

THAI CONSUMER RESPONSE TO SALES PROMOTIONS FOR PERSONAL CARE PRODUCTS

Nattharika Rittipant¹, Dhanikanandi Kheawwilai, Nuttiwut Suayngam, Sirin Promsoot, and Tanavat Vivatanaprasert

Management Technology Program,
Sirindhorn International Institute of Technology, Thammasat University
PathumThani, 12000, THAILAND
+66 (0) 2501 3505-20 Ext.2103, E-mail: natthari@siit.tu.ac.th

Abstract

The purpose of this paper is to study the consumer buying behavior, planned and impulse, in purchasing personal care products in grocery stores when sales promotions are available. Four sales promotion programs, which are buy1get1free, coupon, discount, and member card, were used to examine the participation and satisfaction level, comparing between two groups of consumers. The information in this study was collected by questionnaires for which Bangkok was chosen as a study location. The 640 respondents were randomly selected to complete the questionnaire. The result of ANOVA test shows that demographic factors have significant effect on consumer buying behavior ($p < 0.05$). In addition, results of one-way ANOVA found that there are statistical significance between planned and impulse consumer buying in response to sales promotions, and the significant level of sale promotions' satisfaction shows similar values for the four types of promotions ($p = .000$). Comparing the results, four sales promotions were ranked, According to our results, price discount has the greatest effectiveness. The findings of this study would help marketers to understand Thai consumer when respond to sales promotions. Hence, this paper can be used as guideline to develop the suitable sales promotion for enhancing sales of personal care products in grocery stores.

Keywords: consumer, grocery store, impulse behavior, personal care products, sale promotion

1. INTRODUCTION

In the globalization era, the market is bigger and a business has more competitors to compete with. For Thailand's modern grocery market, there are many rivals from both multinational firms and local firms. In order to attract with consumers and compete with competitors in the marketplace, the grocery business adopt several marketing tools. Sales promotion, the widely used tactic in every modern grocery store, is an important component of the grocery businesses' overall marketing strategy along with advertising, public relations and customer relations (Kotler and Armstrong, 2010). However, creating a sales promotion campaign incurs expenses; for example, advertising cost, opportunity cost, etc. Therefore, it's necessary for the grocery business to understand the implications on the consumers' behavior and preference that leads to promotion effectiveness. The effective sales promotion increases the basic value of a product for a limited time and directly stimulates consumer purchasing, selling effectiveness, or the effort of the sales force (Reference for Business, 2012). Thai consumer behavior has changed from the past to be more economizing, with greater emphasis

¹ Corresponding author

on value and increased focus on convenience. There also have been demographic shifts, including income per capita, aging population, and smaller household size (Salsberg, B. and Tuchinda, T., 2010). The first essential step of this project to examine consumer purchasing behavior is to segment consumers into two groups based on their shopping styles, which are planned and impulse purchase (Cobb and Hoyer, 1986). This project focused on consumer purchasing behavior concerning personal care products in the most trusted Thai grocery brands which are: 1) Tesco Lotus; 2) Big C, and 3) Tops Supermarket (Reader's Digest Asia's Trusted Brands Survey, 2012). The analysis of customer purchasing behavior and the response level toward sales promotions helps the grocery store to understand the needs and wants of the consumers, and then can design better sales promotion and other things to satisfy those needs.

2. LITERATURE REVIEW

2.1 Sales Promotion

According to Kotler (2006), sales promotion is the key component in marketing strategy and consists of various incentive tools, mostly used in the short term and designed to stimulate and promote more purchases of particular products by customers. Sales promotion has become an integral part of the marketing strategies of many retailers, and the successful deployment and implementation of sales promotion tactics at the right time can lead to an increase in sales transactions and sales revenues. Campbell and Diamond and John (1990) classified sale promotion into monetary and non-monetary sale promotion. Discount and rebates were the examples of the incentive for monetary sales promotion which influence reference price. Premium and trial offers were the examples of incentives for nonmonetary sales promotion, which are regarded as an extra benefit and are not able to influence reference price. Chandon (2000) found that monetary and nonmonetary promotions provide different consumer benefits and proposed that their effectiveness may depend on the suitability or the match that these benefits have with product, consumer or opportunity of purchase. The different types of sale promotion tools also have different methods and objective of use. For instance, coupons, according to the Robinson and Carmack (1997), have been used to generate trail. Coupons are easily understood by the customer and highly useful for sale purchases. Gilbert and Jackaria (2002) ranked coupons last as the promotional technique least widely used by consumers and having the least influence on product trial. Price discount does influence new product trail (Brandweek, 1994). According to Ehrenberg et al. (1994) in the short-term sales were due primarily to purchases made by temporary consumers rather than new users. Moreover, the study concluded that temporary consumers, after getting a price discount are most likely to use that brand again and become the permanent consumer of that brand. Bonus packs, according to Lee (1963), can be used to increase consumer trail of the brand. Since the product does not include an extra cost, the consumer can be persuaded to buy the product if they feel it generates the greatest value for their money. Gilbert and Jackaria (2002) found that bonus packs do not increase brand awareness before trail purchase because a consumer will buy the product one time at the store (not same as with samples and coupons); however, if the promotion is noticeable it will give the brand more recognition and brand recall may induce the next purchase.

2.2 Consumer Behavior

Consumer behavior was classified based on consumers' traits in terms of purchasing: types of consumers are considered as planned and impulse purchasing (Cobb and Hoyer, 1986) which used to decompose three types of consumer; first, planners who plan purchases, do purchase lists and consider brand; second, partial planners who are the same as planners but do not consider brand; third, impulse buyers who do not plan purchases and do not

consider brand. In this study, both planners and partial planners are considered as planned purchasing.

This study had been classified into two main groups of planned purchasing and impulse purchasing. Consumer buying behavior can be identified by a “Buying Impulsiveness Scale” which consists of nine question items on the 5-point Likert scale (as shown in appendix, Table 1) and is analyzed by factor analysis (Rook and Fisher, 1995).

Impulse buying refers to more than “unplanned purchasing behavior”; it can be defined as immediate, spontaneous or unexpected decision-making on purchasing activity which involved emotions and feelings (Cobb and Hoyer, 1986; Rook, 1987). The factors considered in unplanned purchasing, such as time pressures, consumer’s economic position, social perception and impulse buying, can activate and lead to quicker understanding of impulsive purchasing expectation (cf. Hoch and Loewenstein, 1991).

3. HYPOTHESIS

Previous research (Ekeng, Lifu, and Asinya, 2012) found that the consumers’ demographic characteristic such as monthly income, age, and gender significantly exerted immense influence on buying behavior. Therefore, the first hypothesis is:

H1: Different demographic factor (such as sex, age, income) have significant results in different group of consumer buying behavior.

The sales promotion has the purpose to induce consumers to make purchasing decisions promptly and to purchase greater amounts. Peck (2006) also found that promotional activities will influence for the impulse buyers higher than planned buyers. According to the aforementioned researches the following hypothesis can be made:

H2: Sales promotion programs have a significant effect on consumer buying behavior, to buy in higher amount and time reduced in purchasing personal care products.

Impulse purchasing behavior causes people to purchase things spontaneously and the shoppers may feel satisfied from their unexpected purchases (Rook and Fisher, 1995) and they may feel the spontaneous need to purchase things that attract their attention (Youn, 2000). This conceptualization leads us to hypothesize H_3 :

H3: The impulse buying behavior has higher level of satisfaction than planned purchasing consumer.

The most popular promotional tool used by grocery stores is the price discount. Price discounting is a psychological tactic that encourages the consumer to compare the regular price to the discounted price, enhancing the perceived value of the discount. According to Chandon (2000), monetary savings from sales promotion is more effective for utilitarian products such as personal care products. According to Gamliel and Herstein (2011), sales promotion would result in higher intention to purchase when the product is offered at a discount sale promotion. This rationale leads to the following hypothesized relationship:

H4: Price discount promotion is most significant to increase intention to purchase (participation) and satisfaction.

4. RESEARCH METHODOLOGY

The project aimed about response to sales promotion in personal care products in Thai grocery stores from Thai consumers who are shopping in Bangkok. Since the population in Bangkok is about 8.3 million (National Statistical Office, 2010), to choose the sample size with 4% discrepancy, the sample size for this project is at least 624 respondents which follow the rule of Yamane (Sornjitti, R., 2005). The project will select convenience sampling at various locations in Bangkok to conduct the questionnaires.

4.1 Instrumentation

The questionnaire was used as the instrument in this project. The questionnaire was divided into 4 sections that were background of respondents, classification between planned and unplanned (impulse buying) customer group based on shopping behavior, participation and satisfaction level of consumer to each sales promotion technique, and the open-ended questions. In the first part of the questionnaire, the close-ended style was used for asking questions about gender, age, income level, educational level, career, marital status, and one open-ended question about number of family members. The second part asked about the grocery store that Thai shoppers most often visited, the frequency within a month, amount of money and time length spent for shopping per time, and 9 other items of 5-point Likert scale (Rock and Fisher, 1995) that were asked in order to classify consumers into two groups of planned and unplanned purchase based on consumer shopping behavior. The part of customer response and satisfaction level toward sales promotion techniques includes four techniques of widely used sales promotion in Thai grocery stores: price discount, coupon discount, and buy1get1free and membership program. The questionnaire in this part was developed from the previous research of Osman (2011) and all 31 items were rated on 5-point Likert scale (1=very unlikely, 5=very likely) which nine questions were distributed for each sales promotion tool. The last part of questionnaire examines what factors consumers consider when choosing to shop in one grocery store and asked whether customers will make a repurchase after getting a sales promotion the previous time or not if the sales promotion is not offered anymore.

4.2 Pilot Study and Factor Analysis

A pilot study was done before the actual study in order to evaluate the reliability of instrument. For this study, the pilot study included a total of 105 respondents and the test allowed researchers to be sure that the items used in the questionnaire were suitable for the study's requirement. Factor Analysis was used to support the validity of the test, the result from factor analysis, in Table1, shows that 9 variables of consumer behavior can be classified into 2 groups as we discuss earlier, which are impulse and planned. After comparing Cronbach's alpha in reliability statistics ($\alpha=.879$), if item 8 was deleted, the overall Cronbach's Alpha would show slightly improvement ($\alpha=.886$); therefore, we would not remove any questions from the scale.

This table shows you the factors loading for each variable. We went across each row, and highlighted the factor that each variable loaded most strongly on. Based on these factors loading, we think the factors can represent:

- The first 8 subtest loaded strongly on Factor1 component, which it will be called "impulse buying behavior".
- The second last subtest loaded strongly on Factor2 component, which it will be called "planned buying behavior".

Questionnaires Survey Pilot Study n=105

Reliability: Cronbach's Alpha = .879

Note: We got an Alpha value is 87.9% which is close to 100% that means the answer is realistic.

Table 1: Component matrix of consumer buying behavior

Customer Buying Behavior	Component	
	1	2
1. I often buy things spontaneously.	.743	
2. “Just do it” describes the way I buy things.	.703	
3. I often buy things without thinking.	.783	
4. “I see it, I buy it” describes me.	.712	
5. “Buy now, think about it later” describes me.	.844	
6. Sometimes I feel like buying things on the spur-of-the-moment.	.814	
7. I buy things according to how I feel at the moment.	.749	
8. I carefully plan most of my purchases	.469	
9. Sometimes I am a bit reckless about what I buy.		.880

For factor analysis and reliability testing on sale promotion part, eight items can be classified into 2 groups which indicating participation and satisfaction level from consumers. According to, as can be seen in Table2, the overall reliability values ($\alpha = .865$), if we delete item 5 in the scale, Cronbach’s Alpha will increase ($\alpha = .884$). But we would not remove because it measure brand loyalty behavior which it might be used to support in other part.

Questionnaires Survey Pilot Study n=105

Cronbach’s Alpha = .865

Note: We got an Alpha value is 86.5% which is close to 100% that means the answer is realistic.

Table2: Rotated Component Matrix of Sale Promotion

Coupon Sale Promotion	Component	
	1	2
Participation Level	.827	
Participation Level	.842	
Participation Level	.876	
Participation Level	.727	
Brand Loyalty		.628
Satisfaction Level		.857
Satisfaction Level		.733
Satisfaction Level		.639

4.3 Sampling

In total, 65.1 per cent of the respondents were female while 34.9 per cent were male. Most respondents, about 52.3 per cent, fell in the 25-39 age range. The income of the majority of the respondents (29.3 per cent) was between ₱15,000 and ₱24,999 per month, followed by those (24.6 per cent) below ₱10,000. Twenty-three point one per cent of the respondents reported earnings between ₱10,000-14,999 per month, while 10 per cent reported individual

earnings between ₪25,000 and ₪34,999 per month. The majority of respondents (53.5 per cent) graduated in bachelor degree. About 44.7 per cent of the respondents were office workers, 18.8 per cent were students, and 14.8 per cent were entrepreneurs. About 68.2 per cent of respondents were in the category of single status, and the average number of family members is 3.82, with about 24.7 having four people in their family and 24.2 per cent having three. The results also show that Tesco was the most favorable grocery store of Thai shoppers, 49.1 per cent of whom ranked it as rank1. Forty-seven point eight per cent ranked Big C as the second most visited place to go shopping, while 57.8 per cent chose Tops Supermarket. About 61.4 % of respondents reported an average time spent per shopping trip from 1-2 hours.

5. RESULTS

The data received from the surveys was analyzed by one-way ANOVA in the SPSS program version 18.0. In order to test the significant differences between each group, we applied a one-way ANOVA to analyze our collected data which divided into 3 aspects. Post hoc test was also conducted in the case of 3 or more subgroups. The result of the analysis presented in Table 4. Firstly, the paper would like to test whether demographic factors have the effect to identify types of consumer behaviors. There are three independent variables used to test the effect to one dependent variable; the ANOVA with 0.05 significant level was used to indicate which independent variables have significance to the dependent variable.

Secondly, two groups of consumer were analyzed, whether these two groups purchase things in higher amount and use less time to make purchasing decision when sale promotion was adopted in personal care products at similar level, or which group has higher degree. One-way ANOVA with 0.05 significant level ($p < .05$) were used to accept hypothesis. It also uses mean to compare which impulse or planned generate higher degree.

Third, one-way ANOVA with 95% confidential level was used to see statistically significant between consumer behaviors toward participation and satisfaction level. The hypothesis will be accepted when significant value less than 0.05 ($p < .05$). In addition, by comparing mean from ANOVA descriptive statistic, those particular four sale promotion were ranked to see which sale promotion is the most effective tool.

Hypotheses 1:

H1 suggested that the impacts of consumer buying behaviors base on the genders, age ranges, and income levels of the consumers. From Table 4 the one-way ANOVA identification of 3 demographic factors, which are genders, age, and income, indicated that there was significant factor of age ranges which affects consumer behavior. The significance of income is 0.015 ($F=3.501$, $p=0.015$). In contrast, other factors which are gender and income did not provide significant level to consumer behavior. Therefore, Hypothesis 1 is rejected.

Hypothesis 2:

Hypothesis2 pointed out that the level of purchasing in higher amount and reducing in time making decision to buy when see sale promotions are different, depends to types of consumer buying behavior. After testing a one-way ANOVA, as shown in Table 4, we retrieved the results of significant differences effects from sale promotions at the $p < .01$ level which are buy1get1free ($F=24.848$, $p=.000$), coupon ($F=37.093$, $p=.000$), discount ($F=11.369$, $p=.01$), and member card ($F=20.01$, $p=.000$). In addition, one-way ANOVA of sales promotion that stimulate less time making decision also illustrates there are significant level to shopping with shorter time making buying decision when sale promotion is created. When consumer shopping with privilege from member card, the significant level is 0.001 ($F=10.223$, $p=.001$), which the significant level of other four promotional tools are

buy1get1free ($F=34.809$, $p=.000$), coupon ($F=33.724$, $p=.000$), and discount ($F=13.661$, $p=.000$). Thus, hypothesis2 is supported by statistical evidence.

Hypothesis 3:

Hypothesis3 stated that four sale promotions will affect the impulse buyer consumers’ satisfaction level more than that of the planner groups. In Table3 showed that at the level of $p<.05$, there were the significant differences on buying behavior when buy1get1free are adopted ($F=45.23$, $p=.000$), coupon ($F=42.551$, $p=.000$), discount ($F=16.112$, $p=.000$), and member card ($F=12.705$, $p=.000$). The mean value received from ANOVA can be used to see which group of consumer between planned and impulse has higher degree to respond to a sales promotion. As you can see from Table 4, the means of impulse consumers toward four sales promotions shows higher degree in both participation and satisfaction level. As a result, hypothesis 3 is supported.

Hypothesis 4:

This project used level of participation to analyze the effective sale promotion because the promotion itself can induce consumer to participate. Actually, the overall mean of participation level to four different sales promotions showed almost the same values, about 3, which mean “neutral” level. Also, it could be ranked by comparing the overall mean of each. Table 3 shows that discounts (mean = 3.588) were considered to be the most effective promotion tool according to the highest participation level, followed by buy1get1free that shows slightly below (mean = 3.568). Member card (mean = 3.356) was rated the third most effective tool, with coupon (mean= 3.170) considered the least effective tool. When considering sales promotions that consumers felt most satisfied with, the rank was the same as the rank of participation level. Discount (mean = 3.619) was the first ranked, followed by buy1get1free with mean = 3.479. The third position belonged to member card with mean = 3.385, and the least satisfied sale promotion was coupon (mean = 3.248). So, hypothesis 4 is supported.

Table 3: ANOVA mean of planned and impulse groups to sale promotions

ANOVA Mean		Buy1Get1Free	Coupon	Discount	Member Card
Participation Level	Impulse	3.347	2.873	3.428	3.164
	Planned	3.768	3.439	3.732	3.529
	Total	3.568	3.170	3.588	3.355
Satisfaction Level	Impulse	3.702	3.452	3.74	3.508
	Planned	3.232	3.021	3.486	3.250
	Total	3.479	3.248	3.619	3.385

6. CONCLUSION

Sale promotions play an important role in the marketing programs of marketer and retailer. The marketers attempt to use effective promotional techniques to attract more customers. A consumer’s survey reinforces the conclusion drawn by us through our consumer survey. Therefore, it can be concluded that impulsive buying behavior has a slightly different level of participation and satisfaction than planned purchase behavior (*H3*). Furthermore, consistent with earlier research, the results indicate that impulse buying behavior has slightly higher level of participation and satisfaction than planned buying behavior when facing promotion products.

This research has investigated the effectiveness of sale promotion tools commonly used in Thailand. The finding shows that a consumer usually has the highest response to price discounts (*H4*). Consumers are most likely respond to a price discount because it is the simplest and most straightforward sales promotion tool, and easy for shoppers to understand. Consumers need to compare the value of the product with reference price. A member card and buy1get1free are relatively more effective than coupons. This may be explained by the fact that coupons offer benefits only to the holders. Consumers may consider using coupons to be inconvenient because they need to remember, to bring coupons, and buy products that they do not need at the moment. A membership program encourages customer to purchase more. Therefore, membership programs increase consumer spending and are relatively more effective in inducing sale purchase acceleration and greater customer loyalty.

The results from this study show that the difference in age factors has significant effects related to buying behavior in Thailand. It can clearly be seen that significant differences were found between age ranges (*H1*). Marketers and retailers should focus on age of consumers while designing sale promotion program. In fact, this research demonstrated that consumers buying behavior was motivated by multiple factors such as convenience, location, quality, and price. Sale promotion is one of the important factors to stimulate and promote greater purchases in particular products by customers (*H2*).

ACKNOWLEDGEMENT

This research is developed under Sirindhorn International Institute of Technology (SIIT). The authors would like to acknowledge for the encouragement from SIIT and advisor, Dr. Nattharika Rittippant, for the kindness and provided guidance which avail to this paper.

APPENDIX

Table 4: ANOVA results: demographic factors that affect consumer buying behavior, consumer buying behaviors that affect participation and satisfaction

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Table 4: ANOVA results: demographic factors that affect consumer buying behavior, consumer buying behaviors that affect participation and satisfaction level.

Demographic factors that affect consumer buying behavior	Sum of Squares	df	Mean Square	F
Gender:	0.166	1	0.166	0.664
	159.208	637	0.25	
Age:	2.592	3	0.864	3.501*
	156.732	635	0.247	
Income:	3.223	7	0.46	1.86
	155.149	627	0.247	

Sale promotions that affect consumers to buy in higher amount	Sum of Squares	df	Mean Square	F
Buy1Get1Free:	26.595	1	26.595	24.848***
	682.849	638	1.07	
Coupon:	36.62	1	36.62	37.093***
	629.873	638	0.987	
Discount:	10.597	1	10.597	11.369**
	594.677	638	0.932	
Member Card:	20.321	1	20.321	20.01***
	647.922	638	1.016	

Sale promotions that reduce consumers' purchasing decision time	Sum of Squares	df	Mean Square	F
Buy1Get1Free:	33.642	1	33.642	34.809***
	616.607	638	0.966	
Coupon:	32.166	1	32.166	33.724***
	608.528	638	0.954	
Discount:	12.241	1	12.241	13.661***
	571.659	638	0.896	
Member Card:	10.649	1	10.649	10.233**
	663.912	638	1.041	

Consumer Buying behavior that affect participation level on each sales promotion	Sum of Squares	df	Mean Square	F
Buy1Get1Free:	28.263	1	28.263	47.309***
	381.155	638	0.597	
Coupon:	51.063	1	51.063	75.216***
	433.123	638	0.679	
Discount:	14.719	1	14.719	30.001***
	313.024	638	0.491	
Member Card:	21.242	1	21.242	32.257***
	420.132	638	0.659	

Consumer buying behavior that affect satisfaction level on each sales promotion	Sum of Squares	df	Mean Square	F
Buy1Get1Free:	35.244	1	35.244	45.23***
	497.145	638	0.779	
Coupon:	29.723	1	29.723	42.551***
	445.662	638	0.699	
Discount:	10.324	1	10.324	16.112***
	408.794	638	0.641	
Member Card:	10.618	1	10.618	12.705***
	533.201	638	0.836	

Note: *p<.05, **p<.01, ***p<.000