

How does the marketing communication mix of 7-11 affect the customer purchasing
?



An Independent Study Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Arts in Business and Managerial Economics
Field of Study of Business and Managerial Economics
FACULTY OF ECONOMICS
Chulalongkorn University
Academic Year 2019
Copyright of Chulalongkorn University

การสื่อสารการตลาดแบบบูรณาการมีผลต่อการตัดสินใจซื้อของลูกค้าอย่างไร



สารนิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต
สาขาวิชาเศรษฐศาสตร์ธุรกิจและการจัดการ สาขาวิชาเศรษฐศาสตร์ธุรกิจและการจัดการ

คณะเศรษฐศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย

ปีการศึกษา 2562

ลิขสิทธิ์ของจุฬาลงกรณ์มหาวิทยาลัย

Independent Study Title	How does the marketing communication mix of 7-11 affect the customer purchasing ?
By	Mr. Sivakorn Tachasrisukko
Field of Study	Business and Managerial Economics
Thesis Advisor	Assistant Professor RATIDANAI HOONSAWAT, Ph.D.

Accepted by the FACULTY OF ECONOMICS, Chulalongkorn University in Partial Fulfillment of the Requirement for the Master of Arts

INDEPENDENT STUDY COMMITTEE

..... Chairman
(Associate Professor CHAIRAT AEMKULWAT, Ph.D.)
..... Advisor
(Assistant Professor RATIDANAI HOONSAWAT, Ph.D.)
..... Examiner
(Associate Professor NUALNOI TREERAT, Ph.D.)



จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

ศิวกร เตชะศรีสุขโข : การสื่อสารการตลาดแบบบูรณาการมีผลต่อการตัดสินใจซื้อของลูกค้าอย่างไร. (How does the marketing communication mix of 7-11 affect the customer purchasing ?) อ.ที่ปรึกษาหลัก : ผศ. ดร.รติฉนัย หุ่นสวัสดิ์

-



สาขาวิชา	เศรษฐศาสตร์ธุรกิจและการจัดการ	ลายมือชื่อนิสิต
ปีการศึกษา	2562	ลายมือชื่อ อ.ที่ปรึกษาหลัก

6284068129 : MAJOR BUSINESS AND MANAGERIAL ECONOMICS

KEYWORD: Abstract

Sivakorn Tachasrisukko : How does the marketing communication mix of 7-11 affect the customer purchasing ?. Advisor: Asst. Prof. RATIDANAI HOONSAWAT, Ph.D.

The present study aims to assess the effect of integrated marketing communication (IMC) of 7-11 in Thailand to Thai customer purchasing, describe what factors consumers take into account in when making decisions when they purchase the 7-11 products and explain how IMC effects to the consumer decision especially sales promotion and personal selling. The lifestyle of people has changed nowadays, some people do not have much time to purchase so the convenience store becomes popular because it is easy to find the products and the service is fast. Due to the fact that 7-11 in Thailand is the most popular convenience store, so the researcher will focus on the success of 7-11 IMC strategies that is the key to winning the customer's heart. To achieve this, the current study uses the online questionnaires, with the previous customers who have experience purchasing 7-11 in Thailand, in order to acquire an understanding of their attitudes towards 7-11 IMC.

The study found that out of 18 IMC factors, there are 4 IMC factors from 2 different IMC category which have a significant influence on purchasing behavior; The Personal Selling IMC factors and the Sale Promotion IMC factors. However, the different IMC factors have a different impact on purchasing behavior and the result finding and are further made into important policy implications.

Field of Study: Business and Managerial Economics Student's Signature

Academic Year: 2019 Advisor's Signature

ACKNOWLEDGEMENTS

I would like to thank Asst. Prof. Ratidanai Hoonsawat, Ph.D., my supervisor, for his extraordinary support and valuable advice in this research process. Without his support, I would not have made it this far, especially through my individual study.

In addition, this dissertation would not have been possible without the support and nurturing of my family and my friends, who always support me morally, financially, and physically. Thank you for helping me stay on this long journey.

I would like to thank all my participants who helped me contribute to the valuable outcomes.

Finally, I also want to extend my appreciation to those who are not mentioned but inspire me behind this dissertation.

Sivakorn Tachasrisukko

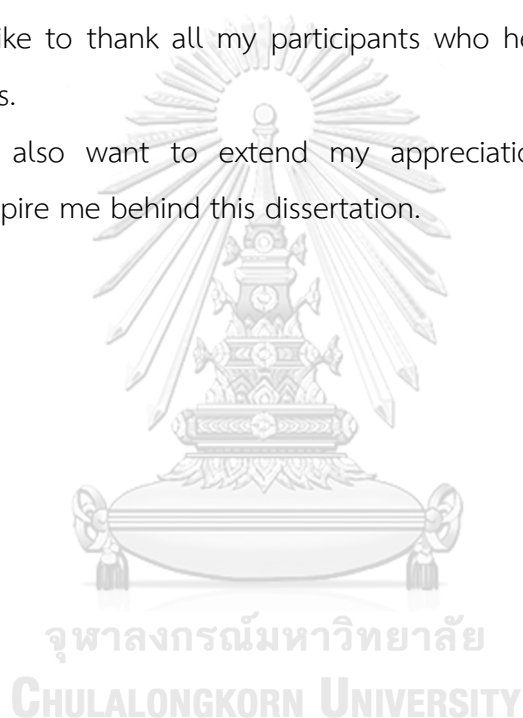


TABLE OF CONTENTS

	Page
ABSTRACT (THAI).....	iii
ABSTRACT (ENGLISH).....	iv
ACKNOWLEDGEMENTS	v
TABLE OF CONTENTS	vi
Chapter 1: Introduction.....	1
Chapter 2: Literature review.....	3
2.1 Empirical evidence.....	3
Chapter 3: Theoretical framework.....	5
3.1 Marshallian Economics.....	5
3.2 Theory of organizing and sensemaking framework.....	6
3.3 Transaction Utility Theory.....	7
Chapter 4: Empirical model.....	7
4.1 Factor explanation.....	7
4.2 Framework overview.....	8
Chapter 5: Data and Preliminary Analysis.....	9
Chapter 6: Outcomes of the research.....	17
Chapter 7: Conclusion.....	31
Chapter 8: Limitations and suggestions for further research.....	33
REFERENCES	35
Reference.....	36
Appendix.....	39

VITA..... 43



จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

The effect of Integrated marketing communication (IMC) of 7-11 in Thailand to Thai customer purchasing

Chapter 1: Introduction

Over the past thirty years, 7-11 the retail shop of CPALL brand in Thailand has become one of strong businesses with the number of branches around 10,268 in Thailand and there are 11.8 million customers per day (CPALL annual report 2019). Moreover, their management team has planned to add more outlets to reach 13,000 in 2021 (Fredrickson, 2017) which might increase the employment rate for Thai people in the new outlet. 7-11 recruited the employees around 35,000 positions in 2019 which is a good opportunity for the job seekers. According to Kantar world panel's research (2018), 7-11 is the first ranking of convenience stores for Thai people's purchase the most. Due to 7-11 strategy, there are many interesting strategies including the integrated marketing communication (IMC) for understanding the needs of consumers which is the key factor of convenience store businesses, for example following the healthy trend by selling fresh bananas in shops or for the low-income customer, they have offered affordable products. Moreover, IMC tends to come with good results such as increasing customer satisfaction (collecting points for special prizes), brand loyalty (7-11 membership), positive brand image (Thai Teacher's supporting advertising) and increased sales and cost saving. For this research, the researchers would like to examine the five factors of Integrated marketing communication (IMC) effect the customer purchasing. The hypothesis of the research is to see the satisfaction of customers in two variables of IMC which are sales promotion and personal selling will lead to consumer purchasing on 7-11 in Thailand is positive. To test the hypotheses, the researcher will focus on probability for different amounts of purchase per week of participants with one of IMC features (Personal selling and Sales promotion).

Franchise industry has occurred all around the world for a while, being the strong franchise business may have brand awareness and brand loyalty (Avinash et al., 2019). There are many types of industries, such as retail shops, bookstores,

education or so on. There is no denying that 7-11 has become a big business with the 10,268 shops in Thailand. It is consumer-oriented that meets the needs of the consumers by monitoring the market for specific target areas to forecast the suitable product and price for each area (Lui, 2018). In addition, it is the strong brand in Thailand, every country has 7-11 shops which shows their good supply chain management (Wang, 2018).

In 1988, CP All Public Company Limited was established to operate the convenience store business under the 7-11 trademark from the USA (CPALL,2020). 7-11 is the first ranking of convenience stores for Thai people's purchase the most among their competitors for many reasons. Being under the big company in Thailand, there is the massive budget and power to survey and contribute the products and services for their customers including related products in the shops. Hence, customers tend to visit the shop because there are multiproduct, not waste the time and convenience. For example, 24 shopping for delivery, CP retailink, Extra plus pharmacy, All cafe for coffee and drinks. and so on which supports and covers their customer's needs. Their target market is wide range, starting from young to old, however they reduced the problem by their opening time - 24 hours to cover all of the time that their customer would like to purchase.



Source: CPALL (2020)

In addition, the paper will indicate the effective marketing plan for the 7-11 in Thailand and suggest ways to improve and develop existing by understanding the needs of existing customers and also motivate the potential customer in the future and also identify and measure the effect of the marketing communication mix of 7-11, the popular retail shop in Thailand on the Thai customer buying behaviors.

The research method of this paper is mainly applied to the theory of integrated marketing communication. Moreover, the outline will be divided into 8 chapters. Chapter 2 of this study shows the literature review, which covers the key areas of this paper from the related topics, such as the definition of IMC and consumer behaviors. It also presents the previous research for the effect of IMC in retail shops and presents the empirical evidence. Chapter 3 will show the theoretical framework. Chapter 5 will explain the data analysis. chapter 6 will show the outcome of the research. Next chapter, 7 will conclude this paper, making comparisons with previous research, discuss the implications of the answers to the research question and objectives for research. Lastly, chapter 8 will present the recommendation and outline the limitations of this research.

Chapter 2: Literature review

This chapter provides empirical evidence which are the key areas of this paper from the related topics and theoretical framework which presents theories and concepts that are relevant to the research problem.

2.1 Empirical evidence

Integrated Marketing communication (IMC) is the part of the marketing process. Combining the coordination and integration of marketing communication tools, types, location and sources by company to maximize the impact on their customers (Madhavaram S. et al., 2003). According to Kitchen et al., (2004) said that IMC is one of the communication tools that is effective, and the marketers should use this strategy for business to move forward among the highly competitive environment of the 21st century. It showed that IMC is the tool for maximizing the benefit and tends to increase the customer purchasing in this competitive situation in an open economy and key competitive advantage. Marketing is increasing the value of the product by keywords to motivate customers to realize their needs by combining the marketing methods for maximizing the profits and minimizing the cost (Holm, 2006).

Under the competitive convenience store's business, the business owner should understand the consumer behaviors that leads to estimate the customer demand. On the same product, the key point for gaining customers is a marketing plan that creates the campaign for the target market such as attractive advertising or discount which is still profitable. (Bradley, n.a.). Many research outcomes indicated that one of the keys for measuring the advertising effectiveness is high consumer engagement will lead to advertising response (Calder B., et al, 2009). Understanding the consumer throughout their attitude to themselves, products or others means the business owner knows the reason why they purchased the products and may contribute the strategy to emphasize the meaning of products to consumers (Olson, 1999) . Many previous represent the essential relationship between the consumer behavior and marketing strategy (Hensen, 1972, Olson,1999, Quester, 2007, Noel,2009 and East, 2016) which will be shown in detail in the below.

IMC is a strategy that developed from a marketing mix to create and strengthen relationships with consumers (Management Association,n.a.). IMC may influence the consumer behavior by the whole process of IMC not only the advertising. According to consumer behavior, awareness will lead to the perception. When the customer is on the response, it is important for the company to contribute the activities for the tasks. For example, brand awareness which is the perception of the brand which includes the whole process of IMC such as product design, new packaging, the price and so on (Mihart, 2012). It shows that IMC has played the big role and shaped consumer buying behavior (Lee, 2012 and Oancea, 2015). In addition, the relationship between consumer-making decisions and IMC is in feedback. Based on consumer research, all the IMC plans may be revised and developed after the feedback of existing or potential consumers (Mihart, 2012).

Currently, convenience stores (C-store) have rapidly grown up in Thailand. Due to the longer working hours which had the positive impact for covering the needs of the consumers. The location was planned to all of the cities from the capital city to the rural area. It was started in the early 1980's in the United States, when they changed the size of retail shops to become smaller to reduce the time for choosing the product and also the quicker services. This type of retail shop fitted the consumer's

lifestyle and still continued to be popular until these days all over the world (Terasaka, 1998). Krungsri Bank's industry thought the convenience store had the highest growth rate of all modern trade store businesses (Horton, n.a.), especially 7-11 which is the greatest number of shops in Thailand (10,268 shops) and it is a big difference from their main competitors Family Mart (1,138). The big scale of supermarkets such as Big C or Tesco established the small size of shops following the consumer's lifestyle these days.

The selection of research strategy is influenced by the research objectives including five factors of IMC that affects 7-11's consumers purchasing in Thailand as well as the research philosophy and approach (Saunders et al., 2016). For research philosophy, this paper used to be a positivist position since the researcher observes social reality in order to produce generalization. The deductive approach is adopted in the study by using existing theories from previous studies to formulate and evaluate the hypotheses for this paper. A quantitative method, the method which is usually used with the philosophy of positivism and deductive approach, is adopted in the study with the survey strategy for collecting the primary data.

Chapter 3: Theoretical framework

Modern marketing includes many fields for increasing selling their products by using psychology, sociology, social psychology, anthropology and economics (Mostret 2002). Their purpose is to try to convince consumers to make purchases by focusing their satisfaction, needs and desire which means understanding the consumer behavior. This section offers the relevant theories explaining the influence of consumer behavior with the theories reviewed are Marshallian Economics, Pavlovian Theory, Theory of organizing and sensemaking framework and Transaction Utility Theory.

3.1 Marshallian Economics

Marshallian Economics was presented by Alfred Marshall, the economist that shows the tendency of consumer purchasing based on the individual satisfaction.

According to his hypotheses, the consumer behavior was shown in four parts such as the lower price of the product, the greater number of the sales and if the income of consumers is higher, sales of a product will therefore be higher, provided the product is not a lower one. In contrast, there is an opposite view of the theory that it is not reliable because Marshall showed only the view of only his interest. Moreover, economic principles may not adapt in every kind of product especially in low cost products (Kotler in Gould 1979 and Mostret 2002).

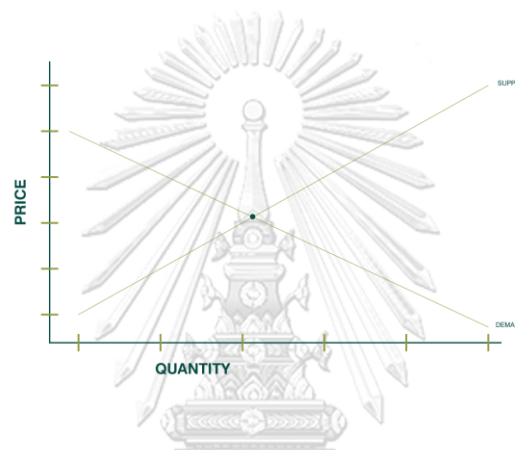


Figure 1: Quora (2018)

3.2 Theory of organizing and sensemaking framework

The theory of the organizing and sensemaking framework (Weick 1979; Weick, Sutcliffe, and Obstfeld 2005 in Shannahan et al., 2013) showed that business employees tend to gather information which leads to maximize opportunity and minimize cost. Organizing may reduce the unclear message through the face-to-face conversation which if the employee understands the product knowledge, they seem to organize the unexpected situation with their customers which lead to personal selling that is one of the tools for the convenience store by handling the customers, organizing the message and may coming with good listening skills (Castleberry and Sheperd, 1993).

3.3 Transaction Utility Theory

Transaction Utility Theory is the theoretical approach that a single product focuses on evaluating consumer response to promotions (Jha-Dang n.a.). This theory was introduced by Thaler (1985), Economic utility theory showed that the customers prefer the given products or services which increase their satisfaction (Stingler, 1950 and Grosse, et al., 2011). It is clearly a judgement from the decision-maker among the alternative choice of product by focusing on each attribute, common units of value across attributes, and uncertainty (Hopkin, 2001). It comes from the feeling of pleasure or satisfaction that they experienced on receiving a good deal. Due to Lichtenstein, Netemeyer and Burton (1990) and Grewal and Monroe (1988) in Jha-Dang (n.a.) also emphasized that the satisfaction of customers increased if their products were sold at lower prices than normal prices.

Chapter 4: Empirical model

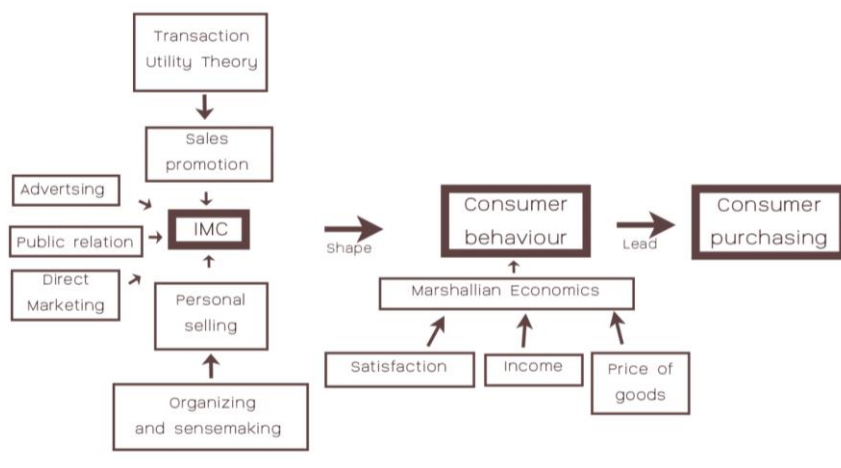


Figure 2: Conceptual framework

4.1 Factor explanation

According to the above framework, it shows integrated marketing communication affects consumer behavior which leads to the amount of purchase.

For the integrated marketing communication (IMC), there are five factors on this part which includes advertising, personal selling, sales promotion, public relation and direct marketing. The researcher focuses on two factors which are personal selling that is the part of theory of organizing and sensemaking and sales promotion under the transaction utility theory.

Consumer behavior is shaped by IMC, there are many factors that lead to consumer behavior which are Marshallian economics that includes satisfaction, income and price. Moreover, Pavlovian theory that is the part of consumer behavior includes experience, attitude and conditioned response of the customers.

Lastly, two factors above point to consumer purchasing that will be conducted on the data analysis part.

4.2 Framework overview

The conceptual framework above relates to how integrated marketing communication affects consumer behavior which lead to the amount of purchase per week for the 7-11 in Thailand. The researcher will do the research by comparing the variables of dependent and independent. The framework is adopted by Freyman (2010), which presents the IMC Process Framework for a Communications-Based Services Marketing Model that it is a tool for brands to message their position to increase sales and profits. With the data in previous research that introduced the relationship between IMC and consumer behaviour which includes various factors for shaping the individuals. In addition, Olariu (2016) and Belch and Belch (2018)'s theories presented the characteristic of IMC factors for the two variables which are personal selling and sales promotion that are important to the business as following.

Personal Selling (Olariu, 2016), it is one of effective tools for allowing salespeople to show their presentation to each potential or current customer by presenting their product knowledge on the customer's buying process to stimulate the purchasing. Under the theory of organizing and sensemaking, repeating the importance of organizing the message through the customer in face-to-face conversation can reduce the risk and maximize the benefits.

Adding value and incentive for the product is the purpose of sales promotion, Belch and Belch (2018) said that some brands allow 60 or 70 percent of the budget to Sales promotion. It is one of the communication forms to the dual role of customer surveying and product adjustment. The research would like to find out how does the Integrated marketing communication (IMC) of 7-11 affect the customer purchasing. Combining with transaction Utility Theory that showed the satisfaction of the deal if the buyer purchased the lower price instead of regular price.

Chapter 5: Data and Preliminary Analysis

The study will investigate the relationship of Integrated Marketing Communications (IMC) factors and how it related to customer purchasing. The study will take the 7-11 customer as the observation for the marketing survey. The questionnaire will contain the information of demographic information (for control variable), the Amount purchased per week and 5 IMC factors (18 total IMC factor question). The questionnaire consists of 200 customers. The number of 200 samples represents more generalized inference of population relationships. The Amount purchased per week in the questionnaire is the categorical variable (Purchase < 300 baht, Purchase between 300 to 500 baht) since the quantitative respond might be personal biased since people do not have the limit on the range of answer they can answer; as a result, the data presented with the specification and outlier. Therefore, the categorical respond is more appropriate, and the category modelling will be applying for the data analysis: Ordered Proportional odds logistic regression.

Distribution information (Outcome variable)

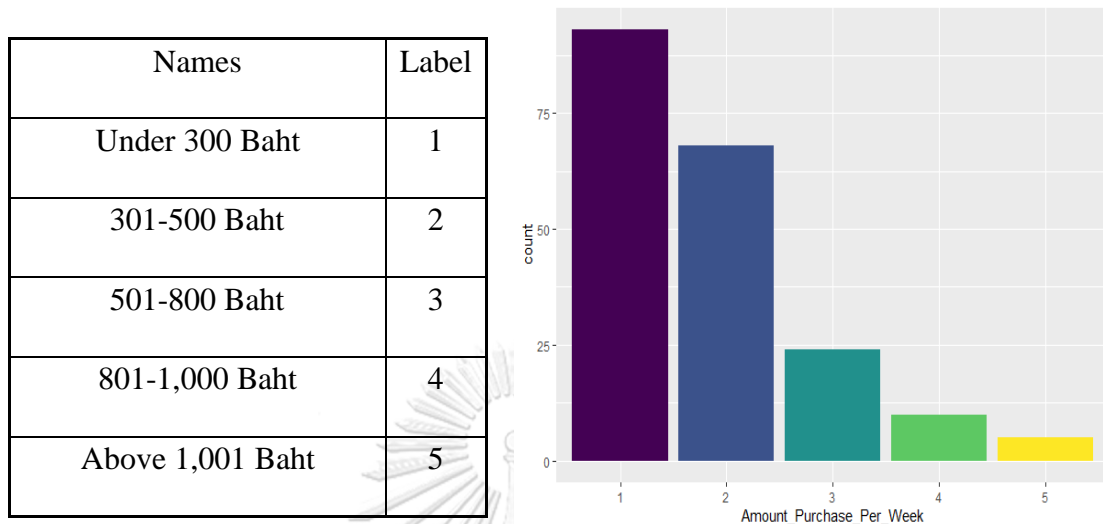


Figure 3 Distribution on amount of purchase per week across 200 respondents.

The distribution represents right-skewed data, with the minority of people represent in label 4 (801-baht -1,000 baht) and label 5 (Above 1,001 baht). These minority group might represent some insight that separated the rest of the usual customer. If any IMC features made these 2-group outstanding, the insight would analyze further

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

Distribution information (IMC variable)

All the 18 IMC factors are labeled in numeric term 1 to 5, 1 referred to lowest preference and five is highest. The distribution of them is as the following figure:

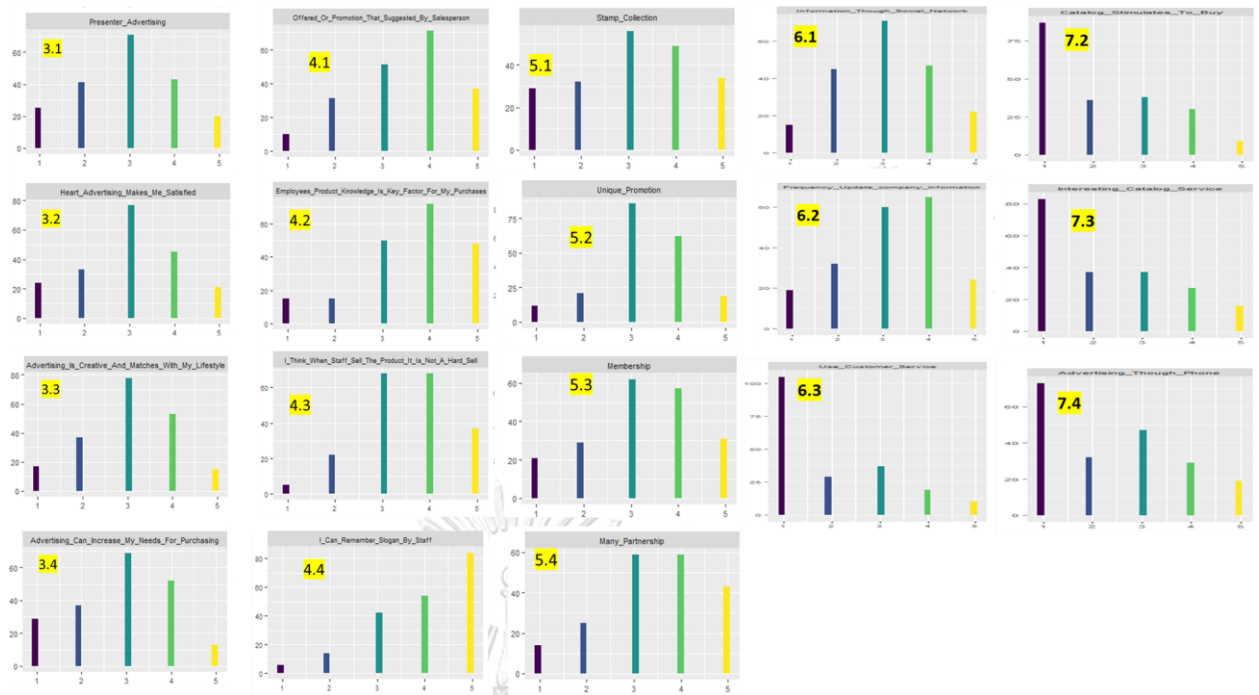


Figure 4 Distribution on 18 IMC factors (the label ranging from 1 to 5)

3.1: Presenter of 7-11 advertising can affect my purchasing

3.2: According to the From the Heart advertising, it makes me satisfied and increases the needs of 7-11 purchasing.

3.3: 7-11's advertising is creative and matches with my lifestyle.

3.4: 7-11's advertising can increase my needs for purchasing.

4.1: If I receive an offer or promotion that suggested by a salesperson will make me want to buy more products.

4.2; Employees' product knowledge is a key factor for my purchases.

4.3: I think when 7-11 staff try to sell the product for me, it is not a hard sell.

4.4: I can remember 7-11 slogan by their staff such as 'now we're having buy 2 get 1 free or do you want some bun or dumpling'.

5.1: Stamp collection is the main factor in my purchase.

- 5.2: Promotion of 7-11 is unique.
- 5.3: Membership of 7-11 are worth and increase desire to buy products.
- 5.4: There are many partnerships of 7-11 that increase my satisfaction.
- 6.1: I'm satisfied with the information provided through 7-11's social network.
- 6.2: 7-11 usually update information and promotion.
- 6.3: I always use 7-11's customer service.
- 7.2: 7-11 Catalog stimulates my desire to buy the products.
- 7.3: 7-11 Catalog's service is interesting.
- 7.4: I will be satisfied if 7-11 has advertising through the phone.

From figure 4, most variable distributed around their mean (which scored of 3) and replicated sample of normal distribution where the sample most clustered around the mean, median. Therefore, these variables are much safer to put into the regression model to avoid biased problem coming out of the model result.

Bivariate Analysis:

Data exploration will cross two variables together; in this case Y variable (Amount purchased per week) cross with every of the 18 IMC features. The result below shows only the factors that have significant change with the purchasing amount. The X-axis is the different amount purchase per week, and Y-axis is the percentage of each of 1 to 5 score in each factor.

IMC factors: 4.3 I think when 7-11 staff try to sell the product for me, it is not a hard sell.

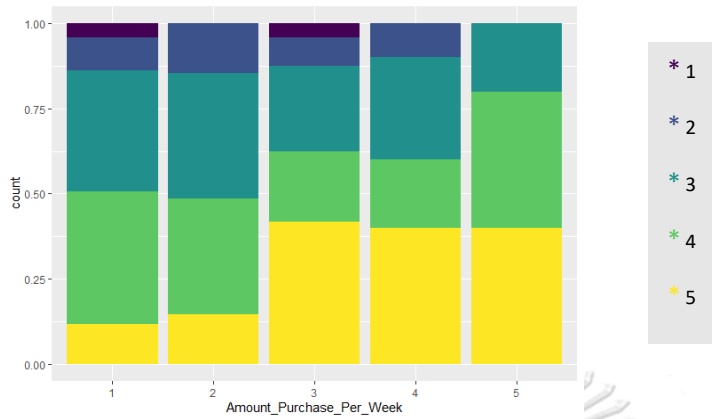


Figure 5.1 Stacked Bar Chart between Amount Purchased Per Week and the respondent score of question 4.3: I think when 7-11 staff try to sell the product for me, it is not a hard sell.

IMC factors: 5.2 Promotion of 7-11 is unique

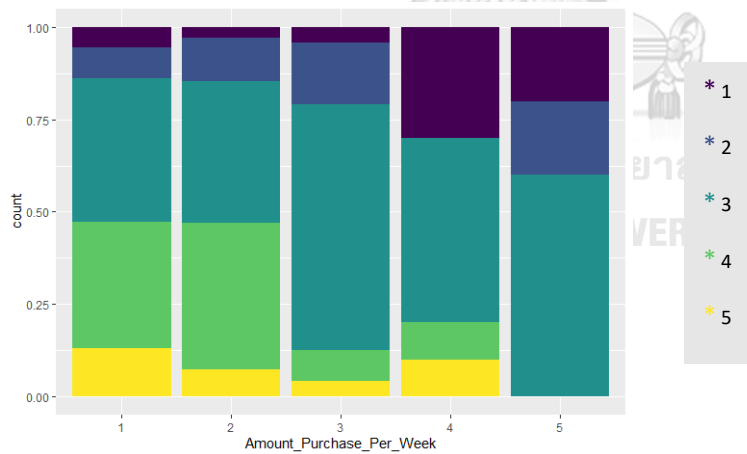


Figure 5.2 Stacked Bar Chart between Amount Purchased Per Week and the respondent score of question: 5.2 Promotion of 7-11 is unique

5.3 Membership of 7-11 are worth and increase desire to buy products.

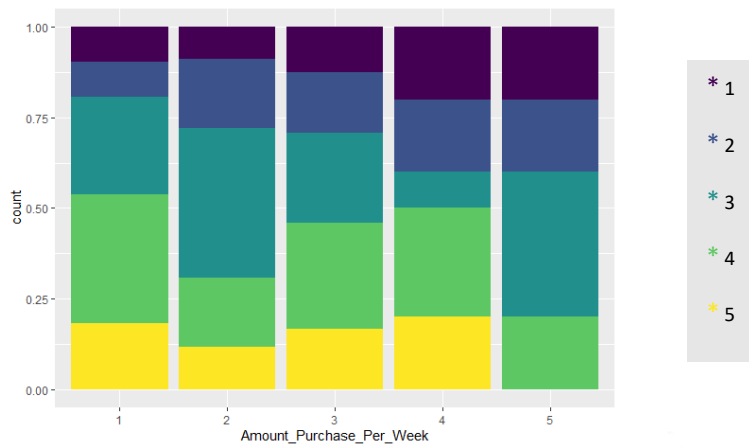


Figure 5.3 Stacked Bar Chart between Amount Purchased Per Week and the respondent score of question: 5.3 membership of 7-11 are worth and increase desire to buy products.

5.4 There are many partnerships of 7-11 that increase my satisfaction

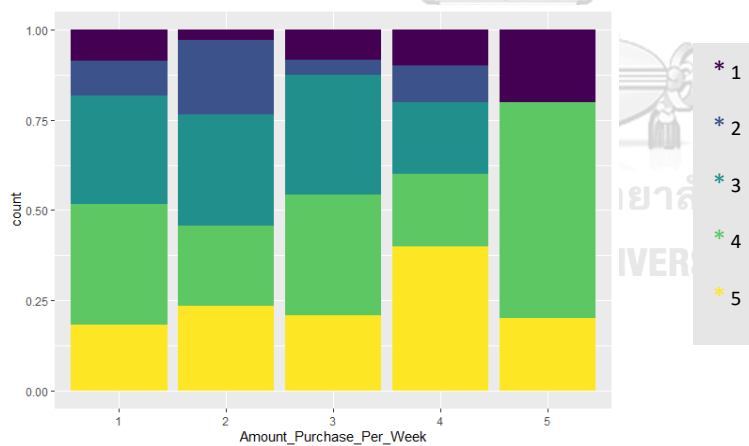


Figure 5.4 Stacked Bar Chart between Amount Purchased Per Week and the respondent score of question: 5.4 There are many partnerships of 7-11 that increase my satisfaction

In Figure 5.1 the customer who purchase at label 5 (purchase more than 1000 baht per week), has no single person score in 1,2 for the IMC questionnaire 4.3: *I think when 7-11 staff try to sell the product for me, it is not a hard sell.*

In Figure 5.2 the customer who bought goods from 7-11 at class 5 (purchase more than 1000 baht per week), does not have any people who score 4,5 for IMC questionnaire 5.2: *Promotion of 7-11 is unique.*

In Figure 5.3 the customer who weekly purchase goods at label 5 (purchase more than 1000 baht per week), does not have any people who score 5 for IMC questionnaire: *Membership of 7-11 are worth and increase the desire to buy products.*

In Figure 5.4 the customer who weekly purchase goods at label 5 (purchase more than 1000 baht per week), most of them have scored four which has higher than another label for the IMC questionnaire 5.4: *There are many partnerships of 7-11 that increase my satisfaction.*

The above factor might show some significant impact on purchasing behavior. However, the regression analysis is needed to conclude the causation. For the other IMC factor, the data exploration technique was not giving any clear insight.

Research Hypothesis

The research hypothesis is based on causation of any IMC factors to the purchasing behavior.

1. Advertising factors
 - a. (3.1) Presenter of 7-11 advertising can affect my purchasing
 - b. (3.2) According to the From the Heart advertising, it makes me satisfied and increases the needs of 7-11 purchasing.
 - c. (3.3) 7-11's advertising is creative and matches with my lifestyle.
 - d. (3.4) 7-11's advertising can increase my needs for purchasing.
2. Personal Selling factors
 - a. (4.1) If I receive an offer or promotion that suggested by a salesperson will make me want to buy more products.

- b. (4.2) Employees' product knowledge is a key factor for my purchases.
 - c. (4.3) I think when 7-11 staff try to sell the product for me, it is not a hard sell.
 - d. (4.4) I can remember 7-11 slogan by their staff such as 'now we're having buy 2 get 1 free or do you want some bun or dumpling'.
3. Sales Promotion factors
- a. (5.1) Stamp collection is the main factor in my purchase.
 - b. (5.2) Promotion of 7-11 is unique.
 - c. (5.3) Membership of 7-11 are worth and increase desire to buy products.
 - d. (5.4) There are many partnerships of 7-11 that increase my satisfaction.
4. Public Relations
- a. (6.1) I'm satisfied with the information provided through 7-11's social network.
 - b. (6.2) 7-11 usually update information and promotion.
 - c. (6.3) I always use 7-11's customer service.
5. Direct Marketing
- a. (7.2) 7-11 Catalog stimulates my desire to buy the products.
 - b. (7.3) 7-11 Catalog's service is interesting.
 - c. (7.4) I will be satisfied if 7-11 has advertising through the phone.

From the classical study these factors were the indication of purchasing behavior. The research hypothesis will be as followed

H0: Any of the IMC factor above does not influent to the purchasing behavior

H1: Any of the IMC factor above has significant influent to the purchasing behavior

Chapter 6: Outcomes of the research

Empirical analysis

Based on the research hypothesis and data structure, regression modelling will be developed with a total of 2 Main-Model and 4 Sub-Model for causation inference. The two main models are the primary investigation of the IMC category factors and the Sub model developed to confirm the generalization of the result.

2 Main-Model are

1. Model with all IMC category factors

The model with all IMC variable factors (18 factors) included reviewing the overview of every IMC factors. To investigate further, find the IMC category that has a significant impact on the amount purchased. If they have, the 2nd model (Model with individual IMC category factors) will be developed. The Main Model will be corresponding to the four sub-Model for better generalization of the result.

2. Model with individual IMC category factor

After investigating the significant level from 1st model (Model with all IMC category factors), the one with significant generalized factor will be the criteria for IMC category factor model. The coefficient sign and magnitude will be compared to result from first (Model with all IMC category factors) to conclude the influence power of the IMC factor to the purchasing behavior. The Main Model will be corresponding to the four sub-Model for better generalization of the result.

The 4 of the Sub-Models are

1. Ordinary least Squared (OLS) with all IMC factors

The OLS regression modelling was often the excellent method for a glimpse the model, the coefficient magnitude and relationship, the overall significant. This model will include all the IMC factors within that category. (For all variable

model, there will be all 18 IMC feature included, For IMC category model, for instance, Direct Selling IMC category model, will include only all the Direct Selling IMC factors). The result of the model will be collected and compared with the 3-other model. The model will also include every demographic feature as the control variable to prevent the bias coefficient from the specification problem.

2. Ordinary Least Squared with only significant IMC factors

The OLS with the only significant model was deployed to deplete the overfitting problem of the model (Including too many insignificant variables) and multicollinearity problem for the better result in coefficient inference. All the demographic feature still included in the model as the control variable. The result of the model will be collected and compared with the 3-other model for a more generalized conclusion.

3. Ordered Proportional odds logistic regression with all IMC factors

Since the dependent variable (Amount Purchased Per Week) was the categorical variable (Label 1 to 5), the logistic regression was necessary to model the categorical dependent variable for a better fit and better inference. Also, the purchasing amount was ordered variable, therefore ordered proportional odds logistic regression will be deployed. This model will include all the IMC factors within that category. (For all variable model, there will be all 18 IMC feature included, For IMC category model, for instance, Direct Selling IMC category model, will include only all the Direct Selling IMC factors). The control variable will be included in the model, and the result of the model will be compared with the 3-other model for inference conclusion.

4. Ordered Proportional odds logistic regression with only significant IMC factors

The Ordered Proportional odds logistic regression but eliminated the insignificant factors to prevent the overfitting and multicollinearity problem for better inference. All the control variable will still be included. The result of the model will be collected and compared with the 3-other model.

The Model equation followed:

$$Y = \beta_0 + \sum \beta_j x_j + \alpha_1 z_1 + \alpha_2 z_2 + \alpha_3 z_3 + \alpha_4 z_4 + \alpha_5 z_5 \quad (1)$$

Equation (1) is the Ordinary least squared model

Where:

Y = Amount of purchase per week

X_j is the 18 different IMC factors for instance X₁ = questionnaire (3.1) Presenter of 7-11 advertising can affect my purchasing. (where j ranging between 1 to 18 for all IMC category model and ranging between 1 to number of IMC category for individual IMC category model, the IMC factor are according to the Research Hypothesis Topic)

Z is the control variable

Z₁ = Control variable: Age

Z₂ = Control variable: Occupation

Z₃ = Control variable: Income

Z₄ = Control variable: Gender

Z₅ = Control variable: Area

The Model equation followed:

$$\ln\left(\frac{P}{1-P}\right) = \beta_0 + \sum \beta_j x_j + \alpha_1 z_1 + \alpha_2 z_2 + \alpha_3 z_3 + \alpha_4 z_4 + \alpha_5 z_5 \quad (2)$$

Equation (2) is the Ordered Proportional Odd Logistic Regression Model.

Where:

P or P(Y) = Probability for different Amount of purchase per week (as categorical)

X_j (where j ranging between 1 to 18 for all IMC category model and ranging between 1 to number of IMC category for individual IMC category model) is the 18 different

IMC factors for instance X1 = questionnaire (3.1) Presenter of 7-11 advertising can affect my purchasing.

Z is the control variable

Z1 = Control variable: Age

Z2 = Control variable: Occupation

Z3 = Control variable: Income

Z4 = Control variable: Gender

Z5 = Control variable: Area

Regression Result

1. Model with all IMC category factors

Model				
Variable	OLS 1	OLS 2	POLR 1	POLR 2
(Intercept)	0.521	0.004		
Gender1	-0.033	0.079	-0.226	-0.041
Age1	1.034	0.5	3.015*	1.282
Age2	1.266*	0.718	3.623*	1.728
Age3	1.483*	0.884	4.137**	2.395
Age4	1.473*	0.825	3.743*	1.503
Occupation1	0.216	0.187	0.417	0.397
Occupation2	0.282	0.397	0.698	0.483
Occupation3	0.065	0.188**	0.187	0.149

Occupation4	0.963	1.016	2.027*	2.122*
Income1	0.226	0.281	0.509	0.512
Income2	-0.122	0.127	-0.283	-0.115
Income3	0.101	0.269	0.033	0.062
Income4	0.271	0.408	0.711	0.634
Area1	-0.146	-0.12	-0.425	-0.453
Presenter_Advertising	0.15*	0.08*	0.286	0.159
Heart_Advertising_Makes_Me_Satisfied	0.012		0.172	
Advertising_Is_Creative_And_Matches_With_My_Lifestyle	-0.1		-0.249	
Advertising_Can_Increase_My_Needs_For_Purchasing	-0.03		-0.099	
Offered_Or_Promotion_That_Suggested_By_Sales_person	-0.054		-0.137	
Employees_Product_Knowledge_Is_Key_Factor_For_My_Purchases	0.057		0.135	
I_Think_When_Staff_Sell_The_Product_It_Is_Not_A_Hard_Sell	0.206**	0.148**	0.462***	0.407***
I_Can_Remember_Slogan_By_Staff	-0.019		-0.042	
Stamp_Collection	0.071		0.263**	
	-	-		
	0.359**	0.343**		
Unique_Promotion	*	*	-0.81***	-0.679***
	-	-	-	
Membership	0.253**	0.302**	0.723***	-0.588***

	*	*		
	0.226**	0.265**		
Many_Partnership	*	*	0.511***	0.531***
Information_Though_Social_Network	0.062		0.243	
Frequency_Update_company_information	0.006		-0.001	
Use_Customer_Service	-0.012		0.007	
Catalog_Stimulates_To_Buy	-0.127		-0.303	
Interesting_Catalog_Service	-0.01		-0.057	
Advertising_Though_Phone	0.136**	0.066	0.301*	0.081
1 2			3.454*	1.456
2 3			5.375***	3.302*
3 4			6.712***	4.606***
4 5			8.035***	5.912***
Observation	200	200	200	200

จุฬาลงกรณ์มหาวิทยาลัย

CHULALONGKORN UNIVERSITY

Model Description

OLS 1: Ordinary Least Squared Regression With all Variable Included

OLS 2: Ordinary Least Squared Regression with Only IMC Variable That Have More Than 90% Level of Significant Included

POLR 1: Ordered Proportional odds logistic regression with all Variable Included

POLR 2: Ordered Proportional odds logistic regression With Only IMC Variable That Have More Than 90% Level of Significant Included

Grey Area: The IMC variables

Significant Indicator

*: Significant at more than 90% Level of Confidence

**: Significant at more than 95% Level of Confidence

***: Significant at more than 99% Level of Confidence

The Model with all IMC category factors gives the overview of variable importance. The 4-sub Model was label as OLS1, OLS2, POLR1, POLR2. The table above includes the beta coefficient of each sub-model and indicate the level of significant by star mark *.

Out of 18 IMC features, there were 7 features that are significant which are

Questionnaire 3.1: Presenter Advertising (significant at 90% for OLS1 and OLS2)

Questionnaire 4.3: I Think When Staff Sell The Product It Is Not A Hard Sell (significant at 99% for all 4 sub-model)

Questionnaire 5.1: Stamp Collection (significant at 95% for only POLR1 Model)

Questionnaire 5.2: Unique Promotion (significant at 99% for all 4 sub-Model)

Questionnaire 5.3: Membership (significant at 99% for all 4 sub-Model)

Questionnaire 5.4: Many Partnership (significant at 99% for all 4 sub-Model)

Questionnaire 7.4: Advertising Though Phone (significant at 95% for OLS1 and 90% of POLR1 Model)

From above 7 IMC factors, there are only 4 IMC factors that are highly significant for every model which are:

Questionnaire 4.3: I Think When Staff Sell The Product It Is Not A Hard Sell (significant at 99% for all 4 sub-model)

Questionnaire 5.2: Unique Promotion (significant at 99% for all 4 sub-Model)

Questionnaire 5.3: Membership (significant at 99% for all 4 sub-Model)

Questionnaire 5.4: Many Partnership (significant at 99% for all 4 sub-Model)

They belong to the IMC category 4 (Personal selling) and 5 (Sale promotion). Therefore, the research will develop the further regression model for only individual IMC category 4 and 5 separately. If 4 of these features did not have the same

conclusion in the individual IMC category model, the result would be discarded. Besides, all the questionnaire above has a distinct pattern from the previous bivariate analysis. So, these factors have a significant probability of influent purchasing behavior.

The remaining 3 IMC factors do not have a consistent result, yet they also do not have a high level of significant. Therefore, the research will not make the inference conclusion for those IMC factors.

Questionnaire 3.1: Presenter Advertising (significant at 90% for OLS1 and OLS2)

Questionnaire 5.1: Stamp Collection (significant at 95% for only POLR1 Model)

Questionnaire 7.4: Advertising Though Phone (significant at 95% for OLS1 and 90% of POLR1 Model)

For 3.1 Presenter Advertising, it is significant for only the Ordinary least squared model, not the ordered proportional odd logistic regression model, and it is only 90% significant indication that the inference is unreliable.

For 5.1 Stamp Collection, it is significant for only the ordered proportional odd logistic regression model, not the Ordinary least squared model.

For 7.4 Advertising Though Phone, it is significant for only all variable model, after excluding the non-significant variable, the coefficient becomes insignificant. Since the result, are not consistent though out four sub-model, the inference is unreliable.

The research further analyzes the regression modelling for individual IMC (Categorical 4 and 5). Therefore, two additional Main-model will be performed.

2. Model with all 4th IMC category factors (Direct Selling)

Model				
Variable	OLS 1	OLS 2	POLR 1	POLR 2
(Intercept)	0.69	0.55		
Gender1	-0.11	-0.119	-0.252	-0.274
Age1	0.536	0.464	0.945	0.793
Age2	0.667	0.6	1.164	1.047
Age3	0.923	0.903	1.724	1.705
Age4	0.479	0.451	0.607	0.6
Occupation1	0.211	0.189	0.359	0.264
Occupation2	0.419*	0.422*	0.781*	0.753*
Occupation3	0.138	0.108	0.151	0.052
Occupation4	0.66	0.782	1.125	1.404
Income1	0.273	0.242	0.461	0.405
Income2	-0.032	-0.055	-0.059	-0.087
Income3	0.344	0.298	0.556	0.429
Income4	0.481	0.45	0.943	0.858
Area1	-0.146	-0.175	-0.327	-0.376
Offered_Or_Promotion_That_Suggested_By_Salesperson	-0.053		-0.157	
Employees_Product_Knowledge_Is_Key_Factor_For_My_Purchases	0.015		0.012	
I_Think_When_Staff_Sell_The_Product_It_Is_Not_A_Hard_Sell	0.19**	0.147*	0.385**	0.257*
I_Can_Remember_Slogan_By_Staff	-0.068		-0.136	

1 2			1.633	1.988
2 3			3.324**	3.663**
3 4			4.503***	4.825***
4 5			5.711***	6.018***
Observation	200	200	200	200

Model Description

OLS 1: Ordinary Least Squared Regression With all Variable Included

OLS 2: Ordinary Least Squared Regression with Only IMC Variable That Have More Than 90% Level of Significant Included

POLR 1: Ordered Proportional odds logistic regression with all Variable Included

POLR 2: Ordered Proportional odds logistic regression With Only IMC Variable That Have More Than 90% Level of Significant Included

Grey Area: The IMC variables

Significant Indicator

*: Significant at more than 90% Level of Confidence

** : Significant at more than 95% Level of Confidence

***: Significant at more than 99% Level of Confidence

The Model with all 4th IMC category factors (Direct Selling) was developed to investigate the factor 4.3 (I Think When Staff Sell The Product It Is Not A Hard Sell) further. The model includes only the Direct Selling IMC category.

The 4-sub model was label as OLS1, OLS2, POLR1, POLR2, respectively. The Above table shows the beta coefficient of each model which indicate the level of significant by star mark *

Out of 4 IMC feature, there is only one feature that is significant in any four sub-Model, which is factor 4.3

Questionnaire

4.3: I Think When Staff Sell The Product It Is Not A Hard Sell (significant at 95% for all OLS1 / POLR1 and significant at 90% for OLS2 / POLR2)

The IMC factors 4.3 also show the same sign with all variable model and same across 4 sub-model. Therefore the (I Think When Staff Sell The Product It Is Not A Hard Sell) factors are very generalized and safer to conclude the inference of this variable. The reason behind the influence is that people who have the idea of employee selling are not hard-selling, they may view 7-11 brand as a positive image with no direct selling, so they tend to purchase more by the excellent reputation of the company.

Aside from IMC factor 4.3, any of other 3 IMC features are not significant among 4 sub-modelling, so we either cannot conclude the influence, or we cannot find the relationship between those variable and the purchasing behavior

3. Model with all 5th IMC category factors (Sale Promotion)

Model			
Variable	OLS 1	OLS 2	POLR 1
(Intercept)	1.485*	1.605**	
Gender1	-0.002	0.021	-0.09
Age1	0.499	0.445	1.05
Age2	0.725	0.665	1.552
Age3	0.957	0.904	2.077

Age4	0.888	0.822	1.468
Occupation1	0.184	0.2	0.322
Occupation2	0.361	0.337	0.759
Occupation3	-0.053	-0.038	-0.204
Occupation4	1.166**	1.149**	2.33**
Income1	0.255	0.252	0.534
Income2	-0.088	-0.085	-0.16
Income3	0.103	0.087	0.096
Income4	-0.378	0.352	0.907
Area1	-0.196	-0.211	-0.376
Stamp_Collection	0.062		0.233*
	-		
Unique_Promotion	0.301***	-0.286***	-0.601***
	-		
Membership	0.225***	-0.209**	-0.571***
Many_Partnership	0.302***	0.31***	0.632***
1 2			0.574
2 3			2.394
3 4			3.648**
4 5			4.9***
Observation	200	200	200

Model Description

OLS 1: Ordinary Least Squared Regression With all Variable Included

OLS 2: Ordinary Least Squared Regression with Only IMC Variable That Have More Than 90% Level of Significant Included

POLR 1: Ordered Proportional odds logistic regression with all Variable Included

POLR 2: Ordered Proportional odds logistic regression With Only IMC Variable That Have More Than 90% Level of Significant Included

Grey Area: The IMC variables

Significant Indicator

*: Significant at more than 90% Level of Confidence

** : Significant at more than 95% Level of Confidence

***: Significant at more than 99% Level of Confidence

The Third Main model is to include only 5th category Sale Promotion-related IMC variable into regression analysis; the 3-sub model was label as OLS1, OLS2, POLR1. The reason POLR2 was not created since every IMC variable were significant in the POLR1.

The above table includes the beta coefficient of each variable which indicate the level of significant by star mark *

Out of 4 IMC feature, three features are significant in model OLS1, OLS2 and POLR1 and the feature result was the same as all variable model both same in term of significant and sign of the coefficient. These 3 IMC factors are

Questionnaire 5.2: Unique Promotion (significant at 99% for all 3 sub-Model)

Questionnaire 5.3: Membership (significant at 99% for all sub-Model except OLS2 has significant of 95%)

Questionnaire 5.4: Many Partnership (significant at 99% for all three sub-Model)

For Unique Promotion, the feature is significant with a negative relationship. Indicated that the people who believe the 7-11 has unique Promotion should tend to purchase less.

The reason behind is these group of people might be more Promotion sensitive so that they might be excessively purchased when 7-11 has exciting Promotion. Therefore, lower the incentive to buy in general.

For Membership, the feature is significant with a negative relationship. Indicated that the people who believe the 7-11 has membership importance should tend to purchase less.

The reason behind is these group of people might be more Promotion sensitive on their Membership so that they only buy when there is an excellent offer from the Membership. Therefore, lower the incentive to buy in general.

For Many Partnership, the feature is significant with a positive relationship. Indicated that the people who believe the 7-11 has Great partnership on Promotion should tend to purchase More.

The indication has the opposite direction from the previous two pricing promotion feature (The unique Promotion, and the Membership). The reason behind might be 7-11 always has various partnership promotion. So, increase the incentive to buy in general.

Chapter 7: Conclusion

As mentioned earlier, 7-11 is the first ranking of convenience stores for Thai people's purchase the most among their competitors. With their potential of the most store's branches to reach a huge number of customers, together with their ability to adapt the products to customer needs in different area. Under the big company, CP all that has a lot of capital funds for investing in marketing, human resources or supply chain management and also invests in relates business such as their own farms, frozen foods, pharmacy, café and so on which support the 7-11 to become a biggest convenience store in Thailand. This research was conducted on the main objective by gathering data from 200 participants with shows the main total of 4 IMC features have significant Implication to the 7-11 purchasing behavior as following

For the first point which researcher think that personal selling is the key of 7-11 success. By observing the opening hours which is 24 hours that show how good of human resources management. Moreover, the 7-11 staff has memorized by their slogan and the way they persuade customers through the promotion which is usually changing.

From the *Questionnaire 4.3: I think when 7-11 staff try to sell the product for me, it is not a hard sell* is positive which shows that 7-11 employee as good reputation tend to purchase more. The customer did not see the 7-11 employee personal selling as a usual bad reputation for direct selling. The excellent image of the 7-11 employee leads to more purchase.

For the second point, 7-11 sales promotion which is the biggest investment of marketing plan as mentioned above. It is the communication forms to the dual role of customer surveying and product adjustment by adding value and incentive for the products.

From the *Questionnaire 5.2: Promotion of 7-11 is unique* and *Questionnaire 5.3: Membership of 7-11 are worth and increase desire to buy products* are negative. However, *Questionnaire 5.4: There are many partnerships of 7-11 that increase my satisfaction* is positive.

The above result shows that the sale promotions will be divided into two categories as following

Price Related: From both Questionnaire 5.2 and 5.3, people who were more promotion sensitive tend to purchase less regularly.

Partner Related: From both Questionnaire 5.4, 7-11 always has a great promotional partner, so people tend to buy more from this aspect.

To conclude, out of 18 IMC factors, there are 4 IMC factors from 2 different IMC category which have the significant influence to purchasing behavior; The Personal Selling IMC factors and the Sale Promotion IMC factors which coherent with the mentioned hypotheses. However, the different IMC factors have a different impact on purchasing behavior and the result finding and be further made into important policy implication.

Chapter 8: Limitations and suggestions for further research

Even though this research provides interesting and useful findings, there are several limitations of the current study that open a path for further research. First, from the 200 respondents, most of them is the age between 18-25 years old (58%) because the sampling of this study is convenience sampling which is one of the non-probability sampling and conveniently available to the researcher, easy to participate and cost effectiveness. However, this method is not suitable for the entire population because the outcome came from the selected population (Etikan, 2016). Hence, the result may not present all of the 7-11 customers in Thailand that combined with all of the age groups which may lack of credible of the research. Further research could change the method to probability sampling to increase the credibility of paper by selecting the sample size from the all of the ages equally.

Second, as the current paper presented the 7-11's IMC as a key tool for understanding the customer needs and given scenario for them to complete the survey because 7-11 in Thailand has other strategies besides IMC for becoming the popular convenience store on these days such as supply chain management, the location, price and so on. Therefore, further research could adopt other strategies comparing with the IMC so the result may show the result which 7-11 strategies is the favor of customer or how the business adapts these strategies together for increasing the customer purchasing of 7-11 in Thailand.

Finally, as the researchers conducted questionnaires in online platforms due to the limit of time and easy to access. Moreover, the researcher cannot include as many questions in the survey. Hence, in the further research, more question will result in more feature to analyze. However, due to the careless of people to answer the longer survey, the answer will be biased. In addition, the purchasing amount cannot be numeric, variable the unspecify range of number will result in ambiguous answer. People will have different range of purchasing amount therefore many of the outlier presented and the data label distribution will be heavy right skewed.



จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

REFERENCES



จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

Reference

2015. *Marketing And Consumer Behavior: Concepts, Methodologies, Tools, And Applications*. Hershey PA: Information Resources Management Association.

Belch, G. E., & Belch, M. A. (2018). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (Vol. 11th). New York: McGraw-Hill Education.

Bradley, J., n.d. *Economic Influence On Marketing*. [online] Smallbusiness.chron.com. Available at: <<https://smallbusiness.chron.com/economic-influence-marketing-59889.html>> [Accessed 12 May 2020].

Calder, B., Malthouse, E. and Schaedel, U., 2009. An Experimental Study of the Relationship between Online Engagement and Advertising Effectiveness. *Journal of Interactive Marketing*, 23(4), pp.321-331.

Castleberry, S., Shepherd, C. and Ridnour, R., 1999. Effective Interpersonal Listening in the Personal Selling Environment: Conceptualization, Measurement, and Nomological Validity. *Journal of Marketing Theory and Practice*, 7(1), pp.30-38.

East, R., Singh, J., Wright, M., & Vanhuele, M. (2016). *Consumer behaviour: Applications in marketing*. Sage.

Etikan, I., 2016. Comparison of Convenience Sampling and Purposive Sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), p.1.

Gould, J. S. 1979. *Marketing Anthology*. New York, West Publishing Co.

GROSSE, C., TUMAN, W. and CRITZ, M., 2011. The Economic Utility of Foreign Language Study. *The Modern Language Journal*, 82(4), pp.457-472.

Hansen, F., & Hansen, M. H. (1972). *CENTER FOR MARKETING COMMUNICATION*.

Holm, O., 2006. Integrated marketing communication: from tactics to strategy. *Corporate Communications: An International Journal*, 11(1), pp.23-33

Hopkins, L., 2001. Multi-attribute Decision Making in Urban Studies. *International Encyclopedia of the Social & Behavioral Sciences*, pp.10157-10160.

Horton, L., 2016. *The Rise Of Convenience Stores In Thailand: What the impact on brand owners?.* [online] @dkshgroup. Available at: <<https://www.dksh.com/global-en/insights/the-rise-of-convenience-stores-in-thailand-what-is-the-impact-on-brand-owners>> [Accessed 10 July 2020].

KITCHEN, P., BRIGNELL, J., LI, T. and JONES, G., 2004. The Emergence of IMC: A Theoretical Perspective. *Journal of Advertising Research*, 44(1), pp.19-30.

Lee, W., 2012. *Integrated Marketing Communication (IMC).* [online] Dan.uwo.ca. Available at: <https://dan.uwo.ca/documents/course_information/2011-2012/MOS3322GLee.pdf> [Accessed 10 July 2020].

Limited, B., 2015. *7-Eleven Seeks Colour Trademark.* [online] <https://www.bangkokpost.com>. Available at: <<https://www.bangkokpost.com/business/518235/7-eleven-protects-its-colours>> [Accessed 10 July 2020].

Machleit, K. and Wilson, R., 1988. Emotional Feelings and Attitude toward the Advertisement: The Roles of Brand Familiarity and Repetition. *Journal of Advertising*, 17(3), pp.27-35.

Madhavaram, S., Badrinarayanan, V. and McDonald, R., 2005. INTEGRATED MARKETING COMMUNICATION (IMC) AND BRAND IDENTITY AS CRITICAL COMPONENTS OF BRAND EQUITY STRATEGY: A Conceptual Framework and Research Propositions. *Journal of Advertising*, 34(4), pp.69-80.

McKenna, E., n.d. *Business Psychology And Organizational Behaviour.*


Mihart, C., 2012. Impact of Integrated Marketing Communication on Consumer Behaviour: Effects on Consumer Decision – Making Process. *International Journal of Marketing Studies*, 4(2).

Mostert, P., 2002. *Buying Behaviour Of South African Internet Users.* [online] Repository.up.ac.za. Available at: <<https://repository.up.ac.za/bitstream/handle/2263/29162/00front.pdf?sequence=1&isAllowed=y>> [Accessed 10 July 2020].

- Noel, H. (2009). Basics marketing 01: Consumer behaviour (Vol. 1). Ava Publishing.
- Olariu, I., 2016. PERSONAL SELLING IN MARKETING. *STUDIES AND SCIENTIFIC RESEARCHES. ECONOMICS EDITION*,.
- Page, T., Thorsteinsson, G. and Ha, J., 2012. Using Colours to alter Consumer Behaviour and Product Success. *International Journal of Contents*, 8(1), pp.69-73.
- Peter, J. P., Olson, J. C., & Grunert, K. G. (1999). Consumer behaviour and marketing strategy (pp. 329-48). London: McGraw-hill.
- Shannahan, R., Bush, A., Moncrief, W. and Shannahan, K., 2013. Making Sense of the Customer's Role in the Personal Selling Process: A Theory of Organizing and Sensemaking Perspective. *Journal of Personal Selling & Sales Management*, 33(3), pp.261-275.
- Shrivastava, A., Rana, S., Mohapatra, A. and Ram, M., 2020. *Advances In Management Research*.
- Stigler, G., 1950. The Development of Utility Theory. I. *Journal of Political Economy*, 58(4), pp.307-327.
- Terasaka, A., 1998. Development of new store types: the role of convenience stores in Japan. *GeoJournal*, 45(4), pp.317-325.
- Von Freymann, J., 2010. An IMC Process Framework for a Communications-Based Services Marketing Model. *Journal of Promotion Management*, 16(4), pp.388-410.
- WANG, M., 2018. *THE RESEARCH OF STRATEGY FOR THE 7-ELEVEN CONVENIENCE STORE IN THAILAND*. [online] E-research.siam.edu. Available at: <https://e-research.siam.edu/wp-content/uploads/2019/08/IMBA-2018-IS-The-Research-of-Strategy-for-the-7-Eleven-Convenience-Store_compressed.pdf> [Accessed 10 July 2020].
- YIFANG, L., 2018. *RESEARCH ON BUSINESS STRATEGY OF 7-ELEVEN IN THAILAND*. [online] E-research.siam.edu. Available at: <https://e-research.siam.edu/wp-content/uploads/2019/08/IMBA-2018-IS-Research-on-Business-Strategy-of-7-Eleven-in-Thailand_compressed.pdf> [Accessed 10 July 2020]

Appendix

Questionnaires			
Please respond to the following questions by placing a check mark (v) in the answer box			
Part 1: Demographic Information (ข้อมูลด้านประชากรศาสตร์)			
1	Gender	<input type="checkbox"/>	Male/Female/Others
2	Age	<input type="checkbox"/>	Under 18/18-25/26-35/36-45/46 and above
3	Occupation	<input type="checkbox"/>	Student/Employee /Part-time/Self-employed/Without Occupation/Retired/ Other
4	Income	<input type="checkbox"/>	Below 15,000/15,001-25,501/ 25,501-35,000/35,001- 50,000/50,000 and above
5	Area	<input type="checkbox"/>	Urban/Rural
Please respond to the following questions by placing a check mark (v) in the answer box			
Part 2: 7-11 shopping experience			
6	Have you purchased any product at 7-11 in Thailand before?	<input type="checkbox"/>	Yes/No
7	How often do you purchase at 7-11 per week?	<input type="checkbox"/>	Less than one time a week/ 1-2 times/ 3-4 times 5 times and above
8	Amount of purchasing at 7-11 per week	<input type="checkbox"/>	Under 300/ 301-500/501-800/801-1000/ above 1001
Please respond to the following questions by placing a check mark (v) in the answer box			
(1) Strongly Disagree (2) Disagree (3) Neither agree nor disagree (4) Agree 5 Strongly agree			
Part 3: Advertising			Rating Scale

		1	2	3	4	5
9	Presenter of 7-11 advertising can affect my purchasing (พรีเซ็นเตอร์โฆษณาของ 7-11 สามารถเพิ่มความพอใจในการซื้อซ้ำของฉันได้)					
https://www.youtube.com/watch?v=NC9gVvKjDAk . (Insert link)						
						
"From The Heart Advertising" โฆษณาเชิดชูครูผู้สอนด้วยหัวใจ						
10	According to the From The Heart advertising, it makes me satisfied and increases the needs of 7-11 purchasing. (จากโฆษณาชุด เชิดชูครูผู้สอนด้วยหัวใจทำให้ฉันประทับใจและอยากใช้บริการของ 7-11 มากขึ้น)					
11	7-11's advertising is creative and matches with my lifestyle (7-11 โฆษณาของ 7-11 มีความสร้างสรรค์และเข้ากับไลฟ์สไตล์ของฉัน)					
12	7-11's advertising can increase my needs for purchasing. (โฆษณาของ 7-11 เพิ่มความต้องการในการซื้อของฉันได้)					
Part 4: Personal Selling						
13	If I receive an offer or promotion that suggested by a salesperson will make me want to buy more products. (หากฉันได้รับข้อเสนอหรือโปรโมชันที่พนักงานขายเป็นผู้แนะนำ จะทำให้ฉันอยาก					

	ซื้อสินค้ามากขึ้น)					
14	Employees' product knowledge is a key factor for my purchases. (ความรู้เกี่ยวกับสินค้าของพนักงานคือปัจจัยหลักในการซื้อสินค้าของฉัน)					
15	I think when 7-11 staff try to sell the product for me, it is not a hard sell. (ฉันคิดว่าการพยายามขายสินค้าของพนักงานไม่ใช่การขี้ดเคี้ยวสินค้า)					
16	I can remember 7-11 slogan by their staff such as 'now we're having buy 2 get 1 free or do you want some bun or dumpling'. (ฉันสามารถจำสโลแกนการเสนอข้อมูลของพนักงานได้ดี เช่น ตอนนี้มีโปรโมชั่นซื้อ 2 แถม 1 นะคะ' หรือ 'รับขนมจีบ ซาลาเปาเพิ่มไหมคะ')					
Part 5: Sales promotion (การส่งเสริมการขาย)						
17	Stamp collection is the main factor in my purchase. (การสะสมแสตมป์ของ 7-11 คือปัจจัยหลักที่ฉันเลือกซื้อสินค้า)					
18	Promotion of 7-11 is good value both of products and price (โปรโมชั่นของ 7-11 มีความคุ้มค่าทั้งด้านสินค้าและราคา)					
19	Membership of 7-11 are worth and increase desire to buy products. (การสมัครสมาชิก All member ของ 7-11 คุ้มค่าและเพิ่มความอยากซื้อสินค้า)					
20	There are many partnerships of 7-11 that increase my satisfaction (7-11 มีพันธมิตรสำหรับโปรโมชั่นมากมาย ทำให้ฉันอยากใช้บริการ 7-11 มากขึ้น)					
Part 6: Publicity and public relation (การให้ข่าวและการประชาสัมพันธ์)						
21	I'm satisfied with the information provided through 7-11's social network. (ฉันประทับใจในการให้ข่าวสารของ 7-11 ผ่านทางชุมชนออนไลน์)					
22	7-11 usually update information and promotion. (มีการอัปเดตข้อมูลข่าวสารและโปรโมชั่นจาก 7-11 อย่างสม่ำเสมอ)					
23	I always use 7-11's customer service. (ฉันใช้บริการศูนย์ลูกค้าสัมพันธ์ของ 7-11 เป็นประจำ)					
Part 7: Direct marketing (การตลาดทางตรง)						

24	I always purchase products from 7-11 Catalog. (ฉันซื้อสินค้าจาก 7-11 Catalogเป็นประจำ)					
25	7-11 Catalog stimulates my desire to buy the products. (7-11 Catalog ทำให้สินค้ากระตุ้นความอยากซื้อสินค้าของฉัน)					
26	7-11 Catalog's service is interesting. (การบริการของ 7-11 Catalog ทำให้ฉันสนใจในการซื้อ)					
27	I will be satisfied if 7-11 has advertising through the phone. (หาก 7-11 มีโฆษณาทางโทรศัพท์จะทำให้ฉันประทับใจมากขึ้น)					



VITA

NAME Sivakorn Tachasrisukko

DATE OF BIRTH 23 February 1995

PLACE OF BIRTH Bangkok, Thailand

INSTITUTIONS ATTENDED Saint Gabriel's College, High School
Assumption University, Bachelor of Business
Administration Program in Marketing

HOME ADDRESS 36 Soi Si Thammathirat, Promprab, Pomprabsattropai,
Bangkok 10100

PUBLICATION -

AWARD RECEIVED -



จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY