



THE INFLUENCE OF MARKETING MIX ON THAI FEMALE'S PURCHASE
DECISION OF SANITARY PAD IN BANGKOK

By

RATANA TERMWORASIN

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

Master of Business Administration

Graduate School of Business
Assumption University
Bangkok Thailand

November 2003

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Examination Committee :

1. Dr. Theerachote Pongtaveewould (Advisor)
2. Dr. Ishwar C. Gupta (Member)
3. Dr. Ismail Ali Siad (Member)
4. Dr. Adarsh Batra (Member)
5. Dr. Thanawan Sangsuwan (MUA Representative)

[Handwritten signatures of the examination committee members]

Examined on : 28 November 2003

Approved for Graduation on :

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Assumption University
Bangkok Thailand
November
2003

ABSTRACT

Currently, the market situation of sanitary pad is very competitive. Marketing mix plays in gaining purchase consideration among the consumers. To some extent, Thai females trend to use many criteria in purchase decision.

This research attempted to discover the “relationship between marketing mix and Thai female’s purchasing decision of sanitary pad in Bangkok”. The research objectives encompass the relationship between each element of marketing mix and Thai female’s purchase decision of sanitary pad, and also identify the profile of respondents.

There are four main groups of independent variables, product, price, place and promotion and only one dependent variable, purchase decision.

This research has conducted personal interview with a structured questionnaire by distributed 384 copies to the respondents who are currently use and buy sanitary pad in Bangkok. Cramer’s V coefficient is used to scientifically interpret the collected data.

From the research findings, the factors that have a relationship with purchase decision of sanitary pad are quality, packaging, price, place, sales promotion, and advertising. Hence, the researcher recommends that marketers of sanitary pad should specifically consider these factors as contributors to successfully formulate marketing strategy. For future research, the researcher recommends to conduct a similar research at central area and focus on the sub-purchase decision of purchase amount.

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CHAPTER 1 GENERALITIES OF THE STUDY

The purpose of this chapter is to provide an overview of topic and problem of this research. In section one, the focus is on the background relating to the topic and problem. Section two covers the statement of the problem. Section three states the objectives of the research. Section four emphasizes the scope of this study. Section five explains about the limitations of this study. Section six mentions the importance of the study and section seven provides definition of terms.

SECTION 1: BACKGROUND RELATING TO THE TOPIC AND PROBLEM

1.1 Introduction

Feminine hygiene products mean tampons, pad, pantliners, and similar products used by women with respect to menstruation or other vaginal secretions. In the 1800s, girls and women used linens to catch the blood. They rolled or folded the linen to put inside their underwear and then would soak it before washing so it could be used again. In the early 1900s sterile gauze was used, cotton that is now found in first aid kits.¹

¹ <http://www.mum.org/hr890.htm>

Though no soldiers were charging about the battlefield with sanitary napkins tied to their arms, a new type of material that had proved so effective as bandages in that conflict was years later renovated into Kotex. What was invented to meet a critical need in a war soon afterwards found a valuable peacetime use. Kotex is a product of Kimberly-Clark Company. In 1914 this (then) conservative supplier of paper developed absorbent wadding from processed wood and dubbed it Cellucotton. Five times as absorbent as cotton and costing only half as much, Cellucotton was used to bandage wounds in World War I. After the war (1919), Kimberly-Clark faced the question of what to do with Cellucotton. The company hit upon the notion of marketing disposable sanitary napkins. The resulting product was first marketed as Cellunap, a contraction of "Cellucotton napkins." Immediately upon hire, Kimberly-Clark's first marketing agency (Charles F.W. Nichols Company) suggested changing the name to Kotex, short for "cotton textile". Though there were still battles to be waged in getting magazines to accept ads for this product, stores to stock it, and women to buy it, by 1945 nearly all American women were using commercially made pads and tampons. The days of the cloth rags were over.²

² <http://www.snopes.com/business/origins/kotex.htm>

1.2 Sanitary Pad Market In Thailand

1.2.1 Market size

Table 1.1: Market value

	2000	2001	2002
Sanitary Products - Market value (million baht)	3,211	3,391	3,549
Sanitary Pad - Market value (million baht)	2,895	3,031	3,149
Pantiliner - Market value (million baht)	316	360	400

Source: Consumer Research of Kao Commercial (Thailand) Co., Ltd. in Manager Newspaper 24/02/03-2/03/03, p.B11

From Table 1.1, the market size of sanitary pads is growing year by year. Its value in year 2002 is 3,149 million baht. Sanitary pads have become a widely accepted alternative to pantiliner. Choosing the "right" pad is really a personal preference, and not determined by age. As a user, women should know something about various pad options in order to make a wise choice.

Table 1.2: Number of female in Bangkok by age

Age	Number (persons)	Age	Number (persons)	Age	Number (persons)
15	35,920	25	48,535	35	53,946
16	37,939	26	49,161	36	53,862
17	39,711	27	48,079	37	55,466
18	39,689	28	48,631	38	56,295
19	41,763	29	47,854	39	54,920
22	42,698	30	50,932	40	54,230
21	44,313	31	52,923	41	52,438
22	46,779	32	52,689	42	53,948
23	46,867	33	53,122	43	51,377
24	46,680	34	55,341	44	47,632
Total					1,463,740

Source: National Statistical Office, Department of Local Administration, Ministry of Interior 2002

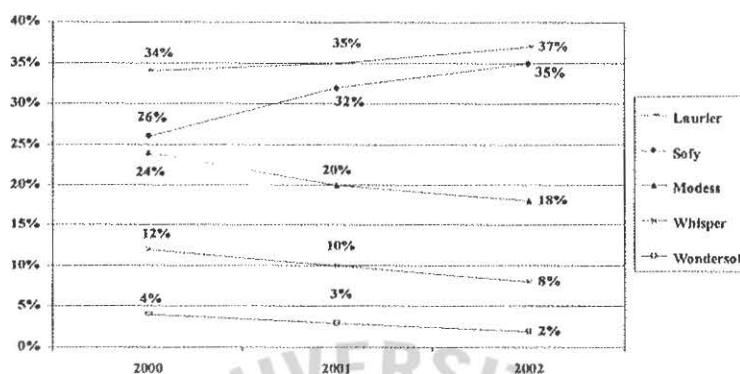
The reproductive age range of Thai female is between 15 – 44 years old.³

Table 1.2 shows that the number of female in Bangkok age between 15 - 44 years old is 1,463,740 persons. This amount of people will be used to determine the sample size of this study in Chapter 4.

³ <http://www.ipsr.mahidol.ac.th/gazette.htm> - Revised: 1st January 2003

1.2.2 Market share

Figure 1.1: Market share by brand



Source: Anonymous producer of one prominent brand of sanitary pad

From Figure 1.1, Laurier is the brand leader of the market with 37% share, followed closely by Sofy with 35% share in year 2002,. Whereas Modess gains 18%, Whisper 8%, and Wondersoft 2%. After viewing trend of each brand, it is found that only Laurier and Sofy are still growing up while the other brands are dropping.

In order to increase the market share, all brands try to use pull strategy to fight against with each other. For example, Unicharm try to develop Sofy's new product and having sales promotion & advertising continuously. While Kimberly-Clark try to change packaging design of Wondersoft in order to make it looked modern. Moreover, Johnson & Johnson tried to focus on building product variety of Modess in order to cover both teenager and adult market segments. To increase 2% market share within year 2003, Johnson & Johnson set 100 million baht for the advertising, sales promotion, and product sampling. However, Laurier, brand leader of Thai market, tries to concentrate on sales promotion, advertising by using popular presenter, and public relations as well as developing new products by introducing the technology of

Air Layer. To some extent, there are many house brands of sanitary pads selling in the supermarket and department stores but they are not well accepted.⁴

1.2.3 Selection for purchase of sanitary pad

Table 1.3: Selection for purchase of sanitary pad

Selection criteria	%
Seems good quality and performance	74
Reasonable price	72
Saw TV commercial	43
See it often at shops	25
Good package design	24
Produce by a famous manufacturer	16
Sample provided was good	10
Recommended by family / friends	8
Sold at special price	8

Source: Consumer research in 2002 from anonymous producer of one prominent brand of sanitary pad

From Table 1.3, it shows that the main factors for purchase of sanitary pad are good quality, reasonable price, TV advertising, see it often at shops, good package design etc. All criteria can be covered under the concept of marketing mix, product, price, place, and promotion.

⁴ Prachachart Thoorakit Newspaper 28-30/10/03, p.20, Siam Thoorakit Newspaper 18-24/05/03, p.19

1.2.4 Marketing mix

Product

Sanitary pad is categorized as a personal care product that is necessary for daily life. Hence, consumer behavior of Thai females will purchase sanitary pads based on product quality and brand name. Market situation becomes more competition. Many brands try to concentrate on product development in order to increase product choice e.g. maxi type, slim type, and wing type. However, the result from consumer research shows that a majority of females want the sanitary pad that can prevent leakage and give confidence when used.⁵

From point-of-purchase materials that collected from some department stores in Bangkok during February – May 2003, show that Sofy Body Fit Maxi Extra claims that it could absorb the most. Wondersoft mentioned that Blue Wonder Sheet could absorb the period faster and give a comfortably dry feeling. Modess claimed that the product could prevent leakage because of 18 protection lines.

⁵ Siam Thorakit Newspaper 18-24/05/03 p.19, Thansadethakit Newspaper 15-17/05/03.

Price**Table 1.4: Suggested retail price of existing brands of sanitary pad**

Brands	Piece/ Pack	Price/ Pack (baht)	Brands	Piece/ Pack	Price/ Pack (baht)
Laurier Soft Care Slim	5	11.00	Modess Soft Cover Maxi	5	12.00
	10	22.00		10	25.00
	20	41.00		20	42.00
Laurier Soft Care Slim Wing	5	12.00	Modess Soft Cover Maxi Wing	4	12.00
	10	27.00		10	31.00
	20	50.00		20	56.00
Laurier Soft Care Maxi	5	12.00	Modess Dry Cover Slim	10	29.00
	10	23.00		20	56.00
	20	42.00	Modess Dry Cover Regular	5	15.00
Laurier Soft Care Maxi Wing	5	13.00		10	29.00
	10	29.00		20	56.00
	20	54.00	Modess Dry Cover Maxi Wing	10	43.00
Laurier Soft Care Night Safe	5	22.00	Whisper- Light day	5	20.00
	10	36.00		10	40.00
	20	68.00		20	79.00
Laurier Fresh & Dry Maxi	10	27.00	Whisper - Heavy day	5	26.00
	20	53.00		10	55.00
Laurier Fresh & Dry Night Safe	5	25.00		20	106.00
	10	47.00	Whisper - Heavy day & night	8	53.00
	20	90.00			

Brands	Piece/ Pack	Price/ Pack (baht)
Sofy Side Stopper	5	10.00
	10	22.00
	20	40.00
Sofy Body Fit Slim	10	23.00
	20	45.00
Sofy Body Fit Slim Wing	4	12.00
	8	23.00
	16	45.00
Sofy Body Fit Night	4	16.00
	8	31.00
	16	60.00

Source: Anonymous producer of one prominent brand
of sanitary pad

Brands	Piece/ Pack	Price/ Pack (baht)
Sofy Side Gather Slim Wing	4	12.00
	10	38.00
	20	73.00
Sofy Side Gather Maxi	4	10.00
	10	26.00
	20	50.00
Sofy Side Gather Maxi Wing	10	38.00
	20	73.00
Sofy Side Gather Maxi Yai	10	27.00
Mai	20	50.00
Sofy Side Gather Night	5	24.00
	10	46.00
	20	87.00

Table 1.5: Consumers' opinion toward retail price

Opinion	Total (%)	By type of users (%)			
		Sofy	Laurier	Whisper	Modess
Cheap	9	7	12	2	11
Reasonable	80	84	80	63	82
Expensive	11	9	8	35	7

Source: Consumer research in 2002 from anonymous producer of one prominent brand of sanitary pad

From Table 1.4, the retail price of each brand is competitive, except Whisper. From Table 1.5, majority consumers of sanitary pad cited that Whisper is quite expensive while the others are reasonable.

Place

Table 1.6: Place of purchase

Outlet Type	Total Thailand	Bangkok	Upcountry
Grocery store	36%	18%	46.8%
Supermarket	23.9%	23.3%	24.2%
Hypermarket	21%	39.7%	9.8%
Convenient store / Minimart	17.9%	18.3%	17.6%
Wholesaler	1%	0%	1.6%
Others	0.2%	0.7%	0%

Source: Consumer Research of Kao Commercial (Thailand) Co., Ltd. in Manager Newspaper 24/02/03-2/03/03, p. B11

In Bangkok, hypermarket is the most popular place of purchase (39.7%), followed by supermarket (23.3%), convenient store/ minimart (18.3)%, grocery store (18%), and other (0.7%).

Krungthepthoorakit Newspaper mentioned that foreign investment on hypermarket business in Thailand has increased from 11,112 in 1995 to 39,649 million baht in 2001. Prachachartthoorakit and Post Today Newspaper supported that Tesco Lotus, Big C, Carrefour, and Tops will open the new branches in 2003. Furthermore, Lotus will open supermarket in Bangkok because they found good market opportunity and market growth in Bangkok.⁶ Since, supermarket and hypermarket are expanding then it can increase places of purchase for the consumers and persuade the researcher to study these types of outlets.

⁶ Krungthepthoorakit Newspaper 15/12/02, p.2, Prachachartthoorakit Newspaper 12-15/12/02, p.21, 9-12/01/03, p.17, 10-12/03/03, p. 1, Post Today Newspaper 13/03/03 p. B3

Promotion

Under high competitive situation, each brand tries to attract and persuade the customers by having promotion campaigns e.g. price packs, free sample, premiums, sweepstake, point-of-purchase display, TV ad, radio ad, print ad, public relations etc.⁷

Table 1.7: Advertising spending in 2002(million baht)

Brands	TV	Radio	Magazine	Newspaper
Laurier	75	1	-	3
Sofy	48	-	1.2	-
Modess	50	-	1	-
Whisper	24	-	4	-
Wondersoft	-	-	-	-
TOTAL	197	1	6.2	3

Source: Anonymous producer of one prominent brand of sanitary pad

⁷ Prachachart Thoorakit Newspaper 28-30/10/03, p.20, Siam Thoorakit Newspaper 18-24/05/03, p.19

Table 1.8: TV spending of sanitary pad during 2000-2002 (million baht)

	2000	2001	2002
Laurier	53	65	75
Sofy	40	46	48
Modess	35	40	50
Whisper	42	17	24
Wondersoft	-	-	-

Source: Anonymous producer of one prominent brand of sanitary pad

From Table 1.7, TV medium consumes the highest expenditure of all brands. From Table 1.8, the spending on TV ad continuously increases during year 2000 to 2002. It can reflect that under the severe competition, marketers will use TV ad to fight against with their competitors in order to attract the consumers. Prachachart Thoorakit Newspaper claimed that using popular presenter is one of the most important factors of advertising strategy as it can reflect to the product itself and motivate consumers to purchase.⁸

⁸ Prachachart Thoorakit Newspaper 28-30/10/03, p.20

SECTION 2: STATEMENT OF PROBLEM

From Table 1.3 that is stated previously, it delineates that Thai female are apt to use different criteria in making decision for purchase. The problem occurs in one stage of the consumer decision-making process – the purchase.

Moreover, the degree of competition of sanitary pad market is stronger now. All competitors in the market try to compete with each other by using all capacity they have. Hence, concentration on the marketing mix--product, price, place, and promotion--seems to be the most popular method for brand development and thriving. From the above mentioned, an interesting of the market is shown and urges the researcher to study this industry.

This study will focus on investigating the relationship between each element of marketing mix and Thai females' purchase decision on sanitary pad. And, thus, comes to the research problem, **“What is the relationship between each element of marketing mix and Thai female's purchase decision of sanitary pad?”**

SECTION 3: OBJECTIVES

- To identify the relationship between each element of marketing mix and Thai female's purchase decision on sanitary pad.
- To identify and highlight the profile of respondents.

SECTION 4: SCOPE OF THE STUDY

This study is conducted to investigate an influence of each element of marketing mix; product, price, place, and promotion, toward Thai female's purchase decision on sanitary pad in Bangkok metropolis. In addition, the research will focus at the purchase decision stage only.

There are four main groups of independent variable that are product, price, place, and promotion. Only one dependent variable is investigated in this study that is the purchase decision.

Only one product category, sanitary pad, is selected to test the hypothesis by using the Convenience Sampling Method. The target respondents are current sanitary pad users and buyers, and live in Bangkok.

SECTION 5: LIMITATION

- Some information is sensitive and providers requested for anonymity, and thus, some sources of information have to be camouflaged or not explicitly stated.
- Due to the dearth of information from public, some information was gathered by taking point-of-purchase materials from the department stores in Bangkok.
- This research is limited to examine the relationship between each element of marketing mix and consumer's purchase decision of sanitary pad therefore it cannot be generalized for other factors affecting purchase decision.
- Purchase decision that mentioned in this study is bounded at brand choice, excludes product choice, dealer choice, purchase timing, and purchase amount.

- This research investigates the product concept only in the aspects of quality, brand, and packaging. Furthermore, promotion that mentioned in this study is limited at sales promotion, advertising, and public relations only. Therefore, it cannot be generalized for the other aspects that are not stated in this study.
- This research is focus only on consumer's purchase decision on sanitary pad therefore it cannot be generalized for other products.
- This research is conducted on respondents who located in Bangkok area only therefore it cannot be generalized for the respondents in other areas.
- This research is limited to a particular time frame, so its results cannot be generalized for all times.

SECTION 6: IMPORTANCE OF THE STUDY

The study is intended to give information about the relationship between each element of marketing mix and Thai females purchase decision on sanitary pad. Therefore, it provides various benefit as shown below:

- To help the researcher myself who is the marketer of a particular brand of sanitary pad and other marketers in this industry to understand the consumers better in terms of how each element of marketing mix reflects consumer's decision on sanitary pad selection. Then marketers enable to work and formulate appropriate marketing strategy and tactic for a particular brand.
- To provide valuable information to the persons who want to have further studies about the relationship between marketing mix and purchase decision.

SECTION 7: DEFINITION OF TERMS

Marketing mix: The set of controllable marketing variables that the company blends to produce the response it wants in the target market. These variables are known as the “four P” which include product, price, place, and promotion (Kotler, 1994).

Place or Distribution: Having the product available where target customers can buy it (Hawkins, 2001).

Price: The amount of money customers have to pay to obtain the product (Kotler, 1994).

Product: Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need (Kotler, 1994). This research highlights only the concepts of quality, brand, and packaging.

Promotion: The activities the company undertakes to communicate and promote its product to the target market (Kotler, 1994). This study focuses only the aspects of sales promotion, advertising, and public relations.

Purchase decision: An attention to buy a product, which is concentrated on sub-decision of brand choice only.

Sanitary pad: Cotton, linen or pad placed inside a girl's underwear, used to catch blood flowing from the vagina (<http://www.mum.org>).

CHAPTER 2 LITERATURE REVIEW

In this chapter, some general concepts are described in order to provide the readers with an idea of consumer behavior and review all literatures relevant to the topic of the study to build up a research framework. In section one and two, all relevant theories are included, which are related to the dependent variable and independent variables of this study respectively. In section three, other previous empirical researches relating to this study are shown.

SECTION 1: SOURCE OF REFERENCE REGARDING DEPENDENT VARIABLE

1.1 Consumer Decision-making

Skinner (1994) stated that consumer decision-making is the process people go through to decide what products to buy. It is shaped by many factors, such as internal motivations, social pressures, and marketing activities. Schiffman and Kanuk (1978) explained 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 makes a decision.

1.2 Type of Consumer Decision-making

Skinner (1994) stated that consumer decision-making could be represented by a continuum with routine decision-making and extensive decision-making at the extremes and limited decision-making in the middle.

Table 2.1: A continuum of consumer decision-making

Routine / Low involvement	Limited / Middle involvement	Extensive / High involvement
<ul style="list-style-type: none"> • Frequently purchased product • Familiarity with product 	<ul style="list-style-type: none"> • Occasionally purchased product • Less familiarity with product 	<ul style="list-style-type: none"> • Infrequently purchased product • Little or no familiarity with product

Source: Steven J. Skinner, Marketing, 1994

Degree of involvement influences the extent to which consumers engage in decision-making. Involvement refers to the degree of perceived relevance and personal interest a buyer has in a product or brand in a particular situation.

Routine decision-making / Low involvement

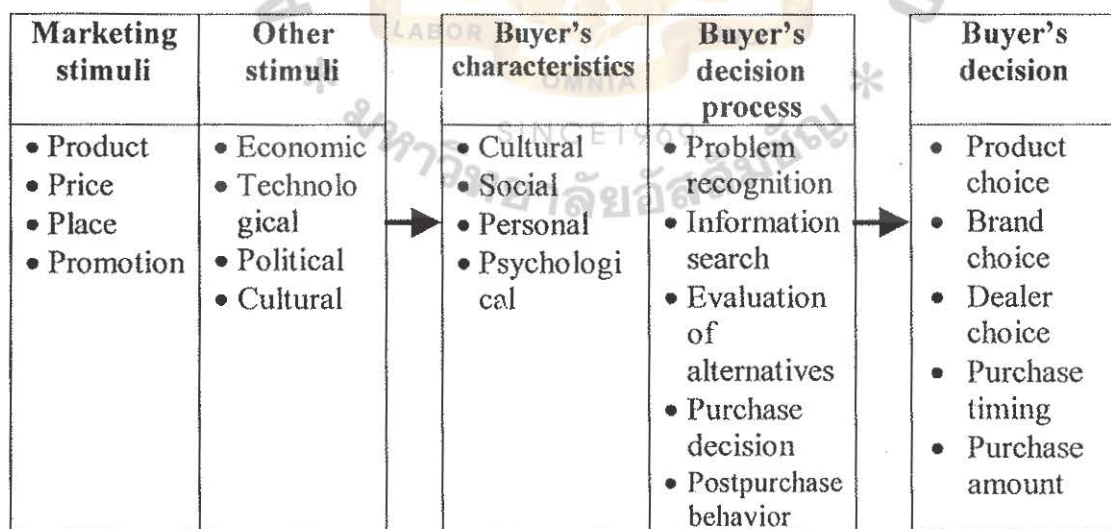
It is used for frequently purchased, low-cost items that do not required much thought. For instance, most consumers don't spend much time evaluating the alternatives when purchasing products such as pens, sugar, socks etc. The most

routine decision is called an impulse purchase. Consumers make spur of the moment purchases based on instinct or impulse, and the product evaluation takes place after purchase (Skinner, 1994).

1.3 Factors Influencing Buying Behavior

Kotler & Armstrong (2001) depicted that the starting point for understanding buyer behavior is the stimulus-response model as show in Figure 2.1. Marketing and environmental stimuli enter the buyer's consciousness. The buyer's characteristics and decision processes lead to certain purchase decisions. The marketer's task is to understand what happens in the buyer's consciousness between the arrival of outside stimuli and the purchase decisions.

Figure 2.1: Model of buyer behavior

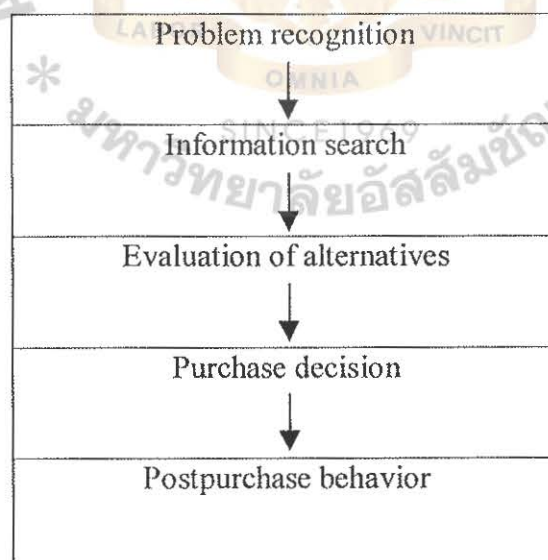


Source: Kotler & Armstrong, Principle of Marketing, 2001

Marketing stimuli consists of the “four P”: product, price, place, and promotion. Environment stimuli consist of major force and events in the buyer’s microenvironment: economic, technological, political, and cultural. All these stimuli pass through the buyer’s characteristics and buyer’s decision process. Buyer’s characteristics include cultural, social, personal, and psychological. Buyer’s decision process consists of need recognition, information search, evaluation of alternatives, purchase decision, and postpurchase behavior. Then they are turn into a set of purchase decision: product choices, brand choice, dealer choice, purchase timing, and purchase amount (Kotler & Armstrong, 2001).

1.4 Consumer Buying Process

Figure 2.2: Five-stage model of the consumer buying process



Source: Philip Kotler, Marketing Management, 1994

The model in Figure 2.2 implies that consumer pass sequentially through all five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and postpurchase behavior (Kotler, 1994).

Purchase decision

Skinnner (1994) stated that the actual act of purchasing is only one step in the consumer decision-making process. Purchases are important, but the process is initiated several steps prior to the actual purchase. The consumer decides what product or brand to buy in the purchase decision stage. The consumer also decides where to buy the product in this stage.

Brand choice

Walter and Bergiel (1989) said that following the buyer's purchase decision, consumers have a group of brands that they see as being possible suitable to satisfy the identified need. This group of brands is evaluated and therefore a brand choice is selected. Consumer often makes choices among brands that share identical features. The consumers form preferences among brands in the choice set called brand choice. The consumers have established the criteria for making a choice among several specific brands. According to the theory of perceived risk, consumers will select the highest preference brand over the other because it is the brand which has least perceived risks (Mitchell, 1992).

SECTION 2: SOURCE OF REFERENCE REGARDING INDEPENDENT VARIABLES

Marketing Mix

It means the set of controllable marketing variables that the company blends to produce the response it wants in the target market. These variables are known as the “four P” which include product, price, place, and promotion (Kotler, 1994).

Figure 2.3: The four P components of the marketing mix



Source: Philip Kotler, Marketing Management, 1994

Each of the four elements, in turn, is made up of a range or mix of variables that need to be optimized in order to be successful. It is the task of the marketing manager to identify the optimum mix, a complex and difficult task, particularly when one bears in mind the fact that a change in one variable within one of the Ps can influence one or more of the other variables.

1. Product

A product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. The most basic marketing mix tool is product, which stands for the firm's tangible offer to the market (Kotler, 1994).

Quality

Product quality is the set of features and characteristics of goods or services that determine its ability to satisfy needs (Etzel and Walker, 2001). Skinner (1994) cited that when consumers purchase a product, they buy not only its tangible features but also its intangible attributes, including its functional, social, and psychological benefits.

Sasiwimon (1984) highlighted that the outstanding properties of sanitary pad are absorbency, protecting, and no leakage. Additionally, the most concerned factor of the consumer when they buy sanitary pad is an absorbency capacity, no matter which brand they buy. Saovanee (1998) mentioned that product benefit in term of absorbency is a part of the major criteria of choice evaluation.

Brand

Perreault, (1996) defined that brand means the use of a name, term, sign, symbol, design, or combination of these to identify a product. Brand may become important for such product because it make product identification and buying easier for such nuisance purchase.

Brand name is a word, letter, or a group of words or letters. One of many characteristics of good brand name is easy to remember.

Packaging

Kotler (1994) defined packaging as the activities of designing and producing the container or wrapper for a product. In recent times, packaging becomes a potent marketing tool. Well-designed packages can create convenience value for the consumer and promotional value for the producer. Pride and Farrell (1991) claimed that package could influence customers' attitudes toward a product, which in turn affects their purchase decisions.

Pride and Farrell, (1991) stated that colors on package are often chosen to attract attention. People associate specific colors with certain feeling and experiences. When opting for color on packaging, marketers must judge whether a particular color will evoke positive or negative feeling when it is linked to a specific product.

2. Price

Kotler (1994) noted that price is the amount of money customers have to pay to obtain the product. It has operated as the major determinant of buyer choice. This is still the case with commodity-type products.

UC Business and Finance Bulletin (1998) stated that reasonable price is an important factor for buying decision. It is a price that does not exceed that would be incurred by a prudent person in the conduct of a competitive business. Market test, price-cost analysis, consumers' experience, and consumers' judgement can establish reasonable price. Such judgement considers total value to the consumers. There is value to the consumers in purchasing which meet the consumer's need, such as those involving quality, quantity, delivery and service. A reasonable price need not be the lowest price available, but is one that offers the highest total value to the consumers.

3. Place

Hawkins (2001) stated that place, having the product available where target customers can buy it, is essential to success. Kotler (1994) mentioned that retailing includes all the activities involved in selling goods on services directly to final consumers. Several classifications of retailer have been proposed e.g. supermarket, hypermarket (Kotler, 1994).

Supermarket is a relatively large, low-cost, low-margin, high-volume, self-service operation designed to serve the consumer's total need. Selling space occupies approximately 25,000 square feet and carries a large number and variety of items. It is also upgrading their facilities through more expensive locations, larger parking lots, carefully planned architecture and décor, longer store hours and Sunday opening.

Hypermarket is ranging between 80,000 to 220,000 square feet. It combines supermarket, discount, and warehouse retailing principles. Its product assortments go beyond routinely purchased goods and includes furniture, large and small appliances, clothing items, and many other items.

4. Promotion

Kotler (1994) defined promotion is the activities the company undertakes to communicate and promote its product to the target market.

Sales promotion

Kotler and Armstrong (2001) highlighted that sales promotion is the short-term incentives to encourage purchase or sales of a product or service. Sales promotion targeted toward final buyers called consumer promotions. The main consumer promotion tools include price packs, premiums, point-of-purchase display etc.

Price packs offer consumers saving off the regular price of a product. The producer directly marks the reduced prices on the label or package. Price packs are very effective, even more so than coupons, in stimulating short-term sales.

Premiums are goods offered for free as an incentive to buy a product. A premium may come inside the package (in-pack), outside the package (on-pack), or through the mail.

Arnold, Capella, and Smith (1993) cited that point-of-purchase display brings attention to product areas or products that may otherwise be passed over by consumers. It is one of the most influential in building about unplanned purchases. Quelch and Cannon-Bonvetre (1991) founded that communications at point-of-purchase could affect the customer's buying decision. An attractive display design can make the point-of-purchase program more effective.

Advertising

Kotler (1994) noted that advertising is any paid form of non-personal presentation and promotion of ideas, goods, and services by an identified sponsor. One of several advertising objectives is persuasion, in which persuade buyers to purchase. Kinzer (1999) concluded that people in different races could be influence by advertising when they make buying decision.

Television advertising combines sight, sound, and motion; appealing to the senses; consumes low cost per exposure; good mass-marketing coverage. However, its cost is absolutely high and has less audience selectivity.

Public relations

Kotler (1994) explained that public relations are a variety of programs designed to promote and / or protect a company's image or its individual products. It has great potential for building awareness and preference in the marketplace by placing stories in the media to bring attention to a product, service, person, organization, or idea.

Press release is one of a major public relations tool. Press release is to place newsworthy information into the news media to attract attention to a person, product, service, or organization.

The review of literature that discussed above are in the light of marketing mix and purchase decision concepts as this study want to identify their relationship. Besides the theories that review in the literature, some previous empirical researches also referred in this study.

SECTION 3: PREVIOUS EMPIRICAL RESEARCH

Thanatorn (2002) investigated the impact of marketing mix on purchase decision of body liquid soap. These factors include product (e.g. packaging, brand name), price, place (e.g. availability), and promotion (e.g. sales promotion, advertising). The researcher found that packaging, shelf location, premiums, and advertising have strong impact on purchasing decision of body liquid soap.

Klaus & Bernd (2002) highlighted that consumer's willingness to pay for the product can be changed when they are offered an incentive at the point-of-purchase. Furthermore, an incentive that changed the consumer's willingness is price off.

Napaporn (2001) studied the relationship between marketing mix and purchase decision of instant noodles in Bangkok. The components of marketing mix involve product (e.g. quality, packaging), price, place (e.g. super store, supermarket), and promotion (e.g. sales promotion, advertising, public relations). The result of the study showed that product and promotion are related to purchase decision. Hence, the researcher suggested the manufacturers to concentrate on both factors in order to increase their sales.

Kinzer (1999) concluded that promotional mix could influence groups of people with different races. Further, other promotional factors including sales promotion, advertising, marketing publications, personal selling, and public relations, are factors that have impact on the target group regardless of their demographic background.

Saovanee (1998) studied the factors that influence on Thai mom's purchase decision of baby diaper. These factors include product (e.g. absorbency), price (appropriate price), place (e.g. availability), promotion (e.g. sales promotion) etc. The research found that the major criteria of diaper selection consist of purchase at sales promotion period, product benefit, product availability etc.

Klein (1998) cited that both quality of products and beliefs about the appropriateness of purchasing affect consumers' purchase behavior in the international marketplace. A relationship between evaluations of a product's quality and purchase decisions is certainly valid in many contexts. Additionally, some product attributes, such as price and brand name, are likely to act as cues or signals of the quality.

Mulhern and Padgett (1995) determined the effectiveness of promotion price over regular price purchases. Positive correlation between regular price and promotion purchasing at the individual level is significantly recognized. Over three fourths of the shoppers identifying the promotion as a reason for visiting the store purchased one or more regular price items.

Garber (1995) studied that visual perception and package appearance play in gaining purchase consideration. Specifically, the formation of a visually oriented attention set is conceived and affects formation of the consideration set. Results show support effects of the visually novel and appropriate package type on purchase consideration.

Neeraj (1995) claimed that choice based models are widely used in marketing in order to relate consumer behavior to the marketing mix elements. Typical choice models condition on the purchase event and focus on the effect of differences in the available alternatives on consumer choice. Both the purchase quantity and brand choice could influence primary demand.

Han (1993) has explained the effects of price promotion on the consideration set of consumer. Consumers are assumed to follow a two-stage choice process: 1) the first stage is to form a consideration set, and 2) the second stage is to make a final purchase decision among the alternatives within this consideration set.

Mithcell (1992) stated that perceived risk, with its long and varied research tradition, has a part to play in all types of consumer buying behavior. The evaluation of alternative brands leads the consumer to form preferences for brands in the choice set. According to the theory of perceived risk, the highest preference in most cases will be associated with the brand that has the least perceived risk.

Smith (1991) mentioned that sales promotions are an important component of the promotional mix for many organizations. A particular type of promotion, point-of-purchase displays could affect consumer decision-making strategies. Moreover, the effects on decision-making strategies translated into more positive attitudes and greater purchases as expected.

Quelch and Cannon-Bonvetre (1991) founded that marketers use various communications vehicles to influence the customer's buying decision at the point-of-purchase. The effective point-of-purchase programs can help in competing for retailers' support; marketers need to manage their point-of-purchase programs in a carefully coordinated and consistent manner. To make point-of-purchase programs work, manufacturers must be able to devise attractive displays' design and tailor them to various kinds of retail outlets. Consumer goods marketers can address the different and sometimes conflict interests of the manufacturer, the retailer, and the consumer at the point-of-purchase by using displays effectively.

Scott and Caroline (1985) noted that one possible outcome of consumer promotions is the acceleration of consumer category purchases. The effects of coupons and price packs are investigated. Price packs seem to be the most effective way to accelerate purchases.

Sasiwimom (1984) noted that the important characteristics of sanitary pad include absorbency, protecting, and no leakage. Additionally, consumer determined about sanitary pad's absorbency capacity the most when they buy, regardless the brand they buy.

Jacob (1977) highlighted that a behavioral process methodology was utilized to examine the amount and type of information acquired by consumers from package panels prior to making purchase decisions. Brand name serves as information 'chunk' in consumer decision-making.

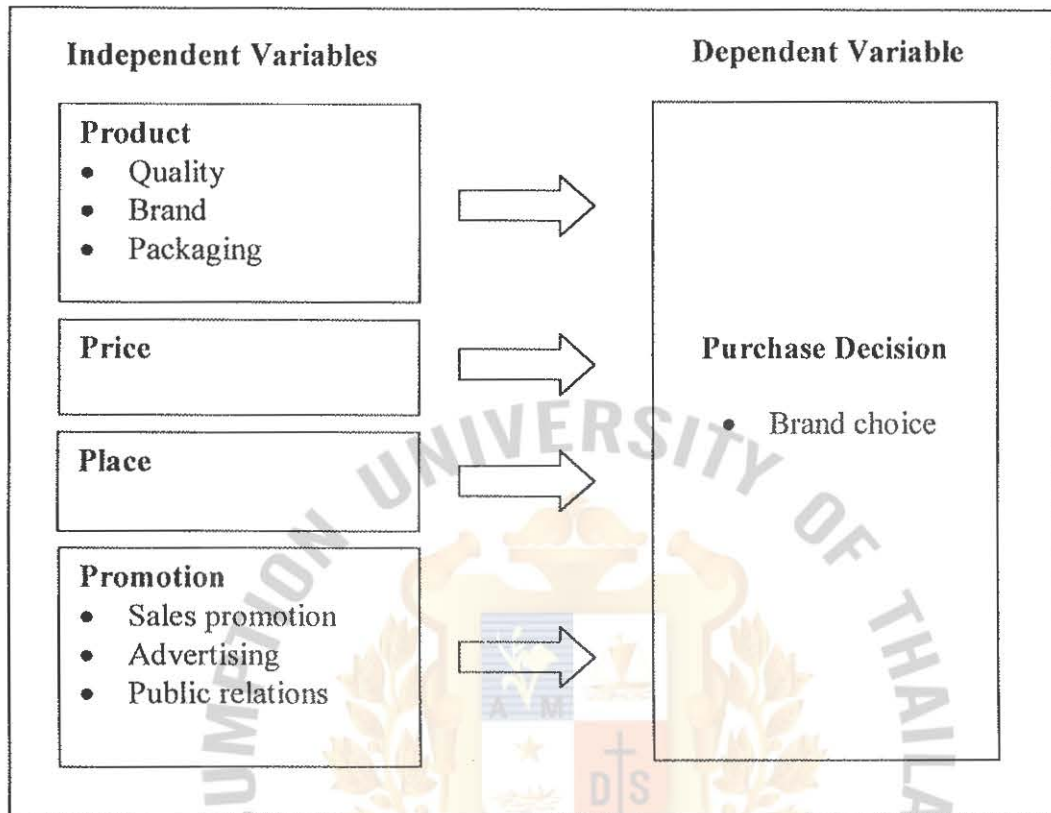
CHAPTER 3 RESEARCH FRAMEWORK

This chapter focuses on the framework of this research. The elaboration of the conceptual model and explanation of all the components of conceptual model are discussed in section one. Section two explains all hypothesis statements that will be tested in this research. Section three demonstrates information of concepts and variables operationalisation.

SECTION 1: ELABORATING THE CONCEPTUAL MODEL

A 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 systems so that they can be tested, examined, and generally analyzed by those who create them (Davis and Cosenza, 1988). Here the framework is built to understand consumer purchase behavior in making decision for sanitary pad.

Figure 3.1: Conceptual model of the study



THE COMPONENT OF THE CONCEPTUAL MODEL

All components in the figure are acquired from literatures, which were explained in Chapter 2. It indicates that the four groups of independent variable: product, price, place, and promotion are the variables that influence the dependent variable: purchase decision.

I. Independent variables

Marketing Mix

It means the set of controllable marketing variables that the company blends to produce the response it wants in the target market. These variables are known as the “four P” which include product, price, place, and promotion (Kotler, 1994).

1. Product

A product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy want or need (Kotler, 1994).

Quality

Product quality is the set of features and characteristics of goods or services that determine its ability to satisfy needs (Etzel and Walker, 2001). Skinner (1994) supported that quality is an intangible factor for consumers when they buy the product. Refer to the previous empirical research of Napaporn (2001), Saovaneer (1998), and Klein (1998), they found that product quality affect consumer purchase decision.

Sasiwimon (1984) cited that absorbency capacity of sanitary pad is the most concerned factor for the consumers, no matter which brand they buy. Additionally, the main properties of sanitary pad are absorbency, protecting, and no leakage.

Saovanee (1998) mentioned that the major criteria of choice selection is absorbency capacity of the product.

This study will identify the relationship between quality and purchase decision. Quality to be measured in this study includes absorbency capacity and leakage prevention.

Brand

Brand means the use of a name, term, sign, symbol, design, or combination of them. Its can make buying easier. Brand name is a word, letter, or a group of words or letters. A good brand name should be easy to remember (Perreault, 1996). Thanatorn (2002) and Jacob (1977) studied about the relationship between brand name, which is the component of brand, and purchase decision. While this study will identify the relationship between brand and purchase decision.

Packaging

Kotler (1994) defined packaging as the activities of designing and producing the container or wrapper for a product. In recent times, packaging becomes a potent marketing tool. Pride and Farrell (1991) claimed that package can affect consumer's purchase decisions. Additionally, package's colors can attract consumers' attention at the point-of-purchase. Refer to the previous empirical research of Thanatorn (2002), Napaporn (2001), and Garber (1995), they found that package can gain purchase

consideration. This study will identify the relationship between packaging and purchase decision. Packaging to be measured in this study includes color.

2. Price

Kotler (1994) noted that price is the amount of money customers have to pay to obtain the product. It has operated as the major determinant of buyer choice. UC Business and Finance Bulletin (1998) stated that reasonable price offers the highest total value to the consumers and it is an important factor for buying decision. It is value to the consumers in purchasing which meet the consumer's need. Thanatorn (2002), Napaporn (2001), and Saovanee (1998) studied about the relationship between price and purchase decision that will be identified in this study also. Price to be measured in this study includes reasonable price.

3. Place

Hawkins, et al., 2001 stated that place means having the product available where target customers can buy it. Supermarket and hypermarket are the types of retail store that offer variety of product to the customers. Thanatorn (2002), Napaporn (2001), and Saovanee (1998) studied about the relationship between place and purchase decision that will be identified in this study also. Place will be measured in this study includes supermarket and hypermarket.

4. Promotion

Kotler (1994) defined promotion is the activities the company undertakes to communicate and promote its product to the target market.

Sales promotion

Kotler (1994) mentioned that sales promotion is the short-term incentives to encourage purchase of a product. Price packs offers consumers savings off the regular price of a product. Premiums are goods offered for free as an incentive to buy a product. Point-of-purchase display can affect consumers' purchase and bring attention to product. Attractive displays' design may also induce a consumer to purchase. Referred to the empirical research of Thanatorn (2002), Klaus & Bernd (2002), Napaporn (2001), Kinzer (1999), Saovane (1998), Mulhern & Padgett (1995), Han (1993), Smith (1991), Quelch and Cannon-Bonvetre (1991), and Scott (1985), they mentioned that sales promotion could influence purchase decision. This study will identify the relationship between sales promotion and purchase decision. Sales promotion to be measured in this study includes price packs, premiums, and point-of-purchase display.

Advertising

Kotler (1994) noted that advertising is any paid form of non-personal presentation and promotion of ideas, goods, and services. Kinzer (1999) concluded that buying decision of people could be influence by advertising. Television advertising combines sight, sound, and motion. It is appealing to the senses and high coverage. Referred to the empirical research of Thanatorn (2002), Napaporn (2001), and Kinzer (1999), they found that advertising could influence purchase decision. This study will identify the relationship between advertising and purchase decision. Advertising to be measured in this study includes TV advertising.

Public relations

Kotler (1994) explained that public relation is a variety of programs designed to promote and / or protect a company's image or its individual products. It has great potential for building awareness and preference of the product in the marketplace. Press release means place newsworthy information into the news media to attract attention to a product. Referred to the empirical research of Napaporn (2001) and Kinzer (1999), they found that public relations could influence purchase decision. This study will identify the relationship between public relations and purchase decision. Public relations to be measured in this study include press release.

II. Dependent variable

1. Purchase decision

Kotler (1994) cited that the consumer decides what product or brand to buy in the purchase decision stage (Skinner, 1994). Refer to the previous empirical research of Thanatorn (2002), Napaporn (2001), and Neeraj (1995); these studies are bounded at purchase stage. Purchase sub-decision to be measure in this study is brand choice.

SECTION 2: HYPOTHESIS STATEMENTS

Hypothesis can be defined as a logically conjectured relationship between two or more variables expressed in the form of testable statements. These relationships are conjectured on the basis of the network of associations established in the theoretical framework (Sekaran, 1992).

In this section of the research study, the hypotheses of the study are stated in a testable form: the null and alternative hypotheses and predicted a particular relationship between two or more variables.

Null hypothesis is a statement in which no difference or effect is expected. If null hypothesis is not rejected, no change will be made (Malhotra, 2002).

Alternative hypothesis is a statement that some differences or effects are expected. Accepting hypothesis will lead to changes in opinions or actions (Malhotra, 2002).

The study has hypotheses that will be tested by using the statistic method. The results of the test will show to accept or reject the null hypothesis. If the null hypothesis is accepted, the alternative hypothesis will be rejected. But, if the null hypothesis is rejected, the alternative hypothesis will be accepted.

In this study, four main blocks of independent variables (product, price, place, and promotion) are hypothesized against dependent variable (purchase decision). These consist of:

Ho 1: There is no relationship between quality and purchase decision.

Ha 1: There is a relationship between quality and purchase decision.

Ho 2: There is no relationship between brand and purchase decision.

Ha 2: There is a relationship between brand and purchase decision.

Ho 3: There is no relationship between packaging and purchase decision.

Ha 3: There is a relationship between packaging and purchase decision.

Ho 4: There is no relationship between price and purchase decision.

Ha 4: There is a relationship between price and purchase decision.

Ho 5: There is no relationship between place and purchase decision.

Ha 5: There is a relationship between place and purchase decision.

Ho 6: There is no relationship between sales promotion and purchase decision.

Ha 6: There is a relationship between sales promotion and purchase decision.

Ho 7: There is no relationship between advertising and purchase decision.

Ha 7: There is a relationship between advertising and purchase decision.

Ho 8: There is no relationship between public relations and purchase decision.

Ha 8: There is a relationship between public relations and purchase decision.

SECTION 3: CONCEPTS AND VARIABLES OPERATIONALISATION

This study will investigate about the relationship between each element of marketing mix and Thai females' purchase decision on sanitary pad. Therefore, the concepts of marketing mix and purchase decision are highlighted.

“Nominal scale” and “Ordinal scale” are used to measure the consumer' purchase decision of this study. A nominal scale is the scale in which numbers or letters assigned to objects serve as label for identification or classification. An ordinal scale is a scale that arranges objects or alternatives according to their magnitudes in an ordered relationship (Zikmund, 1996).

The following table will be shown operational component of independent variables along with operational component of dependent variable.

Table 3.1: Operational definition of independent variables

Concept	Conceptual Definition	Operational Component	Operational Measurement	Level of Measure ment	Ques tion no.
Product <ul style="list-style-type: none"> • Quality 	Set of features and characteristics of a good or service that determines its ability to satisfy needs.	<ul style="list-style-type: none"> • Absorbency • Leakage prevention 	<ul style="list-style-type: none"> • Absorbency capacity • Number of stains on panty 	Ordinal	1.1 1.2
Product <ul style="list-style-type: none"> • Brand 	Use of a name, term, sign, symbol, design, or combination of them, intended to identify a product.	<ul style="list-style-type: none"> • Brand name 	<ul style="list-style-type: none"> • Easiness to remember 	Ordinal	1.3
Product <ul style="list-style-type: none"> • Packaging 	The container or wrapper for a product.	<ul style="list-style-type: none"> • Color 	<ul style="list-style-type: none"> • Attractiveness of the color 	Ordinal	1.4

Concept	Conceptual Definition	Operational Component	Operational Measurement	Level of Measurement	Question no.
Price	The amounts of money customers have to pay to obtain the product.	<ul style="list-style-type: none"> Reasonable price 	<ul style="list-style-type: none"> Amount of money paid compare with perceptual price 	Ordinal	1.5
Place	Places where the products are available for consumers to purchase.	<ul style="list-style-type: none"> Supermarket 	<ul style="list-style-type: none"> Availability at supermarket 	Ordinal	1.6
		<ul style="list-style-type: none"> Hypermarket 	<ul style="list-style-type: none"> Availability at hypermarket 		1.7
Promotion <ul style="list-style-type: none"> Sales promotion 	The short-term incentives to encourage trial or purchase of a product.	<ul style="list-style-type: none"> Price packs 	<ul style="list-style-type: none"> Frequency of campaign 	Ordinal	1.8
		<ul style="list-style-type: none"> Premiums 	<ul style="list-style-type: none"> Attractiveness of premiums 		1.9
		<ul style="list-style-type: none"> Point-of-purchase display 	<ul style="list-style-type: none"> Attractiveness of the display design 		1.10

Concept	Conceptual Definition	Operational Component	Operational Measurement	Level of Measurement	Question no.
Promotion • Advertising	Any paid form of non-personal presentation and promotion of product.	• TV	• Attractiveness of TV commercial	Ordinal	1.11
Promotion • Public relations	A variety of programs designed to promote and / or protect company's image or products.	• Press release	• Usefulness of press release	Ordinal	1.12

Table 3.2: Operational definition of dependent variable

Concept	Conceptual Definition	Operational Component	Operational Measurement	Level of Measurement	Question no.
Purchase decision	An attention to buy a product	• Brand choice	• Selection of brand	Nominal	2

CHAPTER 4 RESEARCH METHODOLOGY

This chapter provides an overview of methodology that will be used in this research. Section one explains the research method, which is used in this research. Section two explains the research instrument. Section three explains about sampling design. Section four shows the determination of sample size. Section five discusses about statistical treatment of data. Section six describes pre-testing the questionnaire. Section seven mentioned about reliability test.

SECTION 1: RESEARCH METHOD

The researcher uses “Sample Survey” technique to gather information. Sample survey is a type of survey; it indicates that the purpose of contacting respondents is to obtain a representative sample of the target population (Zikmund, 1997). Davis and Cosenza (1988) highlighted that survey is a design that usually depends upon the use of a well-constructed questionnaire to collect data from the relevant unit of analysis under study, usually, an individual. Survey allows the researchers to study and described large population fairly quickly at relatively low cost. Survey has been used, as the researcher does not intervene in an attempt to control the independent variables. The primary purpose is for describing and/or predicting some phenomenon.

SECTION 2: RESEARCH INSTRUMENT

A combination of personal interview with a structured questionnaire is employed in this. This method enables the researcher to wait for respondents to complete the questionnaire, in which self-administered system will be implemented, and, then, collect. Its benefit is to clarify any ambiguity on the spot due to technical terms.

While questionnaires are used to present questions and record answers in quantitative field research surveys. The main advantages of questionnaire are that it can be collected in a completed form within a short period of time, and can be obtained from the target respondents after immediate completion. Closed-end questions have been practiced to get quick response from the respondents. These types of questions also help the researcher to code the information easily for subsequent analysis.

Besides the primary data, secondary data are collected from a wide variety of textbooks, newspaper, Internet, related research, and point-of-purchase materials from retail outlets. The information helps the researcher to conceptualize researcher's particular interest in the framework that has been developed in the previous chapter.

SECTION 3: SAMPLING DESIGN

3.1 Target Population

The population in this research is a set of people who are the current sanitary pad users and buyers, and reside in Bangkok. This group of people will be the respondents for this study since they are directly exposed to the sanitary pad. As defined by Zikmund (1997), respondent is the person who answers an interviewer's questions or the person who provides answers to written questions in self-administered surveys.

3.2 Sampling Unit

For this research, sampling unit is women who currently use & buy sanitary pad in Bangkok. Fieldwork of the study was conducted in October 2003.

3.3 Non-Probability Sampling

The respondents' chance of being included in the sample is unknown and there is no record for the list of people who use and buy sanitary pad in Bangkok. Therefore, the non-probability sampling is suitable for this thesis. Consequently, there is no sampling frame, which is a physical representation of objects, individuals, and group etc.

In this research the selection of element is carried out by the use of “Convenience Sampling”, from people who use and buy sanitary pad in Bangkok.

The convenience sampling that being used in this research is one of the non-probability sampling designs. As its name implies, convenience sampling involves collecting information from members of the population who are chosen in any convenient manner specified by the researcher and they are convenient to provide the information. These samples are usually easiest to identify and are used because they can be chosen quickly and inexpensive (Davis and Cosenza, 1988).

SECTION 4: DETERMINATION OF SAMPLE SIZE

The sample size refers to the number of elements to be included in the study. Determining the sample size is complex and involves several qualitative and quantitative consideration (Malhotra, 2002). Schiffman and Kanuk (1978) cited that the size of the sample depends on both budget and degree of confidence that the researcher wants to place in the finding. The larger the sample, the more likely the response will reflect the total universe under study.

Based on Anderson's expected rate of 95% confidence levels and 5% sampling error with the population of Bangkok female who are in the reproductive age range, counted for 1,463,740 persons as shown in Table 1.2 of Chapter 1, fall in 1,000,000 range of population frame, the number of respondents for this study is 384 persons.

**Table 4.1: Theoretical sample sizes for different sizes of population
and a 95% level of certainty**

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

Source: Anderson G., Fundamental of Education Research, 1996

SECTION 5: STATISTICAL TREATMENT OF DATA

A non-parametric statistics is statistical procedures that use nominal or ordinal scale data and make no assumptions about the distribution of the population (Zikmund, 1997). This research uses non-parametric statistics because there is no estimation of population parameter.

All data will be proceed by the program “Statistical Package for Social Science” (SPSS). After collecting the data from 384 questionnaires, the data will be coded into the symbolic form and the statistic method will be used to examine the

data out. Finally, the data will be interpreted and summarized in the format of words and graphs that will be easy to understand. The results are lead to accept or reject the hypotheses.

Descriptive statistics consists of the frequency and percentage in order to describe each variable that is associated with respondent data such as personal data.

Statistical treatment of data applied in the analysis is Cramer's V. King (1982) noted that Cramer's V is the SPSS subprogram CROSSTABS. Malhotra (2002) defined that it is a measure of the strength of association used in tables larger than 2x2 and has no upper limit. It is a modified version of the phi correlation coefficient. Cramer's V is obtained by adjusting phi for either the number of rows or the number of columns in the table, based on which of the two is smaller. The adjustment is such that V will range from 0 to 1. For a table with r rows and c columns, Cramer's V is expressed as:

$$V = \sqrt{\frac{X^2 / n}{\min (r-1), (c-1)}}$$

The following statistical data will analyze the answer of each question that constructed in statements of problem and hypotheses.

Table 4.2: Statistical treatment of data

Hypothesis	Statistics
Ho1: There is no relationship between quality and purchase decision.	Cramer's V
Ho2: There is no relationship between brand and purchase decision.	Cramer's V
Ho3: There is no relationship between packaging and purchase decision.	Cramer's V
Ho4: There is no relationship between price and purchase decision.	Cramer's V
Ho5: There is no relationship between place and purchase decision.	Cramer's V
Ho6: There is no relationship between sales promotion and purchase decision.	Cramer's V
Ho7: There is no relationship between advertising and purchase decision.	Cramer's V
Ho8: There is no relationship between public relations and purchase decision.	Cramer's V

SECTION 6: PRE-TESTING THE QUESTIONNAIRE

The questionnaire will be pre-tested in order to find out possible problems such as instruction or design of the questionnaire by distributing 30 copies to the respondents. Mistakes will be corrected and adjusted in terms of sequencing, wording, and structure of the sentence so that communication between researcher and the respondents will not be biased or distorted.

After pre-testing the questionnaire and correcting all wording that are difficult to understand, the final form of questionnaire will be distributed to target respondents. However, before letting the respondents answer the questions in the questionnaire, researcher will select the respondents by using screening questions to ensure that the respondents are the target population of this study.

SECTION 7: RELIABILITY TEST

After pre-testing 30 copies of questionnaire, it is confirmed that the conceptual model of this study is acceptable.

According to Malhotra (2002), it was found that the coefficient alpha varies from 0 to 1, and a value of 0.6 or less generally indicates unsatisfactory internal consistency reliability. The result from analyzing by SPSS, is shown below:

Table 4.3: Reliability analysis (N=30)

Issues on	Reliability results (coefficient alpha)
• Quality	0.6529
• Place	0.6486
• Sales promotion	0.6953

CHAPTER 5 DATA ANALYSIS

This chapter is emphasized on the analysis of all gathered data, which include descriptive statistics analysis in section one. Hypothesis testing between independent and dependent variables are discussed in section two and discussion of research’s results is mentioned in section three.

SECTION 1: DESCRIPTIVE ANALYSIS

Descriptive analysis refers to the transformation of the raw data into a form that will make them easy to understand and interpret. Descriptive statistics used to describe or summarize information about a population or sample (Zikmund, 1997).

In this research, the frequency distribution will be used to summarize demographic characteristics of respondents and brand choice that are shown below:

Table 5.1: Age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15 yrs. and below	71	18.5	18.5	18.5
	16-30 yrs.	187	48.7	48.7	67.2
	31-45 yrs.	96	25.0	25.0	92.2
	46 yrs. and above	30	7.8	7.8	100.0
	Total	384	100.0	100.0	

From Table 5.1, the percentage of respondents aged between 16-30 years is 48.7%, aged between 31-45 years is 25.0%, and aged 15 years and below is 18.5% respectively.

Table 5.2: Occupation

		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	118	30.7	30.7	30.7
	Business owner	38	9.9	9.9	40.6
	Employee	177	46.1	46.1	86.7
	Government officer	9	2.3	2.3	89.1
	Liabrarian	3	.8	.8	89.8
	Freerance	8	2.1	2.1	91.9
	Housewife	21	5.5	5.5	97.4
	Hair maker	10	2.6	2.6	100.0
	Total	384	100.0	100.0	

From Table 5.2, the largest group of respondents is employees, counted for 46.1%, followed by students counted for 30.7% respectively.

Table 5.3: Education

		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or lower	64	16.7	16.7	16.7
	Diploma / Vocational	99	25.8	25.8	42.4
	Bachelor	205	53.4	53.4	95.8
	Master or higher	16	4.2	4.2	100.0
	Total	384	100.0	100.0	

From Table 5.3, majority respondents educational background are bachelor, counted for 53.4%, followed by diploma / vocational counted for 25.8%, and high school or lower counted for 16.7% respectively.

Table 5.4: Monthly household income

		Income			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10,000 baht or less	129	33.6	33.6	33.6
	10,001-20,000 baht	155	40.4	40.4	74.0
	20,001-30,000 baht	75	19.5	19.5	93.5
	30,001-40,000 baht	15	3.9	3.9	97.4
	40,001-50,000 baht	5	1.3	1.3	98.7
	More than 50,000 baht	5	1.3	1.3	100.0
	Total	384	100.0	100.0	

From Table 5.4, the largest group of respondents' income is between 10,001-20,000 baht, counted for 40.4%, followed by 10,000 baht or less counted for 33.6%, and 20,001-30,000 baht counted for 19.5% respectively.

Table 5.5: Brand choice

		Brand choice			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laurier	132	34.4	34.4	34.4
	Sofy	115	29.9	29.9	64.3
	Modess	78	20.3	20.3	84.6
	Whisper	59	15.4	15.4	100.0
	Total	384	100.0	100.0	

From Table 5.5, Laurier is the most popular brand among the respondents, counted for 34.4%, followed by Sofy (29.9%), Modess (20.3%), and Whisper (15.4%) respectively.

SECTION 2: HYPOTHESIS TESTING

The purpose of hypothesis testing is to determine which of the two hypotheses is correct. The procedure of hypothesis testing is slightly more complicated because the decision maker must make a choice between the two hypotheses (Zikmund, 1997).

Significant Level

The significance level is a critical probability in choosing between the null hypothesis and the alternative hypothesis. On the assumption that the hypothesis being tested is true, if the probability of occurrence of the observed data is smaller than the level of significance, then the data suggest the null hypothesis should be rejected (Zikmund, 1997).

Cramer's V

Elifson (1990) quoted that Cramer's V is a measure of association for nominal-level data based on X^2 . It is the most versatile of the three measures of association (Phi coefficient, Contingency coefficient, and Cramer's V coefficient) since its range is always 0 to 1. The value is equal to 1 when a perfect relationship exists between the two variables. Molhotra (2002) mentioned that a large value of V merely indicates a high degree of association. It does not provide an indication of the direction of relationship. Values of V below 0.3 indicate low association, values between 0.3 and 0.6 indicate low to moderate association, and values above 0.6 indicate strong association.

Hypothesis 1

Ho 1: There is no relationship between quality and purchase decision.

Ha 1: There is a relationship between quality and purchase decision.

Or it can be stated in statistical terms as:

Ho 1: $V = 0$

Ha 1: $V \neq 0$, 95% level of significance ($\alpha = 0.05$)

Table 5.6: Nonparametric correlation between quality and purchase decision

Symmetric Measures					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	.633			.000
	Cramer's V	.365			.000
Interval by Interval	Pearson's R	-.405	.059	-8.667	.000 ^c
Ordinal by Ordinal	Spearman Correlation	-.405	.049	-8.662	.000 ^c
N of Valid Cases		384			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

Significant level is 0.000, which is less than 0.05, it means the null Ho1 is rejected and the alternative Ha1 is accepted.

Cramer's V value is 0.365, which means there is low to moderate degree of association between quality and purchase decision.

Hypothesis 2

Ho 2: There is no relationship between brand and purchase decision.

Ha 2: There is a relationship between brand and purchase decision.

Or it can be stated in statistical terms as:

Ho 2: $V = 0$

Ha 2: $V \neq 0$, 95% level of significance ($\alpha = 0.05$)

Table 5.7: Nonparametric correlation between brand and purchase decision

Symmetric Measures		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	.180			.408
	Cramer's V	.104			.408
Interval by Interval	Pearson's R	-.115	.046	-2.256	.025 ^c
Ordinal by Ordinal	Spearman Correlation	-.081	.051	-1.585	.114 ^c
N of Valid Cases		384			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Significant level is 0.408, which is more than 0.05, it means the null Ho2 is accepted and the alternative Ha2 is rejected.

Cramer's V value is 0.104, which means there is a low degree of association between brand and purchase decision.

Hypothesis 3

Ho 3: There is no relationship between packaging and purchase decision.

Ha 3: There is a relationship between packaging and purchase decision.

Or it can be stated in statistical terms as:

Ho 3: $V = 0$

Ha 3: $V \neq 0$, 95% level of significance ($\alpha = 0.05$)

Table 5.8: Nonparametric correlation between packaging and purchase decision

Symmetric Measures					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	.228			.018
	Cramer's V	<u>.132</u>			<u>.018</u>
Interval by Interval	Pearson's R	.095	.051	1.873	.062 ^c
Ordinal by Ordinal	Spearman Correlation	.087	.052	1.702	.089 ^c
N of Valid Cases		384			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

Significant level is 0.018, which is less than 0.05, it means the null Ho3 is rejected and the alternative Ha3 is accepted.

Cramer's V value is 0.132, which means there is a low degree of association between packaging and purchase decision.

Hypothesis 4

Ho 4: There is no relationship between price and purchase decision.

Ha 4: There is a relationship between price and purchase decision.

Or it can be stated in statistical terms as:

Ho 4: $V = 0$

Ha 4: $V \neq 0$, 95% level of significance ($\alpha = 0.05$)

Table 5.9: Nonparametric correlation between price and purchase decision

Symmetric Measures					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by	Phi	.348			.000
Nominal	Cramer's V	.201			.000
Interval by Interval	Pearson's R	.108	.048	2.131	.034 ^c
Ordinal by Ordinal	Spearman Correlation	.114	.050	2.250	.025 ^c
N of Valid Cases		384			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

Significant level is 0.000, which is less than 0.05, it means the null Ho4 is rejected and the alternative Ha4 is accepted.

Cramer's V value is 0.201, which means there is a low degree of association between price and purchase decision.

Hypothesis 5

Ho 5: There is no relationship between place and purchase decision.

Ha 5: There is a relationship between place and purchase decision.

Or it can be stated in statistical terms as:

Ho 5: $V = 0$

Ha 5: $V \neq 0$, 95% level of significance ($\alpha = 0.05$)

Table 5.10: Nonparametric correlation between place and purchase decision

Symmetric Measures					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	.677			.000
	Cramer's V	.391			.000
Interval by Interval	Pearson's R	.018	.048	.347	.729 ^c
Ordinal by Ordinal	Spearman Correlation	.012	.051	.226	.822 ^c
N of Valid Cases		384			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

Significant level is 0.000, which is less than 0.05, it means the null Ho5 is rejected and the alternative Ha5 is accepted.

Cramer's V value is 0.391, which means there is low to moderate degree of association between place and purchase decision.

Hypothesis 6

Ho 6: There is no relationship between sales promotion and purchase decision.

Ha 6: There is a relationship between sales promotion and purchase decision.

Or it can be stated in statistical terms as:

Ho 6: $V = 0$

Ha 6: $V \neq 0$, 95% level of significance ($\alpha = 0.05$)

Table 5.11: Nonparametric correlation between sales promotion and purchase decision

Symmetric Measures					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	.578			.000
	Cramer's V	.334			.000
Interval by Interval	Pearson's R	-.221	.057	-4.420	.000 ^c
Ordinal by Ordinal	Spearman Correlation	-.164	.054	-3.239	.001 ^c
N of Valid Cases		384			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

Significant level is 0.000, which is less than 0.05, it means the null Ho6 is rejected and the alternative Ha6 is accepted.

Cramer's V value is 0.334, which means there is low to moderate degree of association between sales promotion and purchase decision.

Hypothesis 7

Ho 7: There is no relationship between advertising and purchase decision.

Ha 7: There is a relationship between advertising and purchase decision.

Or it can be stated in statistical terms as:

Ho 7: $V = 0$

Ha 7: $V \neq 0$, 95% level of significance ($\alpha = 0.05$)

Table 5.12: Nonparametric correlation between advertising and purchase decision

Symmetric Measures					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	.490			.000
	Cramer's V	.283			.000
Interval by Interval	Pearson's R	.052	.062	1.024	.307 ^c
Ordinal by Ordinal	Spearman Correlation	.164	.055	3.257	.001 ^c
N of Valid Cases		384			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

Significant level is 0.000, which is less than 0.05, it means the null Ho7 is rejected and the alternative Ha7 is accepted.

Cramer's V value is 0.283, which means there is a low degree of association between advertising and purchase decision.

Hypothesis 8

Ho 8: There is no relationship between public relations and purchase decision.

Ha 8: There is a relationship between public relations and purchase decision.

Or it can be stated in statistical terms as:

Ho 8: $V = 0$

Ha 8: $V \neq 0$, 95% level of significance ($\alpha = 0.05$)

Table 5.13: Nonparametric correlation between public relations and purchase decision

Symmetric Measures					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	.209			.160
	Cramer's V	.121			.160
Interval by Interval	Pearson's R	-.130	.046	-2.571	.011 ^c
Ordinal by Ordinal	Spearman Correlation	-.096	.051	-1.885	.060 ^c
N of Valid Cases		384			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

Significant level is 0.160, which is more than 0.05, it means the null Ho8 is accepted and the alternative Ha8 is rejected.

Cramer's V value is 0.121, which means there is a low degree of association between public relations and purchase decision.

SECTION 3: DISCUSSION OF RESEARCH'S RESULTS

Table 5.14 Summary of results from hypothesis testing by Cramer's V technique

Hypothesis	Cramer's V	Level of significant	Result
Ho1: There is no relationship between quality and purchase decision.	0.365	0.000	Reject Ho
Ho2: There is no relationship between brand and purchase decision.	0.104	0.408	Accept Ho
Ho3: There is no relationship between packaging and purchase decision.	0.132	0.018	Reject Ho
Ho4: There is no relationship between price and purchase decision.	0.201	0.000	Reject Ho
Ho5: There is no relationship between place and purchase decision.	0.391	0.000	Reject Ho
Ho6: There is no relationship between sales promotion and purchase decision.	0.334	0.000	Reject Ho
Ho7: There is no relationship between advertising and purchase decision.	0.283	0.000	Reject Ho
Ho8: There is no relationship between public relations and purchase decision.	0.121	0.160	Accept Ho

Table 5.15: Reliability analysis (N=384)

Issues on	Reliability results (coefficient alpha)
• Quality	0.8145
• Place	0.8681
• Sales promotion	0.7935

Product: Quality

The result from hypothesis one confirms that there is a relationship between quality and purchase decision of sanitary pad. Significant level of 0.000 shows that the relationship is highly significant at 95% confident level. The reliability test of quality shows that alpha value is equal to 0.8145, which is relatively reliable. These research results are similar to the study of Klien (1998), he stated that the product quality could affect consumers' purchase behavior in the marketplace. In addition, the research results confirms the theory of Skinner (1994) that consumers will consider product functional when they purchase.

Product: Brand

The result from hypothesis two confirms that there is no relationship between brand and purchase decision of sanitary pad. Significant level of 0.408 does not show that the relationship is significant at 95% confident level. The possible rational of why brand in term of easiness to remember of brand name does not relate with purchase decision may be explained by the less number of brand choice of sanitary pad in the

market. From Figure 1.1 that mentioned in Chapter 1, there are only five key brands in the market, which are Laurier, Sofy, Modess, Whisper, and Wondersoft. All of them are long established, well known, and familiar to the consumers. Additionally, the pronunciation of each brand is not too long. To some extent, about half of respondents in this study have high educational background in Bachelor degree. Perhaps, they can remember the brand name of sanitary pad with no difficulty even they are in English.

Product: Packaging

The result from hypothesis three confirms that there is a relationship between packaging and purchase decision of sanitary pad. Significant level of 0.018 shows that the relationship is not highly significant at 95% confident level. The research findings confirm the existing theories, which is adopted as review of the literature. Pride and Farrell (199) proposed that package could influence consumer's purchase decision. It is also consistent with Garber's study in 1995, which investigated that packaging is a considering factor for consumer's purchase decision.

Price

The result from hypothesis four confirms that there is a relationship between price and purchase decision of sanitary pad. Significant level of 0.000 shows that the relationship is highly significant at 95% confident level. This study confirms the

theory of UC Business and Finance Bulletin (1998) that one of the important factors for buying decision is reasonable price.

Place

The result from hypothesis five confirms that there is a relationship between place and purchase decision of sanitary pad. Significant level of 0.000 shows that the relationship is highly significant at 95% confident level. The reliability test of place shows that alpha value is equal to 0.8681, which is relatively reliable. The outcome of this survey is correspondent with Saovanee's thesis in 1998, in which availability is one of the major criteria for purchase decision.

Promotion: Sales promotion

The result from hypothesis six confirms that there is a relationship between sales promotion and purchase decision of sanitary pad. Significant level of 0.000 shows that the relationship is highly significant at 95% confident level. The reliability test of sales promotion shows that alpha value is equal to 0.7935, which is relatively reliable. The finding of this research is similar to Kinzer's study in 1999, which he found that sales promotion has an impact on consumers' decision making.

Promotion: Advertising

The result from hypothesis seven confirms that there is a relationship between advertising and purchase decision of sanitary pad. Significant level of 0.000 shows that the relationship is highly significant at 95% confident level. This survey confirms the theory claimed by Kotler (1994) and the study of Kinzer (1994) which stated that advertising could affect consumers' purchase decision.

Promotion: Public relations

The result from hypothesis eight confirms that there is no relationship between public relations and purchase decision of sanitary pad. Significant level of 0.160 does not show the relationship is significant at 95% confident level. The information will likely to draw a presumption that public relations in the aspect of press release is not associate with purchase decision because all key brands of sanitary pad spend only few money on all mediums, except TV as stated in Table 1.8 in Chapter 1. It is implied that consumers may aware the information of each brand from TV rather than press. Furthermore, perhaps TV is the popular media that almost household in Bangkok have it.

CHAPTER 6 CONCLUSIONS AND RECOMMENDATIONS

This chapter provides the conclusions of research results for the study in section one. Section two will be the recommendations and section three discusses about further study.

SECTION 1: CONCLUSIONS

From the survey's results, it can be summarized that the largest group of respondents' characteristics are aged between 16-30 years old, being employees, obtained bachelor degree, and have 10,001-20,000 baht household income per month.

This research attempts to find out "What is the relationship between each element of marketing mix and Thai female's purchase decision of sanitary pad?" The factors of marketing mix that have a relationship with purchase decision of sanitary pad consist of:

- Quality
- Packaging
- Price
- Place
- Sales promotion
- Advertising

The achievements in the light of determining what factors of each element of marketing mix that indicates the relationship with purchase decision of sanitary pad are discussed below:

Product

There are two factors of product that have the relationship with purchase decision as shown below:

- Quality
- Packaging

Regarding quality, it is evidenced that 94.8% (Table 5.16 in Appendix B) of respondents agreed that the sanitary pad can absorb period much. Furthermore 98.7% (Table 5.17 in Appendix B) of the respondents agreed that the sanitary pad can prevent leakage well because they found no stain on panty when use.

From Table 5.19 in Appendix B, the figure shows that 83.6% of the respondents agreed that the package of sanitary pad has an attractive color.

Price

The study found that 85.6% % (Table 5.20 in Appendix B) of respondents had the same opinion or agreed that the price of sanitary pad is reasonable.

Place

From the frequency Table 5.21 and 5.22 in Appendix B, reveal that 83.8% and 86.4% of respondents agreed that the sanitary pad is available at supermarket and hypermarket respectively.

Promotion

The factors of promotion that have a relationship with purchase decision consist of:

- Sales promotion
- Advertising

This survey's results show that 61.8%, 73.7%, and 72.1% (Table 5.23, Table 5.24, and Table 5.25 in Appendix B) of the respondents had similar opinion that they can found the price packs campaign every time they purchase, premiums of sanitary pad is attractive, and point-of-purchase display has attractive design.

Besides, sales promotion that stated above, 90.4% (Table 5.26 in Appendix B) of respondents voted that an advertising of sanitary pad is attractive.

SECTION 2: RECOMMENDATIONS

The basic objective of marketing is to create a consumer base. A key to protect this base is to maintain consumer satisfaction. Marketers must understand their consumer's decision-making process and the way to stimulate the purchase of a particular brand. Then adapt marketing strategies to suit the consumers.

The suggestion in this research is suitable for some groups of consumers, especially for the target population in this research. However, if the marketers want to use the suggestions for all characteristics of consumers, the marketers need to search for more information before making any decision. The recommendation of this research is aimed to shade on sanitary industry in the light of marketing mix.

Product

Product quality has a relationship with consumers' purchase decisions, especially absorbency capacity and leakage prevention properties, at a high level of significance. The use of new technology to increase absorbency and leakage prevention level would strengthen the product of a particular brand.

Packaging is significantly concerned factor by the consumers when they purchase sanitary pads. Good packaging would also create instant consumer recognition of the product. When designing packaging, marketers should include all aspects that would enhance product's appeal to customers into consideration, specifically color on package.

Hence, product in the light of quality and packaging should be taken into consideration by sanitary pad's marketing team. However, marketers could pay less attention on brand in term of brand name because it has no relationship with purchase decision.

Price

The researcher found that price significantly related with the purchase decision of sanitary pad. Consumers will consider whether the product they buy has a reasonable price or not. Therefore, marketers should take this factor into consideration by selling the sanitary pad at reasonable prices and being competitive when compared to other brands. To some extent, marketers should continuously keep checking the competitors' price and being alert about the changing environment.

Place

Marketers should bear in mind that place is one of the most important elements of a marketing mix because it significantly affects consumer's purchase decision. The sanitary pad should be available at the stores, specifically supermarkets and hypermarkets in order to provide convenience and easy location for purchase to consumers. By doing so, salesmen and merchandisers of a particular brand should keep checking about the product movement in the store, and be certain that the product is available on the shelf at all times.

Promotion

Promotion in the aspect of sales promotion and advertising are significantly related to purchase decisions. Therefore, both factors should be taken into consideration by a marketing team. Meanwhile, public relations would not be able to catch marketers' attention because of no relationship with purchase decision.

Sales promotion techniques that are recommended based on this study are price packs, premiums, and point-of-purchase display. When playing price packs campaign, marketers should be aware that its price should not be too low as it may cause a price war. Marketers should develop different promotional campaigns with interesting premiums. It is recommended that premiums could be things that would suit the market's trend and consumers' preferences. Decoration of point-of-purchase

display with outstanding, differentiate, and beautiful design should be concerned as well.

Advertising trends to increase consumer information of product quality improvement, to expand the scope of available choices, and to encourage a better fit between consumer preferences and consumer purchases. The commercial is time oriented and therefore fleeting. Audiences often give only part of their attention to the message so good commercials are usually simple in structure. Since all brands of sanitary pad industry use television as a main media as previously stated in Table 1.7 of Chapter 1. For television advertising, the researcher believes that the marketers should use live action with demonstration in the commercial. Real situation of live action and demonstration of the product will create higher believability to Thai females. Furthermore, marketers should use popular presenter to communicate in the commercial as cited in Prachachart Thoorkit Newspaper (28-30/10/03, p.20) because it can motivate consumer to purchase.

In conclusion, marketing team should be concerned with the factors of marketing mix elements that have a relationship with purchase decision when formulating their marketing strategy and tactics. The researcher is certain that the marketing budget should be invested into those factors in order to satisfy consumers' needs which would lead to purchase of the product.

SECTION 3: FURTHER STUDY

This research study is to find out the relationship between each element of marketing mix and Thai female's purchase decision of sanitary pad in Bangkok. Therefore, the researcher recommends to do a similar research but modified some factors to be:

- Other areas to study, e.g., central region;
- Other sub-purchase decisions, e.g., purchase amount.



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<http://www.snopes.com/business/origins/kotex.html> (May 10, 2003)





Questionnaire

Hello, my name is Ratana Termworasin. Now I am a master's degree student of Assumption University. This questionnaire is constructed for use as part of a thesis entitled "A STUDY OF MARKETING MIX INFLUENCING THAI FEMALE'S PURCHASE DECISION ON SANITARY PAD IN BANGKOK". The information obtained will be used for study purpose only. Your information is very useful for this research. Please answer each question according your experience. Thank you for your kind co-operation.

Instruction: Please put a circle on the answer that is the most applicable to your case.

Screening question: Which sentence best matches with yourself?

- | | |
|---|--|
| 1. I use sanitary pad when I have period. | 2. I buy sanitary pad by myself. |
| 3. I live in Bangkok. | 4. All of the above. (continue, otherwise terminate) |

Part I: Marketing mix influence on purchase decision

Q1. How much do you agree with each following sentence? Question number 1.1 to 1.12 have 5 answers for selection which use number 1 to 5 that represent the meaning as follow:

- | | |
|--------------------------------|--------------|
| 5 = Strongly agree | 4 = Agree |
| 3 = Neither agree nor disagree | 2 = Disagree |
| 1 = Strongly disagree | |

	Sentence	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Product : Quality						
Q1.1	When you use sanitary pad, you found that it could absorb period much.	5	4	3	2	1
Q1.2	When you use sanitary pad, you found that there is no stain on your panty.	5	4	3	2	1
Product : Brand Name						
Q1.3	Sanitary pad has brand name that can be remembered easily.	5	4	3	2	1
Product : Packaging						
Q1.4	Packaging of sanitary pad has attractive color.	5	4	3	2	1
Price						
Q1.5	When you compare the price of sanitary pad with your perceptual price, you found that it is reasonable.	5	4	3	2	1
Place						
Q1.6	Sanitary pad is available at supermarket (e.g. Tops, Home Freshmart).	5	4	3	2	1
Q1.7	Sanitary pad is available at hypermarket (e.g. Lotus, Carrefour, Big C)	5	4	3	2	1

	Sentence	Strongly agree	Agree	Neither agree nor disagree	Dis agree	Strongly disagree
Promotion : Sales Promotion						
Q1.8	You found that sanitary pad has price packs campaign every times you purchase.	5	4	3	2	1
Q1.9	Premiums of sanitary pad is attractive.	5	4	3	2	1
Q1.10	Point-of-purchase display of sanitary pad has attractive design.	5	4	3	2	1
Promotion : Advertising						
Q1.11	Sanitary pad has attractive TV advertising.	5	4	3	2	1
Promotion : Public Relations						
Q1.12	Press release of sanitary pad is useful for you.	5	4	3	2	1

Brand Choice

Q2. What brand of sanitary pad best matches with the sentence: "It is the brand of sanitary pad that I purchase for my personal use at the most recent". (single answer)

- | | |
|---------------|------------|
| 1. Laurier | 2. Sofy |
| 3. Modess | 4. Whisper |
| 5. Wondersoft | |

Part II: Personal data**P1. Age**

- | | |
|------------------------------|--------------------|
| 1. 15 years old or less than | 2. 16-30 years old |
| 3. 31-45 years old | 4. 46 or more than |

P2. Occupation

- | | |
|-------------|-----------------------|
| 1. Student | 2. Business owner |
| 3. Employee | 4. Government officer |
- Others (please specify _____)

P3. Education level

1. Studying or graduated in high school level or less
2. Studying or graduated in diploma / vocational level
3. Studying or graduated in bachelor's degree
4. Studying or graduated in master's degree or higher

P4. Individual income per month

- | | |
|------------------------|--------------------------|
| 1. 10,000 baht or less | 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 |

THANK YOU

แบบสอบถาม

สวัสดีค่ะ ดิฉันชื่อ นางสาวรัตนา เต็มวรสิน ปัจจุบันกำลังศึกษาต่อในระดับปริญญาโทของมหาวิทยาลัย อัสสัมชัญ (เอแบค) แบบสอบถามนี้ เป็นส่วนหนึ่งของการทำวิทยานิพนธ์ หัวข้อ "การศึกษาอิทธิพลของส่วนผสม ทางการตลาดที่มีต่อการตัดสินใจซื้อผ้าอนามัยของผู้หญิงในกรุงเทพ" ข้อมูลที่ได้จากแบบสอบถามนี้ จะใช้เพื่อ การศึกษาเท่านั้นคะ ข้อมูลของคุณนั้น จะเป็นประโยชน์อย่างมากต่องานวิจัยชิ้นนี้ กรุณาตอบคำถามแต่ละข้อ ตามประสบการณ์ที่คุณเคยได้รับ และขอขอบพระคุณสำหรับความร่วมมือของคุณมา ณ โอกาสนี้คะ

คำสั่ง : กรุณาวางกลมล้อมรอบคำตอบที่ตรงกับความคิดเห็นของคุณมากที่สุด

แบบสอบถามคัดเลือก: ประโยคใดที่ตรงกับตัวคุณมากที่สุด?

1. ฉันใช้ผ้าอนามัยเวลามีประจำเดือน
2. ฉันซื้อผ้าอนามัยใช้เอง
3. ฉันอยู่ในกรุงเทพ
4. ถูกทุกข้อ (ถามต่อ นอกนั้นให้หยุด)

ส่วนที่ 1 : ส่วนผสมทางการตลาด

ข้อ1. คุณเห็นด้วยเพียงใดกับข้อความดังต่อไปนี้ คำถามข้อ 1.1 ถึง 1.12 มี 5 คำตอบให้เลือก โดยใช้หมายเลข 1 ถึง 5 แสดงความหมาย ดังนี้

5 = เห็นด้วยอย่างยิ่ง 4 = เห็นด้วย 3 = เฉยๆ 2 = ไม่เห็นด้วย 1 = ไม่เห็นด้วยอย่างยิ่ง

	ข้อความ	เห็นด้วย อย่างยิ่ง	เห็น ด้วย	เฉยๆ	ไม่เห็น ด้วย	ไม่เห็นด้วย อย่างยิ่ง
Product : Quality						
1.1	เวลาคุณใช้ผ้าอนามัย คุณพบว่าผ้าอนามัยนั้นสามารถซึมซับ ประจำเดือนได้มาก	5	4	3	2	1
1.2	เวลาคุณใช้ผ้าอนามัย คุณพบว่าไม่มีรอยเปื้อนบนกางเกงใน ของคุณเลย	5	4	3	2	1
Product : Brand						
1.3	ผ้าอนามัยมีชื่อยี่ห้อที่จดจำได้ง่าย	5	4	3	2	1
Product : Packaging						
1.4	ห่อของผ้าอนามัยมีสีที่นำดึงดูดใจ	5	4	3	2	1

	ข้อความ	เห็นด้วย อย่างยิ่ง	เห็น ด้วย	เฉย ๆ	ไม่เห็น ด้วย	ไม่เห็นด้วย อย่างยิ่ง
Price						
1.5	เมื่อคุณเปรียบเทียบราคาขายของผ้าอนามัยกับราคาที่คุณ พอจะรับได้ คุณพบว่าผ้าอนามัยนั้นมีการตั้งราคาขายที่สม เหตุสมผล	5	4	3	2	1
Place						
1.6	มีผ้าอนามัยวางขายอยู่ตามร้านซูเปอร์มาร์เก็ตทั่วไป (เช่น ท็อปส์, โฮมเฟรชมาร์ท)	5	4	3	2	1
1.7	มีผ้าอนามัยวางขายอยู่ตามร้านไฮเปอร์มาร์เก็ตทั่วไป (เช่น โลตัส, คาร์ฟูร์, บิ๊กซี)	5	4	3	2	1
Promotion : Sales Promotion						
1.8	คุณพบว่าผ้าอนามัยมีการจัดรายการลดราคาทุกครั้งที่คุณ ไปซื้อ	5	4	3	2	1
1.9	ผ้าอนามัยมีการแจกของแถมที่น่าสนใจดูดี	5	4	3	2	1
1.10	ผ้าอนามัยมีการจัดเรียงสินค้า ณ จุดขายด้วยดีไซด์ที่น่าสนใจดู ใจ	5	4	3	2	1
Promotion : Advertising						
1.11	ผ้าอนามัยมีโฆษณาทีวีที่น่าสนใจดูดี	5	4	3	2	1
Promotion : Public Relations						
1.12	การลงข่าวประชาสัมพันธ์ของผ้าอนามัยมีประโยชน์ต่อตัวคุณ	5	4	3	2	1

สี่ข้อที่เลือกซื้อ

ข้อ2. ผ้าอนามัยยี่ห้อใดต่อไปนี้จะตรงกับข้อความที่ว่า "เป็นยี่ห้อของผ้าอนามัยที่ฉันซื้อมาใช้เองเมื่อครั้งล่าสุด"
(เลือกเพียงยี่ห้อเดียว)

- | | |
|------------------|-------------|
| 1. ลอรีเอะ | 2. โซฟี |
| 3. โมเดส | 4. วิสเปอร์ |
| 5. วันเดอร์ซอฟท์ | |

ส่วนที่ 2 : ข้อมูลส่วนตัว

P1. อายุ

- | | |
|---------------------|---------------------|
| 1. 15 ปีหรือต่ำกว่า | 2. 16-30 ปี |
| 3. 31-45 ปี | 4. 46 ปีหรือมากกว่า |

P2. อาชีพ

- | | |
|------------------------|------------------|
| 1. นักเรียน / นักศึกษา | 2. เจ้าของกิจการ |
| 3. ลูกจ้าง | 4. ข้าราชการ |
- อื่น (โปรดระบุ.....)

P3. ระดับการศึกษา

1. กำลังเรียนหรือเรียนจบชั้นมัธยมศึกษาหรือต่ำกว่า
2. กำลังเรียนหรือเรียนจบชั้นอนุปริญญา / อาชีวศึกษา
3. กำลังเรียนหรือเรียนจบชั้นปริญญาตรี
4. กำลังเรียนหรือเรียนจบชั้นปริญญาโทหรือสูงกว่า

P4. รายได้ส่วนตัวต่อเดือน

- | | |
|--------------------------|-----------------------|
| 1. 10,000 บาทหรือต่ำกว่า | 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 |

* มหาวิทยาลัยอัสสัมชัญ *
SINCE 1969



Table 5.16: Frequency table of absorbency capacity

Absorbency power		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	2	.5	.5	.5
	neither agree nor disagree	18	4.7	4.7	5.2
	agree	63	16.4	16.4	21.6
	strongly agree	301	78.4	78.4	100.0
	Total	384	100.0	100.0	

Table 5.17: Frequency table of leakage prevention

Leakage prevention		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neither agree nor disagree	5	1.3	1.3	1.3
	agree	88	22.9	22.9	24.2
	strongly agree	291	75.8	75.8	100.0
	Total	384	100.0	100.0	

Table 5.18: Frequency table of brand name

Brand name		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	118	30.7	30.7	30.7
	disagree	201	52.3	52.3	83.1
	neither agree nor disagree	8	2.1	2.1	85.2
	agree	36	9.4	9.4	94.5
	strongly agree	21	5.5	5.5	100.0
	Total	384	100.0	100.0	

Table 5.19: Frequency table of package color

Package color		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	26	6.8	6.8	6.8
	neither agree nor disagree	37	9.6	9.6	16.4
	agree	139	36.2	36.2	52.6
	strongly agree	182	47.4	47.4	100.0
	Total	384	100.0	100.0	

Table 5.20: Frequency table of price

Price		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	13	3.4	3.4	3.4
	neither agree nor disagree	42	10.9	10.9	14.3
	agree	148	38.5	38.5	52.9
	strongly agree	181	47.1	47.1	100.0
	Total	384	100.0	100.0	

Table 5.21: Frequency table of supermarket

Supermarket		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	22	5.7	5.7	5.7
	neither agree nor disagree	40	10.4	10.4	16.1
	agree	141	36.7	36.7	52.9
	strongly agree	181	47.1	47.1	100.0
	Total	384	100.0	100.0	

Table 5.22: Frequency table of hypermarket

Hypermarket		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	11	2.9	2.9	2.9
	neither agree nor disagree	41	10.7	10.7	13.5
	agree	151	39.3	39.3	52.9
	strongly agree	181	47.1	47.1	100.0
	Total	384	100.0	100.0	

Table 5.23: Frequency table of price packs

Price packs		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	28	7.3	7.3	7.3
	disagree	100	26.0	26.0	33.3
	neither agree nor disagree	19	4.9	4.9	38.3
	agree	173	45.1	45.1	83.3
	strongly agree	64	16.7	16.7	100.0
	Total	384	100.0	100.0	

Table 5.24: Frequency table of premiums

Premiums		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	31	8.1	8.1	8.1
	disagree	49	12.8	12.8	20.8
	neither agree nor disagree	21	5.5	5.5	26.3
	agree	218	56.8	56.8	83.1
	strongly agree	65	16.9	16.9	100.0
	Total	384	100.0	100.0	

Table 5.25: Frequency table of point-of-purchase display

POP display		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	10	2.6	2.6	2.6
	disagree	48	12.5	12.5	15.1
	neither agree nor disagree	49	12.8	12.8	27.9
	agree	196	51.0	51.0	78.9
	strongly agree	81	21.1	21.1	100.0
	Total	384	100.0	100.0	

Table 5.26: Frequency table of television advertising

TV ad		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	10	2.6	2.6	2.6
	neither agree nor disagree	27	7.0	7.0	9.6
	agree	198	51.6	51.6	61.2
	strongly agree	149	38.8	38.8	100.0
	Total	384	100.0	100.0	

Table 5.27: Frequency table of public relations

PR		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	127	33.1	33.1	33.1
	disagree	199	51.8	51.8	84.9
	neither agree nor disagree	6	1.6	1.6	86.5
	agree	36	9.4	9.4	95.8
	strongly agree	16	4.2	4.2	100.0
	Total	384	100.0	100.0	

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

1. Q1.1 Absorbency power
2. Q1.2 Leakage prevention

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
Q1.1	4.7448	.2167	.7011	
Q1.2	4.7266	.3245	.7011	

Reliability Coefficients

N of Cases = 384.0

N of Items = 2

Alpha = .8145



***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

- 1. Q1.6 Supermarket
- 2. Q1.7 Hypermarket

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
Q1.6	4.3073	.5998	.7713	
Q1.7	4.2526	.7428	.7713	

Reliability Coefficients

N of Cases = 384.0

N of Items = 2

Alpha = .8681



***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

1. Q1.8 Price packs
2. Q1.9 Premiums
3. Q1.10 POINT-OF-PURCHASE display

Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Alpha if Item Deleted
Q1.8	7.3724	3.3675	.7280	.6141
Q1.9	7.1328	3.4732	.7976	.5337
Q1.10	6.9948	5.2271	.4255	.9101

Reliability Coefficients

N of Cases = 384.0

N of Items = 3

Alpha = .7935

