

Independent Study Title Expectation of Retail Stores in Mueang Chiang Mai District
Towards Marketing Promotion Activities of Consumer Goods
Producers

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ABSTRACT

The purpose of this independent study was to study the expectation of retail stores in Mueang Chiang Mai District towards marketing promotion activities of consumer goods producers. The data were collected by questionnaire, then analyzed by descriptive statistics i.e. frequency, percentage and mean. The result of the study was concluded as followed:

From the study revealed that the business owners ran the retail stores for 3 – 4 years. The stores were located in the market, and were 2 booths small retails store (approximately 64 sq.m.). The average sales turnover was 30,001 – 40,000 Baht per month. The products were received from 3 distributors. Mostly, the product would be purchased from modern retail store such as Macro. Most of the business owners of retail stores were female, age between 31 – 40 years, and were educated at Bachelor Degree level.

The expectation of retail stores towards marketing promotion activities, personal selling, and sales promotion were in highest average, whereas the advertising and public relations were in high average. The first sub-factor of the expectation in each marketing promotion activities were as the following: The personal selling was the honesty of the staff; The sales promotion was providing discount when purchasing a large number of the products; The advertising was the interesting information, the memorable brand, and the advertising pointing directly to the targets; The public relations was advertising the location of the distributors.