The Factor in Marketing Mix That Will Influence Consumers the Most When They Make Purchasing Decision on Tesco Lotus's House Brand Products

By

Noppanun Casonkajonthip

A Thesis Submitted in Partial Fulfillment
of the Requirements for the Degree of

Master of Business Administration

Graduate School of Business
Assumption University
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Examined on : 25 April 2002
Approved for Graduation on :

Graduate School of Business
Assumption University
Bangkok Thailand
April
2002

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Abstract

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

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

Product: packaging, brand name, trademark, warranty, and product image.

Price: lower price

Place: shelf space arrangement

Promotion: point of purchase and consumer sales promotion

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

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

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

Acknowledgement

In completing this thesis, there is great contribution from many persons. The first person whom I really appreciate for his kindness is Dr. Jakarin Srimoon, my thesis advisor. He gave me very useful information and suggestions. This thesis cannot be completed without his efforts.

Moreover, I would like to extend special thanks to Dr. Ishwar I.C.Gupta and Dr. Pimporn Chandee, my thesis committee members. They provided me the recommendations that I can use to improve the thesis.

Thanks are also due to my family and friends that gave me the inspiration. They usually supported me and helped me pass the difficulties in doing the thesis.

There are also many other persons who contribute to my thesis. Not with their encouragement, it is hard to complete this thesis. Therefore, I am deeply grateful to all of the above mentioned people .

Chapter 1: Generalities to the Study

1.1 Background Relating to the Problem

At present, retailers play important roles in distributing products to final customers. In the past, when suppliers were dominant, retailers supplied the merchandise that was on offer and consumers selected from them. However, as retailers have become significantly more powerful they can exert more power over suppliers and stock only the brands they wish to sell, depending on their overall retail strategy and supplier relationships. The effect of this is that consumers are able to purchase only what is selected and offered to them by retailers, as opposed to by manufacturers, and so retailers may be considered to be shaping consumer purchasing behavior (Gilbert, 1999). Between 1987-1995, when the growth rate of the Thai economy was especially high, many retailers aggressively invested in other store categories, such as convenience stores, discount stores, and hypermarkets.

Thailand's retail battlefield has been tougher because big multinational chains have established their firms in the market. The majority of the new investments have come from leading international retail chains: UK-based Tesco with its Tesco Lotus stores; France-based Casino Group with Big C; Carrefour of France; Netherlands-based Royal Ahold (Tops supermarkets) and Makro; and Belgium-based Food Lion.

These international operators invest a lot of money to open new branches all over the country. Their strategies are similar. They focus on low prices with wider selections. Consumers get benefit the most from the competition. This leads to the big chain's substantial bargaining power as well as operational efficiency brought on by superior technology. On the other hand, manufacturers are suffering because some grocery stores have been turning to buy goods from discount stores at lower prices. In addition to selling manufacturers' products at lower prices, some powerful retailers create their house brand products that provide alternative to consumers.

Retailers try to emphasize more on their house brand products. In the past, retailers tended to select only some goods that had good sales and sold them with their house brands, (such as soap, shampoo, and toothpaste). However, the situation has changed. Retailers are going to sell wider types of goods with their own brands.

The reasons that intermediaries have their own brands are below:

1. They are more profitable. Retailers search for manufacturers with excess capacity that will produce the private label at a low cost. Other costs, such as advertising and physical distribution, may also be low. This means that private brander can charge a lower price and yet have a higher profit margin.
2. The retailers develop strong exclusive store brands to differentiate themselves from competitors. Many consumers do not distinguish between national and store brands.

In the confrontation between manufacturers' and private brands, the retailers have many advantages. Because shelf space is scarce, many supermarkets charge a slotting fee as a condition before accepting a new brand, presumably to cover the cost of listing it and stocking it. Retailers also charge separately for special display space and in-store advertising space. They typically give more prominent display to their own brands and make sure they are better stocked. At present, they are building better quality in their store brands.

As a result, manufacturers that have their own brands are very frustrated by growing power of the retailers. In the past, retailers were only minor irritants. Today they are far more formidable and some marketing commentators predict that private brands will eventually overtake all but the strongest manufacturers' brands.

In the past years, consumers saw the brands in any category arranged as a brand ladder, with their favorite brand at the top and remaining brands in descending order of preference. There are increasing signs that this ladder is disappearing and being replaced with a consumer perception of brand parity, namely, that many brands are equivalent. These consumers are ready to buy whichever acceptable brand is on sale that week. Consumers may not perceive any difference between Colgate and Darlie toothpaste; or Rejoice and Kao Sifone shampoo.

This weakening in brand preeminence is due to many factors. Consumers, hard pressed to spend more wisely, are more sensitive to quality, price, and value. They are noting more quality equivalence as competing manufacturers and national retailers duplicate the quality of the best brands. Coupons and price specials are training a generation of consumers to buy on price. Numerous brand extensions and line extensions have blurred brand identity and led to a confusing amount of product proliferation. Store brands have been improving in quality, posing a strong challenge to manufacturer-owned brands.

Manufacturers react by spending substantial amount of money on consumer-directed advertising and promotion to maintain strong brand preference. Their price must be somewhat higher to cover the higher promotion cost. At the same time, the mass distribution put considerable pressure on them to put more of their promotional money into trade allowances and deals if they want adequate shelf space. Once manufacturers start giving in, they have less to spend on consumer promotion and advertising, and their brand leadership starts slipping. This is the national brand manufacturer's dilemma (Kotler, Ang, Leong, and Tan, 1999).

In Thailand, both local and foreign retailers have their house brand products. They plan to cover most kinds of merchandise. That means manufacturers have to confront the threat of house brand products of many intermediaries.

Table 1.1: Retailers in Thailand that have house brand products.

Retailer	Brand	Types of goods with house brand	Remark
Tesco Lotus	Super Save Tesco	Convenience goods	Plan to extend house brands to cover all lines of convenience goods.
Big C	Leader Price	Convenience goods and some kinds of shopping goods	Plan to extend house brand to cover all lines of both convenience and shopping goods before opening Leader Price Store at Rachdamri in the early of 2002.
Makro	Aro M & K Cubich	Convenience goods and	House brand products can generate 4% of total sales to Makro.
Carrefour	Carrefour	Convenience goods	Plan to extend house brand to cover more various kinds of convenience goods.
Tops	Tops	Convenience goods	Plan to extend house brand to cover more various kinds of convenience goods.
The Mall	Home Best Home Choice Home Fresh	Convenience goods	Used to use the brand "Home Fresh Mart" as its house brand.

Source: Marketeer Magazine, December, 2001, p. 56.

Big C, one of Thailand's largest superstores, is planning to open stand-alone supermarket chain that sells products under the brand "Leader Price". This brand focuses on mass market (Bangkok Post, August 23, 2001). Big C perceived the strong growth potential of house brand products. Furthermore, it plans to have a full range of house brand merchandise (The Nation, October, 18, 2001).

Tesco Lotus is another superstore that has its own house brand products. At present, it sells various kinds of house brand products at all branches. Moreover, it plans to extend itself from superstores to convenience stores. Its first Tesco Lotus convenience store in Thailand is at Esso service station, at Km 6.5 on Ram Intra Road, on Bangkok's northern outskirts in early October of 2001. At the same time, Tesco Lotus is planning to set up Tesco Lotus Express stores outside the petrol stations, in crowded neighborhoods, as part of an overall strategy to make the presence of Tesco Lotus Express felt in Thailand. Tesco Lotus's aim is to compete with supermarkets and grocery stores. Tesco Lotus will offer extensive range of fresh and dry grocery products, snacks and beverages, as well as personal care and household cleaning supplies. A Typical convenience store offers fast-moving items such as snacks, drinks and essential personal care products. Products at Tesco Lotus Express will be retailed at the same prices quoted at Tesco Lotus superstores undercutting the prices quoted at most convenience stores such as 7 Eleven. House brand products are also available at Tesco Lotus Express (Bangkok Post, August 3, 2001).

1.2 Statement of Problem

There have been many changes in the way retailers have influenced their power in the distribution chain. The level of retail concentration is particularly intense in the grocery business. Their increasing concentration and influence have contributed significantly to the weakening of many manufacturer or national brands. This explains the increasing importance of retailer own labels, or house brands.

Due to the economic crisis in Thailand, purchasing power of consumers has decreased. This affects buying behavior of consumers in the way that consumers become more conscious in pricing. They prefer to purchase goods at cheaper prices. House brand products, which offer lower prices, can fulfill consumers' needs. The reasons that prices of house brand products are cheaper than national brand products are as follow:

1. The retailers do not have to spend their own budget on developing products.
2. The retailers do not have to advertise their house brand products so they can save advertising costs.
3. Since retailers own their shelf space, they do not have to pay for it in selling their house brand products (Marketeer, December, 2001).

It is predicted that if house brand products are more accepted, national brands whose sales are not in the first three ranks will be in trouble. They have high potentiality to be reduced shelf space, moved to poorer location, or driven out from outlets. And their shelves will be provided for house brand products instead.

In addition, the packages of house brand products are very similar to national brand products. Those national brand products that are leaders and popular in the market are always imitated by house brand products. This factor makes consumers confuse and unintentionally buy house brand products.

Big C Supercenter launches beer and uses its house brand "Champ". Big C is selling Champ at its chain of discount stores for 30 Baht, the lowest price for a 750cc bottle, compared to 33 Baht for Leo, 38 Baht for Chang, over 40 Baht for Singha and more than 50 Baht for Carlsberg and Heineken. Although pricing is not the most important key to success in a market where brand loyalty is relatively high, a nationwide distribution of Big C makes producers become more serious. Big C goes ahead and sets up its own distribution and sales network outside its chain of 26 large stores, the top brands would face a serious threat. Even though Big C cannot sell Champ at other big retail chains such as Lotus or Carrefour, the producers still have to realize the same threat from those cited retail chains. Not only Big C, others superstores also have their house brand products that are ready to steal sales from national brand products. In addition, Big C is able to put the top brewers at a disadvantage when it comes to displaying and promoting their own beers at Big C Supercenters. The point of sales is going to support the lower prices of house brand products and make consumers more interested (The Nation, November 1, 2001).

Beer is considered as a luxury consumer product so brand image is very important. This can indicate that luxury product is still affected by house brand product so it is more sensitive for manufacturers selling convenience goods to be affected by lower prices of house brand products. This becomes a controversy whether the brand image of national brand products are going to keep customers from the lure of cheaper house brand products.

Manufacturers, especially medium and small manufacturers realize that they are threatened by house brand products. So they need to adapt themselves accordingly. In order to cope with price war from house brand products, some producers have launched fighting brands to compete with house brands. Because producers understand that purchasing power of consumers is reduced, they have to offer lower priced products to respond to the change. At the same time, manufacturers would like to defend their market shares in lower group of customers that rarely pay attention to brand of goods. These customers tend to consider price as their important factor in buying.

According to Mr. Soonthorn Kengviboon, a committee of Osodsabha Marketing Co., Ltd., he said that during the last two years, market shares of company's children products were heavily taken by house brand products. As a result, the company decided to launch fighting brand to compete with house brands. He said that the price of fighting brand would be cheaper than existing company's national brands by around 10 percent. In the case that there is intense competition, the difference may be increased to 20 percent (Thansettakit, August 26-29, 2001).

However, it still cannot be concluded that lower prices of house brand products can stimulate customers to buy them. A lot of consumers in Thailand still never buy house brand products. Although the prices of house brand are cheaper, consumers may not be encouraged by this factor. The shopping behavior study conducted by Marketing Department of Bangkok University shows that 42 percent of respondents never buy house brand products at Tesco Lotus, and 36 percent at Carrefour (Marketeer, December, 2001).

Therefore, it is a wonder whether lower prices of house brand products make consumers buy them rather than national brand products. There may be other factors that stimulate them to buy house brands. In order to gain more insight about consumer behavior, the research on the factor in marketing mix that will influence consumers the most when they make purchasing decision on house brand products should be conducted.

Since consumers prefer to go shopping for convenience goods at hypermarkets rather than other types of retail stores, hypermarkets are selected to be the places for conducting the survey. At present, there are four operators of hypermarket in Thailand. These are Tesco Lotus, Carrefour, Big C, and Makro.

Table 1.2: Number of each hypermarket's branches

Hypermarket	**Number of Branches in the end of year 2001**
Tesco Lotus	33
Big C	29
Carrefour	14
Makro	20

Source: Thansettakij Newspaper, 6-8 December, 2001, pp. 17&22.

Table 1.2 indicates that Tesco Lotus has the highest number of branches. Moreover, it aims to have 40 stores in Thailand by the end of 2003 (Bangkok Post, February 28, 2001).

According to the retailing survey: Supercentres are now No 1. It shows that among the hypermarkets in Thailand, Tesco Lotus took the lead with 14 percent market share, followed by Big C with 10 percent and Makro with 3 percent. The highest spending per trip was 361 Baht at Tesco Lotus, followed by 319 Baht at Makro, including only home consumption data, 325 Baht at Carrefour and 272 Baht at Big C. In addition, Tesco Lotus was the favorite, as 59 percent of the households surveyed did their shopping there (The Nation, August 6,2001).

Due to the above-mentioned factors, Tesco Lotus is selected as the representative of hypermarkets in Thailand to conduct the survey.

Research Questions

In order to find the factor that will influence consumers the most when they make purchasing decision on Tesco Lotus's house brands, the following questions are set. Four Ps that consist of product, price, place, and promotion are the factors included in the research questions.

1. Are consumers concerned with product the most when they make purchasing decision on Tesco Lotus's house brands?
2. Are consumers concerned with price the most when they make purchasing decision on Tesco Lotus's house brands?
3. Are consumers concerned with place the most when they make purchasing decision on Tesco Lotus's house brands?
4. Are consumers concerned with promotion the most when they make purchasing decision on Tesco Lotus's house brands?

Research Activities

After setting the research questions, the following activities will be conduted to find the answers for all questions.

1. To identify whether consumers are concerned with product the most when they make purchasing decision on Tesco Lotus's house brands.
2. To identify whether consumers are concerned with price the most when they make purchasing decision on Tesco Lotus's house brands.

3. To identify whether consumers are concerned with place the most when they make purchasing decision on Tesco Lotus's house brands.
4. To identify whether consumers are concerned with promotion the most when they make purchasing decision on Tesco Lotus's house brands.

1.3 Objective of study

-To study the factor in marketing mix that will influence consumers the most when they make purchasing decision on Tesco Lotus's house brand products so that manufacturers who have their own brands understand more about their consumers' behavior and can formulate appropriate strategies to more effectively compete with house brands.

1.4 Scope

Tesco Lotus has branches of supercenters both in Bangkok and other provinces. In addition, Tesco Lotus has two branches of Tesco Lotus Express. They are located at Ram Intra and Vibhavadi Langsit Roads. However, the survey will be conducted at Tesco Lotus's branches in Bangkok only. Tesco Lotus' branches in Bangkok are located on Seacon Square, Minburi, Rama 2, Fortune Town, Ratchada, Sukapiban 1, Sukhumvit 50, Bangkae, Rama 4, Pamindra, Chaengwattana, Laksi, Srinakarin, Rattanatibat, Rama 3, and Prachachern.

Because of the convenience, the branches of supercenter that are selected to conduct the survey are Tesco Lotus Rama 3, Tesco Lotus Rama 4, Tesco Lotus Srinakarin, Tesco Lotus Ratchada, and Tesco Lotus Rama 2.

At present, the goods that Tesco Lotus mostly sells under its house brands are convenience goods. The convenience goods that are offered at Tesco Lotus can be categorized into the following: fresh and dry grocery products, snacks and beverages, personal care, and household cleaning supplies (Bangkok Post, August 3, 2001). In this research, convenience goods will be studied.

1.5 Limitations

At present, Lotus has 33 branches. It still plans to extend more in the future. These branches are both in Bangkok and other provinces. This becomes the most restrictive point in doing research. It will consume a lot of time and budget to conduct survey at all of these branches.

In reality, the consumer behavior in Bangkok and other provinces seems to be different. However, due to the limitation of time and budget, the research is going to survey in Bangkok only.

In addition, in doing the survey, not all branches of Tesco Lotus in Bangkok are places to conduct the survey. The researcher selects some of them because of the same reasons mentioned earlier.

This thesis is conducted during December, 2001 to April 2002. There may be some changes with Tesco Lotus's house brands after the mentioned period. So the result included in this thesis can not cover the later changes.

1.6 Importance of the Study

This research is conducted to contribute information to manufacturers who have their own brands. The research provides advantages to manufacturers in the way that they can reduce risks in decision-making. Manufacturers' decision will be based on information derived from the survey rather than only on intuition. Therefore, the decision is more reliable.

In order to more effectively compete with house brands, manufacturers need to understand why consumers decide to purchase house brands. Many manufacturers perceive that consumers buy house brands because of cheaper prices. So they do price war with house brands. Some manufacturers decide to launch fighting brands and sell them cheaper than their existing brands. This strategy may not be the best one. Consumers may not consider price as the significant factor when they buy house brands. There are other criteria that may influence them to buy; product, place and promotion.

The research is planned to find factor that consumers are concerned the most when they buy house brand products. The result of the survey will assist manufacturers to create strategies. Instead of entering into a price war, there may be other suitable alternatives for manufacturers to appeal to consumers to buy their products.

1.7 Definition Terms

Convenience stores: Relatively small stores that are located near residential areas, are open long hours every day, and carry a limited line of high-turnover convenience products. Their long hours and their use by consumers mainly for "fill-in" purchases make them relatively high-price operations. Many have added sandwiches, coffee, and pastry for takeout. They fill an important consumer need, and people seem willing to pay for the convenience (Kotler, Ang, Leong, and Tan, 1996).

Discount stores: Sell standard merchandise at lower prices by accepting lower margins and selling higher volumes. Occasional discounts or specials do not make a discount store. True discount stores regularly sell their merchandises at lower prices, offering mostly branded, not inferior goods. Discount retailing has moved beyond general merchandise into specialty merchandise stores such as discount sporting-goods stores, electronics stores, and book stores (Kotler, Ang, Leong, and Tan, 1996).

Hypermarkets: Range between 7,400 and 20,400 square meters and combine supermarket, discount, and warehouse retailing principles. Their product assortment goes beyond routinely purchased goods and includes furniture, large and small appliances, clothing items, and many other items. The basic approach is bulk display and minimum handling by store personnel, with discount offered to customers who are willing to carry heavy appliances and furniture out of store (Kotler, Ang, Leong, and Tan, 1996).

Slotting fee: Payments demanded by retailers from producers before they will accept new products and find "slots" for them on the shelves (Kotler and Armstrong, 1996).

House brand: Brand owned by a retailer rather than by the producer (Ivanovic, 1996).

National brand: A brand created and owned by the producer of a product or service (Kotler and Armstrong, 1996).

Convenience goods: The goods that the customer usually purchases frequently, immediately, and with a minimum of effort (Kotler, Ang, Leong, and Tan, 1996).

Shopping goods: Those that consumers typically purchase only after comparing competing products in competing stores on bases such as price, quality, style, and color (Boone and Kurtz, 1996).

Marketing Mix: Marketing mix is one of the most fundamental concepts associated with the marketing process. The theory underlying the four Ps concept is that, if one manages to achieve the right product at the right price with the appropriate promotion and in the right place, the marketing program will be effective and successful (Buckley, 1993).

Quality: Quality is a measure of how well a product perform and how long it will perform (Russ and Kirkpatrick, 1982).

Lower group of customers: 1. upper lowers: upper lowers are working (are not on welfare), although their living standard is just above poverty. They perform unskilled work for very poor pay although they strive toward a higher class. Often, upper lowers lack education. Although they fall near the poverty line financially, they manage to "present a picture of self-discipline" and "maintain some effort at cleanliness." 2. lower lowers: lower lowers are on welfare, visibly poverty stricken, and usually out of work or have "the dirtiest jobs." Often they are not interested in finding a job and are permanently dependent on public aid or charity for income. Their homes, clothes, and possessions are "dirty," "raggedy," and "broken-down" (Coleman, 1983).

Chapter 2: Literature Review

2.1 Introduction

The objective of the study is to find which factor in marketing mix will mostly influence consumers when they make purchasing decision on house brand products. From the preliminary study, the obtained theories concerning with the topic are summarized and shown as follows:

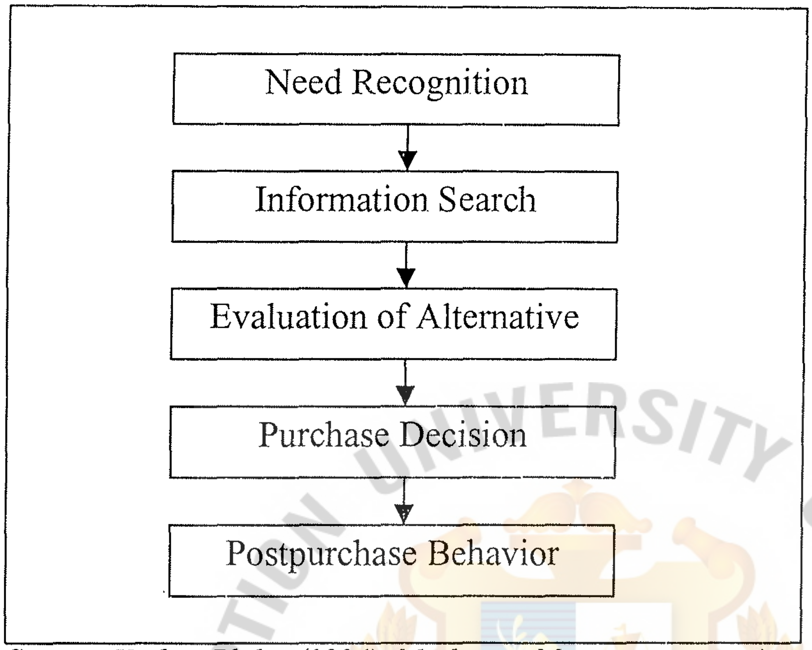
2.2 Relevant Theories

2.2.1 Buying Decision Process

Because the research is going to study the purchasing decision of consumers, the theories of buying decision process are included here.

Solomon (1991) stated that a consumer decision is a response to a problem. Schiffman and Kanuk (1978) depicted that decision is the selection of an action from two or more alternative choices. It means that there must be more than one alternative choice whenever a person is to make a decision. Kotler (1996) pointed out that the consumer buying process is the sum total of the sequential part of problem recognition, information search, evaluation of alternative, purchase decision, and post purchase evaluation as show in figure 2.2

Figure 2.1: The buying decision process model



Source: Kotler, Philip (1996), Marketing Management an Asian Perspective, Singapore: Prentice-Hall, pp. 227-236

Problem Recognition

The buying process starts with problem recognition, which is a feeling that things are not what they should be. An awareness that something is lacking is stimuli by internally felt physiological and psychological needs (Lewisor, 1994). Mason and Mayer (1987) depicted that marketer often can hasten problem recognition through promotions; in-store displays, product demonstrations, suggestion-selling techniques, or by a careful study of consumer needs.

Information Search

Once a problem has been recognized the consumer must engage in information search, where the consumer surveys his or her environment for appropriate data to make a reasonable decision. Lewisor (1994) mentions two types of information search; a low-level information search, and a high-level information search. A low-level information search involves an increased awareness of readily available information. The consumer pays closer attention to advertisement, store displays, sales pitches, and comments of others in an effort to gather additional information to supplement existing product knowledge. A high-level information search consists of a conscientious effort to seek out and gather new and supplementary information from new and existing sources. It involves actively talking with, reading from, and observing information sources.

Evaluation of Alternatives

Consumers use a variety of criteria in deciding which store to patronize and which product to buy, including selection, price, quality, service, value, and convenience (Lewisor, 1994). Mason and Mayer (1980) stated that consumers use store and product attributes to compare outlets and merchandise. The importance of each attribute varies among consumers. Management must, however, know which attribute consumers consider and the importance the consumer places on them.

Purchase Decision

Purchase is defined as when the buyer has paid for a brand or has made some financial commitment to buy some specified amount during some specified time period (Howard, 1989). In executing a purchase intention, there are five purchase sub-decisions, which consumers may make up (product choice, brand choice, dealer choice, purchase timing, and purchase amount (Kotler, 1996). In other words, consumers may answer the question of which product to buy, or may also form a purchase intention to buy the most preferred brand. Sometimes consumers may have to choose which dealer or store there will go to purchase. In some cases, they may decide whether to make an immediate purchase or to wait until some future date. Sometimes, they may have a question of what volume to be purchased. Once the brand has been selected, the consumers end up with the transaction. This involves what is normally called "purchasing" the product. (Lewisor, 1994)

Post purchase evaluation

After buying and trying the product, a consumer will experience some level of satisfaction or dissatisfaction. If the product meets his expectations, the consumer is satisfied, if it exceeds them, the consumer is highly satisfied, but if it falls short, the consumer is dissatisfied. Consumers form their expectations on the basis of messages and claims sent out by the seller and other communication sources. The amount of dissatisfaction depends on the size of the difference between expectations and performance. (Kotler, 1996)

From the explanation above, we can notice that in buying decision process consumer go through many steps. However, in low involvement purchase, consumer may skip or reverse some stage (Kotler, 1994). For the decision under condition of low involvement, the consumer's decision is a learned response to environmental cues. Consumer may decide to buy something on impulse that is promoted as a "surprise special" in a store (Solomon, 1991). It means that the main activities occurred at the point-of-purchase, where consumer recognize their need, evaluate the product, and then decide to buy or not to buy the product. Therefore, this study will focus on the purchase decision stage.

2.2.2 Product

In purchase decision, consumers form decision criteria based on association among products. The resultant processing can involve relative ranking of product on attributes, which are important to the individual consumer. It is generally assumed that the shopper is welcomed to inspect various types of merchandise, possibly taking it off the shelf, Kaufman (1995). The explanations of the concept of product are as follows.

What is a product?

Products are bundles of benefits capable of satisfying consumer wants and needs (Lewisor, 1994). Kotler and Armstrong (1996) mentioned the three levels of product as follows. The core product, which addresses the question: What is the buyer really buying? It consists of the problem solving service and core benefits that consumers seek when they buy a product. Actual product consists of five characteristics: a quality level, feature, design, a brand name, and packaging. An augmented product offers additional consumer services and benefits such as installation, after-sale service, delivery and credit, and warranty.

Consumer goods: convenience goods.

Kotler and Armstrong (1996) explained that marketers have traditionally classified products on the basis of varying product characteristics: durability, tangibility, and use (consumer or industrial). Moreover, consumer goods can be distinguished into convenience, shopping, specialty and unsought goods.

Since the research concentrates on convenience goods, only the theories relating to it will be included.

Convenience goods are goods that the customer usually purchases frequently; immediately and with a minimum of effort. Convenience goods can be further divided into staples, impulse goods, and emergency goods. Staples are goods that consumers purchase on a regular basis. Impulse goods are purchased on impulse, without any planning or search effort. These goods are usually displayed widely. Emergency goods are purchased when a need is urgent. Manufacturers of emergency goods will place them in many outlets to capture the sale when the customer needs them (Kotler and Armstrong, 1996). Boone and Kurtz (1996) identified that convenience goods are items that consumers seek to purchase frequently, immediately and with little effort.

2.2.3 Brand

According to the American Marketing Association, a brand is a "name, term, sign, symbol, or design, or a combination of them intended to identify the goods and service of one seller or group of sellers and to differentiate them from those of competition." Consumers view a brand as an important part of a product, and branding can add value to a product (Kotler and Armstrong, 1996). Mandell and Rosenberg (1981) also agreed that brand name is in the group of related product features and it is a part of product. Lamb, Hair, and Me Daniel (1993) viewed branding as a marketing tool to distinguish their products from all others. In creating a brand, marketers have many choices in the number and nature of the brand element to identify their product (Kevin, 1998). Band is name, term, sign, symbol, or design that identifies the goods or services of a firm said Boone and Kurtz (1996). Kotler, Ang, Leong, and Tan (1996) presented that brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. Brand name is a part of a brand, which can be vocalized-the utterable. Brand mark is a part of a brand, which can be recognized but is not utterable, such as a symbol, design, or distinctive coloring or lettering. Trademark is a part of a brand that is given legal protection because it is capable of exclusive appropriation. A trademark protects the seller's exclusive rights to use the brand name and/or brand mark (Kotler, 1988).

Brand Sponsor

Brand categories can be divided into national brand or a brand offered and promoted by manufacturer and is known as a national brand or a manufacturer's brand. The other is house brand which is private a brand (often known as a house, distributor, or retailer brand). It identifies a product that is not linked to the manufacturer, but instead carries a wholesaler's or retailer's label. Private label products are no longer limited to canned vegetables and detergents. As private label sales grow, so do the number and variety of private-label products on the market. (Boone and Kurtz, 1996).

In brand-sponsor decision, the product may be launched as "manufacturer brand" (sometimes called a national brand), or a "distributor brand" (also called retailer, store, or private brand). Manufacturer's brand (national brand) is a brand created and owned by the producer of product or service. Private brand (or store brand) is a brand created and owned by a reseller of a product or service (Kotler and Armstrong, 1996).

Baker (1995) explained that a significant manifestation of retailer power has been the ability of major retailers to develop their own brand product ranges. These are defined as: products sold under a retail organization's house brand name, which are sold exclusively through that retail's organization's outlets. He also stated that retailer brands have been especially important within grocery retailing.

Retailers' desire for private labels

Some powerful retailers decide to have their own brands so that they can gain advantage from price war. The reasons that retailers have house brands are

1. To attract customers: Retailers will price house brands cheaper in order to appeal to customers to their stores and buy other items sold. That means the companies' sales can be increased.
2. To make customers make purchasing decision easier: Customers may be in doubt whether the quality of house brand products is the same as national brands products. If retailers price house brands equally or higher than national brands, they will find that their house brands are hard to be sold. On the other hand, if there are differences in price between national and house brands, it will be easier for customers to make buying decision.
3. To be more competitive: Since the market rarely welcomes new brands, the retailers set the same price as competitors do, their brands will face difficulties in selling. Conversely, if their prices are different from competitors, customers may be attracted to buy without considering quality. It means that retailers' brands will be sold more easily. (Piaphong, 1991).

Knapp (2000) explained that the primary reason retailers are interested in growing their percentage of private label products is to increase their gross profit margin and create loyalty. A private label product can be acquired by retailer at a much lower cost than a national brand of the same product. Therefore, a retailer can generate a larger profit margin on a private label product, even if it sells at a retail price lower than the national brand.

Despite the fact that private brands are often hard to establish and are costly to stock and promote, private label yields higher profit margins for the middleman. They also give middleman exclusive products that cannot be bought from competitors, resulting in greater store traffic and loyalty (Kotler and Armstrong, 1996).

Boone and Kurtz (1996) commented that private brands represent high profit for retailers and a threat to branded products.

Baker (1995) showed that motives for developing retailer brands vary, as does the positioning of the ranges. Generally, retailers are seeking to reinforce their images, generate better margins and improve competitiveness, in terms of price and/or differentiation.

Investing in house brands

Wileman and Jary (1997) presented that there are five stages in the development of store brands roughly matching the stages of maturity and power of the retail brand.

Generics, typically in plain white or brown packaging labeled "CIGARETTES" or "SOAP", are commodity offers based on simple product functionality and very low prices.

Cheap store brands are a step above generics, but still offer inferior product quality at large discounts off producer brand prices. They often use innocuous proprietary brands and /or packaging that draw on associations with the leading producer brands.

These first two stages require little or no investment. The retailer puts out a contract tender to third-tier producers with spare capacity. Little effort needs to be put into product or packaging design and development, and quality control can be kept to a bare minimum.

At the third stage, *re-engineered low cost* store brands are still cost-and price-based, but do require some level of proactive management and investment.

The last two stages of store brand development move from being cost-price-based to being on quality and innovation. *Par quality* store brands are pitched at matching producer brand quality and performance every way, but at a price that is 10-25% lower. The price advantage is possible because of the retailer's elimination of much of the product or category specific marketing overhead of the leading producer brands, and because the retailer can negotiate attractive contract prices from high quality second-tier producers with excess capacity. Although quality is comparable, the store brand is unlikely to take on real innovation.

In the final stage of development, *leadership* store brands take on a real market and brand leadership role, driving innovation and re-positioning of product lines and whole categories. The leadership role enables these store brands to extract at least price parity, and often a price premium, versus producer brands and versus other retailers.

These last two stages require extensive investment by the retailer, in design and development, quality control, and close long-term supplier relationships. They may also start to require directly allocable marketing investments, particularly if product or category-specific sub-brands are offered.

Knapp (2000) stated that in the early development of private label and store brands, there was generally less emphasis on differentiation and more focus on lower price. However, that has begun to change, with more emphasis now on innovation and development of unique products instead of "me too" commodity products.

2.2.4 Price

Price becomes a significant factor that retailers use in building their house brands. Kotler and Armstrong (1996) depicted that price is 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. Boone and Kurtz (1996) mentioned that price is the exchange value of good or service.

Price is the only element in the marketing mix that produces revenue; the other elements produce costs. Price is also one of the most flexible elements of the marketing mix, in that it can be changed quickly, unlike product features and channel commitments. (Kotler, Ang, Leong, and Tan, 1996)

Price Strategies: Pricing under the market

House brands seem to have low brand awareness among consumers. In order to encourage consumers to buy house brand products, retailers have to price them lower than existing national brands.

Some retailers decide to price lower than competitors because they expect to be able to sell large quantity of goods. They are going to attract those customers who seek cheaper prices (Suvit Piaphong, 1991).

Hasty and Reardon (1997) pointed out that price, not product features or service has become the primary message of advertisements. The manufacturer may want to price the product as low as possible in order to attract many initial customers. This is called penetration pricing policy. It has the advantage of creating large market share and may keep competitors from entering the market.

Market-penetration pricing is setting a low price for a new product in order to attract a large number of buyers and a large market share (Kotler and Armstrong, 1996).

Kotler, Ang, Leong, and Tan (1996) defined that the companies wanting to maximize unit sales believe that a higher sales volume will lead to lower unit costs and higher long-run profit. They set the lowest price, assuming the market is price sensitive. This is called market penetration pricing.

Penetration pricing involves pricing the product relatively low compared to similar goods in the hope that it will secure wide market acceptance that will allow the company to raise its price. Firms often introduce soaps and toothpastes this way. Penetration pricing discourages competition because of its low profit. Firms often follow this method when they expect rapid competition from similar products and when large-scale production and marketing will substantially reduce overall costs (Boone and Kurtz, 1996).

2.2.5 Place

Distribution channel are groups of related organizations that help make goods and services available for use by customers (Dalrymple and Parsons, 1995). The management of the distribution function, including supply chain management, involves managing the sourcing of organizational resources upstream from suppliers and distributing resources downstream to customers. The route from product or service supplier to the consumer is called a channel of distribution, or distribution chain. An intermediary (or distributor) is an organization or individual that links the supplier of goods and services to the end consumer. Wholesaler and retailers are typical intermediaries for consumer markets (Davies 1998).

Retailing

Retailing has always been a major component of economic activity. In selling products and services, manufacturers have to rely on retailing activities. Retailing is the sale of goods and services to consumers for their own use. This distinguishes retailing from the supply of goods, in quantities large or small, to industrial buyers (McGoldrick and Greenland, 1994). Boone and Kurtz (1996) explained that retailers are the final link in the distribution channel. Kotler, Ang, Leong, and Tan (1996) indicated that retailing includes all the activities involved in selling to final consumers for their personal, nonbusiness use. A retailer or retail store is any business enterprise whose sales volume comes primarily from retailing.

Retail Functions

Given the enormous breadth of activities that comprise retailing, it is possible here to provide only a glimpse if its major functions. A more comprehensive treatment is provided in the chapters of McGoldrick (1990) and the case studies of McGoldrick (1994). The emphasis here is to:

1. Indicate the role of each function within the overall process of marketing consumer goods;
2. Outline the significance of each function within the strategies mix and within the value chain of retailers.

Each element of the value chain can serve to increase value, real or perceived. Most elements incur costs but can contribute to the process of differentiation.

2.2.6 Promotion

Each element in the basic marketing mix is supplemented by a group of marketing instruments whose main purpose is to induce immediate buying behavior by strengthening the basic mix element for a short period of time. This group of instruments is called the promotion mix ((Dalrymple and Parsons, 1995). Boone and Kurtz (1996) depicted that the components of the promotional mix are as follows:

Personal selling: A person-to-person promotional presentation to a potential buyer.

Advertising: Nonpersonal sales presentations usually directed at large numbers of potential customers.

Sales Promotion: Form of promotion that displays and demonstrates a product at the place where the actual purchase decision is made.

Public relations: Organization's communications with its various public audiences.

Davies (1998) adds direct mail as another component in promotional mix. Direct mail is mailshots targeted at specific groups (sometimes considered part of the sales promotion function)

2.3 Previous Empirical Research

The purpose of the research is to study which factor in marketing mix will mostly influence consumers when they make purchasing decision on house brand products. For this reason, the previous research studies included here concern with consumer behavior.

Inman (2001) studied the role of sensory-specific satiety in attribute-level variety seeking. He found that it could be extended in a natural way to predict that consumers are more likely to switch between sensory attributes (e.g. flavor) than nonsensory attributes (e.g. brand). Consumers are more likely to seek variety on sensory attributes.

Chernev (1997) studied the effect of common features on brand choice: moderating role of attribute importance. He found that when brand attributes differ in importance, common features are likely to enhance consumer preferences for the option with the best value on the most important attribute, thus further polarizing brands' choice shares. In contrast, when attributes are similar in their importance, common features are likely to have an opposite effect, equalizing brands' shares.

Lassar, Mittal, and Sharma (1995) studied the measuring customer-based brand equity. They stated that brand equity stems from the greater confidence that consumers place in a brand than they do in its competitors. This confidence translates into consumers' loyalty and their willingness to pay a premium price for the brand. They found that if consumers evaluate a brand to perform well, consumers also expect the brand to have high levels of value, or to be more trustworthy. However, if the brand fails on a single dimension (e.g. social image), consumers do not evaluate the other dimensions (e.g. performance) highly. They also indicated that promotion is critical in developing equity. Promotion can be used to develop performance expectations, increase trustworthiness, increase social image, increase commitment, and increase value.

Osselaer and Alba (2000) studied the consumer learning and brand equity. They explained that when the relationship between brand name and product quality is learned prior to the relationship between product attributes and quality, inhibition of the latter may occur. As cited by Hutchison and Alba 1991 and Meyer 1987 stated that purchase decisions are based on predictions of product performance. Consumers base their predictions in part on product cues and are accurate to the extent that they have properly learned the relationship between the cues and performance.

Koku (1995) studied the price signaling: does it ever work? He stated that when the market does not know the true quality of a new product a priori, it will assume that the product is of an average quality so firms will signal.

Herbig and Milewicz (1995) studied the relationship of reputation and credibility to brand success. They explained that reputation is the estimation of the consistency over time of an attribute to perform an activity repeatedly in a similar fashion. Reputation occurs primarily through market signaling. A market signal is a marketing activity that provides information beyond mere form and alerts other firms to its intentions, commitments, or motives. Credibility is the believability of an entity's intentions at a particular moment of time. Herbig and Milewicz concluded that the power of reputation for a brand is strongest when the competitive products all look alike or cannot be seen. In addition, the difference must have credibility that is confirmed on delivery, it must deliver what it promises. If users do not believe, they will not make the first purchase. If the firm does not deliver, users will not make the second purchase.

2.4 House Brands in Europe

In northern Europe-Germany, France, UK, Netherlands, Switzerland, Scandinavia-are generally mature and concentrated. Retail value-chain power is well developed. Retail markets in southern Europe-Italy, Spain, Portugal, Greece-are still fragmented, due to competitive immaturity and regulation protecting small stores. So it can say that in northern European, development of retail brand power is a practicality and a strategic imperative. Retail brand power is most advanced in the UK. In several major retail sectors, leading retailers have not only consolidated very strong positions of value-chain power, they have pushed forward into building strong brand franchises with their consumers: in grocery (Sainbury's, Tesco, Safeway, M&S) (Wileman and Jary, 1997).

In European supermarkets, higher house brand sales result in higher average pretax profits. European grocery stores such as Sainbury's, with 54 percent of its sales coming from house brands, and Tesco, with 41 percent average 7 percent pretax profits. The reasons for the strength of house brands in Europe are partly structural. First, regulated television markets mean that cumulative advertising for name brands has never approached U.S. levels. Second, national chains dominate grocery retailing in most west European countries, so retailers' power in relation to manufacturers' is greater than in the United States. In the United States, the largest single operator commands only 6 percent of national supermarket sales, and the top five account for a total 21 percent. In the United Kingdom, by contrast, the top five chains account for 62 percent of national supermarket sales. But growing numbers of U.S. retailers such as the Kroger Company believe that strong house brand programs can successfully differentiate their stores and cement shoppers' loyalty, thereby strengthening their positions with regard to brand-name manufacturers and increasing profitability. Moreover, cash-rich European retailers like Ahold (a Dutch supermarket chain) and Sainbury's have begun to acquire U.S. supermarket chains and may attempt to replicate their house brand programs in the United States (President and Fellows of Harvard College, 1999).

UK grocery store brand ranges are now pitched and perform at a quality level similar to leading producer brands, and often have no price discount (or even a price premium) versus leader producer brands. In several categories, notably in the chilled cabinet, in deli and in fresh produce, retailers are now the primary source of innovation and value added product development. They have been proactive in widening and developing consumers' tastes and habits, into ethnic cuisines, new types of fresh produce, and new styles of cooking. They have also been active in remerchandising or adding value into whole categories, increasing consumers' frequency of spend and willingness to spend more for quality. One of Sainbury's tools for this is its in-house magazine, featuring the UK's leading cookery writer and TV presenter Delia Smith, which is comparable in the quality of its recipes and articles with any general distribution food magazine (and is a profitable in its own right) (Wileman and Jary, 1997).

In the French market Monoprix and Carrefour are making credible investments in-store brand development. Carrefour created a new sub-category in RTE cereals in the late 1980s, with its store brand chocolate filled breakfast cereal, which was copied by Kellogg's and Quaker (Wileman and Jary, 1997).

The development of quality store brands in UK grocery has been from major investment in the supply chain and supplier relationships. For example, Sainbury's has an in-house staff buyers and technical support prople. They choose their suppliers carefully and then work closely with them in developing products specifications, new products and quality control. They source globally, often pioneering new sources of supply from around the world. These characteristics are equally true of dry packaged goods, chilled prepared foods, and fresh produce. They share risks with their suppliers, encouraging investment in new products and new processing capacity and techniques. They also invest heavily in supply-chain logistics and systems. Differentiation can be enhanced if a supply base is exclusive, and many of M&S's food suppliers work on an exclusive basis. But even without exclusively, these investments in the supply chain and in long-term supplier partnerships are very hard to duplicate quickly, as are the ways of working that become embedded in the organizational culture. Mass marketing has also become a tool of grocery retailers in the UK. Grocery brands now account for four out of the top ten umbrella brand spends in consumer goods, and their levels of spend are still increasing far faster than producer brands'. Adverting is no longer simply focused on price and promotion, but has switched to a balance of value-added messages, often recipe-based, and even lifestyle/image based, as in several of Tesco's campaign in the 1990s. Building direct customer relationships is the next major brand building opportunity open to the UK grocers, and they are pursuing it hard, with store/loyalty cards, micro-marketing programs and targeted service packages (including self scanning and pre-ordering). Safeway has one of the more sophisticated customer databases. It has staff working on identifying, tracking and targeting purchase behavior by customer segment down to line item by store. The mass marketing and direct customer relationship-building activities are being run by marketing departments of a size and sophistication comparable with the top producers (Wileman and Jary, 1997).

UK grocery brands are still barely out of diapers compared to the long lived producer brands. Until the early 1980s, Tesco was the epitome of the pile-it-high, sell-it-cheap mentality. Safeway only consolidated its brand in the late 1980s. Asda, which had until then always been positioned as a discount hypermarket chain, almost collapsed in the early 1990s. These are all young brands. M&S and Sainbury's have much longer established retail brands, both positioned around quality and value, although M&S only developed its food business significantly in the mid-1970s. Sainbury's is the only one of the leading grocers than can claim anything like a long-established grocery brand heritage, and even it has wobbled in the face of competitive and margin pressure in the 1990s, being drawn into discounting lines and promotional activity (Wileman and Jary, 1997).

Case Study: Sainbury's Cola

The case of Sainbury's introduction of Sainbury's Classic Cola is already famous as an example of the power of UK grocery brands and the consequent pressure on even the strongest producer brands-in this case the symbol of consumer goods branding, Coca-Cola. Sainsbury's was approached in 1993 by Cott, the American private label producer. Cott had already had considerable success in Canada and the USA with a high quality private label cola, produced by the old Royal Crown business, which was sold very successfully by, among others, Wal-Mart in the USA and Loblaw's in Canada. Cott at that time had no activity in Europe, and their representation in the UK was a one-man band. Sainsbury's already had a private label cola, made by a local UK producer, but it was of mediocre quality compared to Coke and Pepsi. After extensive negotiation and taste tests, Samsbury s decided to partner with Cott, and to go for a big launch commitment, at a level that surprised even Cott. At the launch in 1994, Sainsbury's created walls of Classic Cola in their stores, far more than the traditional 15-20 percent of shelf-space given over to private label. A 20-25 percent discount versus Coke, extensive in-store promotion, point-or-sale material, and 150ml trial cans stimulated tremendous consumer awareness and trial. Coke themselves, in an atypical marketing error, compounded Sainsbury's efforts by drawing attention to the store brand in media coverage, and by promoting taste test comparisons in which Sainsbury's Cola went on to match and even out-perform Coke. Two weeks after launch, the Sainsbury's Cola had reversed in-store market share position with Coke, and relegated Pepsi (always much weaker in markets outside the USA) to an also-ran position. The Sainsbury's Cola had achieved a 60 percent share in-store, and Coke had dropped to 30 percent. As competition settled down over the next year, and Coke responded with tough marketing and promotional campaigns, the market shares bounced around, but as the dust settled Sainsbury's brand still retained its in-store share leadership. Building off its success with Sainsbury's, Cott has become the private label cola supplier to Safeway, Gateway /Somerfield, and Tesco (under the Virgin brand label). It now has its own bottling and canning facilities in the UK. (Cott's overall cola market share is still low despite being the supplier to most of the major multiples. Multiple grocers do not dominate cola distribution as they do many packaged grocery sectors: independents, non-grocery retail channels such as petrol stations and off-licenses, and food service account for a greater share of the total market.) Sainsbury's has no exclusivity of supply arrangement with Cott; achieving a low production cost in carbonated soft drinks needs higher volumes than can be gained from only one customer, even if the customer is Sainbury's. With the spread of quality store brand cola across most of the major multiples, cola market shares in the supermarket channel shifted dramatically in one year, and growth of the whole cola category shot up (Wileman and Jary, 1997).

2.5 House Brands in the United States

Growth and Success

In the early 1980s, US house brand was at an early stage of development as cheap, often generic, product, and its share naturally slumped back as consumer spending and consumer desired for quality rebounded in the mid-1980s. Quality house brand ranges along UK lines, that are now starting to be offered in the USA (and in other markets), constitute a fundamental step-change that makes extrapolation of past cycle invalid. House brand continues to be viewed in the USA, and in several markets, as primarily a price play in terms of consumer appeal, with market share entirely a function of the level of discount versus producer brands. This may be true in the early stages of development, but at maturity the opposite is true: house brand share is greatest in categories where it has only a small discount, or even a premium, versus producer brands. The balance of brand power in the USA is structurally much more on the producers' side than in the UK. In the USA, producer brands work off national economies of scale in production and marketing, while even the largest supermarket chains are still regional. Moreover, because of their high level of accumulated marketing investment, US consumers have been trained to need the reassurance of producer brands, and are innately more loyal to them and sceptical of store brands. Wal-Mart, increasingly a major player in grocery via its Supercenter format, is increasing its commitment to its Sam's and President's Choice store brand offer; Sam's Dog Food is the highest line volume private label product in the US market (Wileman and Jary, 1997).

Store brands now account for one of every five items sold every day in U.S. supermarkets, drug chains and mass merchandisers. They represent a nearly $50 billion segment of the retailing business that is achieving new levels of growth every year. For American consumers, store brands are brands like any other brands. In a landmark nationwide study, 75 percent of consumers defined store brands as "brands" and ascribed to them the same degree of positive product qualities and characteristics - such as guarantee of satisfaction, packaging, value, taste and performance - that they attribute to national brands. Moreover, more than 90 percent of all consumers polled were familiar with store brands, and 83 percent said that they purchase these products on a regular basis. It's no wonder store brands are held in such high esteem. They are a boon to consumers' pocketbooks. U.S. shoppers who reached for the store brand version of their favorite grocery products rather than the national brand, logged an estimated $15.8 billion in annual savings, based on industry sales data. The difference is the so-called "marketing tax," which consists of advertising and promotional costs incurred by national brand makers that are passed on to consumers in the form of higher prices at the shelf. Store brands are important to retailers, too. Throughout the U.S., retailers use store brands to increase business as well as to win loyalty of customers. Whether a store brand carries its own retail name or is part of a wholesaler's private label program, store brands give retailers a way to differentiate themselves from the competition. Store brands serve to enhance the retailer's image and help cement its relationship with consumers. Retailers know that consumers can buy a national brand anywhere, but they can only buy their store brand at their store (www.plma.com).

Wal-Mart Stores, in fact, is already one of the top ten food retailers in the United States. House brands accounted for 8.8 percent of sales at mass merchandisers in 1994; in some categories, that percentage was much higher. For example, 39 percent of soft-drink volume sold in mass merchandisers is house brand versus 21 percent in supermarkets (President and Fellows of Harvard College, 1999).

The Products Sold As Store Brands

Major supermarkets, drug and discount store chains can offer consumers as a store brand almost any product that is manufactured and mass merchandised. Food, drug and discount store brands cover full lines of fresh canned, frozen and dry foods, snacks, ethnic specialties, pet foods, health and beauty aids, over-the-counter drugs, cosmetics, household and laundry products, lawn and garden chemicals, paints and hardware, auto aftercare, stationery, and housewares (www.plma.com).

The Advantages of Store Brands

For the consumer, store brands represent the choice and opportunity to regularly purchase quality food and non-food products at savings compared to national brands, without resorting to coupons or promotional pricing. Store brands consist of the same or comparable ingredients as the national brands and because the store's name or symbol is on the package, the consumer is assured that the product is manufactured to the store's quality standards and specifications (www.plma.com).

Who makes store brands?

Manufacturers of store brand products fall into four classifications:

- Large national brand manufacturers that utilize their expertise and excess plant capacity to supply store brands
- Small, quality manufacturers who specialize in particular product lines and concentrate on producing store brands almost exclusively. Often these companies are owned by corporations that also produce national brands
- Major retailers and wholesalers that own their own manufacturing facilities and provide store brand products for themselves
- Regional brand manufacturers that produce private label products for specific markets (www.plma.com)

The House Brands Threat

The Improved Quality of House Brand Products

Ten years ago, there was a distinct gap in the level of quality between house brand and national brand products. Today, that gap has narrowed; house brand quality levels are much higher than ever before, and they are more consistent, especially in categories historically characterized by little product innovation. The distributors that contract for house brand production have improved their procurement processes and are more careful about monitoring quality (President and Fellows of Harvard College, 1999).

The Creation of New Categories

House brands are continually expanding into new and diverse categories. Their growth follows some general trend. In supermarkets, for example, house brands have developed well beyond the traditional staples such as milk and canned peas to include health and beauty aids, paper products such as diapers, and soft drinks. House brand sales have also increased in categories such as clothing and beer. With that expansion comes increased acceptance by consumers. The more quality house brand products on the market, the more readily will consumers choose a house brand over a higher-priced name brand (President and Fellows of Harvard College, 1999).

The Producers Perspective

Many producers and analysts are now sounding complacent about the threat from retailers and retail brands. Store brands are dismissed as a cheap alternative for hard-pressed consumers. However, some producers in USA believe that retail brands pose no significant long-term threat to producer brands. But it is also partly deliberate policy. Many producers recognize that, although producer brands are far from dead, there has been a structural shift in the balance of power between retailers and producers. If retailers seize the opportunity to build real retail brand power, this structural shift will be multiplied many times over (Wileman and Jary, 1997).

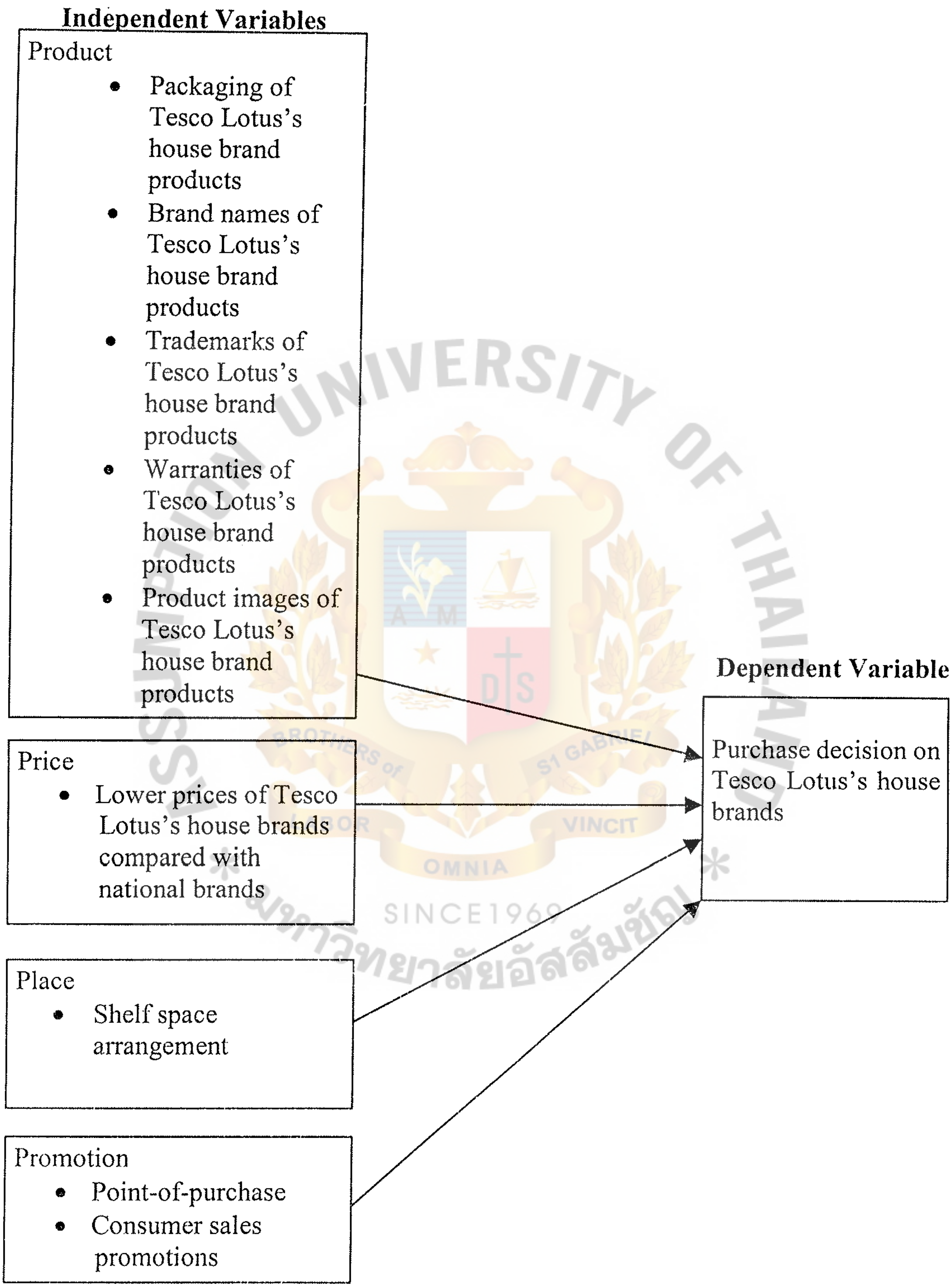
Chapter 3: Research Framework

3.1 Conceptual Model

A conceptual model is defined as any highly formalized representation of a theoretical network, usually designed through the use of symbols or other such physical analogues. Models are used as representation of theoretical system so that they can be tested, examined, and generally analyzed.

An independent variable is a presumed cause of the dependent variable, the presumed effect. The independent variable produces a change in the dependent variable. The independent variable is the one (or many if we are talking about multivariate models), which the researcher believes precedes and affects the dependent variable. In other words, the changes in the dependent variable are usually what we try to predict, understand, or explain with the independent variable (Davis and Cosenza, 1993)

Figure 3.1: Research Framework



3.2 Components of Conceptual Model

According to the research framework, it shows the relationship between the independent variables (product, price, place, and promotion) and dependent variable (purchase decision on Tesco Lotus's house brand products). The research would like to study which factor in marketing mix will mostly influence consumers when they make purchasing decision on house brand products.

Marketing Mix

Marketing mix is the specific collection of actions employed by an organization to stimulate acceptance of its ideas, products, or services. That collection of actions typically involves marketing activities in the areas of product/service, pricing, channels of distribution, advertising, sales, and sales promotion Hass and Wotruba (1983). Moreover, Davies (1998) explained that marketing mix involves making decision on the four Ps (product, place, price, and promotion). The marketing mix conveys the desired brand or product signals and messages, focusing on the needs of the target audience.

Product

Products can be defined as goods and services that fill customers' needs. Every product is made 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 name that helps identify them for promotional purposes. Packaging is an important characteristic of physical products. Beyond the basic product characteristics are a host of intangible supporting factors. These include things as after sale service and installation. Boone and Kurtz (1996) defined that product is bundle of physical, service, and symbolic attributes designed to satisfy consumer wants. Therefore, product involves package designs, brand names, trademarks, warranties, and product images.

In addition, products can be classified into convenience goods, impulse goods, shopping goods, and specialty goods. At present, Tesco Lotus uses its house brands for convenience goods only. So the definition of convenience goods is given. Convenience goods are the goods that are purchased frequently, with a minimum of effort (Dalrymple and Parsons, 1995).

Haas and Wotruba (1983) stated that the marketing program includes product/service activities as follows:

-Branding each of the products or services in the product line.

-Packaging each of the products.

-Determining and providing service requirements for each product involved.

-Providing warranties and/or guarantees for each product involved.

-Modifying existing products or services as the need arises.

-Dropping outdated or obsolete products from the product line.

-Planning and introducing new products and services.

In this research, the attributes that are included in product are packaging, brand names, trademarks, warranties, and product images.

Price

Price is one element of the marketing mix that generates revenue; the rests are costs ((Dalrymple and Parsons, 1995). Since house brand products seem to have low brand awareness among consumers, Tesco Lotus tends to price its house brand products lower than national brands in order to appeal consumers to buy. So the pricing strategy that Tesco Lotus uses is penetration prices.

Hasty and Reardon (1997) pointed out that price, not product features or service has become the primary message of advertisements. The manufacturer may want to price the product as low as possible in order to attract many initial customers. This is called penetration pricing policy. It has the advantage of creating large market share and may keep competitors from entering the market.

In this research, lower prices of Tesco Lotus's house brands are studied via comparing between prices of national brands and house brands.

Place

Distribution channel are groups of related organizations that help make goods and services available for use by customers The distribution alternatives are direct distribution, adding retailers, using wholesalers, agents and brokers, nonprofit and service distribution, channel ownership, and franchise distribution. (Dalrymple and Parsons, 1995).

House brands are brands of retailers so the places being used to sell house brands are retailers' outlets. For Tesco Lotus's house brands, they are sold at all Tesco Lotus's branches. Theories on retailing are given. Retailing involves all transactions in which the buyer intends to consume for personal or household use. Major retail stores include supermarkets, hypermarkets, discounters, variety chains and department stores (Davies 1998). Tesco Lotus is classified as hypermarket. Hypermarkets are over 100,000 square feet, and offer a greater range in width (product categories) and depth (range of brands within a category) than supermarkets (Davies 1998).

In buying decision on house brands of consumers, they may be influenced by the shelf space provided to expose products. The merchandise arranged on the outstanding shelf can be easily seen by buyers. That means the chance of selling is higher. Conversely, the good located on the poor shelf is hardly noticed and skipped by customers. Gilbert (1999) depicted that stores should be designed to facilitate the movement of customers, to create a planned store experience and to allow optimum presentation of merchandise. The retailer's goal has to be a store layout, which reflects the brand position of the store and ensures the most effective use of the space. Space must be used effectively, with territorial areas planned to break up the store into logical sales sections and functional areas. Furthermore, Golden and Zimmerman (1986) stated that retailers pay close attention to dollar sales per linear foot of shelf space and profits per linear foot of shelf space. They often have specific sales and objectives for their shelf space by product. Now while the merchant may make twice the dollar sales per square foot on one product than on another, he or she must also consider the profits per square foot. Dollar return and profits per square, linear, or cubic foot should be utilized by retailers.

Promotion

Haas and Wotruba (1983) stated that promotional activities are used to create consumer awareness and to stimulate interest. Besides Boone and Kurtz (1996) depicted that promotional strategy is a function of informing, persuading, and influencing a consumer decision.

Marketing communications includes making decisions about advertising, sales promotions, personal selling, public relations (PR) and direct mail.

Advertising is any paid form of non-personal media presentation promoting ideas, concepts, goods or services by an identified sponsor.

Sales promotion is tactical, point-of-sale material or inducements designed to stimulate trade purchases (selling in) or consumer purchases (selling out), in which the promoter has overall control.

Personal selling is oral, face-to-face or telephone presentation in conversation with one or more prospective for the purpose of making sales.

Public relations are bridging the gap between the desired attitudes and feelings of specific audiences and their actual attitudes and feelings. Publicity (as part of PR) is commercially significant news about a product or service to obtain a favorable presentation of it via a medium not paid for by the sponsor.

Direct mail is mailshots targeted at specific groups (sometimes considered part of the sales promotion function) (Davies 1998).

From the observation, Tesco Lotus rarely uses advertising, personal selling, and direct mail as strategies to promote its house brands. At the same time, public relations tend to be used to increase positive image for the entire organization rather than each brand of product. So those promotional strategies are excluded.

As a result, sales promotion is the strategy that will be studied. In promotional mix, it consists of point-of-purchase (POP), specialty advertising, and trade show. Furthermore, there are other sales promotion techniques. They are samples, coupons, premiums, contests, and trading stamps.

The promotional mix that Tesco Lotus implements for its house brands is point-of-purchase (POP) which means that sales promotion that displays and demonstrates a product at the place where the actual purchase decision is made (Boone and Kurtz, 1996). In this research, point-of-purchase will be studied.

The other promotional mix that is included in this thesis is consumer sales promotions. Consumer sales promotions are directed at the ultimate users of the product. The specific objectives related to consumer sales promotions are: (1) to prompt trial by new users, (2) to introduce new or improved product, (3) to stimulate repeated use of the product, (4) to encourage more frequent purchase or multiple purchases, (5) to counter competitors' activities, (6) to encourage trade-up in size and/or cost, (7) to keep customers by providing an implied reward, and (8) to reinforce advertising and/or personal selling. The sales promotion techniques are as follows:

Price deals: A consumer price deal saves the customer money when he or she purchases the product.

Pack deals: Pack deals provide the customer something extra in the package itself.

Coupons: Coupons are legal certificates offered by manufacturers and retailers that grant specified savings on selected products when presented for redemption at the point of purchase.

Contests: Contest is a promotion that involves the award of a prize on the basis of chance with a requirement of a consideration for entry.

Refunds: A refund promotion is an offer by a marketer to refund a certain amount of money when the product is purchased alone or in combination with other products.

Premium offers: The premium can be considered something extra that makes the purchase of the product more appealing.

Trading stamps: The customer usually gets one stamp for every dime spent in a participating store.

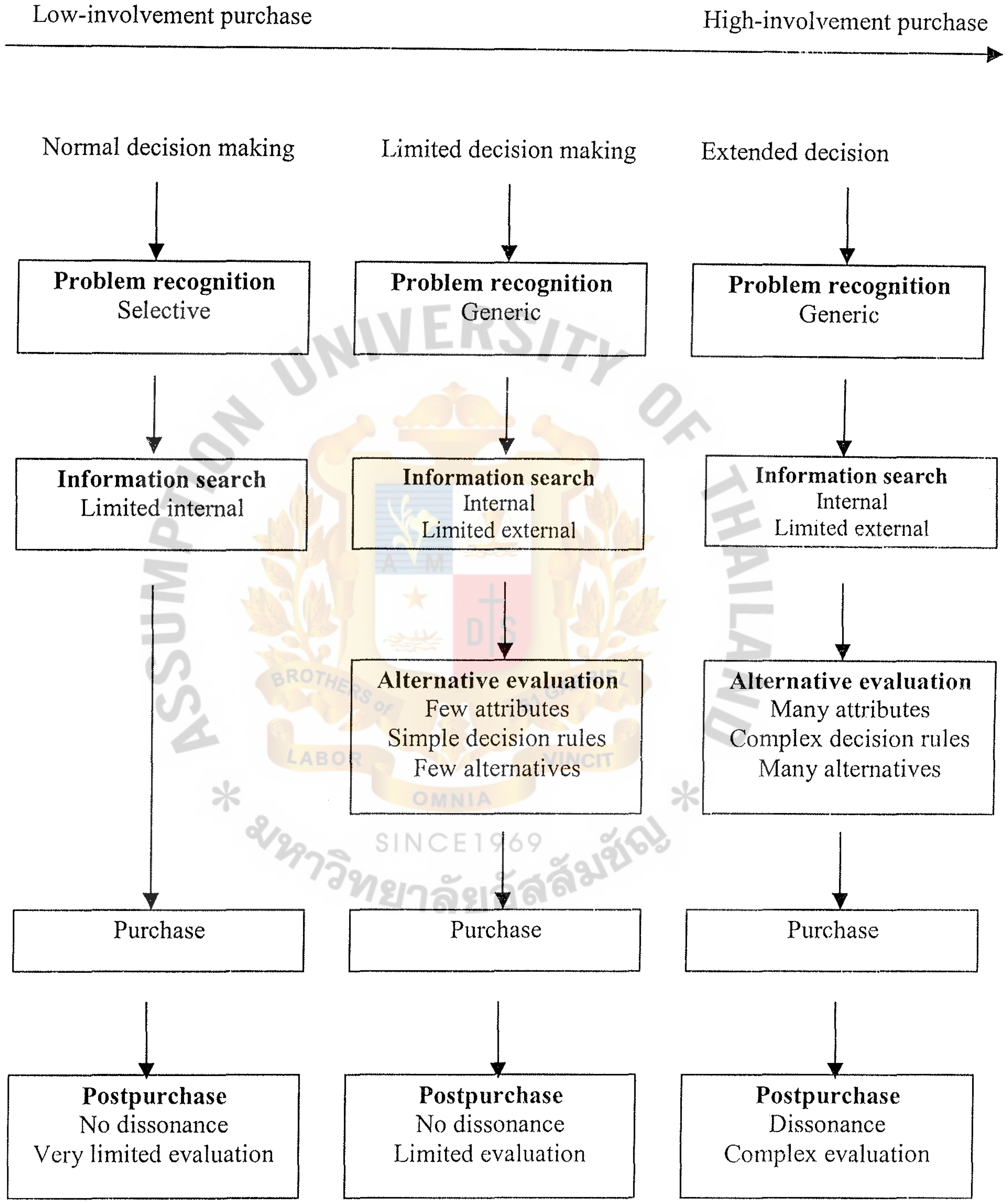
Consumer sampling: The product that is given to the consumers free or for a small fee (Burnett, 1988).

Purchase decision on Tesco Lotus's house brand

In consumer decision process, consumer goes through five steps: problem recognition, information search, evaluation of alternatives, purchases decision, and post purchase evaluation. However, this study deals with low-involvement purchase; consumer may skip or reverse some stages (Kotler, 1994).

Purchase involvement is the level of concern for, or interest in, the purchase process triggered by the need to consider a particular purchase.

Figure 3.2: Involvement and Types of Decision Making



Source: Hawkins, Del I., Best, Roger J., and Coney, Kennth A. (2001), Consumer Behavior Building Marketing strategy, eighth edition, New York: Irwin/McGraw-Hill, pp. 504-505.

3.3 Hypothesis Statements

H_{o1}: Consumers are not concerned with product the most when they make purchasing decision on Tesco Lotus's house brands.

H_{a1}: Consumers are concerned with product the most when they make purchasing decision on Tesco Lotus's house brands.

H_{o2}: Consumers are not concerned with price the most when they make purchasing decision on Tesco Lotus's house brands.

H_{a2}: Consumers are concerned with price the most when they make purchasing decision on Tesco Lotus's house brands.

H_{o3}: Consumers are not concerned with place the most when they make purchasing decision on Tesco Lotus's house brands.

H_{a3}: Consumers are concerned with place the most when they make purchasing decision on Tesco Lotus's house brands.

H_{o4}: Consumers are not concerned with promotion the most when they make purchasing decision on Tesco Lotus's house brands.

H_{a4}: Consumers are concerned with promotion the most when they make purchasing decision on Tesco Lotus's house brands.

3.4 Concepts and Variables Operationalisation

Table 3.1: Operational Definition of Influencing Variables

Concept	Conceptual Definition	Operational Component	Level of Measurement
Product	Bundle of physical, service, and symbolic attributes designed to satisfy consumer wants.	• Packages of Tesco Lotus's house brand products • Brand names of Tesco Lotus's house brand products • Trademarks of Tesco Lotus's house brand products • Warranties of Tesco Lotus's house brand products • Product images of Tesco Lotus's house brand products	Interval scale
Price	Exchange value of a good.	• Lower prices of Tesco Lotus's house brands compared with national brands	Interval scale

Place	Retailer's outlets that sell goods to individuals.	• Shelf space arrangement	Interval scale
Promotion	Function of informing, persuading, and influencing a consumer decision.	• Point-of-purchase • Consumer sales promotion	Interval scale

Table 3.2: Operational Definition of Explained Variables

Concept	Conceptual Definition	Operational Component	Level of Measurement
Purchase decision on Tesco Lotus's house brands	An intention to buy house brand products.	Purchasing of house brand products	Interval scale

Chapter 4: Research Methodology

4.1 Technique

In this research, sample survey is employed to collect the primary data. The reasons that survey is selected are that survey consumes low cost in conducting. The survey method allows the collection of significant amounts of data in an economic and efficient manner on the one hand and they typically allow for much larger sample sizes on the other hand. Moreover, it can help the researcher to study the relationship between variables. Another reason is that researcher is able to set questionnaire according to the studied topic. This provides a lot of flexibility in collecting data. Davis (1996) stated that surveys usually use a well-constructed or standardized questionnaire to collect data from the relevant unit of analysis under study, usually an individual.

4.2 Methods

Secondary data in this research is collected from:

Textbooks: Textbooks concerning with marketing, busness research, statistics, and retailing

Newspapers: Bangkok Post, Thansettakit, and The Nation

Magazines: Marketeer

Journals: Journal of Consumer Research and Journal of Consumer Marketing

Internet: www. plma.com and www. siamfuture.com

The derived data from the mentioned sources contribute to the conceptualizing of the researcher. It is the base for further study in particular topic that researcher is interested in.

In gathering the primary data, the researcher uses questionnaire with structured questions. A structure question is a question that imposes a limit on the number of allowable responses (Zikmund, 1996). Moreover, questionnaires distributed to the respondents are classified as self-administered questionnaires. They are filled in by the respondents rather than an interviewer (Zikmund, 1996).

4.3 Sampling Designs

Non-Probability Sampling

Since there is no list of people who go shopping at Tesco Lotus, there is no sampling frame, which is a physical representation of individuals. Therefore, the researcher cannot use probability sampling in sampling designs. On the other hand non-probability sampling is a sampling technique in which units of the sample are selected on the basis of personal judgment or convenience (Zikmund, 1996). Therefore, it is suitable for this research.

In selecting the respondents, convenience sampling will be used. Convenience sampling is one of the non-probability sampling designs. It involves collecting information from members of the population who are conveniently available to provide information (Davis and Cosenza, 1988). Therefore all consumers who go shopping at Tesco Lotus have an equal chance of being selected. The basis of selection is the researcher's convenience.

Target Population

A population is the complete set of units of analysis that are under investigation. The population is the finite (closed) or infinite (exhaustive) set of units of analysis that could be included in a study (Davis, 1996). The target population who is eligible to the research topic is as follows:

Element: Male or female aged 18 years old and over who go shopping at Tesco Lotus.

Sampling Unit: Tesco Lotus branches: Tesco Lotus Rama 3, Tesco Lotus Rama 4, Tesco Lotus Srinakarin, Tesco Lotus Ratchada, and Tesco Lotus Rama 2.

Extent: Tesco Lotus in Bangkok

Time for questionnaire distribution and collection: during 5 -10 March, 2002

4.4 Determining Sample Size

The sample size is determined by Population Proportion. The requirements for this sample size are the specification of the acceptable level of sampling error (e), specification of the acceptable level of confidence in standard error or Z values and an estimate of the true proportion of the population. The distribution of sample proportion is centered about the population proportion as characterized in the following equation:

$$n = \frac{Z^2 * P(1-P)}{e^2}$$

e (allowable error) = 0.05 or 5 percentage points

Z (level of confidence) = 95%, which is equal to 1.96

P (population proportion between those persons who used to buy house brand products of Tesco Lotus and persons who did not) is derived from pre-test.

In doing pre-test, 30 sets of questionnaires were distributed to the target population. The places selected to do the pre-test were Tesco Lotus Rama 3 and Tesco Lotus Rama 2. The results of the pre-test are that 18 respondents that are equal to 60 percent used to buy house brand products of Tesco Lotus. Therefore, the value of P is 0.6.

As a result, n can be calculated as follow:

$$n = \frac{(1.96)^2 * 0.6(1-0.6)}{(0.05)^2}$$

$$= \frac{3.8416 * 0.24}{0.0025}$$

$$= \frac{0.921984}{0.0025}$$

$$n = 368.7936$$

The value of n is 370. Therefore 370 sets of questionnaire will be distributed to the target population.

4.5 Data Analysis Technique

After collecting data from questionnaires, the data will be analyzed and summarized by using Statistical Package for Social Science program (SPSS). All statistical procedures will be performed by computer software package to ensure accuracy. The collected data will be summarized in the form of frequency and descriptive statistics. In addition, the correlation method will be used. There will be a comparison of the values of correlation coefficient of each independent variable.

Chapter 5 Data Analysis

This chapter, data analysis part, can be divided into two major sections. In section one, descriptive statistics, and respondents' characteristics will be analyzed in order to confirm the target population. In section two, inferential statistics and hypothesis testing between independent and dependent variables will be tested.

5.1 Descriptive Statistics

Berenson and Levine (1996) explained that descriptive statistics is methods involving the collection, presentation, and characterization of a set of data in order to describe properly the various features of that set of data. To summarize the research result, descriptive statistics will be used to explain the respondent characteristics, which consist of the following information.

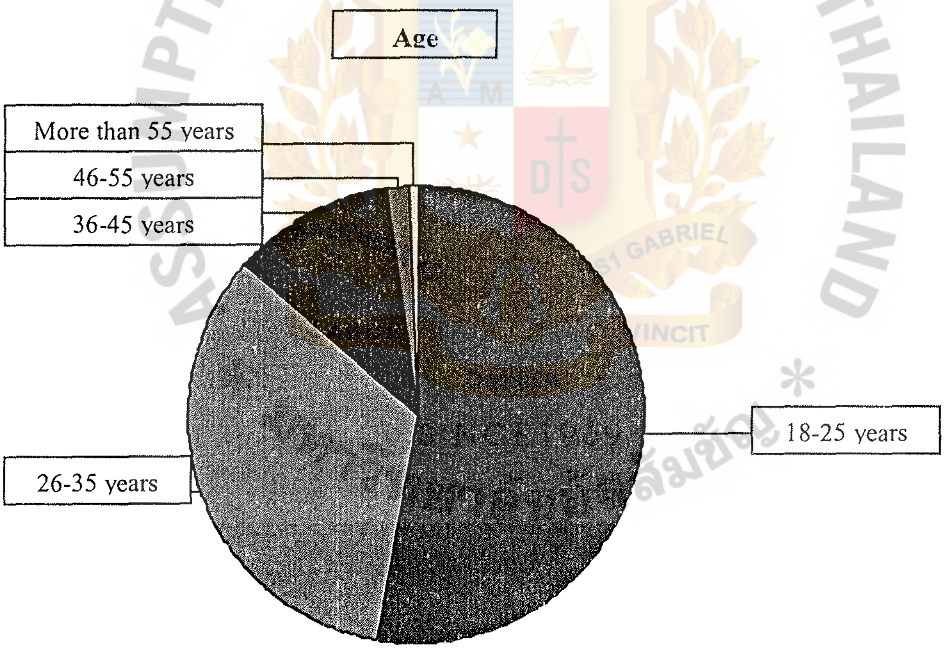
- Gender
- Age
- Occupation
- Education
- Personal income
- Number of persons in household

Table 5.2: Age

AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 years	195	52.7	52.7	52.7
	26-35 years	125	33.8	33.8	86.5
	36-45 years	42	11.4	11.4	97.8
	46-55 years	6	1.6	1.6	99.5
	More than 55 years	2	.5	.5	100.0
	Total	370	100.0	100.0	

Chart 5.2: Age



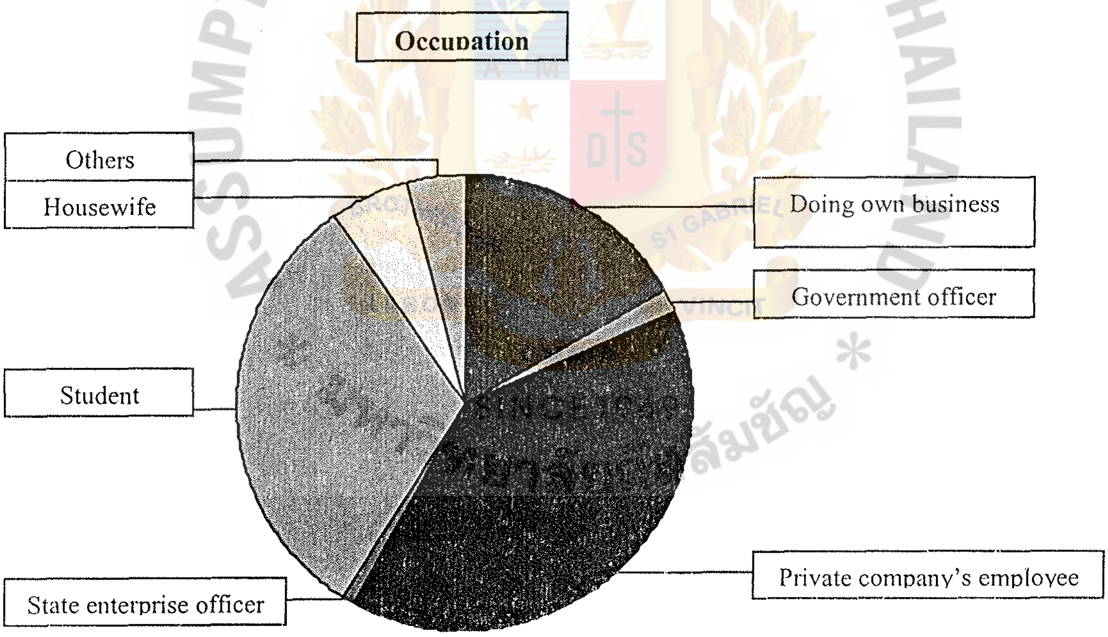
In table 5.2, the percentage of the respondents aged between 18-25 years is 52.7%, aged between 26-35 years is 33.8%, aged between 36-45 years is 11.4%, aged between 46-55 years is 1.6%, and aged above 55 years is 0.5%.

Table 5.3: Occupation

OCCUPATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Doing own business	63	17.0	17.0	17.0
	Government officer	6	1.6	1.6	18.6
	Private company's employee	146	39.5	39.5	58.1
	State enterprise officer	3	.8	.8	58.9
	Student	116	31.4	31.4	90.3
	housewife	21	5.7	5.7	95.9
	Others	15	4.1	4.1	100.0
	Total	370	100.0	100.0	

Chart 5.3: Occupation



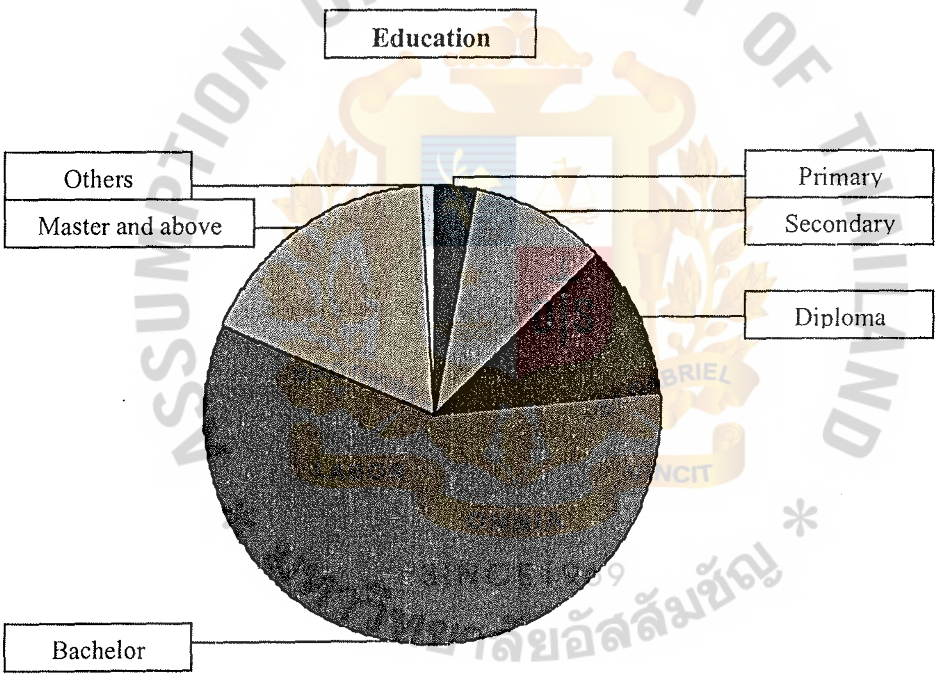
In table 5.3, the majority of the respondents' occupation is private company's employee counted for 39.5%, student counted for 31.4%, doing own business counted for 17%, housewife counted for 5.7%, others counted for 4.1%, government officer counted for 1.6%, and state enterprise officer counted for 0.8%.

Table 5.4: Education

EDUCATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary	11	3.0	3.0	3.0
	Secondary	36	9.7	9.7	12.7
	Diploma	40	10.8	10.8	23.5
	Bachelor	214	57.8	57.8	81.4
	Master and above	66	17.8	17.8	99.2
	Others	3	.8	.8	100.0
	Total	370	100.0	100.0	

Chart 5.4: Education



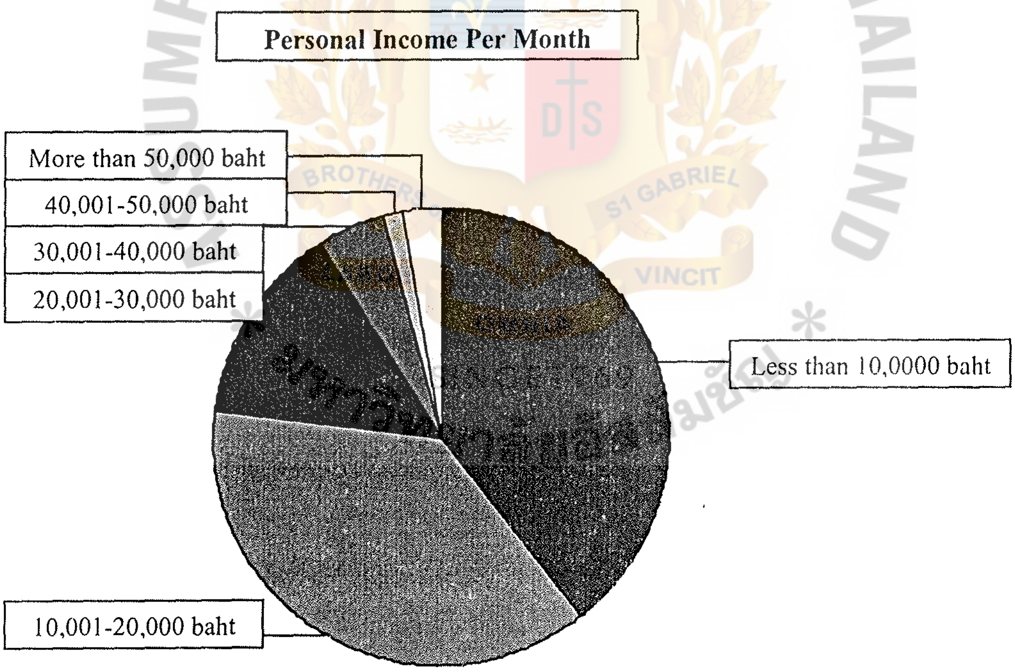
In table 5.4, most respondents' education backgrounds are bachelor'degree counted for 57.8%, master'degree and above counted for 17.8%, diploma counted for 10.8%, secondary counted for 9.7%, primary counted for 3%, and others counted for 0.8%.

Table 5.5: Personal Income Per Month

INCOME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 10,000 baht	146	39.5	39.5	39.5
	10,001-20,000 baht	139	37.6	37.6	77.0
	20,001-30,000 baht	52	14.1	14.1	91.1
	30,001-40,000 baht	18	4.9	4.9	95.9
	40,001-50,000 baht	5	1.4	1.4	97.3
	More than 50,000 baht	10	2.7	2.7	100.0
	Total	370	100.0	100.0	

Chart 5.5: Personal Income Per Month



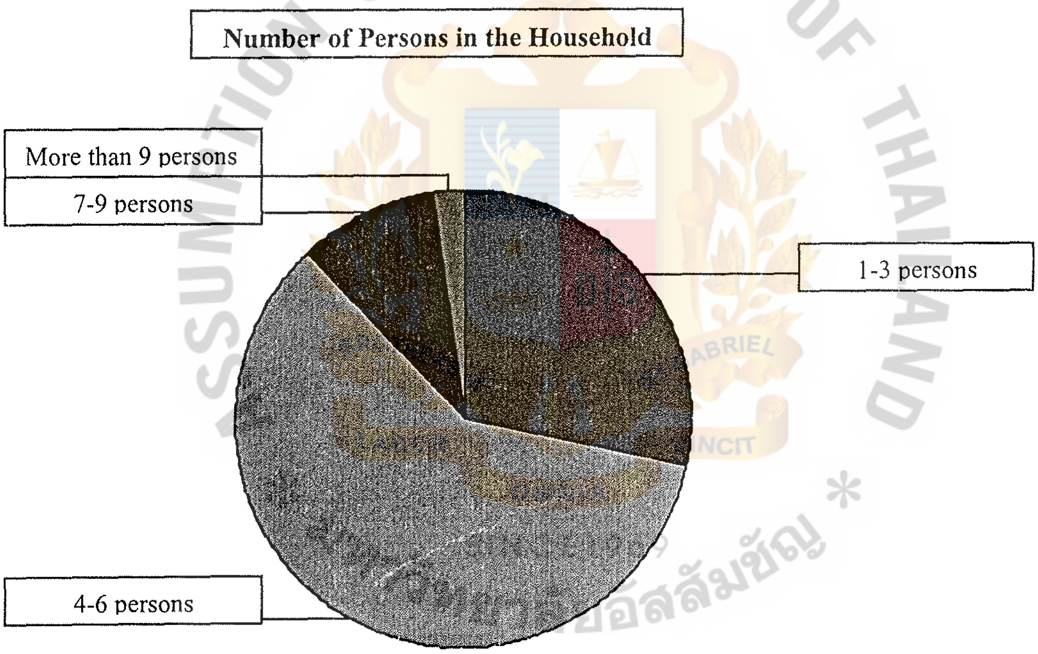
In table 5.5, the majority of the respondents' income per month is less than 10,000 baht counted for 39.5%, 10,001-20,000 baht counted for 37.6%, 20,001-30,000 baht counted for 14.1%, 30,001-40,000 baht counted for 4.9%, more than 50,000 baht counted for 2.7%, and 40,001-50,000 baht counted for 1.4%.

Table 5.6: Number of Persons in the Household

MEMBERS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-3 persons	105	28.4	28.4	28.4
	4-6 persons	221	59.7	59.7	88.1
	7-9 persons	36	9.7	9.7	97.8
	More than 9 persons	8	2.2	2.2	100.0
	Total	370	100.0	100.0	

Chart 5.6: Number of Persons in the Household



In table 5.6, the number of persons in household between 1-3 persons is 28.4%, between 4-6 persons is 59.7%, between 7-9 persons is 9.7%, and more than 9 persons is 2.2%.

Confirmation of Target Population

The target population for this research study is both males and females aged 18 years and above who go shopping at Tesco Lotus. In collecting the primary data, the researcher distributed 370 sets of questionnaire at 5 branches of Tesco Lotus in Bangkok. Considering the target population based on age, 100% of respondents are 18 years and above.

Additional Findings

Table 5.7: Awareness of consumers to Carrefour brand

BRAND AWARENESS OF CARREFOUR BRAND

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Carrefour	287	77.6	100.0	100.0
Missing	System	83	22.4		
Total		370	100.0		

Table 5.7 shows that 77.6% of respondents are aware of Carrefour brand.

Table 5.8: Awareness of consumers to Super Save brand

BRAND AWARENESS OF SUPERSAVE BRAND

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Super Save	297	80.3	100.0	100.0
Missing	System	73	19.7		
Total		370	100.0		

Table 5.8 shows that 80.3% of respondents are aware of Super Save brand.

Table 5.9: Awareness of consumers to Tesco brand

BRAND AWARENESS OF TESCO BRAND

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tesco	342	92.4	100.0	100.0
Missing	System	28	7.6		
Total		370	100.0		

Table 5.9 shows that 92.4% of respondents are aware of Tesco brand.

Table 5.10: Awareness of consumers to Leader Price brand

BRAND AWARENESS OF LEADER PRICE BRAND

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Leader Price	70	18.9	100.0	100.0
Missing	System	300	81.1		
Total		370	100.0		

Table 5.10 shows that 18.9% of respondents are aware of Leader Price brand.

Table 5.11: Awareness of consumers to Aro brand

BRAND AWARENESS OF ARO BRAND

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Aro	133	35.9	100.0	100.0
Missing	System	237	64.1		
Total		370	100.0		

Table 5.11 shows that 35.9% of respondents are aware of Aro brand.

Table 5.12: Consumers who do not have any brand awareness

NO BRAND AWARENESS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not know	9	2.4	100.0	100.0
Missing	System	361	97.6		
Total		370	100.0		

Table 5.12 shows that 2.4% of respondents do not know any house brands.

Table 5.13: Consumers who used to buy Carrefour brand

CARREFOUR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Carrefour	201	54.3	100.0	100.0
Missing	System	169	45.7		
Total		370	100.0		

Table 5.13 shows that 54.3% of respondents used to buy Carrefour brand.

Table 5.14: Consumers who used to buy Super Save brand

SUPERSAVE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Super Save	259	70.0	100.0	100.0
Missing	System	111	30.0		
Total		370	100.0		

Table 5.14 shows that 70% of respondents used to buy Super Save brand.

Table 5.15: Consumers who used to buy Tesco brand

TESCO

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tesco	120	32.4	100.0	100.0
Missing	System	250	67.6		
Total		370	100.0		

Table 5.15 shows that 32.4% of respondents used to buy Tesco brand.

Table 5.16: Consumers who used to buy Leader Price brand

LEADER PRICE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Leader Price	45	12.2	100.0	100.0
Missing	System	325	87.8		
Total		370	100.0		

Table 5.16 shows that 12.2% of respondents used to buy Leader Price brand.

Table 5.17: Consumers who used to buy Aro brand

ARO

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Aro	91	24.6	100.0	100.0
Missing	System	279	75.4		
Total		370	100.0		

Table 5.17 shows that 24.6% of respondents used to buy Aro brand.

Table 5.18: Consumers who never buy any house brands

NEVER BUY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never buy	31	8.4	100.0	100.0
Missing	System	339	91.6		
Total		370	100.0		

Table 5.18 shows that 8.4% of respondents never buy any house brands. These respondents are asked to give the reason that they never purchase any house brands. Their reason is similar. They comment that they are not sure about the quality of house brand products so they do not want to try them. Furthermore, they think that their currently used brands are satisfying. For this reason, they do not want to switch buying house brand products.

Table 5.19: Consumers who are aware that Super Save and Tesco are Tesco Lotus's house brands

SUPER SAVE AND TESCO BRANDS AWARENESS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	280	75.7	84.8	84.8
	No	50	13.5	15.2	100.0
	Total	330	89.2	100.0	
Missing	System	40	10.8		
Total		370	100.0		

Table 5.19 shows that 84.8% of respondents, who used to buy house brands, are aware that Super Save and Tesco are Tesco Lotus's house brands.

Table 5.20: Consumers who used to buy Super Save and (or) Tesco brands

USED TO BUY SUPER SAVE AND TESCO BRANDS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	259	70.0	92.8	92.8
	No	20	5.4	7.2	100.0
	Total	279	75.4	100.0	
Missing	System	91	24.6		
Total		370	100.0		

Table 5.20 shows that 92.8% of respondents, who are aware that Super Save and Tesco are Tesco Lotus's house brands, used to buy these brands from Tesco Lotus.

Table 5.21: Consumers who used to buy dry grocery food under brand "Super Save"

DRY GROCERY FOOD

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dry grocery food	129	34.9	100.0	100.0
Missing	System	241	65.1		
Total		370	100.0		

Table 5.21 shows that 34.9% of respondents, who used to purchase Tesco Lotus's house brands, buy dry grocery food under brand "Super Save".

Table 5.22: Consumers who used to buy fresh grocery food under brand "Super Save"

FRESH GROCERY FOOD

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fresh grocery food	94	25.4	100.0	100.0
Missing	System	276	74.6		
Total		370	100.0		

Table 5.22 shows that 25.4% of respondents, who used to purchase Tesco Lotus's house brands, buy fresh grocery food under brand "Super Save".

Table 5.23: Consumers who used to buy beverages under brand "Super Save"

BEVERAGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Beverages	109	29.5	100.0	100.0
Missing	System	261	70.5		
Total		370	100.0		

Table 5.23 shows that 29.5% of respondents, who used to purchase Tesco Lotus's house brands, buy beverages under brand "Super Save".

Table 5.24: Consumers who used to buy snack under brand "Super Save"

SNACK

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Snack	91	24.6	100.0	100.0
Missing	System	279	75.4		
Total		370	100.0		

Table 5.24 shows that 24.6% of respondents, who used to purchase Tesco Lotus's house brands, buy snack under brand "Super Save".

Table 5.25: Consumers who used to buy household cleaning supplies under brand "Super Save"

HOUSEHOLD CLEANING SUPPLIES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Household cleaning products	171	46.2	100.0	100.0
Missing	System	199	53.8		
Total		370	100.0		

Table 5.25 shows that 46.2% of respondents who used to purchase Tesco Lotus's house brands buy snack under brand "Super Save".

Table 5.26: Consumers who used to buy skin care products under brand "Tesco"

SKIN CARE PRODUCTS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Skin care products	79	21.4	100.0	100.0
Missing	System	291	78.6		
Total		370	100.0		

Table 5.26 shows that 21.4% of respondents, who used to purchase Tesco Lotus's house brands, buy skin care products under brand "Tesco".

Table 5.27: The repeat purchase of consumers

REPEAT PURCHASE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	238	64.3	91.9	91.9
	No	21	5.7	8.1	100.0
	Total	259	70.0	100.0	
Missing	System	111	30.0		
Total		370	100.0		

Table 5.27 shows that 91.9% or respondents who used to buy Tesco Lotus's house brands are going to continue buying Tesco Lotus's house brand products. However, 8.1% of respondents decide not to repeat purchase Tesco Lotus's house brands. Their reason is similar. Most of them agree that the quality of house brand products is lower than manufacturers' brands. Therefore, they are going to buy manufacturer's brands instead.

Table 5.28: The trial in other kinds of Tesco Lotus's house brand products of consumers

TRIAL

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	217	58.6	83.8	83.8
	No	42	11.4	16.2	100.0
	Total	259	70.0	100.0	
Missing	System	111	30.0		
Total		370	100.0		

Table 5.28 shows that 83.8% of respondents who used to buy Tesco Lotus's house brand products are going to try other kinds of Tesco Lotus's house brand products.

For the respondents who are aware that Super Save and Tesco are Tesco Lotus's house brands but never buy them, are asked whether they are going to purchase these brands in the future. From the survey, it shows that there are 20 respondents or 5.4% from 370 respondents are aware that Super Save and Tesco are Tesco Lotus's house brands but never buy them.

Table 5.29: The trial of consumers who are aware that Super Save and Tesco are Tesco Lotus's house brands but never buy them

NEVER BUY BUT WOULD LIKE TO TRY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	11	3.0	55.0	55.0
	No	9	2.4	45.0	100.0
	Total	20	5.4	100.0	
Missing	System	350	94.6		
Total		370	100.0		

Table 5.29 shows that 55% of respondents, who are aware that Super Save and

Tesco are Tesco Lotus's house brands but never buy them, are going to purchase Tesco Lotus's house brands. On the other hand, 45% of respondents decide not to try Tesco Lotus's house brands.

The respondents who intend to buy Tesco Lotus's house brands are asked to rate the marketing factors that will influence them the most when they make purchasing decision on Tesco Lotus's house brands.

Table 5.30: The attitude of potential customers toward the importance of packaging

PACKAGING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	9.1	9.1
	Disagree	1	.3	9.1	18.2
	Neutral	5	1.4	45.5	63.6
	Agree	4	1.1	36.4	100.0
	Total	11	3.0	100.0	
Missing	System	359	97.0		
Total		370	100.0		

Table 5.30 shows that 36.4% of respondents who never buy Tesco Lotus's house brands, but would like to try them, agree that packaging is an important factor when they make a purchase on Tesco Lotus's house brand products. However, none of respondents strongly agree that they concern with the packaging when they are going to purchase Tesco Lotus's house brands.

Table 5.31: The attitude of potential customers toward the importance of brand name

BRANDNAME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	9.1	9.1
	Disagree	1	.3	9.1	18.2
	Neutral	8	2.2	72.7	90.9
	Agree	1	.3	9.1	100.0
	Total	11	3.0	100.0	
Missing	System	359	97.0		
Total		370	100.0		

Table 5.31 shows that 9.1% of respondents who never buy Tesco Lotus's house brands, but would like to try them, agree that brand name is an important factor when they make a purchase on Tesco Lotus's house brand products. However, none of respondents strongly agree that they concern with the brand name when they are going to purchase Tesco Lotus's house brands.

Table 5.32: The attitude of potential customers toward the importance of trademark

TRADEMARK

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	9.1	9.1
	Disagree	1	.3	9.1	18.2
	Neutral	7	1.9	63.6	81.8
	Agree	1	.3	9.1	90.9
	Strongly agree	1	.3	9.1	100.0
	Total	11	3.0	100.0	
Missing	System	359	97.0		
Total		370	100.0		

Table 5.32 shows that 9.1% of respondents who never buy Tesco Lotus's house brands, but would like to try them, strongly agree that trademark is an important factor when they make a purchase on Tesco Lotus's house brand products. The percentage of respondents who agree is the same as the percentage of respondents who strongly agree.

Table 5.36: The attitude of potential customers toward the importance of shelf space arrangement

SHELF SPACE ARRANGEMENT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	.3	9.1	9.1
	Neutral	3	.8	27.3	36.4
	Agree	5	1.4	45.5	81.8
	Strongly agree	2	.5	18.2	100.0
	Total	11	3.0	100.0	
Missing	System	359	97.0		
Total		370	100.0		

Table 5.36 shows that 18.2% of respondents who never buy Tesco Lotus's house brands, but would like to try them, strongly agree that shelf space arrangement is an important factor when they make a purchase on Tesco Lotus's house brand products, whereas 45.5% agree.

Table 5.37: The attitude of potential customers toward the importance of point of purchase

POINT OF PURCHASE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	3	.8	27.3	27.3
	Agree	7	1.9	63.6	90.9
	Strongly agree	1	.3	9.1	100.0
	Total	11	3.0	100.0	
Missing	System	359	97.0		
Total		370	100.0		

Table 5.37 shows that 9.1% of respondents who never buy Tesco Lotus's house brands, but would like to try them, strongly agree that point of purchase is an important factor when they make a purchase on Tesco Lotus's house brand products, whereas 63.6% agree.

Table 5.38: The attitude of potential customers toward the importance of consumer sales promotion

CONSUMER SALES PROMOTION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	1	.3	9.1	9.1
	Agree	4	1.1	36.4	45.5
	Strongly agree	6	1.6	54.5	100.0
	Total	11	3.0	100.0	
Missing	System	359	97.0		
Total		370	100.0		

Table 5.38 shows that 54.5% of respondents who never buy Tesco Lotus's house brands, but would like to try them, strongly agree that consumer sales promotion is an important factor when they make a purchase on Tesco Lotus's house brand products, whereas 36.4% agree.

5.2 Inferential Statistics

Inferential statistics is a statistics used to make inferences of judgments about a population on the basis of a sample (Zikmund, 1997). Inferential statistics include hypothesis testing and estimating true population values based on sample information (Burns, 1995).

Hypothesis Testing Procedure

A hypothesis is a statement either about the value of a single population characteristic or about the value of several population characteristics. Hypothesis testing is a method for using sample data to decide between two competing claims (hypothesis) about a population characteristics (Devore, 1997).

In this research study, the researcher measures the value of correlation coefficient of each pair of independent variable and dependent variable. There will be a comparison of correlation coefficient of each pair of variables. The pair of variables that have the highest value of correlation coefficient will become the final conclusion for the research objective. After that, each pair of hypothesis can be tested to see whether the null or alternative hypothesis will be accepted.

The data is analyzed and summarized in a reasonable and easily interpretable form after the required data was collected. The Statistical Package for Social Science (SPSS) is utilized to summarize the data. In this study, the independent variables are tested for correlation with single dependent variable by using bivariate correlation.

Significant Test

A standard level of significance is established as a benchmark with critical value of statistics, and then the value of the statistics is calculated to see whether it meets that level. If the calculated value of the statistics exceeds the critical value, the result being tested is said to be statistically significant at that level. Generally, the symbol H_0 is null hypothesis and the symbol H_a is alternative hypothesis. The purpose of hypothesis testing is to determine which one of the two hypotheses is accepted.

Hypothesis Testing

Bivariate Correlation Test

Bivariate correlation is used to measure the strength of the association between numerical variables (Berenson and Levine, 1996). A correlation coefficient is a quantitative assessment of the strength of relationship between the x and y value in a set of (x,y) pairs (Devore, 1997).

The Pearson correlation coefficient is appropriate for variable measured at the interval level (Norusis, 1997).

The Pearson product moment correlation coefficient is defined as follows:

$$r_{xy} = \frac{s_{xy}}{s_x s_y}$$

where

r_{xy}	=	sample correlation coefficient
s_{xy}	=	sample covariance
s_x	=	sample standard deviation of x
s_y	=	sample standard deviation of y

Interpretation of Correlation Coefficient

In general, correlation coefficient ranges from r = +1.0 to r = -1.0. If all the points in a data set are on a straight line having positive slope, the value of the sample correlation coefficient is +1; that is a perfect positive correlation. On the other hand, if the points in the data set are on a straight line having negative slope, the value of the sample correlation coefficient is –1; that is a perfect negative relationship. When the value of the same correlation coefficient is equal to zero, it indicates no linear relationship between x and y and values of r_{xy} near zero indicates a weak linear relationship (Anderson, Sweeney, and Williams, 1996).

Hypothesis 1

H_{o1}: Consumers are not influenced by product the most when they make purchasing decision on Tesco Lotus's house brand products.
H_{a1}: Consumers are influenced by product the most when they make purchasing decision on Tesco Lotus's house brand products.

In product, which is an independent variable, there are 4 components that consist of packaging, brandname, trademark, warranty, and product image.

There is a test in relationship between packaging and purchasing decision on Tesco Lotus's house brand products. The bivariate test is applied to test the association between two variables. The result is shown in table 5.39.

Table 5.39: Nonparametric correlation between packaging and purchasing decision on Tesco Lotus's house brand products.

Correlations

		DECISION	PACKAGIN
DECISION	Pearson Correlation	1	.248
	Sig. (2-tailed)	.	.000
	N	259	259
PACKAGIN	Pearson Correlation	.248	1
	Sig. (2-tailed)	.000	.
	N	259	259

** Correlation is significant at the 0.01 level (2-tailed).

In table 5.39, the value of the correlation coefficient is equal to 0.248, which means that there is a positive relationship between packaging and purchasing decision on Tesco Lotus's house brand products. Furthermore, it shows that the correlation is significant at the 99% confident level under 2-tailed test.

There is a test in relationship between brand name and purchasing decision on Tesco Lotus's house brand products. The bivariate test is applied to test the association between two variables. The result is shown in table 5.40.

Table 5.40: Nonparametic correlation between brand name and purchasing decision on Tesco Lotus's house brand products.

Correlations

		DECISION	BRANDNAM
DECISION	Pearson Correlation	1	.240
	Sig. (2-tailed)	.	.000
	N	259	259
BRANDNAM	Pearson Correlation	.240	1
	Sig. (2-tailed)	.000	.
	N	259	259

** Correlation is significant at the 0.01 level (2-tailed).

In table 5.40, the value of the correlation coefficient is equal to 0.240, which means that there is a positive relationship between brandname and purchasing decision on Tesco Lotus's house brand products. Furthermore, it shows that the correlation is significant at the 99% confident level under 2-tailed test.

There is a test in relationship between trademark and purchasing decision on Tesco Lotus's house brand products. The bivariate test is applied to test the association between two variables. The result is shown in table 5.41.

Table 5.41: Nonparametic correlation between trademark and purchasing decision on Tesco Lotus's house brand products.

Correlations

		DECISION	TRADEMAR
DECISION	Pearson Correlation	1	.332
	Sig. (2-tailed)	.	.000
	N	259	259
TRADEMAR	Pearson Correlation	.332	1
	Sig. (2-tailed)	.000	.
	N	259	259

** Correlation is significant at the 0.01 level (2-tailed).

In table 5.41, the value of the correlation coefficient is equal to 0.332, which means that there is a positive relationship between trademark and purchasing decision on Tesco Lotus's house brand products. Furthermore, it shows that the correlation is significant at the 99% confident level under 2-tailed test.

There is a test in relationship between warranty and purchasing decision on Tesco Lotus's house brand products. The bivariate test is applied to test the association between two variables. The result is shown in table 5.42.

Table 5.42: Nonparametic correlation between warranty and purchasing decision on Tesco Lotus's house brand products.

Correlations

		DECISION	WARRANTY
DECISION	Pearson Correlation	1	.344
	Sig. (2-tailed)	.	.000
	N	259	259
WARRANTY	Pearson Correlation	.344	1
	Sig. (2-tailed)	.000	.
	N	259	259

** Correlation is significant at the 0.01 level (2-tailed).

In table 5.42, the value of the correlation coefficient is equal to 0.344, which means that there is a positive relationship between warranty and purchasing decision on Tesco Lotus's house brand products. Furthermore, it shows that the correlation is significant at the 99% confident level under 2-tailed test.

There is a test in relationship between product image and purchasing decision on Tesco Lotus's house brand products. The bivariate test is applied to test the association between two variables. The result is shown in table 5.43.

Table 5.43: Nonparametic correlation between product image and purchasing decision on Tesco Lotus's house brand products.

Correlations

		DECISION	IMAGE
DECISION	Pearson Correlation	1	.263
	Sig. (2-tailed)	.	.000
	N	259	259
IMAGE	Pearson Correlation	.263	1
	Sig. (2-tailed)	.000	.
	N	259	259

** Correlation is significant at the 0.01 level (2-tailed).

In table 5.43, the value of the correlation coefficient is equal to 0.263, which means that there is a positive relationship between product image and purchasing decision on Tesco Lotus's house brand products. Furthermore, it shows that the correlation is significant at the 99% confident level under 2-tailed test.

Hypothesis 2

H_{o2}: Consumers are not influenced by price the most when they make purchasing decision on Tesco Lotus's house brand products.

H_{a2}: Consumers are influenced by price the most when they make purchasing decision on Tesco Lotus's house brand products.

There is a test in relationship between lower price and purchasing decision on Tesco Lotus's house brand products. The bivariate test is applied to test the association between two variables. The result is shown in table 5.44.

Table 5.44: Nonparametic correlation between lower price and purchasing decision on Tesco Lotus's house brand products.

Correlations

		DECISION	PRICE
DECISION	Pearson Correlation	1	.313
	Sig. (2-tailed)	.	.000
	N	259	259
PRICE	Pearson Correlation	.313	1
	Sig. (2-tailed)	.000	.
	N	259	259

** Correlation is significant at the 0.01 level (2-tailed).

In table 5.44, the value of the correlation coefficient is equal to 0.313, which means that there is a positive relationship between lower price and purchasing decision on Tesco Lotus's house brand products. Furthermore, it shows that the correlation is significant at the 99% confident level under 2-tailed test.

Hypothesis 3

H_{o3}: Consumers are not influenced by place the most when they make purchasing decision on Tesco Lotus's house brand products.

H_{a3}: Consumers are influenced by place the most when they make purchasing decision on Tesco Lotus's house brand products.

There is a test in relationship between shelf space arrangement and purchasing decision on Tesco Lotus's house brand products. The bivariate test is applied to test the association between two variables. The result is shown in table 5.45.

Table 5.45: Nonparametric correlation between shelf space arrangement and purchasing decision on Tesco Lotus's house brand products.

Correlations

		DECISION	SHELF
DECISION	Pearson Correlation	1	.336
	Sig. (2-tailed)	.	.000
	N	259	259
SHELF	Pearson Correlation	.336	1
	Sig. (2-tailed)	.000	.
	N	259	259

** Correlation is significant at the 0.01 level (2-tailed).

In table 5.45, the value of the correlation coefficient is equal to 0.336, which means that there is a positive relationship between shelf space arrangement and purchasing decision on Tesco Lotus's house brand products. Furthermore, it shows that the correlation is significant at the 99% confident level under 2-tailed test.

Hypothesis 4

H_{o4}: Consumers are not influenced by promotion the most when they make purchasing decision on Tesco Lotus's house brand products.

H_{a4}: Consumers are influenced by promotion the most when they make purchasing decision on Tesco Lotus's house brand products.

In promotion, which is an independent variable, there are 2 components that consist of point of purchase and consumer sales promotion.

There is a test in relationship between point of purchase and purchasing decision on Tesco Lotus's house brand products. The bivariate test is applied to test the association between two variables. The result is shown in table 5.46.

Table 5.46: Nonparametric correlation between point of purchase and purchasing decision on Tesco Lotus's house brand products.

Correlations

		DECISION	POP
DECISION	Pearson Correlation	1	.253
	Sig. (2-tailed)	.	.000
	N	259	259
POP	Pearson Correlation	.253	1
	Sig. (2-tailed)	.000	.
	N	259	259

** Correlation is significant at the 0.01 level (2-tailed).

In table 5.46, the value of the correlation coefficient is equal to 0.253, which means that there is a positive relationship between point of purchase and purchasing decision on Tesco Lotus's house brand products. Furthermore, it shows that the correlation is significant at the 99% confident level under 2-tailed test.

There is a test in relationship between consumer sales promotion and purchasing decision on Tesco Lotus house's brand products. The bivariate test is applied to test the association between two variables. The result is shown in table 5.47.

Table 5.47: Nonparametic correlation between consumer sales promotion and purchasing decision on Tesco Lotus's house brand products.

Correlations

		DECISION	PROMOTIO
DECISION	Pearson Correlation	1	.285
	Sig. (2-tailed)	.	.000
	N	259	259
PROMOTIO	Pearson Correlation	.285	1
	Sig. (2-tailed)	.000	.
	N	259	259

** Correlation is significant at the 0.01 level (2-tailed).

In table 5.47, the value of the correlation coefficient is equal to 0.285, which means that there is a positive relationship between consumer sales promotion and purchasing decision on Tesco Lotus's house brand products. Furthermore, it shows that the correlation is significant at the 99% confident level under 2-tailed test.

Chapter 6 Summary of Research Findings, Conclusions, and Recommendations

6.1 Summary of the Results from Research Findings

Table 6.1: Summary of the result from research findings

Hypothesis	Components of Each Independent Variable	Statistic Test	Correlation Coefficient Value	Result
H_{a1}: Consumers are concerned with the product the most when they make purchasing decision on Tesco Lotus's house brands.	• Packaging • Brandname • Trademark • Warranty • Product image	Bivariate correlation	0.248 0.240 0.332 0.344 0.263	Reject H_o
H_{a2}: Consumers are concerned with the price the most when they make purchasing decision on	• Lower price	Bivariate correlation	0.313	Accept H_o

Tesco Lotus's house brands.				
H_{a3}: Consumers are concerned with the place the most when they make purchasing decision on Tesco Lotus's house brands.	• Shelf space arrange-ment	Bivariate correlation	0.336	Accept H_o
H_{a4}: Consumers are concerned with the promotion the most when they make purchasing decision on Tesco Lotus's house brands.	• Point of purchase • Consumer sales promotion	Bivariate correlation	0.253 0.285	Accept H_o

Table 6.1 shows that warranty, a component of product factor, has the highest value of correlation coefficient or 0.344. As a result, it can be concluded that consumers are concerned with the product the most when they make purchasing decision on Tesco Lotus's house brands. Since product is the most important factor when consumers make purchasing decision on Tesco Lotus's house brands, the other 3 factors (price, place, and

promotion) are not considered as the factors that can influence consumers the most. Therefore, H_{a2}, H_{a3}, and H_{a4} are not accepted. Conversely, H_{o2}, H_{o3}, and H_{o4} are accepted.

However, the research result indicates that all factors in marketing mix can influence consumers when they make purchasing decision on Tesco Lotus's house brands. According to the table, it shows that all factors provide positive correlation coefficient values.

6.2 Conclusion Drawn Against the Research Problem

This research is conducted to identify the marketing factor that will influence consumers the most when they make purchasing decision on Tesco Lotus's house brands. There are five pairs of hypothesis statement that are set in order to test whether product, price, place, or promotion is the factor that consumers concern the most.

After conducting the survey, it can be concluded that the marketing factor that are the most important to consumers when they make purchasing decision on Tesco Lotus's house brands is "product". In product, there are five components that consist of packaging, brandname, trademark, warranty, and product image. Among these components, warranty has the highest value of correlation coefficient. In addition, trademark is also serious concern to consumers.

As a result, the first alternative hypothesis that states that consumers are concerned with the product the most when they make purchasing decision on Tesco Lotus's house brands is accepted, whereas other hypothesis statements are rejected because their components do not yield the highest correlation coefficient values. That means price, place and promotion are still not the most significant factors to consumers.

In addition to warranty and trademark, consumers agree that shelf space arrangement and loewer price are respectively important factors when they make purchasing on Tesco Lotus's house brands. Therefore, it can be concluded that place and price are the second and third significant factors to consumers.

Murphy and Enis (1985) stated that a product creates a bundle of form, possession, time, place, information, and image utilities that have potential need- satisfying capabilities for end and organizational consumers. The consumer buys expectations of benefits. A product is seen as a bundle of utilities capable of supplying expected benefits. Any entity (good, service, and/or idea) that the consumer believes will satisfy a need is a product.

In this research, convenience goods are studied. Convenience goods are items that the consumer purchases frequently, conveniently, and with a minimum of shopping effort (Kerin and Rudelius, 1994).

Since warranty and trademark are perceived as important factors to consumers when they make purchasing decision on Tesco Lotus's house brand products, the definitions are given below.

Kerin and Rudelius, (1994) explained that warranty is a statement indicating the liability of the manufacturer for product deficiencies. There are various degrees of product warranties with different implications for manufacturers and customers. Some companies offer *express warranties*, which are written statements of liabilities. A *limited-coverage warranty* specifically states the bounds of coverage and, more important, areas of noncoverage, whereas a *full warranty* has no limits of noncoverage. With greater frequency, manufacturers are being held to *implied warranties*, which assign responsibility for product deficiencies to the manufacturer.

There are two objectives of warranties-promotion and protection. Promotional warranties are intended to reduce the risk dimension of price for customers. For example, a good warranty can help overcome the consumer's perception that the financial or functional risk is too high. The second type is a protective warranty. While it is sometimes thought that a warranty protects the consumer, it is really protection for the seller. It usually limits the responsibility of the seller to the areas stipulated in the warranty. Realistically, consumer needs and competitive pressures preclude manufacturers' strictly enforcing the protection objective. This type of warranty does protect the marketer by ensuring that unreasonable claims by consumers need not be met (Murphy and Enis, 1985).

Mandell and Rosenberg (1981) indicated that most brands consist of both a brand name and a brand mark. The brand name is the verbal component of the brand and, as such, can be both written and spoken. The brand mark is a sign or design with distinctive coloring and lettering that is meant to remind people of the brand name. From the legal point of view, both brand names and brand marks are referred to as trademarks. Murphy and Enis (1985) stated that trademark is a brand or part of a brand that is given legal protection because it is capable of exclusive appropriation. Similarly, Kerin and Rudelius, (1994) explained that trademark identifies that a firm has legally registered its brand name or trade name so the firm has its exclusive use, thereby preventing others from using it.

6.3 Recommendations

Before conducting the survey, many manufacturers are likely to think that price is the most important marketing factor that influences consumers to buy house brands. For this reason, they do price war with house brands by producing new brands and price them lower than existing brands to attract consumers. However, after conducting the survey, the result does not strongly support that price is the most significant marketing factor when consumers make purchasing decision on house brands. Although the value of correlation coefficient of price is quite high when compare with other marketing factors, it does not yield the highest one. On the other hand, the marketing factor that provides the highest value of the correlation coefficient is product. Therefore, manufacturers should not only heavily pay attention to price. They should not ignore product, which is the most important factor to consumers according to the research finding.

Although retailers add their house brands in the outlets, it does not mean that the significant proportions of sales are from house brand products. Retailers need to earn a lot of revenue from national brands. Brands names exist because consumers still require an assurance of quality when they do not have time, opportunity, or ability to inspect alternatives at the point of sale. Brand names simplify the selection process in cluttered product categories. The strong national brands have built their consumer equities from many years of advertising and though delivery of consistent quality. From year to year, there is little change in consumers' rankings of strongest national brands. As a result, national brands have value for retailers. Retailers cannot afford to cast off national brands that consumers expect to find widely distributed. When a store does not carry a popular brand, consumers are put off and may switch stores. Retailers must not only stock but also promote, often at a loss, those popular national brands. Many consumers do not believe that a store can provide the same excellent quality for products across the board. The retailers' excessive emphasis on house brands leads to consumers' perceptions that the retailer's assortment is incomplete as well as to reduced store traffic and poor profits.

Since quality of national brands is appreciated by consumers, it becomes the opportunities to manufacturers to compete with house brand products. The advantages of national brands over house brands are that they have brand awareness and consumers are familiar with the products. Moreover, consumers are more convinced in the quality. On the other hand, house brands are quite new in Thailand. They are not yet widely known. In addition, consumers are still doubtful about the quality of the products. In order to compete with cheaper priced house brands, quality of product is the key factor to win. It means that manufacturers should continue developing the quality of products to satisfy consumers. At the same time, manufacturers need to combine the marketing factors that consumers are concerned with the most with the continuous quality improvement.

Some manufacturers have both critical and sub brands in the portfolio. Some brands are able to generate a lot of money to the company. Conversely, many sub brands waste the companies' resources. Therefore, it is necessary for the manufacturers to prune out the weak brands to concentrate resources behind the possible long-term big winners.

Most consumers perceive warranty as a more important factor than lower price. In order to satisfy consumers, manufacturers who have their own brands should offer warranty for their products to convince consumers. Nowadays, retailers who have house brands offer warranty for their brands. They notify consumers on the packages of products that consumers can return house brand products if they are not satisfied. In this case, it shows that the warranty can encourage consumers to try and buy products. Studies show that warranties are important and affect a consumer' s product evaluation. Brands that have limited warranties tend to receive less positive evaluations compared with full-warranty items. Warranties are important in light of increasing product liability claims. Warranties represent much more to the buyer than just protection from negative consequences. They can hold a significant marketing advantage for the producer.

The marketing factor that has secondly high value of correlation coefficient is shelf space arrangement. Consumers decided to buy Tesco Lotus's house brands because of shelf space arrangement. The outstanding shelf space can make consumers easily notify the products. This factor can help to increase the opportunity to sell the products. Since retailers are owners of the shelf space, they can provide the outstanding shelf space for their house brand products. So the chance that consumers will see and buy house brand products is higher. It means that shelf space is an important factor that contributes to sales opportunity. It is necessary for manufacturers to get the good shelf space for their brands. The bargaining power of producers is a significant factor to determine whether their brands will be located on the outstanding shelf. The bargaining power of manufacturers comes from the popularity of their brands in the market. The brands will be accepted by consumers if they can deliver good quality. Therefore, it is the important tasks of producers to develop the quality of their products. When a lot of consumers are satisfied and prefer the brand, that brand is popular in the market. Automatically, retailers need to have the popular brands in their stores and they also have to provide good location for those brands.

The bargaining power is not the big problem for powerful manufacturers such as P&G, Unilever, Coca Cola, and other national brands. Conversely, it is the challenge for smaller manufacturers. However, it does not mean that these producers do not have ways to compete with powerful retailers. Small businesses are not simply smaller versions of large corporations. Their legal forms of organization, market positions, staff capabilities, managerial styles and organization structures, and financial resources generally differ from those bigger companies. These differences give them some unique advantages. The first one is innovation. Small firms are often the first to offer new products to the marketplace. The second advantage of small businesses is better customer service. A small firm can often operate more flexibly than a large corporation, allowing it to tailor its product line and services to the needs of its customers. Another advantage is lower costs. Small firms usually have fewer overhead costs and can earn profits on lower prices than large companies can offer. A typical small business has lean organization with a small staff and few support personnel. The lower overhead costs due to a smaller permanent staff can provide a distinct advantage to a small business. Filling isolated niches is another advantage of small businesses. The size of big business excludes it from some markets. High overhead costs force it to set minimum size for targets at which to direct competitive efforts.

After considering the good points that small producers have, the ways that they can get the shelf from retailers should come from the uniqueness that they offer to the market. The small businesses' products that are quite successful in hypermarkets are one district one product. These products can attract consumers' attention because of their uniqueness. No big manufacturers offer these products. So retailers provide the extra area to expose and sell the products.

In product, besides warranty, consumers pay attention to trademark when they make purchasing on house brand products. A well-known trademark can help a company advertise its offerings to customers and develop their brand loyalty. Because a good trademark can persuade consumers to buy a product, it becomes an important duty of manufacturer to create awareness and creditability for it. Awareness can be created via advertising, whereas offering good quality products develops creditability. For small businesses, the continuous quality improvement should be emphasized.

Lower price is the fourth factor that can influence consumers to buy house brands.

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Appendix

Questionnaire for doing pre-test

Questionnaire

Dear Sir/Madam

This questionnaire was designed to collect data on which factor in marketing mix will mostly influence consumers when making purchasing decision on Tesco Lotus's house brand products. The collected data will be used to test hypotheses included in the thesis of student in Master degree of Assumption University. Researcher would like to ask for your co-operation in doing questionnaire.

Thank you for your contribution.

---

1. Are you aware of Tesco Lotus's house brand products?

   ....1. Yes ....2. No **(Go to personal data)**

2. Have you ever bought Tesco Lotus's house brand products?

   ....1. Yes ....2. No **(Go to personal data)**

3. What kind(s) of product under Tesco Lotus's house brands that you used to buy? (Can select more than 1 choice.)

   ....1. Fresh grocery products

   ....2. Dry grocery products

   ....3. Beverages

..........4. Snacks

...........5. Household cleaning supplies

...........6. Personal care products

4. After using house brand product(s), will you buy it (them) again?

...........1. Yes ....2. No

5. Will you try other kinds of Tesco Lotus's house brands?

............1. Yes ....2. No

(Go to personal data)

Personal Data

1. Sex

.........1. Male ....2. Female

2. Age

.........1. 18-25 years ....2. 26-35 years

.........3. 36-45 years ....4. 46-55 years

.........5. 56-65 years ....6. More than 65 years

3. Occupation

.........1. Self-employed ....2. Government officer

.........3. Business employee ....4. State enterprise

.........5. Student ....6. Housewife

.........7. Others (Please specify)...................

4. Education

.........1. Elementary

.........2. Secondary

.........3. Diploma

.........4. Bachelor's degree

.........5. Master's degree and above

.........6. Others (Please specify)...............

5. Personal income (per month)

..........1. Below 10,000 baht ....2. 10,001-20,000 baht

.........3. 20,001-30,000 baht ....4. 30,001-40,000 baht

.........5. 40,001-50,000 baht ....6. More than 50,000 baht

6. Number of persons in the household

.........1. 1-3 persons ....2. 4-6 persons

.........3. 7-9 persons ....4. More than 9 persons

แบบสอบถาม

เรียน ท่านผู้ตอบแบบสอบถาม

แบบสอบถามนี้จัดทำขึ้นเพื่อรวบรวมข้อมูลเกี่ยวกับปัจจัยทางการตลาดที่มีผลต่อการตัดสินใจซื้อสินค้า House brand ของห้าง Tesco Lotus ในทัศนคติของผู้บริโภคมากที่สุด ข้อมูลที่ได้จากแบบสอบถามนี้จะใช้ในการทดสอบสมมติฐานในการทำวิทยานิพนธ์ของนักศึกษาปริญญาโท, มหาวิทยาลัยอัสสัมชัญ ผู้จัดทำจึงใคร่ขอความกรุณาจากท่านช่วยกรอกแบบสอบถามต่อไปนี้

ขอขอบคุณเป็นอย่างสูง

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1. ท่านรู้จักสินค้า House brand ของห้าง Tesco Lotus หรือไม่

   ....1. รู้จัก ....2. ไม่รู้จัก **(ข้ามไปทำข้อมูลส่วนตัว)**

2. ท่านเคยซื้อสินค้า House brand ของห้าง Tesco Lotus หรือไม่

   ....1. เคย ....2. ไม่เคย **(ข้ามไปทำข้อมูลส่วนตัว)**

3. สินค้า House brand ชนิดใดของห้าง Tesco Lotus ที่ท่านเคยซื้อ (สามารถเลือกได้มากกว่า 1 ข้อ)

   ....1. อาหารแห้ง

   ....2. อาหารสด

   ....3. เครื่องดื่ม

   ....4. ของว่าง, ของขบเคี้ยว

   ....5. ผลิตภัณฑ์สำหรับซักล้าง และทำความสะอาดบ้าน

   ....6. ผลิตภัณฑ์สำหรับดูแลร่างกาย

4. หลังจากได้ใช้สินค้า House brand ของห้าง Tesco Lotus แล้ว ท่านคิดจะซื้อสินค้านั้นอีกหรือไม่

   ....1. ซื้อ ....2. ไม่ซื้อ

5. ท่านคิดจะซื้อสินค้า House brand ชนิดอื่นๆ ของห้าง Tesco Lotus หรือไม่

...............1. ใช่ ....2. ไม่

(ข้ามไปทำข้อมูลส่วนตัว)

ข้อมูลส่วนตัว

1. เพศ

..........1. ชาย ....2. หญิง

2. อายุ

..........1. 18-25 ปี ....2. 26-35 ปี

..........3. 36-45 ปี ....3. 46-55 ปี

..........4. 56-65 ปี ....5. มากกว่า 65 ปี

3. อาชีพ

..........1. ประกอบอาชีพส่วนตัว ....2. รับราชการ

..........3. พนักงานบริษัทเอกชน ....4. พนักงานรัฐวิสาหกิจ

..........5. นักเรียน/นักศึกษา ....6. แม่บ้าน

..........7. อื่นๆ (โปรดระบุ...)

4. การศึกษา

...........1. ประถมศึกษา

...........2. มัธยมศึกษา

...........3. ปวช./ปวส.

...........4. ปริญญาตรี

............5. ปริญญาโท หรือสูงกว่า

............6. อื่นๆ (โปรดระบุ...)

5. รายได้ส่วนตัวต่อเดือน

.............1. ต่ำกว่า 10,000 บาท ....2. 10,001-20,000 บาท

.............3. 20,001-30,000 บาท ....4. 30,001-40,000 บาท

.............5. 40,001-50,000 บาท ....6. มากกว่า 50,000 บาท

Questionnaire distributed to 370 respondents

Questionnaire

Dear Sir/Madam

This questionnaire was designed to collect data on which factor in marketing mix will mostly influence consumers when making purchasing decision on Tesco Lotus's house brand products. The collected data will be used to test hypotheses included in the thesis of student in Master degree of Assumption University. Researcher would like to ask for your co-operation in doing questionnaire.

Thank you for your contribution.

Part 1

1. Which brand(s) do you know? (Can select more than 1 choice.)

.........1. Carrefour ....2. Super Save

.........3. Tesco ....4. Leader Price

.........5. Aro ....6. Not know **(Go to personal data)**

2. Have you ever bought the following brands? (Can select more than 1 choice)

..........1. Carrefour ....2. Super Save

..........3. Tesco ....4. Leader Price

..........5. Aro ....6. Never buy **(Go to part 3)**

3. Are you aware that Super Save and Tesco are Tesco Lotus's house brand products

..........1. Yes ....2. No **(Go to personal data)**

4. Have you ever bought products that are under Tesco and Super Save brands?

...........1. Yes ....2. No **(Go to part 2)**

5. What kind(s) of product under Tesco Lotus's house brands have you bought? (Can select more than 1 choice.)

...........1. Fresh grocery products

...........2. Dry grocery products

...........3. Beverages

...........4. Snacks

...........5. Household cleaning supplies

...........6. Personal care products

6. Please circle "O" on the answer that is the most applicable to your case. To what extent, you agree with the following sentences.

Considered factors when make buying decision on Tesco Lotus's house brands	**Strongly agree**	**Agree**	**Neutral**	**Disagree**	**Strongly disagree**
You decided to buy Tesco Lotus's house brand product(s) because of packaging.	2	1	0	-1	-2
You decided to buy Tesco Lotus's house brand product(s) because of brand name(s).	2	1	0	-1	-2
You decided to buy Tesco Lotus's house brand product(s) because of trademark(s).	2	1	0	-1	-2
You decided to buy Tesco Lotus's house brand product(s) because of warranty(ies).	2	1	0	-1	-2
You decided to buy Tesco Lotus's house brand product(s) because of image(s).	2	1	0	-1	-2
You decided to buy Tesco Lotus's house brand product(s) because of lower price(s).	2	1	0	-1	-2

You decided to buy Tesco Lotus's house brand product(s) because of shelf space arrangement.	2	1	0	-1	-2
You decided to buy Tesco Lotus's house brand product(s) because of point-of-purchase.	2	1	0	-1	-2
You decided to buy Tesco Lotus's house brand product(s) because of consumer sales promotion.	2	1	0	-1	-2
You think that the above mentioned marketing factors make you decide to purchse Tesco Lotus's house brands.	2	1	0	-1	-2

7. After buying Tesco Lotus's house brand product(s), will you buy it(them) again?

............1. Yes ....2. No (Because..............)

8. Will you try other kinds of Tesco Lotus's house brands?

............1. Yes ....2. No

(Go to personal data)

Part 2

1. Would you like to buy Tesco Lotus's house brand products?

............1. Yes ....2. No **(Go to personal data)**

2. Please circle "O" on the answer that is the most applicable to your case. To what extent, you agree with the following sentences.

Considered factors when make buying decision on Tesco Lotus's house brands	**Strongly agree**	**Agree**	**Neutral**	**Disagree**	**Strongly disagree**
You will buy Tesco Lotus's house brand product(s) because of packaging.	2	1	0	-1	-2
You will decide buy Tesco Lotus's house brand product(s) because of brand name(s).	2	1	0	-1	-2
You will buy Tesco Lotus's house brand product(s) because of trademark(s).	2	1	0	-1	-2
You will buy Tesco Lotus's house brand product(s) because of warranty(ies).	2	1	0	-1	-2

You will buy Tesco Lotus's house brand product(s) because of image(s).	2	1	0	-1	-2
You will buy Tesco Lotus's house brand product(s) because of lower price(s).	2	1	0	-1	-2
You will buy Tesco Lotus's house brand product(s) because of shelf space arrangement.	2	1	0	-1	-2
You will buy Tesco Lotus's house brand product(s) because of point-of-purchase.	2	1	0	-1	-2
You will buy Tesco Lotus's house brand product(s) because of consumer sales promotion.	2	1	0	-1	-2
You think that the above mentioned marketing factors make you decide to purchse Tesco Lotus's house brands.	2	1	0	-1	-2

(Go to personal data)

Part 3

Why did you not buy the mentioned brands in question 2 of part 1?

....

....

....

(Go to personal data)

Personal Data

1. Gender

.........1. Male ....2. Female

2. Age

..........1. 18-25 years ....2. 26-35 years

..........3. 36-45 years ....4. 46-55 years

..........5. More than 55 years

3. Occupation

.........1. Doing own business ....2. Government officer

.........3. Business employee ....4. State enterprise

.........5. Student ....6. Housewife

.........7. Others (Please specify)...................

4. Education

.........1. Elementary

.........2. Secondary

.........3. Diploma

.........4. Bachelor's degree

.........5. Master's degree and above

.........6. Others (Please specify)...............

5. Personal income (per month)

...........1. Below 10,000 baht ....2. 10,001-20,000 baht

.........3. 20,001-30,000 baht ....4. 30,001-40,000 baht

.........5. 40,001-50,000 baht ....6. More than 50,000 baht

6. Number of persons in the household

.........1. 1-3 persons ....2. 4-6 persons

.........3. 7-9 persons ....4. More than 9 persons

แบบสอบถาม

เรียน ท่านผู้ตอบแบบสอบถาม

แบบสอบถามนี้จัดทำขึ้นเพื่อรวบรวมข้อมูลเกี่ยวกับปัจจัยทางการตลาดที่มีผลต่อการตัดสินใจซื้อสินค้า House brand ของห้าง Tesco Lotus ในทัศนคติของผู้บริโภคมากที่สุด ข้อมูลที่ได้จากแบบสอบถามนี้จะใช้ในการทดสอบสมมติฐานในการทำวิทยานิพนธ์ของนักศึกษาปริญญาโท, มหาวิทยาลัยอัสสัมชัญ ผู้จัดทำจึงใคร่ขอความกรุณาจากท่านช่วยกรอกแบบสอบถามต่อไปนี้

ขอขอบคุณเป็นอย่างสูง

ส่วนที่ 1

1. ยี่ห้อสินค้าใดต่อไปนี้ที่ท่านรู้จัก (สามารถเลือกได้มากกว่า 1 ข้อ)

...............1. คาฟูร์ (Carrefour) ....2. ซุปเปอร์เซฟ (Super Save)

...............3. เทสโก้ (Tesco) ....4. ลีดเดอร์ไพรซ์ (Leader Price)

............5. เอโร่ (Aro) ....6. ไม่รู้จัก **(ข้ามไปทำข้อมูลส่วนตัว)**

2. ท่านเคยซื้อสินค้ายี่ห้อใดต่อไปนี้ (สามารถเลือกได้มากกว่า 1 ข้อ)

...............1. คาฟูร์ (Carrefour) ....2. ซุปเปอร์เซฟ (Super Save)

...............3. เทสโก้ (Tesco) ....4. ลีดเดอร์ไพรซ์ (Leader Price)

............5. เอโร่ (Aro) ....6. ไม่เคยซื้อ **(ข้ามไปทำส่วนที่ 3)**

3. ท่านทราบหรือไม่ว่ายี่ห้อ ซุปเปอร์เซฟ (Super Save) และ เทสโก้ (Tesco) เป็นยี่ห้อของห้าง Tesco Lotus

................1. ทราบ ....2. ไม่ทราบ **(ข้ามไปทำข้อมูลส่วนตัว)**

4. ท่านเคยซื้อสินค้ายี่ห้อ ซุปเปอร์เซฟ (Super Save) และ (หรือ) เทสโก้ (Tesco) หรือไม่

................1. เคย ....2. ไม่เคย **(ข้ามไปทำส่วนที่ 2)**

5. สินค้าใดภายใต้ยี่ห้อซุปเปอร์เซฟ (Super Save) และ (หรือ) เทสโก้ (Tesco) ที่ท่านเคยซื้อ (สามารถเลือกได้มากกว่า 1 ข้อ)

................1. อาหารแห้ง

................2. อาหารสด

................3. เครื่องดื่ม

................4. ของว่าง, ของขบเคี้ยว

................5. ผลิตภัณฑ์สำหรับซักล้าง และทำความสะอาดบ้าน

................6. ผลิตภัณฑ์สำหรับดูแลร่างกาย

6. กรุณาทำเครื่องหมายวงกลมในข้อที่ตรงกับความคิดเห็นของท่าน

ปัจจัยที่ทางการตลาดที่มีผลต่อการตัดสินใจซื้อสินค้ายี่ห้อซุปเปอร์เซฟ (Super Save) และ (หรือ) เทสโก้ (Tesco)	เห็นด้วยอย่างยิ่ง	เห็นด้วย	เฉยๆ	ไม่เห็นด้วย	ไม่เห็นด้วยอย่างยิ่ง
ท่านตัดสินใจซื้อสินค้ายี่ห้อซุปเปอร์เซฟ (Super Save) และ (หรือ) เทสโก้ (Tesco) เพราะบรรจุภัณฑ์	2	1	0	-1	-2
ท่านตัดสินใจซื้อสินค้ายี่ห้อซุปเปอร์เซฟ (Super Save) และ (หรือ) เทสโก้ (Tesco) เพราะชื่อยี่ห้อสินค้า	2	1	0	-1	-2

ท่านตัดสินใจซื้อสินค้ายี่ห้อซุปเปอร์เซฟ (Super Save) และ (หรือ) เทสโก้ (Tesco) เพราะเครื่องหมายการค้า	2	1	0	-1	-2
ท่านตัดสินใจซื้อสินค้ายี่ห้อซุปเปอร์เซฟ (Super Save) และ (หรือ) เทสโก้ (Tesco) เพราะการรับประกันสินค้า	2	1	0	-1	-2
ท่านตัดสินใจซื้อสินค้ายี่ห้อซุปเปอร์เซฟ (Super Save) และ (หรือ) เทสโก้ (Tesco) เพราะภาพพจน์ของสินค้า	2	1	0	-1	-2
ท่านตัดสินใจซื้อสินค้ายี่ห้อซุปเปอร์เซฟ (Super Save) และ (หรือ) เทสโก้ (Tesco) เพราะราคาที่ต่ำกว่า	2	1	0	-1	-2
ท่านตัดสินใจซื้อสินค้ายี่ห้อซุปเปอร์เซฟ (Super Save) และ (หรือ) เทสโก้ (Tesco) เพราะการจัดวางสินค้า	2	1	0	-1	-2

ท่านตัดสินใจซื้อสินค้ายี่ห้อซุปเปอร์เซฟ (Super Save) และ (หรือ) เทสโก้ (Tesco) เพราะจุดส่งเสริมการขาย	2	1	0	-1	-2
ท่านตัดสินใจซื้อสินค้ายี่ห้อซุปเปอร์เซฟ (Super Save) และ (หรือ) เทสโก้ (Tesco) เพราะการส่งเสริมการขาย เช่น การลดราคา, การแถมสินค้า, การชิงโชค ฯลฯ	2	1	0	-1	-2
ท่านคิดว่าปัจจัยทางการตลาดจากทุกข้อที่กล่าวมามีผลต่อการตัดสินใจซื้อสินค้ายี่ห้อซุปเปอร์เซฟ (Super Save) และ (หรือ) เทสโก้ (Tesco)	2	1	0	-1	-2

7. หลังจากได้ใช้สินค้ายี่ห้อซุปเปอร์เซฟ (Super Save) และ (หรือ) เทสโก้ (Tesco) แล้ว ท่านคิดจะซื้อสินค้านั้นอีกหรือไม่

...............1. ซื้อ ....2. ไม่ซื้อ (เพราะ...............................)

8. ท่านคิดจะลองซื้อสินค้าชนิดอื่นๆ ภายใต้ยี่ห้อ ซุปเปอร์เซฟ (Super Save) และ (หรือ) เทสโก้ (Tesco) หรือไม่

...............1. ใช่ ....2. ไม่

(ข้ามไปทำข้อมูลส่วนตัว

ส่วนที่ 2

1. ท่านคิดจะซื้อสินค้ายี่ห้อซุปเปอร์เซฟ (Super Save) และ (หรือ) เทสโก้ (Tesco) หรือไม่

.............1. ใช่ ....2. ไม่ **(ข้ามไปทำข้อมูลส่วนตัว)**

2. กรุณาทำเครื่องหมายวงกลมในข้อที่ตรงกับความคิดเห็นของท่าน

ปัจจัยที่ทางการตลาดที่มีผลต่อการตัดสินใจซื้อสินค้ายี่ห้อซุปเปอร์เซฟ (Super Save) และ (หรือ) เทสโก้ (Tesco)	**เห็นด้วยอย่างยิ่ง**	**เห็นด้วย**	**เฉยๆ**	**ไม่เห็นด้วย**	**ไม่เห็นด้วยอย่างยิ่ง**
ท่านจะตัดสินใจซื้อสินค้ายี่ห้อซุปเปอร์เซฟ (Super Save) และ (หรือ) เทสโก้ (Tesco) เพราะบรรจุภัณฑ์	2	1	0	-1	-2
ท่านจะตัดสินใจซื้อสินค้ายี่ห้อซุปเปอร์เซฟ (Super Save) และ (หรือ) เทสโก้ (Tesco) เพราะชื่อยี่ห้อสินค้า	2	1	0	-1	-2
ท่านจะตัดสินใจซื้อสินค้ายี่ห้อซุปเปอร์เซฟ (Super Save) และ (หรือ) เทสโก้ (Tesco) เพราะเครื่องหมายการค้า	2	1	0	-1	-2

ท่านจะตัดสินใจซื้อสินค้ายี่ห้อซุปเปอร์เซฟ (Super Save) และ (หรือ) เทสโก้ (Tesco) เพราะการรับประกันสินค้า	2	1	0	-1	-2
ท่านจะตัดสินใจซื้อสินค้ายี่ห้อซุปเปอร์เซฟ (Super Save) และ (หรือ) เทสโก้ (Tesco) เพราะภาพพจน์ของสินค้า	2	1	0	-1	-2
ท่านจะตัดสินใจซื้อสินค้ายี่ห้อซุปเปอร์เซฟ (Super Save) และ (หรือ) เทสโก้ (Tesco) เพราะราคาที่ต่ำกว่า	2	1	0	-1	-2
ท่านจะตัดสินใจซื้อสินค้ายี่ห้อซุปเปอร์เซฟ (Super Save) และ (หรือ) เทสโก้ (Tesco) เพราะการจัดวางสินค้า	2	1	0	-1	-2
ท่านจะตัดสินใจซื้อสินค้ายี่ห้อซุปเปอร์เซฟ (Super Save) และ (หรือ) เทสโก้ (Tesco) เพราะจุดส่งเสริมการขาย	2	1	0	-1	-2

ท่านจะตัดสินใจซื้อสินค้ายี่ห้อซุปเปอร์เซฟ (Super Save) และ (หรือ) เทสโก้ (Tesco) เพราะการส่งเสริมการขาย เช่น การลดราคา, การแถมสินค้า, การชิงโชค ฯลฯ	2	1	0	-1	-2
ท่านคิดว่าปัจจัยทางการตลาดจากทุกข้อที่กล่าวมามีผลต่อการตัดสินใจซื้อสินค้ายี่ห้อซุปเปอร์เซฟ (Super Save) และ (หรือ) เทสโก้ (Tesco)	2	1	0	-1	-2

(ข้ามไปทำข้อมูลส่วนตัว)

ส่วนที่ 3

เพราะเหตุใดท่านจึงไม่ซื้อสินค้ายี่ห้อดังกล่าว (ยี่ห้อทั้งหมดที่กล่าวมาในข้อ 2 ของส่วนที่ 1)

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(ข้ามไปทำข้อมูลส่วนตัว)

ข้อมูลส่วนตัว

1. เพศ

..........1. ชาย ....2. หญิง

2. อายุ

..........1. 18-25 ปี ....2. 26-35 ปี

..........3. 36-45 ปี ....3. 46-55 ปี

..........4. มากกว่า 55 ปี

3. อาชีพ

..........1. ประกอบอาชีพส่วนตัว ....2. รับราชการ

..........3. พนักงานบริษัทเอกชน ....4. พนักงานรัฐวิสาหกิจ

..........5. นักเรียน/นักศึกษา ....6. แม่บ้าน

..........7. อื่นๆ (โปรดระบุ...)

4. การศึกษา

..........1. ประถมศึกษา

..........2. มัธยมศึกษา

..........3. ปวช./ปวส.

..........4. ปริญญาตรี

..........5. ปริญญาโท หรือสูงกว่า

..........6. อื่นๆ (โปรดระบุ...)

5. รายได้ส่วนตัวต่อเดือน

..........1. ต่ำกว่า 10,000 บาท ....2. 10,001-20,000 บาท

..........3. 20,001-30,000 บาท ....4. 30,001-40,000 บาท

..........5. 40,001-50,000 บาท ....6. มากกว่า 50,000 บาท

6. จำนวนสมาชิกในครอบครัว

............1. 1-3 คน ....2. 4-6 คน

............3. 7-9 คน ....4. มากกว่า 9 คน

Appendix

Table indicating some prices of Tesco Lotus's house brand products compared with national brands derived from observation conducted on 25-27 of December, 2001 and 6 January, 2002.

Date of Observation	Place of Observation	Type of Product	Quantity	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
25/12/2001	Tesco Lotus Rama 3	**Dry grocery products** Instant coffee	Bottle 200 g.	Super Save	89	Khao Shong Co., Ltd.	Nescafe	104	Quality Coffee Products Co., Ltd. (Nestle)
							Khao Shong	94	Khao Shong Co., Ltd.
			Pack 3 in 1 Coffee Mix Powder (10 packages)	Super Save	26/package	Khao Shong Co., Ltd.	Nescafe	29/package	Quality Coffee Products Co., Ltd. (Nestle)
			Pack 3 in 1 Coffee Mix Powder (30 packages)	Super Save	73	Khao Shong Co., Ltd.	Nescafe	83	Quality Coffee Products Co., Ltd. (Nestle)
							Khao Shong	97	Khao Shong Co., Ltd.
			45 g. 24 packages	Super Save	19/package	Khao Shong Co., Ltd.	Nescafe	22/package	Quality Coffee Products Co., Ltd. (Nestle)
			2 g. 48 packages or 96 g. 2 g. 50 packages or 100 g.	Super Save	63	Khao Shong Co., Ltd.	Nescafe	71	Quality Coffee Products Co., Ltd. (Nestle)

Date of Observation	Place of Observation	Type of Product	Quantity	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
			Pack 200 g.	Super Save	75	Khao Shong Co., Ltd.	Nescafe	88	Quality Coffee Products Co., Ltd. (Nestle)
			Box 400 g.	Super Save	145	Khao Shong Co., Ltd.	Nescafe	162	Quality Coffee Products Co., Ltd. (Nestle)
		Non dairy creamer	Box 500 g.	Super Save	44	Sahamitr Food Product Co., Ltd.			
			450 g.				Nestle Coffeemate	52	Nestle Manufacturing (Thailand) Co., Ltd.
			504 g.				Kusa	48	Kornthai Co., Ltd.
			400 g.				Buddy Dean	41.50	Dean Foods Company
			504 g.				Co Cof	44.25	Kornthai Co., Ltd.
			Box 1000 g.	Super Save	83	Sahamitr Food Product Co., Ltd.	Nestle Coffeemate	98	Nestle Manufacturing (Thailand) Co., Ltd.
			Pack 200 g.	Super Save	19.75	Sahamitr Food Product Co., Ltd.	Nestle Coffeemate	24	Nestle Manufacturing (Thailand) Co., Ltd.
							Buddy Dean	19.50	Dean Foods Company
			4 g. 100 packages or 400 g.	Super Save	51	Sahamitr Food Product Co., Ltd.	Kusa	62	Kornthai Co., Ltd.
			75 g. 24 packages or 1800 g.	Super Save	9.75/package	Sahamitr Food Product Co., Ltd.	Nestle Coffeemate	13/package	Nestle Manufacturing (Thailand) Co., Ltd.

Date of Observation	Place of Observation	Type of Product	Quantity	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
		White sugar	8 g. 100 packages	Super Save	28	Sahamitr Food Product Co., Ltd.	Mitr Phol	31	Mitr Phol Co., Ltd.
		Distilled Vinegar 5% Acetic Acid	3 liters	Super Save	47.50	Thai Thepparos Foods Public Co., Ltd.	Au Sor Ror.	60.50	Sahaphattanaphibul Public Co., Ltd.
			700 cc.	Super Save	14.50	Thai Thepparos Foods Public Co., Ltd.	Au Sor Ror.	17.50	Sahaphattanaphibul Public Co., Ltd.
							Kaset	16	Thana Siam Co., Ltd.
			750 cc.				Golden Mountain	16.50	Thai Thepparos Foods Public Co., Ltd.
							Golden Label	18	Jiew Huad Co., Ltd.
		Oyster sauce	3300 cc.	Super Save	73	Heinz Winchan Co., Ltd.			
			2300 cc.				Healthy Boy	103	Yun Wor Yun
			320 cc.	Super Save	11.50	Heinz Winchan Co., Ltd.	UFC	15.50	Arhan Sakol Public Co., Ltd.
			300 cc.				Mae Krua	24.50	Jiew Huad
							Healthy Boy	17.50	Yun Wor Yun
							Heinz	18.50	Heinz Winchan Co., Ltd.

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
			350 cc.				Golden Spoon	12.75	Food Blessing Co., Ltd.
			380 cc.				Silver Label	14	Phoenix Foods Partnership Ltd.
			750 cc.	Super Save	18.25	Heinz Winchan Co., Ltd.	Golden Spoon	20.50	Food Blessing Co., Ltd.
			600 cc.				Mae Krua	34.75	Jiew Huad
							Heinz	30	Heinz Winchan Co., Ltd.
			700 cc.				Healthy Boy	30.75	Yun Wor Yun
			790 cc.				Maggi	38	Aek Sauwaros Co., Ltd.
		Instant flavored rice porridge	45 g. 3 cups	Super Save	30.50	P&E Development Co., Ltd.	Knorr Cup Joke	34	CPC Ayi (Thailand) Co., Ltd.
							Benja	31.50	P&E Development Co., Ltd.
		Bean varmic-elli	40 g. 10 packag-es	Super Save	39.75	Thaiwa Food Products Public Co., Ltd.	Sai Fon	38	Thai Bean Varmicelli Industry Co., Ltd.
							Ton Son	51	Sitthinun Co., Ltd.
							Kaset	49	N.A.
							Double Dragon	49	Thaiwa Food Products Public Co., Ltd.

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
			35 g. 10 packag-es				Thunder Thai Market Imm Thai	38.50 40 39	Kaset Krongsin Co., Ltd. Thai Advance Food Co., Ltd. Rai Thong Marketing Co., Ltd.
		Instant noodles	55 g. 6 packag-es & 60 g, 6 packag-es	Super Save	22.50	Numchao (Thailand) Co., Ltd.	Mama	25.75, 26.75	Sahaphattana-phibul Public Co., Ltd.
							Yum Yum	24.75, 25.50	Wanthai Food Industry Co., Ltd.
		Sardine-s in tomato sauce	155 g.	Super Save	8	Royal Canning Co., Ltd.	Roza Three Lady Cooks Hi-Q Delight Pigeon Double Flying Birds	8.75 7.50 9 8.75 8.75 8	Hi-Q Canning Co., Ltd. Royal Canning Co., Ltd. Hi-Q Canning Co., Ltd. Eastern Delight Food Co., Ltd. Suntipap (Huapeng 1958) Co., Ltd. Thong Kingkaew Foods Co., Ltd.

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
			140 g.				King's Kitchen	8.50	Premier Canning Industry Co., Ltd.
			150 g.				Racha	6.50	Viesel Trading (Thailand) Co., Ltd.
			190 g.	Super Save	9.75	Royal Canning Co., Ltd.	Hi-Q	11	Hi-Q Canning Co., Ltd.
							Three Lady Cooks	12	Royal Canning Co., Ltd.
							Roza	10.25	Hi-Q Canning Co., Ltd.
			185 g.				King's Kitchen	11.25	Premier Canning Industry Co., Ltd.
							Delight	11.25	Eastern Delight Food Co., Ltd.
		Tempu-ra flour	150 g.	Super Save	9	Sanko Machinery (Thailand) Co., Ltd.	Gogi	10.50	Malinee Food Prodcuts Co., Ltd.
							Tippy	9	United Flour Milk Co., Ltd.
							Jai-Jai	9.50	Senmee Lhianthai Co., Ltd.
		Bread crumbs	200 g.	Super Save	19	Sanko Machinery (Thailand) Co., Ltd.	UFM	25.25	MC Foods Co., Ltd.
							Lobo	25.25	Globo Foods Co., Ltd.

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
		Rambu-tan in heavy syrup	565 g.	Super Save	37	B.B. Development Co., Ltd.	Malee	38	Malee Sampan Public Co., Ltd.
							UFC	46	Arhan Sakol Public Co., Ltd.
							Pigeon	40	Suntipap (Huapeng 1958) Co., Ltd.
							Three Lady Cooks	41	Royal Canning Co., Ltd.
							Twin Elephant & Earth	38	Erawan Food Co., Ltd.
							Panchy	43	Thai Agri Foods Public Co., Ltd.
			540 g.				Farmer	29.50	Malee Sampan Public Co., Ltd.
		Lychee in heavy syrup	565 g.	Super Save	45	B.B. Development Co., Ltd.	Malee	63	Malee Sampan Public Co., Ltd.
							UFC	49	Arhan Sakol Public Co., Ltd.
							Pigeon	53	Suntipap (Huapeng 1958) Co., Ltd.
							Doi Kham	56	Rongngan Lhuang Instant Food
							Three Lady Cooks	52.50	Royal Canning Co., Ltd.

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
							Twin Elephant & Earth	45	Erawan Food Co., Ltd.
							Panchy	51	Thai Agri Foods Public Co., Ltd.
							Grand Asia	48	Grand Asia Food Industry Co., Ltd.
							Mae Jin	49	Lampang Food Products Co., Ltd.
							BBD	52.50	B.B. Development Co., Ltd.
			540 g.				Farmer	37.50	Malee Sampan Public Co., Ltd.
		Longa-ns in heavy syrup	565 g.	Super Save	47	B.B. Development Co., Ltd.	BBD	63	B.B. Development Co., Ltd.
							Grand Asia	58	Grand Asia Food Industry Co., Ltd.
							Panchy	51	Thai Agri Foods Public Co., Ltd.
							Mae Jin	53	Lampang Food Products Co., Ltd.
							Doi Kham	59.50	Rongngan Lhuang Instant Food
							Three Lady Cooks	52	Royal Canning Co., Ltd.

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
							Twin Elephant & Earth	45	Erawan Food Co., Ltd.
							Pigeon	53	Suntipap (Huapeng 1958) Co., Ltd.
							Malee	63	Malee Sampan Public Co., Ltd.
							UFC	49	Arhan Sakol Public Co., Ltd.
			540 g.				Farmer	58	Malee Sampan Public Co., Ltd.
		Refined soybean oil	1 liter	Super save	26	Wiwat Industry Co., Ltd.	A-ngun	28.50	Thai Vegetable Oil Public Co., Ltd.
							Cook	28.50	Thanakorn Vegetable Oil Products Co., Ltd.
							Thip	26	Wiwat Industry Co., Ltd.
							Morakot	24	Morakot Industry Co., Ltd.
		Refined Palm Oil	1 liter	Super save	22.50	Olean Co., Ltd.	Morakot	24	Morakot Industry Co., Ltd.
							Olean	24	Olean Co., Ltd.
							Waew	23	P.S. Pacific Co., ltd.

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
							Yok	23	Lum Soong (Thailand) Public Co., Ltd.
		Fish sauce	300 cc.	Super save	9.75	Thai Preeda Industry Co., Ltd.	Tipparos	11	Pairoj Co., Ltd.
							Squid	10.50	Thai Fish Sauce Factory Co., Ltd.
			200 cc.				Hoi Lod	9.50	Chua Ha Seng Fish Sauce Factory Co., Ltd.
							Lobster	10.50	Phichai Fish Sauce Co., Ltd.
			Glass bottle 750 cc.	Super save	16	Phichai Fish Sauce Co., Ltd.	Lobster	17.75	Phichai Fish Sauce Co., Ltd.
							Anchovy	15.75	Yongyut Thai Fish Sauce Industry Co., Ltd.
							Yok	17	Phichai Fish Sauce Co., Ltd.
							Tra Chang Dang	19	Tang Tai Chiang Fish Sauce Factory
							Tra Chang Tong	25.75	Tang Tai Chiang Fish Sauce Factory

Date of Observation	Place of Observation	Type of Product	Quantity	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
			700 cc.				Hoi Lod	16.25	Chua Ha Seng Fish Sauce Factory Co., Ltd.
							Maekrua Gold Label	16.50	Chonburi Maekrua Gold Label Co., Ltd.
							Ruam Ros	10	Chua Ha Seng Fish Sauce Factory Co., Ltd.
			720 cc.				Oyster	21.75	Phichai Fish Sauce Co., Ltd.
			730 cc				Squid	18.50	Thai Fish Sauce Factory Co., Ltd.
			Plastic bottle 750 cc.	Super save	15	Thai Preeda Industry Co., Ltd.	Tipparos	18.75	Pairoj Co., Ltd.
							Squid	18.50	Thai Fish Sauce Factory Co., Ltd.
							Lobster	17.50	Phichai Fish Sauce Co., Ltd.
							Knorr	17	Phichai Fish Sauce Co., Ltd.
							Racha	14.50	Thai Preeda Industry Co., Ltd.
							Krua Ta-lae	14.50	Phichai Fish Sauce Co., Ltd.

Date of Observation	Place of Observation	Type of Product	Quantity	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
			700 cc.	Super save	19	Nguan Chiang Food Industry	Healthy Boy	31.50	Yan Wor Yoon Co., Ltd.
							Nguan Chiang	31.50	Nguan Chiang Food Industry
							Anchor	27	Nguan Chiang Food Industry
		Soy bean paste	700 cc.	Super save	24.50	Nguan Chiang Food Industry	Nguan Chiang	28	Nguan Chiang Food Industry
							Healthy Boy	29.50	Yan Wor Yoon Co., Ltd.
			850 cc.				UFC	29	Poonphol Kaset Lampang Partnership
							Fat Boy	24.50	Taki Yan Wor Yoon Co., Ltd.
		Medium hot chilli sauce	320 cc.	Super save	12	Heinz Winchan Co., Ltd.	King's Kitchen	13.25	Premier Canning Industry
			300 cc.				Heinz	17.50	Heinz Winchan Co., Ltd.
							Golden Label	23	Jiew Huad Co., Ltd.
			340 cc.				Roza	15	Hi-Q Food Co., Ltd.
		Tomato ketchup	320 cc.	Super save	12	Heinz Winchan Co., Ltd.	King's Kitchen	13.25	Premier Canning Industry
			300 cc.				Heinz	14	Heinz Winchan Co., Ltd.
			340 cc.				Brook	14.25	Thai Agri Pack Co., Ltd.

Date of Observation	Place of Observation	Type of Product	Quantity	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
							Roza	14.50	Hi-Q Food Co., Ltd.
		Strawberry jam & marmalade jam	400 g.	Super save	36	United Dairy Foods	Best Foods	38	CPC Ayi (Thailand) Co., Ltd.
			300 g.				Imperial	35.50	United Dairy Foods
			340 g.				Empire	37.75	Sukhum Panich Co., Ltd.
		Pineapple jam	400 g.	Super save	34.50	United Dairy Foods	Best Foods	37.50	CPC Ayi (Thailand) Co., Ltd.
			300 g.				Imperial	34.50	United Dairy Foods
			340 g.				Empire	35.75	Sukhum Panich Co., Ltd.
		Flavor seasoning powder	185 g.	Super save	19	Sanko Machinery (Thailand) Co., Ltd.	Ros Dee	22.50	Ajinomoto (Thailand) Co., Ltd.
		Salt Iodized	1000 g.	Super save	7.25	Sahamitr Food Products Partnership	Prung Thip	8.75	Pure Salt Industry Co., Ltd.
		Ground white pepper	500 g.	Super save	175	Nguansun (1974) Co., Ltd.	Hand Brand No. 1	201	N.A.
							Suan Thai	175	Suan Thai Co., Ltd.
							Diamond Star Crown	89	N.A.
		Jasmine rice grade A	5 k.g.	Super save	91	Tong Hua Bua Yai Partnership	Hong Tong	110	Jia Meng Group

Date of Observation	Place of Observation	Type of Product	Quantity	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
							Benjarong	120	Asia Inter Rice Co., Ltd.
							Royal Dragon	110	Soon Hua Seng Rice Co., Ltd.
							Thung Kula Ronghai	136	Thung Kula Co., Ltd.
		Jasmine rice	5 k.g.	Super save	61	Asia Inter Rice Co., Ltd.	Suwanna-hong	62	Asia Inter Rice Co., Ltd.
							Royal Umbrella	63	C.P. Intertrade
		Jasmine brown rice	5 k.g.	Super save	74	Tong Hua Bua Yai Partnership	Benjarong	85	Asia Inter Rice Co., Ltd.
			2 k.g.	Super save	32	Tong Hua Bua Yai Partnership	Benjarong	40	Asia Inter Rice Co., Ltd.
							Puan Thai	33	Soon Hua Seng Rice Co., Ltd.
		Sticky rice	5 k.g.	Super save	57	Tong Hua Bua Yai Partnership	Suwanna-hong	59	Asia Inter Rice Co., Ltd.
		Jasmine mun poo rice	2 k.g.	Super save	37	Tong Hua Bua Yai Partnership	Thanya-thip	56.50	Thung Kula Co., Ltd.
		White rice	5 k.g.	Super save	49.75	Asia Inter Rice Co., Ltd.	Khao Khu Krua	39	Asia Inter Rice Co., Ltd.
		White sugar	1 k.g.	Super save	13	Ratchasima Sugar Factory (Wang Kanai Group)	Wang Kanai	13.25	T.N. Sugar Industry Factory (Wang Kanai Group)

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
							Mitr Phol	14	Mitr Phol Co., Ltd.
		Chinese sausage	360 g.	Super save	49	S. Khonkaen Industry Public Co., Ltd.	Bann Phai	65	S. Khonkaen Industry Public Co., Ltd.
							S. Khonkaen	89	S. Khonkaen Industry Public Co., Ltd.
		Fresh grocery prodcu-ts Fresh eggs no. 3	10 units	Super save	27.50	Phokkaphan Bangkok	Red-White	27.50	V Foods
		Fresh eggs no. 2	10 units	Super save	28.50	Phokkaphan Bangkok	BAP	29.75	Phokkaphan Bangkok
							C.P.	35	V Foods
		Fresh eggs no. 1	10 units	Super save	29.50	Phokkaphan Bangkok	BAP	30.75	Phokkaphan Bangkok
		Big fermen-ted pork	200 g. 150 g.	Super save	27	S. Khonkaen Industry Public Co., Ltd.	Huay Kaew Payon S. Khonkaen	29 40 38	S. Khonkaen Industry Public Co., Ltd. Aui Yon Co., Ltd. S. Khonkaen Industry Public Co., Ltd.

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
			170 g. 250 g. 270 g.				Bann Phai S. Khonkaen Don-muang	30 50 42	Hiang Nguan Chiang Bann Phai Co., Ltd. S. Khonkaen Industry Public Co., Ltd. Donmuang Charoensri Marketing Co., Ltd.
		Pork cocktail sausage	300 g.	Super save	39	Bangkok Produce Co., Ltd.	C.P.	57.50	C.P. Inter Food (Thailand)
		Smoky sausage	300 g.	Super save	56	Bangkok Produce Co., Ltd.	C.P.	64	C.P. Inter Food (Thailand)
		Vienna sausage	300 g.	Super save	39	Bangkok Produce Co., Ltd.	C.P.	37.50	C.P. Inter Food (Thailand)
		Jumbo hotdog sausage	300 g. 250 g.	Super save	56	Bangkok Produce Co., Ltd.	C.P.	54	C.P. Inter Food (Thailand)
		Pork bologna with chilli	300 g. 200 g.	Super save	39	Bangkok Produce Co., Ltd.	C.P.	39	C.P. Inter Food (Thailand)
		Ham	300 g.	Super save	59	Bangkok Produce Co., Ltd.			
			200 g.				C.P.	49	C.P. Inter Food (Thailand)

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
		Salad cream	Cup 180 g.	Super Save	20	Pure Foods Co., Ltd.	Pure Foods	26	Pure Foods Co., Ltd.
							Fresh & Green	22.50	Pure Foods Co., Ltd.
			200 g.				UPC	25	UPC Products Co., Ltd.
							Petchburi	20	Petchburi Shop
							Mae Lamiad	32	Siriwat Foods Co., Ltd.
			Pack 500 g.	Super Save	38	Pure Foods Co., Ltd.	Mae Lamiad	55	Siriwat Foods Co., Ltd.
							UPC	52	UPC Products Co., Ltd.
		Snacks Fish snack	12 g. 12 packag-es	Super Save	42.75	Thai Union Frozen Products Public Co., Ltd.	Taro	46	P. M. Food Co., Ltd.
							Fisho	45	Thai Union Frozen Products Public Co., Ltd.
			52 g.	Super Save	14.75	Thai Union Frozen Products Public Co., Ltd.	Taro	16.50	P. M. Food Co., Ltd.
							Fisho	16	Thai Union Frozen Products Public Co., Ltd.

Date of Observation	Place of Observation	Type of Product	Quantity	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
		Variety carra-greenan jelly confect-ionery contain-ns 15% fruit juice	30 cups 570 g.	Super Save	21.75	United Dairy Foods Co., Ltd.			
			475 g.				Imperial	22.25	United Dairy Foods Co., Ltd.
			690 g.				Jele	26	Kim Heang Foods Product Co., Ltd.
			705 g.				Imperial	25	United Dairy Foods Co., Ltd.
							Pipo	23	European Food Public Co., Ltd.
			775 g.				Daiyamo-to	25	V.S. Foods Marketing Co., Ltd.
		Salted Ground Nuts	90 g.	Super Save	7.50	Mae Rauy Factory Co., Ltd.			
			80 g.				Double Pagoda	7.75	Modern Food Industry Co., Ltd.
							Koe Kae	8.50	Mae Rauy Factory Co., Ltd.
			100 g.				Tong Garden	7.50	Tong Garden Co., Ltd.

Date of Observation	Place of Observation	Type of Product	Quantity	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
		Coconut cream flavor nut	180 g.	Super Save	15.50	Mae Rauy Factory Co., Ltd.	Koe Kae	17.50	Mae Rauy Factory Co., Ltd.
		Beverages							
		Drinking water	Crystal bottle 1 dozen 600 cc. /bottle	Super Save	45	M. Water Co., Ltd.	Pure Life (Nestle)	56	Perrie Vittel (Thailand) Co., Ltd.
			750 cc.				Singha	79	Boonrod Asia Beverage Co., Ltd.
							Purita	69	Purita R.O. Co., Ltd.
			599 cc.				Siam	53	TTC Siam Drinking Water Co., Ltd.
			500 cc.				Singha	57	Boonrod Asia Beverage Co., Ltd.
							Purita	49	Purita R.O. Co., Ltd.
							Neptune	50	Neptune Food and Beverage Co., Ltd.
							Vivant	50	Osodsabha Co., Ltd.
			Crystal bottle half of dozen						
			1500 cc. /bottle	Super Save	42	M. Water Co., Ltd.	Singha	57	Boonrod Asia Beverage Co., Ltd.

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
							Pure Life (Nestle)	56	Perrie Vittel (Thailand) Co., Ltd.
							Purita	45	Purita R.O. Co., Ltd.
							Sprinkle	54.25	M. Water Co., Ltd.
							Vivant	46	Osodsabha Co., Ltd.
							Neptune	50	Neptune Food and Beverage Co., Ltd.
							Namthip	55	Thai Namthip Co., Ltd.
							Siam	54.25	TTC Siam Drinking Water Co., Ltd.
			5 litres	Super Save	25	M. Water Co., Ltd.	Singha	33	Boonrod Asia Beverage Co., Ltd.
							Pure Life (Nestle)	30	Perrie Vittel (Thailand) Co., Ltd.
							Purita	24	Purita R.O. Co., Ltd.
							Sprinkle	29.50	M. Water Co., Ltd.
							Vivant	26	Osodsabha Co., Ltd.
			Cup 1 dozen 220 cc. /cup	Super Save	25	M. Water Co., Ltd.	Purita	26	Purita R.O. Co., Ltd.
			Crystal Bottle 600 cc.	Super Save	4.50	M. Water Co., Ltd.	Namthip	5.50	Thai Namthip Co., Ltd.

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
			599 cc. 500 cc.				Siam Crystal	4.75 5	TTC Siam Drinking Water Co., Ltd. Sermsuk Co., Ltd.
		Natural mineral water	Half of dozen 1500 cc. /bottle	Super Save	55	TTC Siam Drinking Water Co., Ltd.	Minere	69	Perrie Vittel (Thailand) Co., Ltd.
							Aura	69	Thoranee Phiphat Co., Ltd.
							I.O.	68	Boonrod Asia Beverage Co., Ltd.
			599 cc. 500 cc.	Super Save	5	TTC Siam Drinking Water Co., Ltd.	 Aura	 6	 Thoranee Phiphat Co., Ltd.
			1 dozen 599 cc. /bottle 500 cc.	Super Save	55	TTC Siam Drinking Water Co., Ltd.	 Minere Aura	 70 69	 Perrie Vittel (Thailand) Co., Ltd. Thoranee Phiphat Co., Ltd.

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
		Cola	1.25 liters	Super Save	19.50	Green Spot (Thailand) Co., Ltd.	Coke	19.75	Thai Namthip Co., Ltd.
							Pepsi	21.50	Sermsuk Co., Ltd.
26/12/2001	Tesco Lotus Rama 4	**Person-al care**							
		Shower cream	Bottle 280 ml.	Tesco	38	International Laboratories Co., Ltd.	Lux	49	Unilever Thai Holdings Co., Ltd.
							Lux Beauty	30	Unilever Thai Holdings Co., Ltd.
							Dove	63	Unilever Thai Holdings Co., Ltd.
							Shokubu-tsu	53	Lion (Thailand) Co., Ltd.
							Protex	46	Colgate-Palmolive (Thailand) Co., Ltd.
							Parrot	31	Rubia Industry Co., Ltd. (Berli Jucker)
							Tea Tree	49	T.O.P. Cosmetic & Manufacture Co., Ltd.
							Johnson's	52	Johnson& Johnson Co., Ltd.
							Palmolive	39	Colgate-Palmolive (Thailand) Co., Ltd.

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
			300 ml.				Imperial Leather	39.50	Cusson (Thailand) Co., Ltd.
							Premier	33	Cusson (Thailand) Co., Ltd.
		Skin health soap	100 g. 4 bars	Tesco	43	Rubia Industry Co., Ltd.	Safeguard	53	Ket Vanich Industry Co., Ltd.
							Harmony	49.75	Unilever Thai Holdings Co., Ltd.
							Protex	50	Colgate-Palmolive (Thailand) Co., Ltd.
							Parrot	40	Rubia Industry Co., Ltd.
							Dettol	55	Rubia Industry Co., Ltd.
		Bar soap	100 g. 4 bars	Tesco	26.50	Rubia Industry Co., Ltd.	Lux	32	Unilever Thai Holdings Co., Ltd.
							Imperial	31	Cusson (Thailand) Co., Ltd.
							Parrot	25.75	Rubia Industry Co., Ltd.
							Flore Herbal	27.50	Made in Indonesia
							Palmolive	28	Colgate-Palmolive (Thailand) Co., Ltd.
			100 g. 3 bars				Lervia	31	Rubia Industry Co., Ltd.

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
		Baby soap	100 g. 4 bars	Tesco	36	Rubia Industry Co., Ltd.	Johnson's	45.50	Johnson& Johnson Co., Ltd.
							Care	45	S & J International Enterprise Co., Ltd.
							Cusson	30	Cusson (Thailand) Co., Ltd.
							Babimild	39	Rubia Industry Co., Ltd.
							Kodomo	41.50	Lion (Thailand) Co., Ltd.
		Herbal soap	100 g.	Tesco	14	Re-Herbal (Thailand) Co., Ltd.	Thai Derm	39	Re-Herbal (Thailand) Co., Ltd.
							Twin Lotus	14	Twin Lotus Co., Ltd.
							Supaporn	45	Supaporn Herb Import Export Co., Ltd.
			96 g.				KokLiang	33	Kokliang Ltd., Part.
		Tooth-paste	200 g.	Tesco	39	Greater Poly Manufacturing			
			160 g.				Darlie Fresh& Brite	42	Colgate-Palmolive (Thailand) Co., Ltd.
							Colgate Frsh Stripe	42	Colgate-Palmolive (Thailand) Co., Ltd.

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
							Close-up	41.50	Unilever Thai Holdings Co., Ltd.
		Whiten-ing tooth-paste	160 g.	Tesco	35	Greater Poly Manufacturing	Colgate Whitening	42.50	Colgate-Palmolive (Thailand) Co., Ltd.
							Close-up	41.50	Unilever Thai Holdings Co., Ltd.
		Tooth-paste for kids	40 g.	Tesco	19	Greater Poly Manufacturing	Kodomo	25	Lion (Thailand) Co., Ltd.
							Colgate	25	Colgate-Palmolive (Thailand) Co., Ltd.
							St. Andrews	23	Lion (Thailand) Co., Ltd.
							Babimild	23	Rubia Industry Co., Ltd.
							Oralmed	23	Greater Poly Manufacturing
							Fluocaril	24	LFD Manufacturing Co., Ltd.
		Herbal tooth-paste	160 g.	Tesco	27	Greater Poly Manufacturing	Twin Lotus	35.50	Twin Lotus Co., Ltd.
							Sa-Ard	34	Greater Poly Manufacturing
							Kolbadent	52	Sahapan Group (Thailand) Co., Ltd.

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
							Kokliang	38	Kokliang Pharmacy Ltd. Part
							Thip Niyom	30	Thip Niyom Herb Co., Ltd.
							Hi-Herb	31.50	Lion Corporation
							Cool	39	British Dispensary Co., Ltd.
							Oralmed	58.25	Greater Poly Manufacturing
			150 g.				Vejpong	42	Greater Poly Manufacturing
			100 g.				Twin Lotus	26.50	Twin Lotus Co., Ltd.
							Thai Derm	29	Re-Herbal (Thailand) Co., Ltd.
							Alo-Plus	32	Siri Buncha Co., Ltd.
		Dental floss	55 yards	Tesco	39	Westone Products Limited	Oral-B	45	Gillette (Thailand)
			50 yards				Reach	54	Johnson & Johnson U.S.A.
		Baby powder	500 g.	Tesco	39	International Laboratories Co., Ltd.	Care	56	S & J International Enterprise Co., Ltd.
							Cusson	37	Cusson (Thailand) Co., Ltd.

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
							Johnson's	53	Johnson& Johnson Co., Ltd.
							Enfant	48	Lion (Thailand) Co., Ltd.
							Kodomo	55	Lion (Thailand) Co., Ltd.
							Babimild	43.50	Rubia Industry Co., Ltd.
							St. Andrews	57	Lion (Thailand) Co., Ltd.
							Narak	52	Better Marketing Co., Ltd.
			350 g.				Cuddle	52	Unilever Thai Holdings Co., Ltd.
							Dermapon	41.75	Milott Laboratories Co., Ltd.
			300 g.				St. Luke's	30	Aungkrit Tra Ngoo Co., Ltd.
		Baby sham-poo	200 ml.	Tesco	39	S & J International Enterprise	Care	44	S & J International Enterprise
							St. Luke's Kiddy-O	49	Aungkrit Tra Ngoo Co., Ltd.
							Cusson	39	Cusson (Thailand) Co., Ltd.
							Babimild	45	Rubia Industry Co., Ltd.

Date of Observation	Place of Observation	Type of Product	Quantity	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
							St. Andrews	47	Lion (Thailand) Co., Ltd.
							Kodomo	41.50	Lion (Thailand) Co., Ltd.
							Johnson's	46	Johnson& Johnson Co., Ltd.
							Dermapon	55	Milott Laboratories Co., Ltd.
			300 ml.				Care	74	S & J International Enterprise
							Narak	57	Better Marketing Co., Ltd.
		Mouth-wash	500 ml.	Tesco	67	Greater Poly Manufacturing	Colgate	89	Colgate-Palmolive (Thailand) Co., Ltd.
			250 ml.				Twin Lotus	59	Twin Lotus Co., Ltd.
			380 ml.				Mondah-min	53	Art Chemical (Thailand) Co., Ltd.
			400 ml.				Fluocaril	81.50	LFD Manufacturing Co., Ltd.
							Listerine	88.50	Warner Lambert (Thailand) Co., Ltd.
			450 ml.				Dentex	55	Queen Natural Products Co., Ltd.

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
			480 ml. 750 ml.				Emoform Mybacin	149 80	Greater Poly Manufacturing Greater Pharma Co., Ltd.
		Silky hair coat	85 ml.	Tesco	119	Queen Natural Products Co., Ltd.	Queen Caring Body Active	149 141 136	Queen Living Products Co., Ltd. I.M.T. Laboratories Co., Ltd. Queen Natural Products Co., Ltd.
27/12/2001	Tesco Lotus Srinakarin	**Person-al care** Sham-poo	400 ml.	Tesco	84	International Laboratories Co., Ltd.	Pantene	129	Procter & Gamble Co., Ltd.
							Sunsilk	87	Unilever Thai Holdings Co., Ltd.
							Organic	127	Unilever Thai Holdings Co., Ltd.
							Herbal	119	B.G.S. Co., Ltd.
		Condi-tioner	200 ml.	Tesco	42	International Laboratories Co., Ltd.	Pantene	83	Procter & Gamble Co., Ltd.
							Sunsilk	59	Unilever Thai Holdings Co., Ltd.
							Organic	73	Unilever Thai Holdings Co., Ltd.

Date of Observation	Place of Observation	Type of Product	Quantity	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
							Herbal	77	B.G.S. Co., Ltd.
		Household cleaning supplies Mini napkins	500 sheets	Super Save	19	Berli Jucker	Primrose	20.50	Thana Paper Co., Ltd.
			480 sheets				Cellox	20	Berli Jucker
			1000 sheets	Super Save	32	Berli Jucker	Cellox	42	Berli Jucker
							Scott	41	Kimberly-Clark Thailand Limited
		Glass cleaner	1000 ml.	Super Save	31	P. Tech Manufacturing Chem. Co., Ltd.			
			520 ml.				Windex	44.50	LFD Manufacturing Co., Ltd.
			800 ml.				Whiz	32	I. P. Manufacturing Co., Ltd.
		Floor cleaner	1000 ml.	Super Save	39	White House Cleaning Products Co., Ltd.	Ajax	56	Colgate-Palmolive Co., Ltd.
							Magic Clean	61	Kao Industrial (Thailand) Co., Ltd.
							Vim	71	Unilever Thai Holdings Co., Ltd.
			900 ml.				Axi	74	S.C. Johnson and Son

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
		Toilet washer	1000 ml.	Super Save	45	White House Cleaning Products Co., Ltd.	Vim	53	Unilever Thai Holdings Co., Ltd.
							Duck (frequent-ly clean)	41	S.C. Johnson and Son Co., Ltd.
							Duck (not frequently clean)	41	S.C. Johnson and Son Co., Ltd.
							Duck (Ra killer)	54	S.C. Johnson and Son Co., Ltd.
		Toilet cleaner	1000 ml.	Super Save	26	White House Cleaning Products Co., Ltd.			
			960 ml.				Vixol	35.50	I. P. Manufacturing Co., Ltd.
							Dr. Clean	46	White House Cleaning Products Co., Ltd.
		Cat food	500 g.	Super Save	34.50	S W T Co., Ltd.	Friskies	45	Friskies Pet Care, Australia
							Whiskas	46.50	Effem Foods (Thailand) Co., Ltd.
							Me-O	36.50	Pokkapun Pet Food Co., Ltd. (C.P. Group)
			1.5 kg.	Super Save	89	S W T Co., Ltd.	Kite Kat	86	Effem Foods (Thailand) Co

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
							Whiskas	118	Effem Foods (Thailand) Co., Ltd.
							Friskies	103	Friskies Pet Care, Australia
		Dog food	500 g.	Super Save	27	S W T Co., Ltd.	C.P.	30	Pokkapun Pet Food Co., Ltd. (C.P. Group)
							A-Pro	27.50	Pokkapun Pet Food Co., Ltd. (C.P. Group)
							Smart Heart	37.50	N.A. but distributed by Pokkapun Pet Food Co., Ltd. (C.P. Group)
							Sleeky	43	Shenanco Pet Foods Inn, U.S.A!
							Pedigree	37	Effem Foods (Thailand) Co., Ltd.
			2 kg.	Super Save	76	S W T Co., Ltd.	Pedigree	123	Effem Foods (Thailand) Co., Ltd.
							C.P. Puppy	99.75	Pokkapun Pet Food Co., Ltd. (C.P. Group)
			3 kg.				C.P. Adult	90	Pokkapun Pet Food Co., Ltd. (C.P. Group)
							Alpo	169	Friskies Pet Care, U.S.A.

Date of Observation	Place of Observation	Type of Product	Quantity	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
		Ironing starch	500 ml.	Super Save	12	Standard Manufacturing Co., Ltd.	Fineline	13.50	Bio Manufacturing Co., Ltd.
							Hygiene	14.50	I.P. Manufacturing Co., Ltd.
							Hi-Class	18	Lion (Thailand) Co., Ltd.
			1000 ml.	Super Save	19	Standard Manufacturing Co., Ltd.	Fineline	21	Bio Manufacturing Co., Ltd.
							Hygiene	21	I.P. Manufacturing Co., Ltd.
			3900 ml.	Super Save	72	Standard Manufacturing Co., Ltd.	Hygiene	93	I.P. Manufacturing Co., Ltd.
		Speed starch	600 ml.	Super Save	12	Standard Manufacturing Co., Ltd.	Fineline	13.50	Bio Manufacturing Co., Ltd.
							Hygiene	13.50	I.P. Manufacturing Co., Ltd.
			1000 ml.	Super Save	19	Standard Manufacturing Co., Ltd.	Fineline	21	Bio Manufacturing Co., Ltd.
							Hygiene	22.50	I.P. Manufacturing Co., Ltd.
		Bleach	600 ml.	Super Save	19	White House Cleaning Co., Ltd.	Hyter	25	Kao Commercial Co., Ltd.

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
		Fabric softener	800 ml.	Super Save	15	P. Tech Manu. Chem. Co., Ltd.	Fineline	16	Bio Manufacturing Co., Ltd.
							Hygiene	17	I.P. Manufacturing Co., Ltd.
							Comfort	18	Unilever Thai Holdings Co., Ltd.
		Dish washing liquid	Bottle 800 cc.	Super Save	23.50	White House Cleaning Co., Ltd.	Sun Light	33	Unilever Thai Holdings
			Refill 700 cc.	Super Save	19	White House Cleaning Co., Ltd.	Sun Light	23.25	Unilever Thai Holdings
			Gallon	Super Save	89	White House Cleaning Co., Ltd.	Sun Light	139	Unilever Thai Holdings
27/12/2001	Tesco Lotus Seacon Square	**Person-al care** Baby head to toe	200 ml.	Tesco	43	Queen Natural Products Co., Ltd.	Johnson's	57.25	Johnson & Johnson Co., Ltd.
							Babimild	57	Rubia Industry Co., Ltd.
		Shower cream	Refill 280 ml.	Tesco	35	International Laboratories Co., Ltd.	Lux Shokubu-tsu	44 39	Unilever Thai Holdings Co., Ltd. Lion (Thailand) Co., Ltd.
							Protex	39	Colgate-Palmolive

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
			300 ml.				Tea Tree	49	T.O.P. Cosmetic and Manufacture Co., Ltd.
		Baby oil	100 ml.	Tesco	42	International Laboratories Co., Ltd.	Johnson's	60	S & J International Enterprise Co., Ltd.
							Care	58	S & J International Enterprise Co., Ltd.
							Care Alovera	62	S & J International Enterprise Co., Ltd.
							Babimild	52	Rubia Industry Co., Ltd.
							Cusson	42.50	Cusson (Thailand) Co., Ltd.
			125 ml.				Nivea	74	Thai Helea Co., Ltd.
			200 ml.	Tesco	79	International Laboratories Co., Ltd.	Johnson's	113	Johnson & Johnson Co., Ltd.
							Babimild	103	Rubia Industry Co., Ltd.
							Cusson	79	Cusson (Thailand) Co., Ltd.
			300 ml.				Nivea	159	Thai Helea Co., Ltd.
		Petro-leum jelly	50 g.	Tesco	29	International Laboratories Co., Ltd.	Vaseline	48	Unilever Thai Holdings Co., Ltd.

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
		Cool Powder	300 g.	Tesco	32	S & J International Enterprise Co., Ltd.	Shower to Shower	44	Johnson & Johnson Co., Ltd.
							Twelve Plus	44.75	Greens Ville Co., Ltd.
							Protex Fresh	44	Colgate-Palmolive (Thailand) Co., Ltd.
							St. Luke	49	Aungkrit Tra Ngoo Co., Ltd.
							Hula Hula	36	Greens Ville Co., Ltd.
							Pe-sach	36.75	Ruamjai Products Partnership
		Moistu-rizer body lotion	250 ml.	Tesco	65	International Laboratories Co., Ltd.	Nivea	89	Thai Helea Co., Ltd.
							Citra Classic	79	Unilever Thai Holdings Co., Ltd.
							Citra Pearl	89	Unilever Thai Holdings Co., Ltd.
							Johnson's	86	Johnson & Johnson Co., Ltd.
							Vaseline	93	Unilever Thai Holdings Co., Ltd.
							Queen	55	Queen Natural Products

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
			200 ml.				C. Care	120	T.O.P. Cosmetic and Manufacture Co., Ltd.
		Whiten-ing body lotion	250 ml.	Tesco	75	International Laboratories Co., Ltd.	Citra	76	Unilever Thai Holdings Co., Ltd.
							Nivea	96	Thai Helea Co., Ltd.
							Queen	55	Queen Natural Products Co., Ltd.
		Baby cream	50 g.	Tesco	49	International Laboratories Co., Ltd.	Johnson's	63.50	Johnson & Johnson Co., Ltd.
							Care	55	S & J International Enterprise Co., Ltd.
			100 g.	Tesco	79	International Laboratories Co., Ltd.	Johnson's	92	Johnson & Johnson Co., Ltd.
							Care	87	S & J International Enterprise Co., Ltd.
		Baby lotion	200 ml.	Tesco	69	Queen Natural Products Co., Ltd.	Johnson's	91	Johnson & Johnson Co., Ltd.
							Care	88	S & J International Enterprise Co., Ltd.

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
							Cusson	42	Cusson (Thailand) Co., Ltd.
		Dispo-sable razor	3 sets	Tesco	38	American Safety Razor Company U.S.A.	Gillette	49	Gillette (Thailand)
		House-hold clean-ing suppli-es							
		Facial tissue	3 boxes 150 double sheets 19*20 cm.	Super Save	65	Berli Jucker Cellox Co., Ltd.			
			3 boxes 150 double sheets 20*20 cm.				Festa	72	Wang N.T. Paper Co., Ltd.
			3 boxes 170 double sheets 20.3*21 cm.				Cellox	86	Berli Jucker Cellox Co., Ltd.
			3 boxes 170 double sheets 21.50* 20.6 cm.				Kleenex	93	Kimberly Clark Thailand Limited

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
			3 boxes 170 double sheets 21.50* 20.6 cm.				Lady Scott	95	Kimberly Clark Thailand Limited
		Tissue pocket pack	10 sheets * 6 packs	Super Save	14	Berli Jucker Cellox Co., Ltd.	Cellox	16.50	Berli Jucker Cellox Co., Ltd.
							Kleenex (normal)	18	Kimberly Clark Thailand Limited
							Kleenex (Walt Disney)	18	Kimberly Clark Thailand Limited
							Kleenex (Hello Kitty)	28	Kimberly Clark Thailand Limited
		Roll tissue	6 rolls	Super Save	29	Berli Jucker Cellox Co., Ltd.	Silk Cotton	31.50	Berli Jucker Cellox Co., Ltd.
							Scott	29	Kimberly Clark Thailand Limited
							Festa	27	Wang N.T. Paper Co., Ltd.
							Primrose	36	Thana Paper Co., Ltd.
							Cellox	39.50	Berli Jucker Cellox Co., Ltd.
							Scott	37	Kimberly Clark Thailand Limited

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
			12 rolls	Super Save	53	Berli Jucker Cellox Co., Ltd.	Sit and Smile	49.50	Thana Paper Co., Ltd.
			24 rolls	Super Save	105	Berli Jucker Cellox Co., Ltd.	Silk Cotton	105	Berli Jucker Cellox Co., Ltd.
							Scott	110	Kimberly Clark Thailand Limited
							Sit and Smile	93	Thana Paper Co., Ltd.
							Primrose	126	Thana Paper Co., Ltd.
							Cellox	129	Berli Jucker Cellox Co., Ltd.
							Scott	129	Kimberly Clark Thailand Limited
		Kitchen towel	2 rolls	Super Save	34	Berli Jucker Cellox Co., Ltd.	Silk Cotton	25.25	Berli Jucker Cellox Co., Ltd.
			1 roll				Scott	21	Kimberly Clark Thailand Limited
			3 rolls				Cellox	39.50	Berli Jucker Cellox Co., Ltd.

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
06/01/2002	Tesco Lotus Rama 3	**House-hold clean-ing suppli-es**							
		Dish washing liquid	Refill 700 cc.	Super Save	19	White House Cleaning Products Co., Ltd.	Sun Light	24	Unilever Thai Holdings
							Lypon F	23.50	Lion (Thailand) Co., Ltd.
							Morning Fresh	17.50	Cusson (Thailand) Co., Ltd.
			650 cc.				Pek	21	Colgate-Palmolive (Thailand) Co., Ltd.
			750 cc.				Wonder-ful	29	Kao (Thailand) Co., Ltd.
							Wonder-ful Ultra	27.50	Kao (Thailand) Co., Ltd.
			Bottle 800 cc.	Super Save	23.50	White House Cleaning Products Co., Ltd.	Sun Light	33	Unilever Thai Holdings
							Lypon F	30	Lion (Thailand) Co., Ltd.
			750 cc.				Morning Fresh	22	Cusson (Thailand) Co., Ltd.

Date of Observation	Place of Observation	Type of Product	Quantity	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
		Nylon scourer with sponge	1 unit	Super Save	7	Uni Top Trading Co., Ltd.	Scotch Brite	11	3 M (Thailand) Co., Ltd.
		Cotton buds	100 units* 3 packs 100 units* 1 pack 100 units* 2 packs	Super Save	10	Limmer Co., Ltd.	Selena Sammy D-nee	11.50 7.75 9.50	Kakosia (Thailand) Co., Ltd. Scoop Marketing Co., Ltd. Bio Consumer Co., Ltd.
		Personal care Body spray (male)	150 ml.	Tesco	59	Pack Serve Co., Ltd.	Focus	84.50	I.P. Manufacturing Co., Ltd.
							Nivea	109	Beierdorf AG, Germany
							Axe	119	Pack Serve Co., Ltd.
							Ban	110	Pack Serve Co., Ltd.
							Exit	110	Pack Serve Co., Ltd.
		Body spray (female)	75 ml.	Tesco	53	Pack Serve Co., Ltd.	V White 12 Plus	74 79	Bio Manufacturing Co., Ltd. Pack Serve Co., Ltd.

Date of Observation	Place of Observation	Type of Product	Quanti-ty	Tesco Lotus's House Brand	Price (Baht)	Manufacturer	National Brand	Price (Baht)	Manufacturer
			60 ml.				Impulse Eversense	85 65	Pack Serve Co., Ltd. Bio Manufacturing Co., Ltd.

Frequency Table

CARREFOU

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Carrefour	287	77.6	100.0	100.0
Missing	System	83	22.4		
Total		370	100.0		

SUPERSAV

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Super Save	297	80.3	100.0	100.0
Missing	System	73	19.7		
Total		370	100.0		

TESCO

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tesco	342	92.4	100.0	100.0
Missing	System	28	7.6		
Total		370	100.0		

LEADERPR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Leader Price	70	18.9	100.0	100.0
Missing	System	300	81.1		
Total		370	100.0		

ARO

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Aro	133	35.9	100.0	100.0
Missing	System	237	64.1		
Total		370	100.0		

NOBRANDA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not know	9	2.4	100.0	100.0
Missing	System	361	97.6		
Total		370	100.0		

CARREFO2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Carrefour	201	54.3	100.0	100.0
Missing	System	169	45.7		
Total		370	100.0		

SUPERSA2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Super Save	259	70.0	100.0	100.0
Missing	System	111	30.0		
Total		370	100.0		

TESCO2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tesco	120	32.4	100.0	100.0
Missing	System	250	67.6		
Total		370	100.0		

LEADERP2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Leader Price	45	12.2	100.0	100.0
Missing	System	325	87.8		
Total		370	100.0		

ARO2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Aro	91	24.6	100.0	100.0
Missing	System	279	75.4		
Total		370	100.0		

NEVERBUY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never buy	31	8.4	100.0	100.0
Missing	System	339	91.6		
Total		370	100.0		

AWARENES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	280	75.7	84.8	84.8
	No	50	13.5	15.2	100.0
	Total	330	89.2	100.0	
Missing	System	40	10.8		
Total		370	100.0		

BUY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	259	70.0	92.8	92.8
	No	20	5.4	7.2	100.0
	Total	279	75.4	100.0	
Missing	System	91	24.6		
Total		370	100.0		

DRYGROCE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dry grocery food	129	34.9	100.0	100.0
Missing	System	241	65.1		
Total		370	100.0		

FRESHGRO

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fresh grocery food	94	25.4	100.0	100.0
Missing	System	276	74.6		
Total		370	100.0		

BEVERAGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Beverages	109	29.5	100.0	100.0
Missing	System	261	70.5		
Total		370	100.0		

SNACK

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Snack	91	24.6	100.0	100.0
Missing	System	279	75.4		
Total		370	100.0		

HOUSEHOL

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Household cleaning products	171	46.2	100.0	100.0
Missing	System	199	53.8		
Total		370	100.0		

SKINCARE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Skin care products	79	21.4	100.0	100.0
Missing	System	291	78.6		
Total		370	100.0		

REPEATPU

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	238	64.3	91.9	91.9
	No	21	5.7	8.1	100.0
	Total	259	70.0	100.0	
Missing	System	111	30.0		
Total		370	100.0		

TRIAL

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	217	58.6	83.8	83.8
	No	42	11.4	16.2	100.0
	Total	259	70.0	100.0	
Missing	System	111	30.0		
Total		370	100.0		

TRIAL2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	11	3.0	55.0	55.0
	No	9	2.4	45.0	100.0
	Total	20	5.4	100.0	
Missing	System	350	94.6		
Total		370	100.0		

PACKAGE2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	9.1	9.1
	Disagree	1	.3	9.1	18.2
	Neutral	5	1.4	45.5	63.6
	Agree	4	1.1	36.4	100.0
	Total	11	3.0	100.0	
Missing	System	359	97.0		
Total		370	100.0		

BRANDNA2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	9.1	9.1
	Disagree	1	.3	9.1	18.2
	Neutral	8	2.2	72.7	90.9
	Agree	1	.3	9.1	100.0
	Total	11	3.0	100.0	
Missing	System	359	97.0		
Total		370	100.0		

TRADEMA2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	9.1	9.1
	Disagree	1	.3	9.1	18.2
	Neutral	7	1.9	63.6	81.8
	Agree	1	.3	9.1	90.9
	Strongly agree	1	.3	9.1	100.0
	Total	11	3.0	100.0	
Missing	System	359	97.0		
Total		370	100.0		

WARRANT2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	9.1	9.1
	Disagree	3	.8	27.3	36.4
	Neutral	1	.3	9.1	45.5
	Agree	4	1.1	36.4	81.8
	Strongly agree	2	.5	18.2	100.0
	Total	11	3.0	100.0	
Missing	System	359	97.0		
Total		370	100.0		

IMAGE2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	9.1	9.1
	Neutral	5	1.4	45.5	54.5
	Agree	5	1.4	45.5	100.0
	Total	11	3.0	100.0	
Missing	System	359	97.0		
Total		370	100.0		

PRICE2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	9.1	9.1
	Agree	5	1.4	45.5	54.5
	Strongly agree	5	1.4	45.5	100.0
	Total	11	3.0	100.0	
Missing	System	359	97.0		
Total		370	100.0		

SHELF2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	.3	9.1	9.1
	Neutral	3	.8	27.3	36.4
	Agree	5	1.4	45.5	81.8
	Strongly agree	2	.5	18.2	100.0
	Total	11	3.0	100.0	
Missing	System	359	97.0		
Total		370	100.0		

POP2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	3	.8	27.3	27.3
	Agree	7	1.9	63.6	90.9
	Strongly agree	1	.3	9.1	100.0
	Total	11	3.0	100.0	
Missing	System	359	97.0		
Total		370	100.0		

PROMOTI2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	1	.3	9.1	9.1
	Agree	4	1.1	36.4	45.5
	Strongly agree	6	1.6	54.5	100.0
	Total	11	3.0	100.0	
Missing	System	359	97.0		
Total		370	100.0		

SEX

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	134	36.2	36.2	36.2
	Female	236	63.8	63.8	100.0
	Total	370	100.0	100.0	

AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 years	195	52.7	52.7	52.7
	26-35 years	125	33.8	33.8	86.5
	36-45 years	42	11.4	11.4	97.8
	46-55 years	6	1.6	1.6	99.5
	More than 55 years	2	.5	.5	100.0
	Total	370	100.0	100.0	

OCCUPATI

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Doing own business	63	17.0	17.0	17.0
	Government officer	6	1.6	1.6	18.6
	Private company's employee	146	39.5	39.5	58.1
	State enterprise officer	3	.8	.8	58.9
	Student	116	31.4	31.4	90.3
	housewife	21	5.7	5.7	95.9
	Others	15	4.1	4.1	100.0
	Total	370	100.0	100.0	

EDUCATIO

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary	11	3.0	3.0	3.0
	Secondary	36	9.7	9.7	12.7
	Diploma	40	10.8	10.8	23.5
	Bachelor	214	57.8	57.8	81.4
	Master and above	66	17.8	17.8	99.2
	Others	3	.8	.8	100.0
	Total	370	100.0	100.0	

INCOME

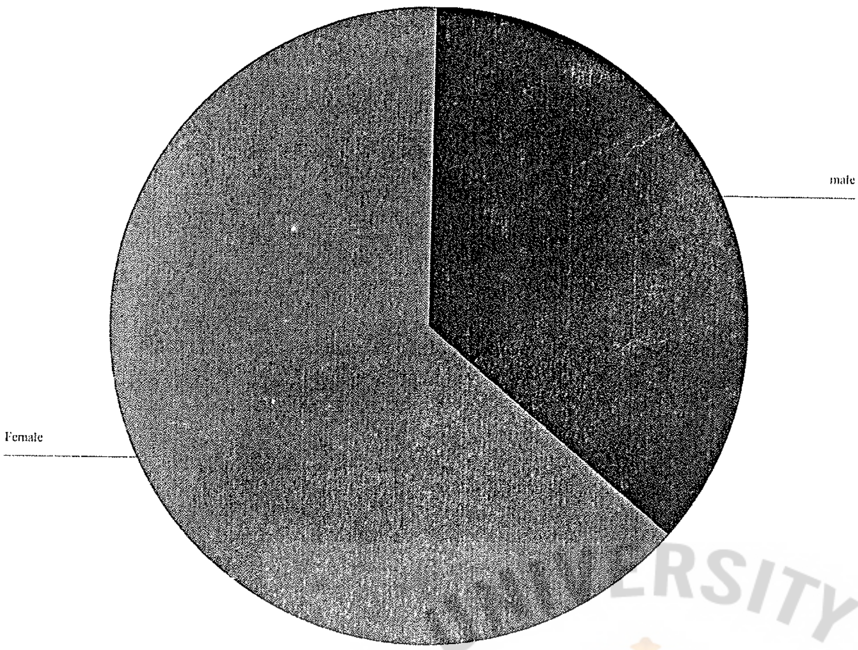
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 10,000 baht	146	39.5	39.5	39.5
	10,001-20,000 baht	139	37.6	37.6	77.0
	20,001-30,000 baht	52	14.1	14.1	91.1
	30,001-40,000 baht	18	4.9	4.9	95.9
	40,001-50,000 baht	5	1.4	1.4	97.3
	More than 50,000 baht	10	2.7	2.7	100.0
	Total	370	100.0	100.0	

MEMBERS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-3 persons	105	28.4	28.4	28.4
	4-6 persons	221	59.7	59.7	88.1
	7-9 persons	36	9.7	9.7	97.8
	More than 9 persons	8	2.2	2.2	100.0
	Total	370	100.0	100.0	

Pie Chart

SEX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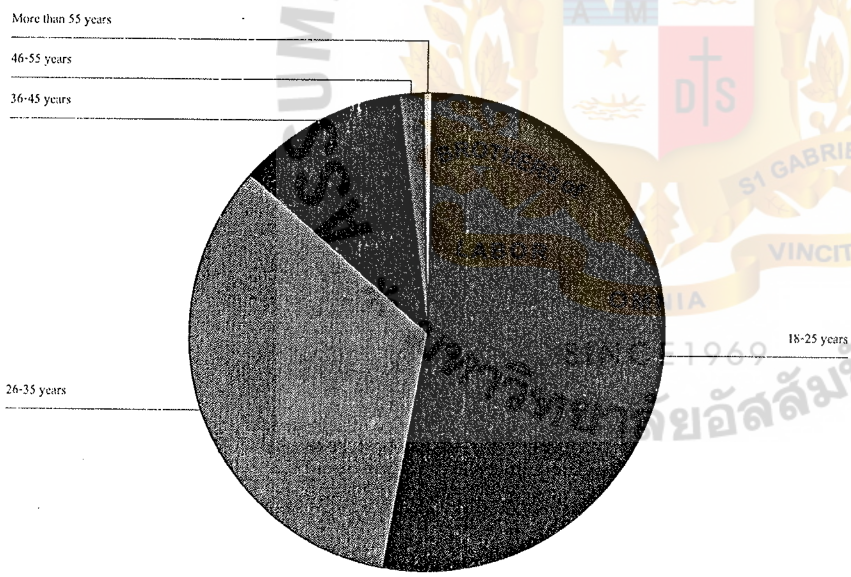
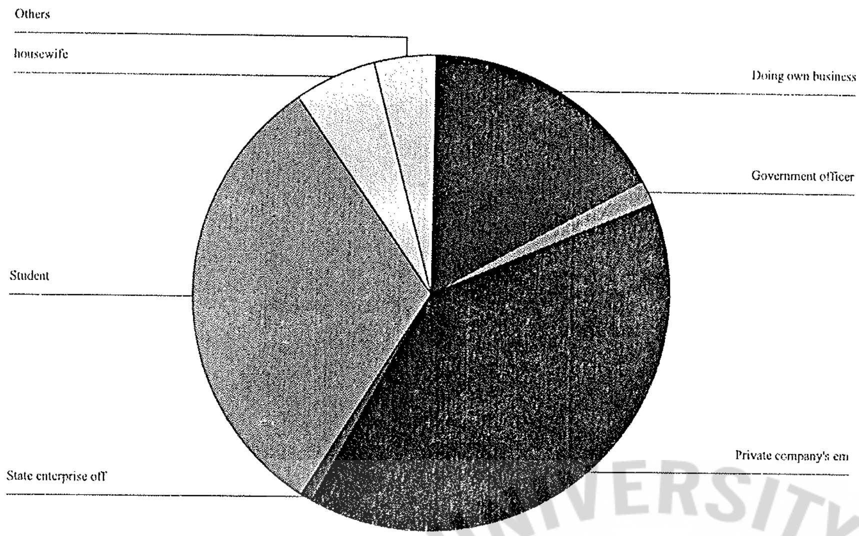
Female

AGE


More than 55 years
46-55 years
36-45 years
18-25 years
26-35 years

OCCUPATI



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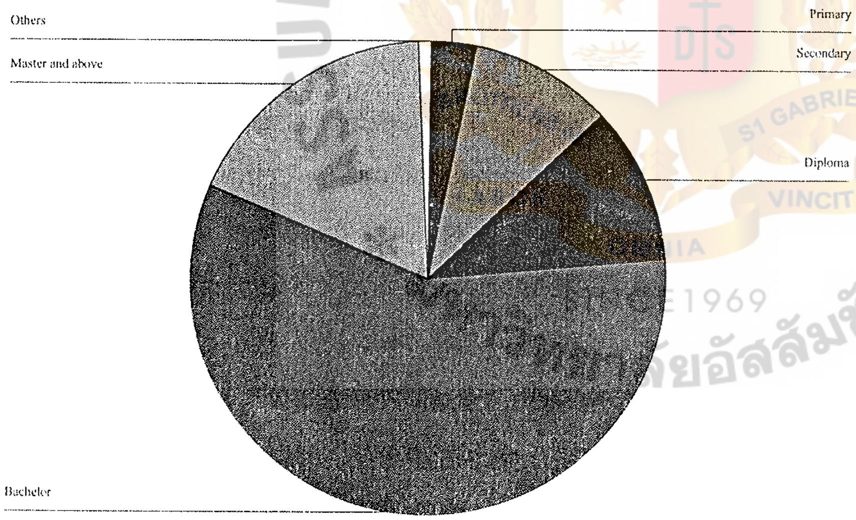

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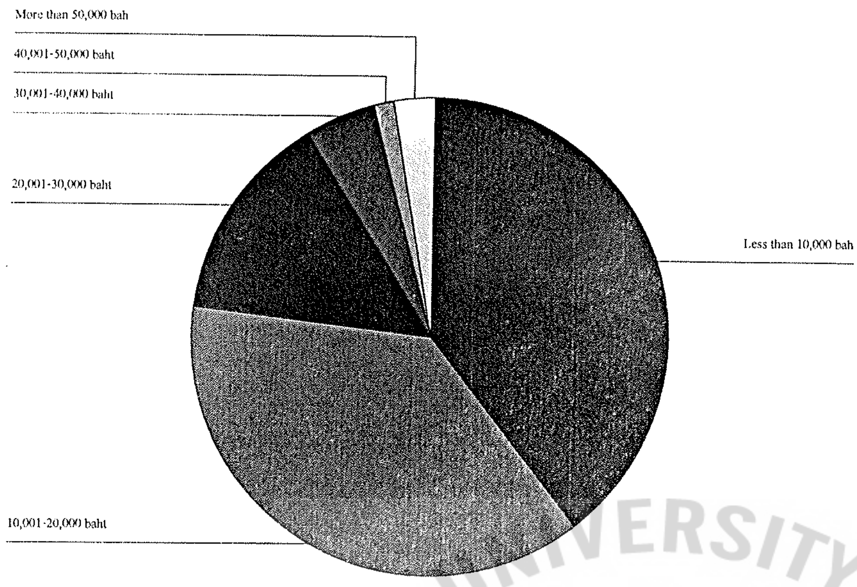
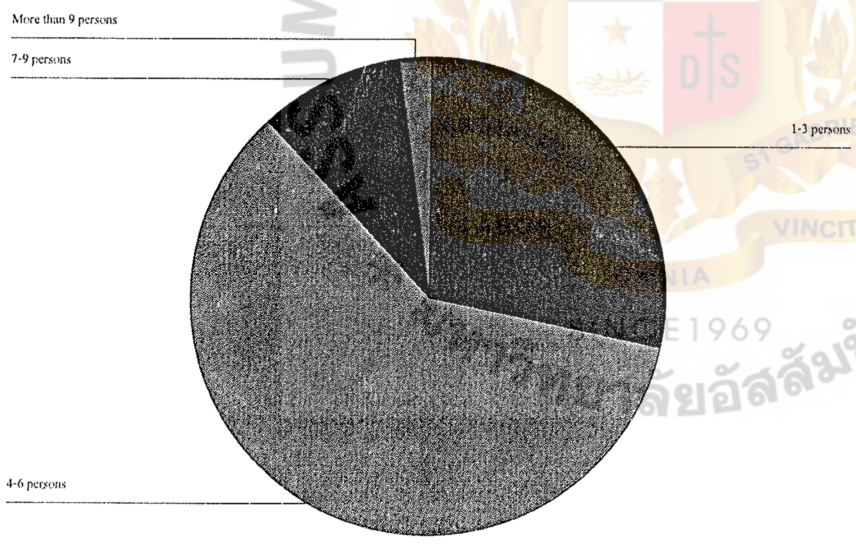


MEMBERS



Correlations

Correlations

		DECISION	PACKAGIN
DECISION	Pearson Correlation	1	.248**
	Sig. (2-tailed)	.	.000
	N	259	259
PACKAGIN	Pearson Correlation	.248**	1
	Sig. (2-tailed)	.000	.
	N	259	259

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

Correlations

		DECISION	BRANDNAM
DECISION	Pearson Correlation	1	.240**
	Sig. (2-tailed)	.	.000
	N	259	259
BRANDNAM	Pearson Correlation	.240**	1
	Sig. (2-tailed)	.000	.
	N	259	259

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

Correlations

		DECISION	TRADEMAR
DECISION	Pearson Correlation	1	.332**
	Sig. (2-tailed)	.	.000
	N	259	259
TRADEMAR	Pearson Correlation	.332**	1
	Sig. (2-tailed)	.000	.
	N	259	259

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

Correlations

		DECISION	WARRANTY
DECISION	Pearson Correlation	1	.344**
	Sig. (2-tailed)	.	.000
	N	259	259
WARRANTY	Pearson Correlation	.344**	1
	Sig. (2-tailed)	.000	.
	N	259	259

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

Correlations

		DECISION	IMAGE
DECISION	Pearson Correlation	1	.263**
	Sig. (2-tailed)	.	.000
	N	259	259
IMAGE	Pearson Correlation	.263**	1
	Sig. (2-tailed)	.000	.
	N	259	259

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

Correlations

		DECISION	PRICE
DECISION	Pearson Correlation	1	.313**
	Sig. (2-tailed)	.	.000
	N	259	259
PRICE	Pearson Correlation	.313**	1
	Sig. (2-tailed)	.000	.
	N	259	259

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

Correlations

		DECISION	SHELF
DECISION	Pearson Correlation	1	.336**
	Sig. (2-tailed)	.	.000
	N	259	259
SHELF	Pearson Correlation	.336**	1
	Sig. (2-tailed)	.000	.
	N	259	259

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

Correlations

		DECISION	POP
DECISION	Pearson Correlation	1	.253**
	Sig. (2-tailed)	.	.000
	N	259	259
POP	Pearson Correlation	.253**	1
	Sig. (2-tailed)	.000	.
	N	259	259

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

Correlations

		DECISION	PROMOTIO
DECISION	Pearson Correlation	1	.285**
	Sig. (2-tailed)	.	.000
	N	259	259
PROMOTIO	Pearson Correlation	.285**	1
	Sig. (2-tailed)	.000	.
	N	259	259

**. Correlation is significant at the 0.01 level (2-tailed).