

Consumer Behavior in Convenience Store in Khon kaen Province, Thailand.

Associate Prof. Dr. Nitipon putachote, Khon Kaen University, Thailand 40002.

E-mail: nitput@kku.ac.th

Abstract

The purposes of this research were(1) to study on consumers' behavior in convenience store in Khon Kaen province, Thailand (2) to examine factors influencing consumers' purchase decision making. The data from 385 questionnaires were analyzed and processed by computer. Statistical analyses include percentage, frequency, standard deviation. The results of the study are as follows: The majority of consumers were female, 30-39 years old, bachelor's degree holders, married, working in companies with 15,001-20,000 Baht income.

The majority of consumers purchase was consumption goods, the reason of buying was user, purchase 2-3 times per month, buying day on Monday and Friday with the average expenses 501-1,000 Baht.

In terms of consumers' opinion toward the impacts of marketing mix factors, it is found that product, price, place highly while promotion moderately impact on consumers' decision making.

Key words: Consumer behavior, Convenience store, Khon Kaen, Thailand.

Introduction

Khon Kaen province is the second-largest of the north-eastern provinces of Thailand.

Convenience stores can now be found at every corner in Thailand and major provinces like Khon kaen. Each store serves 3,000 households nearby today. when the first convenience store was opened in the country. There are several convenience in Thailand like 7-Eleven, Tesco express, Family mart, Lawson etc. The Thai Retails Association reported there were 12,246 convenience stores nationwide as of the end of last year.

7-Eleven commands the lion's share in the convenience-store market, with around 69%, or nearly 7,000 branches, followed by Tesco Lotus Express, with more than 850 branches or a 8.6% market share. Convenience stores make consumer comfortable like one stop service.

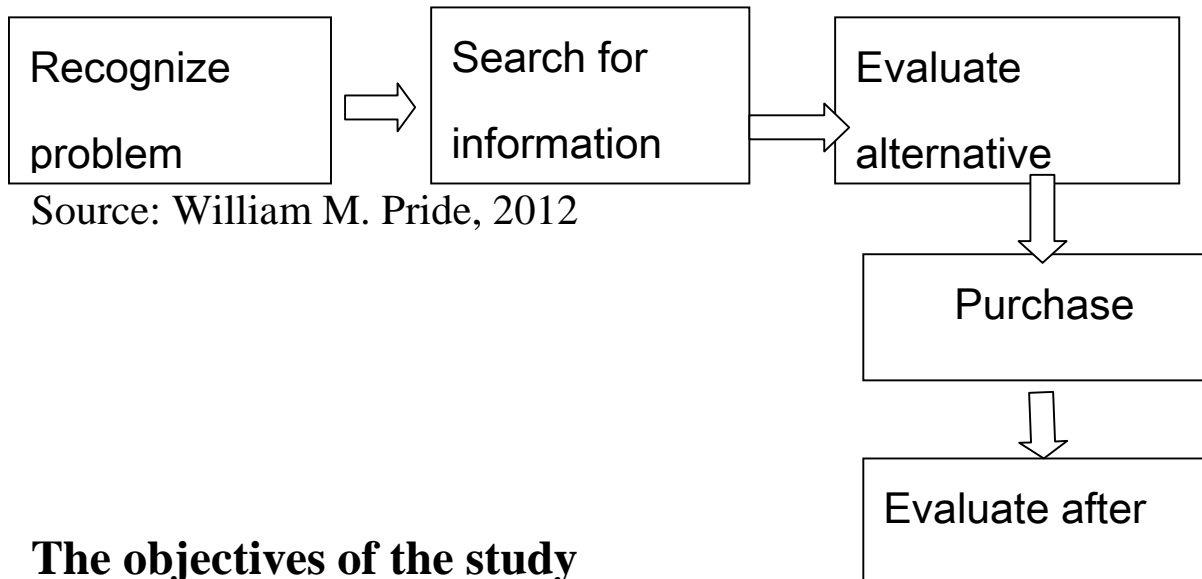
literature Review

The consumer behavior is a function of the interactions of interpersonal influences such as culture, friends, classmates, co-workers, and relative, and personal factors such as attitudes, learning, and perception (Kurtz, 2008). The consumer decision process consists of five stages: need recognition, information search, evaluation of alternative, purchase decision, and post purchase behavior,(Kotlor,2009).

The buyer recognizes a problem or need is usually the lack of a product or service that is desired or needed then the buyer looks for information, which may include brand names, product characteristics, warranties, and other features. Next, the buyer weighs the various alternatives he or she has discovered and then finally makes a choice and acquires the item. In the after purchase stage, the consumer evaluates the suitability of the product this judgment will affect future purchase. The buying process is influenced by situational factors such

as physical surroundings, social surroundings, time, purchase reason, and buyer's mood and condition.

The consumer buying decision process



Source: William M. Pride, 2012

The objectives of the study

1. To study consumer behavior in convenience store in Khon Kaen Province, Thailand.
2. To examine factors influencing consumers' purchase decision.

Methodology of the study

The sample consisted of 385 Thai consumers in convenience store in Khon Kaen Province, Thailand. The data were collected in February and April 2013. The research tools were in the questionnaire and statistical analysis include percentage, frequency, standard deviation.

Results and discussions

Consumer participants

Out of selected 49.4 % respondents were male, and 50.6 % respondents were female, majority of consumer aged between 30- 39 years, responding 37.7%, hold bachelor degree, representing 44.9%,

most of consumer married, representing 60 % ,working in companies, representing 20.5%, most respondents have income 15,001-20,000 Baht per month, representing 37.1 %.

The consumer behavior participants

Table 1: The product categories of consumer purchase

Product categories	Frequency	Percentage	Rank
Consumption goods	273	70.9	1
Soft drinks	189	49.1	2
Foods	113	29.4	3
Cigarettes	104	27.5	4
Hard drinks	86	22.6	5
Electrical	82	21.2	6
Sweets	73	18.9	7
News paper	64	16.6	8
fruit	61	15.8	9
Any others	33	8.6	10

Form table 1, the majority of consumer purchase were consumption goods, representing 70.9 %, following are soft drinks,representing 49.1 %. Foods,representing 29.4%, Cigarettes, representing 27.5%. Hard drinks,representing 22.6%. Electrical,representing 21.2 %. sweets, representing 18.9%. News paper, representing 16.6%. Fruit, representing 15.8%.and any others, representing 8.6%.

Table 2: the reason of buying

The reason of buying	Frequency	Percentage	Rank
For user	316	82.1	1
For convenient	292	75.8	2
Lower price	71	18.4	3

Good quality	23	6	4
Any others	19	4.9	5
Good packaging	17	4.4	6

From table 2, the majority reasons of buying was user, representing 82.1 %, following are for convenient, representing 75.8 %, lower price representing 18.4 %, good quality representing 6 %, any others representing 4.9 % and good packaging representing 4.4 %

Table 3: the frequency of buying per month

Frequency of buying	Frequency	Percentage
First time	68	17.7
2 – 3 times	193	50.1
4 – 5 times	76	19.7
More than 5 times	48	12.5
Total	385	100

Base on table 3, the most respondents purchase 2-3 times, representing 50.1 %, following are 4 -5 times representing 19.7 %, first time representing 17.7 %, more than 5 times representing 12.5 %.

Table 4: Buying day

Buying day	Frequency	Percentage
Monday to Friday	334	86.8
Saturday to Sunday	39	10.1
Any others day	12	3.1
Total	385	100

From table 4, it the most importance of buying day dimension is Monday to Friday, representing 86.8 %, following are Saturday to Sunday, representing 10.1 %, and any others day, representing 3.1 %.

Table 5: the expensing per time

Expensing per time	Frequency	Percentage
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Lower than 200 Baht	56	14.5
201 – 500 Baht	97	25.2
501 – 1,000 Baht	146	37.9
1,001 – 1,500 Baht	64	16.6
1,501 – 2,000 Baht	14	3.6
More than 2,000 Baht	8	2.1
Total	385	100

Table 5 indicated the majority of expenses were 501-1,000 Baht, representing 37.9 %, following are 201 -500 Baht, representing 25.2 %, 1,001 – 1,500 Baht, representing 16.6 %, lower than 200 Baht, representing 14.5 %, 1,501 – 2,000 Baht, representing 3.6 %, and more than 2,000 Baht, representing 2.1 %

The factors influencing consumers' purchase decision

Table 6: the factors influencing consumers' purchase decision on product

Product	Mean	S.D	Level of importance
Product variety	4.11	0.74	Very important
Product features	3.78	0.68	Very important
Product quality	3.69	0.69	Very important
Product packaging	3.88	0.67	Very important
Product design	3.95	0.76	Very important

Table 6 explains that the majority perceived that the most importance of product dimension is product variety (M=4.11), following is product design(M=3.95),product packaging (M=3.88), product features(M=3.78), product quality(M=3.69).

Table 7: the factors influencing consumers' purchase decision on price

Price	Mean	S.D	Level of importance
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Good price	3.46	0.65	Moderately important
Low price	3.02	0.56	Moderately important
Show price	3.15	0.76	Moderately important
Several price	3.92	0.64	Very important

Base on table 7 consumer strongly agree in several price (M=3.92), second is a good price (M=3.46), third is show price (M=3.15), and the least importance is low price (M=3.02).

Table 8: the factors influencing consumers' purchase decision on place

Place	Mean	S.D	Level of importance
Good location	3.89	0.67	Very important
Coverage	4.11	0.69	Very important
Display	4.15	0.65	Very important
Comfortable	3.91	0.66	Very important
Transport	2.01	0.86	Less important

Table 8 indicated the majority perceived that the most importance of place dimension is display (M=4.15), following is coverage (M=4.11), comfortable (M=3.91), good location (M=3.89), and transport (M=2.01).

Table 9: the factors influencing consumers' purchase decision on promotion

Promotion	Mean	S.D	Level of importance
Advertising	3.35	1.00	Moderately important
Sales promotion	3.54	0.66	Very important
Sales force	2.81	0.73	Moderately important
Public relations	4.01	0.65	Very important

From table 9, it indicated that the majority of respondent though that the most importance of promotion dimension is public relations (M=4.01), following is sales promotion (M=3.54), advertising (M=3.35), and sales force (M=2.81).

Conclusion

1. Knowing the majority of respondents were female, aged between 30-39 years, hold bachelor degree, married, working in companies, with income 15,001 – 20,000 Baht per month
2. To understand consumer behavior in convenience store in Khon kaen, the most of respondents purchase were consumption goods, following are Soft drinks, Foods, Cigarettes, Hard drinks, Electrical, Sweets, News paper, Fruit, and any others, The reasons of buying was user, most respondents purchase 2-3 times per month, with the average expenses 501-1,000 Baht.
3. According to the results, consumers were strongly agreed in product variety, several prices, place dimension were display, and promotion significance was public relations.

In conclusion, it seems that consumers still need to improve the quality of marketing mix in order to meet the consumers' satisfactions.

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