



RELATIONSHIP OF MARKETING MIX ELEMENTS AND PURCHASE
DECISION: A STUDY ON FABRIC SOFTENER

By

SUTIPA VITTAYAPREECHAPOL

A Thesis submitted in partial fulfillment
of the requirement for the degree of

Master of Business Administration

Graduate School of Business
Assumption University
Bangkok, Thailand

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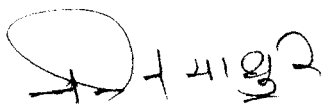
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ABSTRACT

Nowadays, fabric softener has become one of the common products for Thai household. According to the AC Nielsen Retail Index in 2003, the market size of fabric softener in Thailand was estimated at around 3.04 billion baht. Due to this attractiveness, the level of competition was high. Many marketing strategies were implemented in order to capture the shares of mind, and heart and thus resulting in a high sales volume. The marketers need to understand consumer behavior and select the correct combination of the marketing mix in order to gain or sustain their market share. In general the combination of product, price, positioning and packaging in total - not just one or two of these elements in isolation - drives either success or failure.

The marketing mix is one of the most common terms for marketing people and it consists of product, price, place, and promotion. This thesis is being conducted to find the impact of the marketing mix on the purchase decision of fabric softener. The objective is to study the relationship among various elements of the marketing mix and the buyer's purchase decision for fabric softener.

The researcher has conducted the exploratory research using a questionnaire survey method. The questionnaires were distributed to 384 respondents who were the buyers of fabric softener and lived in the Bangkok area in order to collect the primary data. The researcher used non-probability sampling design as there was no sampling frame possible.

In this research, the independent variables are the elements of the marketing mix consisting of product, price, place and promotion. For the dependent variable, it is the purchase decision of fabric softener for the next purchase. For testing the hypotheses, the

researcher used Spearman's rank correlation in order to determine the relationship among variables.

From the hypotheses testing, the result showed that there were only 3 factors that are related to purchase decision. These factors were price, advertisement and premium. Therefore, the researcher suggests that the marketers need to focus on these 3 factors in order to be competitive and increase market share.

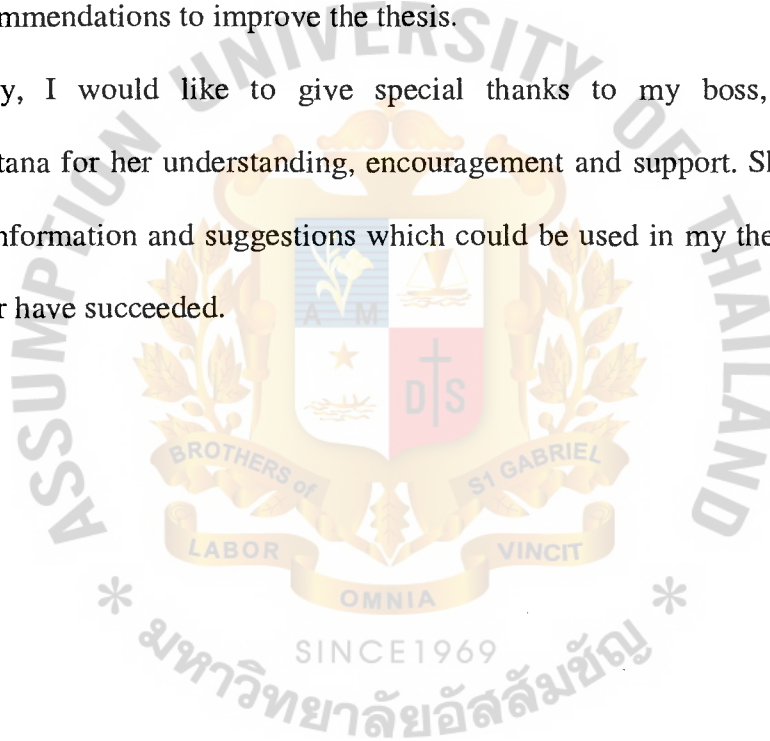


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CHAPTER I

INTRODUCTION

It will not be an exaggeration to suggest that the ability of a marketer to properly identify the influence of several personal factors related to buyers themselves and others related to market forces and the ability to subsequently use these information effectively as well as efficiently in formulating and implementing marketing strategy would be considered a major source for gaining competitive ability in highly competitive and volatile business environment. This information can only be acquired, analyzed and utilized by conducting systematic research. The demand and use of fabric softener is continuously increasing in Thai household. Therefore, any research revealing the relationship between various elements of the marketing mix and the buyers' purchase decision for fabric softener and the comparative impact of these elements on similar purchase decision would be very useful to the marketers of fabric softener. This assumption has motivated the researcher to undertake the proposed research.

1.1 Introduction of the Study

When a consumer goes shopping, he or she implicitly or explicitly has to make four key decisions for each product category. These key decisions include whether to buy a product in a specific category and, if so, which store, which brand, and in what quantity. These key decisions are influenced by factors related to the personal

background and also by the market environment. There are many personal factors that influence decisions of the consumer. These specifically include their income, family size and purchase frequency. Similarly the decision is influenced by factors related to the marketing environment. These specifically include the prices and promotion activities of the various brands and stores.

1.1.1 The concept of Marketing Mix:

The 'marketing mix' is probably the most famous phrase in marketing. The elements of the marketing mix are the marketing 'tactics'. The marketing mix is the blend of controllable marketing variables that the firm uses to achieve its marketing and financial objectives in each target market. It is often referred to as the four "P"s which are Product, Price, Place and Promotion (Armstrong and Kotler, 1999).

Each buyer has a unique personality complexion formed by a demographic and cultural background and influenced by past leanings and experiences. The buyer's decision is significantly influenced by many of these personal considerations. The culture, attitude, previous learning, and personal perception of each buyer perform a critical and significant role in buying process. The buyer is influenced by these factors, and then decides whether or not to purchase, where to purchase, the brand that he or she prefers, and other choices.

According to Armstrong and Kotler, four P's of the marketing mix are defined as follows:

- **Product:** Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, organizations, and ideas.

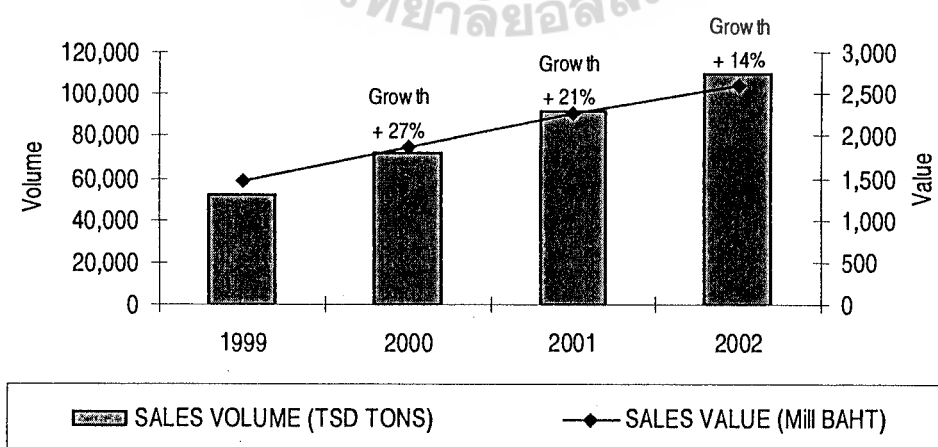
- **Price**: The amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service.
- **Place or distribution**: A set of interdependent organizations involved in the process of making a product or service available for use or consumption by the consumer or business user.
- **Promotion**: Activities that communicate the merits of the product and persuade target consumers to buy it (Kotler & Armstrong, 1999).

1.1.2 Fabric Softener in Thailand:

To conduct systematic research, a researcher primarily needs clearer ideas about fabric softener. Therefore the researcher has gathered the following information about fabric softener in Thailand. This information will highlight several critical dimensions about fabric softeners including the market situation, the market share, and the marketing mix.

Market Situation :

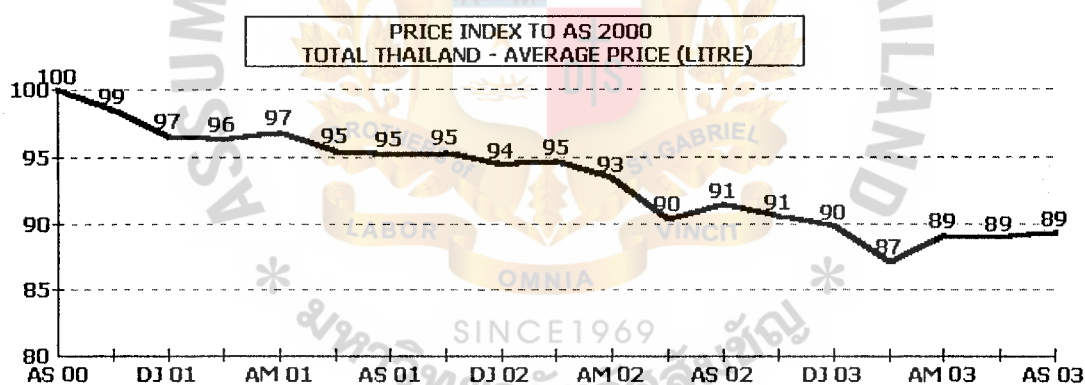
Figure 1.1 The market size of fabric softener in Thailand from 1999 to 2002



Source: ACNielsen Retail Index , 2003

Figure 1.1 illustrates the market size of fabric softener in Thailand. The line charts represent the market size of fabric softener in value in 2002, and bar charts represent the volume in 2002. The sales value of fabric softener in the year 2002 was estimated to be around 2.59 billion baht. The consumption of fabric softener has significantly increased from 52 million tons in 1999 to 109.9 tons in 2002. Market growth has been driven from continuous price reduction. Figure 1.2 illustrates the index of average price per litre by using the price of August-September 2000 as the base period. The average price per litre fell continuously until the period of June-July 2002 when it became constant at the level of 90%.

Figure 1.2 Price Index of Fabric Softener



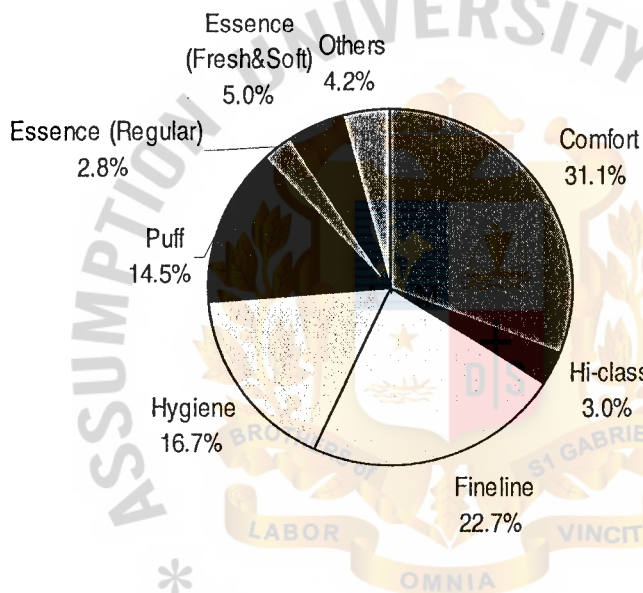
Source: ACNielsen Retail Index, 2003

Another reason for the growth of fabric softener was the change in the attitude of Thai people who now perceive that fabric softener became a useful product to be used after washing clothes. Nowadays, it can be seen that fabric softener has become one of the common household products for most Thai people.

Market Share

According to ACNielsen Retail Index in 2003, the brand leader in fabric softener's industry in year 2003 was Comfort (31.1%), followed by Fineline (22.7%), then Hygiene (16.7%), then Puff (14.5%), then total Essence (7.8%) and finally Hi-class (3%). The total market size of fabric softener had increased from 2.59 billion baht in 2002 to 3.04 billion baht in 2003.

Figure 1.3 Market Share of Fabric Softener in 2003



Source: ACNielsen Retail Index, 2004

Fabric Softener's Marketing Mix

- Product:

All brands of the fabric softener share the same product attributes of a long lasting fragrance, improving the softness, keeping fabric's color and making ironing easier. The degree of product differentiation was quite low in these categories.

In July 2002, Essence launched their fighting brand “Fresh&Soft” in order to compete with other brands. Normally, Essence was positioned as the premium product with a higher price when compared with other brands. Fresh&Soft was positioned as the modern product and sold at the lower price level (see table 1.2 Prices of Fabric Softener). By this strategy, Essence could gain more market share for their total brand (Essence regular and Fresh&Soft) from 4.6% in 2002 to 7.8% in 2003. (ACNielsen, 2004)

Table 1.1 Market share of Fabric Softener (2001-2003)

VALUE SHARE (%)	2001	2002	2003
Comfort	31.10	31.10	31.10
Fineline	20.30	22.70	22.70
Hygiene	21.70	17.90	16.70
Puff	15.10	16.60	14.50
Essence (Regular)	3.70	3.70	2.80
Essence (Fresh&Soft)		0.90	5.00
Hi-class	2.50	2.40	3.00
Others	5.60	4.70	4.20

Source: ACNielsen Retail Index, 2004

Product variety also plays a very important role in marketing, so many brands have introduced their new variants during 2003. The new variants are as follows :

May	:	- Comfort	Sunfresh	(orange)
		- Puff	Jasmine	(yellow)
June	:	- Hi-Class	BlueBara	(blue)
August:		- Fineline	Morning White	(white)
		- Fineline	Sunny Delight	(orange)
		- Hygiene	SnowWhite	(white)

Source :AC Nielsen Report (August-September 2003)

Comfort had spent a large budget on a TVC campaign in order to support the launching of its new variant (Comfort- Sun Fresh). In this study, one of the objectives is to find out whether there is any relationship between product variety and a purchase decision. If there is a strong correlation between these two variables, the marketers need to focus on developing more variety in order to satisfy customer's need.

- **Price:**

The review of Table 1.2, explains that the fabric softener in Thailand can be divided into 3 main groups based on the price of the product. The researcher will focus attention on the product with the price of 800 ml (refill), as it is the most salable size. The first group is the premium price, which comprise of Essence and Fufu. The second group is the moderate price including Comfort, Fineline, Puff, Hygiene and Hi-class. The last group is the low price including Fresh&Soft and Tops.

Table 1.2 Prices of Fabric Softener (as of November 5, 2003)

	Brand	800 ml			2000 ml		3600 ml	3800 ml
		Refill	Refill Pack 3	Bottle	Refill	Bottle	Gallon	Gallon
Premium Price	Essence	22.00				67.50		
	FUFU	22.00						
Moderate Price	Hygiene	18.50	54.50		47.00			95.00
	Comfort	18.25	54.00					84.00
	Fineline	18.00	53.00					89.00
	Puff	18.00	52.00	18.25	49.00		85.00	
	Hi-class	17.50						
Low Price	Fresh&Soft	16.00						
	Tops	15.50						

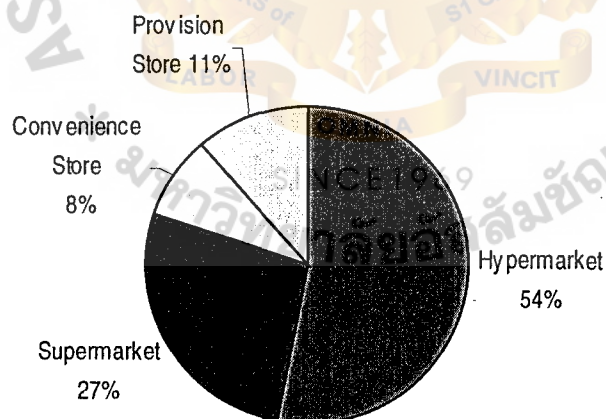
Source: Tops Supermarket (Central Rama III) field study by researcher.

- **Place:**

Regarding the penetration of fabric softener in Thailand, Taylor Nelson Sofres conducted the consumer panel for fabric softener and collected data from 2,000 samples, which would represent 5.9 million urban households in Thailand. A Panel is a permanent and representative sample of one studied population which is used to regularly and continuously observe and measure consumer behavior. According to their information, the penetration of fabric softener in a Thai household was estimated around 91.7% in year 2003. This means that in 100 households, there would be more than 91 household that were using fabric softener, which is quite high.

Figure 1.4 Fabric Softener Market by Shoptype in Volume %

(Total Urban Thailand: Q2/02 – Q2/03)



Source: Taylor Nelson Sofres, 2003

Figure 1.4 illustrates the market of fabric softener in Thailand by shop type. Tarlor Nelson Sofres collected the information from their panel regarding the places

where fabric softener was purchased. The research showed that 54% of the fabric softeners were purchased from Hypermarket, followed by Supermarket (27%), Provision Stores (11%), and Convenience Stores (8%). This showed that modern trades played very important roles in distributing fabric softener.

- **Promotion:**

Table 1.3 represents various types of advertising which had been used during year 2003. Total gross media expenditures of fabric softener in year 2003 was estimated around 121.3 million baht. Comfort was the brand which spent the most, followed by Essence, Fineline, Hygiene, Pro Win and Hi-class respectively. Most of the expenditures were spent on Television, followed by magazines and press respectively.

Table 1.3 : Gross Media Expenditure : Fabric Softener (Jan-Dec 2003)

Baht'000	Television	Press	Magazine	Radio	Outdoor	TOTAL
Comfort	85,261	1,075				86,336
Essence	14,418	465	78	1,843		16,804
Fineline		738	2,170	9,239	3,015	15,162
Hygiene	2,604					2,604
Pro Win		239	106			345
Hi-class			38	66		104
TOTAL	102,283	2,517	2,392	11,148	3,015	121,355

Source: Adquest- ACNielsen, 2003

According to the Adquest-ACNielsen, the media spending was significantly increased from 33.6 million baht in 2002 to 121.35 million baht in 2003 (Jan-Dec). The reason was Comfort's advertising campaign to create the awareness for their new variant (Comfort – Sun Fresh). The large increase in total media expenditure in this

category could also reflect the competition level. The marketers need to understand a consumer's behavior and their buying decision process so that they can allocate their budget effectively.

1.2 Statement of the Problem

As stated earlier, the level of competition of fabric softener is quite high so the marketing mix should be carefully studied.

In order to formulate the effective marketing programs, the marketers need to determine which element of the marketing mix is the most important so that we could focus on that "P". As there are the constraints to resources of the firms, especially in budget and time, the firms need to allocate the available budget to the most important element of marketing mix first. We need to find out which "P" that leads to the purchasing decision and which "P" is less relevant. To understand the consumer buyer behavior is to understand how the person interacts with the marketing mix.

Lack of understanding about the factors relating to the consumer's purchasing decision would lead to misallocation of a company's resources. In some cases, the company may focus on the wrong "P" thus result in less effective marketing programs. For example, using too much price-cutting strategy may destroy brand image.

Therefore, the statement of problem for the proposed research is, "What is the relationship among various elements of a marketing mix and a buyers' purchase decision for fabric softener and comparative impact of these elements on similar purchase decision?"

To solve the above problem, the next section is concerned with the statement of objectives to identify what should be accomplished.

1.3 Research Objectives

In order to find out the relationship between various elements of a marketing mix and the post purchase decision of buyers for fabric softener, following research objectives have been identified to follow for the proposed research:

- 1.3.1 To study the relationship between various elements of a marketing mix and the buyer's purchase decision for fabric softener.
- 1.3.2 To identify comparative impact among product, price, place and promotion on buying decisions for fabric softener.

1.4 Scope of the Research

The present research will focus its attention on identifying the buying behavior of customers for fabric softener at the last but one stage (purchase decision) of the buying process. The researcher will exclusively seek responses of such consumers who are residing in the Bangkok area. The researcher will investigate the relationship of each element of the marketing mix related to the buying decision for fabric softener.

1.5 Limitations of the Research

- 1.5.1 The present study focuses attention on investigating the relationship between elements of the marketing mix related to the buying decisions of residents of Bangkok. Therefore, its findings may not be generalized for other respondents who are not residing in the Bangkok area without specifically considering their demographic profile.

- 1.5.2 The present study focuses attention on investigating the relationship between elements of the marketing mix related to the buying decision of residents of Bangkok for fabric softeners by identifying specific variables (after reviewing related literature). Therefore, its findings may not be generalized for variables not included in the research framework of this proposed study.
- 1.5.3 The present research will be conducted in a specific time-frame, therefore its findings may not be generalized for other timeframes without specifically considering profile of those timeframes.

1.6 Significance of the Study

As stated before, the objective of this study is to determine the relationship between marketing mix and purchase behavior. Therefore, the benefit of this research is to enable marketers to understand the consumer behavior and the factors that drive their purchase decision. This would also allow marketer to formulate appropriate marketing strategies by focusing on the most important “P”.

1.7 Definition of Terms

1. ACNielsen Retail Index The Retail measurement that provides continuous tracking of consumer purchases at the point of sale through scanning technology and in-store audits. Clients receive detailed information on actual purchases, market shares, distribution, pricing, and merchandising and promotional activities
- (<http://www.acnielsen.com/site/about/>, 8/10/2003).

2. Consumer Panels

The collected information regarding the actual purchases of all main grocery markets using a continuous representative sample of households thus results are accurate and consistent information

(http://www.tnsfres.com/industryexpertise/consumer/pnel_purchase_house.cfm, 8/10/2003).

3. Distribution

A channel of distribution comprises a set of institutions which perform all of the activities utilized to move a product and its title from production to consumption (Bucklin, 1966).

4. Fabric Softener

Laundry additive that is usually added into the washings before the last rinse in order to enhance or improve the softness/fluff of fabric (ACNielsen Category Definition).

5. Marketing Mix

The unique configuration of the four basic marketing variables (product, promotion, price, and channels of distribution) that a marketing organization controls (Schiffman and Kanuk, 1994).

6. Price Amount of money a buyer must give the seller for a specific quantity of the product (Dalrymple and Parsons, 1990).
7. Product Anything that can be offered to a market for attention, acquisition, use of consumption and that may satisfy a need or want (Kotler, 1997).
8. Promotion Activities that communicate the merits of the product and persuade target customers to consume it (Kotler, 1997).
9. Purchase Decision The stage of the buyer decision process in which the consumer actually buys the products (Armstrong and Kotler, 1999).

CHAPTER II

LITERATURE REVIEW

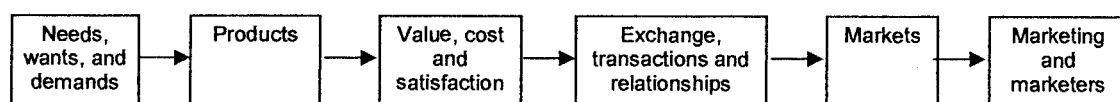
Every research proposal needs support of relevant and authentic literature. In order to provide literature support to the proposed research and subsequently develop research framework, the researcher has reviewed the related literature. In this chapter a brief description will be provided about reviewed literature. It will include literature related to the concepts and theories of marketing with specific reference to the marketing mix, consumer behavior, and consumer buying process.

2.1 The Concepts of Marketing

Selling and buying is a social process in which buyers attempt to satisfy their various needs by buying products and services and the marketers use their managerial abilities to sell their products and services to the potential buyers.

Marketing is a social as well as managerial process by which individuals and groups obtain what they need and want and marketers attempt to satisfy these needs by creating and exchanging products and values with others (Armstrong and Kotler, 1999). The term “Marketing” is also defined as the activities designed to enhance the flow of goods, services, and ideas from producers to consumers in order to satisfy consumer needs and wants (Schiffman and Kanuk, 1994).

Figure 2.1: The Core Concepts of Marketing



Source: Philip Kotler, Marketing Management, 1997

This definition of marketing rests on the following core concepts; needs, wants, and demands; product; value, cost and satisfaction; exchange, transactions, and relationships; markets; and marketing and marketers. These concepts are illustrated in Figure 2-1 and discussed below.

2.1.1 Needs, Wants, and Demands

According to Schiffman and Kanuk, need recognition means the realization by the consumer that there is a difference between “what is” and “what should be” (Schiffman and Kanuk, 1994).

The process of marketing begins with the creation of needs in the potential customers and their desire to satisfy these needs along with the ability of the marketers to satisfy these needs by providing required products and services to such potential customers. Creation of a need is the situation where an individual considers some physiological or psychological deficiency, and then deploys efforts to make-up for these deficiencies. Customers require several products, or services, to satisfy their basic or exclusive needs. These needs are not created by the biological structure or social environment or generated by marketing strategies of the business world. It has been observed and explained by researchers that the market alone does not create needs.

2.1.2 Products

The Product is the main instrument offered by the market to potential customers to satisfy their needs. The marketer's job is to understand human needs, create products accordingly, and develop a mechanism by which they can motivate

Opotential customers to accept these products in order to satisfy their needs. Several researchers have attempted to systematically define the product.

The product could also be defined as a tangible good, service, idea, or some combination of these that satisfies a consumer's or a business customer's needs through the exchange process, which has a bundle of attributes including features, function, benefits, and uses (Solomon and Stuart, 2000).

2.1.3 Value, Cost, and Satisfaction

The Customer value is the difference between the values the customer gains from owning and using a product, and the costs of obtaining the product. Customers do not often judge product values and costs accurately or objectively. Customer satisfaction depends on a product's perceived performance in delivering value relative to a buyer's expectations. If the product's performance falls short of the customer's expectations, the buyer is dissatisfied (Armstrong and Kotler, 1999).

Value is the consumer's estimate of the product's overall capacity to satisfy his or her needs. Since each product involves a cost, people will choose the product that will produce the most value per dollar (Kotler, 1991).

2.1.4 Exchange, Transactions, and Relationships

Marketing emerges when people decide to satisfy needs and wants through exchange. Exchange is the act of obtaining a desired product from someone by offering them something in return. A transaction consists of a trade of values between two parties. A transaction involves several dimensions: at least two things of value, agreed upon conditions, a time of agreement, and a place of agreement (Kotler, 1991).

2.1.5 Markets

A market consists of all the consumers who share a common need that can be satisfied by a specific product or service and who have the resources, willingness, and authority to make the exchange. A marketplace used to be a location where buying and selling occurs face-to-face. In today's "wired" world, however, buyers and sellers might not even see each other. Today's marketplace has assumed a variety of forms in which merchants, distributors, brokers, agents, and other third parties conduct the exchanges. The modern marketplace may be a shopping mall, a mail-order catalog, a television shopping network, a home page on the World Wide Web, or even a neighborhood garage sale (Solomon and Stuart, 2000).

2.1.6 Marketing and Marketers

Marketing could be defined as activities designed to enhance the flow of goods, services, and ideas from producers to consumers in order to satisfy consumer needs and wants (Schiffman and Kanuk, 1994). Marketing is a process of planning and executing. The idea of marketing as a process has taken on new importance today. It tells us that successful marketing exchanges occur continually over time. For many marketers, it is no longer acceptable to view doing business as a one-time deal in which a company tries to "put one over" on its customers by delivering a minimal product at a maximum price (Solomon and Stuart, 2000). Marketing identifies customer needs and wants and facilitates the process of satisfying them. This may involve gathering information through specially commissioned market research studies. In addition, the organization will have many other ways of obtaining information on consumer needs and wants. It may have a formalized marketing information system, or it may simply make use of systematic feedback of information

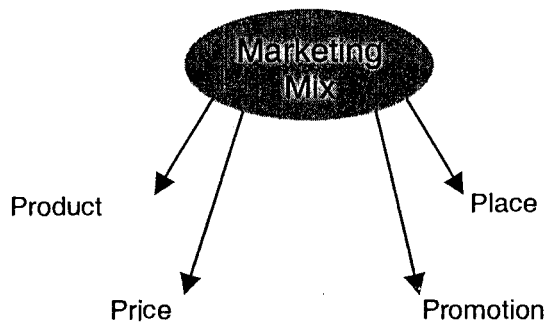
from all its staff who come in contact with customers and distributors. Organizations need to inform prospective customers that they can satisfy customers' wants and needs. This they do with the aid of the promotional mix – a combination of advertising, personal selling, sales promotion and public relations. In addition because firms are in competition with one another they have to use marketing communications to inform the market that their product is superior to that of their competitors (Proctor, 1996).

2.2 Concept of Marketing Mix:

As a marketer determines the best way to present a good or service for a consumers' consideration, he or she has many decisions to make. The marketer's strategic toolbox is called the marketing mix, which consists of the tools that are used together to create a desired response among a set of predefined consumers. These tools include the product itself, the price of the product, the place where it is available, and the activities that introduce it to consumers. The elements of the marketing mix are commonly known as the four Ps for product, price, promotion and place (Solomon and Stuart, 2000).

Product, prices, distribution, and promotion are adjusted to obtain a chosen marketing mix and the resulting product position within the selected target market(s). A sound understanding of consumer behavior is necessary in order to structure the marketing mix properly (Hawkin, Best and Coney, 1992).

Figure 2.2 The Four Ps of the Marketing Mix



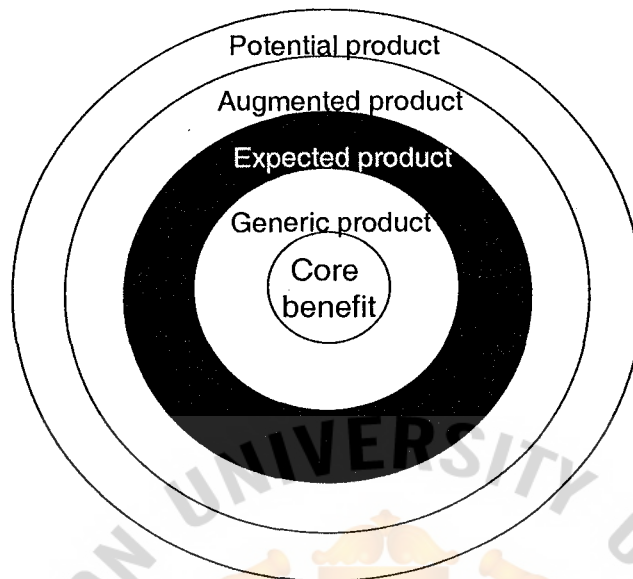
Product	Price	Place	Promotion
Brand name Packaging Quality Product Variety	Retail Price	Channels Shelf Locations	Sales Promotion TVC Advertising

Source: Philip Kotler, Marketing Management, 1991

2.2.1 Product

Products can be defined as goods and services that fill customer needs. Every product is made up of a set of tangible and intangible characteristics. The most obvious are features such as color, shape, and price. More subtle components include styling and quality levels. Most products are marketed under brand names that help to identify them for promotional purposes. Packaging is an important characteristic for physical products. Not only does packaging protect products, but it helps catch the attention of the buyers in retail stores. Packaging has the added advantage that it can make products easier to use (Dalrymple and Parsons, 1990).

Figure 2.3 Five Product Levels



Source: Kotler P., Marketing Management, 1991

Figure 2.3 illustrates the five product levels. The most fundamental level is the core benefit, namely the fundamental service or benefit that the customer is really buying (Kotler, 1991). The core product consists of all the benefits the product will provide for consumers or business customers (Solomon and Stuart, 2000). The marketer has to turn the core benefit into a generic product, namely a basic version of the product. At the third level, the marketer prepares an expected product, namely a set of attributes and conditions that buyers normally expect and agree to when they purchase this product. At the fourth level, the marketer prepares an augmented product, namely one that includes additional services and benefits that distinguish the company's offer from competitors' offers (Kotler, 1991). According to Solomon and Stuart, an augmented product can be defined as the actual product plus other supporting features such as a warranty, credit, delivery, installation, and repair service after the sale. At the fifth level stands the potential product, namely all of the

augmentations and transformations that this product might ultimately undergo in the future (Kotler, 1991).

From the above information, fabric softener can be classified as the expected product that the consumers were expecting with some basic product attributes such as the softness improvement, fragrance, etc. As there was no additional feature offered by most then we could not classify it as the augmented product.

Product Decisions:

Figure 2.4 shows the important decisions in the development and marketing of the individual products and services. The researcher will focus on decisions about the product's attributes, branding, and packaging.

Figure 2.4 Individual product decisions



Source: Principle of Marketing (Kotler & Armstrong, 1999)

Product Attributes:

Developing a product or service involves defining the benefits that it will offer. These benefits are communicated and delivered by product attributes, such as quality, features, and design.

- **Product Quality:** The ability of a firm to compete is often influenced by the quality of the products they offer for sale (Dalrymple and Parsons, 1990). Quality is one of the marketer's major positioning tools. Product quality has a two dimension level and consistency. In developing a product, the marketer must first choose a quality level that will support the product's position in the

target market. Here, product quality means performance quality, or the ability of a product to perform its functions. Beyond quality level, high quality also can mean high levels of quality consistency. Here, product quality means conformance quality- freedom from defects and consistency in delivering a targeted level of performance (Armstrong and Kotler, 1999).

- **Product Features**: Features relate to specific characteristics of a product that may provide different benefits to users. Products are made to appeal to different customer groups by producers incorporating different features into their products. These, in turn, produce different benefits in recognition of the fact that people have different requirements. This is known as the strategy of product differentiation and is a means of gaining a competitive advantage in the market place (Proctor, 1996).
- **Product Design**: Another way to add customer value is through distinctive product design. Design can be one of the most powerful competitive weapons in a company's marketing arsenal. A good design can attract attention, improve product performance, cut production cost, and give the product a strong competitive advantage in the target market (Armstrong and Kotler, 1999).

Branding:

Brands include all names, terms symbols, or designs that are used to identify and differentiate the goods of one seller from those of the competitors. Brands allow the customer to recognize products and increase the chances for repeat sales. In addition, brands facilitate the development of permanent price-quality images for products. Brands also simplify the introduction of new products and allow the

manufacturer some control over the channel of distribution (Dalrymple and Parsons, 1990). Perhaps the most distinctive skill of professional marketers is their ability to create, maintain, protect, and enhance brands of its products and services. A brand is a name, term, sign, symbol, or design, or a combination of these that identifies the maker or seller of a product or service. Consumers view a brand as an important part of a product, and branding can add value to a product. Branding helps buyers in many ways. Brand names help consumers identify products that might benefit them. Brands also tell the buyer something about the product quality. Buyers who always buy the same brand know that they will get the same features, benefits, and quality each time they buy. Branding also gives the seller several advantages. The brand name becomes the basis on which a whole story can be built about a product's special qualities. The seller's brand name and trademark provide legal protection for unique product features that otherwise might be copied by competitors (Kotler & Armstrong, 1999).

Branding could also be defined as the use of name, term symbol, design or a combination of these- to identify a product. It includes the use of brand names, trademarks, and practically all other means of product identification (Perreault and McCarthy, 1999). According to Assael, branding is the process of creating an association between a symbol/ object/ emotion/ perception and a product/company with the goal of driving loyalty and creating differentiation. For example, through product packaging and advertising, Coca Cola has created an association between many different objects and its brands. The hourglass shaped bottle, the red and white colors, and even the font of its logo together make Coca Cola distinctive from competitors. The product's past ability to satisfy consumer needs and its widespread distribution play an important role in consumption, however constant advertising has

been successful in reinforcing past positive associations between the brand and consumers (Assael, 1998).

The branding has multidimensional roles to perform. The main functions of branding include the specific recognition of the well-promoted value of concerned products or services. Branding also attempts to satisfy emotional and cultural issues of potential customers. Branding also helps to facilitate the consumers' decision-making process in a peculiar situation when markets are flooded with similar or substitute products or services available to satisfy their needs. It has been suggested by researchers that in spite of its (branding) multi-dimensional significance, it is very difficult to measure the extent of its contribution in the marketing process.

There is no question that a strong brand is an important corporate asset. Brand equity cannot be measured in dollars and cents but rather it is a direct result of how consumers value a brand based on their experiences and perceptions. It is these experiences and perceptions that permit the brand to earn greater volume or margins than it could without the brand name.

Products that are successful in implementing a positioning strategy usually develop a high level of brand equity. Brand equity is the added value that knowledge about a brand brings to a product offering over and above its basic functional qualities. Brand equity may create a variety of benefits for a firm. Specifically with strong brand equity, a firm can more easily obtain strong promotional support from wholesalers or retailers. Also, strong brand equity reinforces customer loyalty to a brand (Guiltnan, Paul and Madden, 1997).

Packaging:

A package is the covering or container for a product, but it's also a lot more. Marketers, who want to create great packaging that meets and exceeds consumers' needs and that creates a competitive advantage, must understand all the things a package does for a product. In addition to protecting the product, effective packaging makes it easy for consumers to handle and store the product (Solomon and Stuart, 2000).

Traditionally, the primary function of the package was to contain and protect the product. In recent times, however, numerous factors have made packaging an important marketing tool. Increased competition and clutter on retail store shelves means that packages must now perform many sales tasks, like attracting attention, describing the product, and even making the sale. Innovative packaging can give a company an advantage over competitors. In contrast, poorly designed packages can cause headaches for consumers and lost sales for the company. Developing a good package for a new product requires making many decisions. First, the company must establish the packaging concept, which states what the package should be or do for the product. Decisions then must be made on specific elements of the package, such as size, shape, materials, color, text, and brand mark. These elements must work together to support the product's position and marketing strategy. The package must be consistent with the product's advertising, pricing, and distribution (Armstrong and Kotler, 1999).

2.2.2 Price

The price of a product is the amount of money a buyer must give the seller for a specific quantity of the product. The buyer sometimes gives up a good or service

instead of money, in which case we have a barter arrangement (Dalrymple and Parsons, 1990).

A number of research studies support the view that consumers rely on price as an indicator of product quality. Several studies have shown that consumers attribute different qualities to identical products that carry different price labels. Because price is so often considered to be an indicator of quality, some products deliberately emphasize a high price to underscore their claims of quality (Schiffman and Kanuk, 1994).

The price is the amount of money charged for a product or service. More broadly, the price is the sum of all the values that consumers exchange for the benefits of having or using the product or service. Historically, the price has been the major factor affecting buyer choice. The price is the one element of the marketing mix that creates sales revenues. The other elements of the marketing mix are related to the cost. Price is also one of the most flexible elements of the marketing mix. Unlike product features and channel commitments, price can be changed quickly. At the same time, pricing and price competition is the number one problem facing many marketing executives. The most common mistakes are that pricing that is too cost oriented, that the price does not take the rest of the marketing mix into account, and that prices that are not varied enough for different products, market segments, and purchase occasions (Kotler & Armstrong, 1999).

From the consumer's view, price has two major implications. An obvious one is that the price represents the cost to the consumer, and so a low price is desirable. But second, the price also often implies something about product quality (Howard, 1994).

The price has to be in line with the perceived value of the offer, or else buyers will purchase competing products. The company's pricing decisions are influenced by a number of company's internal factors that include the company's marketing objectives, marketing mix strategy, costs, and organization. The price of the product is also influenced by external factors that include the nature of the market and demand, competition, and other environmental factors. The price is announced and realized by the companies in many ways, such as list price, discounts, allowances, payment period, and credit.

Price could also reflect the level of a product's quality. Consumers often judge the quality of a product or service on the basis of a variety of informational cues that they associate with the product. Some of these cues are intrinsic to the product, or service and others are extrinsic, such as price, store image, service environment, brand image, and promotional message. Either singly or in composite, such cues provide the basis for perceptions of product and service quality. A number of research studies support the view that consumers rely on price as an indicator of product quality. Several studies have shown that consumers attribute different qualities to identical products that carry different price labels. Because the price is so often considered to be an indicator of quality, some products deliberately emphasize a high price to underscore their claims of quality. Consumers use price as a surrogate indicator of quality if they have little information to go on, or if they have little confidence in their own ability to make the choice on other grounds. When the consumer is familiar with a brand name or has experience with a product, price declines as a factor in the product selection. The price/quality relationship also extends into the realm of consumer services, though the extent of positive price/quality perceptions varies across service categories (Schiffman and Kanuk, 1994).

2.2.3 Place (Channel of distribution)

The place, or channel of distribution, critically influences the buyers' decision-making process. Several researchers have suggested that the place or distribution of channel performs the key role of moving products or services from creators to the users.

A channel of distribution comprises a set of institutions, which perform all of the activities utilized to move a product and its title from production to consumption (Bucklin, 1966). It is the mechanism through which goods and/or services are moved from the manufacturer/ service provider to the user or consumer. According to Kotler, A place stands for the various activities the company undertakes to make the product easily accessible and available to target customers (Kotler, 1991).

Obtaining distribution, such as space on the retailer's shelf, can be difficult. The retailer has to be persuaded it will be profitable to do so. It can be vital to the success of a product. The distribution channel is one of the major elements of the consumer's environment, and one of the most complex features (Howard, 1994).

Space planning is how retailers utilize the store's total space in order to achieve acceptable levels of productivity from each unit of space. Product location in the store is a major factor in driving sales. Whether it's an adjacency issue, top vs. bottom shelf, end vs. middle of the category, etc., placement can have a major bearing on a product's success. Retailers are keen to do everything possible to make their systems more efficient, while maximizing their profit. Two key areas where this can be realized is in the initial store layout (what categories of goods to sell and how much space is allocated to each category) and how the individual products are placed on the shelves.

Although almost everyone agrees shelf space matters, the question of how much it really matters is still widely argued. A brand has very little chance of selling if it is unable to get on the shelf in the first place, and shelf space is becoming increasingly scarce. Over the past twenty years, there has been a rapid increase in the number of new items stocked and a decline in the average selling space devoted to specific goods (Anderson, 1979). This means that when the shelf space of one brand is increased, the shelf space of another brand is decreased. The first effect that allocating additional shelf space to one brand has, is effectively blocking out the competition's brands and brand extensions, and possibly keeping them off the shelves completely. Dreze (1994) stated that there were two distinct ways in which changes in shelf management can affect category and/or brand performance. Firstly, changes in space influence the probability of being out-of-stock. Secondly, changes in space can affect consumer attention. Altering the visibility of a product through changes in location or number of facings should alter the probability of purchase.

The place decisions are those associated with the channels of distribution that serve as the means for getting the product to the target customers. The distribution system performs transactional, logistical, and facilitating functions.

2.2.4 Promotion

The business environment has become highly volatile and competitive. This has enhanced the significance of promotional activities from the point of view of the marketers. It establishes a communication between the potential customer and the marketers. Those marketers who fail to monitor their promotional activities systematically find a lot of difficulties to survive in the market.

The promotion stands for various activities that communicate the merit of the product and persuade target customers to buy it (Armstrong and Kotler, 1999). The promotional activities also help in building the image of the products and services in the minds of consumers. The promotional activities help the marketers to increase their sales and margin of profit. It also ensures the longer survival to the marketers in the market, and helps them to gain competitive abilities. The promotion element of marketing mix consists of advertising, personal selling, sales promotion, merchandising and public relations.

2.3 The Consumer Buying Process:

The consumer is the most critical element contributing to a brand's success. Consumers have become more sophisticated and knowledgeable which means that the manufacturers need to use the marketing tools in order to understand their behaviors, lifestyles and how they respond to the stimuli they receive.

The term consumer behavior refers to the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. The study of consumer behavior is the study of how individuals make decisions to spend their available resources which includes time, money, and effort on consumption related items (Schiffman and Kanuk, 1994).

Consumer behavior can be defined as those acts of individuals that involve buying and using products and services, including the decision processes that precede and determine those acts (Kinnear and Bernhardt, 1983).

To understand the consumer buyer behavior is to understand how the person interacts with the marketing mix. The psychology of each individual considers the product or service on offer in relation to his or her own culture, attitude, previous

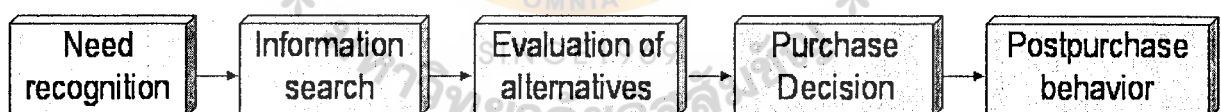
learning, and personal perception. The consumer then decides whether or not to purchase, where to purchase, the brand that he or she prefers, and other choices. Buyer behavior is focused upon the needs of individuals, groups and organizations. It is important to understand the relevance of human needs to buyer behavior as the marketing is to satisfy consumer's need.

It is very difficult to identify the causes of consumer behavior. People buy things for many reasons. They seldom are aware of all their feelings and think processes concerning purchases, and many external forces, such as economic and social conditions, constrain their behavior.

2.3.1 Stages in the Buying Decision Process

The buying decision process consists of five stages: problem recognition, information search, evaluation the alternatives, purchase decision, and postpurchase behavior (Kotler, 1991).

Figure 2.5 Five-Stage Model of Buying Process



Source: Kotler P., Marketing Management, 1991

Figure 2.5 shows the full range of considerations that arise when a consumer is going to make a purchase decision. This model implies that consumers pass through all five stages in buying a product.

Stage 1 : Need Recognition

The recognition of a need is likely to occur when a consumer is faced with a problem (Schiffman and Kanuk, 1994). Problem recognition occurs whenever the consumer sees a significant difference between his or her current state of affairs and some desired or ideal state. The consumer perceives there is a problem to be solved, which may be small or large, simple or complex (Solomon, 1999). The buying process starts when the buyer recognizes a problem or need. The need can be triggered by internal or external stimuli. In the former case, one of the person's normal needs-hunger, thirst, sex-rises to a thresh old level and becomes a drive (Kotler, 1991).

Stage 2 : Information Search

Once a problem has been recognized, consumers need the adequate information to resolve it. Information search is the process by which the consumer surveys his or her environment for appropriate data to make a reasonable decision (Solomon, 1999). Thus, information search begins when a consumer perceives the need that might be satisfied by buying and using the product. The extent of the information search in a particular decision-making process depends on the characteristics of the individual consumer (attitudes, knowledge and experience, motivation, involvement) market characteristics (the number of an alternatives, price range, information availability), and situational characteristics (time constraints, financial pressure) (Schiffman and Kanuk, 1987).

Consumer information sources fall into four groups:

- Personal sources: Family, friends, neighbors, acquaintances
- Commercial sources: Advertising, salespersons, dealers, packaging, displays
- Public sources: Mass media, consumer-rating organizations
- Experiential sources: Handling, examining, using the product. (Kotler, 1991).

Stage 3 : Evaluation of alternatives

Much of the effort that goes into a purchase decision occurs at the stage in which a choice must be made from the available alternatives (Solomon, 1999).

Certain basic concepts will help the researcher to understand the consumer evaluation processes. First of all, the consumers are trying to satisfy some need. Therefore, they are looking for certain benefits from the product solution. The consumers see each product as a bundle of attributes with varying capabilities of delivering the sought benefits and satisfying this need. Consumers will differ as to which product attributes are seen as relevant or salient. They will pay the most attention to the ones that will deliver the sought benefits (Kotler, 1991).

Stage 4 : Purchase Decision

Once the relevant options from a category have been assembled and evaluated, a choice must be made among them. In the evaluation stage, the consumer forms preferences among the brands in the choice set. The consumer may also form a purchase intention to buy the most preferred brand. There are three types of purchases: a trial purchase, a repeat purchase, and a long-term commitment purchases (brand loyalty). When a consumer purchases a product for the first time and buys a smaller quantity than usual, this purchase would be considered a trial. Thus, a trial is

the exploratory phase of purchase behavior in which consumers attempt to evaluate a product through direct use. When a brand in an established product category is found by trial to be more satisfactory or better than another brands, consumers are likely to repeat the purchase (Solomon, 1999)

Stage 5: Postpurchase Behavior

As consumers use a product, particularly during a trial purchase, they evaluate its performance in light of their own expectations: (1) actual performance matches expectations, leading to a neutral feeling; (2) performance exceeds expectations, causing what is known as positive disconfirmation (which leads to satisfaction); and (3) performance is below expectations, causing negative disconfirmation and dissatisfaction (Schiffman and Kanuk, 1994).

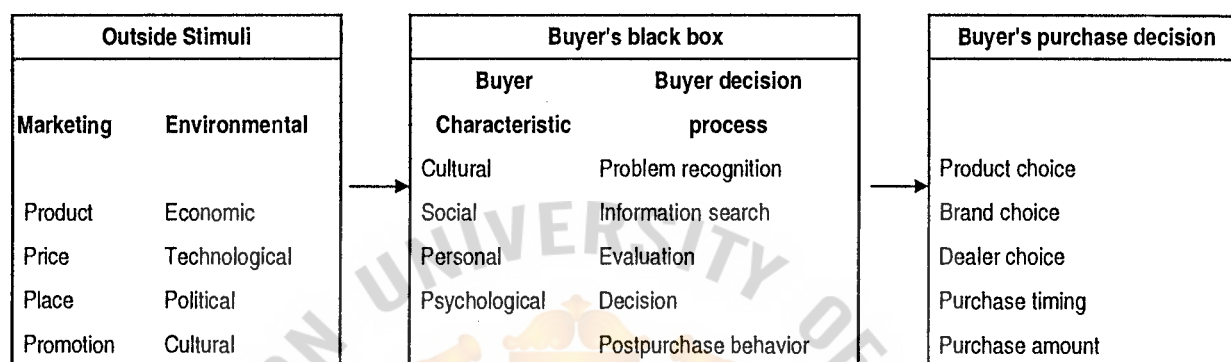
After purchasing the product, the consumer will experience some level of satisfaction or dissatisfaction. The consumer will also engage in postpurchase actions and product uses of interest to the marketer. The marketer's job does not end when the product is bought but continues into the postpurchase period. The buyer's satisfaction is a function of the closeness between the buyer's product expectations and the product's perceived performance. If the product's performance falls short of customer expectations, the customer is disappointed; if it meets expectations, the customer is satisfied; if it exceeds expectations, the customer is delighted. These feelings make a difference in whether the customer buys the product again and talks favorably or unfavorably about the product to others (Kotler, 1991).

The marketing mix approaches the customer at the third stage as they become the alternatives for customers. Different brands are offered at different degrees of the marketing mix in which the customers have to evaluate which alternative serve their

need best. The marketers need to understand which element of the marketing mix that has the greatest impact for the consumers in making a purchase decision.

2.3.2 Model of Buying Behavior

Figure 2.6 Model of Buyer Behavior



Source: Kotler P., Marketing Management (1991)

Figure 2.6 indicates that a buyer's purchase decisions are highly influenced by the buyer's cultural, social, personal and psychological factors. For the most part, they are "non-controllable" by the marketer but must be taken into account (Kotler, 1991). Individual marketing mix variables can lead to more than one response on the part of the consumer with varying degrees of success. Most firms need guidelines that will indicate how their actions actually influence trial and repeat purchases by consumers. Consumers' actions or their reactions to marketing mix stimuli include increased awareness of, interest in, and desire for a product, in addition to actual purchase of the product.

The processes inside the black box are regarded as being unknown, and no attempt is made to model their nature in the stimulus-response model. Rather, only their outcomes are monitored. The marketing mix variables are not the only stimuli

producing a response on the part of the consumer. Many forces not under the direct control of firms also influence consumer behavior. These are labeled environmental factors and include economic conditions, social determinants, and cultural influences. Marketers have little or no control over these, but they do try to anticipate and forecast their effects.

The marketing stimuli consists of the 4P's: product, price, place or distribution, and promotion. Other stimuli include major forces and events in buyer's environment: economic, technological, political, and competition. Both other stimuli and the elements of the marketing mix enter the buyer's black box and interact with the buyer's characteristics and decision processes to produce a series of output in form of purchase decisions. Included within these is the question of whether to buy and, if so, which product and brand, which dealer, when, and in what quantities. The buyer characteristics including cultural, social, personal, and psychological factors influence how he/she has perceived and reacted to the stimuli. The buyer's decision process consists of need recognition, information search, evaluation of alternative, purchase decision, and post-purchase behavior. Then, they are turned into a set of observable product choice, brand choice, purchase timing, and purchase amount. Nevertheless, not all of these decisions are applicable to every situation (Kotler, 1991).

Empirical Research

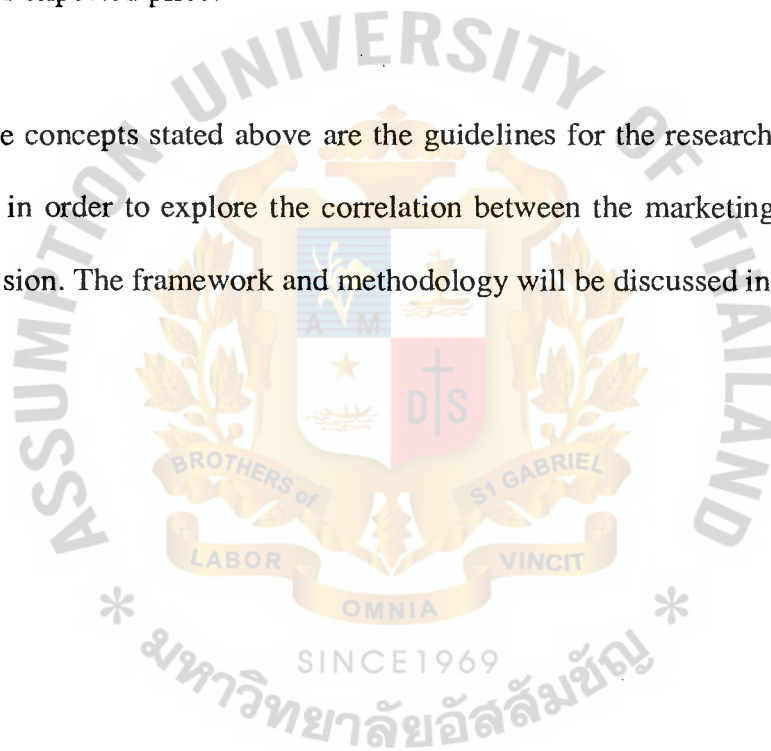
There were some previous empirical research which could be the secondary data for this study. There are as follows:

Regarding the shelf management and space elasticity, Dreze (1994) conducted research to evaluate whether better management of product location or product facings can provide greater returns to the retailer. He found that a retailer can increase sales (and profits) by better managing existing shelf space. He developed a model to measure the effect of changes in product location and shelf space allocations on sales of individual brands within the category. He found that the majority of the products were over allocated in terms of shelf space. Contrary to popular belief, the number of facings allocated to a product was one of the least important success factors. Position was far more important than the number of facings. A couple of facings at eye level did more for a product than five facings on the bottom shelf.

A number of experiments had been conducted to measure the relationship between price and purchase decision. Mulhern and Padgett conducted the study in 1995 to determine the relationship between regular price and promotion purchasing. Retailers offer temporary price promotions to attract shoppers to stores and encourage them to purchase regular price merchandise. The result showed a significant, positive relationship between regular price and promotion purchases. Over three-fourths of the shoppers identifying the promotion as a reason for visiting the store purchased one or more regular price items. Shoppers visiting the store for the promotion spent more money on regular price merchandise than on promoted merchandise.

In 2002, Bio Consumer co., ltd conducted research in order to find out the level of price sensitivity for fabric softener. There was a negative relationship between the price and the tendency to purchase. They found out that when the price of fabric softener was increased, then the tendency to purchase it was significantly decreased. The most acceptable price was 16 baht per pouch (800 ml) and the tendency to purchase would drop by 50% when the price was increased to 20 baht. From this study, the companies need to carefully set the price in order to match it with the customer's expected price.

All the concepts stated above are the guidelines for the researcher to conduct further study in order to explore the correlation between the marketing mix and the purchase decision. The framework and methodology will be discussed in next chapter.



CHAPTER III

RESEARCH FRAMEWORK

In this chapter, we develop the general framework for studying the effects of the marketing mix on the individual household purchase decision for fabric softener. This chapter comprises of three sections. The first part describes the framework, the second part describes each framework's variable and the third section is concerned about the hypothesis statements to be tested in this study.

3.1 Framework

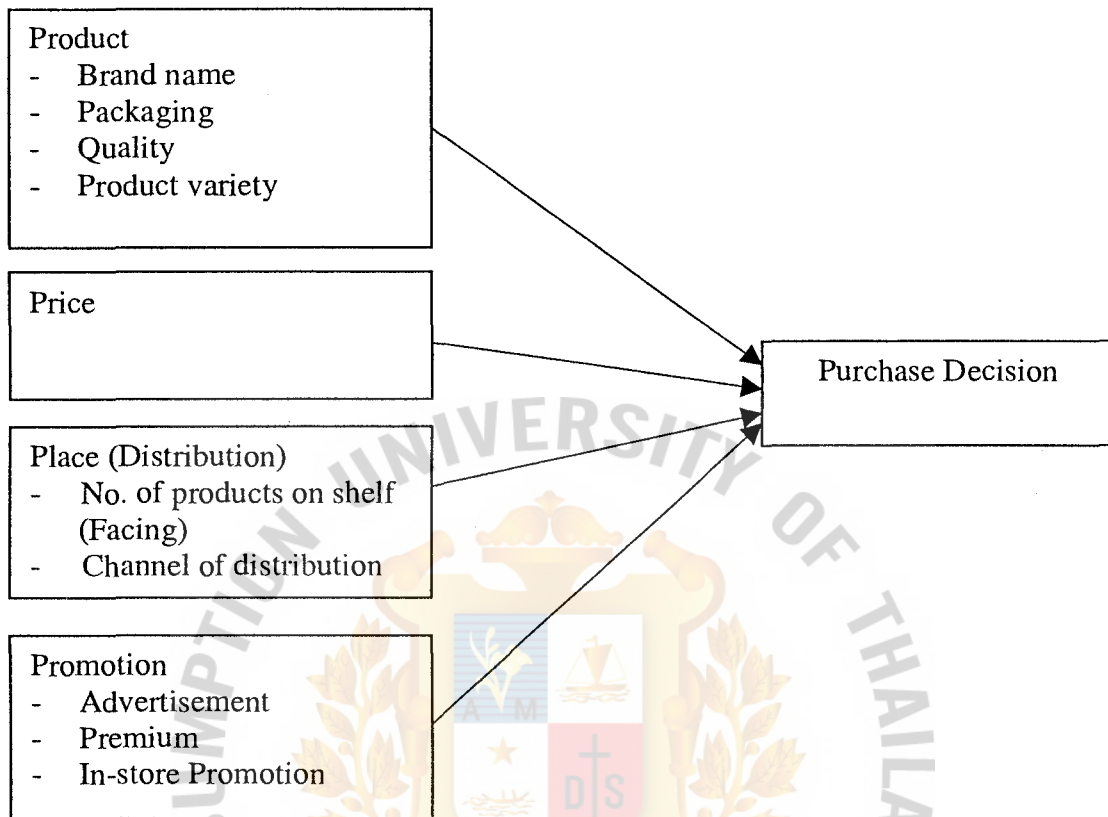
The theoretical framework of this research is purposed to analyze the impact of the marketing mix on the purchase decision of fabric softener. There is one dependent variable that is the purchase decision of the fabric softener and the four independent variables are product, price, place and promotion.

Figure 3.1 illustrates the full framework of the research. The independent variables could be divided into 4 groups including Product, Price, Place and Promotion, while the dependent variable is the purchase decision. The research is intended to find out which element of the marketing mix has a strong positive relationship over the purchasing decision of fabric softener.

Figure 3.1: Framework of Study

Independent Variable

Dependent Variable



3.2 Research Hypothesis

Hypothesis - a tentative theory about the natural world; a concept that is not yet verified but that if true would explain certain facts or phenomena; a scientific hypothesis that survives experimental testing becomes a scientific theory (<http://www.thefreedictionary.com/Hypothesis>, 8/9/2003).

A Hypothesis is an unproven proposition or possible solution to a problem. Hypothetical statements assert probable answers to research questions. A hypothesis is also a statement about the nature of the world, and in its simplest form it is a guess. Problem statements and hypotheses are similar. Both state relationships, but problem

statements are often phrased as questions, whereas hypotheses are declarative. Sometimes they are almost identical in substance. An important difference, however, is that hypotheses are usually more specific than problem statements. They usually more closely reflect the actual research operations and testing. Hypotheses are statements that can be empirically tested (Zikmund, 2003).

A null hypothesis is the residual hypothesis if the alternative hypothesis tested against it fails to achieve a predetermined significance level.

An alternative hypothesis is the hypothesis that given data does not conform with a given null hypothesis, and it is accepted only if its probability exceeds a predetermined significance level.

There are two kinds of errors that can be made in significance testing: (1) a true null hypothesis can be incorrectly rejected and (2) a false null hypothesis can fail to be rejected. The former error is called a Type I error, and the latter error is called a Type II error. These two types of errors are defined in the table. The probability of a Type I error is designated by the Greek letter alpha (α) and is called the Type I error rate; the probability of a Type II error (the Type II error rate) is designated by the Greek letter beta (β). A Type II error is only an error in the sense that an opportunity to reject the null hypothesis correctly was lost. It is not an error in the sense that an incorrect conclusion was drawn since no conclusion is drawn when the null hypothesis is not rejected.

A Type I error, on the other hand, is an error in every sense of the word. A conclusion is drawn that the null hypothesis is false when, in fact, it is true. Therefore, Type I errors are generally considered more serious than Type II errors. The probability of a Type I error (α) is called the significance level and is set by the

experimenter. There is a tradeoff between Type I and Type II errors. The more an experimenter protects himself or herself against Type I errors by choosing a low level, the greater the chance of a Type II error. Requiring very strong evidence to reject the null hypothesis makes it very unlikely that a true null hypothesis will be rejected. However, it increases the chance that a false null hypothesis will not be rejected, thus lowering power. The Type I error rate is almost always set at .05 or at .01, the latter being more conservative since it requires stronger evidence to reject the null hypothesis at the .01 level than at the .05 level (<http://davidmlane.com/hyperstat/A18652.html>, 2003).

Table 3.1 Type I and Type II Error

Statistical Decision	True state of null hypothesis	
	Ho True	Ho False
Reject Ho	Type I error	Correct
Do not reject Ho	Correct	type II error

Source: <http://davidmlane.com/hyperstat/A2917.html>, 8/9/2003

The study has a series of hypotheses and will test by using the statistical methods. The results of the test will show whether we should accept or reject the null hypothesis. If the null hypothesis is accepted, the alternative hypothesis will be rejected and vice versa.

3.3 Hypothesis Statements

Hypotheses are conjectural statements of the relationship between two or more variables that carry clear implications for testing the stated relations (Davis, 1993).

According to the above conceptual framework to this thesis study, the hypothesis statements have been developed as follows:

Group a: Product and Purchase Decision

Ho 1 : There is no relationship between the brand name and the purchase decision

Ha 1 : There is a relationship between the brand name and the purchase decision

Ho 2 : There is no relationship between the packaging and the purchase decision

Ha 2 : There is a relationship between the packaging and the purchase decision

Ho 3 : There is no relationship between the product's quality and the purchase decision

Ha 3 : There is a relationship between the product's quality and the purchase decision

Ho 4 : There is no relationship between the variety of product and the purchase decision

Ha 4 : There is a relationship between the variety of product and the purchase decision

Group b: Price and Purchase Decision

Ho 5 : There is no relationship between the price and the purchase decision

Ha 5 : There is a relationship between the price and the purchase decision

Group c: Place and Purchase Decision

Ho 6 : There is no relationship between the number of products on shelf (facing) and the purchase decision

Ha 6 : There is a relationship between the number of products on shelf (facing) and the purchase decision

Ho 7 : There is no relationship between the channel of distribution and the purchase decision

Ha 7 : There is a relationship between the channel of distribution and the purchase decision

Group d: Promotion and Purchase Decision

Ho 8 : There is no relationship between advertisement and the purchase decision

Ha 8 : There is a relationship between advertisement and the purchase decision

Ho 9 : There is no relationship between premium (on pack) and the purchase decision

Ha 9 : There is a relationship between premium (on pack) and the purchase decision

Ho 10 : There is no relationship between in-store promotion and the purchase decision

Ha 10 : There is a relationship between in-store promotion and the purchase decision

3.4 Concepts and Operational Definitions of the Variables

Table 3.2 Operational definition of independent variables

Concept	Concept Definition	Operational Component	Types of measurement	Question No.
Brand name	Name given to a product or service	Brand Awareness / Reputation	Ordinal Scale	3.1-3.2
Packaging	The design of such a box or wrapping, esp. with reference to its ability to attract customers	Attractiveness of packaging	Ordinal Scale	3.3-3.4
Quality	Component of a mixture, compound, etc., to make a product	The ability to soften the fabric	Ordinal Scale	3.5-3.6
Product Variety	Assortment of product's variety offered for consumers such as fragrance, formulation, etc.	Number of variants offered	Ordinal Scale	3.7-3.8
Price	The amount of money charged for a product or service	The amount of money that customers have to pay for the product	Ordinal Scale	3.9-3.10
Facing	Number of products displayed on the retail shelf space.	Number of products displayed on retail's shelves for each brand	Ordinal Scale	3.11-3.12
Place	Channel of distribution	The accessibility and availability of products to target customers	Ordinal Scale	3.13-3.14
Advertisement	The activities in which the company undertakes to communicate and promote its product to the target market	Attractiveness of advertising	Ordinal Scale	3.15-3.16

Concept	Concept Definition	Operational Component	Types of measurement	Question No.
Premium	Something offered free of charge as an incentive to buy a product	Attractiveness of premium	Ordinal Scale	3.17-3.18
In-store Promotion	The promotion which is arranged at the point of sales such as lucky draw	The attractiveness of the promotional campaign	Ordinal Scale	3.19-3.20

Table 3.3 Operational definition of dependent variables

Concept	Concept Definition	Operational Component	Types of measurement	Question No.
Purchase Decision	An attention to buy a product	The tendency to purchase fabric softener of the same brand next time	Ordinal Scale	4



CHAPTER 4

RESEARCH METHODOLOGY

Research methodology is related to a discussion within the body of a research report of the research design, data collection methods, sampling techniques, fieldwork procedures, and data analysis effort (Zikmund, 2003).

This chapter will include the following main topics; the research technique and method, the sampling process and design, the sample size determination, the data distribution and the data analysis technique.

4.1 Research Method

There are three basic ways to collect primary data in quantitative research: by observing behavior, by experimentation (in a laboratory or in the field, e.g. a supermarket), or by survey (that is, by questioning people) (Schiffman and Kanuk, 1994). In this study, the researcher will use the survey as a method of primary data collection. The objective of survey design is to search for relationships between variables. Therefore, in this study, the relationship between marketing and purchase decision can be explained.

4.2 Respondents and Sampling Procedures

Population (universe) is defined as a complete group of entities sharing some common set of characteristics (Zikmund, 2003).

The population refers to the entire group of people, events or things of interest that the researcher wishes to investigate (Sekaran, 1992). Therefore, the target

population in this research is a set of males and females living in the Bangkok area of any age who are fabric softener buyers.

Sample Size:

In order to determine the number of respondents, theoretical sample sizes for different sizes of population of Gary Anderson have been applied. These sample sizes have been determined based on experience and can serve as rough guidelines, particularly when non-probability sampling techniques are used (Malhotra, 2000).

Table 4.1 Population by Region - 2001

	Population
Whole Kingdom	62,308,887
Bangkok	5,726,203
Peripheral Areas	3,802,688
Central	2,984,711
Eastern	4,241,974
Western	3,623,638
Northeastern	21,493,681
Northern	12,124,425
Southern	8,311,567

Source: Thailand Stats February 2003, The Brooker Group Plc.

Table 4.2: Theoretical Sample Sizes for Different Sizes of the Population and a 95 percent level of certainty

Population/ (Sampling Frame)	Required Sample for Tolerable Error			
	5%	4%	3%	2%
100	79	85	91	96
500	217	272	340	413
1,000	277	375	516	705
5,000	356	535	897	1,622
50,000	381	593	1,044	2,290
100,000	382	596	1,055	2,344
1,000,000	384	599	1,065	2,344
25,000,000	384	600	1,067	2,400

Source: Gary Anderson, Fundamentals of Educational Research, 1996 p.202

According to table 4.3, the total population in the Bangkok area was estimated at 5.73 million people. At a 5% level of significance (5%), the number of questionnaires to be distributed is 384 for the population range of 1 million to 25 million people.

Sampling Procedure

Non-probability sampling will be used in this research. Non-probability is a sampling method in which little or no attempt is made to ensure a statistical representative cross section (McDaniel and Gates, 1999). In non-probability sampling, the elements in the population do not have any probabilities attached to their being

chosen as sample objects. Since there are limitations in cost and time, non-probability sampling shall be applied in this study.

Convenience sampling will also be used in this research. This is defined as a sampling procedure used to obtain those units or people most conveniently available (Zikmund, 2003). In convenience sampling, the researcher selects the most accessible population members from which to obtain information (Kotler, 1991).

4.3 Research Instruments / Questionnaire

A structured questionnaire was used for survey research in this study. This type of questionnaire is by far the most common instrument in collecting primary data. Broadly speaking, a questionnaire consists of a set of questions presented to respondents for their answers. The questionnaire is very flexible in that there are a numbers of ways to ask questions (Kotler, 1991).

4.4 Pretest Result

After designing the questionnaire, the researcher conducted the pretest of the questionnaire on 10% of respondents of the sample size required. All of the mistakes such as ambiguous questions, wording and sequencing were adjusted after the pretest. In order to test the reliability of the questionnaire, the researcher had conducted the reliability test by using Cronbach's Coefficient Alpha scale. The results are summarized in table 4.3

Table 4.3: Reliability Result

Items	Reliability (Cronbach's Alpha)
- Brand name	0.839
- Packaging	0.947
- Quality	0.779
- Product Variety	0.736
- Price	0.830
- Facing	0.751
- Channel of Distribution	0.833
- Advertisement	0.909
- Premium	0.935
- In-store Promotion	0.864

According to Nunnally (1978), the Cronbach's alpha of 0.7 is satisfactory for preliminary / exploratory research, while 0.8 is needed for basic (theoretical) research, and 0.9 is desirable for applied work such as marketing research (Lehmann, D.R., Gupta, S. And Steckel, J.H. (1998).

The Cronbach's alpha of the pre-test were between 0.7-0.9, therefore the questionnaire was said to be reliable.

4.5 Collection of Data / Gathering Procedures

According to Taylor Nelson Sofres, the fabric softener was purchased from 4 shoptypes including hypermarkets (54%), supermarkets (27%), convenience stores (8%), and traditional grocery stores (11%). The primary data will be collected from respondents who purchased fabric softener as per the following quota:

- Hypermarket	54%	(207 subjects)
- Supermarket	27%	(104 subjects)
- Traditional grocery stores	11%	(42 subjects)
- Convenience store	8%	(31 subjects)
<hr/>		
Total	100%	(384 subjects)

The hypermarkets which are the main channel of distribution for fabric softener, include Tesco Lotus, and Big-C. 27% of questionnaires (104 sets) will be collected from respondents who purchased fabric softener from supermarkets such as Tops Supermarket and Home Fresh Mart while 31 sets of questionnaires would be collected from those who purchased from convenience store such as 7-ELEVEN, etc. The researcher will approach the respondents who have purchased the fabric softener of any brand and asking them the set of questions in order to collect primary data.

4.6 Statistical Treatment of Data

After the survey questionnaires have been collected, the raw data will be encoded, processed, and analyzed by the program “Statistical Package for Social Science” or “SPSS”. The data will be coded into the symbolic form and the statistic strategy will be used to examine the data. The results will determine whether to accept or reject the hypotheses.

Correlation Analysis is a group of techniques to measure the strength of the association between two variables. The strength of the relationship between the two variables are being described by the coefficient of correlation (Lind, Mason and Marchal, 2000). It measures the degree to which changes in one variable are associated with changes in another. The computation concerning the degree of closeness is based on regression statistics. Note that a high degree of correlation does not indicate a cause-and-effect relationship between variables. Two variables can be highly correlated, yet the relationship has no meaning. Conclusions must be based on logical reasoning and intelligent investigation, not just on mathematical results (Shao, 1999).

Correlation can be used to examine the relationships between two or more ordinal or ratio variables. The range of values that r can take is from -1 to +1, including the value of zero. The value of r would indicate the strength and direction of the relationship between the two variables. A value closer to 1 indicates a very strong relationship, and a positive or a negative sign indicates if the relationship is positive or negative (Howard, 1994).

The Spearman's Rank Correlation is the appropriate measure of correlation when the data for one of the variables is expressed as ranks instead of scores or intervals. This is appropriate when the data represents an ordinal scale (although it may be used with interval data) and is used when the median and quartile deviations are used. The statistics appropriate for ordinal data are referred to as non-parametric statistics (Gay, and Diehl, 1996).

The Spearman's Rank Correlation Coefficient is used to discover the strength of the link between two sets of data. Spearman's rank coefficient requires data that is at least ordinal and the calculation, which is the same as for Pearson correlation, is

carried out on the ranks of the data. Each variable is ranked separately by putting the values of the variable in order and numbering them. A correlation is used to estimate the relationship between two characteristics. If we are dealing with two ordinal or one ordinal (definition of ordinal scale) and one numerical (interval or ratio) characteristic (definition of interval scale and ratio scale), then the correct correlation to use is the Spearman rank correlation, named after the statistician, also known as rho or rs. Computer software programs such as SPSS will execute the tedious task of calculating Spearman's rho very easily. Correlations range from -1 to $+1$. At these extremes, the correlation between the two characteristics is perfect, although it is negative or inverse in the first instance. A perfect correlation is one where the two characteristics increase or decrease by the same amount. A correlation coefficient of 0 therefore refers to a situation where no relationship exists between the two characteristics. In other words, changes in one characteristic cannot be explained by the changes occurring in the second characteristic
(<http://www.ryerson.ca/~mjoppe/ResearchProcess/DeterminingCorrelation.htm>).

CHAPTER V

STATISTICAL ANALYSIS

After defining the research methodology in Chapter 4, this chapter represents the statistical analysis, which separates into the descriptive analysis for demographic factors, and hypothesis testing. The summary of the analysis is included at the end of this chapter.

5.1 Descriptive Analysis for Demographic Factors

Descriptive Analysis refers to the transformation of raw data into a form that will make it easy to understand. Descriptive Statistics is used to describe or summarize information about a population or sample (Zikmund, 2003). The total respondents in this study were 384, with different demographic backgrounds (gender, age, education level, occupation, number of persons in household and household income). There was no 'missing' questionnaire within this survey study, so SPSS program shows the number of missing value of respondent to be "0".

5.1.1 *Gender of the Respondents*

Table 5.1.1 Frequency Table for Gender of Respondents

GENDER What is your gender?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 male	115	29.9	29.9	29.9
	2 female	269	70.1	70.1	100.0
	Total	384	100.0	100.0	

Table 5.1.1 shows the gender of the respondents included in this research. There were 115 male respondents (29.9%) and 269 female respondents (70.1%). This

implies that female respondents purchase fabric softener more than male respondents, according to the findings of this research.

5.1.2 Age of Respondents

Table 5.1.2 Frequency Table for Age of Respondents

AGE How old are you?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 < 25	66	17.2	17.2	17.2
	2 25-30	102	26.6	26.6	43.8
	3 31-35	76	19.8	19.8	63.5
	4 36-40	96	25.0	25.0	88.5
	5 > 40	44	11.5	11.5	100.0
	Total	384	100.0	100.0	

The respondents were classified in 5 groups of age. These groups were represented by respondents who were less than 25 years old, between 25-30 years old, between 31-35 years old, between 36-40 years old and more than 40 years old. The sample of respondents was composed of 66 respondents (17.2%) whose age was less than 25 years old, 102 respondents (26.6%) whose age ranged between 25-30 years old, 76 respondents (19.8%) whose age ranged between 31-35 years old, 96 respondents (25%) whose age ranged between 36-40 years old and 44 respondents (11.5%) whose age is more than 40 years old. This signified that the largest group of respondents was represented by those (26.6%) whose age ranged between 25-30 years, followed by (25%) whose age ranged between 36-40 years and (19.8%) whose age ranged between 31-35 years.

5.1.3 Education Level of Respondents

Table 5.1.3 Frequency Table for Education Level of Respondents

EDUCATE Highest education level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Elementary	5	1.3	1.3	1.3
	2 Secondary	90	23.4	23.4	24.7
	3 Bachelor	215	56.0	56.0	80.7
	4 Master	74	19.3	19.3	100.0
	Total	384	100.0	100.0	

The respondents were classified into 4 groups of education levels: elementary, secondary, bachelor and master degree. Table 5.3 shows the educational level of the respondents. It was evident that the largest group (215 or 56%) of respondents had obtained a Bachelors degree. The other larger groups of respondents are represented by those having lower than Bachelor degree (95 or 24.7%), and Master degree (74 or 19.3%).

5.1.4 Occupation of Respondents

Table 5.1.4 Frequency Table for Occupation of Respondents

OCCUPA What is your occupation?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Housewife	76	19.8	19.8	19.8
	2 Government officer	51	13.3	13.3	33.1
	3 employee	188	49.0	49.0	82.0
	4 Student	69	18.0	18.0	100.0
	Total	384	100.0	100.0	

Table 5.1.4 shows the occupations of the respondents. The majority of respondents (49%) was those whose occupation was employee followed by housewife (19.8%), student (18%) and government officer (13.3%) respectively.

5.1.5 Number of Persons in Household of Respondents

Table 5.1.5 Frequency Table for Number of Persons in Household of Respondents

PERSON Number of persons in the household					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 1-2 persons	106	27.6	27.6	27.6
	2 3-5 persons	176	45.8	45.8	73.4
	3 6-8 persons	76	19.8	19.8	93.2
	4 > 9 persons	26	6.8	6.8	100.0
	Total	384	100.0	100.0	

Table 5.1.5 shows the number of persons in the household of the respondents. The respondents were classified into 4 groups based on the number of people in the household. The largest group of respondents (45.8%) was those with 3-5 people in their households, followed by those with 1-2 people (27.6%), 6-8 people (19.8%), and those with more than 9 people (6.8%) respectively.

5.1.6 Household Income of Respondents

Table 5.1.6 Frequency Table for Household Income of Respondents

INCOME Household Income (per month)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 < 10,000	3	.8	.8	.8
	2 10,000-20,000	11	2.9	2.9	3.6
	3 20,001-30,000	37	9.6	9.6	13.3
	4 30,001-40,000	117	30.5	30.5	43.8
	5 >40,000	216	56.3	56.3	100.0
	Total	384	100.0	100.0	

Five groups of household incomes were studied as shown in Table 5.1.6. The largest group (216 or 56.3%) of respondents in this research was those with a household income of more than 40,000 Baht/month. The other larger group was

represented by respondents with a household income of between 30,001-40,000 Baht/month (117 or 30.5%), followed by those with a household income of between 20,001-30,000 baht/month (37 or 9.6%), and those with a household income of less than 10,000 Baht/month (3 or 0.8%).

5.2 Independent and Dependent Variables Frequency

The frequency distribution of independent variables were shown in table 5.2.1-5.2.22 and dependent variable was shown in table 5.2.23

5.2.1 *The Current Brand of Fabric Softener*

Table 5.2.1 Frequency Table for Current Brand of Fabric Softener of Respondents

CURRENT What brand of fabric softener that you are currently using?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Hygiene	57	14.8	14.8	14.8
	2 Fineline	113	29.4	29.4	44.3
	3 Puff	47	12.2	12.2	56.5
	4 Comfort	125	32.6	32.6	89.1
	5 Others	42	10.9	10.9	100.0
	Total	384	100.0	100.0	

Table 5.2.1 indicates that the largest group of respondents (125 respondents or 32.6%) were using Comfort, followed by Fineline (113 respondents or 29.4%), Hygiene (57 respondents or 14.8%), Puff (47 respondents 12.2%) and others (42 respondents or 10.9%).

5.2.2 Source of Purchase for Current brand of Fabric Softener

Table 5.2.2 Frequency Table for Source of Purchase of Respondents

CHANNEL Source of your purchase of fabric softener

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Hypermarket	207	53.9	53.9	53.9
	2 Supermarket	104	27.1	27.1	81.0
	3 Grocery	42	10.9	10.9	91.9
	4 Convenience	31	8.1	8.1	100.0
	Total	384	100.0	100.0	

As defined in chapter four, the primary data will be collected by questionnaires from respondents who purchased fabric softener from four distribution channels including hypermarket (54% or 207 respondents), supermarket (27% or 104 respondents), grocery stores (11% or 42 sets) and convenience stores (8% or 31 respondents). Table 5.2.2 indicated that the questionnaires were collected as per specified quota.

5.2.3 Frequency Distribution of Brand Name

Table 5.2.3.1 Frequency Table for Question 3.1 (The Brand name is well known)

WELLKNOW The brand name is well known

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 strongly disagree	17	4.4	4.4	4.4
	2 disagree	35	9.1	9.1	13.5
	3 neutral	92	24.0	24.0	37.5
	4 agree	180	46.9	46.9	84.4
	5 strongly agree	60	15.6	15.6	100.0
	Total	384	100.0	100.0	

Table 5.2.3.1 shows that 180 respondents or 46.9% of the total sample agreed that their current brand of fabric softener was well known, followed by feeling neutral about their current brand (24%), 15.6% strongly agree, 9.1% disagree and

4.4% strongly disagree. From this data, it may be implied that most of the respondents thought that their current brands were well known already.

Table 5.2.3.2 Frequency Table for Question 3.2 (The Brand has good reputation)

REPUTATI The brand has good reputation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 strongly disagree	18	4.7	4.7	4.7
	2 disagree	47	12.2	12.2	16.9
	3 neutral	91	23.7	23.7	40.6
	4 agree	150	39.1	39.1	79.7
	5 strongly agree	78	20.3	20.3	100.0
	Total	384	100.0	100.0	

The majority of respondents (39.1%) agreed that their current brand of fabric softener had good reputation. 91 respondents or 23.7% of the total sample felt neutral about the reputation of their current brand. 20.3% of respondents strongly agreed that their current brand of fabric softener had a good reputation. The minority of respondents felt a negative way about their current brand of fabric softener. From this data, it may imply that the majority of respondents thought that their current brand had a good reputation.

5.2.4 Frequency Distribution of Packaging

Table 5.2.4.1 Frequency Table for Question 3.3 (The product has attractive packaging)

PACKAGE The product has attractive packaging

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 strongly disagree	18	4.7	4.7	4.7
	2 disagree	65	16.9	16.9	21.6
	3 neutral	108	28.1	28.1	49.7
	4 agree	130	33.9	33.9	83.6
	5 strongly agree	63	16.4	16.4	100.0
	Total	384	100.0	100.0	

33.9% of respondents agreed that their current brands had attractive packaging, followed by 28.1% who felt neutral, 16.9% disagreed, 16.4% strongly agreed and 4.7% strongly disagreed.

Table 5.2.4.2 Frequency Table for Question 3.4 (Preference of packaging of the current brand to other brands)

PREFER I prefer the packaging of the current brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 strongly disagree	22	5.7	5.7	5.7
	2 disagree	75	19.5	19.5	25.3
	3 neutral	92	24.0	24.0	49.2
	4 agree	123	32.0	32.0	81.3
	5 strongly agree	72	18.8	18.8	100.0
	Total	384	100.0	100.0	

Table 5.2.4.2 indicates that 32% of respondents agreed that they prefer the packaging of their current brands over others followed by those with a neutral opinion (24%), those who disagreed (19.5%), those who strongly agreed (18.8%) and those who strongly disagreed (5.7%).

5.2.5 Frequency Distribution of Product Quality

Table 5.2.5.1 Frequency Table for Question 3.5 (The current brand could effectively soften the fabrics)

SOFT Effectively soften the fabrics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 strongly disagree	20	5.2	5.2	5.2
	2 disagree	65	16.9	16.9	22.1
	3 neutral	103	26.8	26.8	49.0
	4 agree	150	39.1	39.1	88.0
	5 strongly agree	46	12.0	12.0	100.0
	Total	384	100.0	100.0	

The majority of respondents (39.1%) agreed that their current brands could effectively soften the fabrics while 26.8% felt neutral, 16.9% disagreed, 12% strongly agreed and 5.2% strongly disagreed.

Table 5.2.5.2 Frequency Table for Question 3.6 (Satisfaction of the quality of the current brand)

QUALITY I am satisfied with the quality of the current brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 strongly disagree	16	4.2	4.2	4.2
	2 disagree	55	14.3	14.3	18.5
	3 neutral	95	24.7	24.7	43.2
	4 agree	171	44.5	44.5	87.8
	5 strongly agree	47	12.2	12.2	100.0
	Total	384	100.0	100.0	

44.5% of the sample agreed that they were already satisfied with the quality of their current brand, followed by those with a neutral opinion (24.7%), those who disagreed 14.3%, those who strongly agreed (12.2%) and those who strongly disagreed (4.2%).

5.2.6 Frequency Distribution of Product Variety

Table 5.2.6.1 Frequency Table for Question 3.7 (The current brand has good product variety / assortment)

VARIETY The product has good variety

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 strongly disagree	23	6.0	6.0	6.0
	2 disagree	50	13.0	13.0	19.0
	3 neutral	107	27.9	27.9	46.9
	4 agree	164	42.7	42.7	89.6
	5 strongly agree	40	10.4	10.4	100.0
	Total	384	100.0	100.0	

Table 5.2.6.1 shows that 42.7% of the sample agreed that their current brands had good variety. 27.9% of respondents felt neutral, 13% disagreed, 10.4% strongly agreed and 6% strongly disagreed.

Table 5.2.6.2 Frequency Table for Question 3.8 (The current brand has more variants than other brands)

VARIANTO The variants of the current brands are much more than other brands

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 strongly disagree	12	3.1	3.1	3.1
2 disagree	56	14.6	14.6	17.7
3 neutral	147	38.3	38.3	56.0
4 agree	115	29.9	29.9	85.9
5 strongly agree	54	14.1	14.1	100.0
Total	384	100.0	100.0	

Table 5.2.6.2 shows that 38.3% of the sample felt neutral about whether their current brands provided more variants than other brands or not. 29.9% agreed that their current brands provided more variants than others, followed by 14.6% who disagreed, 14.1% who strongly agreed and 3.1% who strongly disagreed.

5.2.7 Frequency Distribution of Price

Table 5.2.7.1 Frequency Table for Question 3.9 (The price is reasonable when comparing to the quality)

PRICE The price is reasonable when comparing to quality

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 strongly disagree	35	9.1	9.1	9.1
2 disagree	79	20.6	20.6	29.7
3 neutral	136	35.4	35.4	65.1
4 agree	94	24.5	24.5	89.6
5 strongly agree	40	10.4	10.4	100.0
Total	384	100.0	100.0	

Regarding the price of fabric softener when comparing to quality, 35.4% of respondents felt neutral when comparing price with quality while 24.5% agreed that the price was reasonable, 20.6% disagreed, 10.4% strongly agreed and 9.1% strongly disagreed.

Table 5.2.7.2 Frequency Table for Question 3.10 (The price of current brand is not higher than other brands)

PRICEOK The price of current brand is not higher than other brands

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 strongly disagree	52	13.5	13.5	13.5
	2 disagree	86	22.4	22.4	35.9
	3 neutral	97	25.3	25.3	61.2
	4 agree	92	24.0	24.0	85.2
	5 strongly agree	57	14.8	14.8	100.0
	Total	384	100.0	100.0	

When comparing the price of the current brand with other brands', most of the respondents (25.3%) felt neutral followed by 24% who agreed, 22.4% who disagreed, 14.8% who strongly agreed and 13.5% who strongly disagreed.

5.2.8 Frequency Distribution of Number of Products on Shelf (Facing)

Table 5.2.8.1 Frequency Table for Question 3.11 (The current brand has good facing (number of product on shelf)

FACING Good facing (number of product on shelf)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 strongly disagree	20	5.2	5.2	5.2
	2 disagree	41	10.7	10.7	15.9
	3 neutral	75	19.5	19.5	35.4
	4 agree	170	44.3	44.3	79.7
	5 strongly agree	78	20.3	20.3	100.0
	Total	384	100.0	100.0	

Regarding the number of products on shelf (facing), the majority of respondents (44.3%) agreed that their current brands had good facing, while 20.3% strongly agreed, 19.5% were neutral, 10.7% disagreed and 5.2% strongly disagreed.

Table 5.2.8.2 Frequency Table for Question 3.12 (The number of products on shelf are more than other brands)

FACINGOK The number of products on shelf are more than other brands'

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 strongly disagree	8	2.1	2.1	2.1
2 disagree	36	9.4	9.4	11.5
3 neutral	95	24.7	24.7	36.2
4 agree	152	39.6	39.6	75.8
5 strongly agree	93	24.2	24.2	100.0
Total	384	100.0	100.0	

When comparing the number of products on the shelf of current brands with other brands, 39.6% of the total sample agreed that their current brands had more products than other while 24.7% felt neutral, 24.2% strongly agreed, 9.4% disagreed and 2.1% strongly disagreed

5.2.9 Frequency Distribution of Number of Channel of Distribution

Table 5.2.9.1 Frequency Table for Question 3.13 (The products are available in most stores (easy to find the products))

LOCATION The products are aviable in most stores

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 strongly disagree	13	3.4	3.4	3.4
2 disagree	58	15.1	15.1	18.5
3 neutral	55	14.3	14.3	32.8
4 agree	133	34.6	34.6	67.4
5 strongly agree	125	32.6	32.6	100.0
Total	384	100.0	100.0	

Majority of respondents (34.6%) agreed that it was easy to find their current brands in most stores, 32.6% strongly agreed, 15.1% disagreed, 14.3 were neutral and 3.4% strongly disagreed. This may be the result of good performance of most brands in distributing their products. Most brands were trying to distribute the products in most outlets in order to sell more.

Table 5.2.9.2 Frequency Table for Question 3.14 (It is quite easy to find the products of current brand on shelf)

FIND It is easy to find the products of current brand on shelf

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 strongly disagree	14	3.6	3.6	3.6
	2 disagree	35	9.1	9.1	12.8
	3 neutral	56	14.6	14.6	27.3
	4 agree	167	43.5	43.5	70.8
	5 strongly agree	112	29.2	29.2	100.0
	Total	384	100.0	100.0	

The majority of the respondents (43.5%) agreed that it was easy to find their current brands on the shelf, 29.2% strongly agreed, 14.6% were neutral, 9.1% disagreed and 3.6% strongly disagreed.

5.2.10 Frequency Distribution of Advertisement

Table 5.2.10.1 Frequency Table for Question 3.15 (Advertisement of this brand is attractive)

ATTRACTA Advertisement is attractive

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 strongly disagree	36	9.4	9.4	9.4
	2 disagree	85	22.1	22.1	31.5
	3 neutral	134	34.9	34.9	66.4
	4 agree	94	24.5	24.5	90.9
	5 strongly agree	35	9.1	9.1	100.0
	Total	384	100.0	100.0	

Regarding the attractiveness of advertisement, most of the respondents (34.9%) felt neutral, 24.5% agreed that the advertisements of current brands were attractive, 22.1% disagreed, 9.4% strongly disagreed and 9.1% strongly agreed.

Table 5.2.10.2 Frequency Table for Question 3.16 (I prefer the advertisement of this brand than other brands)

PREFERAD I prefer the advertisement of this brand than other brands

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 strongly disagree	35	9.1	9.1	9.1
	2 disagree	83	21.6	21.6	30.7
	3 neutral	135	35.2	35.2	65.9
	4 agree	81	21.1	21.1	87.0
	5 strongly agree	50	13.0	13.0	100.0
	Total	384	100.0	100.0	

When comparing the advertisements of current brands to others', 35.2% of respondents felt neutral, 21.6% disagreed, 21.1% agreed, 13% strongly agreed and 9.1% strongly disagreed.

5.2.11 Frequency Distribution of Premium

Table 5.2.11.1 Frequency Table for Question 3.17 (Attractive premiums are frequently offered)

PREMIUM Attractive premium

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 strongly disagree	37	9.6	9.6	9.6
	2 disagree	84	21.9	21.9	31.5
	3 neutral	123	32.0	32.0	63.5
	4 agree	98	25.5	25.5	89.1
	5 strongly agree	42	10.9	10.9	100.0
	Total	384	100.0	100.0	

In the fabric softener market, premiums are one of the most commonly used campaigns in order to stimulate sales. Regarding the attractiveness of their current brands' premium, 32% of respondents felt neutral, 25.5% agreed that the premiums were attractive, 21.9% disagreed, 10.9% strongly agreed and 9.6% strongly disagree.

Table 5.2.11.2 Frequency Table for Question 3.18 (The current brand seems to focus on using the on-pack premiums)

FOCUSPRE The current brand seems focus on using on-pack premium

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 strongly disagree	41	10.7	10.7	10.7
	2 disagree	78	20.3	20.3	31.0
	3 neutral	129	33.6	33.6	64.6
	4 agree	93	24.2	24.2	88.8
	5 strongly agree	43	11.2	11.2	100.0
	Total	384	100.0	100.0	

33.6% of respondents felt neutral whether their current brand seemed to focus on using on-pack premium, followed by 24.2% who agreed, 20.3% who disagreed, 11.2% who strongly agreed and 10.7% strongly disagreed.

5.2.12 Frequency Distribution of In-store Promotion

Table 5.2.12.1 Frequency Table for Question 3.19 (Attractive in-store promotions are frequently offered)

PROMO Attractive in-store promotion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 strongly disagree	51	13.3	13.3	13.3
	2 disagree	76	19.8	19.8	33.1
	3 neutral	140	36.5	36.5	69.5
	4 agree	72	18.8	18.8	88.3
	5 strongly agree	45	11.7	11.7	100.0
	Total	384	100.0	100.0	

Regarding the attractiveness of the in-store promotion conducted by most brands, 36.5% of respondents felt neutral, 19.8% disagreed, 18.8% agreed, 13.3% strongly disagreed and 11.7% strongly agreed.

Table 5.2.12.2 Frequency Table for Question 3.20 (The current brand seems focus on using in-store promotions to stimulate sales)

FOCUSPRO The current brand seems focus on using in-store promotion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 strongly disagree	45	11.7	11.7	11.7
	2 disagree	75	19.5	19.5	31.3
	3 neutral	153	39.8	39.8	71.1
	4 agree	80	20.8	20.8	91.9
	5 strongly agree	31	8.1	8.1	100.0
	Total	384	100.0	100.0	

39.8% of respondents felt neutral whether their current brand seemed to focus on using in-store promotions, followed by 20.8% who agreed, 19.5% who disagreed, 11.7% who strongly disagreed and 8.1% strongly agreed.

5.2.13 Frequency Distribution of Purchase Decision

Table 5.2.13 Frequency Table for Question 4 (Would you purchase a fabric softener of the same brand next time)

NEXT Would you purchase fabric softener of the same brand next time?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Certainly not	71	18.5	18.5	18.5
	2 May be not	73	19.0	19.0	37.5
	3 not sure	38	9.9	9.9	47.4
	4 may be	115	29.9	29.9	77.3
	5 Surely	87	22.7	22.7	100.0
	Total	384	100.0	100.0	

When asking whether the respondents would purchase the same brand next time or not, most of the respondents said they would purchase the same brand. This may reflect some level of brand loyalty. The majority of respondents (29.9%) may purchase the same brands next time, followed by 22.7% who would buy the same brand surely, 19% who may not buy the same brand, 18.5% who would not buy the same brand certainly and 9.9% who were not sure whether they would buy the same brand or not.

5.3 Hypothesis Test

The researcher has used Spearman's Rank Correlation in order to find whether there was relationship between the independent variables and purchase decision or not. The technique used to indicate the degree of association of one variable to another is a correlation analysis. The correlation coefficient ranges from -1.0 to +1.0. The larger the absolute value of the correlation, the stronger the association between two variables.

As there were 2 questions for each independent variable, the researcher used the average scores of independent variables for spearman's rank correlation.

Group a: Product and Purchase Decision

Hypothesis 1 : Brand Name and Purchase Decision

Ho 1 : There is no relationship between brand name and purchase decision

Ha 1 : There is a relationship between brand name and purchase decision

Or in statistical term, it is stated as:

Ho 1 : $\rho = 0$

Ha 1 : $\rho \neq 0$ at 95% level of significance

Table 5.3.1: Spearman's rank correlation test for two variables between brand name and purchase decision.

Correlations				
			BRAND	NEXT Would you purchase fabric softener of the same brand next time?
Spearman's rho	BRAND	Correlation Coefficient	1.000	.027
		Sig. (2-tailed)	.	.603
		N	384	384
	NEXT Would you purchase fabric softener of the same brand next time?	Correlation Coefficient	.027	1.000
		Sig. (2-tailed)	.603	.
		N	384	384

The result in table 5.3.1 shows that the p-value (significant value) is 0.603 which is more than the alpha value (0.05). So it failed to reject the null hypothesis.

By this way, the researcher could conclude that there is no relationship between brand name and purchase decision for fabric softener.

Hypothesis 2: Packaging and Purchase Decision

Ho 2 : There is no relationship between packaging and purchase decision

Ha 2 : There is a relationship between packaging and purchase decision

Or in statistical term, it is stated as:

Ho 2 : $\rho = 0$

Ha 2 : $\rho \neq 0$ at 95% level of significance

Table 5.3.2: Spearman's rank correlation test for two variables between packaging and purchase decision.

Correlations				
			PACKAGE	NEXT Would you purchase fabric softener of the same brand next time?
Spearman's rho	PACKAGE	Correlation Coefficient	1.000	-.075
		Sig. (2-tailed)	.	.142
		N	384	384
	NEXT Would you purchase fabric softener of the same brand next time?	Correlation Coefficient	-.075	1.000
		Sig. (2-tailed)	.142	.
		N	384	384

Regarding the packaging, the result shows that the p-value (significant value) is 0.142 which is more than the alpha value (0.05). So it failed to reject the null hypothesis.

From the result above, the researcher could conclude that there is no relationship between packaging and purchase decision for fabric softener.

Hypothesis 3: Product's Quality and Purchase Decision

Ho 3 : There is no relationship between product's quality and purchase decision

Ha 3 : There is a relationship between product's quality and purchase decision

Or in statistical term, it is stated as:

Ho 3 : $\rho = 0$

Ha 3 : $\rho \neq 0$ at 95% level of significance

Table 5.3.3: Spearman's rank correlation test for two variables between product's quality and purchase decision.

Correlations				
			QUALITY	NEXT Would you purchase fabric softener of the same brand next time?
Spearman's rho	QUALITY	Correlation Coefficient	1.000	.040
		Sig. (2-tailed)		.435
		N	384	384
	NEXT Would you purchase fabric softener of the same brand next time?	Correlation Coefficient	.040	1.000
		Sig. (2-tailed)	.435	
		N	384	384

Regarding the product's quality, the p-value (significant value) is 0.435, which is more than the alpha value (0.05). Therefore, it failed to reject the null hypothesis which means that there is no relationship between the product's quality and the purchase decision.

Hypothesis 4: Product's Variety and Purchase Decision

Ho 4: There is no relationship between the variety of a product and purchase decision

Ho 4: There is a relationship between the variety of a product and purchase decision

Or in statistical term, it is stated as:

Ho 4 : $\rho = 0$

Ha 4: $\rho \neq 0$ at 95% level of significance

Table 5.3.4: Spearman's rank correlation test for two variables between product variety and purchase decision.

Correlations			
		VARIETY	NEXT Would you purchase fabric softener of the same brand next time?
Spearman's rho	VARIETY	Correlation Coefficient	1.000
		Sig. (2-tailed)	-.012
		N	.813
			384
	NEXT Would you purchase fabric softener of the same brand next time?	Correlation Coefficient	-.012
		Sig. (2-tailed)	1.000
		N	.813
			384

Regarding the variety of products, the result shows that the p-value (significant value) is 0.813, which is more than the alpha value (0.05). So it failed to reject the null hypothesis.

From the above result, the researcher could conclude that there is no relationship between product variety and purchase decision for fabric softener.

Group b: Price and Purchase Decision

Hypothesis 5: Price and Purchase Decision

Ho 5 : There is no relationship between price and purchase decision

Ha 5 : There is a relationship between price and purchase decision

Or in statistical term, it is stated as:

Ho 5 : $\rho = 0$

Ha 5 : $\rho \neq 0$ at 95% level of significance

Table 5.3.5: Spearman's rank correlation test for two variables between price and purchase decision.

Correlations				
			PRICE	NEXT Would you purchase fabric softener of the same brand next time?
Spearman's rho	PRICE	Correlation Coefficient	1.000	.347*
		Sig. (2-tailed)	.	.000
		N	384	384
	NEXT Would you purchase fabric softener of the same brand next time?	Correlation Coefficient	.347*	1.000
		Sig. (2-tailed)	.000	.
		N	384	384

**. Correlation is significant at the .01 level (2-tailed).

Regarding the price when compared with quality, the result shows that the p-value (significant value) is 0.000 which is less than the alpha value (0.05). So the null hypothesis is rejected. In addition, the correlation coefficient is equal to 0.347 which means the relationship is direct or positive.

From the above results, the researcher could conclude that there is a relationship between the price and the purchase decision for fabric softeners.

Group c: Place and Purchase Decision

Hypothesis 6: Number of Products on Shelf and Purchase Decision

Ho 6 : There is no relationship between the number of products on the shelf (facing) and purchase decision

Ha 6 : There is a relationship between the number of products on the shelf (facing) and purchase decision

Or in statistical term, it is stated as:

Ho 6 : $\rho = 0$

Ha 6 : $\rho \neq 0$ at 95% level of significance

Table 5.3.6: Spearman's rank correlation test for two variables between the number of products on shelf and the purchase decision.

Correlations				
			FACING	NEXT Would you purchase fabric softener of the same brand next time?
Spearman's rho	FACING	Correlation Coefficient	1.000	.037
		Sig. (2-tailed)	.	.470
		N	384	384
	NEXT Would you purchase fabric softener of the same brand next time?	Correlation Coefficient	.037	1.000
		Sig. (2-tailed)	.470	.
		N	384	384

Regarding the number of products on the shelf (facing), the result shows that the p-value (significant value) is 0.470, which is higher than alpha value (0.05). So it failed to reject null hypothesis.

The researcher could conclude that the number of products on the shelf is not related to the purchase decision for fabric softener.

Hypothesis 7: Channel of Distribution and Purchase Decision

Ho 7 : There is no relationship between the channel of distribution and purchase decision

Ha 7 : There is a relationship between the channel of distribution and purchase decision

Or in statistical term, it is stated as:

Ho 7 : $\rho = 0$

Ha 7 : $\rho \neq 0$ at 95% level of significance

Table 5.3.7: Spearman's rank correlation test for two variables between channel of distribution and purchase decision.

Correlations				
		PLACE		NEXT Would you purchase fabric softener of the same brand next time?
Spearman's rho	PLACE	Correlation Coefficient	1.000	.081
		Sig. (2-tailed)	.	.113
		N	384	384
	NEXT Would you purchase fabric softener of the same brand next time?	Correlation Coefficient	.081	1.000
		Sig. (2-tailed)	.113	.
		N	384	384

Regarding the availability of products in most stores, the result shows that the p-value (significant value) is 0.113 which is higher than alpha value (0.05). So it failed to reject the null hypothesis.

From the above results, the researcher could conclude that there is no direct relationship between the channel of distribution and purchase decision for fabric softener.

Group d: Promotion and Purchase Decision

Hypothesis 8: Advertisement and Purchase Decision

Ho 8 : There is no relationship between advertisement and purchase decision

Ha 8 : There is a relationship between advertisement and purchase decision

Or in statistical term, it is stated as:

Ho 8 : $\rho = 0$

Ha 8 : $\rho \neq 0$ at 95% level of significance

Table 5.3.8: Spearman's rank correlation test for two variables between attractiveness of advertisement and purchase decision.

Correlations				
			AD	NEXT Would you purchase fabric softener of the same brand next time?
Spearman's rho	AD	Correlation Coefficient	1.000	.127*
		Sig. (2-tailed)	.	.012
		N	384	384
	NEXT Would you purchase fabric softener of the same brand next time?	Correlation Coefficient	.127*	1.000
		Sig. (2-tailed)	.012	.
		N	384	384

*. Correlation is significant at the .05 level (2-tailed).

Regarding the attractiveness of advertisement, the result shows that the p-value (significant value) is 0.012, which is less than the alpha value (0.05). So the null hypothesis is rejected. The correlation coefficient of 0.127 shows a weak positive relationship between these two variables.

The researcher could conclude that there is a relationship between attractiveness of advertisement and purchase decision for fabric softener.

Hypothesis 9: Premium and Purchase Decision

Ho 9 : There is no relationship between premiums (on pack) and purchase decision

Ha 9 : There is a relationship between premiums (on pack) and purchase decision

Or in statistical term, it is stated as:

Ho 9 : $\rho = 0$

Ha 9 : $\rho \neq 0$ at 95% level of significance

Table 5.3.9: Spearman's rank correlation test for two variables between premiums and purchase decision.

Correlations				
			PREMIUM	NEXT Would you purchase fabric softener of the same brand next time?
Spearman's rho	PREMIUM	Correlation Coefficient	1.000	.188*
		Sig. (2-tailed)	.	.000
		N	384	384
	NEXT Would you purchase fabric softener of the same brand next time?	Correlation Coefficient	.188*	1.000
		Sig. (2-tailed)	.000	.
		N	384	384

**. Correlation is significant at the .01 level (2-tailed).

Regarding the attractiveness of premium, the result shows that the p-value (significant value) is 0.000 which is less than the alpha value (0.05). So the null hypothesis is rejected.

From the above results, the researcher could conclude that there is a relationship between premiums and purchase decision for fabric softener.

Hypothesis 10: In-store Promotion and Purchase Decision

Ho 10 : There is no relationship between in-store promotion and purchase decision

Ha 10 : There is a relationship between in-store promotion and purchase decision

Or in statistical term, it is stated as:

Ho 10 : $\rho = 0$

Ha 10 : $\rho \neq 0$ at 95% level of significance

Table 5.3.10: Spearman's rank correlation test for two variables between in-store promotions and purchase decision.

Correlations				
			PROMO	NEXT Would you purchase fabric softener of the same brand next time?
Spearman's rho	PROMO	Correlation Coefficient	1.000	-.020
		Sig. (2-tailed)	.	.695
		N	384	384
	NEXT Would you purchase fabric softener of the same brand next time?	Correlation Coefficient	-.020	1.000
		Sig. (2-tailed)	.695	.
		N	384	384

Regarding the in-store promotion, the result shows that the p-value (significant value) is 0.695 which is higher than the alpha value (0.05). So it failed to reject the null hypothesis.

CHAPTER VI

CONCLUSION AND RECOMMENDATIONS

This chapter will provide the summary of findings based on the research as well as the recommendations. Section one will be the summary of the hypothesis testing and section two is the recommendations.

6.1 Summary of results from hypothesis testing.

Concepts	Hypothesis	Question No.	Significant Value	Correlation Coefficient	Results
Brand Name	Ha1	3.1-3.2	0.603	0.027	Fail to reject Ho
Packaging	Ha2	3.3-3.4	0.142	-0.075	Fail to reject Ho
Product's quality	Ha3	3.5-3.6	0.435	0.040	Fail to reject Ho
Product Variety	Ha4	3.7-3.8	0.813	-0.012	Fail to reject Ho
Price	Ha5	3.9-3.10	0.000	0.347	Reject Ho
Facing	Ha6	3.11-3.12	0.470	0.037	Fail to reject Ho
Channel of Distribution	Ha7	3.13-3.14	0.113	0.081	Fail to reject Ho
Advertisement	Ha8	3.15-3.16	0.012	0.127	Reject Ho
Premium	Ha9	3.17-3.18	0.000	0.188	Reject Ho
In-store Promotion	Ha10	3.19-3.20	0.695	-0.020	Fail to reject Ho

Table 6.1 shows that there were only 3 variables that were related to purchase decision. From the above results, it can be concluded that there was a relationship between price, advertisement, premiums and purchase decision.

The strength of the relationship between the two variables was described by the coefficient of correlation. Note that a high degree of correlation does not indicate a cause-and-effect relationship between variables. Two variables can be highly correlated, yet the relationship has no meaning. The price of fabric softener

when compared to other brands seems to have higher coefficient correlation (0.347). One assumption was that consumers may want to compare the price before making a purchase decision. Because of this, it is important for the marketers not to set the price higher than the competitors' price. Other factors were premiums which had a correlation coefficient of 0.188, followed by advertising campaigns with correlation coefficient of 0.127. These combinations of promotional campaigns should be carefully developed by the marketers in order to attract the customers.

6.2 Recommendations

As stated in earlier chapter that there is a limitation in a company's resources. The marketers need to focus on the most important elements of the marketing mix. As there are constraints in resources of the firms especially in budget and time, the firms need to allocate the available budget to the most important elements of marketing mix first. This way, the marketing campaigns may focus in the areas of price, premium and advertisements as these factors seems to have a relationship with purchase decision while other variables are less relevant. The three factors, price, premiums and advertisements, will be discussed further as they have a relationship with purchase decision.

6.2.1 Price:

The marketers need to determine the most suitable level of pricing in order to make their price to be competitive. In the fabric softener market, the competition level is quite high so the marketers should be careful in setting a price. There is a low degree of product differentiation in the fabric softener market as many brands are offering the same product attributes then charging too high of a price. This may result in a loss in market shares as consumers may switch to other brands. Analyzing

competitors' prices and offers help the firm to establish a suitable price. Please note that a price must be in line with a product's quality. If the firm's offer is similar to a major competitor's offer, then the firm will have to price close to the competitor or lose sales. If the firm's offer is inferior, the firm will not be able to charge more than the competitor (Kotler 1991).

6.2.2 **Premium:**

Premium or sales promotions is one of the promotional mixes which can be implemented in order to stimulate sales. Sales promotions are short-term incentives to encourage the purchase or sale of a product. Companies can use sales-promotion tools to create a stronger and quicker response. Anyway, the marketer should bear in mind that sales promotion effects are usually short run and not effective in building long-run brand preference (Kotler, 1991). Moreover, the marketers should understand consumer's lifestyle so they could effectively choose the attractive premiums. For the fabric softener market, the premiums are normally in the form of related products such as fabric starch in which the consumers could use as complementary products. The reason is that most brands are not selling only fabric softener but also the fabric starch and liquid detergent. This kind of premium not only increases sales of fabric softener but also induce trials for other products.

6.2.3 **Advertisement:**

Advertising is one of the promotional tools that companies use to direct persuasive communications to target buyers and publics. Unlike sales-promotions, advertisement can be used to build up a long term image for a product. Advertising is an efficient way to reach numerous geographically dispersed buyers at a low cost per

exposure. Consumers might believe that a heavily advertised brand must offer good value (Kotler, 1991). By considering demographic data, marketers can identify who their target markets are and effectively develop the messages. Media strategy is an essential component of a communications plan. It calls for the placement of ads in the specific media that is read, viewed, or heard by selected target markets. To accomplish this, advertisers develop a consumer profile of their target customers that includes the specific media they read or watch. A cost-effective media choice is one that closely matches the advertiser's consumer profile to a medium's audience profile (Schiffman and Kanuk, 1994). The demographic data of respondents in this research may be the guideline for marketer to understand who their target consumers are so that they could select the right message and right medium.

6.3 Further Study Area

As mentioned earlier, the study was done only within the Bangkok area; therefore, the study may be conducted in other areas to understand the perception of people in different areas. Moreover, future studies may be conducted to find out the relationship between other factors and purchase decision. Examples of other factors to be studied are demographic characteristics such as income, level of education, etc.

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http://www.tnsfres.com/industryexpertise/consumer/panel_purchase_house.cfm

Questionnaire

This questionnaire is designed as a partial fulfillment of a thesis of MBA student, Assumption University. The objective is to collect data regarding the impact of the marketing mix and all information is for academic purpose. Thank you very much for your cooperation.

Part 1 : Marketing Mix

Please put ☐ on the answer that is the most applicable to your case.

1. What brand of fabric softener are you currently using?

(Please select only one)

- ☐ Hygiene
- ☐ Fineline
- ☐ Puff
- ☐ Comfort
- ☐ Others (Please specify)

2. Please suggest the source of your purchase of fabric softener.

- ☐ Hypermarket (Tesco Lotus, Big-C, Carrefour and Makro)
- ☐ Supermarket (Tops, Home Fresh Mart, Foodland, etc)
- ☐ Traditional grocery stores
- ☐ Convenience stores (7-Eleven, Family Mart, etc.)
- ☐ Others (Please specify)

3. Please select the answer that is most applicable to your current brand of fabric softener.

Question	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
3.1. The brand name is well known					
3.2. The brand has a good reputation					
3.3. The product has attractive packaging					
3.4. I prefer the packaging of the current brand than other brands					
3.5. The current brand could effectively soften the fabrics					
3.6. I am satisfied with the quality of the current brand					
3.7. The current brand has good product variety / assortment					
3.8. The current brand has more variants than other brands					
3.9. The price is reasonable when comparing to the quality					

Question	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
3.10. The price of current brand is not higher than other brands					
3.11. The current brand has good facing (number of product on the shelf)					
3.12. The number of products on the shelf is more than other brands					
3.13. The products are available in most stores (easy to find the products)					
3.14. It is quite easy to find the products of your current brand on the shelf					
3.15. Advertisement of this brand are attractive					
3.16. I prefer the advertisement of this brand more than other brands					
3.17. Attractive premiums are frequently offered					
3.18. The current brand seems to focus on using the on-pack premiums					
3.19. Attractive in-store promotions (eg. Lucky draw, sweepstake) are frequently offered					
3.20. The current brand seems to focus on using in-store promotions to stimulate sales					

4. Would you purchase fabric softener of the same brand next time

- ☐ Certainly Not
☐ May be not
☐ Not sure
☐ May be
☐ Surely

Part 2 : Personal data

5. Gender

☐ Male

☐ Female

6. Age

☐ Less than 25 years old

☐ 25-30 years old

☐ 31-35 years old

☐ 36-40 years old

☐ More than 40 years old

7. Highest education level

☐ Elementary

☐ Secondary or equivalent

☐ Bachelor degree or equivalent

☐ Master degree or higher

☐ Others (Please specify)

8. Occupation

☐ Housewife

☐ Government officer

☐ Business employee

☐ Student

☐ Others (Please specify)

9. Number of persons in the household

☐ 1-2 persons

☐ 3-5 persons

☐ 6-8 persons

☐ More than 9 persons

☐ Others (Please specify)

10. Household income (per month)

☐ Less than 10,000 baht

☐ 10,001 – 20,000 baht

☐ 20,001 – 30,000 baht

☐ 30,001 – 40,000 baht

☐ More than 40,000 baht

แบบสอบถาม

แบบสอบถามชุดนี้จัดทำขึ้นเพื่อใช้เป็นส่วนประกอบในการศึกษา ละทำวิทยานิพนธ์ของนักศึกษาระดับปริญญาโท มหาวิทยาลัยอัสสัมชัญ ทั้งนี้ ข้อมูลที่ได้จากแบบสอบถามจะใช้เพื่อประโยชน์ทางการศึกษาเท่านั้น ขอขอบคุณทุกท่านที่ให้ความร่วมมือ

ส่วนที่ 1 : ปัจจัยทางการตลาด

กรุณาทำเครื่องหมาย ☒ หน้าหัวข้อที่ตรงกับท่านมากที่สุด

1. ปัจจุบันท่านใช้น้ำยาปรับผ้านุ่มยี่ห้อใดอยู่ (กรุณาเลือกเพียงยี่ห้อเดียว)

- ☐ Hygiene
☐ Finline
☐ Puff
☐ Comfort
☐ อื่น ๆ (โปรดระบุ

2. โปรดระบุประเภทร้านค้าที่ท่านซื้อน้ำยาปรับผ้านุ่ม

- ☐ ไฮเปอร์มาร์เก็ต (Tesco Lotus, Big-C, Carrefour and Makro)
☐ ซูเปอร์มาร์เก็ต (Tops, Home Fresh Mart, Foodland, etc)
☐ ร้านขายของชำทั่วไป
☐ ร้านสะดวกซื้อ (7-Eleven, Family Mart, etc.)
☐ อื่น ๆ (โปรดระบุ

3. โปรดเลือกคำตอบที่ตรงกับน้ำยาปรับผ้านุ่มที่ท่านใช้อยู่มากที่สุด

คำถาม	ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็น ด้วย	เฉย ๆ	เห็นด้วย	เห็นด้วย อย่างยิ่ง
3.1. ยี่ห้อที่ใช้ในปัจจุบัน เป็นยี่ห้อที่รู้จักแพร่หลาย					
3.2. ยี่ห้อที่ใช้ในปัจจุบัน มีชื่อเสียงที่ดี					
3.3. ยี่ห้อที่ใช้ในปัจจุบัน มีบรรจุภัณฑ์สวยงาม					
3.4. ข้าพเจ้าชอบบรรจุภัณฑ์ของยี่ห้อปัจจุบัน มากกว่ายี่ห้ออื่น					
3.5. ยี่ห้อที่ใช้ในปัจจุบันทำให้นุ่มได้อย่างมี ประสิทธิภาพ					
3.6. ข้าพเจ้าพึงพอใจในคุณภาพของยี่ห้อที่ใช้ใน ปัจจุบัน					
3.7. ยี่ห้อที่ใช้มีผลิตภัณฑ์ / กลิ่น ให้เลือก หลากหลาย					

คำถาม	ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็น ด้วย	เฉย ๆ	เห็นด้วย	เห็นด้วย อย่างยิ่ง
3.8. ยี่ห้อที่ใช้ในปัจจุบันมีกลิ่นให้เลือกรมากกว่า ยี่ห้ออื่น ๆ					
3.9. ยี่ห้อที่ใช้ในปัจจุบันมีราคาสมเหตุสมผล เมื่อ เปรียบเทียบกับคุณภาพ					
3.10. ราคาของยี่ห้อที่ใช้ในปัจจุบันไม่แพงกว่า ยี่ห้ออื่น					
3.11. ยี่ห้อที่ใช้ในปัจจุบันมีจำนวนสินค้าที่วางเรียง บนชั้นสินค้าค่อนข้างมาก					
3.12. ยี่ห้อที่ใช้ในปัจจุบันมีจำนวนสินค้าบนชั้นวาง ในร้านค้ามากกว่ายี่ห้ออื่น					
3.13. ยี่ห้อที่ใช้ในปัจจุบันมีจำหน่ายในหลาย ๆ ร้านค้า (หาซื้อได้ง่าย)					
3.14. ข้าพเจ้าสามารถค้นหาและพบสินค้าบนชั้นใน ร้านค้าได้อย่างง่ายดาย					
3.15. ยี่ห้อที่ใช้ในปัจจุบัน มีโฆษณาที่ประทับใจ					
3.16. ข้าพเจ้าพึงพอใจในโฆษณาของยี่ห้อที่ใช้ใน ปัจจุบัน					
3.17. ยี่ห้อที่ใช้ในปัจจุบันมักจะมียี่ห้อแถมที่น่าสนใจ					
3.18. ยี่ห้อที่ใช้ในปัจจุบัน ให้ความสำคัญกับการทำ ของแถมอยู่เสมอ					
3.19. ยี่ห้อที่ใช้ในปัจจุบัน มีการส่งเสริมการขายที่ น่าสนใจ (เช่นชิงโชค , จั๊บลาก)					
3.20. ยี่ห้อที่ใช้ในปัจจุบัน มักให้ความสำคัญกับ รายการส่งเสริมการขาย เพื่อเพิ่มยอดขาย					

4. ท่านคิดว่าท่านจะชื่อน้ำยาปรับผ้านุ่มยี่ห้อปัจจุบันนี้ในครั้งต่อไปอีกหรือไม่ ?

☐ ไม่ซื้อแน่นอน

☐ น่าจะไม่ซื้อ

☐ ไม่แน่ใจ

☐ น่าจะซื้อ

☐ ซื้อแน่นอน

ส่วนที่ 2 : ข้อมูลส่วนตัว

5. เพศ

☐ ชาย

☐ หญิง

6. อายุ

☐ น้อยกว่า 25 ปี

☐ 25-30 ปี

☐ 31-35 ปี

☐ 36-40 ปี

☐ มากกว่า 40 ปี

7. ระดับการศึกษาสูงสุด

☐ ประถมศึกษา

☐ มัธยมศึกษา หรือ เทียบเท่า

☐ ปริญญาตรี หรือเทียบเท่า

☐ ปริญญาโท

☐ อื่น ๆ (โปรดระบุ)

8. อาชีพ

☐ แม่บ้าน

☐ ข้าราชการ หรือ พนักงานรัฐวิสาหกิจ

☐ พนักงานบริษัทเอกชน

☐ นักเรียน / นักศึกษา

☐ อื่น ๆ (โปรดระบุ)

9. จำนวนสมาชิกในครอบครัว

☐ 1-2 คน

☐ 3-5 คน

☐ 6-8 คน

☐ มากกว่า 9 คน

☐ อื่น ๆ (โปรดระบุ)

10. รายได้เฉลี่ยของทั้งครอบครัวต่อเดือน

☐ น้อยกว่า 10,000 บาท

☐ 10,001 – 20,000 บาท

☐ 20,001 – 30,000 บาท

☐ 30,001 – 40,000 บาท

☐ มากกว่า 40,000 บาท

