Abstract

Over the past decade, however, many marketers, wholesalers and retailers have come to the realization that heavy spending on advertising is often not enough to move their products off store shelves and go into the hands of consumers. Sales promotion has become a primary consideration by many investors because it can provide them with higher opportunity to gain sale revenue.

There are many sales promotion tactics such as sampling, coupon, premium, price-offs deal, refunds, bonus packs, contests and sweepstakes. A sales promotion especially for garment product is a major interest of this research. Thus, the objectives of this study are to investigate the effects of a price sales promotion on consumers' behavior, that is, purchase patterns.

The research framework links theories and concepts of sales promotion together in order to establish a conceptual framework. Price sales promotion leads to an increase in quantity purchased of promotion product, total quantity purchased, quantity purchased of promotion product because of brand trial; however, price sales promotion leads to a decrease of quantity purchase in regular price. It is developed for testing the correlation between price sales promotion and consumer purchase patterns; they are quantity purchased, brand trial, promotion product purchased, and non-promotion product purchased.

This paper hypothesizes that there is a positive correlation between price sales promotion and quantity of promotion product purchased, total quantity of product purchased and quantity of promotion product purchased because of brand trial; and

there is a negative correlation between price sales promotion and quantity purchased in regular price.

Non-probability-sampling method is applied. Primary data has been collected from at least 384 respondents by the administration of questionnaire at Central Department Store, Lardprao branch. A simple linear regression analysis and t-statistic are applied for testing all hypotheses.

For the purpose of estimation, general econometric model can be written as $q = b_0 + b_1 P$, when q is quantity of garment purchased and P is price percent discount. The finding results show that all null-hypotheses are rejected.

The statistical results show there exists a positive correlation between price sale promotion and quantities purchased of promotion product, total quantity purchased and quantity purchased because of brand trial and the relationships are statistically significant greater than 95 percent level of confidence. The finding result also shows that there exists a negative correlation between price sales promotion and regular price product purchased and the correlation is statistically significant at greater than 95 percent level of confidence. A variation in amount of garment purchased in all models can be explained at least 25 percent to 44 percent by the variability of percent price discounts. All the correlations are significant at greater than 95 percent level of confidence. They are verified from t-statistics.

The findings of the research help formulate demand equations, which are useful for investors or marketers of garment stores. They can use these demand equations to predict a number of garment purchases when they employ price sales promotion tactic.

Finally, the research suggests an identification of retail shops especially normal brand, and collect data of consumer purchase pattern before, during and after price sale

there is a negative correlation between price sales promotion and quantity purchased in regular price.

Non-probability-sampling method is applied. Primary data has been collected from at least 384 respondents by the administration of questionnaire at Central Department Store, Lardprao branch. A simple linear regression analysis and t-statistic are applied for testing all hypotheses.

For the purpose of estimation, general econometric model can be written as $q = b_0 + b_1P$, when q is quantity of garment purchased and P is price percent discount. The finding results show that all null-hypotheses are rejected.

The statistical results show there exists a positive correlation between price sale promotion and quantities purchased of promotion product, total quantity purchased and quantity purchased because of brand trial and the relationships are statistically significant greater than 95 percent level of confidence. The finding result also shows that there exists a negative correlation between price sales promotion and regular price product purchased and the correlation is statistically significant at greater than 95 percent level of confidence. A variation in amount of garment purchased in all models can be explained at least 25 percent to 44 percent by the variability of percent price discounts. All the correlations are significant at greater than 95 percent level of confidence. They are verified from t-statistics.

The findings of the research help formulate demand equations, which are useful for investors or marketers of garment stores. They can use these demand equations to predict a number of garment purchases when they employ price sales promotion tactic.

Finally, the research suggests an identification of retail shops especially normal brand, and collect data of consumer purchase pattern before, during and after price sale

promotion period. Theoretically, price is not only one factor that affects quantity of garment purchased; it is also affected by other factors such as income, among others. If such relationships are formulated as estimation model, multiple linear regression analysis can be further employed to find the correlation.