

## ABSTRACT

This study aims at investigating the consumer response to sweepstakes sales promotion. The principle purpose of this study is to develop model explaining consumers' attitude toward and use of sweepstakes. Another objective is to examine differences in attitude toward and the level of use of sweepstakes between male and female consumers. Based on the result, it will make recommendations for the marketers as a guideline for planing sales promotional strategy.

In this study, the researcher uses the survey method and 400 sets of questionnaires are employed as the instrument in primary data collection. The target population is shopper in supermarket in Bangkok. For data analysis, Descriptive Analysis is used. Inferential statistics will be used in hypothesis testing. The methods to be applies are Multiple Regression Analysis and Mann-Whitney test. The results indicated that:

1. Familiarity, the attitude of family and friends, and fun and enjoyment of participating in sweepstakes all have significant positive impacts on the consumer's attitude toward sweepstakes.
2. Attitude toward sweepstakes and availability of positively influence use of sweepstakes.
3. Male and female consumers have a difference in attitude toward sweepstakes.
4. There is no difference in the level of use of sweepstakes between male and female consumers.

Finally, the researcher suggests some crucial sweepstakes promotional strategies and managerial implication based on the results of this research. From the model explaining attitude toward sweepstakes, the marketers should increase familiarity by complementing with advertising, and the marketers should increase fun or enjoyment by developing more interesting and exciting game to attract consumers participation. Regarding the model explaining level of use of sweepstakes, the marketers should consider to the important factors in planing sweepstakes to positively increasing consumers' attitude and to increase availability the marketers should provide the information and the opportunity to enter sweepstakes most as they can. When considering the first three ranks of consumers' interesting sweepstakes activities, the marketers should create sweepstakes activities as promotional strategies to meet consumers need and be suitable for their businesses. Another important segment that marketer should pay attention is online sweepstakes due to the fact that it has potential for growth.