

# THE EFFECT OF SALES PROMOTION TYPES ON CONSUMER BEHAVIOR



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By                                      Miss Warisra Wacharakorn  
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Thesis Advisor                      Papaporn Chaihanchanchai, Ph.D.

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การวิจัยในครั้งนี้ มีวัตถุประสงค์เพื่อศึกษาผลของประเภทการส่งเสริมการขายต่อทัศนคติ และความตั้งใจซื้อของผู้บริโภค ซึ่งมีตัวแปรต้น คือ การส่งเสริมการขายประเภทลดราคา และการส่งเสริมการขายประเภทแจกของแถม ส่วนตัวแปรตามคือ ทัศนคติต่อประเภทการส่งเสริมการขาย ความตั้งใจซื้อของผู้บริโภค รวมไปถึงเพื่อศึกษาความสัมพันธ์ระหว่างทัศนคติต่อประเภทการส่งเสริมการขาย และความตั้งใจซื้อของผู้บริโภค สำหรับสินค้าที่ใช้ในการวิจัยทดลองนี้ คือ น้ำดื่ม ซึ่งเป็นสินค้าที่มีความเกี่ยวพันต่ำ โดยการวิจัยเชิงทดลองในครั้งนี้เป็นลักษณะแบบวัดผลครั้งเดียวหลังจากกลุ่มตัวอย่างได้เปิดรับสื่อสิ่งพิมพ์โฆษณา ซึ่งกลุ่มตัวอย่างที่ใช้ในงานวิจัยนี้เป็นนิสิตที่กำลังศึกษาอยู่ในระดับปริญญาตรีจากคณะนิเทศศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย จำนวน 77 คน และทำการเก็บข้อมูลในช่วงเดือนตุลาคม ปีการศึกษา 2562 จากผลการวิจัยพบว่า การส่งเสริมการขายประเภทลดราคา มีผลต่อทัศนคติของผู้บริโภคมากกว่าการส่งเสริมการขายประเภทแจกของแถม ( $t [75] = 3.38, p < .05.$ ) ส่วนการส่งเสริมการขายประเภทลดราคา และการแจกของแถม มีผลต่อความตั้งใจซื้อของผู้บริโภคไม่ต่างกันอย่างมีนัยสำคัญทางสถิติ ( $t [73] = 1.87, p > .05$ ) นอกจากนี้ ทัศนคติต่อการส่งเสริมการขายทั้งสองประเภทยังมีความสัมพันธ์กับความตั้งใจซื้อสินค้าของกลุ่มตัวอย่างอีกด้วย



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Warisra Wacharakorn : THE EFFECT OF SALES PROMOTION TYPES ON  
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The objective of this research was to explore the effect of sales promotion type on consumer attitude and consumer purchase intention. The independent variable of this study included price-off and premium sales promotion. In addition, this research also explored the relationship between consumer attitude towards sales promotion type and consumer purchase intention. The dependent variables were consumer attitude and consumer purchase intention. The product used in the experiment was drinking water, a low involvement product. The study was conducted using the posttest only design. The data was collected from seventy seven undergraduate students at Chulalongkorn University at the end of October 2019 academic year. The results showed that price-off sales promotion had more effects on consumer attitude compared to premium sales promotion ( $t [75] = 3.38, p < .05.$ ), while price-off and premium sales promotion could affect consumer purchase intention with no significant differences ( $t [73] = 1.87, p > .05.$ ). Moreover, there was a positive relationship between consumer attitude and purchase intention towards sales promotion for both, price-off and premium sales promotion.



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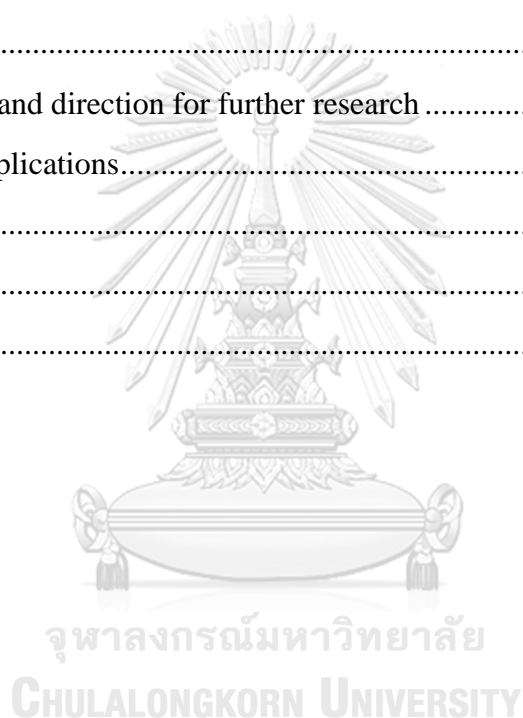
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# CHAPTER 1

## INTRODUCTION

### 1.1 Significance of the study

In recent years, there has been an increasing number of brands producing new products and providing new services to satisfy consumers' needs. Therefore, the market is highly competitive, with more brand alternatives and less uniqueness. Many brands are struggling to figure out the best strategy to attract consumers' attention and to motivate them to take action as the brand desire.

From a marketing perspective, there are many strategies and activities which function to help persuading consumers. One of the basic marketing communication tools which brands have been using is sales promotion. Although the marketing concept has transformed and evolved, sales promotion remains useful. In the history of marketing, sales promotion has been considered as a key factor of promotional tools. Out of all marketing communication tools, sales promotion can highly encourage consumers to react quickly to the advertised message and purchase a product by its incentives (G. Belch & M. Belch, 2018). It can quickly help increasing sales volume and achieving the financial goal. Moreover, previous studies have shown that sales promotion also help brand by encouraging consumers to switch brand, increasing purchase quantity, speeding up their purchase, stockpiling, and encouraging product trial (Mittal & Sethi, 2011)

One of the product categories which has always been paired with sales promotion is consumer products. The consumer products market is highly competitive

because there is a wide range of products offered by various brands. Since consumer products are typically inexpensive, and it is difficult to differentiate the product from their competitors, consumers do not find it necessary to extensively evaluate the brand before making a decision. Moreover, consumers are more sensitive to the price, and they are willing to switch brands (Gupta, 1988). Therefore, in this highly competitive market, sales promotion is another important marketing tool that can help attracting consumers and generating immediate responses.

Sales promotion does not only focus on boosting the short-term financial goal, but it can also be beneficial for the long-term one. Sales promotion can be used as a tool to help a brand enhance its unique selling point and its positioning. For instance, Watson, a retailer that mostly sells consumer products, had launched its promotional campaign ten years ago. The campaign from Watson is “buy the second piece at THB 1”. That encourages consumers to get two pieces of its product because the second piece only costs THB 1. This promotional campaign from Watsons has successfully achieved its customers’ responses and its position, and consumer have registered Watsons as a brand that they can buy a product at a lower price.

With regard to sales promotion type, sales promotions can be categorized from two perspectives. The first perspective focuses on who gets the benefit from the sales promotion, either the consumers or the middleman. Sales promotion, which benefits consumers, is called consumer-oriented sales promotion, while sales promotion, which benefits the middleman, is called trade-oriented sales promotion (G. Belch & M. Belch, 2018). The second perspective focuses on the value given to the customer. Sales promotion under this perspective is categorized into monetary and non-

monetary sales promotion. Monetary sales promotion affects the original price of the product; consumers get to pay less than the product's original price. For non-monetary sales promotion, it is viewed as gains and is offered with something besides money, such as a free gift or a bonus pack (Campbell & Diamond, 1990). Even though sales promotion can be categorized based on different perspectives, this study focuses on consumer-oriented sales promotion with the monetary and non-monetary type of sales promotion.

Many past studies have focused on the relationship between sales promotion and consumer behavior. The results have demonstrated that there is a positive relationship between these two concepts (Gupta, 1988; Nagadeepa, TamilSelvi, & Pushpa, 2015; Santini, Sampaio, Perin, & Vieira, 2015). In addition, both monetary and non-monetary types can equally induce consumers to switch brands, increase purchase quantity, accelerate purchase, try new product as well as spend more money (Mittal & Sethi, 2011; Muhammad, Qasim, Kashif, Muhammad, & Muhammad, 2013).

According to Parsons (2003), price-off results in intention to visit the store more often, compared to non-monetary type. While Kchaou and Amara's (2014) study shows that consumers are not impulsively buying a promotional product because they want to save money. As a matter of act, they are making an impulse purchase because those promotional products are attractive. Arnold and Reynolds (2003) also mention that consumers take pleasure in hunting a deal, seek promotions, and find items at low prices.

As mentioned earlier, most products utilizing sales promotion are mainly consumer products. Consumer products are considered to be low involvement products because they are everyday used, mundane, and low priced. Consumers spend less time and effort in searching or evaluating the alternatives. Since consumer products are usually inexpensive, it does not matter if consumers make a wrong purchase decision (Solomon, 2015). Moreover, as low involvement product is usually a product that can be purchased impulsively (Kchaou & Amara, 2014), in-store stimuli such as price deals, displays or coupons play a crucial role to fasten consumer's decision (Assael, 2004). Since this study focuses on the perspective of monetary and non-monetary sales promotion, a low involvement product is chosen to be explored with both types of sales promotion.

Even though there is a significant body of literature on sales promotion and consumer behavior, the results are controversial. Both monetary and non-monetary sales promotion have a positive relationship with consumer behavior. Considering the increase of competition among brands and the usefulness of sales promotion, this study is designed to examine the sales promotion on which type of sales promotion can better generate consumers' immediate response. Specifically, this study is focused on the target group at the age of 18-30 because they are a group of consumers who potentially have high purchasing power (Brandbuffet, 2017).

## 1.2 Research objectives

1. To examine the effect of sales promotion types on consumer behavior
2. To examine the relationship between consumer attitude and consumer purchase intention towards sales promotion type

## 1.3 Research questions

1. Which type of sales promotion have more effects on consumer behavior?
2. What is the relationship between consumer attitude and consumer purchase intention towards sales promotion types?

## 1.4 Scope of the study

This study is a quantitative research, a true experimental design with posttest only, conducted to determine the causation. Prior to the experiment, a series of pre-tests were completed to ensure the experimental group's perception and preference for product category, brand names, and sales promotion. The simple random sampling was also be applied to assign the experimental group to different treatments, in order to avoid the threat of selection biases. The data was collected from 77 undergraduate students from Chulalongkorn University whose age ranges from 19-22. The experiment was conducted at the end of October 2019.

## 1.5 Operational definitions of variables

Low involvement product is defined as a product which consumers do not consider as important or relevant to them. Consumers invest less time and effort to



search for product information. It is usually not expensive and not involved with a high risk. Also, if consumers make a wrong decision, it is not a big deal for them (Assael, 2004; Solomon, 2015). A bottle of drinking water is used as a low involvement product for this study.

*Sales promotion* refers to marketing activities that provide a short-term incentive to motivate consumers to make a purchase (Kotler & Armstrong, 2014). In this study, sales promotion is based on a consumer-oriented perspective (G. Belch & M. Belch, 2018) and then categorized into monetary and non-monetary sales promotion (Campbell & Diamond, 1990).

*Monetary sales promotion* means a sales promotion in which it affects the original price that consumers need to spend, and consumers take it as a reduced loss (Campbell & Diamond, 1990). In this study, it involves a price-off deal; a price of a bottle of drinking water was marked down from THB 7 to THB 5.

*Non-monetary sales promotion* means a sales promotion which offers something else other than money such as premium, sampling, bonus pack, or extra quantity. It is viewed as gains and is considered separately from the original price that consumers need to spend (Campbell & Diamond, 1990). In this study, a pack of tissue was used as a premium coming with a purchase of drinking water bottle.

*Consumer behavior* is defined as the processes involved when individuals or groups select, purchase, use, or dispose of products or experiences to satisfy their needs and desires (Solomon, 2015). In this study, consumer behavior includes:

*Attitude* means the consumer's overall evaluation of sales promotion type.

This study is looking at attitude from the uni-dimensional view. Attitude is measured from the participants' overall feelings towards price-off deal and premium.

*Purchase intention* means the probability that a consumer will make a purchase after being exposed to sales promotion.

### **1.6 Expected benefits of the study**

1. Academically, the result of this study can provide an extended body of knowledge in the area of sales promotion and consumer behavior, specifically consumer attitude and purchase intention.
2. Professionally, the study can be beneficial for brands and marketers, especially in consumer product area. This study demonstrated a piece of evidence on how sales promotion relates to consumer behavior. Therefore, brands and marketers can improve their strategy to attract impulse buyers and generate immediate responses from the result of this study.

## **CHAPTER 2**

### **LITERATURE REVIEW**

This chapter aims to review detailed information and relevant concepts surrounding sales promotions and consumer behavior. Thus, it covers related three concepts including marketing, integrated marketing communications, and consumer behavior.

#### **2.1 Marketing**

Marketing is the most crucial function in the company because the result of a marketing move can surprise the management. Successful marketing can effectively build demand for products and services, which, in turn, creates profits and jobs for other functions (Kotler & Keller, 2016). In presence, many products and services arise, which leads to an increasing number of competitors. While consumers are spending more carefully, it is a marketer's job to attract the attention. Marketing can be an answer on how to compete with competitors by using other techniques aside from its price.

#### **Definition of marketing**

Broadly defined, marketing is an exchange process between two parties, the first party creates and provides something of value to the second party to satisfy their needs. It includes both tangible goods and intangible services. People offer products or services, and in return, are exchanged with money (Beckman, Boone, & Kurtz, 1986). Marketing is the business function that identifies and delivers unfulfilled needs

and wants. Aside from determining the target markets and appropriate products or services to serve, marketing function also measures and quantifies the size of the identified market and the profit potential. Furthermore, the marketer needs to encourage other departments in the organization to think and serve the customer (Kotler, 2003). However, in the business context, marketing also involves generating profit and maintain a relationship with customers. Therefore, Kotler and Armstrong (2014) defined marketing as the process by which marketers create value for customers and build strong relationships with them in order to capture value when they return.

While in general, most people would define marketing as selling or advertising which is formally defined by the American Marketing Association (AMA) that “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large” (AMA, 2017, para.2). On the other hand, Kotler and Keller (2016) referred to one of the famous marketers, Mazur, who said that marketing’s role is to create and deliver a higher standard of living. Therefore, Kotler and Keller (2012, p. 5.) gave the social definition which shows the role marketing plays in society that “marketing is a societal process by which individual and groups obtain what they need and want through creating offering and freely exchanging products and services of value with others.”

There is a big difference between these two definitions. The definition from AMA (2017) focuses on the activities from the organization while Kotler and Keller (2016) definition focuses on the economic welfare of the entire society. McCarthy and

Brogowicz (1982) agreed that we could define marketing as both. However, instead of calling it a set of activities performed by the organization and a social process, he defined it as Micro-marketing and macro-marketing. micro-marketing is the performance of activities that seek to achieve an organization's objectives by anticipating customer needs and shaping the flow of need and satisfying goods and services from producer to customer. While macro-marketing is a social process that seeks to achieve the objective of society by shaping an economy's flow of goods and services from producers to consumers in a way that it effectively matches supply and demand (McCarthy & Brogowicz, 1982)

In addition, the marketing concept is not created only for business or exchange goods or services with money, but it is also useful for nonprofit organizations such as The Red Cross, government and charities houses because they need to satisfy the consumer group as well (McCarthy & Brogowicz, 1982).

### **The evolution of marketing philosophy**

Although Marketing has always been relevant in businesses, the discipline of marketing has gone through a few concept transformations, and its importance has changed enormously (Beckman et al., 1986). Each of them presents different challenges for the organization to survive and to make a profit from different periods (Kotler, 1986).

In the old days, it began with the production concepts when there were only a few products available in the market, and the demand for a product exceeded the supply (Dowling, 2004; McCarthy & Brogowicz, 1982). Consumer favored only

products that are widely available and affordable. Firms believed that mass production was the marketing technique for the era. Therefore, management focused more on improving production and distribution efficiency by stressing the production of the product and looking for people to purchase (Beckman et al., 1986). The concept of production was applied in two situations. First, it can be applied when the demand for the product is higher than the supply, so they need to increase productivity. Second, it can be applied when they need to lower their costs. Mass production helps reduce production costs (Kotler, 1986)

Once every firm put effort into mass production, there were plenty of products in the market. Consumers were more willing to pay for the best quality products with high performance and most innovative features. Firms, then, began to apply the product concept by shifting their focus on improving the product. Most firms believed that an excellent product or service would sell itself. However, in that era, management overlooked the challenge of producing newer products (Kotler, 1986); while they tried to produce an innovative product, they forgot to think about how difficult it was for the consumer to use or to understand (Dowling, 2004).

In the 1940s, the management had reshaped their philosophy. They no longer think that making the best product available is enough because the consumer would only buy the product if the firm sells them relentlessly. The firms need to put more effort into selling and promoting their products in order to encourage consumers' purchase decision. It often happens when supply exceeds demand (Dowling, 2004). In consequence, the organization began to pay more attention to a valid salesforce purchase (Beckman et al., 1986). They aimed to sell what they make rather than what

the market wants. The selling concept focuses on the needs of the seller to sell as the number of competitions was increasing, and they need to convert their product into cash (McCarthy & Brogowicz, 1982). For example, insurance products which buyers do not usually think of buying but the customer could consider once they hear the hard sell the product's benefit (Kotler, 1986).

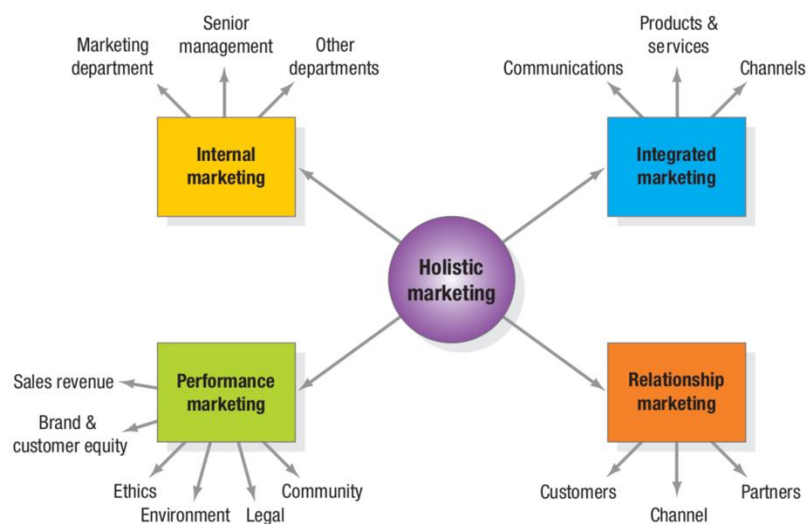
After world war II ended, the buyers gradually become to be choosy. Most firms realized that it was no longer possible to sell anything they produce, as buyers would only purchase goods or services that they believed it can serve their needs. From there, firms began to think that they should not try to make a customer buy what they want to produce, but the firms' principal tasks were to understand and to serve the needs of the customers (Beckman et al., 1986). The organization put all its effort to satisfying customers. Since this concept focuses on the needs of the buyers, the key to achieve the organizational goals is to understand the needs and wants of the target market, along with the ability to deliver the desired satisfaction more effective and efficient compared to their competitors (Kotler, 1986). Beckman et al. (1986) defined the marketing concept as a company-wide consumer orientation with the objective of achieving long-run profits, like three to ten years ahead (McCarthy & Brogowicz, 1982)

However, application of the marketing concept might not be enough. The marketing concept only focuses on serving consumers' short term needs, not the consumers' long term welfare. Hence, the societal marketing concept emerged. This societal marketing concept suggests that the company should balance their profits, consumers' desire, and society's interests. The marketing strategy should discover and

satisfy the needs of its customers in a way that it also improves society's well-being at large (Kerin, Hartley, & Rudelius, 2007; Kotler & Armstrong, 2014).

As the marketing activities are getting more complex, the market trend and forces have led the business firms to embrace a new set of beliefs and practices. This was when the holistic concept was introduced. The holistic concept acknowledges that everything matters in marketing, from the development, design, marketing program, marketing process to marketing activities. It is also necessary to look at it with an integrated perspective. Figure 2.1 provides an image overview of four significant components included under the holistic marketing: relationship marketing, integrated marketing, internal marketing, and performance marketing (Kotler & Armstrong, 2014)

**Figure 2.1 Holistic marketing dimensions**



Source: Kotler, P., & Keller, K. L. (2012). *Marketing management* (14th ed.). Boston, MA: Pearson, p.19.



Relationship marketing aims to build satisfying long-term relationships with all parties to retain the business. Since the goal of marketing is to develop a deep and long-lasting relationship with any party who could directly or indirectly affect the success of the marketing activities. These parties include customers, employees, marketing partners such as investors, and also the distribution channel such as wholesalers, distributors and retailers (Kotler & Keller, 2016). The company must plan for integrated marketing. They must design marketing activities and blend the marketing program to create, communicate, and deliver value for the consumer. Communication, products and services, channels, and prices must be integrated. Furthermore, each of them can contribute on its own, and eventually, increase the effectiveness of others as a whole (Kotler & Keller, 2016).

Internal marketing is also an important dimension under the holistic concept. Marketing can be succeeded only when marketing departments, senior management, and other departments work together to achieve the goal. The task of hiring, training, and motivating will enable employees to serve the customer well (Kotler & Keller, 2016).

The last dimension for holistic marketing is performance marketing. This dimension focuses beyond sales revenue as it focuses on the financial and nonfinancial return to business and society from marketing activities. This element considers other aspects such as legal, ethical, sales revenue, as well as the social aspect such as brand and customer equity, community, and environmental effects of marketing activities and programs. By considering these elements, firms can examine

and interpret the situation in the market as well as customer satisfaction, product quality, and other measures (Kotler & Keller, 2016).

In summary, the core of the first three concepts is primarily focused on the factory. The production concept focuses on producing the product and making it available at an affordable price. Product concept focuses on improving the product to reach its best quality so that the product can be sold while selling concept focuses on the need of the seller, selling what they are producing, and customers are passive objects of selling technique. On the other hand, the marketing concept, the societal marketing concept, and the holistic marketing concept focus more on customers. Moreover, societal and holistic marketing concepts also pay attention to stakeholders and society at large (Dowling, 2004; Kotler, Kartajaya, & Setiawan, 2017). As we can see from these concepts after they have transformed, the focus has shifted from products to the customer – what they need and want. While marketing has changed its trend from telling and selling to understanding and satisfying customer needs, management still needs to balance their profitable exchange (Dowling, 2004). Their end result has shifted from profit through sales volume to profits through customer satisfaction (Kotler & Armstrong, 2014).

It is also important to note that marketing is not the art of finding smart ways to get rid of the product, but it is the art of creating genuine customer value and helping the customer to live a better life. With the high competition in the market, focusing on the products to satisfy customer needs is no longer enough. The marketer will also need to understand their consumers in order to effectively utilize the

marketing mix to satisfy their consumers in a unique way. This can help the marketer sell things easier (Kotler & Armstrong, 2014).

### **Marketing Mix**

The marketing mix is an essential element in the marketing concept. As there are many possible ways to satisfy consumer's needs, the management will need to work on these mixes to develop a strong marketing plan (Dowling, 2004). The marketing mix is a set of tactical and controllable tools of marketing which organization use to influence the sale or to generate the desired response in the targeted market (Judd, 1987; Kotler, 2003; Kotler & Armstrong, 2014). It is also a set of classic tools to help the organization plan what and how to offer to the customers (Kotler et al., 2017).

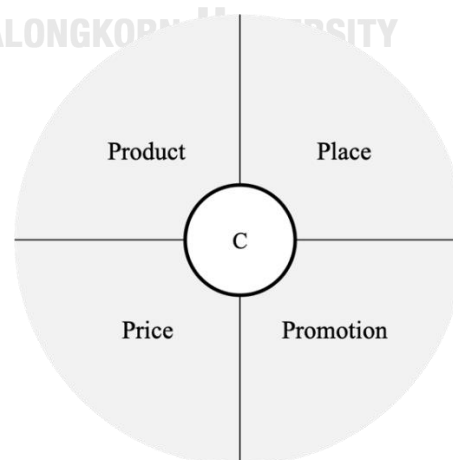
Marketing mix was coined, by Borden in the late 1940s, to represent the ingredients for marketing. With its ingredients, the concept of marketing mix helps marketers to understand the market force (Judd, 1987). Borden's (1984) list of marketing mix elements includes product planning, pricing, branding, channels of distribution, personal selling, advertising, promotions, packaging, display, servicing, physical handling, and fact-finding and analysis. Borden (1984) stated that the list of this marketing element does not necessarily need to be the same for every marketer. The list could be long or short, depending on each marketer. Due to the aforementioned statement, there are still too many variables to consider. Therefore, McCarthy (1960) suggested that we can deal only with the fundamental variables since most of them fall under these fundamental variables. McCarthy (1960) has

reduced the significant variables into the four essential elements, as shown in Figure 2.2. The famous four Ps marketing mix includes product, place, promotion, and price.

The customer is shown as C at the center of the circle, surrounded by the four Ps. However, the customer is not part of the marketing mix. It is placed in the center only to show that the customer is the target of all marketing efforts. Moreover, the four Ps are equally important (McCarthy & Brogowicz, 1982). This set of tools work together to satisfy customer needs and build customer relationship (Kotler & Armstrong, 2014).

First, the product element involves developing the right type of product or service to serve the target market (McCarthy, 1960). This element covers package design, branding, trademarks, warranties, guarantees, and product life cycles. Moreover, it covers the consumers' satisfaction relating to how well the product serves their needs (Beckman et al., 1986).

**Figure 2.2 The 4Ps of marketing**



Source: McCarthy, E. J. (1960). *Basic marketing: A managerial approach*.

Homewood, IL: Irwin, p.35.

Price, the second element, focuses on setting the profitable and justifying prices. Price is the most essential and challenging part because it can make the product attractive to the customer and in the same time, profitable to the organization. Also, if the customer has an adverse reaction to price, this can affect the other three elements. There are a few things to take into consideration when setting a price, the nature of competition in the target market, current practices as to markups, discount, the legal restrictions on pricing or even public scrutiny (Beckman et al., 1986).

The third P, place, is concerned with delivering the right product or service to the target marketing. In other words, this element focuses on selecting and managing the channel of distribution and how the product or service goes through from producers to final customers (Beckman et al., 1986). The product and service should be available for the customer anywhere and anytime it is wanted. A channel can include several kinds of middlemen, especially when the product involves a different target market. Wholesaling, retailing, transportation, storage, and financing are included under this element (McCarthy, 1960).

The last P is promotion. This element is related to communication. The promotion's job is to inform the target market about the right product that will be selling at the right place and price. It includes personal selling, mass selling, and sales promotion (McCarthy & Brogowicz, 1982). Beckman et al. (1986) have specified advertising and publicity under this promotion element as well. McCarthy (1960) viewed this element as complementary methods of communicating with the consumer because promotion can add more value to the product. The product can be sold easily at the same or even at a higher price. However, these methods must be blended in

order to create effective communication with the target market (Beckman et al., 1986).

Even though most people around the world have accepted these four original mixes, some people suggested an additional Ps on the list. Judd (1987) suggested that people should be the fifth element of the marketing mix. This variable will capture the concept of organizational commitment in marketing and customer, especially in the market where it is hard to differentiate the organization from its competitors in terms of product, price, place, or promotion. People factor in this context is employees; each employee is involved with creating and implementing the marketing mix. Therefore, whether or not the employee has direct contact with the customer, they have the potential to create a positive perception in customers' minds. This could help differentiate the brand from its competitive organization by providing their customers with a unique experience.

Goldsmith (1999) also stated that aside from the famous four Ps, personalization must be considered as they should personalize the product to create the uniqueness. Kotler (1986) suggested that for mega-marketing strategy; a marketing strategy for a market with high entry barriers, power and public relations should be included as the fifth and the sixth variables. These variables can influence an organization's ability to sell. The fifth variable suggested is power. It is concerned with the political power. Mega-marketing involves gaining marketing access and dealing with more parties such as legislators, political parties, or public interest groups who have an interest in the company's activity. Thus, mega-marketers should be familiar or even close with the influential people, who can lead them to the

connection and must win the support from legislators and government to enter and operate in the target market.

On the other hand, public relations is concerned with public opinion. Before entering the market, the organization must understand the community well in order to become a good citizen and to contribute to the community, such as sponsoring cultural events, after entering the market. The positive opinions from the community will help pull the company into the market.

Booms and Bitner (1981, as cited in Arif, 2016) who brought up the perspective of service marketing mix by adding participants, physical evidence, and process on top of the classic four Ps. These three variables are essential for service marketing because these are the customer interface. These variables can influence purchase's needs, customer satisfaction, and customer experience (Lovelock & Wirtz, 2011). Participant or people include those who are directly and indirectly involve the trade of products and services. It is mainly those employees who get to work with customers, personnel, and management. It is even more critical, especially for service marketing, because people represent the face of the organization. They can influence customer satisfaction, consequently, customer's purchase intention. The relationship between employees and customers can also be the result of the service delivered.

Physical evidence in the service marketing area refers to an environment where the service comes from an interaction between an employee and a customer. The service business requires customers to enter the service place. Therefore, the firm needs to manage the servicescape or the physical environment as well. This includes

the appearance of the building, signs, space and function, decoration, as well as the temperature, sound, and smell inside the area (Lovelock & Wirtz, 2011).

The last element from (Arif, 2016) is the process. This is also an important element because a service is made up of a chain of activities. The process represents activities, procedures, protocols by which the service is eventually delivered to the customer.

Finally, Baumgartner (1991, as cited in Gummesson, 1994) introduced an extensive model with the total of 15 Ps. He combined six Ps from Kotler (1986) along with another nine variables: probe, participation, prioritize, positioning, profit, plan, performance, positive implementations.

A summary of all marketing mix concepts, and its proposed extensions mentioned earlier are gathered in Table 2.1.



**Table 2.1 The marketing mix and proposed extensions of the 4Ps**

<b>4Ps</b>	<b>5Ps</b>	<b>6Ps</b>	<b>6Ps</b>	<b>7Ps</b>	<b>15Ps</b>
<b>McCarthy</b>	<b>Judd</b>	<b>Goldsmith</b>	<b>Kotler</b>	<b>Booms &amp; Bitner</b>	<b>Baumgartner</b>
Product	Product	Product	Product	Product	Product
Price	Price	Price	Price	Price	Price
Promotion	Promotion	Promotion	Promotion	Promotion	Promotion
Place	Place	Place	Place	Place	Place
	People	Personalization	Power	Participants	People
			Public	Physical	Politics
			Opinion	evidence	Public relations
				Process	Probe
					Partition
					Prioritize
					Position
					Profit
					Plan
					Performance
					Positive
					implementations

Source: Adapted from Gummesson, E. (1994). Making relationship marketing

operational. *International Journal of Service Industry Management*, 5(5), p.8.

Moreover, after entering the modern marketing era, there is a concern that the four Ps concept only focused on the seller's view of the market, not the buyer.

Therefore, Lauterborn (as cited in Burgers, 2008) suggested to look at the marketing mix from the view of the buyer. It should focus on customer value and relationships.

Thus, the four Ps should be updated to the four Cs, as shown in Table 2.2.

**Table 2.2 The 4Ps and 4Cs marketing mix**

4Ps	4Cs
Product	Customer solution
Price	Customer cost
Place	Convenience
Promotion	Communication

Source: Adapted from Kotler, P., & Armstrong, G. (2014). *Principles of marketing* (15th ed.). Boston, MA: Pearson, p.77.

By considering from the seller's view, they are trying to sell the product, but if we look from the customer's view, they are buying the solution to solve their problem. They do not focus only just the price of the product but also the cost of obtaining, using, and disposing of the product. Place has become a possible convenience that focuses on customer benefits. The product should be convenient for consumers to purchase. Furthermore, the promotion has been updated to communication because consumers can now respond to the brand (Burgers, 2008; Kotler & Armstrong, 2014).

However, Kotler et al. (2017) has redefined the four Cs to accommodate customer participation, as we have entered the connected world. The internet has brought everyone closer. With this, customer solution has become co-creation. Consumers are not only looking for the solution to solve their problem, but they are collaborating with the firm to develop a new product or even customize or personalize the product to serve their needs and wants. Customer cost became currency. In this

digital economy, price is similar to currency. It can fluctuate depending on market demand. Convenience has evolved into communal activation. Customers demand access to products and services immediately, and the only way to serve this is with their peers who share similar interests. Hence, in this sharing economy, the dominant distribution concept is a peer-to-peer distribution, which is the essence of communal activation. The concept of communication has evolved to the conversation as media tools today, especially social media. It allows customers not only to respond to the organization, but it also enables customers to have a conversation with other customers regarding what they have experience with the organization.

In conclusion, the classic marketing tools, the four Ps, should not be replaced by the four Cs as they are viewed from different perspectives, the sellers and the buyers. The four Cs are the experiential complement of the four Ps. Therefore, marketers should consider both sets of the marketing mix (Burgers, 2008). The key to become successful with an effective result is to manage the marketing mix elements as an integrated shape, even the responsibility for different elements is in the hand of different departments. This will help communicate an outstanding image for organization and its brand (Dowling, 2004; Kotler, 2003)

In the next section that follows, integrated marketing communication will be explored to emphasize on how marketers can blend all communication tools together to maximize its effectiveness.

## **2.2 Integrated Marketing Communications**

As mentioned earlier, modern marketing required more than just developing an excellent product at an attractive price and making it accessible. Consumers have also learned to rely on various forms of promotion when making their purchase decisions. While the customers are bombarded with brands' messages from all directions, they are also actively deciding on which communications they want to receive or ignore. Therefore, marketing communications need to be designed carefully on the purpose and how to deliver it to the consumer (G. Belch & M. Belch, 2018; Kotler & Armstrong, 2014; Kotler & Keller, 2016).

### **Definition of integrated marketing communications**

Integrated marketing communications (IMC) known as communication that wraps around consumers and fosters the relationship between consumers and brands (Blakeman, 2015). It can also be described as a new advertising, orchestration, or seamless communication (G. Belch & M. Belch, 2018). AMA (2004, as cited in Kotler & Keller, 2016) defined IMC as a planning process designed to assure that all consumer touchpoints are relevant to the consumers, and the messages are consistent over time. Shimp (2010) defined IMC as a communication process that involves planning, creating, integrating, and implementing various forms of marketing communications to deliver a consistent message over time to influence or directly affect the behavior of the targeted audience.

On the other hand, the American Association of Advertising Agencies (4As, 1989, as cited in G. Belch & M. Belch, 2018) defined IMC as not just a

communication process but also as a strategic business process used to plan activity that recognizes the strategic roles of various communication disciplines. It has a purpose to provide clarity, consistency and maximize the impact when combined within a comprehensive communication plan. D. Schultz and H. Schultz (2004) has also defined IMC as a strategic business process used to plan, develop, execute, and evaluate the coordinated, measurable, persuasive brand communication programs over time. IMC does not focus only consumers and customers but also other targets such as investors, employees, and government.

### **Principles of IMC**

In order to understand and to implement an effective IMC, five practices can be used as the principle of IMC.

First of all, marketing communication activities begin with the customer. This principle stresses that IMC is an outside-in approach. The process needs to start with customers and really focus on providing the best solution to serve customer needs and also give the information to motivate a behavior in a certain way. Therefore, the marketing communications process must begin with and focus on the target customers as well as determining appropriate messages and tools to achieve the marketing objective. Nowadays, consumers are being more selective with their choice of media for acquiring information about brands. To achieve this principle, it is essential to know customer's media preferences and lifestyle in order to reach them with brand messages in an appropriate context.

However, just focusing on media preference alone might not be enough; marketers need to look at the customer's total experience and to consider how customer service is delivered. The customer service also includes how the product performs in the marketplace as well as the social impact on the firm so they can determine the drivers that can positively or negatively affect the experience when the customer perceive the firm (Blakeman, 2015; D. Schultz & H. Schultz, 2004; Shimp, 2010).

Second, marketers need to utilize appropriate communication tools and touchpoints for their best function. As the communication objectives are usually set for particular audiences so the advertised message must appear in the right place, at the right time, and to the right target (Blakeman, 2015). The process requires a mixture of promotional tools in order to be able to deliver the message. However, one tool does not fit every objective. Thus, it is necessary to choose the right tools to be able to achieve the objective while making sure that it would not be irritating the audience (Shimp, 2010)

Third, multiple messages must be communicated with a single voice. This principle involves identifying a specific positioning of a brand, which is what brands intend to stand for in the target market's mind. The same positioning needs to be delivered consistently across all media channels. In other words, all communications should be created from the same positioning statement and must present a unified message (Shimp, 2010). It does not only apply to the content of the message, but also the creative pieces. The artwork must be created with a consistent visual identity and

a consistent message from one tool to another. The bottom line is that every communication piece should look and sound familiar (Blakeman, 2015).

Then, marketers should expect strong relationships as a long-term goal. Communication techniques used in IMC focus more on target consumer's special interest and the interaction between brand and customers. IMC approach builds the relationship by allowing customers to provide feedback, share the idea, and discuss product related topics that involve consumers (Blakeman, 2015). Since it is more cost-effective to maintain current customers than to attract new ones, marketers should apply various communication tools in the communications strategy. Marketers can also execute the loyalty program to create a commitment with customers as well as encouraging them to purchase products or services by providing incentives. With this execution, marketers can create a stronger relationship between brand and customers, which will also encourage consumers to make a repeat purchase and turn the consumers into a loyalty customer (Shimp, 2010).

The last IMC Principle, according to Shimp (2010), is the focus on the ultimate objective. The objective of IMC is to achieve the goal of affecting the behavior of the target audience. In other words, just by successfully creating brand awareness or changing the customer attitude towards a brand is not enough. The successful IMC program should encourage audiences to take some action to provide income flow to the firm. This explanation can partially explain why sales promotion and direct marketing are used so extensively to achieve an immediate result for the short-term goal while advertising is used to achieve the long-term goal. Besides, IMC is designed to influence the behavior of customers, and the result of those behaviors

must be measurable in terms of financial value. Eventually, the ultimate goal of IMC is to move the audience closer to the purchase decision or reinforce the buying patterns that already exist (D. Schultz & H. Schultz, 2004; Schultz, Tannenbaum, & Lauterborn, 1994).

With these five IMC principles, it can produce stronger message consistency, help building brand equity, with the potential to create a more significant sales impact. In order to achieve the company's ultimate goal, marketers should consider all perspectives that they can reach their customers. This includes the importance of each channel, how the company communicates its positioning as well as how to unify images and message that is sent through different activities. IMC also talks about the ability to reach, engage, and create a relationship with the right audience, the right message at the right time and place. Therefore, the tools being used to deliver the messages are also essential in the planning process (Kotler & Keller, 2016).

### **IMC Tools**

Marketers need to find a way to increase communication efficiency by choosing the right tools to meet the objective that they want to achieve. According to G. Belch & M. Belch (2018), the fundamental IMC tools used to accomplish the company's communication objectives for IMC are the promotional mix, which are advertising, personal selling, direct marketing, publicity and public relations, digital and internet marketing, and sales promotion. In this study, the focus will be on monetary and non-monetary sales promotion types under consumer-oriented sales promotion, which will be explained later in this section.



Each IMC tool has its own unique character which can accomplish different objectives and stages (Kotler & Keller, 2016). For example, advertising and publicity will be efficient during the introduction stage of the product. Consumers may not be aware of the product. Therefore, companies need to spread information about new products. Personal selling can strengthen the customer's perception of the product's advantages.

On the other hand, personal selling, as well as sales promotion, are more critical during the product's maturity stage because it is the time when they need to maintain the market share. Personal selling can encourage consumers to make a purchase, while sales promotion is known as the most effective tool to trigger consumers' purchase decisions. During the decline stage, companies should focus on the sales promotion program to encourage purchase decisions while reducing the budget on advertising, publicity, and personal selling (Kotler, 2003).

Advertising is defined as any paid form of communication related to the product, service, or organization. Advertising, through media such as TV, magazine, radio, newspaper, billboard, can transmit a message to a large group of people at the same time. However, it is impossible to get an immediate response from these channels. Advertising is an essential part of an IMC plan because it requires a large budget. However, advertising through mass media channels is a cost-effective way to send out a message to a large number of consumers. Advertising can also be crucial to help a brand differentiate themselves from their competitors by creating a unique image and association with the brand. It is also a valuable tool for building brand equity as it can provide consumers with information as well as influence their

perception. Advertising allows marketers to repeat the key message many times in order to convince the buyers to behave or perceive in a certain way, by choosing to show the aspect of the brand or product that they want their consumer to think of (G. Belch & M. Belch, 2018; Kotler & Keller, 2016).

Personal selling is direct communication between sellers and customers, which sellers attempt to persuade customers. Personal selling involves direct contact between seller and customers either by face to face, in-person, or through the form of telecommunications. A salesperson can see the customer's immediate reaction, which they can tailor the message for the customer's specific needs or current situation and build customer relationship in person. This tool requires an immediate and precise response of the salespersons as the reaction or reply from the salespersons can affect the brand image or consumer's purchase decision (G. Belch & M. Belch, 2018; Kotler & Armstrong, 2014; McCarthy & Brogowicz, 1982).

Direct marketing involves a variety of activities which has to integrate with other communications. Direct marketing is more than just a direct mail; it includes direct selling, telemarketing through different media such as online platform, various broadcast, and print media. Marketers use telemarketing to call customers directly and sell their products. Marketers can also send out a catalog, sales promotion brochure, or even samples to provide the potential customer with information about their products. Direct marketers usually view all types of interaction between sellers and buyers as an opportunity to up-selling, cross-selling, or deepening a relationship. However, many of the consumers do not appreciate these types of hard sell or having their personal information kept in the database for future activities. Therefore, it can

create a negative attitude and cause a lower response rate due to irritation to consumers or the invasion of consumers' privacy (Kotler & Armstrong, 2014).

Public relations and publicity are other essential components for the promotional mix. Public relations is defined as a strategic communication process that can build a beneficial relationship between the organization and the public. It usually delivers through a non-paid form of communication to focus on reinforcing or rebuilding the organization's or product's image. On the other hand, publicity refers to nonpersonal communication regarding the organization's product, service, or idea. Publicity can enhance the company's identity, increase credibility, and spread the word-of-mouth (Blakeman, 2018).

In comparison with publicity, public relations has a broader objective. Public relations involves establishing and maintaining a positive image among a bigger group of audience. The group of audiences includes both external audiences such as consumers, government, and suppliers, as well as internal audiences such as investors and employees (G. Belch & M. Belch, 2018).

There is a variety of tools using for public relations. An organization can enhance its image by participating in activities such as sponsorship of special events, public affairs activities, and fundraising. Public relations practitioners are also in charge of controlling crisis, scandals, or anything related to negative publicity (G. Belch & M. Belch, 2018).

Digital and internet marketing are considered as interactive marketing, which allows two-way communication. This new interactive media gives users the ability to

perform various actions such as receiving, selecting, sharing, responding, or even purchasing products via online channels. Digital and internet marketing include search ads, display ads, social media, as well as mobile marketing (Kotler & Keller, 2012). Due to the explosive growth in technology and mobile usage, this has resulted in more people consuming media via their mobile, which in turn increasing the number of mobile marketing. Examples of mobile marketing activities are the usage of an application platform for loyalty programs or using a messaging application to manage the customer relationship. The advantages of digital marketing can be described from a few perspectives. First, it is an interactive medium in which information can be exchanged or updated very quickly. Second, it allows marketers to provide as much information as they want. Third, mobile marketing can be very timely and influential as it is a device that the customers carry around with them. These advantages lavish the marketers with the ability to reach the consumers whenever and wherever they want to or even when the consumers are making a purchase decision (Kotler & Keller, 2016).

Sales promotion refers to those promotion activities which complement personal selling and mass selling. Sales promotion is defined as the marketing activities that provide a short-term incentive to encourage consumers to make a purchase as well as to increase the sales volume (Kotler & Armstrong, 2014). The key element in the sales promotional program is an incentive. The incentive can be in the form of pricing, such as a discount, coupon, refund, or rebate. Alternatively, it can be other units such as premium, an extra number of products, or even free samples, to generate future purchase (G. Belch & M. Belch, 2018). Thus, sales promotion needs

other communications to inform the customer about its campaign and to grasp their attention inside the store. Extra communications are such as TV commercials, flyers, or a print material at the point of purchase (McCarthy & Brogowicz, 1982).

### **Importance of sales promotion**

Brands use sales promotion routinely to introduce new products, defend against the competitors, meet the quarterly sales volume as well as to achieve the market goal (Mittal & Sethi, 2011). Sales promotion is essentially an acceleration tool to speed up the selling process because it can motivate consumers to make a purchase. Consumers can purchase a more massive amount of product, or even shorten the purchase cycle when the sales promotion encourages them to take action (G. Belch & M. Belch, 2018). Also, a sales promotion job is to attract first time buyers, stimulate an impulse purchase, and also encourage users of the competitors to switch brands (Blakeman, 2018). While advertising connects to the mind and emotion of consumers with the reason to buy, sales promotion encourages consumers to react quickly to the advertised message and purchase the product by its incentive. Sales promotion can be implemented quickly. Marketers can achieve their sales volume quicker with sales promotion when compared with other forms of activities (McCarthy & Brogowicz, 1982). This is because the price is one of the factors that help consumers decide whether they want to make a purchase or not (Mittal & Sethi, 2011).

Aside from boosting up sales as a short-term goal, KrungsriGuru (2019) mentioned that sales promotion could be beneficial for a long-term goal as well. It can increase new customer base, tighten the relationship with the current consumers,

strengthen brand image in the market as well as differentiate the brand from its competitor. However, overusing sales promotion can tarnish the brand image, too (Blakeman, 2015). KrungsriGuru (2019) noted that before planning the activities, the marketer should study everything related to their target consumer, from the consumer behavior; the period at which they spend the most, the best-selling item, to the information like as well as the economic and environmental factors. Unsuccessful sales promotion campaigns can happen if brands do not understand their target consumer behavior. Customers might not repurchase the product at full price as they feel that the product does not worth the full price or they have overstocked the product during the last promotion campaign (KrungsriGuru, 2019).

Many companies have shifted their focus to emphasize sales promotion because of a few reasons. First, consumers have become less loyal to the brand. Consumers purchase upon the basis of price, value, and convenience. Even though some consumers are willing to buy their preferred brand without any sales promotion, there is still an increasing number of consumers who are loyal to sales promotion. There are also a significant number of smart shoppers who actively search for sales promotion before they reach the store or those impulsive buyers who are more attracted to the in-store deal (Mittal & Sethi, 2011). Second, consumers have become more sensitive toward the sale promotional deals (G. Belch & M. Belch, 2018). It is harder to get a loyal customer to buy when there is no current sales promotion. Consumers tend to wait for the next sales promotional campaign rather than buying a product at a full price (Blakeman, 2018). An obvious reason why consumers have become more sensitive toward sales promotion is due to the price and value.

Consumers want to save more or to get extra value from the deal (Méndez, 2012). Third, sales promotion has become one of the deciding factors when consumers have an option to purchase between their usual brand or the alternatives. Consumers tend to compare the benefit of the product and the price that they have to pay (KrungsriGuru, 2019). Fourth, sales promotion activities consume a shorter time to generate a result. Unlike advertising, sales promotion provides a measurable and accountable result that many companies demand. Those results are such as sales volume and profitability. Lastly, compared between sales promotion campaign and advertising campaign, the advertising campaign takes a longer time to create an impact. It is harder to measure the result from advertising than the result of sales promotion.

However, the effectiveness of sales promotion is limited because the sales increments are only temporary, and they tend to bounce back after the campaign has ended (Mittal & Sethi, 2011). Méndez (2012) and KrungsriGuru (2019) agreed that an increase in price sensitivity and decreasing in brand loyalty could be the negative effect of sales promotion. Overusing sales promotion can decrease brand equity and devalue the brand as well as leading consumers to think primarily about the deals instead of the function or the value that the brands provide.

### **Type of sales promotion**

Similar to communication tools, marketers use a different type of sales to achieve different objectives (Méndez, 2012). Furthermore, sales promotion activities allow the marketer to target audiences differently. As shown in Figure 2.3, sales

promotion can be separated into two categories; consumer-oriented promotions and trade-oriented promotions (G. Belch & M. Belch, 2018).

Consumer-oriented promotions are targeted at the final consumers or end-users. The objective of consumer-oriented promotions focuses on getting the consumer to obtain a trial, make a repurchase, increase product consumption as well as maintaining the current customers, and reaching out to a specific target audience (Kotler & Keller, 2016). In order to achieve these objectives, brands provide consumers with an extra incentive or reward to engage them to behave in a certain way; for instance, brands can reduce the price to encourage consumers to purchase more products.

**Figure 2.3 Type of sales promotion activities**



Source: Belch, G. E., & Belch, M. A. (2018). *Advertising and promotion: An Integrated Marketing Communications Perspective* (11th ed.). New York, NY: McGraw-Hill Education, p. 536.



Consumer-oriented sales promotion technique involves price-offs, coupons, sampling, premiums, contests and sweepstakes, refunds and rebates, bonus packs, loyalty programs, and event marketing. These sales promotion activities are part of a promotional pull strategy as it increases consumer's demand and speeds up the time of purchase. Some examples for each activity are as follows; Price-off is when the products are sold at a lower price. The coupon allows the holders to get additional discount offers. Sampling is when consumers are given some products free of charge to generate the product trial. Premium is a free or low-price offering of an item that provides extra value for the buyer (Mittal & Sethi, 2011). The contest is a sales promotion in which consumers compete for a special prize by using their skills or ability, while sweepstakes is a sales promotion in which winners are determined randomly. Refunds and rebates are an offer to return a portion of the purchase price after receiving some proof of purchase from consumers. A bonus pack offers an extra amount of a product at the regular price. The loyalty program allows consumers to collect points upon their purchase, which can be redeemed for gifts, prizes, or discounts. Event marketing is a sales promotional activity to provide consumers with experience as a reward while promoting the product or service at the same time.

Trade promotion is a sales promotion that is mainly focusing on the middleman, retailers, or distributors. The objective of trade-oriented sales promotion is to encourage the middleman such as retailers or distributors to build inventory, to promote new products, and to persuade the retailers and distributors to help brand promote by giving a right spot for product display, and providing a price reduction at the store (Kotler & Keller, 2016). Trade-oriented sales promotion technique involves

dealer contests and incentives, trade allowances, point-of-purchase displays, sale training programs, trade shows, cooperative advertising. These will motivate the middleman to put an extra effort to sell specific items or the whole product line to their customers (McCarthy & Brogowicz, 1982).

Beside customer-oriented and trade-oriented sales promotion type, sales promotion can also be categorized into monetary and non-monetary sales promotions type too. Monetary sales promotion affects the price of the product that consumer pays, whereas non-monetary promotions are viewed as gains. This type of sales promotion does not affect the original price that the consumer has to pay. The functions of these two promotions are also different. Monetary sales promotion tends to have primarily behavioral goals, whereas non-monetary promotions can achieve affective and behavioral goals (Campbell & Diamond, 1990). Marketers can offer a high-value gift to lift their brand image as well as increase their sales numbers.

According to Campbell and Diamond (1990), price-off is considered as a monetary, consumer-oriented sales promotion. Price-off benefits consumers because they get to pay less compared to the original price. For brands to set an appropriate price, Kardes, Cronley, and Cline (2015) suggest that the just noticeable difference for price-off deals is at 20% of the original price. Consumers will notice the price change when the price is marked down at least 20%. However, marketers need to be careful in offering larger incentives since it can make consumers skeptical of the offer (Campbell & Diamond, 1990).

Meanwhile, a premium is considered as non-monetary sales promotion. The primary premium sales promotion has to offer either the utilitarian or hedonic value. Besides, the higher the benefit of the premium consumer perceived, the more the sales promotion campaign is attractive to the product (Teng, 2018).

The monetary sales promotion, such as the price-off deal, is easily integrated with the price. The consumer will take it as a reduced loss. Conversely, non-monetary sales promotion, such as premium, is in units other than money, the benefits will be more challenging to integrate into the price. The consumer may not put effort to calculate, especially with a low involvement product (Campbell & Diamond, 1990).

As mentioned earlier, a different type of sales promotional activity can achieve different marketing objectives. Sampling, in-store coupons, and in-store rebates are an immediate incentive which can induce product trial, while price-off deals, bonus pack, in- and on- package free premiums and loyalty programs also provide immediate incentive, but these activities can maintain customers. While event marketing provides an immediate reward, contests and sweepstakes provide a delayed reward. Nevertheless, both event marketing, contests and sweepstakes can be used to support the IMC program and to build brand equity. Coupons, refunds, premiums through other channels such as mail, internet, or media delivered are considered as a delayed reward (G. Belch & M. Belch, 2018). Figure 2.4 shows the list of sales promotion technique which can be used to achieve the different objectives as well as identify if they are providing an immediate or delayed reward.

**Figure 2.4 Consumer-oriented sales promotion tools for marketing objectives**

Consumer Reward Incentive	Marketing Objective		
	Induce trial	Customer retention/loading	Support IMC program/build brand equity
Immediate	<ul style="list-style-type: none"> <li>• Sampling</li> <li>• Instant coupons</li> <li>• In-store coupons</li> <li>• In-store rebates</li> </ul>	<ul style="list-style-type: none"> <li>• Price-off deals</li> <li>• Bonus packs</li> <li>• In- and on-package free premiums</li> <li>• Loyalty programs</li> </ul>	<ul style="list-style-type: none"> <li>• Events</li> <li>• In- and on-package free premiums</li> </ul>
Delayed	<ul style="list-style-type: none"> <li>• Media- and mail-delivered coupons</li> <li>• Mail-in refunds and rebates</li> <li>• Free mail-in premiums</li> <li>• Scanner- and Internet-delivered coupons</li> </ul>	<ul style="list-style-type: none"> <li>• In- and on-package coupons</li> <li>• Mail-in refunds and rebates</li> <li>• Loyalty programs</li> </ul>	<ul style="list-style-type: none"> <li>• Self-liquidating premiums</li> <li>• Free mail-in premiums</li> <li>• Contests and sweepstakes</li> <li>• Loyalty programs</li> </ul>

Source: Belch, G. E., & Belch, M. A. (2018). *Advertising and promotion: An integrated marketing communications perspective* (11th ed.). New York, NY: McGraw-Hill Education, p. 563.

Moreover, KrungsriGuru (2019) suggested that sales promotion, especially price-off activities, can be useful for consumer products such as cooking oil or sugar. The price is the main factor for the purchase decision, and sales promotion can differentiate the brand from its competitors. Besides, retailers use consumer promotion such as price-off and coupon as their strategy to encourage consumers to shop at their stores (G. Belch & M. Belch, 2018; McCarthy & Brogowicz, 1982).

In conclusion, communication aiming for everyone might eventually reach no one. Marketers need to specify the target group and a clear objective. They must study their target audience and plan the communication to serve each market segment with an appropriate sales promotion tool. Marketers should focus on both offering the product at a reasonable price and informing the customers, retailers, and wholesalers

about the product and where they can get them (McCarthy & Brogowicz, 1982). In order to maximize the effectiveness of the sales promotional program, marketers can consider utilizing both trade and consumer-oriented sales promotional programs (G. Belch & M. Belch, 2018). Marketers also need to carefully integrate and coordinate communication channels to deliver a clear, consistent, and compelling message about the company and its products to the current and potential stakeholders as well as the general public. To effectively reach and influence the target market, marketers need to employ multiple forms of communication. It is essential that marketers consider potential ways to reach the target audience and present the brand in a favorable manner. They can take advantage of the synergy of the promotional tools to produce a more efficient and effective marketing communications program. If a brand can implement these practices properly, it will help a brand develop and sustain its identity and equity (G. Belch & M. Belch, 2018).

Also, sales promotion is the most effective tool to boost up salesforce in a short period of time. This includes encouraging the consumer to switch the brand, increasing purchase quantity, accelerating the purchase, stockpiling, encouraging product trial, and spending more (Mittal & Sethi, 2011). However, using sales promotion alone will not be enough. Sales promotion requires support from other tools such as the display at the point of purchase, flyers, or even direct mail. Everything should be synchronized in order to achieve the objective (KrungsriGuru, 2019).

### 2.3 Consumer behavior

Consumer behavior is the study of the process involved when individuals or groups, select, purchase, use, or dispose of products, service, ideas, or experiences to satisfy needs and desires (Solomon, 2015, p. 28). Mullen and Johnson (1990) suggested that consumer behavior is not just a thought formed by stimuli, but it is considered as a consequence of constellations of stimuli. For example, when consumer purchases a handbag, his/her behavior was not the result of the cost of the product. Rather, the consumer has to consider the cost of the product, the characteristic of the product, the brand image of the brand and also their past experiences with the product. Even though the consumer behavior seems to be complex, however, in general, there are three parts needed for consumer to behave a certain way. Those parts are cognition, affection and conation. In this study, the focus is on the affection and conation, which is consumer attitude and purchase intention. Therefore, this following section will cover briefly on cognition, while the review of affection and conation will be in details.

#### **Cognition**

Cognition refers to the mental processes of knowing, perceiving, thinking and judging the stimuli around them. The stimulus includes persons, objects and events which the consumers are exposed to and they put an effort to interpret those stimuli (Chisnall, 1995). The cognition can be viewed as an antecedent which is the cause of attitude and intention. The result of cognition is an evaluation of the product (Mullen & Johnson, 1990). It is also a collection of beliefs that consumer believes to be true

about the object (Solomon, 2015). This cognitive stage can influence the affective stage.

### **Affection**

Affection describes the experience of emotionally laden states which ranges from evaluations, moods and emotions (Chisnall, 1995). Affection includes consumer attitude which reflects how consumers feel about the stimuli by evaluating the information from the cognitive stage.

Most researchers defined attitude as a learned predisposition to respond positively or negatively towards the attitude object (Assael, 1998; Fishbein & Ajzen, 1975; Lutz, 1991; Schiffman & Kanuk, 2007). While Hoyer and MacInnis (2001) defined attitude as an overall evaluation that expresses the degree which we like or dislike an object. Solomon (2015) added that attitude is a lasting evaluation of attitude object because attitude tends to endure over time.

Attitude is something that cannot be directly observed because it is an internal reaction. Still, attitude is an important concept, especially for a marketer because it can reflect an overall evaluation based on the associations linked to it. The assumption of attitude leads to behavior allows the marketer to use attitude measurements as a predictor of behaviors towards the brand (Lutz, 1991). Consumer attitude can guide their thought, influence their feeling as well as affect their behavior (Fishbein & Ajzen, 1975). Marketers and other researchers rely on attitude construct because of its casual influence on behavior. Attitude objects in the marketing context are inclusive

of the product categories, brands, advertising, people, type of stores, and activities (Hoyer & MacInnis, 2001).

Attitude is formed as a result of learning. Attitude formation includes learning from information about the object, direct experience with the object, or a combination of both. The more information consumers have about the brand, the more likely they will form attitude, either positive or negative. Therefore, marketers need to put efforts to communicate with the consumer and emphasize to create a positive attitude towards their brand (Assael, 1998).

Attitude is not necessary to be formed before product purchase. It can also be formed after the purchase or consumption stage. For example, a consumer might have no attitude towards an energy drink. However, after he received a free sample drink, he finds the drink satisfying. Therefore, he is likely to form a positive attitude towards this energy drink (Schiffman & Kanuk, 2007).

Moreover, a consumer can form a various attitude towards an object. Though, each of them will correspond with the situation that they are facing. For instance, Mr.A might feel alright with the station wagon he uses for his daily life. However, when he has a growing interest in off-road driving. He feels that an SUV car provide the right feature to ensure his off-road interests (Assael, 1998).

Attitude can be stable over time; however, it can also be changed (Schiffman & Kanuk, 2007). When consumers form or develop an attitude over time, their attitudes are strongly affected and influenced by personal experience, family and peer



group, personality, as well as marketing communication techniques such as direct marketing or advertising through mass media (Assael, 1998).

### ***Factors influencing attitude formation and attitude change***

Consumers form and develop an attitude through their learning and direct experience. The process of trying and creating the experience can form positive or negative feelings towards the product. Eventually, they will decide whether to behave or not to behave a certain way. Since attitude develops over time, it gets influenced by various sources. The direct experience can affect their attitude and their future behavior (Assael, 1998). With this reason, marketers attempt to motivate consumers to try a new product by offering them a price discount or even a free sample. After trying the product, if consumers like or satisfy with the product, they tend to form a positive attitude towards the product. This positive attitude can potentially lead consumers to repurchase the product. Moreover, an attitude which developed through direct experience tends to last longer with higher resistant to change, comparing to indirect experience such as advertising (Schiffman & Kanuk, 2007).

Consumers are in contact with others most of the time. Therefore, their attitude can get influenced by family, peers, and admired or respected people. Family members, in particular, are the most crucial source of influencing attitude formation. It is because the family provides and shapes various fundamental values and a wide range of beliefs since consumers were young. Those values and beliefs are such as food preference, particular belief relating to personal hygiene or health care (Assael, 1998).

Direct marketing is another factor that can influence a consumer attitude. Marketers use direct marketing as a tool to target niche consumer with the product and service that fits their interests and lifestyle. Direct marketing has a high potential to shape the consumer attitude towards a positive direction. It is because marketers will carefully craft the message and their offering to serve on consumers' needs and concerns. Therefore, it can easily influence consumers as the message they received really fulfill their needs and concerns (Schiffman & Kanuk, 2007).

Furthermore, mass media can also influence attitude formation. With easy access to media such as newspaper or television, a consumer is exposed to new information, products, and advertisement all the time. Therefore, mass media is a source of information which can influence consumer attitude formation. Schiffman and Kanuk (2007) also emphasize that consumer without direct experience will rely more on information they received from mass media.

Aside from these sources which can affect or influence their attitude, marketers also attempt to change consumer attitude. The marketer uses communication to persuade the consumer to change their attitude and to comply with their request. The persuasion principle which can enable marketers to influence the consumer to change their mind as followed – reciprocity, scarcity, authority, consistency, liking, and consensus (Cialdini & Rhoads, 2001; Solomon, 2015).

(1) Reciprocity is when marketer offers a prize or reward to consumers. It can change the consumer attitude and comply with the request, such as offering money in exchange for an answer to a mail survey. Comparing to sending a mail survey alone,

more people take action in answering when they get something in exchange (Solomon, 2015). (2) The marketer can persuade their consumers with the scarcity concept. The product will be more attractive to consumers when it becomes a scarce item. In other words, consumer increases their demand as well as their appreciation when those products are less available or not available. Moreover, the consumer tends to add more value when it comes to limited-edition items (Cialdini & Rhoads, 2001). (3) The consumer relies more on credible experts. They trust information from an authoritative source. Therefore, the marketer can change the consumer attitude by using an expert as a spokesperson to possess trustworthiness and expertise. (4) Consumer likes to be consistent with their idea or behavior they have previously said or done. They try not to contradict themselves. (5) The consumer will enhance positive feelings and behavior towards those who appear to collaborate with them or share a similarity. They also prefer to agree with those people whom they like or admire. Marketers use these characters to communicate with the consumer and eventually persuade them. (6) The consumer usually relies on social cues on how others think, feel, and act. They will consider taking action only after they see someone else do it. In this case, the marketer can persuade the consumer by demonstrating that other people just like them have already complied to the request (Cialdini & Rhoads, 2001; Solomon, 2015).

In general, people consider two dimensions of attitude. There are valence and intensity. The valence of an attitude refers to the direction of an attitude towards the object. It shows how much we like or dislike, favorable or unfavorable. The intensity is the degree of an attitude towards an object, whether it is strong or weak (Fishbein &

Ajzen, 1975). However, Hoyer and MacInnis (2001) mentioned that there are also the attitude accessibility, attitude persistence, and attitude resistance to consider as well. With the reason, that attitude accessibility is the level of difficulties to retrieve attitude from memory. Attitude persistence represents the attitude's endurance, how long an attitude has been created for. The attitude which consumer holds with confidence can last longer, while others may last for a shorter time. At last attitude resistance, it refers to the difficulty level to change an attitude.

### ***Components and models of attitude***

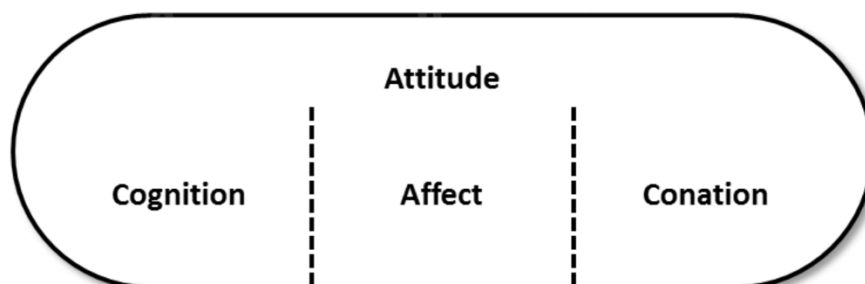
There are two major views that explain the formation of an attitude – tripartite view of attitude and uni-dimensional view of attitude (Assael, 1998; Fishbein & Ajzen, 1975; Lutz, 1991; Schiffman & Kanuk, 2007). Attitude consists of three components; cognitive component, affective component, and conative component.

The first component of the tripartite view of attitude is the cognitive component. This component refers to the consumer's knowledge, perception, and beliefs about a brand or an object. For example, a consumer believes that a product from brand A is a high-quality product, but it is too expensive. The second component of attitude is the affective component. This component is related to how the consumer feels about a particular object. It can be a positive or negative emotional reaction. These reactions can be treated as an overall evaluation of the brand. A consumer with a positive reaction will form a positive attitude towards the product. Likewise, a consumer with a negative reaction will form a negative attitude. The third or last component of the tripartite view of attitude is the behavioral component or the

conative component. This component is an action or the tendency to act towards the object (Lutz, 1991; Schiffman & Kanuk, 2007; Solomon, 2015).

Based on these components, Figure 2.5 shows the diagram of the tripartite view of attitude, which is viewed as a complex system. Tripartite or multi-component view of attitude comprises of cognitive, affective, and conative component (Fishbein & Ajzen, 1975). This model explains that all three components are essential to any attitude. All components are expected to be consistent in terms of favorability or unfavourability towards an object or product. A change in one component will affect the other component as well (Lutz, 1991). For example, consumer, who believes that brand A will deliver positive benefits, is expected to like the brand, and eventually purchase or engage in a desirable behavior with the brand.

**Figure 2.5 The tripartite view of attitude model**



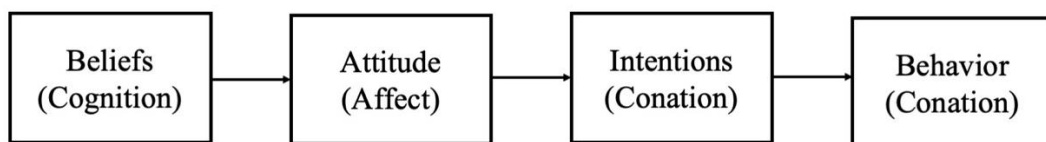
Source: Lutz, R. J. (1991). The role of attitude theory in marketing. In H.H.

Kassarajian & T.S. Robertson (Eds.), *Perspectives in consumer behavior* (4th ed., p. 317- 339). Englewood Cliffs, NJ: Prentice Hall, p.319.

However, the tripartite view is not a significant force in attitude study anymore because of its limitation. Most measurements of the tripartite view can only

measure the affective component and not the cognitive or conative component of attitude. Therefore, the unidimensional view concept has been created as an evolution of the tripartite view (Lutz, 1991). Under the unidimensional view of attitude, Lutz (1991) explained that attitude only has one component, an affective component. The affective component represents the level of favorability that a person has toward an attitude object. Cognitive and conation are not relating to attitude. However, as shown in figure 2.6, the unidimensional view works as a casual flow-through component. The cognitive component is viewed as an antecedent, while the intention to behavior and behavior are viewed as a consequence. In other words, a consumer learns about a new product in the form of a belief. This belief will generate an attitude, which in turn leads to form an intention to purchase or not to purchase the product.

**Figure 2.6 The unidimensional view of attitude model**



Source: Lutz, R. J. (1991). The role of attitude theory in marketing. In H.H.

Kassarajian & T.S. Robertson (Eds.), *Perspectives in consumer behavior* (4th ed., p. 317- 339). Englewood Cliffs, NJ: Prentice Hall, p.320.

This study will focus on the unidimensional model of attitude which holds that attitude only has one component, an affective component. The cognitive component is viewed as an antecedent, while the intention to behavior and behavior are viewed as a consequence.

## **Conation**

The conation stage which includes purchase intention and purchasing behavior. This conation stage happens after consumers exposed to the stimuli and consumers formed their attitude. Consumers will then form the intention to purchase and eventually make a purchase based on their knowledge and feelings.

Consumer purchase intention is consumers' tendency to purchase a product (Assael, 1998). The purchase intention is presumed to draw a line between the internal processes' reaction to the product, cognition and affection, and the actual product purchase. Since purchase intention is considered as a result of the cognition and affection, it is assumed that a positive result of affection on a product will result in the intentions to buy the product. Moreover, intention to purchase can be the predictor for the actual purchasing (Mullen & Johnson, 1990).

Several studies in the past have been conducted on sales promotion and intention to purchase (Muhammad et al., 2013), as an intention to purchase is an essential component for marketers. In the situation when a marketer cannot measure the actual behavior before their marketing activities, they use intention to behave as the closest substitute to test their communication mix. Intention to behave can be used to determine what is most likely to influence consumer behavior. For example, a consumer will get to view an advertisement or try several products. They will then be asked about their intentions to purchase after experiencing the marketing stimuli. After analyzing the data, marketer utilizes the result to improve their marketing strategy (Assael, 1998).

Apart from purchase intention, purchasing behavior is also considered as a consequence from consumer attitude. Assael (1998) explained the relationship between consumer purchasing behavior and the level of product involvement. Consumers who are involved with the product have sufficient motivation to preplan purchase. On the other hand, consumers who are not involved with the product tend to make an unplanned purchase. The purchase decision is made inside the store and on impulse for the consumer with low involvement product. It is because the consumer feels that searching for information or alternatives does not worth their time and effort. Also, they seek for variety or novelty.

Unplanned purchase is often an impulse buying which is an action resulted from a compelling urge. However, there are other types of unplanned purchase. A pure impulse purchase is a purchase made for variety or novelty. A pure impulse purchase happens when consumers experience a sudden urge they cannot resist. Suggestion effect purchase is a purchase made for a new product based on the store stimuli. Consumers make a purchase because the product is related to their needs. For example, a consumer buys a pair of socks at the shoe store because they see it on the shelf. Planned impulse is when a consumer has a plan to attend a sale event at a specific store, but not a plan to buy a specific product. Reminder effects purchase is made because the consumer did not include the item that they need on their shopping list before entering the store. Thus, the product on the shelf triggers them to make a purchase.

Planned product category refers to a purchase which consumer only planned to purchase a particular product category, not the brand. With this purchase, consumer



search for information and alternatives inside the store to make a decision. Assael (1998) also noted that under a planned product category, the consumer often selects the brand with the lowest priced option.

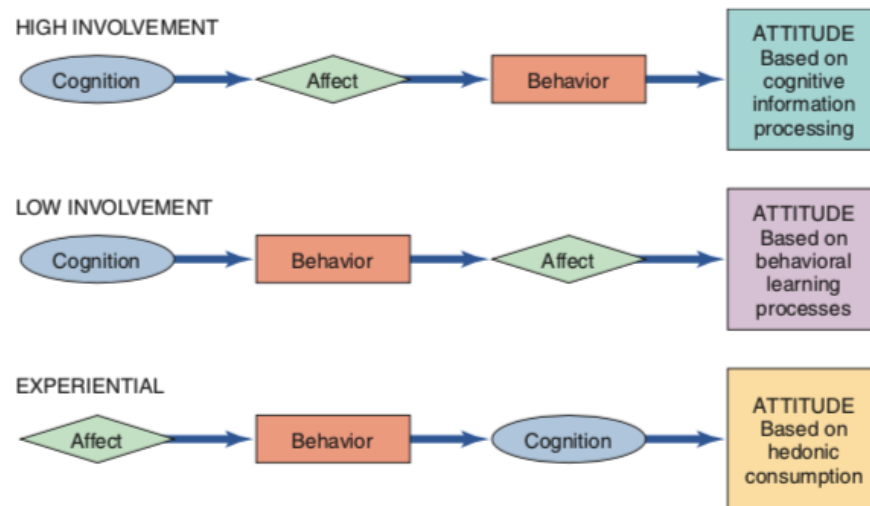
As mentioned earlier, the consumer with low involvement often makes an unplanned purchase and consume less information. Aside from advertising, instore stimuli such as displays, sales promotion deals, or coupons are also important. For example, a consumer can purchase a product at the eye level because of the reminder effects. Moreover, the marketer can also attempt at inducing trial. Since low involvement consumer often forms attitude after consumption, there is a potential to create a positive attitude by encouraging them to try the product. As mentioned earlier, consumers are likely to be price-sensitive, especially with low involvement product. Consumer purchases a product with regards to the price because there are only a few differences between brands. Therefore, a price discount or a coupon is enough to influence them to make a purchase. Assael (1998) confirmed this with the research that shows 52% of the consumer who says the purchase was unimportant, refers to price as a determining factor to purchase.

### **Hierarchy of effects**

Researchers developed the concept of a hierarchy of effects to explain the related impact of the three components. Each hierarchy identifies the relationship of three components; cognitive component, affective component, and behavior component, by showing the sequence occur during the attitude formation process

(Solomon, 2015). Hierarchy of effects can be summarized into three different hierarchies, as shown in Figure 2.7.

**Figure 2.7 Three hierarchies of effects**



Source: Solomon, M. R. (2015). *Consumer behavior: buying, having, and being* (11th ed.). Boston, MA: Pearson, p.287.

The high involvement hierarchy assumes that consumers think before they act. Consumers who are involved with a particular product, think of purchase decision as a problem-solving process. They actively search for information and carefully weight alternatives before they make a thoughtful decision. As a consequence, they form a belief to evaluate the brand, develop brand attitudes, and make a purchase decision accordingly (Assael, 1998).

On the other hand, low involvement hierarchy assumes that consumers act before they think (Assael, 1998). They initially do not have a strong brand preference; they make a purchase decision based on limited information. They will only search

for necessary information, as they feel that it does not worth their time to do so. They are not motivated to evaluate the brand. Therefore, brand belief for low involvement consumers is formed in a passive state. With the low involvement situation, the consumer might not form a positive or negative attitude towards the product or service before their first purchase. They purchase with little information. They evaluate product satisfaction and form an attitude towards the product after their purchase or consumption. Although a consumer can form a weak attitude after a low involvement purchase, this attitude may still influence future purchases. Since, low involvement consumers are passive learners. They have limited ability to process information, and they forget things quickly. Therefore, they are more likely to respond to simple stimulus-response such as point of purchase display, when they make purchase decisions (Solomon, 2015).

The experiential hierarchy shows that consumer act base on their emotional reactions. This perspective emphasizes the idea that intangible product attributes can shape consumer's attitude towards the brand. The consumer base their evaluation on hedonic motivations or the anticipated experience of enjoying the brand, not the brand performance. While high involvement consumers are more likely to be aware of product attributes, experiential hierarchy consumer is more likely to be aware of stimuli such as symbols and imagery. The symbol and imagery can shape consumer's feeling about the brand. The experiential hierarchy shows that the consumer does not necessarily need to form a belief before the evaluation process. If the product is perceived as pleasurable or expressive, it is not necessary to influence their belief (Assael, 1998).

Most researchers demonstrated their research result that there is a positive relationship between sales promotion and intention to purchase. Santini et al. (2015) found that discount promotion positively influences consumer purchase intention. Their research result is aligned with Gupta's research (1988) which demonstrate the positive effect of sales promotions on purchase behavior. Consumers are willing to switch brand during the sales promotion campaign. Santini et al. (2015) also found that consumer impulsiveness influences the intention to purchase a discounted product. Moreover, the study from Mittal and Sethi (2011) shows that coupon deal is not very useful because it involves an active search and a time gap between purchasing decision and enjoying the benefit of the deal. Therefore, this study from Mittal and Sethi (2011) supported that impulsiveness can influence the intention to purchase.

Even though most researchers claimed that the only benefit consumers gain from sales promotion is tangible – the cost-saving. However, Kchaou and Amara's study (2014) shows that impulse purchase does not happen purely because consumers are saving money from it. Instead, they are making an impulse purchase because sales promotion affects their desire to buy the product. The consumers take pleasure in hunting a deal, seek promotions, and find items at low prices (Arnold & Reynolds, 2003).

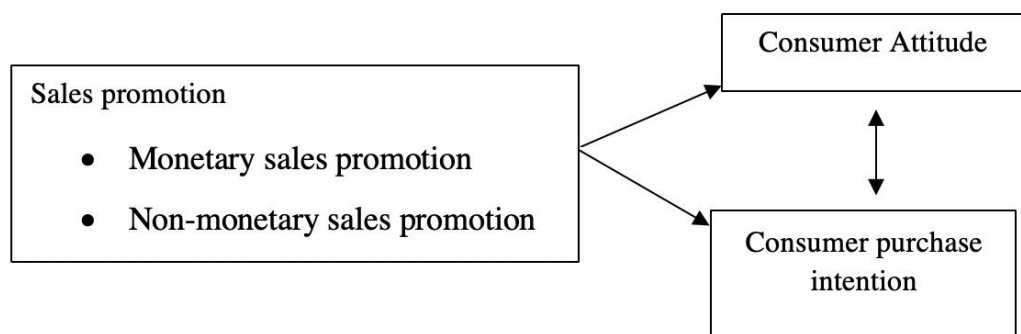
Due to the fact that attitude has the direct effect from the stimuli, and it can summarize consumer's predisposition to be favorable or unfavorable. Additionally, once the attitude is formed, it can then influence the consumer purchase intention.

Thus, this study focuses on consumer attitude and consumer purchase intention because it is a consequence that happens after consumers expose to sales promotion.

## 2.4 Conceptual framework

Based on the previous literature review, sales promotion has positive relationship towards consumers' purchase intention. Moreover, the findings have shown that both monetary and non-monetary sales promotion can lead to generating consumers' immediate response. Therefore, this study examined the effect of sales promotion type on consumers' purchase intention in which the conceptual framework has been developed as shown in Figure 2.8.

**Figure 2.8 Conceptual framework and hypothesis**



From the literature review and conceptual framework mentioned earlier, the following hypothesis are posited.

H1: Price-off sales promotion type has more effect than premium sales promotion type on consumer attitude.

H2: Premium sales promotion type has more effect than price-off sales promotion type on consumer attitude.

H3: Price-off sales promotion type has more effect than premium sales promotion type on consumer purchase intention.

H4: Premium sales promotion type has more effect than price-off sales promotion type on consumer purchase intention.

H5: There is a positive relationship between consumer attitude and consumer purchase intention toward price-off sales promotion.

H6: There is a positive relationship between consumer attitude and consumer purchase intention toward premium sales promotion.



## CHAPTER 3

### METHODOLOGY

The current research aims to investigate the effect of sales promotion on consumers' attitude and purchase intention. It was conducted with the experimental research method. The questionnaire was designed to evaluate participants' overall feeling towards sales promotion and their purchase intention after they are exposed to sales promotional stimulus. This chapter explains in detail about the method, which was employed in this research, including research design, treatments, tools, participants group, as well as the procedures and data analysis.

#### 3.1 Research design

The true experimental design with posttest only, between subjects, was employed to determine the causation. Each participant was randomly assigned to receive either treatment A or B via drawing lots. In addition, the treatments created for this study were completely fictitious, covering brand name, logo, and the advertisement. Therefore, it helped reduce the differences between the two groups of participants as well as eliminating the threat of selection biases. The experimental group were 77 undergraduate students from Chulalongkorn University. Since this study focused on which type of sales promotion works better, only a comparison group was needed, not the controlled group (Baxter & Babbie, 2004). The independent variable and dependent variable are as listed below:

The *independent variable* of this study was sales promotion. Sales promotion is defined as marketing activities that provide a short-term incentive to encourage

consumers to make a purchase, as well as to boost up sales volume for marketers (Kotler & Armstrong, 2014).

Sales promotion can be classified into customer-oriented promotion and trade-oriented promotion (G. Belch & M. Belch, 2018). Moreover, it can also be divided into monetary and non-monetary types (Campbell & Diamond, 1990). For this study, the focus was on consumer-oriented sales promotion with both monetary and non-monetary types to obtain a clear distinction of sales promotion effects.

Previous research has found that monetary sales promotion, like price discount, positively influences consumers' purchase intention. It is able to encourage consumers to buy more stocks, to switch brands, and to impulsively buy a product (Gupta, 1988; Santini et al., 2015). However, many findings have shown that non-monetary sales promotion, such as bonus pack or premium, can also induce brand switching and new product trial (Mittal & Sethi, 2011; Muhammad et al., 2013), and it can also uplift brand positioning (G. Belch & M. Belch, 2018; Mittal & Sethi, 2011). Since the previous studies yielded different results, both monetary and non-monetary sales promotion type were selected for this study in order to investigate which type has more effects on consumers' attitude and their purchase intention.

Because sales promotion is the center of this study, a low involvement product was chosen to be investigated. Based on the concept of hierarchy of effects and involvement, low involved consumers make purchase decision according to price. That is consumers are more price sensitive with low involvement products because the difference amongst brands are low. Moreover, since the consumers are not involved with the product, they have less motivation to plan a purchase and less likely



to search for information. Consequently, there are more possibility that they will be engaged in brand switching at point of purchase. Sales promotion, thus, can be a trigger to arouse consumers to buy a product (Assael, 1998; Solomon, 2015).

The *dependent variables* include attitude and purchase intention. In this study, attitude means participants' overall evaluation of sales promotion type while purchase intention means the probability that participants will make a purchase after being exposed to sales promotion.

### 3.2 Treatments

There were two treatments in this study. The participants were divided into two groups. Each group was randomly assigned with different treatments (See Table 3.1). The participants with treatment A received a print advertisement of a low involvement product with monetary sales promotion (Price discount promotional message) (See Appendix F), while the participants with treatment B received the same print advertisement but with non-monetary sales promotion (Premium promotional message) (See Appendix G).

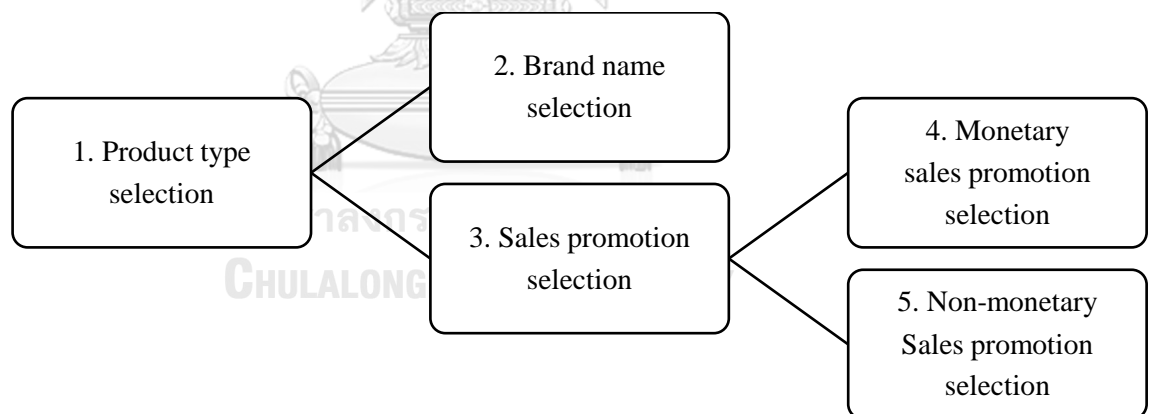
**Table 3.1 Treatment of this study**

	Monetary Sales promotion (Price-off)	Non-monetary Sales promotion (Premium)
Low involvement product	A	B

### 3.3 Stimulus development

This section will describe the process of developing stimulus which are low involvement product and both monetary and non-monetary sales promotion. All of these elements were selected through a set of pre-tests in which a different group of Thai undergraduate students, who have similar characteristics as the research sample, were asked to complete questionnaires. All of the questions were created in Thai language and were examined by the project adviser for face validity and content validity before conducted the pretest. Figure 3.1 shows the overview of the stimulus development process. A more detailed of pretest is further described below.

**Figure 3.1 An overview of the stimulus development process**



#### Product Type Selection

Twenty Thai undergraduate students were requested to indicate five products which they consider to be low involvement product according to the given definition from Assael (2004) and Solomon (2015) (See Appendix A).

It appeared that all of the listed products were consumer products. The three most selected product categories were drinking water, snack, and stationery respectively. As a result, drinking water was selected to serve as a low involvement product for this experiment.

### **Brand name selection**

For the brand name of drinking water, five brand names and five logos were created by artificial intelligence to avoid the subjectivity. [www.namelix.com/](http://www.namelix.com/) was applied to generate the brand names. Drinking water was used as a keyword with the letter limit from three to six. The fictitious brand names most selected were Tankle, Watera, Good, Waterp, and Wates. Later, logos for these brand names were also created through [www.brandmark.io](http://www.brandmark.io). Figure 3.2 shows the five brand names and logos chosen for this experiment.

**Figure 3.2 Fictitious brand names and logos of this research**



After the brand names and logos have been created, the selection process was carried out. A group of 20 Thai undergraduate students were asked to rate their perceptions towards the given brand names on a five-point Likert scale, with 1 being the least appropriate and 5 being the most appropriate. In order to avoid the possible biases and to make sure that these names are totally new, the participants were also

asked to answer whether they have heard these brand names before (Gao, Li, & Scorpio, 2012) (See Appendix B).

Mean ratings were calculated for each of the five names. It is shown that "Watera" had the highest mean score of 3.85, followed by "Tankle" with a mean score of 3.1, "Wates" with a mean score of 2.9, and "Good" with a mean score of 2.75. However, "Waterp," was deleted due to its lowest mean score. Therefore, Watera was finally selected to be used in this experiment.

### **Sales promotion selection**

Based on literature review, price-off and premium sales promotion are the sales promotion type which Thai consumers prefer the most (Fam, Brito, Gadekar, Richard, Jargal, & Liu, 2019). On top of the literature review, a group of 20 undergraduate students were inquired to rate sales promotion that they prefer the most based on the given list. The list included price discount, coupon, and refunds for monetary sales promotion type. For non-monetary sales promotion type, the list covered premiums, samplings, bonus pack, sweepstakes and contest, and loyalty program (G. Belch & M. Belch, 2018) (See Appendix C).

The highest rank of monetary sales promotion was price discount; all 20 participants unanimously preferred price discount the most. The second and the third rank were rebate and refund, and coupons, respectively. For its counterpart, the top rank of non-monetary sales promotion was premiums, followed by sampling and bonus pack. Therefore, price discount as monetary sales promotion and premiums as non-monetary sales promotion were selected for this experiment.

### **Price discount selection (Monetary)**

Since the price of a bottle of drinking water in Thailand is ranging from THB 6 – THB 8, the original price for Watera was set at THB 7. According to Kardes et al. (2015), consumers will notice the price change when the price is marked down at least 20%. Therefore, the price discount for monetary sales promotion was marked down from THB 7 to THB 5.

### **Premium selection (Non-monetary)**

Ten undergraduate students were asked to indicate their preferred premiums they wish to get when they purchase a bottle of drinking water (Appendix D). In total, eight premiums mentioned were snacks, a bottle bag, a reusable cup, a reusable straw, candy, a pack of tissue, a pack of vitamin powder, and a refreshing towel. After that, another 23 undergraduate students were required to select the most preferred premiums out of those eight products mentioned earlier (Appendix E). At the end, the most selected premium was a pack of tissue, followed by a reusable straw, and a bottle bag. Thus, a pack of tissue was chosen as a premium for non-monetary sales promotion.

## **3.4 Research tools**

The tools being used for this research are print advertisement and a questionnaire. Details of each research tool are as follows:

### **Print advertisement**

For the print advertisement of this experimental research, two A4 pages, colored print with sales promotion messages were created. The artworks of both print

advertisements were designed and composed by computer graphic software. The advertisements in this study consisted of a headline, the body copy, and visual elements. While the headline attracts readers' attention, the body copy explains the advertising message, and the visual elements provide synergy for the advertisement (G. Belch & M. Belch, 2018). As shown in Figure 3.3, both advertisements have exactly the same layout and visual elements. The only difference is the sales promotional message, which A is price discount and B is premium.

Prior to the experiment, a pretest was conducted to confirm whether these advertisements can communicate the sales promotion types clearly. These two advertisements were seen by 19 undergraduate students. As a result, they all perceived that both of them clearly convey the message of price discount for treatment A and the message of premium for treatment B.

**Figure 3.3 Composition of the advertisements to be used in the study**



## Questionnaire

The questionnaire was separated into five sections. Since the participants for the study were Thai undergraduate students, the questionnaire, then, was created in Thai language (See Appendix F and G).

The first section involves demographic questions, including sex and age.

The second section has one open-ended question asking the participants to write down the brand of drinking water they have bought latest. This question worked as a trigger to let the participants retrieve information about the product from their memory (Chaihanchai, 2015).

The third section contains questions relating to consumers' attitude. The six-point semantic differential scale of Fam et al. (2019) was adapted to five-point semantic differential scale measure the participants' attitude towards sales promotion by asking them to indicate their level of agreement from positive (6) to negative (1) with the following statements.

“As shown on the table below, please indicate how well or poorly you feel towards sales promotion you have seen in this advertisement.”

	(5)	(4)	(3)	(2)	(1)	
Favourable	_____	:_____	:_____	:_____	:_____	Unfavourable
Good	_____	:_____	:_____	:_____	:_____	Bad
Beneficial	_____	:_____	:_____	:_____	:_____	Harmful
Attractive	_____	:_____	:_____	:_____	:_____	Unattractive
I like it	_____	:_____	:_____	:_____	:_____	I don't like it

The fourth section contains questions relating to consumer purchase intention. The five items of five-point semantic differential scale developed by Spears and Singh (2004) was adapted to measure the participants' purchase intention indicating their level of agreement from positive (5) to negative (1) with the following statements.



“Describe your overall interest about the sales promotion you have seen in this advertisement.”

	(5)	(4)	(3)	(2)	(1)	
Would purchase	_____	:_____	:_____	:_____	:_____	Would not purchase
Definitely do intend to buy	_____	:_____	:_____	:_____	:_____	Definitely do not intend to buy
Very high purchase interest	_____	:_____	:_____	:_____	:_____	Very low purchase interest
Definitely would consider buying	_____	:_____	:_____	:_____	:_____	Definitely would not consider buying
Probably would buy	_____	:_____	:_____	:_____	:_____	Probably would not buy

All question items from section three and four were adapted because it has been used in the previous studies with a high reliability score. The reliability score of the attitude measurement scale was 0.72, while the reliability score of the purchase intention measurement scale was 0.86. For face and content validity, question items were examined by the project adviser and a think-aloud protocol with 10 Thai native speakers.

The last section for both treatment A and B contains a question designed for a manipulation check. The purpose of this section was to confirm whether the participants perceive sales promotion type correctly. The question required participants to rate how strongly they agree with each statement on five-point Likert scale, with 1 being strongly disagree and 5 being strongly agree.

For treatment A, participants were asked whether they perceive the given advertisement as monetary sales promotion, while for treatment B, participants were asked if they perceive the given advertisement as non-monetary sales promotion. The questions were based on the definition of sales promotion from Campbell and Diamond (1990). Questions are listed below:

Question for group A: Sales promotion type in this advertisement makes you pay less than the original price.

Question for group B: Sales promotion type in this advertisement is a premium which give you a non-monetary gain.

Prior to the experiment, a pretest was conducted to check if the set of questions are understandable. Nineteen undergraduate students were asked to read the questionnaire and provide feedback to improve the questionnaire for its best understanding (See Appendix H). The overall response was positive with minor revision.

### **3.5 Research Participants**

As mentioned earlier that consumers who have the potential to be high purchasing power are in the range of 18-30 years old (Brandbuffet, 2017), together with the nature of experimental research that participants are usually university students (Baxter & Babbie, 2004). Thus, the undergraduate students who are at the age of 19 – 22 years old were the research participants. A group of 77 undergraduate students from the Faculty of Communication Arts, Chulalongkorn University, participated in this experiment. The participants were divided into two groups.

Thirty-nine participants represented group A while 38 participants represented group B. Each group was exposed to a different treatment, A or B.

### **3.6 Randomization**

The participants were randomly assigned to get either treatment A or B by simple random sampling. The drawing lots took place in order to assign participants into each group. Participants who drew A were in group A and participants who drew B were assigned to group B.

### **3.7 Research procedures**

This study was a laboratory experimental research, it was conducted in two classrooms at the Faculty of Communication Arts, Chulalongkorn University. The experiment was conducted at the end of October 2019. The research procedures are described below:

1. The researcher contacted the instructor of a class which has the minimum of 60 students who enrolled for the first semester of 2019 academic year.
2. Participants were asked to draw lots to assign to either group A or B. Participants who got A were asked to move to room 1 and participants who got B were asked to move to room 2.
3. The researcher and her assistant started by disguising the objective of the research by claiming that it is conducted by a company to test the market before releasing a new marketing communication activity.
4. Treatment A and B were distributed to all participants in each room.
5. After that, the researcher explained the questionnaire structure and gave the participants 15 minutes to complete the questions.

6. After all participants completed the questionnaire, the researcher collected those questionnaires, debriefed participants, and gave participants a reward along with thanking them for their assistance.

### **3.8 Data Analysis**

The collected data was computed and analyzed with the Statistical Package for the Social Sciences (SPSS) program. Moreover, the statistic ran with 95% confidence level.

Descriptive statistic was used to describe the participants characteristics. While inferential statistic was used to demonstrate the effects of sales promotion. Independent sample t-test was employed to further compare the effect of two sales promotion type on consumers' attitude, purchase intention, and to confirm the manipulation check. Furthermore, Pearson's Product Moment Correlation was used to test relationships among the dependent variables. The results of this research are reported in the following chapter.

## **CHAPTER 4**

### **RESEARCH FINDINGS**

This chapter analyses the findings of the research “effects of sales promotion on consumer behavior”. It was conducted by using true experimental with posttest only to serve the research objectives. A questionnaire was used as the form of data collection.

The independent variable is sales promotion type, namely price-off for monetary sales promotion and premium for non-monetary sales promotion. The dependent variable is consumer behavior which are consumer attitude towards sales promotion and consumer purchase intention. The data was collected from 77 undergraduate students from the Faculty of Communication Arts, Chulalongkorn University, at the end of October 2019 academic year.

The data collected from this research was used to analyze and report into three sections as followed.

Section 1 General data description

Section 2 Result of consumer attitude and purchase intention

Section 3 Main effects of sales promotion on consumer behavior

Section 4 Relationship between consumer attitude and purchase intention

#### **4.1 General data description**

General data description includes demographic profile, latest purchased water brand, and manipulation check. Details are presented below.

### Demographic profile

Seventy-seven undergraduate students participated in this research. The participants were divided into two groups. As shown in Table 4.1; group A had a total of 39 participants. They were exposed to the drinking water print advertising with price-off sales promotion type. Group B had a total of 38 participants and were exposed to the same print advertisement with a premium sales promotion type.

**Table 4.1 Number of participants in each group**

Low involvement product	Sales promotion types	
	Price-off (A)	Premium (B)
Drinking water	39 participants	38 participants
<b>Total</b>	<b>77 Participants</b>	

Of all 77 participants, the majority of them were female (82%). A total number of female participants was 63. Meanwhile, the total number of male participants was 14, which accounted for 18% as per Table 4.2 below.

**Table 4.2 Gender of the participants**

Gender	<i>n</i>	%
Female	63	82.0
Male	14	18.0
<b>Total</b>	<b>77</b>	<b>100.0</b>

Regarding their age, more than half of the participants were 20 years old, accounting for 57.1%. One-third of the participants, or 31.2% was at the age of 21 years old. Eight participants were 22 years old, and only one participant was 19 years old (See from Table 4.3).

**Table 4.3 Age of the participants**

Age	<i>n</i>	%
19 years old	1	1.3
20 years old	44	57.1
21 years old	24	31.2
22 years old	8	10.4
<b>Total</b>	<b>77</b>	<b>100.0</b>

#### **Latest purchased water brand**

There was a total of 10 brands mentioned in the questionnaire. The mentioned brand names were Nestle, Crystal, Singha, Purra, Minere, Mont Fleur, Seven Select, Sprinkle, Aura, and Max-Value, respectively. Among all brands, Nestle was the brand that the participants most latest purchased, accounting for 37.7%. The second brand was Crystal with 16 participants, accounting for 20.8%. Furthermore, Singha was mentioned in the third place with eight participants, accounting for 10.4% (See Table 4.4).

**Table 4.4 Latest purchased water brands**

<b>Brand</b>	<b><i>n</i></b>	<b>%</b>
Nestle	29	37.7
Crystal	16	20.8
Singha	8	10.4
Purra	7	9.0
Minere	5	6.5
Mont Fleur	4	5.2
Seven Select	3	3.9
Sprinkle	2	2.6
Aura	1	1.3
Max-Value	1	1.3
<b>Total</b>	<b>76</b>	<b>98.7</b>

*Remark: One respondent did not answer the question.*

#### **Manipulation check**

A five-point Likert scale adapted from Campbell and Diamond's (1990) was used to test whether both types of sales promotion were correctly perceived by the participants. Participants assigned with treatment A were asked to rate their opinion on the monetary sales promotion statement, price-off, while participants assigned with treatment B were asked to rate their opinion on the non-monetary sales promotion statement, premium.

One sample t-test was employed to analyze the result. The total mean score for group A was 4.49 and 4.16 for group B. Table 4.5 illustrates that both groups reported



significantly greater from the test value of 3.0 ( $t [38] = 13.59, p < .05$  and  $t [37] = 8.35, p < .05$ ). It is apparent from this table that consumers perceived both types of sales promotion correctly.

**Table 4.5 Result of manipulation check on sales promotion types**

Sales promotion type	<i>M</i>	<i>SD</i>	<i>t</i>	<i>df</i>	<i>p</i>
Sales promotion type in this advertisement makes you pay less than the original price.	4.49	0.68	13.59	38	<0.05
Sales promotion type in this advertisement is a premium which give you a non-monetary gain.	4.16	0.86	8.35	37	<0.05

*Remark: Test value = 3.00*

#### 4.2 Result of the dependent variables

There were two dependent variables in this study, namely consumer attitude towards sales promotion and consumer purchase intention. Five-point semantic differential scales were employed to measure both consumer attitude towards sales promotion and consumer purchase intention. For group A, the drinking water print advertisement with price-off sales promotion type was given to participants as a treatment condition. For group B, the participants received the same print advertisement with premium sales promotion type as a treatment condition.

In this section, the mean scores of consumer attitude towards sales promotion and consumer purchase intention that both participants in group A and group B evaluated will be reported separately.

**Table 4.6 Participants' attitudes towards sales promotion**

Question item	Treatment groups			
	Price-off (A)		Premium (B)	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>
Favorable - Unfavorable	3.72	0.86	3.24	0.71
Good - Bad	4.03	0.74	3.50	0.68
Beneficial - Harmful	4.10	0.75	3.84	0.97
Attractive - Unattractive	3.77	1.06	3.00	0.99
I like it – I don't like it	3.64	0.81	3.24	0.75
<b>Total</b>	<b>3.85</b>	<b>0.65</b>	<b>3.36</b>	<b>0.60</b>

*Remark: All items were measured on five items of five-point semantic differential scale from positive opinion (5) to negative opinion (1) and the Cronbach's Alpha value for these five items were .83.*

### **Attitude towards sales promotion**

Table 4.6 presents the breakdown of the mean scores for attitudes towards sales promotion from each treatment group. The total mean score for attitudes towards sales promotion for participants group A was 3.85 and 3.36 for group B. The mean score of participants group A for attitude toward sales promotion items, beneficial – harmful was 4.10, good – bad was 4.03, attractive – unattractive was 3.77, favorable – unfavorable was 3.72, and I like it – I don't like it was 3.65. For participants group B, the mean score for attitude toward sales promotion items, beneficial-harmful was 3.84, good – bad was 3.50, I like it – I don't like it was 3.24, favorable - unfavorable was 3.24, and attractive-unattractive 3.00.

### **Purchase intention**

The result of participants' purchase intention mean score of group A and B are shown in Table 4.7. The total mean score of participants group A for purchase intention was 3.41. The item with the highest mean scores for group A was probability to buy (probably would buy – probably would not buy) with the mean score of 3.95, followed by purchasing (would purchase – would not purchase) with the mean score of 3.72, considering to purchase (definitely would consider buying- definitely would not consider buying) with the mean score of 3.20, purchase intention (definitely do intent to buy – definitely do not intent to buy) with the mean score of 3.03, and purchase interest (very high purchase interest – very low purchase interest) with the mean score of 3.03.

While The total mean score of participants group B for purchase intention was 3.08. The item with the highest mean score for group B was probability to buy (probably would buy – probably would not buy) with the mean score of 3.95, purchasing (would purchase – would not purchase) with the mean score of 3.72, considering to purchase (definitely would consider buying- definitely would not consider buying) with the mean score of 3.20, purchase intention (definitely do intent to buy – definitely do not intent to buy) with the mean score of 3.03, and purchase interest (very high purchase interest – very low purchase interest) with the mean score of 3.03.

**Table 4.7 Consumer purchase intention**

Question item	Treatment groups			
	Price-off (A)		Premium (B)	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>
Would purchase – Would not purchase	3.72	1.00	3.26	0.92
Definitely do intent to buy – Definitely do not intent to buy	3.03	0.93	2.82	0.98
Very high purchase interest – Very low purchase interest	3.20	0.86	2.82	0.95
Definitely would consider buying- Definitely would not consider buying	3.15	0.81	2.79	0.91
Probably would buy – Probably would not buy	3.95	0.94	3.74	1.00
<b>Total</b>	<b>3.41</b>	<b>0.71</b>	<b>3.08</b>	<b>0.82</b>

*Remark: All items were measured on five items of five-point semantic differential scale from positive opinion (5) to negative opinion (1) and the Cronbach's Alpha value for these five items were .88.*

Table 4.8 provides the summary statistics of total mean score for each group and variable. The total mean score of group A for attitude toward sales promotion was 3.85, and the total mean score of 3.41 for purchase intention. Group B's mean score for attitude toward sales promotion was 3.41, and the mean for consumer purchase intention was 3.08. It is apparent from this table that the mean score of consumer attitude and purchase intention for price discount is higher than purchase intention.

**Table 4.8 Summary of total mean score for dependent variables**

Dependent Variables	Treatment groups			
	Price-off (A)		Premium (B)	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>
Attitude towards sales promotion	3.85	0.65	3.36	0.60
Purchase intention	3.41	0.71	3.08	0.82

*Remark: All items were measured on five items of five-point semantic differential scale from positive opinion (5) to negative opinion (1)*

#### **4.3 Main effects of sales promotion on consumer behavior**

For this section, an independent sample t-test was used to measure whether the price-off and the premium sales promotion type for a low-involvement product have any significant different effects on consumer attitude and consumer purchase intention.

##### **The effects of sales promotion on consumer attitude**

The results of sales promotion's effect on consumer attitude demonstrated that the difference between the price-off sales promotion and the premium sales promotion was significant,  $t(75) = 3.38, p < .05$ . Therefore, hypothesis one was supported while hypothesis two was rejected. The independent sample t-test result for the effect of sales promotion type on consumer attitudes are summarized in Table 4.9.

**Table 4.9 Independent sample *t*-test of the effects of sales promotion on consumer attitude**

	Sales promotion types	<i>M</i>	<i>SD</i>	<i>t</i>	<i>df</i>	<i>p</i>
Consumer attitude	Price-off	3.85	0.65	3.38	75	< 0.05
	Premium	3.36	0.61			

**The effect of sales promotion on consumer purchase intention**

As shown in Table 4.10, even though the mean of price-off sales promotion was slightly higher than premium sales promotion, independent sample *t*-test found no significant difference in mean score on the price-off sales promotion and the premium sales promotion subscales,  $t(73) = 1.87, p > .05$ . Therefore, hypothesis three and four were rejected.

**Table 4.10 Independent sample *t*-test for the effect of sales promotion on consumer purchase intention**

	Sales promotion types	<i>M</i>	<i>SD</i>	<i>t</i>	<i>df</i>	<i>p</i>
Purchase intention	Price-off	3.41	0.71	1.87	75	0.07
	Premium	3.08	0.81			

#### 4.4 Relationship between consumer attitude and purchase intention

In this section, the Pearson's product Moment Correlation was employed to explore the relationship between consumer attitude and purchase intention for both sales promotions types. The findings are presented in the Table 4.11.

It was found that consumer attitude had a significantly moderate positive correlation with purchase intention for both price-off ( $r = 0.59, p < 0.5$ ) and premium ( $r = 0.46, p < 0.5$ ) sales promotion type. This finding can imply that there is a relationship between participants' attitude and purchase intention towards both sales promotion types, price-off and premium. Thus, hypothesis five and six were supported.

**Table 4.11 Correlations between consumer attitude and consumer purchase intention for price-off and premium sales promotion type**

The relationship between	Sales promotion types	<i>r</i>	<i>p</i>
Consumer attitude and consumer purchase intention	Price-off	0.59	<0.05
	Premium	0.46	<0.05

## CHAPTER 5

### SUMMARY AND DISCUSSION

Based on the findings of this research, this chapter will provide summary from the data analysis and the research discussion. In addition, this chapter will also cover limitations and direction for further research, and the practical implications.

#### 5.1 Summary from research findings

This section will discuss the results of data collected from an experimental research design with posttest only. The results consist of the participants' demographic profile, their attitude towards sales promotion type, their purchase intention and the main effects of sales promotion types on consumer attitude and purchase intention. Additionally, the findings from the correlation analysis between consumer attitude and purchase intention are also demonstrated.

There was a total of 77 undergraduate students who participated in this experiment. The majority of the participants were female, with 63 individuals or 82%, and only 14 participants or 18% were male. The participants' age ranges between 19 to 22 years old. However, most of the participants were 20 and 21 years old, making up 88.3% of the samples (68 participants). Eight participants (10.4%) were in the age of 22 years old and only one participant (1.3%) was 19 years old. The participants were randomly assigned into two groups – A (39 participants) and B (38 Participants), and they were exposed to different treatment.

The participants' attitude towards sales promotion section exposed the participants' overall feeling towards sales promotion type, whether they consider sales



promotion favorable, good, beneficial, attractive, and they like it or not. Two types of sales promotion were considered independently, namely price-off and premium.

Overall, the results showed that the participants have positive attitude towards both sales promotion types. Price-off sales promotion type showed a mean score of 3.85 out of 5.0, which the premium sales promotion type showed a mean score of 3.36.

Attitude towards sales promotion was broken down into five items. The item with the highest mean score was whether they feel that price-off and premium sales promotion was beneficial or harmful to them. The mean score was 4.10 for the former and 3.84 for the latter.

As for the participants' purchase intention, the probability that participants will purchase a bottle of drinking water after exposed to the print advertisement was explored. The total mean score of price-off is 3.41 out of 5.00 and 3.08 for premium sales promotion.

To serve the first objective, the main effects of sales promotion on consumer attitude and purchase intention was examined. It was found that price-off sales promotion has more effect on consumer attitude when comparing with premium sales promotion ( $t [75] = 3.38, p < 0.05$ ), which means hypothesis one was supported and hypothesis two was rejected. The item with the highest mean score for price-off sales promotion was beneficial ( $M = 4.10$ ). For purchase intention, it was found that the effect of both sales promotions have no significant difference ( $t [73] = 1.87, p > 0.05$ ). In other words, both sales promotion types can equally affect purchase intention. Therefore, both hypothesis three and four were rejected.

To answer the second research objective, a relationship between attitude and purchase intention was explored. The result indicated that there was a significantly positive correlation between these two variables for both price-off ( $r = 0.59$ ) and premium ( $r = 0.46$ ) sales promotion. Hence, if the participants have positive attitude towards either price-off or premium sales promotion type, their purchase intention will also increase correspondingly, especially for low involvement product. This leads to hypothesis five and six which were supported.

## 5.2 Discussion

The initial objectives of this research were 1) to identify whether price-off or premium sales promotion has more effect on consumers' attitude and purchase intention and 2) to explore the relationship between consumers' attitude and purchase intention. Therefore, based on the research results, three main points are discussed focusing on the effect of sales promotion on consumer attitude, the effect of sales promotion on consumer purchase intention and also the relationship between consumer attitude and purchase intention. Details are explained as follows.

### **The effect of sales promotion type on consumer attitude**

The study focused on the effect of sales promotion type on consumer attitude to see their overall feelings after exposed to each sales promotion type. The current study found that price-off sales promotion has more effect on consumers' attitude than the premium type.

A possible explanation for this might be that the price-off promotion, which is in the form of monetary gain, allows consumers to feel that this type of promotion is

beneficial to them. That is, they can save money and reduce loss (Campbell & Diamond, 1990). This is also reflected in the result that consumers find price-off promotion to be beneficial to them as this item was rated with the highest mean score ( $M = 4.10$ ). Based on the concept of sales promotion, price-off benefits consumers with the price reduction and consumers consider it as a good deal (Yin-Fah, Osman, & Foon, 2011). Moreover, Thai consumers feel that price-off sales promotion can help lifting their burden and they feel that it is worth the spending (MGROnline, 2014; Voiceonline, 2014). In this case, the respondents can pay only THB 5 instead of THB 7, so they save THB 2.

This result is consistent with the findings of an earlier study showing that the discounts were the sales promotion type which consumers preferred the most, especially for Thai consumers, while premium sales promotion was ranked the third (Fam et al., 2019). In addition, a possible explanation for why consumers feel that price-off sales promotion benefits them more than premium sales promotion could be because price-off sales promotion allows consumers to gain monetary benefit (Campbell & Diamond, 1990), especially with a low-involvement product like drinking water in this study. Based on involvement concept, product with low involvement usually have minimal differences among its competitors and consumers are aware that the product attributes are similar. In consequence, consumers do not find it necessary to extensively evaluate the brand before making a decision, instead, they are making decision based on price of the product. Therefore, consumers are more sensitive to the price of low involvement product, and when they are exposed to the sales promotion advertising, they feel that price-off sales promotion are more beneficial.

Therefore, comparing THB 2 savings with the premium product used in this study, consumers might find saving money more beneficial than getting a pack of tissue because they perceive that cash can be more valuable than a premium product with an equal price (Campbell & Diamond, 1990). It allows consumers to spend less than what they usually spend, and they can use that saving to spend on other things. As a result, price-off has more effects than premium sales promotion in this study.

### **The effect of sales promotion type on consumer purchase intention**

In terms of consumer purchase intention, the effects of price-off and premium sales promotion type were not significantly different ( $t [73] = 1.87, p > .05$ ). In other words, both sales promotion types can equally affect consumer purchase intention.

This result may be explained by the fact that sales promotion is the powerful marketing tool that provide a short-term incentive to arouse or encourage consumers to react quickly and make a purchase by its incentive (Kotler & Armstrong, 2014; McCarthy & Brogowicz, 1982). In general, sales promotion can increase consumer's desire to buy the product (Kchaou & Amara, 2014). Due to the benefits of sales promotion, consumers can increase their purchase and shorten the purchase cycle (G. Belch & M. Belch, 2018), or they are willing to switch brand during the sales promotion campaign (Gupta, 1988). In addition, consumers do not usually make plan to purchase a low-involvement product. They do not need a lot of information to make a purchase decision. Rather, they make purchase decision inside the store (Assael, 1998). As mentioned earlier, consumers are likely to be price-sensitive toward low-involvement product and they purchase product due to the price. Thus, instore stimuli such as point of purchase, product trial, and sales promotion signs are

important. Consumers are more likely to react to simple in-store stimuli (Solomon, 2015). For this study, it is a print advertisement which can trigger the consumers to make an unplanned purchase. Therefore, whether it is price-off or premium sales promotion, it can influence the consumers to make a purchase.

This finding is aligned with previous studies that discount and premium both have an effect on purchase intention in general, regardless of its types (Bhatti, 2018; Helm, Mark, & Bley, 2009; Santini et al., 2015), and with low involvement products such as coffee (Gupta, 1988), cosmetics (Su, 2018). The result from this study shows that both sales promotion types can equally affect consumer purchase intention. It may be explained by the fact that sales promotion in general can encourage purchase intention. Other possible factors which could affect consumer purchase intention are such as location, country, product category and product price (Fam et al., 2019). Since this study focused on drinking water product category, and a low-priced product, together with the abovementioned power of sales promotion, it seems possible that both two sales promotion types were not significantly difference on purchase intention.

### **Relationship between consumer attitude and consumer purchase intention**

A positive correlation was discovered between consumer attitude towards price-off sales promotion and consumer purchase intention ( $r = 0.59, p < 0.05$ ) and between attitude towards premium sales promotion and consumer purchase intention ( $r = 0.46, p < 0.05$ ). This reflects that the more participants have positive attitude towards sales promotions, the more likely they would have an intention to make a purchase. This result might be explained by the fact that consumers feel proud when

they get to purchase promotional products and they get pleasure out of hunting a deal and finding products at low prices (Arnold & Reynolds, 2003).

This result confirmed other research which found positive relationship between consumer attitude and purchase intention for both price-off and premium sales promotion (Muhammad et al., 2013). Moreover, the result shows the linkage between consumer attitude and purchase intention based on the unidimensional view of attitude model. That is, attitude is the affective component while purchase intention and purchasing are conative component which is viewed as a consequence of attitude. According to this model, if an individual has positive attitude towards an object, there is a tendency that this individual would have an intention to behave a certain way and it is more likely that this individual will actually take action (Lutz, 1991). In this current research, after consumers exposed to the sales promotion, they formed certain positive feelings towards that promotion, and they are likely to have an intention to purchase. Consequently, the attitude positively related to purchase intention.

Moreover, based on the involvement concept, consumers' level of involvement is low when a product has a low risk and is inexpensive. The purchase situation is then low involved. In this low-involvement scenario, consumers are passive learners and information catchers. After having a product knowledge, they buy a product, often perform an unplanned purchase, and then develop their feelings or attitude towards that product after. The low-involvement hierarchy of effect, thus, starts with cognitive, conative, and ends with affective process or known as learn-feel-do process (Solomon, 2015). Similarly, in this study, since drinking water was considered to be a low-involvement product plus its sales promotion, the subjects engaged in a low-

involved purchase decision. After they exposed to the print advertisement and had some knowledge about the product and the promotion, the level of their purchase intention and attitude were quite high. That is according to the low-involvement hierarchy of effect, they were more likely to purchase the water and developed their attitude later. The result, therefore, portrayed a positive relationship between these two variables.

### **5.3 Limitations and direction for further research**

Drinking water has been selected as a low-involvement product for this study based on the literature review and the pretest which was done by 20 undergraduate students. However, it is recommended for future research to design a set of questions for manipulation check to confirm whether participants perceive product used in the study is as correct as it is intended to be.

Moreover, this study explored one fictitious brand. The future study could also be further expanded by looking at the existing brand to investigate which sales promotion type has more impacts on consumer behavior if brand awareness is higher. It can also be compared with other categories of low-involvement products to further establish how consumers respond to sales promotion type.

In addition, as the current study only focused on price-off and premium sales promotion type. Future studies could be worked upon other types such as coupon, loyalty program or contest and sweepstakes. It would also be useful to expand the method of data collection by using qualitative approach to understand the reasons behind consumers' feeling as well as their intention to purchase.

#### 5.4 Practical implications

The finding of this research provides valuable knowledge. It may help marketers understand the effects of sales promotion clearer in order to improve their sales promotion strategy and allocate their budget effectively.

Based on the findings of this study, it can therefore be assumed that both price-off and premium sales promotion type can trigger consumer purchase intention and generate immediate response. Thus, marketers can apply both types as their sales promotion tools.

However, while price-off and premium sales promotion can affect consumer purchase intention equally, this present study also raises that price-off sales promotion type can create more positive effect on consumer attitude. Thus, marketers should focus and put more effort to incorporate price-off sales promotion in their communication strategy. Once the consumers see an attractive discount incentive, they have more positive attitude and it is more likely that they would have an intention to purchase and eventually make a purchase. Especially, nowadays the economy is declining, and consumers are more price sensitive. Consumers try to save money on every possible thing, and they are no longer loyal to the brand.



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**APPENDIX**

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## Appendix A

### Questionnaire for product type selection

**Remark: Please read the following paragraph and identify products below.**

“**Low involvement product** means a product which a consumer does not consider the product important. Consumer invests in less time and effort to search for information. Moreover, low involvement products are usually not expensive, and not involved with high risk if consumer make a wrong decision.”

According to the statement given above, please identify five products that you think are low involvement.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

\*\*\*\*\*

(Thank you for your cooperation)



## แบบสอบถามเกี่ยวกับประเภทสินค้า

คำชี้แจง: กรุณาอ่านข้อความต่อไปนี้แล้วระบุสินค้าด้านล่าง

“สินค้าที่มีความเกี่ยวพันต่ำ หมายถึง สินค้าที่ผู้บริโภคไม่ได้ให้ความสำคัญ อีกทั้งยังเป็นสินค้าที่ผู้บริโภคใช้เวลาและความพยายามในการหาข้อมูลน้อย นอกจากนี้ สินค้าที่มีความเกี่ยวพันต่ำ มักจะมีราคาถูก และไม่มีความเสี่ยงในกรณีที่มีการตัดสินใจซื้อผิดพลาด”

จากคำอธิบายข้างต้น ท่านนึกถึงสินค้าประเภทใดบ้างที่ตรงกับนิยามนี้ โปรดระบุสินค้า 5 ประเภทที่ตรงกับความคิดเห็นของท่าน

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

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ขอบคุณที่สละเวลาและให้ความร่วมมือในครั้งนี้

## Appendix B

### Questionnaire for brand name selection.

**Section 1:** Please ○ the answer that best describe your opinion.

Please rate each name that most appropriate for a drinking water brand

1. Tankle  
TANKLE      Most appropriate      5   4   3   2   1      Least appropriate

*Have you ever heard of the brand before?*    Yes    No

2. Watera  
WATERA      Most appropriate      5   4   3   2   1      Least appropriate

*Have you ever heard of the brand before?*    Yes    No

3. Good  
GOOD      Most appropriate      5   4   3   2   1      Least appropriate

*Have you ever heard of the brand before?*    Yes    No

4. Waterp  
WATERP      Most appropriate      5   4   3   2   1      Least appropriate

*Have you ever heard of the brand before?*    Yes    No

5. Wates  
Wates      Most appropriate      5   4   3   2   1      Least appropriate

*Have you ever heard of the brand before?*    Yes    No

\*\*\*\*\*

(Thank you for your cooperation)

### แบบสอบถามเกี่ยวกับชื่อแบรนด์ของสินค้าประเภทน้ำดื่ม

ส่วนที่1: โปรด  ล้อมรอบคำตอบที่ตรงกับความคิดเห็นของท่าน

คุณคิดว่าชื่อต่อไปนี้เหมาะสมที่จะเป็นชื่อแบรนด์สำหรับสินค้าประเภทน้ำดื่มหรือไม่

- |    |   |   |   |   |   |   |   |             |
|----|---|---|---|---|---|---|---|-------------|
| 1. |    | เหมาะสมมาก  | 5 | 4 | 3 | 2 | 1 | เหมาะสมน้อย |
|    |   | ที่สุด  |   |   |   |   |   | ที่สุด      |
|    |   | คุณเคยได้ยินชื่อแบรนด์นี้มาก่อนหรือไม่ <input type="checkbox"/> เคย <input type="checkbox"/> ไม่เคย |   |   |   |   |   |             |
| 2. |    | เหมาะสมมาก  | 5 | 4 | 3 | 2 | 1 | เหมาะสมน้อย |
|    |   | ที่สุด  |   |   |   |   |   | ที่สุด      |
|    |   | คุณเคยได้ยินชื่อแบรนด์นี้มาก่อนหรือไม่ <input type="checkbox"/> เคย <input type="checkbox"/> ไม่เคย |   |   |   |   |   |             |
| 3. |  | เหมาะสมมาก  | 5 | 4 | 3 | 2 | 1 | เหมาะสมน้อย |
|    |   | ที่สุด  |   |   |   |   |   | ที่สุด      |
|    |   | คุณเคยได้ยินชื่อแบรนด์นี้มาก่อนหรือไม่ <input type="checkbox"/> เคย <input type="checkbox"/> ไม่เคย |   |   |   |   |   |             |
| 4. |  | เหมาะสมมาก  | 5 | 4 | 3 | 2 | 1 | เหมาะสมน้อย |
|    |   | ที่สุด  |   |   |   |   |   | ที่สุด      |
|    |   | คุณเคยได้ยินชื่อแบรนด์นี้มาก่อนหรือไม่ <input type="checkbox"/> เคย <input type="checkbox"/> ไม่เคย |   |   |   |   |   |             |
| 5. |  | เหมาะสมมาก  | 5 | 4 | 3 | 2 | 1 | เหมาะสมน้อย |
|    |   | ที่สุด  |   |   |   |   |   | ที่สุด      |
|    |   | คุณเคยได้ยินชื่อแบรนด์นี้มาก่อนหรือไม่ <input type="checkbox"/> เคย <input type="checkbox"/> ไม่เคย |   |   |   |   |   |             |

\*\*\*\*\*

ขอบคุณที่สละเวลาและให้ความร่วมมือในครั้งนี้

## Appendix C

### Questionnaire for sales promotion type

- 1) Please rank the following sales promotion based on your preference; from the most preferred (1) to the least preferred (3)

\_\_\_ Price-off

\_\_\_ Coupon

\_\_\_ Rebates

- 2) Please rank the following sales promotion based on your preference; from the most preferred (1) to the least preferred (5)

\_\_\_ Extra product

\_\_\_ Sampling

\_\_\_ Bonus pack

\_\_\_ Sweepstakes/ Contests

\_\_\_ Earn points from loyalty programs

\*\*\*\*\*

(Thank you for your cooperation)

### แบบสอบถามเกี่ยวกับรายการส่งเสริมการขาย

1) กรุณาเรียงลำดับรายการของการส่งเสริมการขายตามความชอบของท่านในกลุ่มที่ 1

โดย 1= มากที่สุด ไปจนถึง 3 = น้อยที่สุด

#### กลุ่มที่ 1

\_\_\_ การลดราคา

\_\_\_ การแจกคูปอง

\_\_\_ การรับเงินคืน

2) กรุณาเรียงลำดับรายการของการส่งเสริมการขายตามความชอบของท่านในกลุ่มที่ 2

โดย 1= มากที่สุด ไปจนถึง 5 = น้อยที่สุด

#### กลุ่มที่ 2

\_\_\_ การให้ของแถม

\_\_\_ การแจกตัวอย่างสินค้า

\_\_\_ การเพิ่มขนาดบรรจุภัณฑ์

\_\_\_ การชิงโชค หรือ การได้รับรางวัลจากกระประกวดแข่งขัน

\_\_\_ การสะสมแต้ม

\*\*\*\*\*

ขอบคุณที่สละเวลาและให้ความร่วมมือในครั้งนี้

## Appendix D

### Questionnaire for extra product sales promotion

If an extra product is on offer as a sales promotion for a drinking water, what extra product would you like to get the most?



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แบบสอบถามเกี่ยวกับสินค้าของรายการส่งเสริมการขายแบบให้ของแถม

หากมีโปรโมชั่นของน้ำดื่ม และโปรโมชั่นเป็นการให้ของแถม ท่านอยากได้ของแถมเป็นสินค้า  
อะไรมากที่สุด

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## Appendix E

### Questionnaire for extra product preference

If there is an extra product sales promotion for a drinking water, what would you like to get as an extra product when purchasing a bottle of drinking water. Please rank the following product based on your preference; from the most preferred (1) to the least preferred (8)

- 
- A bottle bag  
 A reusable cup  
 A reusable straw  
 Candy  
 A refreshing towel  
 A pack of Tissue  
 Vitamin  
 Snacks
- จุฬาลงกรณ์มหาวิทยาลัย  
CHULALONGKORN UNIVERSITY

\*\*\*\*\*

(Thank you for your cooperation)



### แบบสอบถามเกี่ยวกับสินค้าของรายการส่งเสริมการขายแบบให้ของแถม

หากมีโปรโมชั่นของน้ำดื่ม และโปรโมชั่นเป็นการให้ของแถม ท่านอยากได้ของแถมเป็นสินค้าอะไรมากที่สุด กรุณาเรียงลำดับสินค้าตามความชอบของท่าน โดย 1 = มากที่สุด ไปจนถึง 8 = น้อยที่สุด

\_\_\_ ถังใส่ขวดน้ำ

\_\_\_ แก้วพลาสติก

\_\_\_ หลอดรักษ์โลก

\_\_\_ ลูกอม

\_\_\_ ผ้าเย็น

\_\_\_ ทิชชู

\_\_\_ วิตามิน

\_\_\_ ขนม



\*\*\*\*\*

ขอบคุณที่สละเวลาและให้ความร่วมมือในครั้งนี้

## Appendix F

### Questionnaire set for group A

#### Questionnaire set

Our company has launched a new product to the market. We would like to know your opinion in terms of our sales promotion campaign.

A questionnaire set includes:

1. A print advertisement
2. A questionnaire (2 pages)

Please answer all questions and feel free to ask if you have any questions.

\*\*\*\*\*

(Thank you for your cooperation)

A promotional advertisement for WaterA. The background is a light blue with diagonal streaks. At the top, the word "WATERA" is written in a bold, black, sans-serif font. In the center-left is a clear plastic bottle with a black cap, containing clear water. The word "WATERA" is printed on the bottle. To the right of the bottle, the Thai text "ลดเหลือ 5.-" is displayed in a large, bold font, with "ลด" and "เหลือ" in black and "5.-" in blue. Below this, the text "จากราคา 7 บาท" is written in a smaller blue font, with a red diagonal slash between "7" and "บาท".

WATERA

WATERA

ลด  
เหลือ  
5.-

จากราคา 7 บาท

## Questionnaire for product and sales promotion activity

### Section 1: Personal information

Gender     Male         Female    Age \_\_\_\_\_ Years old

### Section 2: Water brand

Please write down a brand of a bottle of water that you have bought latest.

\_\_\_\_\_

### Section 3: Your attitude towards sales promotion type – Price-off

**Instruction:** Please put ✓ in the space below that best describes your opinion

by selecting    (5)    If you **strongly agreed** with the statement on the left

(4)    If you **agreed** with the statement on the left

(3)    If you **neutral** with both statements

(2)    If you **agreed** with the statement on the right

(1)    If you **strongly agreed** with the statement on the right

“As shown on the table below, please indicate how well or poorly you feel towards sales promotion on the advertisement you have seen.”

(5)   (4)   (3)   (2)   (1)

Favourable

\_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_

Unfavourable

Good

\_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_

Bad

Beneficial

\_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_

Harmful

*(Please continue to the next page)*

“As shown on the table below, please indicate how well or poorly you feel towards sales promotion on the advertisement you have seen.”

(5) (4) (3) (2) (1)

Attractive \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ Unattractive

I like it \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ I don't like it

**Section 4:** Your purchase intention after seeing the advertisement

**Instruction:** Please put ✓ in the space below that best describes your opinion

by selecting (5) If you **strongly agreed** with the statement on the left

(4) If you **agreed** with the statement on the left

(3) If you **neutral** with both statements

(2) If you **agreed** with the statement on the right

(1) If you **strongly agreed** with the statement on the right

“Please indicate your overall interest about the sales promotion you have seen in this advertisement.”

(5) (4) (3) (2) (1)

Would purchase \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ Would not purchase

Definitely do intend \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ Definitely do not  
to buy intend to buy

Very high interest \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ Very low interest in  
in purchasing purchasing

*(Please continue to the next page)*

“Please indicate your overall interest about the sales promotion you have seen in this advertisement.”

(5) (4) (3) (2) (1)

Definitely would  
consider buying

\_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_

Definitely would not  
consider buying

Probably would  
buy

\_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_

Probably would not  
buy

### **Section 5: The importance of product**

**Instruction:** Please put ✓ in the items below that best rate your agreement with each of these following statements below. (5 = Strongly Agree, 4 = Agree, 3 = Neither agree nor disagree, 2 = Disagree, 1 = Strongly disagree)

Item	Strongly agree ←————→ Strongly disagree				
	5	4	3	2	1
Sales promotion type in this advertisement makes you pay less than the original price.					

## เอกสารนำ

บริษัทของเราได้เปิดตัวผลิตภัณฑ์น้ำดื่มยี่ห้อใหม่ออกสู่ตลาด เราจึงอยากทราบความคิดเห็นของท่านที่มีต่อกิจกรรมการส่งเสริมการขายที่เรา กำลังจะจัดขึ้น

ชุดเอกสารที่ท่านได้รับประกอบด้วย:

1. ชิ้นงานโฆษณา 1 ชิ้น
2. แบบสอบถาม 1 ชุด จำนวน 3 หน้า

ขอให้ท่านพิจารณาชิ้นงานโฆษณาในหน้าถัดไป และตอบแบบสอบถามตามความคิดเห็นและความรู้สึกของท่าน โดยหากมีข้อสงสัยประการใด โปรดยกมือสอบถามเจ้าหน้าที่ได้ทันที

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ขอบคุณที่สละเวลาและให้ความร่วมมือในครั้งนี้

# WATERA



**ลด  
เหลือ  
5.-**

จากราคา ~~7~~ บาท



### แบบสอบถามเกี่ยวกับสินค้าและกิจกรรมการส่งเสริมการขาย

#### ส่วนที่ 1: ข้อมูลทั่วไป

เพศ  ชาย  หญิง อายุ \_\_\_\_\_ ปี

#### ส่วนที่ 2: สินค้าประเภทน้ำดื่ม

คำชี้แจง: กรุณาระบุยี่ห้อสินค้าน้ำดื่มที่ท่านซื้อล่าสุด \_\_\_\_\_

#### ส่วนที่ 3: ทศนคติของท่านต่อรายการการส่งเสริมการขาย - การลดราคา

คำชี้แจง: กรุณาใส่เครื่องหมาย ✓ ในช่อง \_\_\_\_\_ ที่ตรงกับความคิดเห็นของท่านมากที่สุด

- โดยเลือก
- |             |  |
|-------------|--|
| ช่องที่ (5) | ถ้าท่านเห็นด้วยอย่างยิ่งกับข้อความด้านซ้าย |
| ช่องที่ (4) | ถ้าท่านเห็นด้วยกับข้อความด้านซ้าย          |
| ช่องที่ (3) | ถ้าท่านมีความเห็นเป็นกลางกับข้อความทั้งสอง |
| ช่องที่ (2) | ถ้าท่านเห็นด้วยกับข้อความด้านขวา           |
| ช่องที่ (1) | ถ้าท่านเห็นด้วยอย่างยิ่งกับข้อความด้านขวา  |

“โปรดระบุความรู้สึกของท่านที่มีต่อการส่งเสริมการขายที่ท่านเห็นในโฆษณาชิ้นนี้”

(5) (4) (3) (2) (1)

เป็นที่น่าโปรดปราน \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_

ไม่เป็นที่น่าโปรดปราน

เป็นสิ่งที่ดี \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_

เป็นสิ่งที่แย่

เป็นสิ่งที่ให้ประโยชน์ \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_

เป็นสิ่งที่ให้โทษ

(โปรดพลิกหน้าถัดไป)

“โปรดระบุความรู้สึกของท่านที่มีต่อการส่งเสริมการขายที่ท่านเห็นในโฆษณาชิ้นนี้”

(5) (4) (3) (2) (1)

เป็นสิ่งที่น่าดึงดูดใจ

\_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_

เป็นสิ่งที่ไม่น่าดึงดูดใจ

เป็นที่ชื่นชอบ

\_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_

ไม่เป็นที่ชื่นชอบ

**ส่วนที่ 4:** ความตั้งใจซื้อของท่านหลังจากที่ท่านเห็นชิ้นงานโฆษณา

คำชี้แจง: กรุณาใส่เครื่องหมาย ✓ ในช่อง \_\_\_\_\_ ที่ตรงกับความคิดเห็นของท่านมากที่สุด

- โดยเลือก
- ช่องที่ (5) ถ้าท่านเห็นด้วยอย่างยิ่งกับข้อความด้านซ้าย
- ช่องที่ (4) ถ้าท่านเห็นด้วยกับข้อความด้านซ้าย
- ช่องที่ (3) ถ้าท่านมีความเห็นเป็นกลางกับข้อความทั้งสอง
- ช่องที่ (2) ถ้าท่านเห็นด้วยกับข้อความด้านขวา
- ช่องที่ (1) ถ้าท่านเห็นด้วยอย่างยิ่งกับข้อความด้านขวา

“โปรดระบุความสนใจของท่านที่มีต่อการส่งเสริมการขายที่ท่านเห็นในโฆษณาชิ้นนี้”

(5) (4) (3) (2) (1)

ท่านอยากซื้อสินค้านี้

\_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_

ท่านไม่อยากจะซื้อสินค้านี้

ท่านตั้งใจที่จะซื้อสินค้านี้

\_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_

ท่านตั้งใจที่จะไม่ซื้อสินค้านี้

อย่างแน่นอน

อย่างแน่นอน

ท่านมีความสนใจที่จะซื้อ  
สินค้านี้ในระดับสูงมาก

\_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_

ท่านมีความสนใจที่จะซื้อ  
สินค้านี้ในระดับต่ำมาก

(โปรดพลิกหน้าถัดไป)

“โปรดระบุความสนใจของท่านที่มีต่อการส่งเสริมการขายที่ท่านเห็นในโฆษณาชิ้นนี้”

(5) (4) (3) (2) (1)

ท่านตัดสินใจที่จะซื้อสินค้านี้  
อย่างแน่นอน

\_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_

ท่านตัดสินใจที่จะไม่ซื้อสินค้า  
นี้ อย่างแน่นอน

ท่านอาจจะซื้อสินค้านี้

\_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_

ท่านอาจจะไม่ซื้อสินค้านี้

### ส่วนที่ 5: ความสำคัญของสินค้า

คำชี้แจง: กรุณาใส่เครื่องหมาย ✓ ในตำแหน่งที่ตรงกับความคิดเห็นของท่านมากที่สุด

(โดย 5 = เห็นด้วยอย่างยิ่ง, 4 = เห็นด้วย, 3 = เฉยๆ, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง)

ข้อความ	มากที่สุด ← → น้อยที่สุด				
	5	4	3	2	1
การส่งเสริมการขายในโฆษณานี้ เป็นการส่งเสริมการขาย ประเภทลดราคาซึ่งทำให้ท่านจ่ายเงินน้อยลงจากราคาเต็ม					

\*\*\*\*\*

จุฬาลงกรณ์มหาวิทยาลัย  
Chulalongkorn University  
ขอบคุณที่สละเวลาและให้ความร่วมมือในครั้งนี้

**Appendix G**  
**Questionnaire set for group B**

**Questionnaire set**

Our company has launched a new product to the market. We would like to know your opinion in terms of our sales promotion campaign.

A questionnaire set includes:

3. A print advertisement
4. A questionnaire (2 pages)

Please answer all questions and feel free to ask if you have any questions.

\*\*\*\*\*

(Thank you for your cooperation)

# WATERA



# ซื้อน้ำ แถมฟรี



ใบราคา 7 บาท

## Questionnaire for product and sales promotion activity

### Section 1: Personal information

Gender     Male         Female    Age \_\_\_\_\_ Years old

### Section 2: Water brand

Please write down brand of a bottle of water that you have bought latest.

\_\_\_\_\_

### Section 3: Your attitude towards sales promotion type – Premium

**Instruction:** Please put ✓ in the space below that best describes your opinion

- by selecting    (5)    If you **strongly agreed** with the statement on the left
- (4)    If you **agreed** with the statement on the left
- (3)    If you **neutral** with both statements
- (2)    If you **agreed** with the statement on the right
- (1)    If you **strongly agreed** with the statement on the right

“As shown on the table below, please indicate how well or poorly you feel towards sales promotion on the advertisement you have seen.”

(5)   (4)   (3)   (2)   (1)

Favourable	_____ : _____ : _____ : _____ : _____	Unfavourable
Good	_____ : _____ : _____ : _____ : _____	Bad
Beneficial	_____ : _____ : _____ : _____ : _____	Harmful

*(Please continue to the next page)*

“As shown on the table below, please indicate how well or poorly you feel towards sales promotion on the advertisement you have seen.”

(5) (4) (3) (2) (1)

Attractive	_____ : _____ : _____ : _____ : _____	Unattractive
I like it	_____ : _____ : _____ : _____ : _____	I don't like it

**Section 4:** Your purchase intention after seeing the advertisement

**Instruction:** Please put ✓ in the space below that best describes your opinion

by selecting (5) If you **strongly agreed** with the statement on the left

(4) If you **agreed** with the statement on the left

(3) If you **neutral** with both statements

(2) If you **agreed** with the statement on the right

(1) If you **strongly agreed** with the statement on the right

“Please indicate your overall interest about the sales promotion you have seen in this advertisement.”

(5) (4) (3) (2) (1)

Would purchase	_____ : _____ : _____ : _____ : _____	Would not purchase
Definitely do intend to buy	_____ : _____ : _____ : _____ : _____	Definitely do not intend to buy
Very high interest in purchasing	_____ : _____ : _____ : _____ : _____	Very low interest in purchasing

(Please continue to the next page)

“Please indicate your overall interest about the sales promotion you have seen in this advertisement.”

(5) (4) (3) (2) (1)

Definitely would consider buying	_____ : _____ : _____ : _____ : _____	Definitely would not consider buying
Probably would buy	_____ : _____ : _____ : _____ : _____	Probably would not buy

**Section 5:** The importance of product

**Instruction:** Please put ✓ in the items below that best rate your agreement with each of these following statements below. (5 = Strongly Agree, 4 = Agree, 3 = Neither agree nor disagree, 2 = Disagree, 1 = Strongly disagree)

Item	Strongly agree ← → Strongly disagree				
	5	4	3	2	1
Sales promotion type in this advertisement is an extra product which give you a non-monetary gain.					



## เอกสารนำ

บริษัทของเราได้เปิดตัวผลิตภัณฑ์น้ำดื่มยี่ห้อใหม่ออกสู่ตลาด เราจึงอยากทราบความคิดเห็นของท่านที่มีต่อกิจกรรมการส่งเสริมการขายที่เรา กำลังจะจัดขึ้น

ชุดเอกสารที่ท่านได้รับประกอบด้วย:

1. ชิ้นงานโฆษณา 1 ชิ้น
2. แบบสอบถาม 1 ชุด จำนวน 3 หน้า

ขอให้ท่านพิจารณาชิ้นงานโฆษณาในหน้าถัดไป และตอบแบบสอบถามตามความคิดเห็นและความรู้สึกของท่าน โดยหากมีข้อสงสัยประการใด โปรดยกมือสอบถามเจ้าหน้าที่ได้ที่

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ขอบคุณที่สละเวลาและให้ความร่วมมือในครั้งนี้

# WATERA



# ซื้อน้ำ แถมฟรี



ใบราคา 7 บาท

## แบบสอบถามเกี่ยวกับสินค้าและกิจกรรมการส่งเสริมการขาย

### ส่วนที่ 1: ข้อมูลทั่วไป

เพศ  ชาย  หญิง อายุ \_\_\_\_\_ ปี

### ส่วนที่ 2: สินค้าประเภทน้ำดื่ม

คำชี้แจง: กรุณาระบุยี่ห้อสินค้าที่ท่านซื้อล่าสุด \_\_\_\_\_

### ส่วนที่ 3:ทัศนคติของท่านต่อรายการการส่งเสริมการขาย - การแจกของแถม

คำชี้แจง: กรุณาใส่เครื่องหมาย ✓ ในช่อง \_\_\_\_\_ ที่ตรงกับความคิดเห็นของท่านมากที่สุด

- โดยเลือก
- |             |  |
|-------------|--|
| ช่องที่ (5) | ถ้าท่านเห็นด้วยอย่างยิ่งกับข้อความด้านซ้าย |
| ช่องที่ (4) | ถ้าท่านเห็นด้วยกับข้อความด้านซ้าย          |
| ช่องที่ (3) | ถ้าท่านมีความเห็นเป็นกลางกับข้อความทั้งสอง |
| ช่องที่ (2) | ถ้าท่านเห็นด้วยกับข้อความด้านขวา           |
| ช่องที่ (1) | ถ้าท่านเห็นด้วยอย่างยิ่งกับข้อความด้านขวา  |

“โปรดระบุความรู้สึกของท่านที่มีต่อการส่งเสริมการขายที่ท่านเห็นในโฆษณาชิ้นนี้”

(5) (4) (3) (2) (1)

เป็นที่น่าโปรดปราน \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_

ไม่เป็นที่น่าโปรดปราน

เป็นสิ่งที่ดี \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_

เป็นสิ่งที่แย่

เป็นสิ่งที่ให้ประโยชน์ \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_

เป็นสิ่งที่ให้โทษ

(โปรดพลิกหน้าถัดไป)

“โปรดระบุความรู้สึกของท่านที่มีต่อการส่งเสริมการขายที่ท่านเห็นในโฆษณาชิ้นนี้”

(5) (4) (3) (2) (1)

เป็นสิ่งที่น่าดึงดูดใจ

\_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ :

เป็นสิ่งที่ไม่น่าดึงดูดใจ

เป็นที่ชื่นชอบ

\_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ :

ไม่เป็นที่ชื่นชอบ

**ส่วนที่ 4:** ความตั้งใจซื้อของท่านหลังจากที่ท่านเห็นชิ้นงานโฆษณา

**คำชี้แจง:** กรุณาใส่เครื่องหมาย ✓ ในช่อง \_\_\_\_\_ ที่ตรงกับความคิดเห็นของท่านมากที่สุด

- โดยเลือก
- ช่องที่ (5) ถ้าท่านเห็นด้วยอย่างยิ่งกับข้อความด้านซ้าย
- ช่องที่ (4) ถ้าท่านเห็นด้วยกับข้อความด้านซ้าย
- ช่องที่ (3) ถ้าท่านมีความเห็นเป็นกลางกับข้อความทั้งสอง
- ช่องที่ (2) ถ้าท่านเห็นด้วยกับข้อความด้านขวา
- ช่องที่ (1) ถ้าท่านเห็นด้วยอย่างยิ่งกับข้อความด้านขวา

“โปรดระบุความสนใจของท่านที่มีต่อการส่งเสริมการขายที่ท่านเห็นในโฆษณาชิ้นนี้”

(5) (4) (3) (2) (1)

ท่านอยากจะซื้อสินค้านี้

\_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ :

ท่านไม่อยากจะซื้อสินค้านี้

ท่านตั้งใจที่จะซื้อสินค้านี้

\_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ :

ท่านตั้งใจที่จะไม่ซื้อสินค้านี้

อย่างแน่นอน

อย่างแน่นอน

ท่านมีความสนใจที่จะซื้อ

\_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_ :

ท่านมีความสนใจที่จะซื้อ

สินค้านี้ในระดับสูงมาก

สินค้านี้ในระดับต่ำมาก

(โปรดพลิกหน้าถัดไป)

“โปรดระบุความสนใจของท่านที่มีต่อการส่งเสริมการขายที่ท่านเห็นในโฆษณาชิ้นนี้”

(5) (4) (3) (2) (1)

ท่านตัดสินใจที่จะซื้อสินค้า อย่างแน่นอน _____ : _____ : _____ : _____	ท่านตัดสินใจที่จะไม่ซื้อสินค้า นี้ อย่างแน่นอน _____ : _____ : _____ : _____
ท่านอาจจะซื้อสินค้า _____ : _____ : _____ : _____	ท่านอาจจะไม่ซื้อสินค้า _____ : _____ : _____ : _____

**ส่วนที่ 5: ความสำคัญของสินค้า**

คำชี้แจง: กรุณาใส่เครื่องหมาย ✓ ในตำแหน่งที่ตรงกับความคิดเห็นของท่านมากที่สุด

(โดย 5 = เห็นด้วยอย่างยิ่ง, 4 = เห็นด้วย, 3 = เฉยๆ, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง)

ข้อความ	มากที่สุด ← → น้อยที่สุด				
	5	4	3	2	1
การส่งเสริมการขายในโฆษณานี้ เป็นการส่งเสริมการขายประเภทการแจกของแถมซึ่งให้ผลตอบแทนในรูปแบบที่ไม่ใช่เงิน					

\*\*\*\*\* ขอขอบคุณที่สละเวลาและให้ความร่วมมือในครั้งนี้ \*\*\*\*\*

**Appendix H**

**Pretest for group A**

**The importance of product**



**Instruction:** Please put ✓ in the items below that best rate your agreement with each of these following statements below. (5 = Strongly Agree, 4 = Agree, 3 = Neither agree nor disagree, 2 = Disagree, 1 = Strongly disagree)

Item	Strongly agree ←————→ Strongly disagree				
	5	4	3	2	1
Sales promotion type in this advertisement makes you pay less than the original price.					

\*\*\*\*\*

(Thank you for your cooperation)

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แบบสอบถามความสำคัญของสินค้า





**คำชี้แจง:** กรุณาใส่เครื่องหมาย ✓ ในตำแหน่งที่ตรงกับความคิดเห็นของท่านมากที่สุด

(โดย 5 = เห็นด้วยอย่างยิ่ง, 4 = เห็นด้วย, 3 = เฉยๆ, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง)

ข้อความ	มากที่สุด ← → น้อยที่สุด				
	5	4	3	2	1
การส่งเสริมการขายในโฆษณา นี้ เป็นการส่งเสริมการขาย ประเภทลดราคาซึ่งทำให้ท่านจ่ายเงินน้อยลงจากราคาเต็ม					

\*\*\*\*\*

ขอบคุณที่สละเวลาและให้ความร่วมมือในครั้งนี้

จุฬาลงกรณ์มหาวิทยาลัย  
CHULALONGKORN UNIVERSITY

Pretest for group B

The importance of product



**Instruction:** Please put ✓ in the items below that best rate your agreement with each of these following statements below. (5 = Strongly Agree, 4 = Agree, 3 = Neither agree nor disagree, 2 = Disagree, 1 = Strongly disagree)

Item	Strongly agree ←————→ Strongly disagree				
	5	4	3	2	1
Sales promotion type in this advertisement is an extra product which give you a non-monetary gain.					



แบบสอบถามความสำคัญของสินค้า



**คำชี้แจง:** กรุณาใส่เครื่องหมาย ✓ ในตำแหน่งที่ตรงกับความคิดเห็นของท่านมากที่สุด

(โดย 5 = เห็นด้วยอย่างยิ่ง, 4 = เห็นด้วย, 3 = เฉยๆ, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง)

ข้อความ	มากที่สุด ← → น้อยที่สุด				
	5	4	3	2	1
การส่งเสริมการขายในโฆษณา เป็นการส่งเสริมการขายประเภทการแจกของแถมซึ่งให้ผลตอบแทนในรูปแบบที่ไม่ใช่เงิน					

\*\*\*\*\*

ขอบคุณที่สละเวลาและให้ความร่วมมือในครั้งนี้

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CHULALONGKORN UNIVERSITY

## VITA

**NAME** Warisra Wacharakorn  
**DATE OF BIRTH** 17 January 1991  
**PLACE OF BIRTH** Bangkok, Thailand  
**INSTITUTIONS ATTENDED** Middlesex University  
**HOME ADDRESS** 63/17 Quad Silom Condo, Soi Phiphat 2, Silom, Bangrak, Bangkok Thailand



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