: Demographic Factors Had a Statistically Significant Relationship with the Selection Behavior of Discount Stores.

H3.1: Gender had a statistically significant relationship with the selection behavior of discount stores.

The significant of the gender variable (0.296) was more than 0.05. Thus; hypothesis no.3.1 was rejected.

H3.2: Marital Status had a statistically significant relationship with the selection behavior of discount stores.

The significant of the marital status variable (0.111) was more than 0.05. Thus; hypothesis no.3.2 was rejected.

H3.3: Age had a statistically significant relationship with the selection behavior of discount store.

The significant of the age variable (0.001) was less than 0.05. Thus hypothesis no.3.3 was accepted.

H3.4: Education had a statistically significant relationship with the selection behavior of discount stores.

The significant of the education variable was less than 0.05. The education variable had a statistically significant relationship with the selection behavior of discount stores at the significant level of 0.009, thus; hypothesis no.3.4 was accepted.

H3.5: Occupation had a statistically significant relationship with the selection behavior of discount stores.

The significant of the occupation variable was less than 0.05. The occupation variable had a statistically significant relationship with the selection behavior of discount stores at the significant level of 0.003, thus; hypothesis no.3.5 was accepted.

H3.6: Monthly Income had a statistically significant relationship with the selection behavior of discount stores.

The significance of the monthly income variable was less than 0.05. The monthly income variable had a statistically significant relationship with the selection behavior of discounts store at the significant level of 0.003; thus, hypothesis no3.6 was accepted.

Therefore, the hypothesis no.3, demographic factors had a statistically significant relationship with the selection behavior of discount stores; therefore is accepted in the age, education, occupation and monthly income.

Table 4.13. Relationship between Service Factors and the Selection Behavior among Brand Name of Discount Stores.

Service Factors	Brand Name			Significant Differences (Scheffe)*
	Tesco-Lotus	BigC	Carrefour	
Polite Staff	3.75	3.54	3.67	-
Speed of Service	3.61	3.42	3.76	-
Quality, Variety of Restaurant	3.48	3.19	3.35	2<1
Sufficient Cashier	3.43	3.32	3.62	-
Speed of Payment	3.34	3.29	3.65	-
Service (Total)	3.522	3.352	3.61	-

* < 0.05

4.5 Hypothesis No.4: Service Factors Had a Statistically Significant Relationship with the Selection Behavior of Discount Stores.

Polite Staff: it was found that there was a no significant difference in respondents' attitudes concerning polite staff for the selection behavior of discount stores.

Speed of Service: it was found that there was no significant difference in respondents' attitudes concerning the speed of service for the selection behavior of discount stores.

Quality, Variety of Restaurants: it was found that there was a significant difference in respondents' attitudes concerning the quality and the variety of restaurants. Respondents who selected BigC had significant differences concerning the quality and the variety of restaurants less than the respondents who selected Tesco Lotus.

Sufficient Cashiers: it was found that there was no significant difference in respondents' attitudes concerning sufficient cashiers for the selection behavior of discount stores.

Speed of Payment: it was found that there was no significant difference in respondents' attitudes concerning the speed of payment for the selection behavior of discount stores.

There was, however, no significant difference in the total service factor.

Therefore, hypothesis no.4, service factors have a statistically significant relationship with the selection behavior of discount stores; and therefore, are accepted in quality/variety of restaurants.

4.6 Discussion

After analyzing all questionnaires and testing all hypotheses by ANOVA and Chi-Square, the results are found in the data analysis part chapter. The following show the relationships between all independent variables and selection behaviors at each discount store. We divided the discussion, which are as follows:

Brand Selection of Discount Store

From the results, it was found that most respondents usually go to Tesco-Lotus, followed by BigC and Carrefour respectively.

Marketing Mix Factors

Marketing mix factors consisting of products, prices, place and promotions were analyzed by ANOVA and Chi-Square. The results can be explained in the following way:

Product Factors

For the descriptive analysis, respondents ranked the variety of goods as the first factor for selecting the brand followed by the sufficient products, the quality of goods and the brand image respectively. Among the three brand names, the respondents perceived that Carrefour had a larger variety of goods, quality of goods and sufficient products than BigC and Carrefour. But for image, Tesco-Lotus brand had a better

image than BigC and Carrefour. From the results in the previous chapter, it was found that there was a statistically significant difference between Tesco Lotus and BigC for the brand image factor. Respondents who selected BigC had the lowest concerning the brand image, while respondents who selected Tesco Lotus had the highest concerning the brand image.

Although there was no statistically significant difference between brand name and total product, but for the hypothesis testing part we accepted this hypothesis in brand image variable.

Price Factor

The respondents perceived that Tesco Lotus provided more suitable prices than Carrefour and BigC.

For the hypothesis testing part, there wasn't a statistically significant relationship between the price factor and the selection behavior because all three brands provided similar prices.

Place Factors

For the descriptive analysis, respondents ranked the place factor as the highest degree of importance. This meant they preferred brands that provided a suitable place. The respondents perceived that Tesco Lotus had clean locations, sufficient car parking and good layout than BigC and Carrefour. With regards to the convenient location factor, Carrefour had better location than the other brands.

From the results of the hypotheses testing, it was found that there were statistically significant relationships between the place factor and the selection behavior. Respondents who selected BigC and Carrefour had the lowest concerning the total place variable, while respondents who selected Tesco Lotus had the highest concerning the total place variable.

Carrefour can serve consumers in appropriate area, so it's convenient for customers to go. For hypothesis testing, it was found that Carrefour has highest concerning the convenient location variable.

With respect to the clean location sufficient car-parking variable and well layout, the results indicated that respondents who selected BigC and Carrefour had the lowest concerning this variable, while respondents who selected Tesco Lotus had the highest concerning this variable. That meant Tesco Lotus had more clean location and sufficient car parking than BigC and Carrefour.

Respondents who selected BigC had the lowest concerning the good layout, whereas respondents who selected Tesco Lotus had the highest concerning this variable. That meant Tesco Lotus had better layouts than BigC and also Carrefour.

For the hypothesis testing part, there were statistically significant relationships between the place factor and the selection behavior in all place variables.

Promotion Factors

There were 2 types of promotion factors, which is advertising and sales promotion. For the promotion factors, it was found that brochures were the most important factors influencing the selection behavior of discount stores, followed by newspaper, television, billboard and radio respectively. For the sales promotions, it was found that discount pricing was the most important factor, followed by coupons, discount coupons, free samples and sales staff respectively.

For the results, there were no statistically significant relationships between the total advertising variable and the selection behavior, because every brand has advertising indifferently. But for the sales promotions, it was found that coupons, had statistical relationships with the selection behavior. Respondents who selected Tesco

Lotus had the lowest concern in coupon, while respondents who selected Carrefour had the highest concern in this variable.

Social Factor

For the hypothesis testing, it was found that there was a significant relationship between the total social factors and the selection behavior with selection behavior of discount store accepted in friend variable.

Demographic Factors

For the hypothesis testing, it was found that there were 4 factors, which had statistically significant relationships with selection behavior. The first factor was age, which had 0.001 significant level with the selection behavior. The second, third and fourth factors concerned education, occupation and income respectively, which had relationships between these four factors. Most respondents had monthly incomes below 10,000 Bahts and between 10,001-20,000 Bahts, which was not high, and working with corporate enterprises, which didn't give high salary, so they choose to shop at the discount store that provides the goods at low prices.

Service Factors

For the descriptive analysis, most respondents ranked the staff service to be the highest important service priority, because discount stores have a variety of products and some products require the stores' staff to have knowledge of the products in order to serve the customers. For example, electrical products, where it is essential and important to use the staff to describe the characteristics of the products. The speed of payment and sufficient cashier were the next important service priorities because the customers didn't want to wait in long queues to make payments. The quality and the variety of the restaurant are the last service priorities because the aim of going to the

discount store is to shop, so the restaurants around the discount stores are additional services for the customers.

After testing the hypothesis, it was found that service factors had a statistically significant relationship with the selection behavior in term of quality/variety of restaurant.



V. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

The discount store is a modern retailer that responds to this economic condition. According to the economic crisis, it causes the purchasing power to decrease. The discount store became a new alternative for consumers to buy products at lower prices than other smaller retailers.

This research has been designed to study the factors influencing the brand selection of discount stores. There are 4 brands of discount stores in Thailand; this research specifies only three brands, which are Tesco-Lotus, BigC and Carrefour. Makro has not been included in this research because it uses different strategies from other stores, which is cash and carry strategy.

Based on the research model, this study aims to find the relationship among four factors, marketing mix factors, social factors, demographic factors and service factors in brand selection in terms of brand names.

This study emphasizes a survey method by using 384 sets of questionnaires by quota sampling throughout the Bangkok Metropolitan area. The 384 completed questionnaires, accounted for 100 percent collected from respondents who usually shop at discount stores. The results in both descriptive and inferential statistics were analyzed by SPSS in the method of ANOVA and Chi-Square at the significance level of 0.05, in order to answer the research questions, which are as follows:

Which Factors Have Relationships with the Selection Behavior of Discount Stores?

To answer each research question, there were 4 factors that have relationships with the selection behavior of discount stores, which are as follows: marketing mix, demographic, social and service factors.

The results can summarize in the following:

- (1) **Marketing Mix Factors:** there were product factors that were; good brand image and all place factors that were; convenient location, clean location, sufficient car parking and good layout variables, which had statistically significant relationships with the selection behavior.
- (2) **Social Factors:** there were statistically significant relationships between social factors in aspect of friends variable and the selection behavior.
- (3) **Demographic Factors:** there were statistically significant relationships between age, education, occupation, monthly income and the selection behavior.
- (4) **Service Factors:** there were statistically significant relationships between quality/variety of restaurants and the selection behavior.

This study surveyed the factors influencing the selection behavior of discount stores and focused on people who go shopping at Tosco Lotus, BigC and Carrefour. Therefore, the results from this study were related only to the impact of consumer behaviors.

From the results of the survey in this research, the respondents ranked the important factors that effect to their decision-making as to shopping at discount stores. We compared the mean of each factor and we found that respondents were mostly concerned with factors in sequence as in the following:

Convenient Location is a key to success in this industry. According to this survey, we found that respondents ranked the place factor as most influential to their decision-making when selecting the brand of discount store.

Operation should focus on:

- (1) Location is a key to success. The operation should find the right place (location of discount stores) to match with the target group. Moreover, consumer transportation should be taken into account.
- (2) Size of discount store should be in line with sizes of target consumers. The number of branches or coverage area is a key to success in this business. Even though, the profit margin of the business is quite low if an operator can gain the customer base, it will benefit the company and will result in bargaining power. They will have the ability to negotiate with the suppliers in big volume. Furthermore, the company can share resources in management, distribution and warehousing.
- (3) Interior design should be considered important to the target group, as the interior decoration should convince the consumers that the products are sold at a reasonable price. The decoration should coincide with the consumers' taste.
- (4) Traffic Management should be coordinated with the police.
- (5) Car Parking should be sufficient for customers.

Variety of Goods is usually dependent on the demand of the target customers, which should be varied with sufficient and quality products. But it is too difficult to provide all types of products to meet all the customers' needs, so the operator should focus on inventory management, which is the best way for effective cost control.

Suitable Price is the common factor that all consumers are usually concerned with. According to the results of the survey, it indicated that most of the customers in this industry have income below 10,000 Bahts and middle incomes between 10,001-20,000 Bahts. Therefore, price of product should not be high so customers can afford

them. And as this business is the discount store type, they should be serving lower price goods than others in the related field. However, if products are very cheap, it seems to be that these products are of a low quality and have no creditability, which leads the consumers into not buying them. Therefore, the implementation of the low prices is needed to attract target groups.

Advertising affects the decision process when buying products because promotions provide information about sales promotional campaigns for the customers, which are organized by the discount stores. The campaigns can be conducted through all kinds of media, by using advertising. From the results of the survey, respondents' ranked brochures as the best media to motivate them, this is direct and inexpensive for the operator. Moreover sales promotions are a unique technique of each discount store to make them different from the other. Each of the discount stores should launch the sales promotions, which can be differentiated from the competitors' promotions, especially Tesco Lotus, which most respondents think offers lower sales promotions than the others.

Polite Staff is an important factor that customers need. Operators should train and develop their staff to be service minded in order to better serve the customers. And operators should create a high quality service to retain existing customers while attracting new customers to go shopping in discount stores.

5.2 Recommendations

From the results of the survey, there are some interesting recommendations that we have divided into 2 categories: first, strategy in line with the hypothesis, which was divided into 4 parts to clarify the external organization recommendations. For the second part, we implemented key industry success factors to clarify the internal organization recommendations.

Marketing Mix Factors

Product Factors

Even though there was not a statistically significant relationship between total products, through a descriptive analysis, we found that the variety of goods had the highest variable in part of product factor that influences the respondents' selection behavior. Hence, we recommend that every discount store should provide a large variety of products in order to attract customers. Moreover if discount stores have a variety of products, they can more easily satisfy customers. The second variable that influences the respondents' selection behavior was the sufficient products. Therefore, we recommend that every discount store should manage inventory efficiently and provide product sufficiently to fit with the demands of the customers. For quality of goods, even though the respondents had a quite low concern for this variable, we think that quality of goods can affect the brand image of each discount store. So, we recommend that every discount store should provide high quality goods to build their image. For the hypothesis testing, we found that there was a statistically significant relationship in the good brand image variable between BigC and Tesco Lotus, which meant Tesco Lotus, had a better image than BigC. Therefore, we recommend that BigC should create an image that is different from their competitors in order to compete with the other brands. The house brand product will be the advantage for building brand recognition and gaining a market share of consumer goods.

Price Factor

The respondents also preferred discount stores that provide a suitable or low price. For the hypothesis testing, we found that price factor did not have a statistically significant relationship with the selection behavior because respondents cannot distinguish the difference between prices within each discount store. They feel that

every discount store has nearly the same price. For that reason, we recommend that discount stores should attract customers by providing low prices.

Place Factors

The respondents gave the place factor as the most important factor to attract them to, which meant they preferred discount stores that are convenient to go to. Therefore, the convenience variable was the most important variable in place factor. For the hypothesis testing, we found that total place factors had statistically significant relationships with the selection behavior. The respondents ranked clean location variable, sufficient car parking variable and good layout of Tesco Lotus were higher than BigC and Carrefour, so we recommend that BigC and Carrefour should renovate and reorganize the layout while providing clean location and sufficient car parking. For the convenient location variable, the result shows that Carrefour had better layouts than BigC and also Tesco Lotus, so we recommend that BigC and Tesco Lotus should provide the right location or branches to serve the demands of consumers.

Promotion Factors

There are 2 types of promotion factors, which are advertising and sales promotions. For the advertising hypothesis testing, there was no statistically significant relationship between the total advertising variable and the selection behavior because the respondents perceived that the advertising of each discount store was similar. For the descriptive analysis, we found that a brochure had the most influence on the respondents' selection behavior for the advertising variable, so we suggest every discount store should be concerned with advertising by brochure.

For the sales promotion hypothesis testing, there were statistically significant relationships between the coupons variable and the selection behavior. The respondents perceived that Carrefour had more of these sales promotions variables than their

competitors, so we recommend Tesco Lotus and BigC launch more sales promotions to attract customers. For the descriptive analysis, we found that the discount pricing variable had the most influence on the respondents' selection behavior for the sales promotions variable, so we recommend every discount store pay more attention to the sales promotion by discount pricing.

Social Factors

The social factor is the external factor, which we can't control. For the hypothesis testing, we found that friend has significant relationships with brand selection so we recommend that discount stores should create advertising which is more related to friends.

Demographic Factors

From the hypothesis testing, we found that age, education, occupation, and monthly income have significant relationships with brand selection. With these, it can be determined that these four factors were the base for customers to make a decision. For the first factor, it summarizes that most target customers are aged between 21-29 years old and 30-39 years old & have a bachelor degree and higher who has more consumer awareness to their selection behavior. Hence, we recommended that discount store operators should launch advertising and promotions which aim more truly to respondents because from the research most of respondents are in this group, so they can tell which one is true and which one is not. They have more ability to find the information to support their ideas.

Service Factors

Even though there was not a statistically significant relationship between service factor and brand name, we found that there was a statistically significant relationship between Tesco Lotus and BigC. Tesco Lotus had higher concerning quality and variety

of restaurants. Hence, we recommend that BigC should focus on service because this factor is a key to success in this business.

5.3 The Future Research

In the future, researchers should continue doing the research by extending sampling throughout Thailand. The satisfaction of customers through the discount store should be studied to test for the relationship with selection behavior of discount store. The results will be the benefits for the discount store industry to develop their strategy in order to get more market share in this industry.





APPENDIX A

QUESTIONNAIRE (ENGLISH)

Questionnaire
Selection Behavior at Discount Store in Bangkok Metropolitan

Part I: Consumer Purchasing Behavior

1. How often do you go to discount store?

1-3 times / month	10-13 times / month
4-6 times / month	Almost everyday
7-9 times / month	Others.....

2. Which day do you usually shops at discount store? (Answer more than 1)

Monday-Thursday	Friday - Sunday
Customary Holiday	Others.....

3. What is time that you usually go to discount store? (Answer more than 1)

Before 10.00 hrs.	16.01 – 18.00 hrs.
10.01-12.00 hrs.	18.01 – 20.00 hrs.
12.01-14.00 hrs.	After 20.01 hrs.
14.01-16.00 hrs.	Others.....

4. Who do you go with when shopping at discount stores? (Answer more than 1)

Alone	Cousin
Spouse	Friends
Parents	Others.....
Sister and Brother	

5. How much do you spend per trip?

Less than 500 baht / trip	3,001-4,000 baht / trip
500-1,000 baht / trip	4,001-5,000 baht / trip
1,001-2,000 baht / trip	5,001-10,000 baht / trip
2,001-3,000 baht / trip	More than 10,000 baht / trip

6. What is type of payment?
- | | |
|------|--------------|
| Cash | Credit Cards |
| Both | |
7. How do you go for shopping at Discount Store? (Answer more than 1)
- | | |
|---------------------|-------------|
| Personal Car | Bus |
| Personal Motorcycle | Walk |
| Taxi | Others..... |
8. How long do you spend at discount store per trip?
- | | |
|-------------|-------------------|
| <15 mins. | 1 hr. – 1.30 hrs. |
| 16-30 mins. | 1.31 - 2 hrs. |
| 31-60 mins. | > 2 hrs. |
9. Which products that you always purchased at Discount Store?
(Answer more than 1)
- | | |
|----------------------------|---------------------------------------|
| Food / Snack | Personal Care (soap, toothpaste...) |
| Cosmetic | Detergent, Cleaning, Laundry supplier |
| Cloths | Animal food |
| Electric appliance | Decoration / Home furniture |
| Stationary / Office Supply | Kitchen items |
| Sport items | Others..... |
10. How many times do you buy household branded products?
- | | |
|-----------|-------------------|
| Never | 3-4 times |
| 1-2 times | More than 4 times |

Location	Others...
Location	
to shopping at Carrefour? (Answer more than 1)	
Quality of product	Insufficient
Price of product	Insufficient
Service price	Poor staff
Environment	No shuttle
Location	Image of
	Others...

- | Location | Others... |
|--|--------------|
| Location | |
| to shopping at Carrefour? (Answer more than 1) | |
| Quality of product | Insufficient |
| Price of product | Insufficient |
| Service price | Poor staff |
| Environment | No shuttle |
| Location | Image of |
| | Others... |

	Level of Satisfaction				
	Most	Moderate			Low
	5	4	3	2	1
Variety of Goods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of Product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sufficient Product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Well Arrangement of Goods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reasonable Prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convenient Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanness Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sufficient Car Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sales Promotion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertisement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Image of Discount Store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Polite Staffs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speed of Service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of restaurant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sufficient Cashier	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Speed of payment system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. How do you rating the sales promotions that influence you to shopping at Discount store?

	Level of Satisfaction				
	Most	Moderate			Low
	5	4	3	2	1
Discount price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coupons	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discount coupon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sales staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free samples	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Others.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. How do you know the information about discount store? (Answer more than 1)

Television Advertising

Billboards

Radio Advertising

Mailed Leaflets / Brochure

Newspapers

Others.....

9. How do you rate the level of satisfaction of the services from the discount store?

	Level of Satisfaction				
	Most	Moderate			Low
	5	4	3	2	1
Shuttle bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Playground for Children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Goods Delivery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Installment Plan w/ Low interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Low Price Guarantee	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cart with Calculator	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Baby Stroller	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Others.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Part III: Personal Data

1. Gender

Male

Female

2. Age

<20

21-29

30-39

40-49

>50

3. Marital Status

Single

Married

Divorce

Others.....

4. Level of Education
- | | |
|-----------------|---------------------------|
| High School | Master Degree |
| Diploma | Higher than Master Degree |
| Bachelor Degree | Other..... |
5. What is your occupation?
- | | |
|-----------------------------|------------------------|
| State Enterprises Employees | Business Entrepreneurs |
| Cooperate Employees | Students |
| State Employees | Housewife |
| Employees | Others..... |
6. How much your monthly household income?
- | | |
|--------------------------|--------------------------|
| < 10,000 Baht/Month | 40,001-50,000 Baht/Month |
| 10,001-20,000 Baht/Month | 50,001-60,000 Baht/Month |
| 20,001-30,000 Baht/Month | >60,001 Baht/Month |
| 30,001-40,000 Baht/Month | |
7. The number of people in your house
- | | |
|------------|-------------|
| Individual | 4 persons |
| 2 persons | 5 persons |
| 3 persons | Others..... |

Thank you for you cooperation



APPENDIX B

QUESTIONNAIRE (THAI)

กระผมเป็นนักศึกษาปริญญาโท คณะการจัดการวิศวกรรมคอมพิวเตอร์ มหาวิทยาลัยอีสต์แฮมป์ไชร์ กำลังทำวิจัยเรื่อง พฤติกรรมผู้บริโภคที่ดิสเคิร์ทสไตรด์ ซึ่งเป็นส่วนหนึ่งในหลักสูตร จึงใคร่ขอความกรุณาจากท่านกรอกรายละเอียด ในแบบสอบถามที่ให้มา ข้อมูลและรายละเอียดดังกล่าว จะปิดเป็นความลับ ทางคณะผู้จัดทำขอขอบพระคุณที่ท่าน กรณาสละเวลาอันมีค่าของท่านในครั้งนี้

ส่วนที่ 1 พฤติกรรมผู้บริโภค

1. คุณไปซื้อของที่ดิสเคิร์ทสไตรด์บ่อยแค่ไหน

<input type="checkbox"/> 1-3 ครั้ง/เดือน	<input type="checkbox"/> 10-12 ครั้ง/เดือน
<input type="checkbox"/> 4-6 ครั้ง/เดือน	<input type="checkbox"/> เกือบทุกวัน
<input type="checkbox"/> 7-9 ครั้ง/เดือน	<input type="checkbox"/> อื่นๆ.....
2. ปกติคุณไปซื้อสินค้าที่ดิสเคิร์ทสไตรด์ในวันใด (ตอบได้มากกว่า 1 ข้อ)

<input type="checkbox"/> วันจันทร์-วันพฤหัสบดี	<input type="checkbox"/> วันศุกร์-วันอาทิตย์
<input type="checkbox"/> วันหยุดนขัตฤกษ์	<input type="checkbox"/> อื่นๆ.....
3. ปกติคุณไปซื้อสินค้าที่ดิสเคิร์ทสไตรด์ในช่วงเวลาใด (ตอบได้มากกว่า 1 ข้อ)

<input type="checkbox"/> ก่อน 10.00 น.	<input type="checkbox"/> 16.01-18.00 น.
<input type="checkbox"/> 10.01-12.00 น.	<input type="checkbox"/> 18.01-20.00 น.
<input type="checkbox"/> 12.01-14.00 น.	<input type="checkbox"/> หลัง 20.01 น.
<input type="checkbox"/> 14.01-16.00 น.	<input type="checkbox"/> อื่นๆ.....
4. ปกติคุณไปซื้อของที่ดิสเคิร์ทสไตรด์กับใคร (ตอบได้มากกว่า 1 ข้อ)

<input type="checkbox"/> คนเดียว	<input type="checkbox"/> คู่ญาติ
<input type="checkbox"/> คู่สมรส	<input type="checkbox"/> เพื่อน
<input type="checkbox"/> พ่อแม่	<input type="checkbox"/> อื่นๆ.....
<input type="checkbox"/> พี่น้อง	
5. ค่าใช้จ่ายในการซื้อของแต่ละครั้ง

<input type="checkbox"/> ต่ำกว่า 500 บาท/ครั้ง	<input type="checkbox"/> 3,001 - 4,000 บาท/ครั้ง
<input type="checkbox"/> 501 - 1,000 บาท/ครั้ง	<input type="checkbox"/> 4,001 - 5,000 บาท/ครั้ง
<input type="checkbox"/> 1,001 - 2,000 บาท/ครั้ง	<input type="checkbox"/> 5,001 - 10,000 บาท/ครั้ง
<input type="checkbox"/> 2,001 - 3,000 บาท/ครั้ง	<input type="checkbox"/> มากกว่า 10,000 บาท/ครั้ง

6. คุณชำระเงินโดยวิธีใด
- ☐ เงินสด ☐ เครดิตการ์ด
- ☐ ทั้ง 2 วิธี
7. คุณเดินทางไปซื้อของที่
- ☐ รถยนต์ส่วนตัว ☐ รถประจำทาง
- ☐ รถจักรยานยนต์ส่วนตัว ☐ เดิน
- ☐ รถรับจ้าง ☐ อื่นๆ.....
8. คุณใช้เวลาในการซื้อของที่ดิสเคาท์เทรดแต่ละครั้งนานเท่าไร
- ☐ ต่ำกว่า 15 นาที ☐ 1-1.30 ชม.
- ☐ 16-30 นาที ☐ 1.31-2 ชม.
- ☐ 31-60 นาที ☐ มากกว่า 2 ชม.
9. สินค้าชนิดใดที่คุณนิยมซื้อที่ดิสเคาท์เทรด (ตอบได้มากกว่า 1 ข้อ)
- ☐ อาหาร/ขนม ☐ ของใช้ส่วนตัว (สบู่, แชมพู, ยาสีฟัน, พวงกุญแจ....)
- ☐ เครื่องสำอาง ☐ ผลิตภัณฑ์ทำความสะอาดในครัวเรือน
- ☐ เสื้อผ้า ☐ ผลิตภัณฑ์และอาหารสำหรับสัตว์เลี้ยง
- ☐ เครื่องใช้ไฟฟ้า ☐ อุปกรณ์ตกแต่งบ้าน
- ☐ เครื่องเขียน/เครื่องใช้สำนักงาน ☐ เครื่องครัว
- ☐ อุปกรณ์กีฬา ☐ อื่นๆ.....
10. คุณเคยซื้อสินค้าที่ดิสเคาท์เทรดเป็นผู้ผลิตหรือไม่
- ☐ ไม่เคย ☐ 3-4 ครั้ง
- ☐ 1-2 ครั้ง ☐ มากกว่า 4 ครั้ง

ส่วนที่ 2 การเลือกแบรนด์ของดิสเคาท์เทรด

1. ปกติคุณไปซื้อของที่ดิสเคาท์เทรดแห่งใดมากที่สุด
- ☐ เทสโก้ โลตัส (ทำข้อ 2-3) ☐ บิ๊กซี (ทำข้อ 3-4)
- ☐ คาร์ฟูร์ (ทำข้อ 2,4)

2. เหตุผลที่คุณไม่ไปซื้อของที่ Big C (เลือกได้มากกว่า 1 ข้อ)
- | | |
|---|---|
| <input type="checkbox"/> สินค้าไม่หลากหลาย | <input type="checkbox"/> ที่จอดรถไม่เพียงพอ |
| <input type="checkbox"/> สินค้าไม่มีคุณภาพ | <input type="checkbox"/> โปรโมชันส่งเสริมการขายไม่เพียงพอ |
| <input type="checkbox"/> รูปแบบการจัดวางสินค้าไม่ดี | <input type="checkbox"/> การบริการไม่ดี |
| <input type="checkbox"/> ราคาไม่สมเหตุสมผล | <input type="checkbox"/> ไม่มีบริการรถรับส่งลูกค้า |
| <input type="checkbox"/> ไม่ได้รับข่าวสารการโฆษณา | <input type="checkbox"/> ชื่อเสียงของดิสเคาท์เตอร์ |
| <input type="checkbox"/> สถานที่ไม่สะดวก | <input type="checkbox"/> อื่นๆ..... |
| <input type="checkbox"/> พื้นที่ไม่สะอาด | |
3. เหตุผลที่คุณไม่ไปซื้อของที่ Carefour (เลือกได้มากกว่า 1 ข้อ)
- | | |
|---|---|
| <input type="checkbox"/> สินค้าไม่หลากหลาย | <input type="checkbox"/> ที่จอดรถไม่เพียงพอ |
| <input type="checkbox"/> สินค้าไม่มีคุณภาพ | <input type="checkbox"/> โปรโมชันส่งเสริมการขายไม่เพียงพอ |
| <input type="checkbox"/> รูปแบบการจัดวางสินค้าไม่ดี | <input type="checkbox"/> การบริการไม่ดี |
| <input type="checkbox"/> ราคาไม่สมเหตุสมผล | <input type="checkbox"/> ไม่มีบริการรถรับส่งลูกค้า |
| <input type="checkbox"/> ไม่ได้รับข่าวสารการโฆษณา | <input type="checkbox"/> ชื่อเสียงของดิสเคาท์เตอร์ |
| <input type="checkbox"/> สถานที่ไม่สะดวก | <input type="checkbox"/> อื่นๆ..... |
| <input type="checkbox"/> พื้นที่ไม่สะอาด | |
4. เหตุผลที่คุณไม่ไปซื้อของที่ Tesco Lotus (เลือกได้มากกว่า 1 ข้อ)
- | | |
|---|---|
| <input type="checkbox"/> สินค้าไม่หลากหลาย | <input type="checkbox"/> ที่จอดรถไม่เพียงพอ |
| <input type="checkbox"/> สินค้าไม่มีคุณภาพ | <input type="checkbox"/> โปรโมชันส่งเสริมการขายไม่เพียงพอ |
| <input type="checkbox"/> รูปแบบการจัดวางสินค้าไม่ดี | <input type="checkbox"/> การบริการไม่ดี |
| <input type="checkbox"/> ราคาไม่สมเหตุสมผล | <input type="checkbox"/> ไม่มีบริการรถรับส่งลูกค้า |
| <input type="checkbox"/> ไม่ได้รับข่าวสารการโฆษณา | <input type="checkbox"/> ชื่อเสียงของดิสเคาท์เตอร์ |
| <input type="checkbox"/> สถานที่ไม่สะดวก | <input type="checkbox"/> อื่นๆ..... |
| <input type="checkbox"/> พื้นที่ไม่สะอาด | |
5. ใครมีอิทธิพลในการตัดสินใจต่อการเลือกดิสเคาท์เตอร์ที่คุณใช้บริการมากที่สุด
- | | |
|--|-------------------------------------|
| <input type="checkbox"/> เลือกด้วยตัวเอง | <input type="checkbox"/> ครอบครัว |
| <input type="checkbox"/> เพื่อน | <input type="checkbox"/> อื่นๆ..... |

6. ให้ระดับความพอใจของคุณต่อดิสเคาร์ทรีที่คุณใช้บริการมากที่สุดโดยปัจจัยต่อไปนี้

ระดับความพอใจ

	มากที่สุด		ปานกลาง	น้อยที่สุด	
	5	4	3	2	1
ความหลากหลายของสินค้า	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
คุณภาพของสินค้า	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
สินค้ามีพอเพียงแก่ความต้องการ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
รูปแบบการจัดวางสินค้า	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ความเหมาะสมผลของราคา	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ความสะดวกของสถานที่	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ความสะอาดของสถานที่ตั้ง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ความเพียงพอของสถานที่จอดรถ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
โปรโมชั่นลดราคา	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ได้รับข่าวสารการโฆษณา	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ชื่อเสียงของดิสเคาร์ทรี	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ความสุภาพของพนักงาน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ความรวดเร็วในการให้บริการของพนักงาน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
คุณภาพของร้านอาหาร (ฟาสต์ฟู้ด, สุนัขอาหาร)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ความเพียงพอของช่องรับจ่ายเงิน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ความรวดเร็วในการจ่ายเงิน	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. ให้ระดับคะแนนการส่งเสริมการขายที่มีอิทธิพลต่อการตัดสินใจในการซื้อขายสินค้าที่ดิสเคาร์ทรี

ระดับการมีอิทธิพล

	มากที่สุด		ปานกลาง	น้อยที่สุด	
	5	4	3	2	1
ลดราคา	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
แลกของขวัญ/จับรางวัล	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
คู่มือส่วนลด	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
มีพนักงานแนะนำสินค้า	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
แจกสินค้าตัวอย่าง	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
อื่นๆ.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. คุณทราบข่าวการลดราคาสินค้าของคิสเคาร์ทส์ได้รจากทางสื่อใด (ตอบได้มากกว่า 1 ข้อ)

- | | |
|---|--|
| <input type="checkbox"/> โฆษณาทางโทรทัศน์ | <input type="checkbox"/> ป้ายโฆษณา |
| <input type="checkbox"/> โฆษณาทางวิทยุ | <input type="checkbox"/> โบชัวร์/ใบปลิวตามบ้าน |
| <input type="checkbox"/> โฆษณาทางหนังสือพิมพ์ | <input type="checkbox"/> อื่นๆ..... |

9. ให้ระดับคะแนนความพอใจของคุณต่อบริการที่คุณต้องการให้คิสเคาร์ทส์ได้มี

ระดับความพอใจ	มากที่สุด	ปานกลาง	น้อยที่สุด		
	5	4	3	2	1
<input type="checkbox"/> รวดรับส่งลูกค้า	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> ที่สำหรับเด็กเล่น	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> บริการรับส่งสินค้าถึงบ้านโดยพื้นที่ที่ซื้อ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> รายการผ่อนชำระดอกเบี้ยต่ำ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> การรับประกันราคาสินค้าต่ำกว่าที่อื่น	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> เครื่องคิดเลขติดกับรถเข็นสินค้า	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> รถเข็นสำหรับเด็ก	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/> อื่นๆ.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ส่วนที่ 3 ข้อมูลประชากร

1. เพศ

- | | |
|------------------------------|-------------------------------|
| <input type="checkbox"/> ชาย | <input type="checkbox"/> หญิง |
|------------------------------|-------------------------------|

2. อายุ

- | | | |
|--------------------------------|--------------------------------|------------------------------|
| <input type="checkbox"/> <20 | <input type="checkbox"/> 21-29 | |
| <input type="checkbox"/> 30-39 | <input type="checkbox"/> 40-49 | <input type="checkbox"/> >50 |

3. สถานภาพสมรส

- | | |
|-------------------------------|-------------------------------------|
| <input type="checkbox"/> โสด | <input type="checkbox"/> สมรส |
| <input type="checkbox"/> ม่าย | <input type="checkbox"/> อื่นๆ..... |

4. ระดับการศึกษา

- | | |
|------------------------------------|-------------------------------------|
| <input type="checkbox"/> มัธยมต้น | <input type="checkbox"/> ปริญญาโท |
| <input type="checkbox"/> มัธยมปลาย | <input type="checkbox"/> ปริญญาเอก |
| <input type="checkbox"/> ปวช./ปวส. | <input type="checkbox"/> อื่นๆ..... |
| <input type="checkbox"/> ปริญญาตรี | |

5. อาชีพ

☐ รัฐวิสาหกิจ

☐ พนักงานบริษัท

☐ ข้าราชการ

☐ รับจ้าง / ลูกจ้าง

☐ เจ้าของกิจการ

☐ นักเรียน / นักศึกษา

☐ แม่บ้าน / พ่อบ้าน

☐ อื่นๆ.....

6. รายได้ต่อเดือน

☐ ต่ำกว่า 10,000 บาท/เดือน

☐ 10,001-20,000 บาท/เดือน

☐ 20,001-30,000 บาท/เดือน

☐ 30,001-40,000 บาท/เดือน

☐ 40,001-50,000 บาท/เดือน

☐ 50,001-60,000 บาท/เดือน

☐ มากกว่า 60,001 บาท/เดือน

7. จำนวนสมาชิก ณ ที่อยู่ปัจจุบัน

☐ คนเดียว

☐ 2 คน

☐ 3 คน

☐ 4 คน

☐ 5 คน

☐ อื่นๆ.....



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