



MARKETING CHANNEL IN ORDER TO LAUNCH  
NEW "REMEDENT" TOOTHBRUSH

by

Mr. Santi Kamthornkittikul

A Final Report of the Three - Credit Course  
CE 6998 Project

Submitted in Partial Fulfillment  
of the Requirements for the Degree of  
Master of Science  
in Computer and Engineering Management  
Assumption University

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Project Title                      Marketing Channel in Order to Launch New “Remedent” Toothbrush

Name                                Mr. Santi Kamthornkittikul

Project Advisor                      Asst.Prof.Dr. Boonmark Sirinaovakul

Academic Year                      July 2000

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The Graduate School of Assumption University has approved this final report of the three-credit course, CE 6998 PROJECT, submitted in partial fulfillment of the requirements for the degree of Master of Science in Computer and Engineering Management.

Approval Committee:



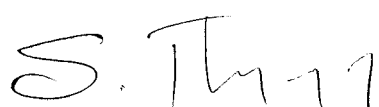
The seal of Assumption University of Thailand is a circular emblem. It features a central shield with a blue field containing a white lily and the letters 'A M', and a red field containing a white cross and the letters 'D S'. The shield is flanked by two golden lions. Above the shield is a crown. The shield is surrounded by a wreath of golden leaves. The words 'ASSUMPTION UNIVERSITY OF THAILAND' are written in a circular path around the shield. Below the shield is a banner with the Latin motto 'LABOR OMNIA VINCIT'. The year 'SINCE 1969' is written below the banner. The name 'S1 GABRIEL' is written on the right side of the shield.

  
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## ABSTRACT

The purpose of this project is to study the marketing channel in order to launch new “Remedent” toothbrush and analyze the customer’s attitude in Thailand.

The questionnaire is used as a research tool with 230 sampling population. Our target group was people who work in offices that are located in Bangkok. The researcher analyzed counting the frequency of each choice, and converted them to percentages (%) to understand and present by using tables and graphs.

After studying this project, we identified factors influencing decision making in purchasing toothbrush. This information can be applied to evaluate and improve in order to launch new “Remedent” toothbrush in the Thailand market.



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## TABLE OF CONTENTS

<u>Chapter</u>	<u>Page</u>
ABSTRACT	i
ACKNOWLEDGEMENTS	ii
LIST OF FIGURES	v
LIST OF TABLES	vi
I. INTRODUCTION	1
1.1 Background of the Project	1
1.2 Objectives of the Project	2
1.3 Scope of the Project	2
1.4 Deliverables	3
II. LITERATURE REVIEW	4
2.1 Definition of Product	4
2.2 History of the Toothbrush	5
2.3 The Nature of Issuers Business	10
2.4 The Nature of Products	10
2.5 Swot Analysis	11
2.6 Situation Analysis	12
2.7 Competitors Environment	15
2.8 Company Environments	15
2.9 Company Vision	16
2.10 Standard Point of Company	16
2.11 Company Structure	16

<u>Chapter</u>	<u>Page</u>
2.12 Our Commitment to Employees	17
2.13 Alternative and Selected Target Market	17
2.14 Problems & Opportunities	19
2.15 Marketing Objective and Goal	20
2.16 Marketing Strategy	20
2.17 Marketing Tactics	22
2.18 Public Relations	30
III. RESEARCH SUMMARY AND ANALYZE SURVEY DATA	33
3.1 Research Methodology	33
3.2 Questionnaire Design	33
3.3 Research of Finding	33
IV. CONCLUSIONS AND RECOMMENDATIONS	77
4.1 Conclusions	77
4.2 Recommendations	78
APPENDIX A THE QUESTIONNAIRE	80
BIBLIOGRAPHY	88

## LIST OF FIGURES

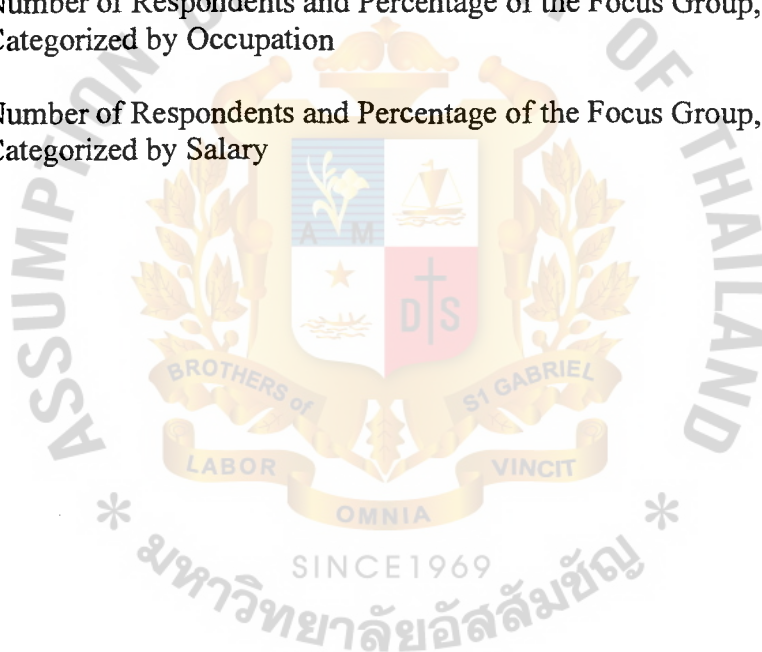
<u>Figure</u>	<u>Page</u>
2.1 Feature of “Remedent” Toothbrush	23
3.1 What Is Your Current Toothbrush Brand?	36
3.2 What Factor Has Fluence on Making Decision in Purchasing Toothbrush?	38
3.3 Which Price Range Is Your Appropriate Price Decision?	40
3.4 Where Do You Buy Your Toothbrush?	42
3.5 Why Do You Buy Your Toothbrush at the Selected Place?	44
3.6 How Many Time Will You Meet the Dentist Per Year?	46
3.7 How Many Time Will You Go to the Supermarket in One Month?	48
3.8 What Day Will You Go to Supermarket?	50
3.9 Which Time Will You Go to Supermarket?	52
3.10 What Type of Promotional Campaign That You Are Most Preferable?	54
3.11 What Media Will You Most Likely to Get the Information?	56
3.12 In Your Opinion, What Is the Appropriate Life Time of the Toothbrush?	58
3.13 Who Is the Buyer of Your Toothbrush?	60
3.14 Have You Ever Heard Toothbrush Named “Remedent” Tooorthbrush?	62
3.15 Are You Interested in Innovation of “Remedent” Toothbrush?	64
3.16 Which Attribution That You Would Like to Take Your Toothbrush?	66
3.17 Sex	68
3.18 Age	70
3.19 Education	72
3.20 Occupation	74
3.21 Salary	76



## LIST OF TABLES

<u>Table</u>	<u>Page</u>
3.1 Number of Respondents and Percentage of the Focus Group, Categorized by Brand	35
3.2 Number of Respondents and Percentage of the Focus Group, Categorized by Factor	37
3.3 Number of Respondents and Percentage of the Focus Group, Categorized by Price Range	39
3.4 Number of Respondents and Percentage of the Focus Group, Categorized by Place	41
3.5 Number of Respondents and Percentage of the Focus Group, Categorized by Reason	43
3.6 Number of Respondents and Percentage of the Focus Group, Categorized by Time	45
3.7 Number of Respondents and Percentage of the Focus Group, Categorized by Time	47
3.8 Number of Respondents and Percentage of the Focus Group, Categorized by Day	49
3.9 Number of Respondents and Percentage of the Focus Group, Categorized by Time	51
3.10 Number of Respondents and Percentage of the Focus Group, Categorized by Price Range	53
3.11 Number of Respondents and Percentage of the Focus Group, Categorized by Media	55
3.12 Number of Respondents and Percentage of the Focus Group, Categorized by Life Time	57
3.13 Number of Respondents and Percentage of the Focus Group, Categorized by Buyer	59
3.14 Number of Respondents and Percentage of the Focus Group, Categorized by Opinion	61

<u>Table</u>	<u>Page</u>
3.15    Number of Respondents and Percentage of the Focus Group, , Categorized by Opinion	63
3.16    Number of Respondents and Percentage of the Focus Group, Categorized by Attribution	65
3.17    Number of Respondents and Percentage of the Focus Group, Categorized by Gender	67
3.18    Number of Respondents and Percentage of the Focus Group, Categorized by Age	69
3.19    Number of Respondents and Percentage of the Focus Group, Categorized by Education	71
3.20    Number of Respondents and Percentage of the Focus Group, Categorized by Occupation	73
3.21    Number of Respondents and Percentage of the Focus Group, Categorized by Salary	75



## **I. INTRODUCTION**

### **1.1 Background of the Project**

In Thailand, the numbers of health-concerned people have dramatically increased in each particular year. This group is looking for quality products, which have different advantages. Toothbrushes, which are sold in the market, are quite similar. It is our opportunity to introduce the distinctive attribute in toothbrushes in order to satisfy the customer. For customers' demand, Remedent is a new brand of toothbrush in Thailand but have existed brand in other countries. Remedent is the best new dental product, which is imported from U.S.A. It has higher special features than other brands in the market. The unique twin gum brushes are angled to automatically clean your teeth and gum line, while at the same time massage the gums. The tongue scraper is an added bonus to get rid of unwanted germs, insuring you of fresher breath. At the opposite end of the gum brush is a high premium toothbrush with a built-in tongue scraper. This is an excellent tool to pull plaque from the tongue. The wide design quickly and effectively cleans teeth. This brush has a V-trim to enable bristles to move easily get in between the teeth to dislodge debris and plaque. After you brush your teeth, you also can use this brush to clean your tongue. There are several benefits: prevention of plaque transfer from the tongue to the teeth, stimulate taste buds, freshen breath.

Remedent toothbrush are of two sizes. Big size (13 years up) and small size (3-11 years). The product has a twin gum brush. One side is used for cleaning teeth and another side is used to massage gums and tongue. Since the product is a new product most customers do not know the technology about Remedent. We have to use many channels of media in order to create awareness. We concentrate on television and magazine. We emphasized our product to people who are health-concerned that desire for high quality products and have a purchasing power. The full price of Remedent is

150 bahts for both sizes. In the introductory stage, we will reduce the price by 50% in order to build brand awareness and increase trial rate. In the next stage of product life cycle, we will moderately increase the price of Remedent in order to fulfill our objectives. Besides price reduction offered to customers, we also have trade promotion for the dealers to induce them giving us more store space. We provide discounts for the dealers.

## **1.2 Objectives of the Project**

The objective of this research is to plan and analyze a marketing channel alternative and distribution arrangement of “Remedent” toothbrush in the Thailand market and to evaluate the customers’ attitude. They are as follows:

- (1) To study the factors influencing on making decision in purchasing toothbrushes.
- (2) To study the current toothbrush brands in order to identify market segment of target.
- (3) To compare the current and new toothbrushes to show benefits concerned with dental professionals.
- (4) To show design a criteria used to develop the new “Remedent” toothbrush.
- (5) To plan and analyze in marketing channel alternatives and distribution arrangements of “Remedent” toothbrush.

## **1.3 Scope of the Project**

Given the objectives above, analysis is carried out to find out the expectation of potentiality and viability of marketing channel management in order to launch “Remedent” toothbrush in the Thailand markets.



This survey research focuses on the customers' attitudes and dental professional viewpoints. In addition, survey research will analyze the marketing feasibility of "Remedent" toothbrush in the Thailand markets.

#### **1.4 Deliverables**

The project shows the marketing channel management of "Remedent" toothbrush toward customers to provide information of the unique qualifications of "Remedent" toothbrush and make our products known and accepted by the customers in Thailand.



## II. LITERATURE REVIEW

### 2.1 Definition of Product

Dentists recommended brushing technique built into gumbrush. Scottsdale AZ based Remedent USA, Inc. introduces the original toothbrush, gum brush and tongue scraper on one handle. Positioned as a therapeutic device, this comprehensive oral hygiene instrument gives the consumer two distinct brushes for the same price as a high premium toothbrush. Despite 200 years of toothbrush innovations, more than 80% of the population has gum disease. Why? Human error.

Most people don't do a thorough job of brushing, because they rush through it. Remedent solves this problem as the gum brush automatically hugs the teeth and gums, assuring all surfaces are cleaned and gum massaged, inside and out.

When Remedent gum brush is placed around the teeth, the twin facing heads hug your teeth gums at the recommended 45 angle, half the bristles on the teeth, and half on the gums, precisely how your dentist tells you to do it. The result is essential gum massage while cleaning the gum line with minimal effort. At the opposite end of the Gum brush is a high premium toothbrush with a built-in tongue scraper. This is an excellent tool to pull plaque from the tongue. The wide design quickly and effectively cleans teeth. This brush has a V-trim, to enable bristles to more easily get in between teeth to dislodge debris and plaque. After you brush your teeth, you can use this brush to clean your tongue. This has several benefits: Prevention of plaque transfer from the tongue to the teeth, stimulates taste buds and freshens breath.

#### Testimonials of Dental Professionals

"The new Remedent Tooth & Gumbrush is amazing. The unique twin gum brushes are angled to automatically clean your teeth and gum line, while at the same time massage the gums. The tongue scraper is an added bonus to get rid of unwanted

germs, insuring you of fresher breath. I recommend it to all my patients and see that it is a very effective tool in helping prevent cavities and gum disease.”

- William J. Reardon, DDS, Yankton, SD

“I have been monitoring Remedent for 90 days with many of my patients. I am delighted with the results we are experiencing. Many patients have chronic red and enflamed gum tissue. After using Remedent for as little as 30 days, I have noted a marked improvement in their gingival health. In addition, patients who had perio pocket depths of 4 to 5 mm have shown improved pocket depths of 3 to 4 mm after using Remedent for 60 days.” And Dr. Moore continues... “Gum disease is a chronic problem in 80% of the population. The condition must convert from chronic to acute in order for the body to take action on the problem. Remedent has the unique ability to convert the condition from chronic to acute within 2 to 3 days of use. The body then begins to take action and by the 4<sup>th</sup> day, the gum tissue is improved and the longer the brush is used, we can expect gum tissue to continue on an improved course.”

-Dr. Earl Moore, DDS, BSD, MSD

## **2.2 History of the Toothbrush**

History of the toothbrush will be categorized into four periods as follows:

- (1) Mesopotamian Civilization
- (2) Elizabethan toothbrush
- (3) Celluloid Handle
- (4) New Remedent toothbrush

### **Mesopotamian Civilization**

Civilized people have always used some type of instrument to clean and preserve their teeth. The first known instrument was a toothstick, referred to as a toothpick, woodmop, twigbrush, miswak, or siwak, according to Dental Student magazine. There

were no brushes, but sticks were used to clean teeth. The sticks were of various sizes, and shrubby. Often, tender shoots from a tree were used to perform the task of cleaning. Sometimes, sticks were shredded by the chewing or pounding and the fibrous material that resulted formed a primitive type of bristle. The stick would be used this way for a few days, and then the end would be cut off and the process repeated until the twig was used up.

The Arabs were the first people in recorded history to use toothsticks. Religious significance was attached to the ritual, and prayers were said while brushing. Fifteen minutes of brushing equals about 70 prayers. It has been theorized that the expression "Cleanliness is next to Godliness," evolved from this period.

The siwak, as the toothstick was called, is mentioned in literature dating back to the days of Mesopotamia, one of the cradles of civilization. It is still in daily use today by some 10 million people in the Old World, and as late as 1953, sticks were in use in some isolated sections of the United States, according to Dental Student magazine.

The original toothpicks, first recorded some 5,000 years ago, were made from porcupine quills, bird feathers, metal or wood thorns. During the eighteenth and nineteenth centuries, the metal ones achieved an ornate art status, and were frequently made of gold or silver.

#### Elizabethan Toothbrush

In the seventeenth century, rags and sponges dipped in sulfur oil or a salt solution were rubbed against the teeth. Sometimes they were attached to a stick, and the teeth were more or less mopped. Evolving from this practice, the first recorded use of a toothbrush as we know it today occurred in 1780 by William Addis of Clerkenwall, England.



Addis, a tanner by trade, was seeking political refuge in the home of another colleague. With time on his hands, he whittled a handle of animal bone, then drilled holes in it and wired in the hairs from the tail of a cow. Descendants of William Addis are still manufacturing toothbrushes today in a factory in Hertford, England.

Bone handles, primarily from cow thighs, were used until the early 1900's. It was the only bone strong enough to hold up during the bristling process and maintain its strength when wet. Russian and Chinese boars were used for the bristles.

Manufacturing bone handles became an art, with hand carving, bleaching and polishing. The heads were drilled and slots were cut into the back of the head, where bristles were actually threaded through and wired into place. The wires were tied to the knots of the bristles. When all the knots were aligned, a laborious process, a colored cement filled in the crevices and secured the bristles in place. Trimming was done by scissors, or later, by machines.

#### Celluloid Handle

During World War I, craftsmen were needed for the war effort and bones were needed for soup. Celluloid handles were introduced. They were cut into strips and formed into molds. The injection-molding process followed where molten plastic is poured into molds and cooled.

In the 1920's, a staple method was developed to secure the bristles into the handle. The holes were drilled in the head and a tuft of bristle was driven into each hold and secured with a wire staple, a method that is still used today.

During World War II, a very important road out of Chung-King, China was blocked, impeding the export of Chinese boar hairs, the ideal bristle at that time. Fortunately, nylon filament was developed in 1938, and was widely used to replace the

popular hog bristles. Even today, boar bristle brushes account for about 10 percent of all brushes worldwide.

The nylon filament offered several advantages, including a texture that could be controlled, reducing cost. Improved manufacturing techniques have advanced nylon bristles to where they are mostly preferred over natural bristles. Softer textures, varying diameters, rounded ends and sophisticated bristles patterns have greatly improved performance.

#### New “Remedent” Toothbrush

The famous quote “necessity” is the mother of invention has a special meaning with respect to the Remedent tooth & gumbrush. Toothbrushes have been around for more than 200 years, yet 80% of the world population has some degree of gum disease. That's taking necessity to its highest level. A team of engineers and dental professionals grasped the challenge: re-invent the toothbrush.

First, they needed to pinpoint the primary cause of gum disease. They discovered that the culprit is human error. People are not brushing and massaging their gum tissue on a daily basis due to “hit and miss brushing techniques.” The proof rests in the fact that many dental professionals who methodically massage their own gums daily are nearly free of gum disease. The challenge was to create a toothbrush which would eliminate human error. It became an engineering problem as opposed to a dental problem, and every engineering project starts by setting forth the design criteria which is a specific list of demands which must be met in designing any product. Here are the design criteria used to develop the new toothbrush.

- (1) Must be easy to use (convenient).
- (2) Must be safe and effective.
- (3) Must be priced same as other high quality toothbrush.

- (4) Must perform all of the functions of quality toothbrush, plus high quality toothbrush, plus eliminate human error associated with gum brushing.
- (5) Must provide for easy tongue brushing.
- (6) Must have a built-in tongue scraper.
- (7) Must be attractive and interesting so that curiosity will spark impulse buying.
- (8) Must provide clinical test scores which are higher than other high quality toothbrush and significantly improve gum tissue health so that the product can be positioned as a therapeutic instrument.

After years of cohesive teamwork, trial, and error, a miracle brush emerged which not only met, but exceeded the rigorous demands of the design criteria. Clinical testing provided plaque removal and gum tissue improvement scores beyond all expectations. The product was then given the tradename Remedent, a coined combination of 'remedy' and 'dental'.

In 1996, Remedent USA was founded to market launch Remedent in North America. Extensive focus group surveys were conducted to test packaging concepts, as the founders realized the product demanded a dynamic package which would reach beyond the brush itself, to generate impulse buying. The package was designed over and over again until focus group studies indicated Remedent would capture more than 10% of the high-premium category. To further verify the 10% goals, a market study which included 39 Fry's Food and Drug stores in Arizona, was conducted from July through September of 1996. The results not only verified, but exceeded the goals, with Remedent taking an impressive 14% of the high-premium category.

Remedent became a confirmed winner. Now, it was a matter of implementation of a plan to duplicate the successful results. Production was established in a joint

venture with the largest toothbrush manufacturing facility in mainland China with overall capacity of 15 million brushes per month. Specialized tooling is now operational to produce more than 1 million. Remedent brushes per month and additional tooling is being made to insure an uninterrupted flow of product.

Remedent is committed to obtaining and keeping satisfied customers. The customer service department is fully dedicated to find a way to make every customer happy at almost any cost. Remedent is sweeping the nation, and is the one and only Toothbrush, Gumbrush, and Tongue Cleaner on one handle.

### **2.3 The Nature of Issuers Business**

Remedent USA, Inc. designs and markets highly effective and widely accepted oral care products to consumers through a network of national retail chains and oral healthcare providers. Following four years of research and development, the Company introduced the Remedent tooth & gumbrush (tm) and Remedent junior (tm) (for kids 3 to 11), featuring a unique patented dual head design.

### **2.4 The Nature of Products**

Remedent is the original Tooth & Gumbrush on one handle. The Remedent instrument consists of a twin headed brush at one end and a toothbrush with an underside tongue cleaner, at the opposite end. The triple action of Remedent targets the gums, teeth and tongue, therefore improving overall oral hygiene. The gumbrush consists of twin brushes that face each other. Remedent uses nylon bristles in its gumbrush, exactly like the bristles recommended by dentists for a regular toothbrush. This assures that our gumbrush is absolutely safe and very enjoyable to use due to the gentle massage it delivers. The soft, gentle bristles surround the gumline, inside and outside of your teeth, positioned to sweep across the gumline, providing vital massage of the gums. The safe, enjoyable massage of the nylon bristles stimulates blood flow in



the gums, greatly reducing the chance for gingivitis. The bristle configuration of the twin headed gumbrush ensures the user of a thorough cleaning. It automatically and simultaneously brushes teeth & gums inside and outside, with easy access to back teeth, where gums have the highest incidence of gum disease. This toothbrush has three applications: To clean the facial teeth and chewing surfaces and to loosen plaque on the tongue.

The tongue scraper is used to scrape plaque from the tongue after it has been loosened with the toothbrush. Plaque always builds up on the tongue. Remedent helps to loosen and pull plaque away for fresher breath. Remedent tongue cleaner built right into the underside of the toothbrush end of the handle. Remedent's tongue cleaner has one great advantage over all other tongue cleaners. Plaque can be removed from the tongue faster, easier and more effectively if the tongue is brushed before the tongue cleaner is used. Only Remedent has a brush along with the tongue cleaner.

## 2.5 SWOT Analysis

### Strength

The Remedent toothbrush is the high quality product, which can provide miscellaneous characteristics. We are the distributors in Thailand with license so the competitor cannot copy our products. Our unique products are available for both adults and children at more channels of distribution such as Supermarket, Franchise Shop, and Dental Department in hospitals included direct selling. The customers will accept quality of our products because of attitude towards imported goods which are of high quality.

Furthermore, the Remedent toothbrush is recommended by dental professionals and accepted worldwide.

## Weakness

Since our company has introduced a new feature of toothbrush, it is hard for target customers to adopt easily because the attitude and belief of customers are still unchanged. Most target customers are confident with the effectiveness of the original toothbrush. Moreover, the usage of our product is more complicated than normal toothbrush. In order to use the Remedent, customers are required to study instructions in details. In the customer's viewpoint, our products are considered quite costly compared with major existing brands.

Due to the fact that Remedent is an imported toothbrush from U.S.A., the imported cost from foreign suppliers is increased. The selling price also goes up. Consequently, brand switching occurs and it ultimately effects gross profit margin of the company.

## Opportunities

Nowadays, people are more concerned about themselves than in the past. They find out the way to prevent disease. They are interested in every activity that helps them to be a healthy person.

## Threats

Thailand is facing the economic crisis since 1997, Therefore, the government campaigns everyone to buy and use local products for money not to flow outside the country. Imported products faced the problem that comes from this campaign because people turn to use the local products which are cheaper in price than imported goods.

## 2.6 Situation Analysis

### Demand Trend

Nowadays, Thai people become health concerned especially Bangkokians. To follow the customers' needs and wants, many products have added more value

concerned with health of customers. Some companies do not pay attention to monitoring customers' need. For instance, the toothbrush market launches the repetitive product which can brush the teeth but cannot save your gum. Therefore, Remedent Company decided to launch a newly unique tooth and gum brush, which is different from the others in several ways, by providing an innovative instrument, which takes the guesswork out of proper brushing technique.

### Demographic

The total population of Thailand is approximately 65,000,000 people. Most of the people live in the capital and major cities such as Chiangmai, Had Yai, Ubolradchatani and Chonburi.

Bangkok is a capital city and crowded with people especially in downtown areas. There are almost 7 million people who are resident in Bangkok.

### Social & Cultural Factors

Presently, people are health concerned especially in big cities such as Bangkok. Moreover, people tend to adopt western culture. Parents are willing to let their children make a decision by themselves. Most old people are categorized as in a conservative group.

When innovating a product, the customer might not accept it easily because the consumer behavior is difficult to change especially in conservative groups. Remedent toothbrush is also categorized in this group. Moreover, the complicated usage may be another factor.

### Economic and Business Conditions

In the past, economic growth rate has been increasing about 6-8%. Business is also rising. Since 1997, Thailand faced economic problems especially currency exchange rate. Therefore, Thailand decided to change the monetary system from

Basket Approach to Free-floating rate Approach, which leads to currency fluctuation. If Thai Baht is depreciated, we cannot avoid incremental cost. On the contrary, we can get surplus when Thai Baht appreciated.

Even in slow growth economy, sales volume of many products decline especially luxury goods. Sales volume of consumer goods is still stable because they are daily-life products.

#### Technology

New technology, which was developed by the competitors, is the electric toothbrush. Electric toothbrush is specially designed to clean teeth and gum. However, it partially effects our products because it can reach the gum line but they are still dependent on user dexterity while our product is accomplished by a design that assures proper techniques and thorough brushing without using skill.

#### Politics

The Political system of Thailand is democratic. Market organization for consumer goods is monopolistic competition or differentiated product, and entry into and exit from the industry are rather easy in the long run.

Chuan's Government encourages Thai people to buy domestic goods in order to recover from the economic crisis. We have noticed this from launching of many campaigns. Probably, these campaigns affect our marketing strategy.

#### Law & Regulation

Both local and imported product have to get approval from government before selling in the market. Government will check and control quality of the product. Government has regulations for each kind of product. The producer has to produce the product that gets acceptance and meet regulations of government. Products that get approval, can be sold in the market. Products that does not get approval, have to



modify to reach the quality regulated.

## **2.7 Competitors Environment**

Brand competition: Remedent sees Oral-B and Aquafresh as the main competitors because they offer the product that has quite the same benefits to the same customer. The same benefit is this product will help consumers to take care to avoid the gum disease but Remedent is the product that uses directly to protect and prevent gum disease.

Industry competition: Remedent perceives Close-up, Aim and Colgate as the competitors that is producing the same product but they are not the major competitors. All of them provide the same product as Remedent but has different market and price.

Form competition: Remedent perceives Listerine and Fluoride as the competitors that supply the same service. Remedent would see itself competing against not only other toothbrush companies but also the product that is linked or related to teeth.

Generic competition: Remedent sees other products such as soap, hair spray etc. as the competitors to compete for the same target customer money. For example, Shokubutsu and L'oreal are the competitors that don't provide the same product but producers that compete with each other for the same customer money.

## **2.8 Company Environments**

KWH International Company Limited is newly established in Thailand as a distributor company in 1997. Even though this company is the new distributor in the toothbrush market, the company has a strong commitment to their capability to act as a distributor because KWH Company consists of experienced staffs who really understand the market environment and the customers well. Moreover, KWH has a strong financial position that can effectively allocate the budget to several necessary activities to perform as a competent distributor such as marketing research, advertising

and sales promotion. In addition, the director of KWH International has a closet relationship with Senior Marketing Director of Remedent America.

KWH International Co., Ltd. has a registered capital of 10 million. Our head office is located at Thai Wa Building 15th floor, Sathon Rd., Yannawa, Bangkok and our warehouse of Remedent toothbrush is located at 103 Soi Peung Mee 2, Sukhumvit 93 Rd., Prakanong, Bangkok.

## **2.9 Company Vision**

The company will provide the consumer with knowledge about the company truthfully and share knowledge about brushing skills for better customers' oral health. In addition, the company has been performing as a full line distributor of many products under Remedent trademark. KWH carefully selected the products that have high quality, competitive price and the ability to satisfy the needs of the customers. To reach objectives as planned, the company has both short-term and long-term plans, which will be implemented to achieve the company's objectives. Moreover, the company plans to expand the distribution of Remedent product lines occurring all over Thailand. The company set up sales promotion, advertising and public relations programs in order to make our products known to everyone and accepted by the customer.

## **2.10 Standard Point of Company**

KWH International Co., Ltd. aims to provide only Remedent toothbrush around this time in order to satisfy wants and needs of primary target market by convincing them that Remedent toothbrush can be able to serve their needs and wants. Furthermore, the company tries to gain more market share from other competitors simultaneously.

## **2.11 Company Structure**

The company has 35 employees and centralizes part of the training and recruiting functions to increase efficiency by using centralized part of the training facilities where

employees can be brought for short, intensive training sessions using specialists and equipment. Moreover, Board of Directors attempt to study the basic motivation of employees in the organization and understand that they have the need for status, control, accomplishment, respects and so on. Company generally conducts the meeting every 3 months. This method can build the unity of customers. Therefore, everyone in the organization should have the same objectives and work directly to accomplish those objectives. Its aim is to build cooperation among employees.

Our company sets up recognition award for employees who can bring the success to the company especially sales volume. As a result, the sale force will tend to succeed year after year as they strive to keep their image of outstanding employees.

## **2.12 Our Commitment to Employees**

The company will employ the best people we can find without regard to gender or any differences unrelated to ability of doing jobs and the company will recognize the vital importance of continuing employment because this can effect the strength and success of our business. In addition, the company will pay employees fairly, with careful attention to the compensation of each individual and encourage teamwork and cooperation in order to bring the idea and effort of our employees together with the success to the company. Moreover, the company will maximize the development of individuals through training and instruction on what they are doing well and how to do it better.

## **2.13 Alternative and Selected Target Market**

### **Demographic**

Income: Under 5,000, 5,000-10,000, 10,000-20,000, 20,000-30,000

Age: 3-12 years, 13-19 years, 20-25 years,  
25-35 years, 50-60 years, >60 years

Gender: Male, female

Education: High school graduate, college graduate and university graduate

Occupation: Student, employee, government officer, entrepreneur and housewife

Geographic: Density: Bangkok, suburban, rural and major province in each region

Lifestyle: Working people, health conscious, modern life style and liberal

Social class: Upper upper, lower upper and upper middle

Benefit: Quality, service and economy

Occasion: Special occasion and regular occasion

User status: Nonuser, ex-user, potential user, first times user and regular user

Attitude: Positive, negative and indifferent

Selected Target Market

Demographic

Income: We emphasize our target on these who have individual income of more than 10,000 Bahts.

Age: Our target consists of young & middle age (3-60 years)

Gender: Male and female

Education: High school and over

Occupation: College student, white-collar worker and housewife

Geographic: Bangkok and major province in each region

Lifestyle: Gum and teeth conscious, modern life style

Social class: Upper upper, lower upper, upper middle and middle class

Benefit: Quality (a disease protection)

User status: Nonusers and regular users of other brands

Occasion: Regular occasion

Attitude: Positive

After evaluation of the research finding and other factors, we decided to select these target markets as we described because of these following reasons:

High purchasing power, health emphasized (health conscious), direct for high quality product and ready to adopt innovative product.

#### **2.14 Problems & Opportunities**

Life style of Thai people has changed, they are ready to try an innovative product and adopt the qualified product. This shows the opportunity for a differentiated product like “Remedent toothbrush”. As we mentioned earlier that Bangkokians are more health concerned than before especially our prospect customers. If our product can satisfy their demand, they will not hesitate to pay a little more. Presently, the communication has more influence on consumer’s buying behavior. Companies can easily create product awareness to customer through the variety of media. Communication can provide a great opportunity of alternative products to customers not only in Thailand but also globally. Currently, imported products act as the another choice.

To enter into the Thailand market, Remedent is facing many strong existing brands. This situation is the most serious problem. The existing brands that we have to compete with are Oral-B, Colgate, Close up and Aquafresh. All these four brands have strong brand equity. Besides that, Remedent is a new brand in the customers’ viewpoint but actually “Remedent” brand name is a reliable brand for westerners. This problem will be connected to loss of confidence in product’s quality. In spite of our company having a good relationship with Remedent U.S.A, we still cannot control the cost of Remedent toothbrush because the cost of Remedent depends on the currency exchange rate. From this problem, we cannot set a high profit margin. If we add a large profit margin, it will affect Remedent’s sales volume directly.



## **2.15 Marketing Objective and Goal**

The company will provide information to consumers for better understanding that it is well for teeth and gum, inform the unique qualifications of Remedent toothbrush, motivate the decision of customers, increase trial rate of approximately 75% within the first year and make our product be well known within 3 years. Furthermore, to capture 5% market share in the introductory stage of product life cycle during the first year and increase market share up to 10% within 3 years and reduce expenditures about 10% in the decline stage.

## **2.16 Marketing Strategy**

“Remedent” toothbrush is in the introductory stage although the toothbrush industries are in the mature stage. Only a few persons will buy it. Therefore, the company has to stimulate awareness, interest, trial and purchase. It takes time to roll out the product in the market and to fill the dealer pipeline. Profit will be from negative or low at the beginning period because of a low sales volume and heavy distribution and promotional expenses. In order to recover as much gross profit per unit as possible, the company spends heavily on promotion to convince the market of the product’s image even at the high price and accelerate the rate of market penetration. We try to attract nonusers to our product and attract competitors' customer to try or adopt our brand. The new feature of Remedent will build image of company innovativeness instead of copying the same style of competitor’s product. We try to expand our market share by attracting the leader and shifting the battleground to the territory where we have an advantage such as health-concern group.

Our marketing strategy for Remedent toothbrush will be classified into two main periods: short term and long term

Objectives of short term period (within 6 months)

## St. Gabriel's Library

The company will create brand awareness and inform the qualifications of Remedent toothbrush to customers. In addition, the company will create the premium toothbrush in the country and change the customer's attitude about the original style of brushing.

Remedent toothbrush is a newly imported product from U.S.A. After conducting a research, we have found that only 12.7% of respondents have ever heard Remedent brand name, so we have to create our product awareness. Firstly, television media and magazines will be the major media that we selected because they can reach most of the target audience. In addition, using magazine as a media can help in providing the information to a specific consumer group.

Furthermore, Remedent is the new style of toothbrush, which has a complicated method in using. Therefore, we would like to launch a special booth for giving detailed instruction in a particular supermarket. Within 6 months, our company expects to change the customer's attitude not only on teeth but also on gum because the good gum leads to the healthy teeth. We expected that the number of product trials should be increased. For the price strategy, our company will grant the discount or credit terms to both wholesalers and retailers in implementing further selling.

Objectives of long term period (within 3 years)

The company will increase market share by 10% and increase annual profit by 8%. In addition, the company will increase the market coverage and will have customer's brand in mind.

After a short-term period of six months, our company will launch a new strategy plan for a longer-term period. The company will serve multiple market segments, in a cost effective and competitively superior way in order to increase margins. The firm will add new market segments to their core segments, hoping to achieve a competitive

price because a bulk amount leads to a lower and competitive strength. In addition, the company will order for the upcountry and major provinces market. We will distribute our products to medium and large size retailers and wholesalers in high service and rapid delivery to satisfy those channels. Moreover, we will offer turnkey merchandising program to our buyers including delivery service and customized packaging operations. The large wholesalers will get the special condition of credit term and extra discount percentage when buying in a bulk amount.

## **2.17 Marketing Tactics**

This marketing tactics consisted of 5 parts described: (1) Product (2) Price (3) Distribution (4) Promotion:

### **Product**

Toothbrush is a consumer product, which has a useful life of 2 - 3 months. Mostly, the customers always buy only the familiar brands. Since the existing toothbrushes are having strong brand equity, our toothbrush needs to be differentiated to attract customers and provide them benefits that outperform those of competitors. Therefore, we decide to launch Remedent toothbrush because it has distinctive features. Gumbrush features: Massage and stimulates gum tissue automatically with every use, back teeth easily reached with unique design, eliminate human error, as gumbrush automatically cleans teeth and massage gums, inside and out, simultaneously, flexible arms self-adjust to teeth width, ensuring maximum reach between teeth, easy cleaning if brush is facilitated by the one-price molded design, which eliminates hidden pockets where bacteria can grow, gumbrush automatically cleans where others fail, reaching inside back gum tissue where gum disease is most prevalent, gumline cleaning assured by correct angle, as recommended by dentist, traditional bundled bristles provide real comfort and more effective plaque removal, teeth & tongue brush features, premium

quality toothbrush used like any other toothbrush. In addition, V-trimmed bristles provide maximum reach for cleaning between teeth, wide brush path provides more efficient cleaning and allows for easy and effective tongue brushing, tongue scraper pulls plaque from tongue, promoting fresher breath and more responsive tastebuds, buffed bristles are safe and provide more plaque removal surface area than end round bristles.

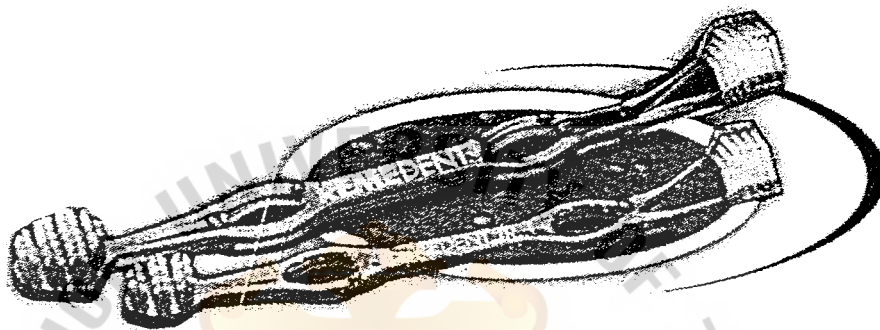


Figure 2.1. Features of “Remedent” Toothbrush.

According to the product attributes, there are great opportunities to take action in marketing activity and it should be “selective distribution” because our products are consumer goods that means daily life product and short useful life. Our product will be available in Bangkok area. The positioning of our product will be the premium one in the market provides the best benefits to the customers.

#### Price

Price Objectives: The company will get the price which corresponds to the value judgement of customers and also build quality image at an affordable price.

Since the Remedent toothbrush has been imported from U.S.A, it made Remedent more costly than other local brands in Thailand. So, we cannot follow the other competitors because our product is an innovative one, which leads to more product

competitors because our product is an innovative one, which leads to more product benefits than normal toothbrushes. Even though customers have to pay a little more for Remedent toothbrush, they will gain more benefits.

	Small size (3 to 10 yrs)	Big size (11 yrs up)
retail price (bahts)	150	150
wholesale price (bahts)	105	105

Since Remedent has been imported before devaluation of Thai baht, the cost of good sold is much cheaper than the current price. Our strategy aims at price reduction in the introductory stage. To create brand awareness and increase trial rate, we decided to set the price to just cover the cost. We will discount 30% in retail price. The final price that we are going to sell in the introductory stage is 105 Bahts. After customers have knowledge about our product and perceive our product as high quality product, we will increase the price to achieve maximum profits.

As a new product in the customers' view point, we should concentrate more on the distribution channel. We should motivate them by using promotion allowance to pay them. It is the payment or price reductions to reward dealers for participating in advertising and sales-support programs. Besides all the above, our company also granted longer credits term and longer payment period for retail and wholesales suppliers.

### Distribution

Distribution consists of 3 parts. We follow these considerations: (a) Distribution objective (b) Distribution alternative (c) Distribution strategy:

#### Distribution objectives

The company decided to cover all target areas is the main objective of the



company's distribution. We have to keep brand image, implement resources as low as possible, including, time, money and human resources.

#### Distribution Alternatives

Exclusive distribution is suitable when want to enhance the product's image and allow higher mark-ups. Though the product of the company has a quality standing as a unique selling point, we will not put a very high mark-up on the price. In order to gain more market share, we will try to emphasize on the quality of product at a very competitive price. In addition, to get a more aggressive and knowledgeable selling, we have to spend more money to gain a greater relationship from reseller to maintain a great deal of control over the service level and service outputs offered by the resellers. This strategy tends to be costly and put the company in a difficult situation to cover a large market with very few sellers.

Intensive distribution offers greater intensity of distribution. This is appropriate for the product dispersion to cover a large market. However, it seems to be regarded as a low-image product. As we want to position "Remedent" as a high-value position, we will go on to distribute at a lesser intensive extent. In order to control product and service output level, it requires a very large effort and budget. Selective distribution is a compromise of the two strategies above. We do not have to dissipate our efforts over many outlets, including many managerial ones. We can develop a good working relation with our selected dealers and expect a better than average selling effort. This strategy allows us to gain adequate market coverage with more control and less cost.

#### Distribution strategy

In order to reach the distribution objectives. We intend to use selective distribution to distribute our toothbrush. This strategy could be effective in coverage. At the same time, we still can keep our product image. Moreover, this channel of

distribution should get through the target market easily. The product will be supplied in selected supermarkets, franchise shops, etc.

To introduce existing brand in new markets effectively, we decided to distribute our product as follows: (a) Retailers (b) Wholesalers (c) Salesforce:

#### Retailing

We will distribute our product in supermarkets department stores, franchise shops, dental clinics and dental departments in hospital with the following considerations.

#### Supermarket in Department Store

Remedent toothbrush will be available in supermarkets in selected high-value-image-department-stores. Department stores hold a variety of consumers. The department store is the center of the variety in brands of toothbrush for the consumer to select and compare the attributes of a toothbrush. We will place our product in World Trade Center, Isetan, Emporium, Top supermarket in both Central and Robinson.

#### Franchise Shop

Currently, the buying pattern of consumer behavior toward consumer goods has changed especially modern life style groups. They are more likely to buy consumer goods from franchise shops. Furthermore, this group of customers is categorized as our prospective customers. The people who shop in the franchise shop desire to buy better quality products, so Remedent is most suitable for this kind of stores because we projected our product as a high quality product at an affordable price. Our product will be places in Boots and Watson's shop in the Bangkok area.

#### Dental Clinic and Dental departments in hospital

When the people have trouble with their teeth and gum, they usually go to see a dentist. In this location, we can increase sales volume by dentists' recommendation. We will provide sufficient information about qualification of our toothbrush to the

dentist in order to let them thoroughly understand the benefits of Remedent. Our toothbrush will be available in Phayathai hospital, Bamroongraj hospital, Samitivej hospital and other accredited dental clinics, etc.

#### Wholesalers

In the first period, the company is willing to distribute the product through Bangkok area and plan to distribute to suburban and major provinces such as Nakorn-Phatom, Chonburi, Chengmai, Hat-Yai, etc.

#### Salesforce

Due to the need and importance of innovative product, product's knowledge is required by customers. We consider the necessity of personal selling the toothbrush to ultimate customers.

We will assign its sales representative to sell Remedent through Direct Selling. The sales force will be selected based on their ability and personality. The training programs will be provided to help the sales representative to deeply have product's knowledge and to be efficient and reliable.

#### Promotion

Promotion objectives: We decided to create brand awareness of minimum 75% in the introductory stage and inform customers how our product differentiated from competitors' products. We have to attract customers' interests to our new product and influence in buying decision process.

Actually, Remedent toothbrush is a new product, which is totally different from other brands in the aspect of Design and Usage. We also position our toothbrush as a premium product. To successfully launch Remedent in Thailand, it is necessary to use promotional campaigns in both activity and frequency.

We are using advertising as the main tool to communicate product attributes, long

term image and building brand equity, we also have sale promotions to generate store traffic, immediate buying action, and short term product movement. Moreover, we have the salesforce team to keep in touch with ultimate customer directly. Basically, we have to provide product's awareness, product's benefits and product's usage toward audience. The reason behind is that we would like to show the differentiation and strengths of our toothbrush and to create product trial. Besides that, we need to create product image by using Public Relation, Advertising, and Sales Promotion altogether.

We have to emphasize on the introductory stage of product life cycle (PLC) because our product is new to this market. From our research, we have found that only 12.7% of respondents have heard our brand name. This shows that many consumers are unaware of Remedent toothbrush. For this reason, we have to increase brand awareness of customers toward our product.

In order to reach objectives, we launched the following promotion: Sales promotion, consumer sales promotion, point of purchase advertising, price-off, trade sale promotion, display/merchandising allowance and advertising. For example:

Point of purchase advertising: We design to create outstanding P-O-P by contracting with some retailers to gain more shelf-space and long promotion period as much as possible, especially during introductory period. In the main entrance of the supermarket section of selected department store and franchise shops. The main advantages of P-O-P are impulse buying and brand awareness.

Price-off: In the introductory stage, we decide to discount the price of Remedent by 30%. The main reason is the price of Remedent is quite high in the customers' perception but actually our price is appropriate when comparing with the outstanding benefits. Price-off strategy can be effective to attract the customers to try our product.

Trade sale promotion: In addition to sales promotion that we use to pull

customers' attention, we also realize the importance of trade promotion that offers rewards to induce specific kinds of action by the distribution channel of package goods product. Trade promotion is used to encourage retailers to purchase inventory, more display allowance, slotting allowance and encourage retailers to buy more products. We launched the following trade promotion program.

**Display/Merchandising allowance:** This allowance is paid to retailers to enhance a specific kind of in-store merchandising performance, usually either a second location display or an enhancement to normal shelf space.

This will obtain a visibility advantage for a new product, and to secure year-round shelf space advantage. Extra display has been shown to be a major sales increase factor for our toothbrush.

**Advertising:** Remedent is the new toothbrush in Thailand, so to build brand awareness to the audience, advertising is the effective way to reach the mass customers. Moreover, advertising can create long term image and build brand equity. It also communicates the product features and benefits and gain customer awareness and acceptance.

**Advertising objectives:** We decide to inform the customers that Remedent toothbrush is available in the market, enhance the attitude about value product criteria buying decision of our product to customers and also persuade target market in buying decision process.

#### Target Audience

**Demographic:** Thais, aged between 18-45 years old, unisex, economic status (25,000 bahts per family) and bachelor degree and upper.

#### Psycho-graphic

Our target audience will be the persons who are having modern lifestyles, update



news, expecting to have fresh breath and worried about their teeth and gum.

### Role of advertising

The main role of our advertising is to distinguish the differentiation between original toothbrush and Remedent. We heavily point out the benefits of our product. Moreover, we also show the usage of our product. Finally, the target audience will concentrate more on health especially in teeth and gum.

Remedent toothbrush is a new alternative, which revolutionizes from the original. It can perfectly treat teeth and gum better than normal toothbrush. Remedent toothbrush is only a brand that suits new alternative for cleaning. Our product was approved by dental institutions of U.S.A that Remedent could clean teeth and gum line. Furthermore, it also can get rid of unwanted germs and insuring of fresher breath. In addition, we will use other advertising materials such as: magazine, television, leaflet, folder, brochure and so on.

From the research, we have found that most people are aware of the availability of toothbrush from TV and magazine. So, we will use TV commercial and Magazine as the major medium, TV can attract attention of audience in both selective and mass market.

Since, television is a dominant medium for nation advertisers, when budgets are cut by there advertisers, magazines dominate first. We also decided to advertise our product on magazine because its can reach our selective target audience.

### 2.18 Public Relations

Normally, the responsibility if Public Relations is to create goodwill of customer toward company's product. When the bad news occur, this department has to protect the company's image or its individual products immediately.

Integrating (Sales Promotion, Advertising, PR, Salesforce)

For the grand opening of Remedent, the price of Remedent will be cut to 105 bahts/unit from the full price of 150 bahts per unit. However, our pricing reduction can be a little bit increased or decreased depending on the relevant factors.

We will distribute the leaflet and folder to supermarket, hospital, dental clinic, etc. Every leaflet will be attached with product's benefits. In addition, it is necessary to inform any press and media about toothbrush such as, Prew, Preaw Sud Subda, Ploy Gam Phet, Deechan, Gm trendy Man, Boss, Elle, Cosmopolitan, Bangkok Post, The Nation, etc. We will advertise our product in selected magazines to make a clear vision about Remedent toothbrush. At the same time, we can attach a particular supplement for further acknowledgment in that magazine, activity through magazine; bringing some amount of products as the prize for winner in the contest of for new member of the magazine, activity through hospital, setting the program which provides the information about a disease afflicting gum disease. In addition, other department stores play an important role in implementing our toothbrush and point of purchase display create an attractive display by using vivid colors which can be easily seen by our target customers. Moreover, we will decide other advertising as follows:

Advertising through TV media: to capture a large portion of our target customers, we should advertise through television.

Direct sale representative: company helps sales representative to increase sales volume through various channels.

Seminar selling: a company team conducts an educational seminar for the sales representative about state-of-the-art departments.

Conference selling: the sales representative brings company resource people to discuss major problems or opportunities.

Sale forces compensation: to attract sales representatives, company should develop an

attractive package to motivate sales representative such as bonus commission and package tour.

Middleman representative: to increase the sales volume by creating product awareness to middleman, sales promotion by providing discount to middleman when they purchase in a bulk amount or other promotion techniques that they can apply their tactics and also incentive for the best performance.



### **III. RESEARCH SUMMARY AND ANALYZE SURVEY DATA**

#### **3.1 Research Methodology**

This survey research involves the marketing channel in order to launch new “Remedent” toothbrush therefore the focus group of this survey research will be studied from customer’s attitude in Thailand and focus on working people group.

Using a questionnaire system proved success to this research. The 230 questionnaires were distributed to various targets such as college students, government officers, officers and so on.

#### **3.2 Questionnaire Design**

The questionnaire was designed to evaluate customer satisfaction and analyze the customers’ attitude in the Thailand market. Thus this questionnaire consisted of two parts described: Part 1: Table; Part 2: Figure (graph).

#### **3.3 Research of Finding**

After conducting the survey, the 230 questionnaires were distributed to various targets. We have found that 44.5% of respondents use Oral-B toothbrush. It consists of male and female, aged between 11 - 60 with an average income of More than 10,000baht. Among the major brands such as Oral-B, Parodontax, Colgate, Close Up and etc. 13.2% of respondents use Colgate Toothbrush, 12.7% of respondents use Close Up and 25.5% of respondents use other competitive brands. Therefore, we can perceive that Oral-B toothbrush is a market leader.

The main reasons for choosing toothbrush are the quality. Moreover, the minor criteria is price and product design respectively. Most of our target respondents 88.2% prefer to buy toothbrush at the supermarket and nearly half of respondents 47.7% are willing to purchase at the price which falls in the range of baht 41-60. Nevertheless, the higher price range between baht 61-80 is still acceptable by 27.3% of respondents.

52.7% of respondents see the dentist once or twice a year and 37.3% would like to see the dentist whenever they get into trouble. Approximately 93.2% of respondents go for shopping at supermarket between 4-7 PM. and 7-10 PM. 69.5% of respondents claim that discount promotional campaign is the most preferable and 25.5% prefer buy 2 get 1 free campaign. 80% of respondents claim that television media is the most accessible media and approximately 10.4% of respondents also support that magazine and point of purchase are the minor accessible media.

For the useful life of each toothbrush, most respondents 61.4% believe that they are going to buy a new one after using it for 2-3 months. At the same time, 61.8% of respondents decide to buy toothbrush by themselves.

From our research, most of our target respondents 89.5% are interested in innovation of “Remedent” toothbrush and we found that customers pay more attention to the following production attribute and benefit respectively. Clean 30%, Tongue 5.4%, Conveniently 18.2%, Gum 11.4%, V-trimmed bristles 19.1% and Trouble 15.9%. Nevertheless, 12.7% of respondents have known “Remedent” toothbrush.

The research has already provided the results for each question by using the table and graph. The frequency of each choice will be presented by using percentage (%) in the following pages.



QUESTION NO: 1      What is your current toothbrush brand?

1. ORAL-B
2. Parodontax
3. Colgate
4. AIM
5. Close up
6. Other

Table 3.1.    Number of Respondents and Percentage of the Focus Group,  
Categorized by Brand.

Answer

Brand	No.of Respondents	Percentage
ORAL-B	98	44.50%
Parodontax	9	4.10%
Colgate	29	13.2
AIM	0	0%
Close up	28	12.70%
Other	56	25.50%
Total *	230	100%

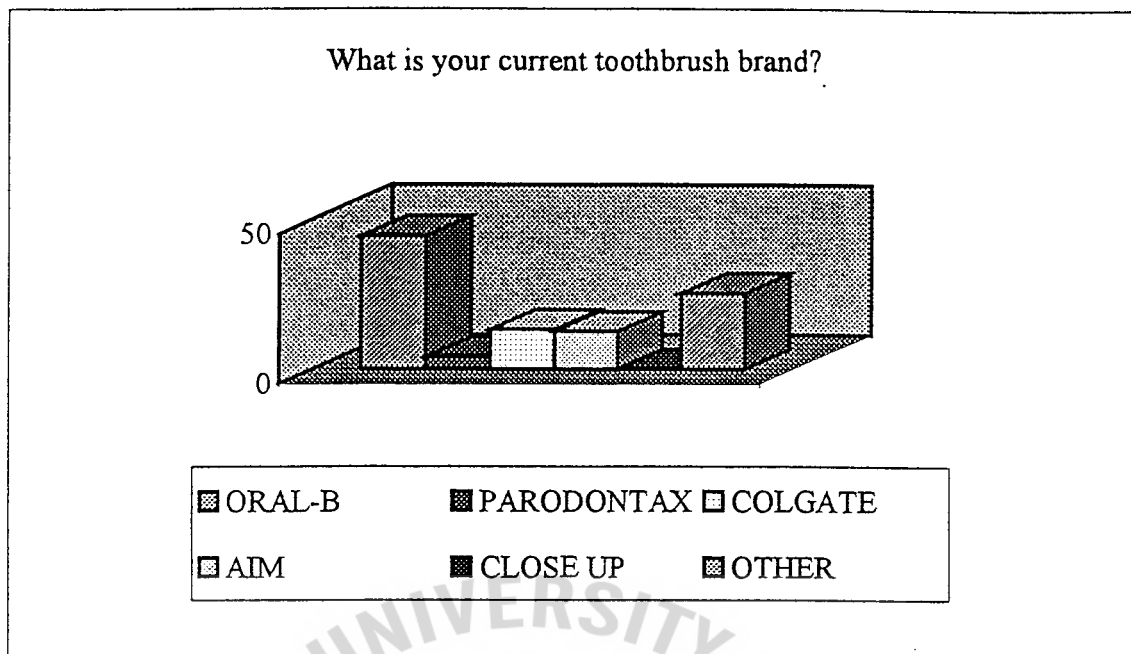


Figure 3.1. What Is Your Current Toothbrush Brand?

This pie chart shows the percentage of toothbrush brand which use by our current target audience. Most of target audience uses ORAL-B toothbrush (44.5%) and approximately 25.5% of target audience uses other brands such as Aquafresh, Codomo and etc.

QUESTION NO: 2      What factor has influence on making decision in purchasing toothbrush?

1. Price
2. Brand
3. Feature
4. Promotion
5. Quality

Table 3.2.    Number of Respondents and Percentage of the Focus Group, Categorized by Factor.

Answer

Factor	No. of Respondents	Percentage
Price	36	16.30%
Brand	16	7.30%
Feature	7	3.20%
Promotion	16	7.30%
Quality	145	66%
Total	230	100%

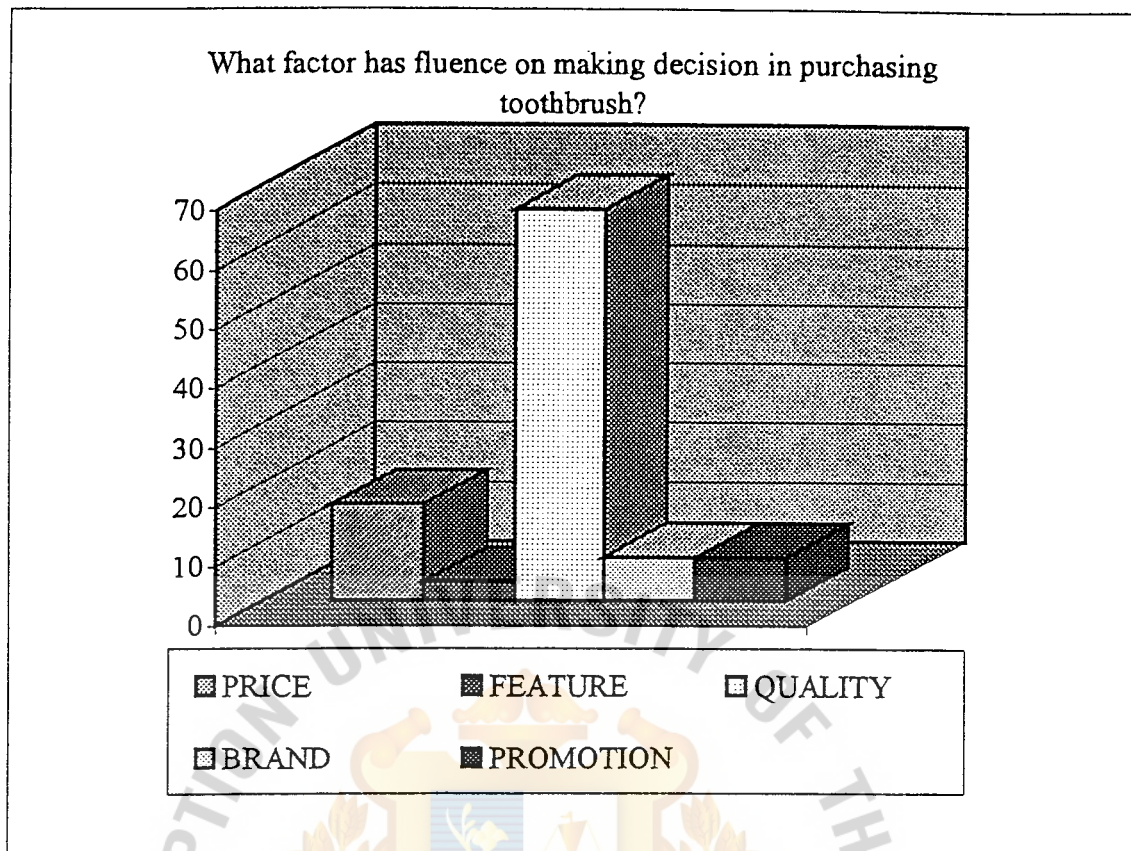


Figure 3.2. What Factor Has Influence on Making Decision in Purchasing Toothbrush?

Most of target audience would like to buy their toothbrush because of the quality of toothbrush (65.9%) and 16.3% target audience prefers to buy because of price.

QUESTION NO: 3      Which price range is your appropriate price decision?

1. 21-40
2. 41-60
3. 61-80
4. 81-100
5. 100 up

Table 3.3. Number of Respondents and Percentage of the Focus Group, Categorized by Price.

Answer

Price range	No. of Respondents	Percentage
21-40	20	9.10%
41-60	105	47.70%
61-80	60	27.30%
81-100	28	12.70%
100 up	7	3.20%
Total	230	100%



Which price range is your appropriate price decision?

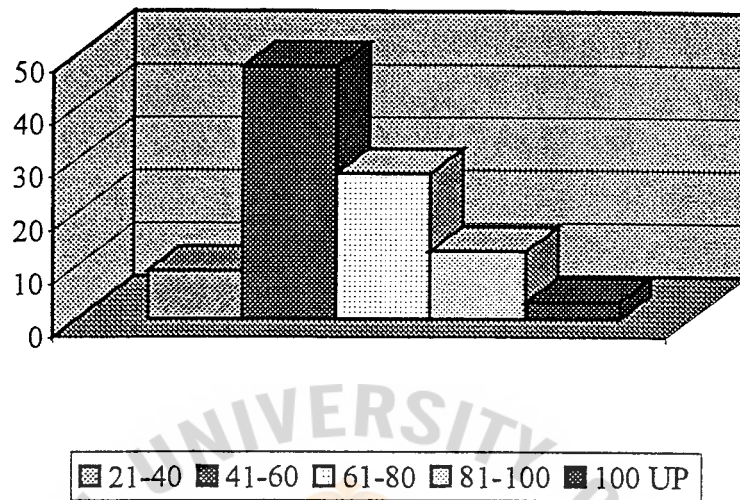


Figure 3.3. Which Price Range Is Your Appropriate Price Decision?

Approximately 47.7% of respondents would like to buy toothbrush at the price range of 41-60 bahts per unit and only 12.7% of respondents will buy at the price range of more than 100 bahts.

QUESTION NO: 4      Where do you buy your toothbrush?

1. Supermarket
2. Drug store
3. Dental clinic
4. Grocery shop
5. Mail
6. Direct sales
7. Other

Table 3.4.    Number of Respondents and Percentage of the Focus Group,  
Categorized by Place.

Answer

Place	No. of Respondents	Percentage
Supermarket	194	88.20%
Drug store	3	1.40%
Dental clinic	7	3.20%
Grocery shop	0	0%
Mail	0	0%
Direct sales	16	7.20%
Other	0	0%
Total	230	100%

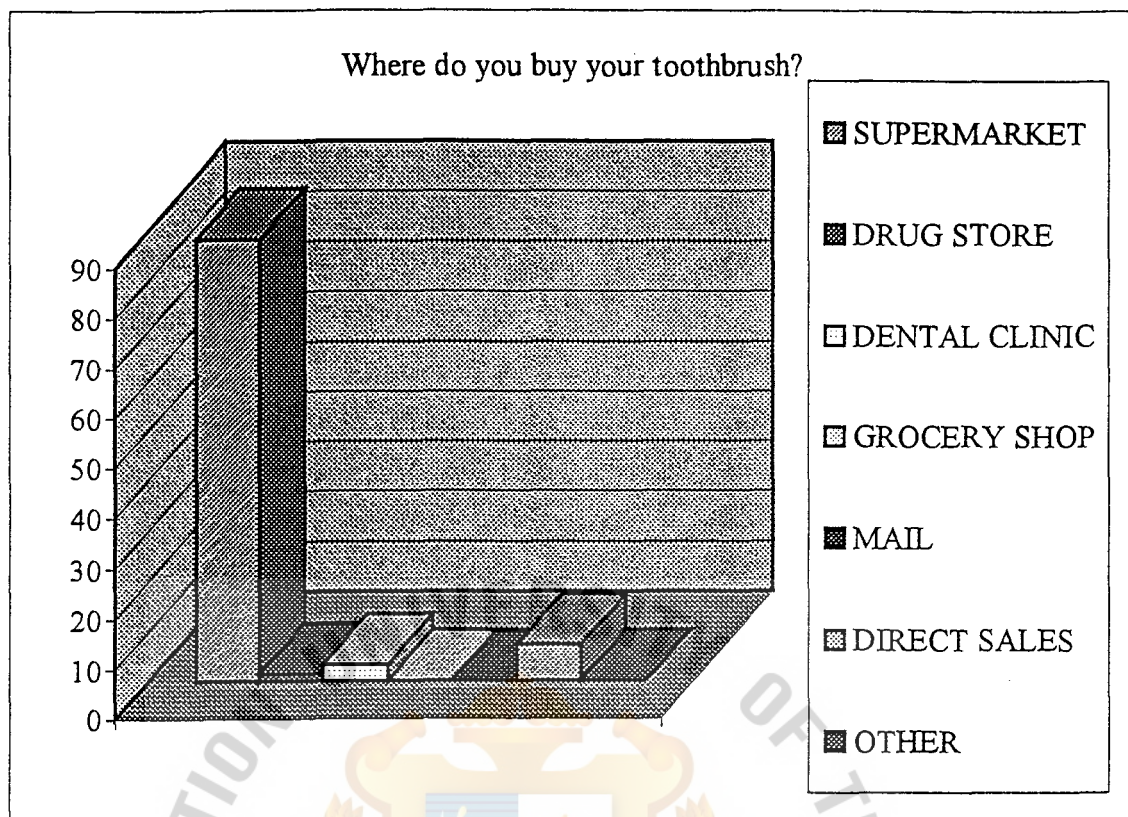


Figure 3.4. Where Do You Buy Your Toothbrush?

Nearly 90% of respondents prefer to buy their toothbrush from supermarket and none of them prefer to buy from grocery shop or through mail order.

QUESTION NO: 5      Why do you buy your toothbrush at the selected place?

1. Near residence
2. Near office
3. Convenience
4. Cheap

Table 3.5.    Number of Respondents and Percentage of the Focus Group,  
Categorized by Reason.

Answer

Reason	No. of Respondents	Percentage
Near residence	54	24.50%
Near office	7	3.20%
Convenience	148	67.30%
Cheap	11	5%
Total	230	100%

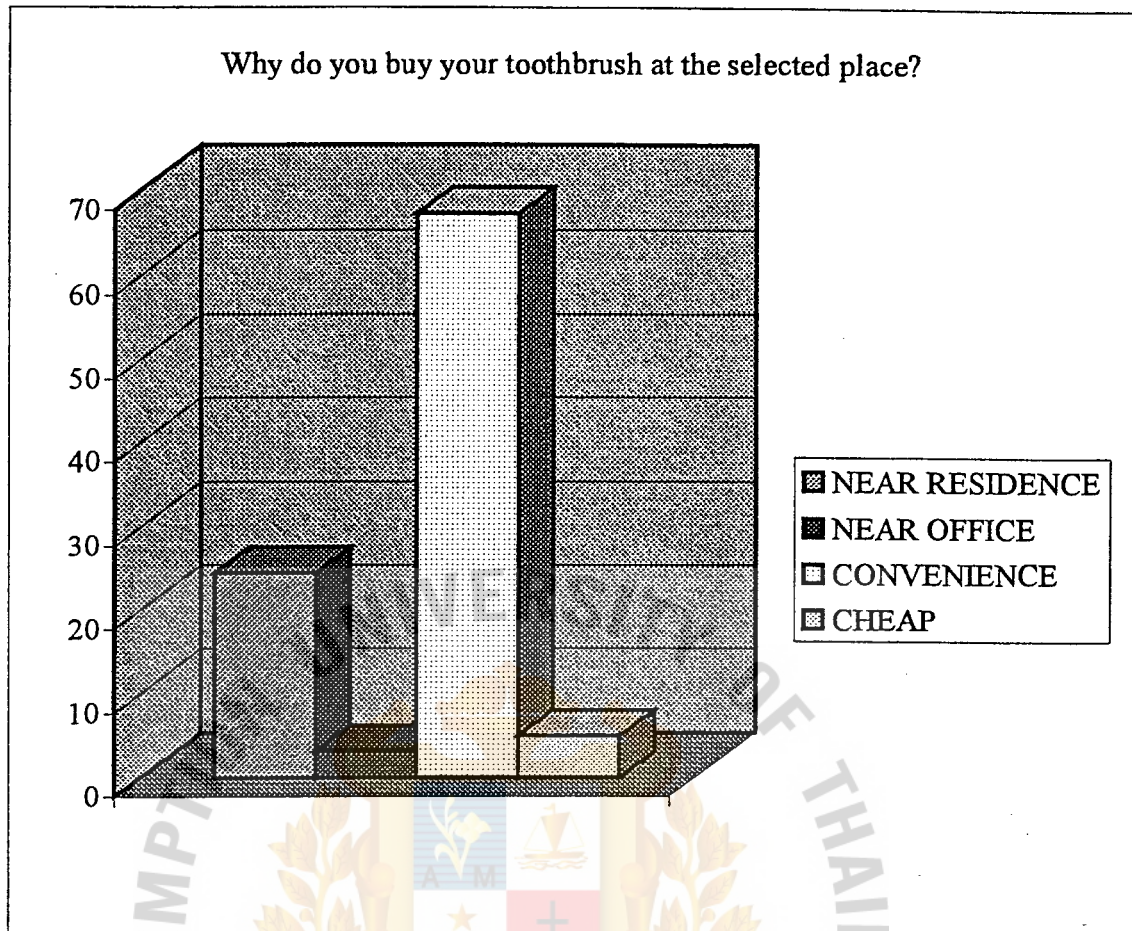


Figure 3.5. Why Do You Buy Your Toothbrush at the Selected Place?

The main reason that most of target audience buy toothbrush in the selected place is convenience (67.3%) and only 5% of target audience will buy because of cheap price.



QUESTION NO: 6      How many time will you meet the dentist per year?

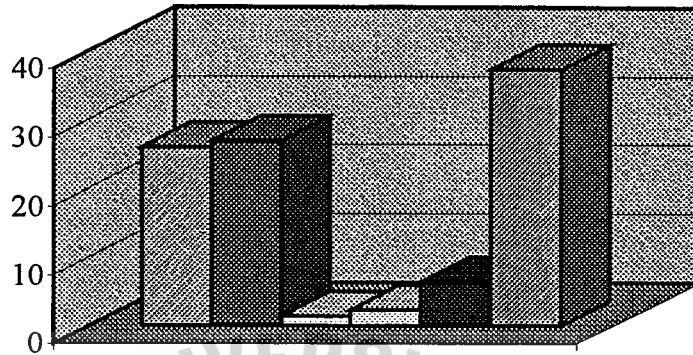
1. Once
2. Twice
3. 3 times
4. 4 times
5. More than 4 times
6. Only problem

Table 3.6.    Number of Respondents and Percentage of the Focus Group,  
Categorized by Time.

Answer

Time	No. of Respondents	Percentage
Once	57	25.90%
Twice	59	26.80%
3 times	3	1.40%
4 times	5	2.30%
More than 4 times	14	6.40%
Only problem	82	37.30%
Total	230	100%

How many time will you meet the dentist per year?



ONCE

TWICE

3 TIMES

4 TIMES

MORE THAN 4 TIMES

ONLY PROBLEM

Figure 3.6. How Many Time Will You Meet the Dentist Per Year?

37.3% of target audience will meet dentist only when they have problem with their teeth and approximately 26% will meet the dentist once or twice per year.

QUESTION NO: 7      How many time will you go to the supermarket in one month?

1. One
2. Two
3. Three
4. Weekly
5. More than week

Table 3.7.    Number of Respondents and Percentage of the Focus Group,  
Categorized by Time.

Answer

Time	No. of Respondents	Percentage
One	28	12.70%
Two	55	25%
Three	25	11.40%
Weekly	61	27.70%
More than week	55	23.20%
Total	230	100%

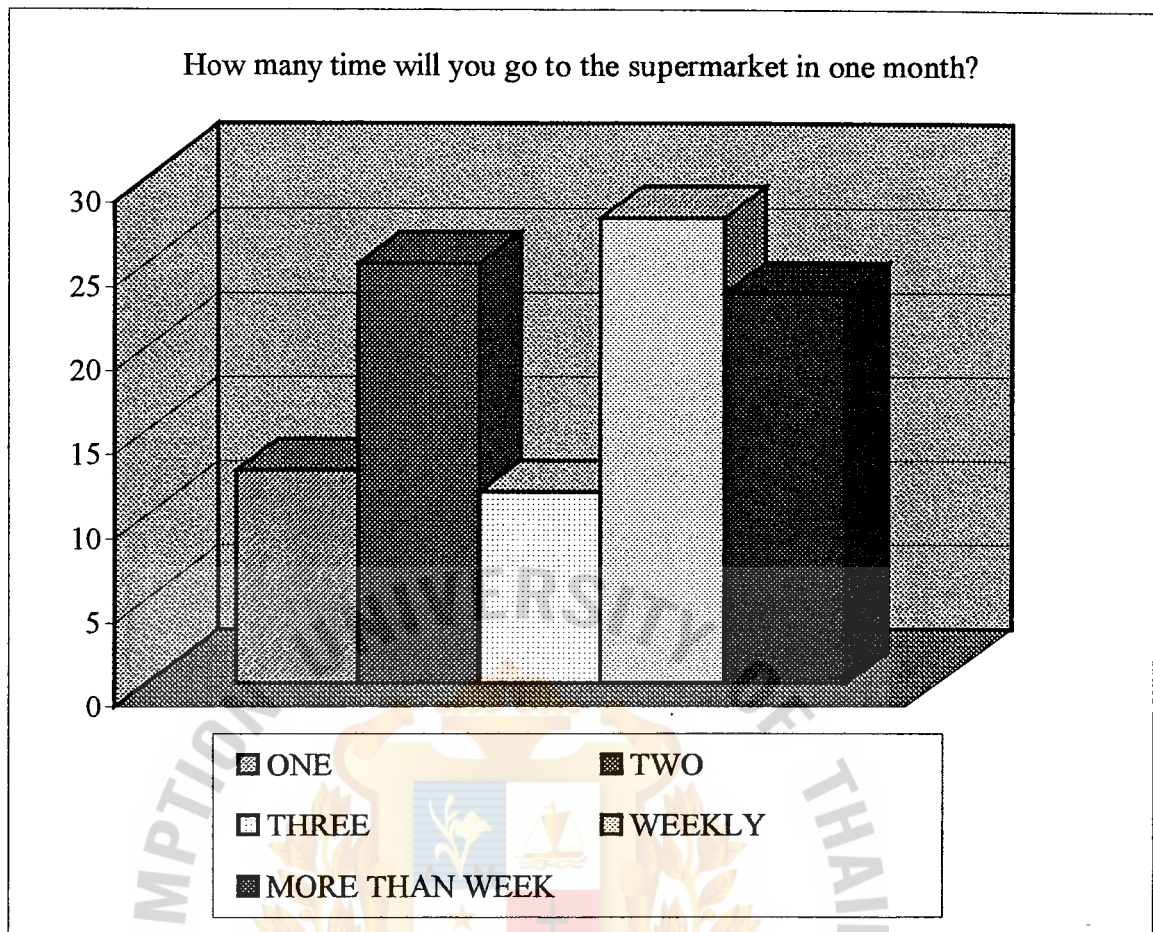


Figure 3.7. How Many Time Will You Go to the Supermarket in One Month?

Approximately 27.7% of respondents go to supermarket on weekly basis and 25% of respondents will go there 2 times a month or more than 1 week per time.

QUESTION NO: 8      What day will you go to supermarket?

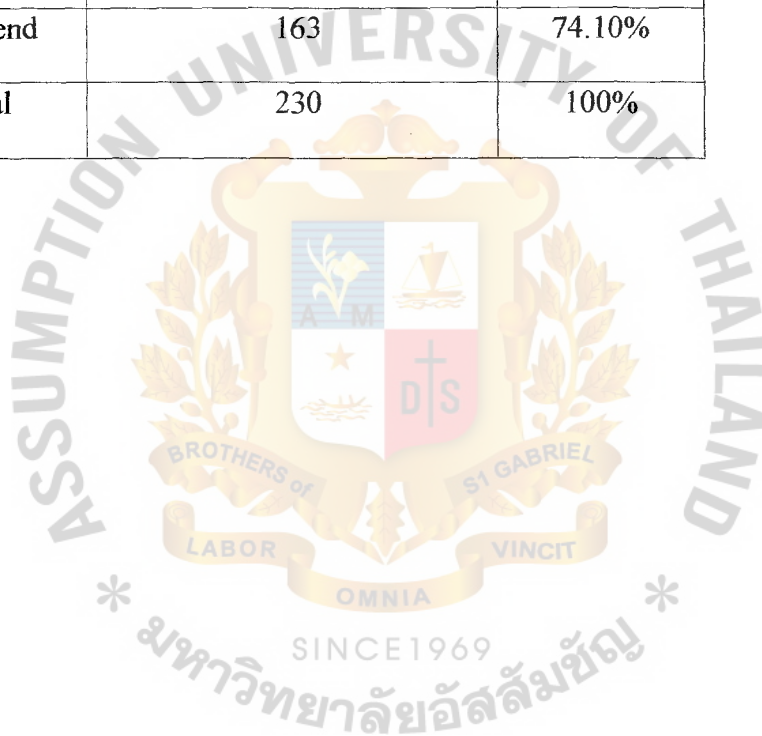
1. Weekday

2. Weekend

Table 3.8. Number of Respondents and Percentage of the Focus Group, Categorized by Day.

Answer

Day	No. of Respondents	Percentage
Weekday	57	25.90%
Weekend	163	74.10%
Total	230	100%





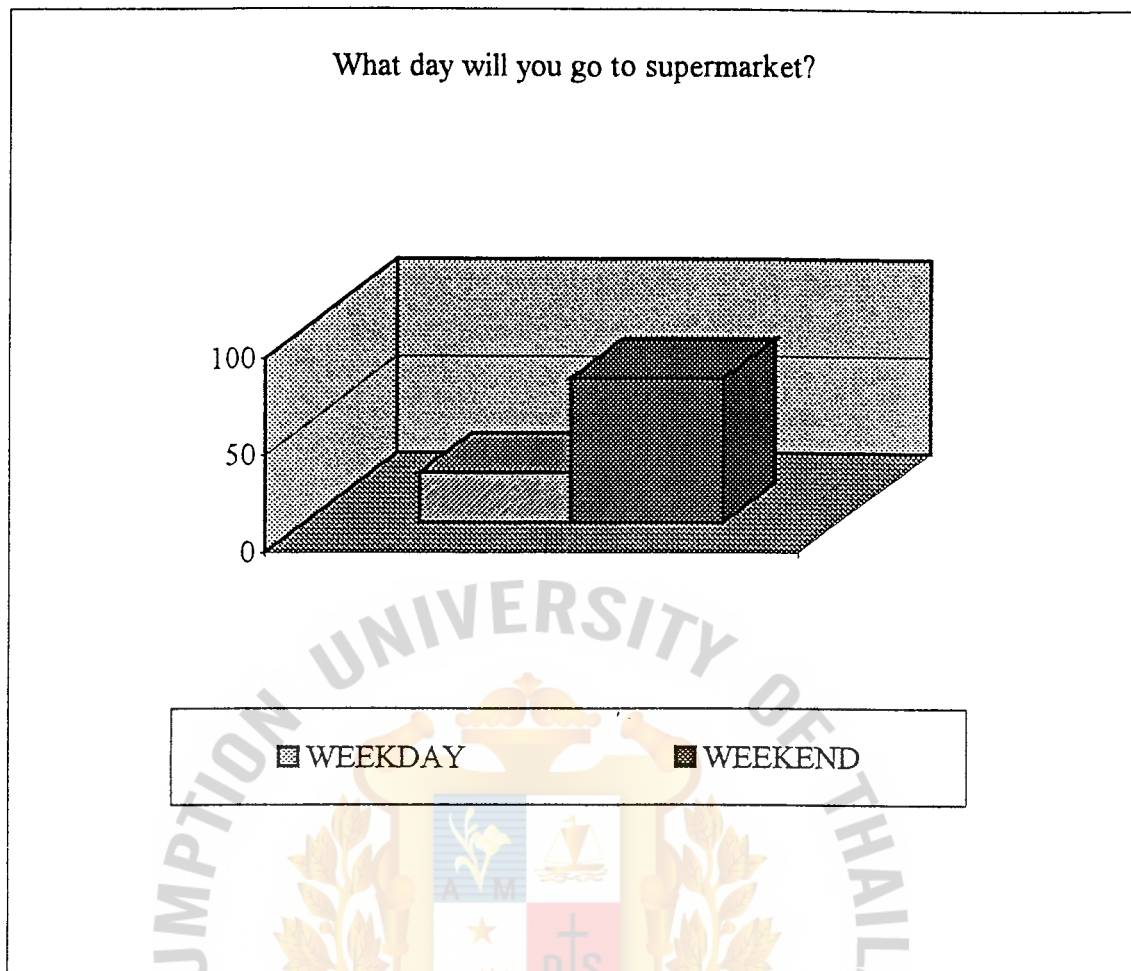


Figure 3.8. What Day Will You Go to Supermarket?

There are a huge percentage of respondents who are willing to go supermarket on weekend (74.1%) and only 25.9% of respondents will go to supermarket on weekday.

QUESTION NO: 9 Which time will you go to supermarket?

1. 10.00 - 13.00
2. 13.01 - 16.00
3. 16.01 - 19.00
4. 19.01 - 22.00

Table 3.9. Number of Respondents and Percentage of the Focus Group, Categorized by Time.

Answer

Time	No. of Respondents	Percentage
10.00 - 13.00	5	2.30%
13.01 - 16.00	10	4.50%
16.01 - 19.00	66	30%
19.01 - 22.00	139	63.20%
Total	230	100%

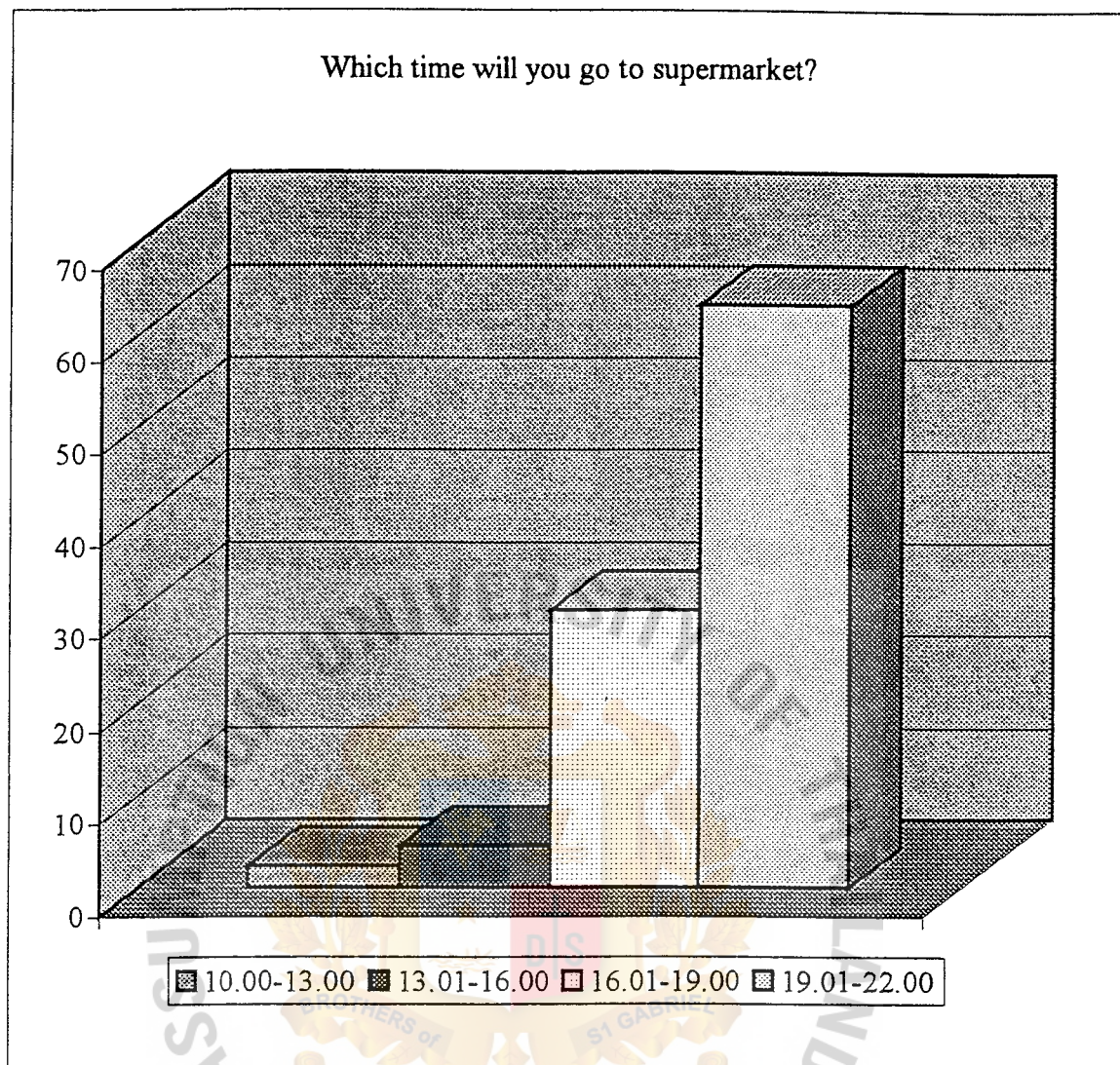


Figure 3.9. Which Time Will You Go to Supermarket?

63.2% of target audience will go to supermarket between 19.01-22.00. And 10.00-13.00 will be the least favorable time that they will go.

QUESTION NO: 10

What type of promotional campaign that you are most preferable?

1. Discount
2. Coupon
3. Buy 2 get 1 free
4. Other

Table 3.10. Number of Respondents and Percentage of the Focus Group, Categorized by Type.

Answer

Type	No. of Respondents	Percentage
Discount	153	69.50%
Coupon	6	2.70%
Buy 2 get 1 free	56	25.50%
Other	5	2.30%
Total	230	100%



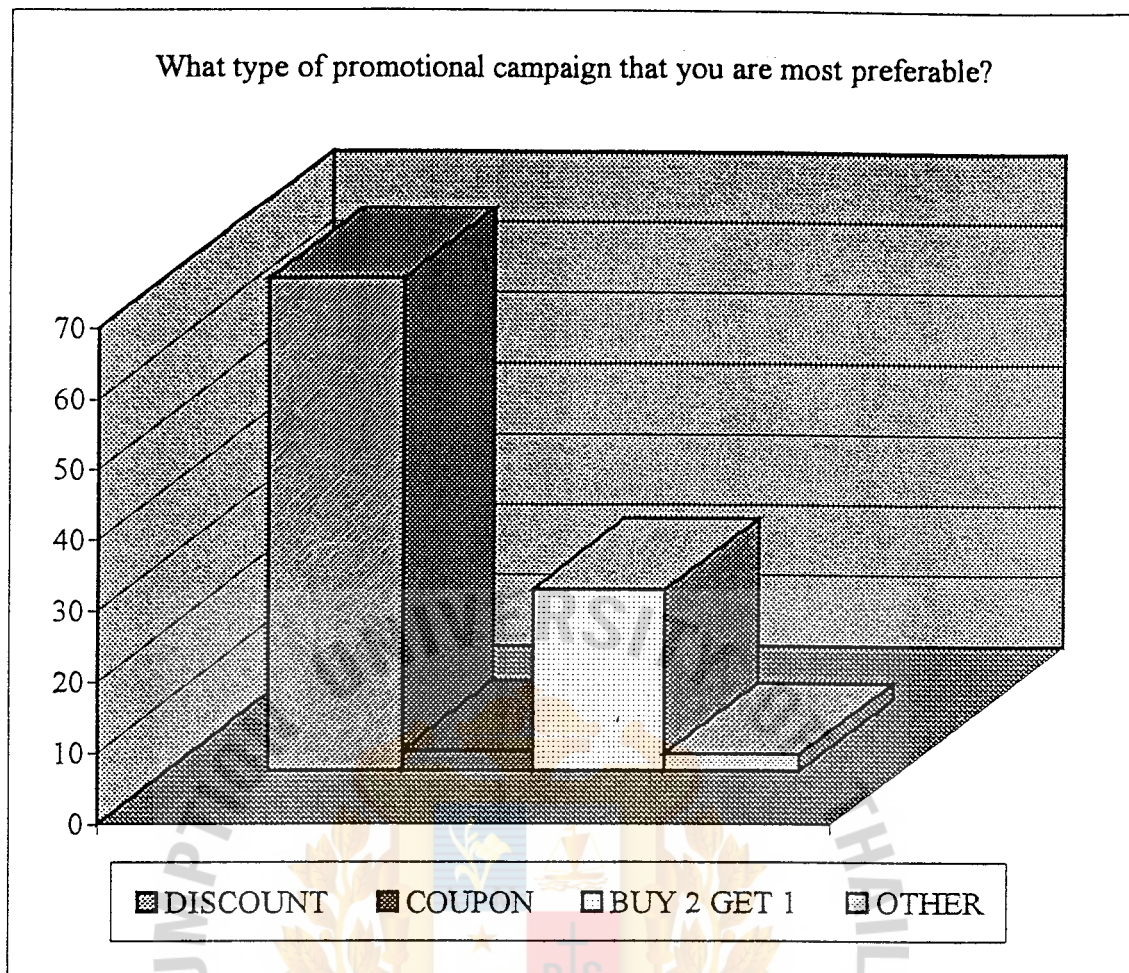


Figure 3.10. What Type of Promotional Campaign That You Are Most Preferable?

Discount promotional campaign is the most preferable type that is 69.5% and only 2.7% of respondents prefer coupon promotion campaign.



QUESTION NO: 11      What media will you most likely to get the information?

1. Magazine
2. Newspaper
3. Radio
4. T.V.
5. Booth
6. Bill Board
7. Hand Bill

Table 3.11.    Number of Respondents and Percentage of the Focus Group, Categorized by Media.

Answer

Media	No. of Respondents	Percentage
Magazine	23	10.40%
Newspaper	5	2%
Radio	0	0%
T.V.	80	80%
Booth	6	2.70%
Bill Board	3	1.40%
Hand Bill	7	3.20%
Total	230	100%

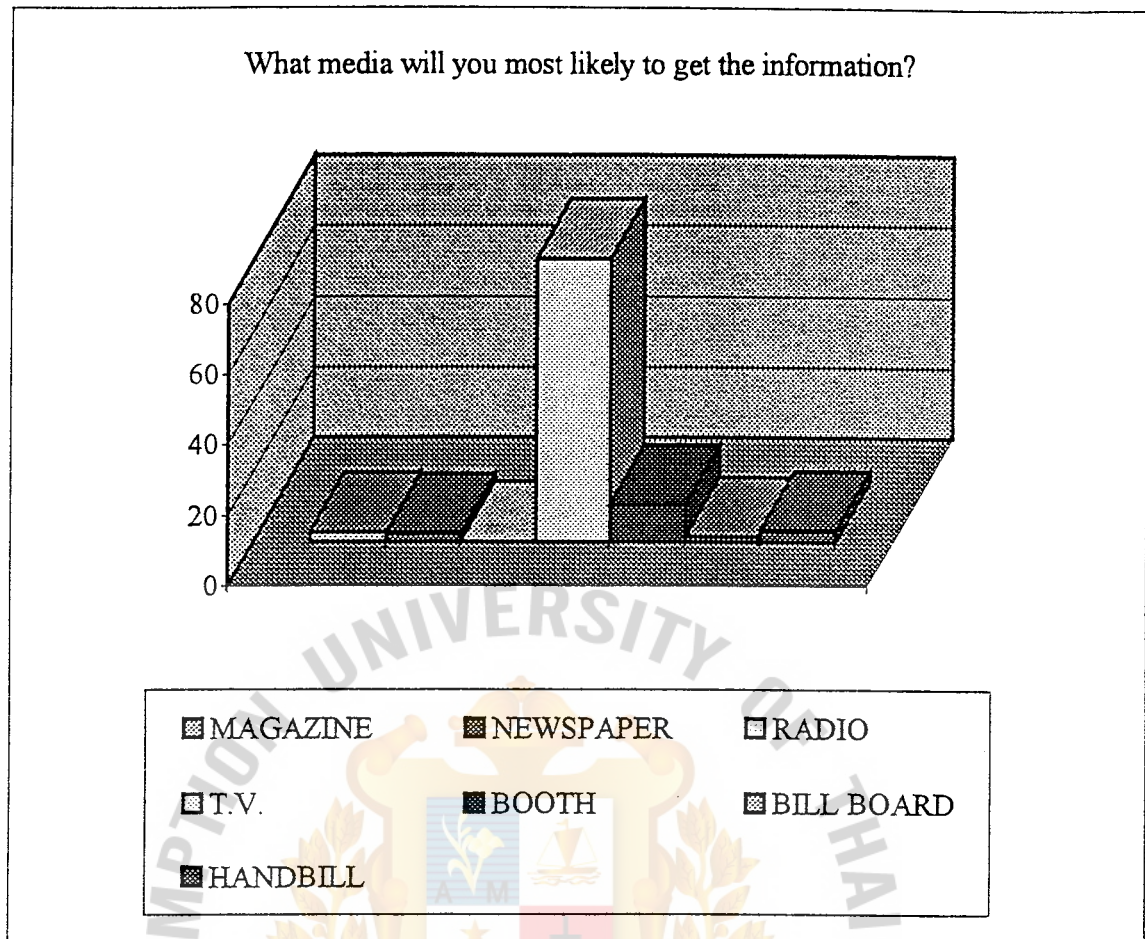


Figure 3.11. What Media Will You Most Likely to Get the Information?

T.V media is the most effective way of communication that the target customer will get the information about toothbrush.

QUESTION NO: 12      In your opinion, what is the appropriate life time of the toothbrush?

1. 1 month
2. 2 months
3. 3 months
4. 4 months
5. 5 months
6. More than 5 months

Table 3.12. Number of Respondents and Percentage of the Focus Group, Categorized by Life.

Answer

Life time	No. of Respondents	Percentage
1 month	14	6.40%
2 months	47	21.40%
3 months	88	40%
4 months	22	10%
5 months	21	9.50%
More than 5 months	28	12.70%
Total	230	100%

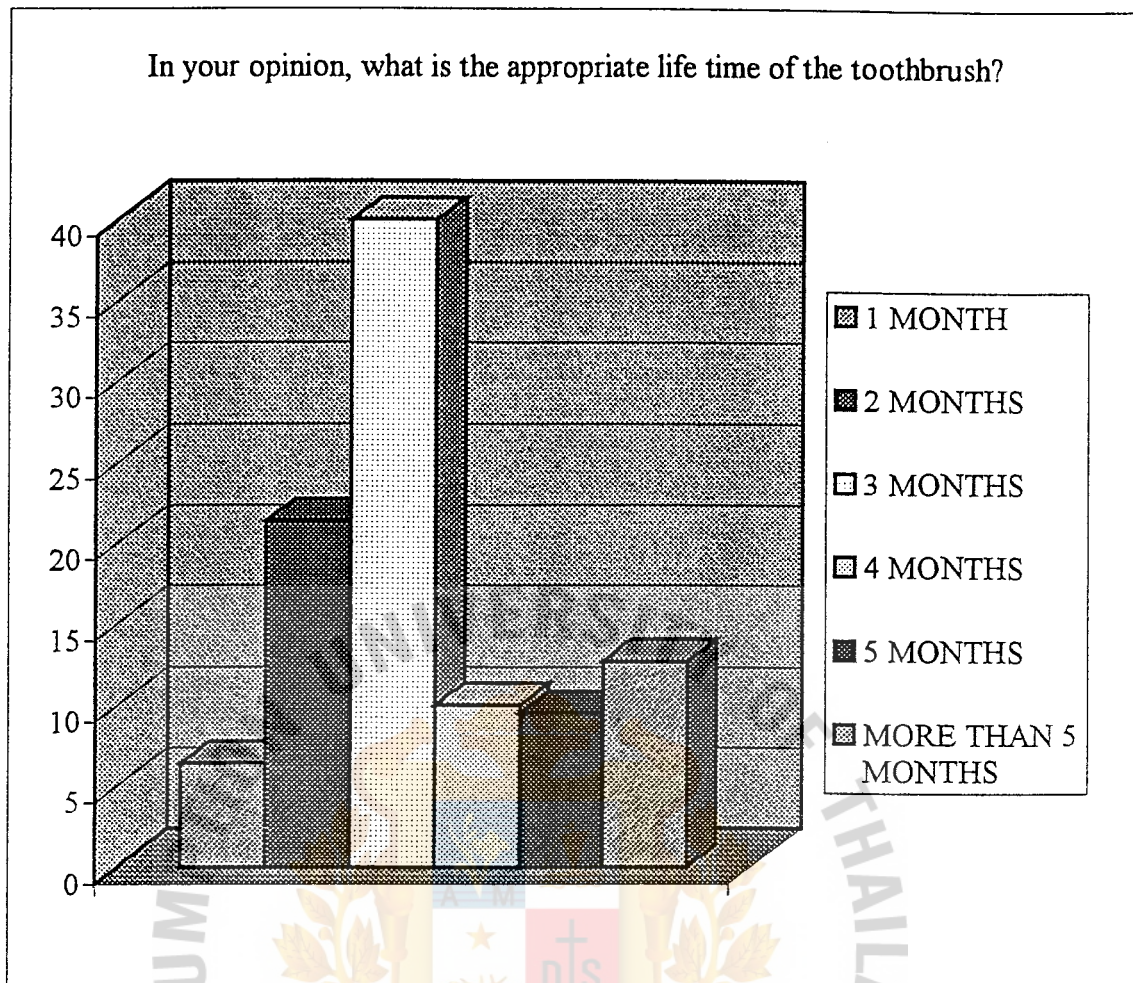


Figure 3.12. In Your Opinion, What Is the Appropriate Life Time of the Toothbrush?

Approximately 40.% of respondents think that 3 months is the most appropriate life time for toothbrush and only 12.7% of respondents think that the life time should be more than 5 months.

QUESTION NO: 13      Who is the buyer of your toothbrush?

1. Parent
2. Spouse
3. Myself
4. Relative
5. Other

Table 3.13.    Number of Respondents and Percentage of the Focus Group, Categorized by Buyer.

Answer

Buyer	No. of Respondents	Percentage
Parent	62	28.20%
Spouse	9	4.10%
Myself	136	61.80%
Relative	3	1.36%
Other	10	4.54%
Total	230	100%



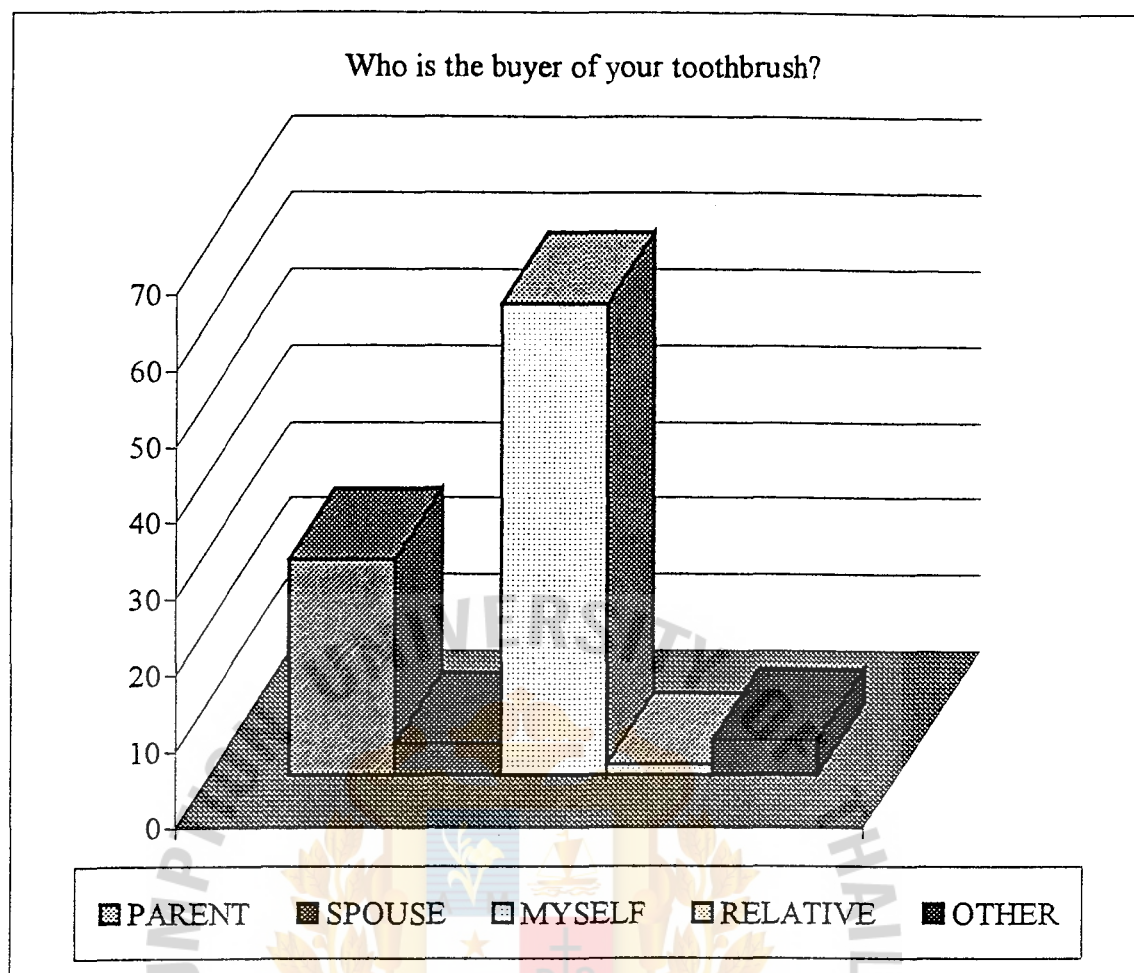


Figure 3.13. Who Is the Buyer of Your Toothbrush?

Most of respondents (61.8%) buy their toothbrush by themselves and only (1.36%) of respondents will give this responsibility to their relative.

QUESTION NO:14 Have you ever heard toothbrush named “Remedent” toothbrush?

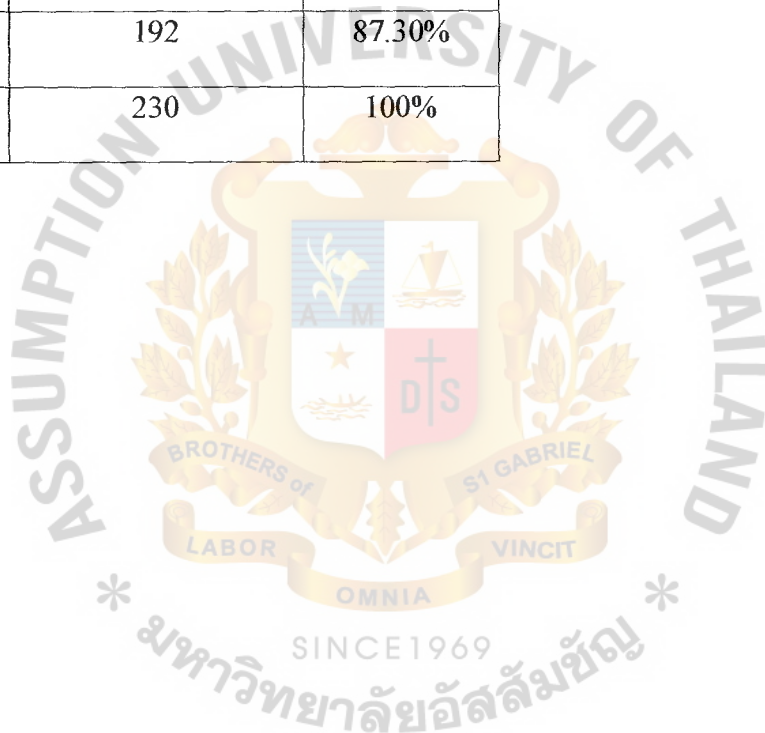
1. Ever

2. Never

Table 3.14. Number of Respondents and Percentage of the Focus Group, Categorized by Opinion.

Answer

Opinion	No. of Respondents	Percentage
Ever	28	12.70%
Never	192	87.30%
Total	230	100%



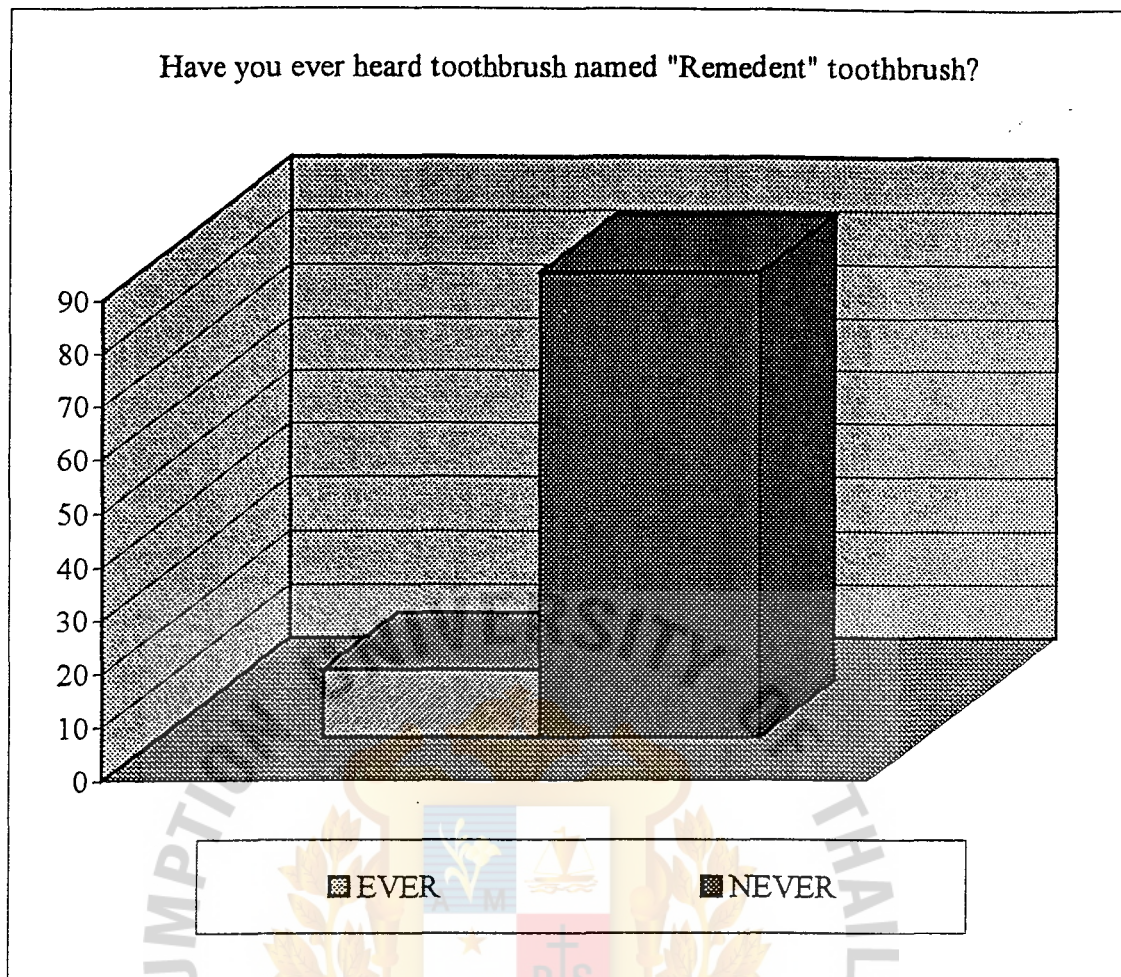


Figure 3.14. Have You Ever Heard Toothbrush Named "Remedent" Toothbrush?

Because "Remedent" toothbrush is the imported goods so there are only 12.7% of respondents who have ever heard our product.

QUESTION NO: 15      Are you interested in innovation of “Remedent” toothbrush?

(Consists of a twin brushes that half the bristles on the teeth and half on the gums.)

1. Interesting

2. No interesting

Table 3.15.    Number of Respondents and Percentage of the Focus Group, Categorized by Opinion.

Answer

Answer	No. of Respondents	Percentage
Interesting	197	89.50%
No interesting	23	10.50%
Total	230	100%

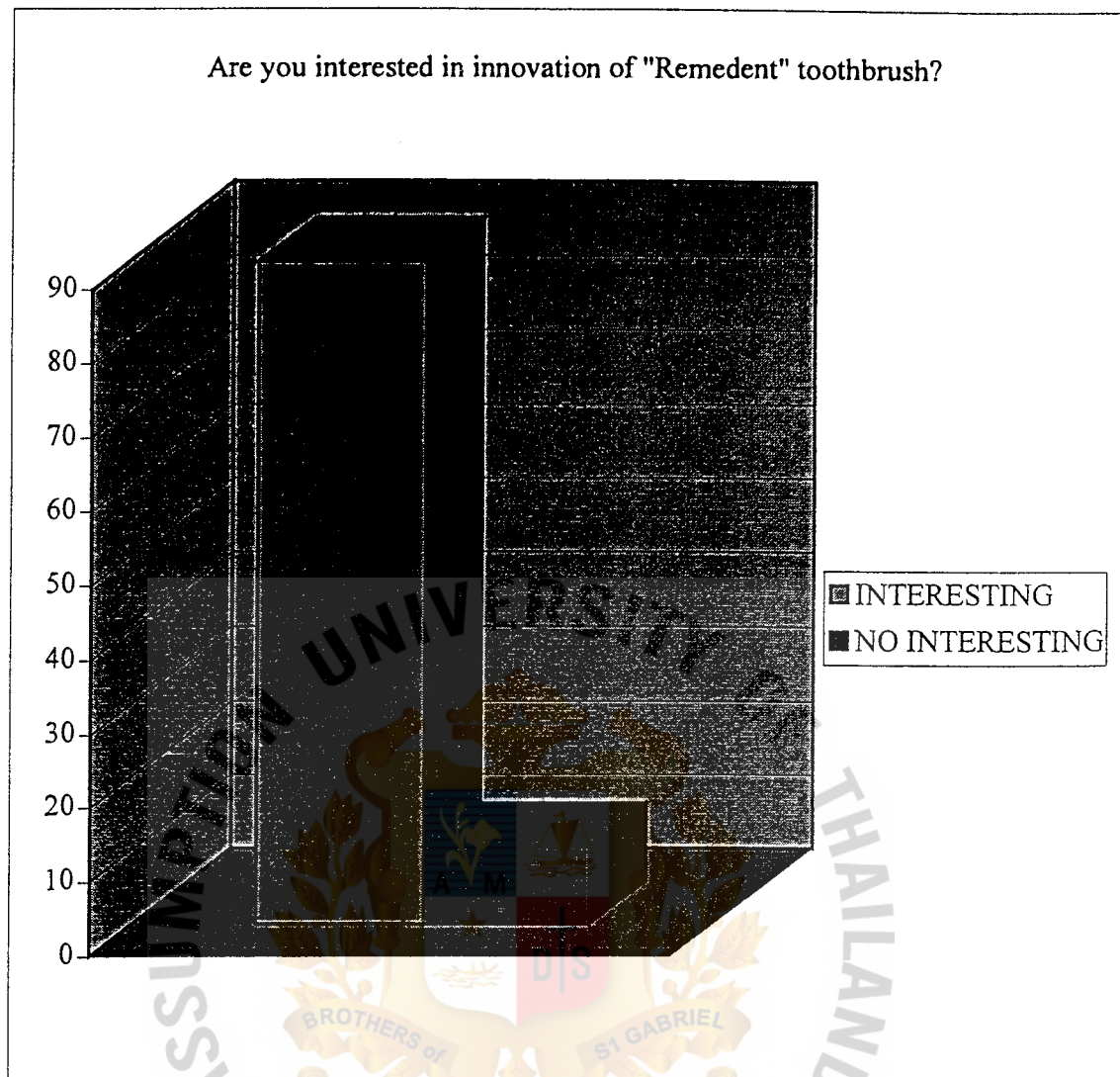


Figure 3.15. Are You Interested in Innovation of "Remedent" Toothbrush?

Approximately 89.5 of respondents who have interest our toothbrush. Because "Remedent" toothbrush is the quality goods. (Design criteria consists of a twin brushes.)



QUESTION NO: 16 Which attribution that you would like to take your toothbrush?

1. Clean
2. Tongue
3. Gums
4. Convenience
5. V - trimmed bristles
6. Trouble

Table 3.16. Number of Respondents and Percentage of the Focus Group, Categorized by Attribution.

Answer

Attribution	No. of Respondents	Percentage
Clean	66	30%
Tongue	12	5.40%
Gums	25	11.40%
Convenience	40	18.20%
V - Trimmed bristles	42	19.10%
Trouble	35	15.90%
Total	100	100%

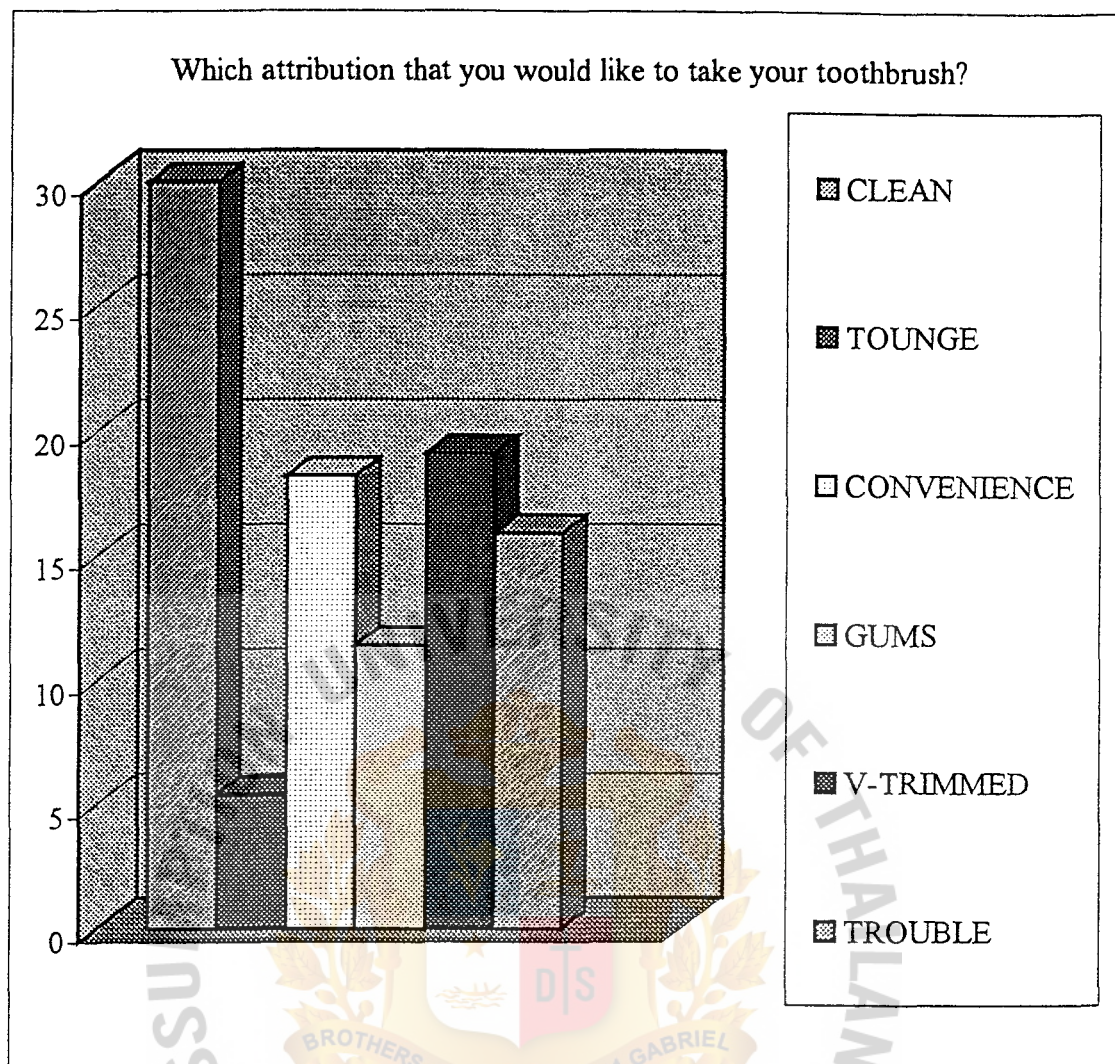


Figure 3.16. Which Attribution That You Would Like to Take Your Toothbrush?

The cleanness is the most preferable attribution that the respondents would like to take in buying toothbrush (30.0%). And only 5.4% of target audience think that the cleaning tounge is important.

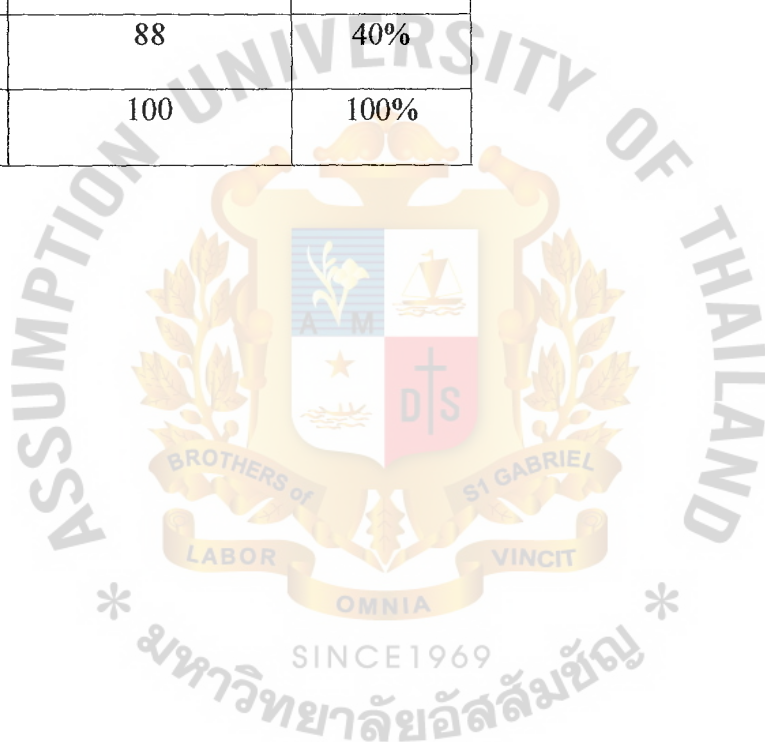
QUESTION NO: 17      SEX

1. Femal
2. Male

Table 3.17. Number of Respondents and Percentage of the Focus Group, Categorized by Gender.

Answer

Gender	No.of Respondents	Percentage
Female	132	60%
Male	88	40%
Total	100	100%



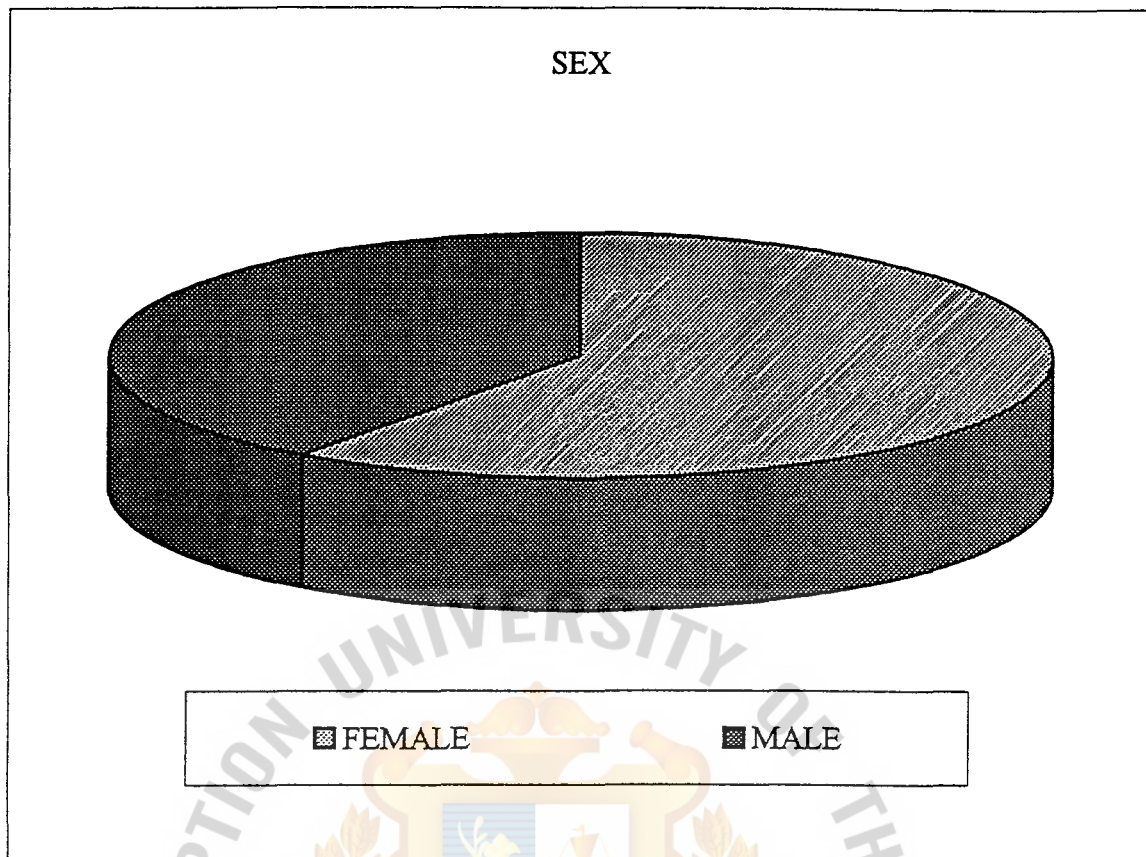


Figure 3.17. Sex

In this survey, there are 40.0% of male respondents and 60.0% of female respondents.

QUESTION NO: 18      AGE

1. 3 - 10 years
2. 11 - 20 years
3. 21 - 30 years
4. 31 - 40 years
5. 51 - 60 years
6. 61 - 70 years
7. More than 70 years

Table 3.18. Number of Respondents and Percentage of the Focus Group, Categorized by Age.

Answer

Age	No. of Respondents	Percentage
3 - 10 years	0	0%
11 - 20 years	39	17.80%
21 - 30 years	149	67.70%
31 - 40 years	19	8.60%
41 - 50 years	10	4.54%
51 - 60 years	3	1.36%
61 - 70 years	0	0%
More than 70 years	0	0%
Total	230	100%



## AGE

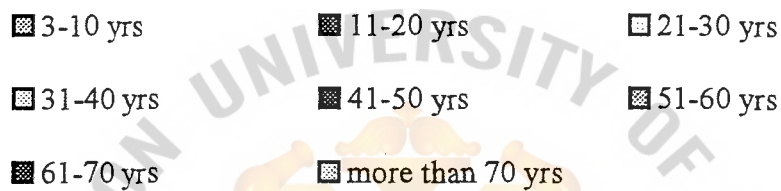
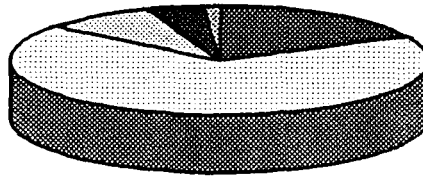


Figure 3.18. Age

Most of the respondents (67.7%) are age between 21-30 years old and there are no respondents in the age of over 60 years old.

QUESTION NO: 19      EDUCATION

1. Primary
2. Secondary
3. Barchelor degree
4. Master degree
5. Ph.d.

Table 3.19.    Number of Respondents and Percentage of the Focus Group,  
Categorized by Education.

Answer

Education	No.of Respondents	Percentage
Primary	0	0%
Secondary	7	3.10%
Barchelor degree	130	59.10%
Master degree	82	37.30%
Ph.d.	1	0.50%
Total	230	100%

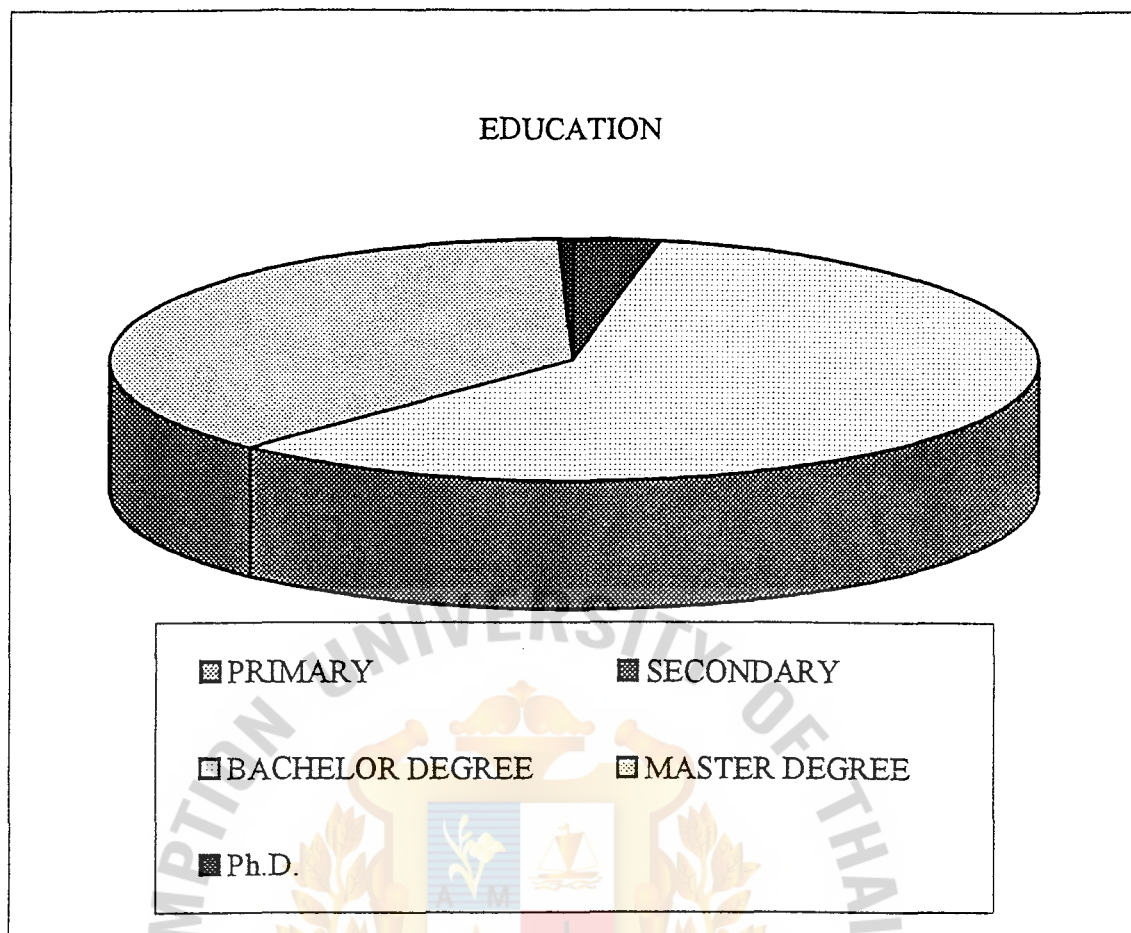


Figure 3.19. Education

Most of respondents have education background at the of Bachelor Degree which is 59.1% and the remaining of 37.3% are covered by the respondents of Master Degree background of education.

QUESTION NO: 20      Occupation

1. Student
2. College student
3. Government officer
4. Officer

Table 3.20. Number of Respondents and Percentage of the Focus Group, Categorized by Occupation.

Answer

Occupation	No. of Respondents	Percentage
Student	9	4.10%
College student	136	61.80%
Government officer	1	0.50%
Officer	74	33.60%
Total	230	100%

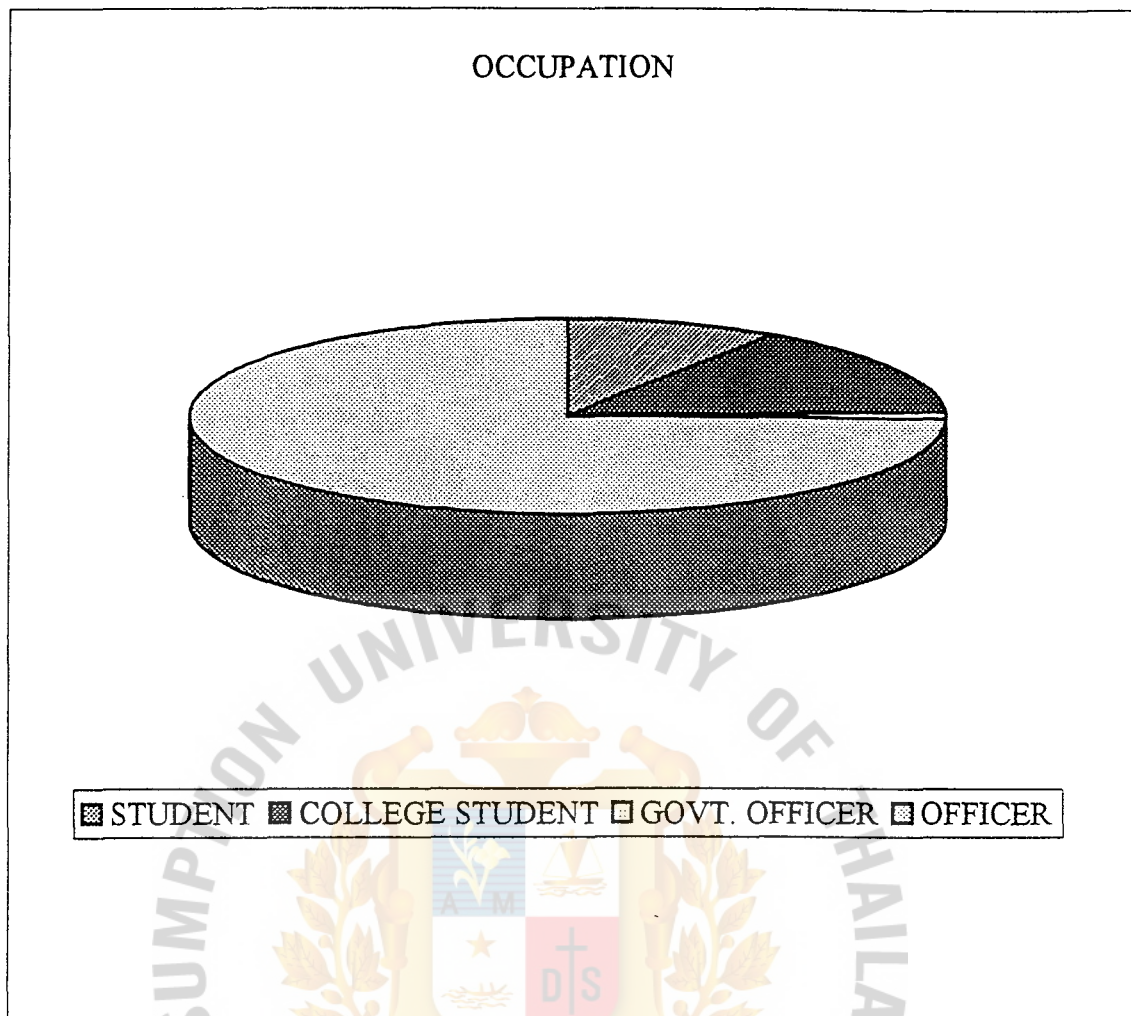


Figure 3.20. Occupation

61.8% of respondents are college students and only 0.5% of respondents are government officer.



QUESTION NO: 21      SALARY

1. Less than 5,000 bahts
2. 5,001 - 10,000 bahts
3. 10,001 - 15,000 bahts
4. 15,001 - 20,000 bahts
5. 20,001 - 25,000 bahts
6. More than 25,000 bahts

Table 3.21. Number of Respondents and Percentage of the Focus Group, Categorized by Salary.

Answer

Salary	No. of Respondents	Percentage
Less than 5,000 bahts	35	15.90%
5,001 - 10,000 bahts	89	40.50%
10,001 - 15,000 bahts	35	15.90%
15,001 - 20,000 bahts	33	15%
20,001 - 25,000 bahts	7	3.20%
More than 25,000 bahts	21	9.50%
Total	100	100%

## SALARY

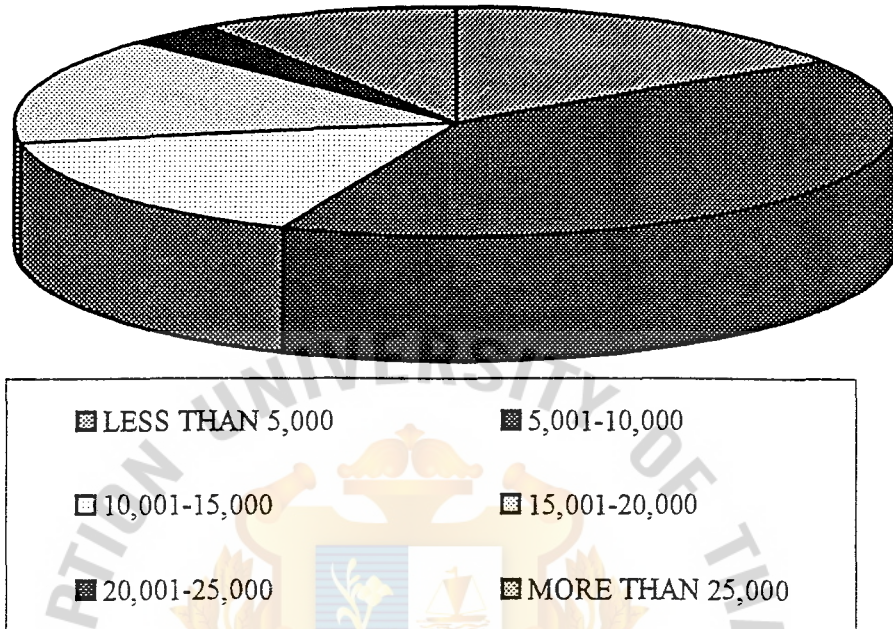


Figure 3.21. Salary

Nearly 41% of respondents have income in the range of 5,001 - 10,000 Bahts and only 3.2% have income of 20,001 - 25,000 Bahts.

## IV. CONCLUSIONS AND RECOMMENDATIONS

### 4.1 Conclusions

Our company would like to introduce the new features of toothbrush which has higher special attributes than other brands in the market. The unique twin gum brushes and the tongue scraper are the premium competitive advantage, that we would like to serve for our customer satisfaction. Because of these excellent benefits. Therefore, short term plan in creating brand awareness and recognition seems to be easy. At the same time long term plan to increase market share by 10% within 3 years can be possible. Because of our imported toothbrush named “Remedent”, our toothbrush serves customers with high quality and specialized advantages. We expect that our product can certainly compete with other brands in the market segment. In order to fulfill our market strategy efficiently, we have to conduct a research in seeking necessary information about attitude of customers, major competitors, opportunities and threats of the industry.

This survey research used 230 questionnaires that were distributed to various targets such as college students, government officers and so on. From the research we have found that 44.5% of respondents use Oral-B toothbrush. It consists of male and female, age between 11 - 60 with an average income of more than 10,000 bahts. Among the major brands such as Oral-B, Parodontax, Colgate, Close Up and etc. 13.2% of respondents use Colgate Toothbrush, 12.7% of respondents use Close Up and 25.5% of respondents use other competitive brands. Therefore, we can perceive that Oral-B toothbrush is a market leader.

The main reasons for choosing toothbrush are the quality. Moreover, the minor criteria is price and product design respectively. Most of our target respondents 88.2% prefer to buy toothbrush at the supermarket and nearly half of respondents 47.7% are willing to purchase at the price which falls in the range of 41-60 bahts. Nevertheless,

the higher price range between bahts 61-80 is still acceptable by 27.3% of respondents. 52.7% of respondents see the dentist once or twice a year and 37.3% would like to see the dentist whenever they get into trouble. Approximately 93.2% of respondents go for shopping at supermarkets between 4-7 PM. and 7-10 PM. 69.5% of respondents claim that discount promotional campaign is the most preferable and 25.5% prefer buy 2 get 1 free campaign. 80% of respondents claim that television media is the most accessible media and approximately 10.4% of respondents also support that magazine and point of purchase are the minor accessible media. For the useful life of each toothbrush, most of respondents 61.4% believe that they are going to buy a new one after using it for 2-3 months. At the same time, 61.8% of respondents decide to buy toothbrush by themselves.

From our research, most of our target respondents 89.5% interest in innovation of “Remedent” toothbrush and we found that customers pay more attention to the following production attribute and benefit respectively. Clean 30%, Tongue 5.4%, Conveniently 18.2%, Gum 11.4%, V-trimmed bristles 19.1% and Trouble 15.9%. Nevertheless, 12.7% of respondents have ever known “Remedent” toothbrush.

#### **4.2 Recommendations**

After researching, we use advertising as the main tool to communicate product attributes, long term image and building brand equity, we also have sale promotion to generate store traffic, immediate buying action, and short term product movement. In addition, we will use TV commercial and Magazine as the major medium, TV can attract attention of audience in both selective and mass market.

Since, television is a dominant medium for nation advertisers, when budgets are cut by there advertisers, magazines dominate first. We also decided to advertise our product on magazine because its can reach our selective target audience.

The accuracy in information and the effective market strategy will support our company in competing with other competitors.







## QUESTIONNAIRE

**Instruction:** This questionnaire is aimed at identifying factors influencing in purchasing toothbrush. It's divided into parts. I would appreciate it if you could fill in the questionnaire with your true opinions and facts your answers in this questionnaire will be kept confidential. Thank you for your co-operation.

Please put the sign ( X ) in the number of your choice.

Part one: Please answer truly about your personal information and answer all questions.

1. Gender

1. Female      2. Male

2. Age

1. 3 - 10 years      2. 11 - 20 years      3. 21 - 30 years  
4. 31 - 40 years      5. 41 - 50 years      6. 51 - 60 years  
7. 61 - 70 years      8. More than 70 years

3. Education

1. Primary      2. Secondary      3. Bachelor degree  
4. Master degree      5. Ph.d.

4. Occupation

1. Student      2. College student  
3. Government officer      4. Officer

5. Salary

1. Less than 5,000 bahts      2. 5,001 - 10,000 bahts      3. 10,001 - 15,000 bahts  
4. 15,001 - 20,000 bahts      5. 20,001 - 25,000 bahts      6. More than 25,000 bahts

Part two: Please read the question carefully and choose only one choice.

1. What is your current toothbrush brand?
  1. ORAL-B    2. Parodontax    3. Colgate    4. AIM
  5. Close up    6. Other.....
2. What factor has influence on making decision in purchasing toothbrush?
  1. Price    2. Brand    3. Feature    4. Promotion    5. Quality
3. Which price range is your appropriate price decision?
  1. 21-40    2. 41-60    3. 61-80    4. 81-100    5. 100 up
4. Where do you buy your toothbrush?
  1. Supermarket    2. Drug store    3. Dental clinic    4. Grocery shop
  5. Mail    6. Direct sales    7. Other.....
5. Why do you buy your toothbrush at the selected place?
  1. Near residence    2. Near office    3. Convenience    4. Cheap
6. How many time will you meet the dentist per year?
  1. Once    2. Twice    3. 3 times    4. 4 times
  5. More than 4 times    6. Only problem
7. How many time will you go to the supermarket in one month?
  1. One    2. Two    3. Three    4. Weekly
  5. More than week
8. What day will you go to supermarket?
  1. Weekday    2. Weekend
9. Which time will you go to supermarket?
  1. 10.00-13.00    2. 13.01-16.00    3. 16.01-19.00    4. 19.01-22.00
10. What type of promotional campaign that you are most preferable?
  1. Discount    2. Coupon    3. Buy 2 get 1 free    4. Other.....

11. What media will you most likely to get the information?

1. Magazine      2. Newspaper      3. Radio      4. T.V.  
5. Booth      6. Bill Board      7. Hand Bill

12. In your opinion, what is the appropriate life time of the toothbrush?

1. 1 month      2. 2 months      3. 3 months      4. 4 months      5. 5 months  
6. More than 5 months

13. Who is the buyer of your toothbrush?

1. Parent      2. Spouse      3. Myself      4. Relative      5. Other

14. Have you ever heard toothbrush named “Remedent” which has the attribution in cleaning teeth, gum of tongue?

1. Ever      2. Never

15. Are you interested in innovation of “Remedent” toothbrush? ( Consists of a twin brushes that half the bristles on the teeth and half on the gums. ) Look at the picture as below.



1. Interesting      2. No interesting

16. Which attribution that you would like to take when you buy toothbrush?

1. Clean      2. Tongue      3. Gums      4. Convenience  
5. V-trimmed bristles      6. Trouble

### แบบสอบถาม

**ข้อแนะนำ:** แบบสอบถามนี้มีวัตถุประสงค์ในการชี้ให้เห็นถึงปัจจัยที่มีผลในการเลือกซื้อแปรงสีฟัน โดยแบ่งเป็น 2 ส่วน ทางผู้วิจัยจึงขอความกรุณาท่านในการตอบแบบสอบถามทุกข้อตามความเป็นจริง คำตอบของแบบสอบถามเราจะเก็บไว้เป็นความลับ ขอขอบคุณในความร่วมมือกรุณาตอบ X ทับข้อที่ตรงกับท่านมากที่สุด

#### ส่วน 1: ข้อมูลทั่วไป

##### 1. เพศ

1. หญิง      2. ชาย

##### 2. อายุ

1. 3 - 10 ปี      2. 11 - 20 ปี      3. 21 - 30 ปี      4. 31 - 40 ปี  
5. 41 - 50 ปี      6. 51 - 60 ปี      7. 61 - 70 ปี      8. มากกว่า 70 ปี

##### 3. การศึกษา

1. ประถมศึกษา      2. มัธยมศึกษา      3. ปริญญาตรี  
4. ปริญญาโท      5. ปริญญาเอก

##### 4. อาชีพ

1. นักเรียน      2. นักศึกษา      3. พนักงานข้าราชการ      4. พนักงานเอกชน

##### 5. เงินเดือน

1. น้อยกว่า 5,000 บาท      2. 5,001 - 10,000 บาท      3. 10,001 - 15,000 บาท  
4. 15,001 - 20,000 บาท      5. 20,001 - 25,000 บาท      6. มากกว่า 25,000 บาท



ส่วน 2 : คำถามแสดงความคิดเห็น กรุณาเลือกเพียง 1 คำตอบ

1. แปรงสีพื้นที่ท่านเลือกใช้ในปัจจุบันมีชื่อว่าอะไร

1. ออรัล - บี      2. พาโรคอนแทกซ์      3. คอลเกต      4. เอ็ม  
5. โคลสต็อพ      6. อื่น.....

2. ปัจจัยใดบ้างที่มีผลในการตัดสินใจเลือกซื้อแปรงสีพื้นของท่าน

1. ราคา      2. ยี่ห้อสินค้า      3. ลักษณะสินค้า      4. โปรโมชันพิเศษ  
5. คุณภาพสินค้า

3. อัตราราคาแปรงสีพื้นที่ท่านตัดสินใจเลือกใช้ควรมีราคาเท่าใด

1. 21-40 บาท      2. 41-60 บาท      3. 61-80 บาท      4. 81-100 บาท  
5. 100 บาท ขึ้นไป

4. ท่านเลือกซื้อแปรงสีพื้นที่ไหน

1. ซูเปอร์มาร์เกต      2. ร้านขายยา      3. คลินิกทันตแพทย์      4. ร้านขายของชำ  
5. ตั้งซื้อทางไปรษณีย์      6. ขายตรง      7. อื่น.....

5. (จากข้อ 4) ทำไมท่านจึงเลือกซื้อแปรงสีพื้น ณ สถานที่นั้น

1. ใกล้บ้าน      2. ใกล้ที่ทำงาน      3. สะดวกสบาย      4. ถูก

6. ท่านพบทันตแพทย์กี่ครั้งต่อปี

1. 1 ครั้ง      2. 2 ครั้ง      3. 3 ครั้ง      4. 4 ครั้ง  
5. มากกว่า 4 ครั้ง      6. เมื่อมีปัญหาเท่านั้น

7. ใน 1 เดือนท่านไปซูเปอร์มาร์เกตกี่ครั้ง

1. 1 ครั้ง      2. 2 ครั้ง      3. 3 ครั้ง      4. 5 ครั้ง  
5. มากกว่า 5 ครั้ง

8. วันไหนที่ท่านไปซูเปอร์มาร์เกต

1. จันทร์ - ศุกร์      2. เสาร์ - อาทิตย์

9. เวลาใดที่ท่านไปซูเปอร์มาร์เกต

1. 10.00-13.00 น.
2. 13.01-16.00 น.
3. 16.01-19.00 น.
4. 19.01-22.00 น.

10. โปรโมชันพิเศษชนิดใดที่ท่านชอบมากที่สุด

1. ส่วนลดเงินสด
2. คูปอง
3. ซื้อ 2 แถม 1
4. อื่น.....

11. ท่านได้รับข้อมูลในการเลือกซื้อจากสื่อโฆษณาใดมากที่สุด

1. วารสารบันเทิง
2. หนังสือพิมพ์
3. วิทยุ
4. โทรทัศน์
5. บุชสินค้า
6. ป้ายกระดาน
7. ใบปลิว

12. ตามความคิดเห็นของท่าน แปร่งสีฟันควรมีอายุใช้งานเป็นเวลานานเท่าใด

1. 1 เดือน
2. 2 เดือน
3. 3 เดือน
4. 4 เดือน
5. 5 เดือน
6. มากกว่า 5 เดือน

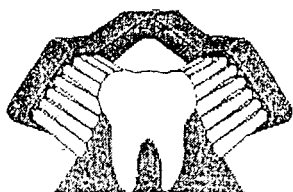
13. ใครเป็นผู้เลือกซื้อแปร่งสีฟันให้ท่าน

1. พ่อ - แม่
2. คู่สมรส
3. ซื้อใช้เอง
4. ญาติ
5. อื่น.....

14. ท่านเคยได้ยินแปร่งสีฟันยี่ห้อ “รีมีเด้นท์” (REMEDENT) ซึ่งมีคุณสมบัติในด้านการทำ ความสะอาดฟันเหงือก และลิ้น หรือไม่

1. เคย
2. ไม่เคย

15. ท่านสนใจหรือไม่ในประดิษฐกรรมใหม่ของแปร่งสีฟัน “ รีมีเด้นท์ ” ซึ่งออกแบบพิเศษโดยมีลักษณะขนแปรง 2 ขนแปรง (โดยครึ่งหนึ่งของขนแปรงจะอยู่ที่เหงือก ส่วนอีกครึ่งหนึ่งจะอยู่ที่ฟัน) มองตามภาพด้านล่างนี้



1. สนใจ
2. ไม่น่าสนใจ

16. คุณสมบัติใดที่ท่านอยากให้มีในแปรงสีพื้นที่ท่านเลือกซื้อ

1. สะอาด (ป้องกันเชื้อโรค)
2. สามารถนวดเหงือก
3. สามารถนวดลิ้น
4. ใช้เหมาะมือ
5. ขนแปรงสีละเอียด
6. ไม่ระคายเคืองช่องปาก



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