THE INFLUENCE OF SALES PROMOTION ON THAI
CUSTOMER PURCHASE DECISION FOR
TRANSPORTATION SERVICE APPLICATION:
A CASE STUDY OF GRAB AND UBER IN THAILAND

BY

MISS CHANOKNUN SURIYAMONGKOL

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2016
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ENTITLED

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was approved as partial fulfillment of the requirements for

the degree of Master of Science Program in Marketing (International Program)

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8 MAY 2017

Chairman
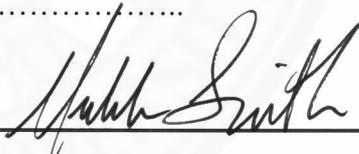
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Independent Study Title	THE INFLUENCE OF SALES PROMOTION ON THAI CUSTOMER PURCHASE DECISION FOR TRANSPORTATION SERVICE APPLICATION: A CASE STUDY OF GRAB AND UBER IN THAILAND
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Degree	Master of Science Program in Marketing (International Program)
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ABSTRACT

Bangkok is one of the world's most populated cities where millions of people commute around the city and largely relying on taxis and public transportation. Yet, many passengers have been facing with unpleasant taxi experience and looked for a better alternative. As a result, taxi booking or ride-sharing services application namely Grab and Uber have achieved growing popularity among Thai commuters in recent years. This has created a fierce competition among the two apps as both have been introducing various sales promotions and special deals for their users.

The research aims to examine the influence of sales promotion on customers' purchase decision for transportation service application. To investigate the implemented sales promotion strategies of Grab and Uber, and to understand how consumer response to sales promotion. In addition, the key factors of sales promotion were also examined along with potential barriers that constraint customers from using the service. The research methodology was carried out by both qualitative method to find insights and prospect variables, as well as quantitative study of questionnaire survey collected from 151 respondents.

The respondents were divided into subgroups with distinct aspects of consumption behavior in using taxi-booking application: by brand (Grab, Uber and

Nonusers), by usage frequency (Light, Regular and Heavy users) and by spending level (Low, Medium and High spenders). From research findings, it was observed that customers' responses to sales promotion is different depending on the consumption pattern. Hence, the recommendations were made for sales promotion to be more customized for each groups of customers. Furthermore, the study highlighted the importance of sales promotion alternatives in creating unique value to customers, as well as balancing the supply side of the market. The result of this study provides a guideline for the futher study for taxi booking and ride-sharing services application to manage sales promotion and attract customers in the most effective ways.

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CHAPTER 1
INTRODUCTION

1.1 Introduction to the Study

With over 39 million mobile internet users as in 2015, according to Bangkok Post newspaper, along with the arrival of 4G technology in the country, the growth of mobile application market in Thailand has been skyrocketing in recent years. Regarding to Bangkok Post newspaper, Thailand's mobile content and apps were worth US$600 million in 2014. (Leesa-nguansuk 2016) This has created the big app wave in the market across many industries. One of the fastest growth business in tech startup world today is the transportation service application.

Bangkok is one of the world's most populated cities where millions of people commute around the city and largely relying on taxis and public transportation (Ackaradejruangsri 2015) However, many Thai passengers have been experiencing the poor service from the taxi drivers, with over 20,000 complaints had been reported against taxi drivers during 2013 alone. (Thai PBS, 2014) Along with the emergence of technology integration, the third-party transportation technology-based applications, namely Grab and Uber have seen this opportunity and begun to appear to serve the demands for alternative ride services for Thai commuters. Thus, a fierce competition is unfolding between Grab and Uber. Since the two apps providing similar service, they are inevitably competing over the same target customers for more users and engagement through various marketing strategies and sales promotions.

Thai passengers are now prompted with the two alternative service rides, Grab and Uber, as brand choices for their purchase decision. While offering similar service: taxi-book and ride sharing service, the two companies are faced with the situation to compete with one another over the same target group of customers. One of the most noticeable marketing strategy for both application is their sales promotional activities that has become more aggressive over the past year, which will mainly be the focus in this study.

1.2 Research Objectives

This study aims to analyze the influence of online sales promotion on Thai consumer purchase decision towards transportation service application such as Grab and Uber. The research is guided by the following objectives:

1. To study existing sales promotion strategies implemented to drive transactions by transportation services application
   a. Compare and contrast between the 2 leading taxi booking and ride-sharing mobile apps in Thailand: Grab and Uber
2. To understand consumer responses to sales promotions for transportation service applications
   a. Evaluate consumer awareness and attention to sales promotions and deals
   b. Access the deal proneness of customers
   c. Access consumer consideration of brand switching and repurchase intention generated by sales promotion
3. To analyze key factors of sales promotion in transportation services application that affect consumer buying decision
   a. Determine purchasing criteria and specific key desirable components of sales promotion (discount amount, limitation, period, etc.) that lead to purchase
   b. Identify barriers that restrain potential users from using the service

1.3 Project Scopes

One of the objectives for this study is to investigate the existing sale promotion strategies implemented by Grab and Uber: to find differences and similarities between the two applications. In addition, to understand how consumer response to sales promotions for taxi booking and ride-sharing mobile app. Finally, the important questions that result of this study will deliver is: what are the key factors of sales promotion in transportation services application that would affect consumer buying decision?

Sources of data would be both secondary and primary data from qualitative and quantitative research. Target respondents for quantitative research are smartphone users both who have experiences in using the taxi booking or ride sharing service with either Grab or Uber application and those with intention to buy. The key variables of the study will be 1) Mobile application consumer characteristics such as age, gender, income, and lifestyle. 2) Online mobile purchasing behavior such as frequency, price sensitivity, engagement level, promotion/deal-prone level. 3) Key decision making factors that lead to buying decision and repurchase. This study could be useful for transportation services application, so that firms can select the most effective and sustainable promotion to implement for their marketing strategies.
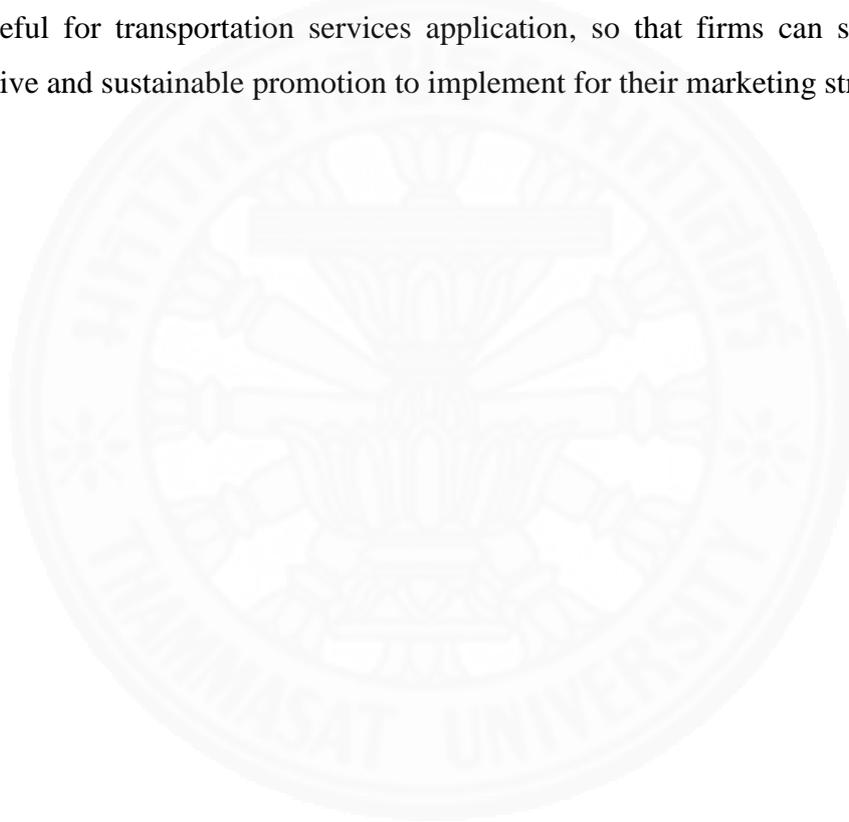
CHAPTER 2
REVIEW OF LITERATURE

Sales Promotion is one of the Promotion tools, a key component of the four Ps in Marketing-Mix, use to attract more customers and stimulate buyer purchase or tries the service or product. Sales promotion offers a unique benefit by increasing attention-getting and providing short-tem incentive to consumers, as well as invite users to engage with the transaction now. (Kotler & Keller, 2012) Companies have been utilizing different types of sales promotion across various industry, as well as in the online market. According to Niazi (2008), online sales promotion may include activities such as discount, coupons, rebates, free trials, contest/sweepstakes and premiums. These sales promotion have been gaining popularity and attention among mobile application market in Thailand as well. With the rise of mobile internet users and 4G technology, mobile content and apps were worth US$600 million in Thailand by 2014. (Leesa-nguansuk 2016) This has created a big app wave and set a competitive landscape among mobile applications within the same sector, such as transportation service and taxi booking.

To attract consumers to use the new service on mobile platform under a fierce competition, firms have implemented various mobile app marketing strategies, especially on sales promotion, to fight over number of users and transactions. Similarly, Grab and Uber, two leading transportation service apps in Thailand, have recently been offering discounts and promotions heavily on their services, such as Free ride trial, Discount Promo Code, Referral program, Discount by limited area or time, etc. Leesa-nguansuk (2015) claimed that "greater incentives and marketing promotions must be introduced to drivers and consumers to push the car-booking app market," which explains these aggressive sales promotion among the new service apps.

In accordance with survey conducted by Google to discover a marketing insights for mobile apps, "users need an incentive to reengage with an app" and that over thirty percent of people say that "they'd start using app again if they were offer a discount toward a purchase." (Tiongson 2015) However, despite abundance of sales promotion, a new service application like Grab and Uber still seem to have some obstacles that keep potential customers from using service on mobile application. (Gimme 2014) Additionally, as Ackaradejruangsri (2015) states in her study, "Promotions, discount campaign" does not shown to be the main reason why Thai chose to ride with GrabTaxi. There are indeed many forms of sales promotions but the issues associated with this marketing tool is that "it is difficult to assess which sale promotion framework would be the most effective and would influence the purchasing decision of consume". (Shrestha 2015) In order for a company like Grab and Uber to find an effective mobile app-marketing strategy for their service, a further study is needed to understand how sales promotion affect consumer purchase decision and what are the key factors that drive users to engage with application and influence Thai passenger usage.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Research Methodology

To achieve the research objectives as previously stated, both exploratory and descriptive research have been conducted. The main sources of data for the analysis came from both secondary and primary data through qualitative methods from in-depth interview and quantitative data from online survey. *(Refer to Figure 3.1 shown below)*

Figure 3.1: Research Framework

3.1.1 Exploratory Research Method
3.1.1.1 Secondary Research

Secondary desk research was conducted to understand the industry overview in order to define the right scope and guideline of the research. Information regarding the industry background has been gathered from published sources, related websites and newspaper. Moreover, to identify and analyze the existing sales promotion that have been implemented by the transportation service application [Objective 1], the promotional activities of Grab and Uber during the past 6 months, from June – November 2016 were collected from each company communication channels such as social media, website and application.

3.1.1.2 In-depth Interview

In order to further develop an idea for the next step, the qualitative research was conducted through primary in-depth interview to explore better insights of an overall situation of the market and consumer perception towards taxi-booking and ride sharing apps. Mainly, the information collected in this process is regarding

the usage and influence of promotional activities of Grab and Uber Application; to understand current behavior and to gain overall insights from the customer points of view regarding the sales promotion according to the research objectives [Objective 2-3].

The researcher has conducted one to one in-depth interview with target respondents: Thai women and men age between 18-50 years old who have experienced in using taxi-booking and ride sharing apps either Grab or Uber during the past 3 months. Sample questions that were enquiry in this stage are general behavior in using transportation services apps, promotions awareness, attitudes towards sales promotion, key factors that drive purchase decision for taxi-booking services, opinions on Grab and Uber services, concerns or constraints in using transpiration services apps.

3.1.2 Descriptive Research Method

Main purpose of quantitative research is to quantify the outcome that we have derived from previous qualitative phase and achieve in-depth understanding from a larger sample. The questionnaire survey was designed from the information arrived from previous qualitative research. An estimate length of time for the questionnaire was around 10-15 minutes, include four parts which are screening, usage behavioral, promotional influence, demographic. The questionnaire was pilot-tested with 10 sample respondents to avoid possible oversight, complexity and loaded-question before launched. Online surveys were created by SurveyMonkey and distributed through online channels such as Facebook and LINE.

All data collected from the survey was used to analyze the result according to the main objectives of this study. Essentially, the questionnaire questions have been designed to convey 2 main objectives:

- To understand consumer responses to sales promotions for transportation service applications [Objective 2]
- To analyze key factors of sales promotion in transportation services application that affect consumer buying decision [Objective 3]

3.2 Sampling Procedure

Both qualitative and quantitative research used the non-probability sampling (Convenience sampling) method to draw a pool of respondents in limited time frame with below target population:

3.2.1 Target Population

The targeted population are mobile phone users both male and female who live in Bangkok and metropolitan area, age between 18 – 50 years old. With the lifestyle of living and working in the city area which have a high tendency of using taxi-booking or ride sharing application. The respondents include both users who have used either Grab (GrabTaxi or GrabCar) or Uber (UberBlack or UberX) and non-user who have purchase intention.

Screening questions were set up before the main questionnaire starts. The respondents must have experienced in using either Grab or Uber application for taxi-booking or ride sharing service within the past six months, or have an intention to use in the future in order to continue for the questionnaire survey.

3.2.2 Sample Size

For in-depth interview, total 15 respondents were interviewed based on their application that they use: either Grab user (do not use Uber), Uber user (do not use Grab), and users who do use both brands. *(See Table 3.1)* Also, respondents were divided into groups based on their consumption frequency: Heavy Users, Medium Users, Light Users and Non Users, with definition as follow:

- Heavy Users: use Grab or Uber more than 10 times per month
- Medium Users: user Grab or Uber 3-10 times per month
- Light Users: use Grab or Uber 1-2 times per month
- Non Users: never use Grab or Uber but has purchase intention for either Grab or Uber

Table 3.1: In-depth Interview Respondents by Subgroup

In-depth Interview Respondents		Uber	Grab	Both
Consumption Frequncy	Heavy users	1	1	2
	Medium users	1	1	2
	Light users	1	1	2
	Nonusers	-	-	3
Total Respondents	**All users**	**3**	**3**	**9**

Total sample size for online survey was 151 respondents who have either used Grab or Uber application within the past six months and nonusers who have future purchase intention for the transportation service. The data collection period during February – March 2017.

3.2.3 Survey Acquisition and Recruiting Plan

Respondents were recruited though personal connections and based on the screening questions as mentioned earlier to filter the target respondents before the in-depth interview. The interview was conducted with semi-structure questions according to the objectives. The sessions were arranged at the place depending on the convenience of the respondents, did not easily interrupt by externalities, and private concerning the respondents' confidentiality. The researchers have explicitly explained the main purposes of the research to the interviewees before start the interview the session.

For the online survey, questionnaire link was distributed to 151 respondents via online channels. Online questionnaire was administered by www.surveymonkey.com and survey link was sent out to prospect respondents to screen and complete through personal connections and snow ball approach.

3.3 Data Collection

3.3.1 In-depth Interview

The respondents were acquired by pre-recruiting process before an interview session by ask the potential respondents to complete the screening questionnaire either via online or offline channel to determine whether the respondents fit with the criteria for target population. Respondents were appointed

one by one at a specific time and place which is convenient and private. Possible time slot was informed to reserve once the respondents are selected after passing the screening test. In-depth interview was conducted by face-to-face and phone calls with total 15 users and nonusers of Grab and Uber. *(See Appendix A: In-depth Interview Question Guide)* The length of time to complete the interview was approximately 30-40 minutes per person.

3.3.2 Online Questionnaire Survey

The online survey was distributed by using convenient method through online channels mainly Facebook and LINE chat messaging application. *(See Appendix B: Online Questionnaire Survey)* Respondents had to to answer the screening questions before starting the main research questions to fit with the qualification of respondents as explained in Target population part. The total respondents are 151 people who have passed the criteria and completed the questionnaire. The length of time used to finish questionnaire takes approximately 10-15 minutes. The survey was divided into four parts as following:

- Part 1: Screening Questions
- Part 2: Transportation Service App Usage Behavior
- Part 3: Sales Promotional Influence
- Part 4: Demographic Questions

3.4 Data Analysis

The data from in-depth interview was analyzed and summarized to define the key finding. After complete the interview, the key attributes found will be listed and use to further develop the questionnaires for the quantitative phase.

Before analyzing the data, the questionnaire result was checked and filled into spreadsheet form in order to import into SPSS software for further analysis. Data was interpreted by utilizing SPSS software program. Frequency of all questions was run and checked for any error of the data before proceed into the next step. Multiple types of technique will be employed in this study, focused on frequencies, means and descriptive analysis, for example: *Frequency analysis*, to calculate that in an event (i), how many time that the number of event (n) occur in one experiment, *Cross-tab*, to summarizes each categorical data to create a contingency table to shows how many

cases in each category of one variable are divided among the categories of one or more additional variables, and other appropriate statistical analysis.

3.5 Limitation of the Study

This study was designed to focus mainly on the Sales promotion from UberX, UberBlack, GrabTaxi and GrabCar (Economy, Premium), the services and sales promotion offered by the application other than mentioned namely GrabBike were not included in the research. Also, the research only included sales promotion within Bangkok area.

The period that researcher has conducted secondary research was in October – November 2015, hence data regarding promotional activities were collected during the period of June – November 2016. In addition, issues related to Government Regulatory were not take into account for the study.
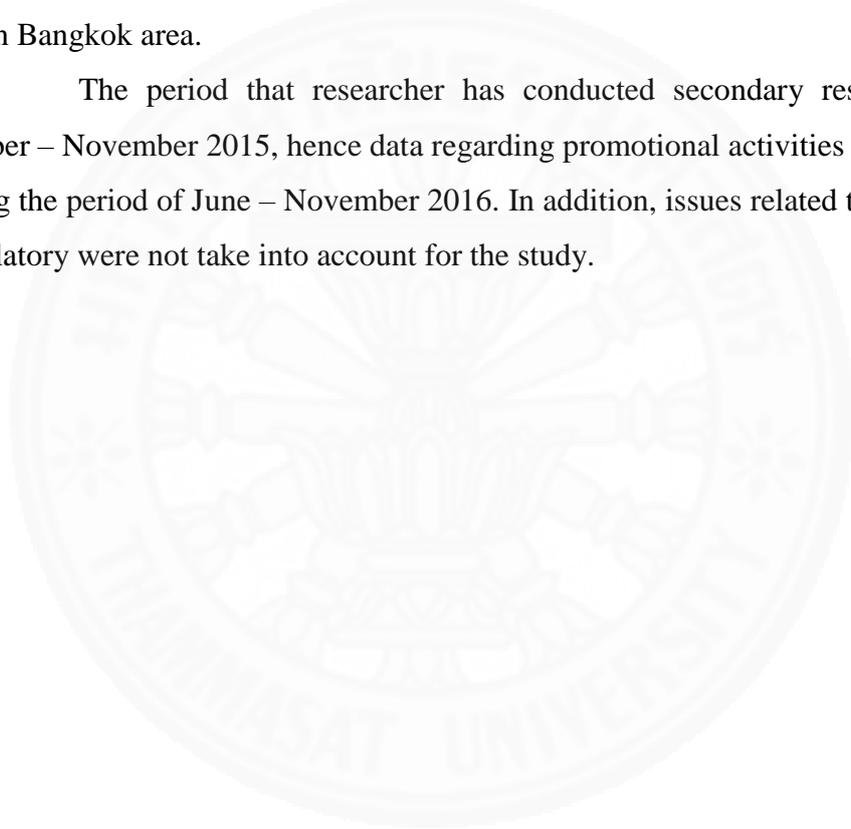
CHAPTER 4
RESULTS AND DISCUSSION

4.1 Results from Exploratory Research

4.1.1 Secondary Research Result

Grab and Uber are the two main transportation service mobile application operating in Thailand with growing popularity which have created aggressive competition among the two company in recent year. Grab first launched in Bangkok as "GrabTaxi" in October of 2013, became the first taxi booking mobile application in Thailand. Whereas Uber, a much anticipated well-known brand, started its operation in Thailand later in 2014, positioning itself as a premium brand. In the study of sales promotion and special deals of Grab and Uber during June – November 2016, the promotional activities and marketing campaigns of the two brands have become increasingly competitive with many similarities and differences.

Grab has become well-known for its aggressive sales promotion by launching new discount campaign strategically more frequent in shorter period of time than Uber. *(See Appendix C: Grab and Uber Sales Promotion Example)* Uber has received a well feedback from its long-run "Referral Promotion", which users and friends can get up to 200 THB free ride each from referring a friend to use to service, whereas Grab has launched a similar "Invite Friend" campaign but only offer up to 50 THB discounts. *(See Figure 4.1 as shown below)*

Figure 4.1: Grab vs. Uber Referral Promotion
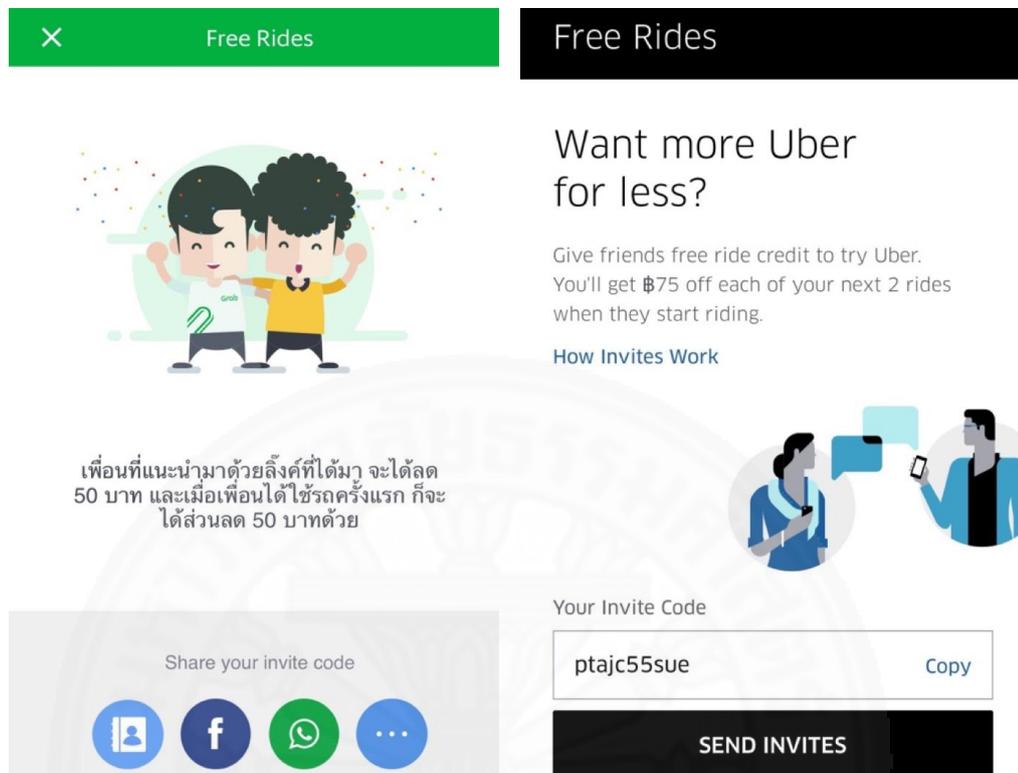
In term of variety, Grab have created much more diverse promotional messages than Uber with various types of sales promotion, such as credit card promotion, holiday campaign, area discount, co-promotion with other brands, etc. On the other hand, Uber sales promotion usually provide in more general condition at longer period of time, and sometime involved with special event, specific location or places. Overall, both application have few common limitations for sale promotion usage with given elements and condition as follow:

1. **Discount Amount**: For old users, Grab discount amount can be ranged from 20 – 150 THB, but on average is around 50 THB per ride, while Uber gives on around 40 – 100 THB discount per ride. The discount amount is higher for new users and can be up to 220 THB for Grab and 250 THB for Uber.
2. **Eligible times**: The eligible times for any promotion can be either unlimited or only for certain numbers of time. Grab mostly offer more than 5 – 10 times per campaign, while Uber normally give up to 2 – 5 times per promotion.

3. **Promotion period or Usage date condition**: Each promotion can be limited from one day to as long as several months. Most of Grab campaigns usually offer discount in short period for 1-2 days only. In addition, some promotions also constraint to use only on certain days such as on weekends or special holidays.

4. **Time of day condition**: Beside certain date, many of Grab and Uber promotion also restrict the usage to certain time of the day, especially during low-peak time.

5. **Area or location condition**: Sales promotion also commonly limit the area of usage like downtown area, or location such as Thammsat university, airport, certain restaurants, or event places.

4.1.2 In-depth Interview Result

In-depth interview of total 15 respondents were conducted in order to gain better insight information from customers' point of view. Key finding are summarized as below:

Most of respondents started using the transportation service application such as Grab and Uber due to the availability of sales promotion and mostly agreed that special discount has a significant impact on their purchase decision. However, it was found that each subgroups with different brand and usage frequency have different response and opinion towards sales promotion.

Heavy users normally use Grab or Uber as their common mean of transportation and often seek for sales promotion before using the service, while Nonusers did not care much for sales promotion as they mostly owned a personal transportation and do not have much opportunity to use transportation service application. All of Heavy users and some Medium users agreed that they would consider to switch to brand that give special discount. Many of Nonusers and Light users mentioned that regular taxi is more convenient and faster option for them, whereas those who were users of both brands usually decide which brand to use based on the availability of the car in the area.

In addition, the group who are Grab users tend to be more deal-prone to sales promotion than those of Uber users and mostly receive promotional message

directly from in-app notification, while Uber users were told through words of mouth. Uber customers preferred the service from Uber and most likely to continue using Uber with or without promotion as the brand is seen as more premium.

Many of respondents commented that despite sales promotion, they sometimes constraint to use the service from the limitation condition such as time, date and place restriction. Another attribute that came up during the interview is their spending level, which shown that people who spend over 100 THB are more influenced by sales promotion.

In summary, researcher observed that the influence of sales promotion tends to be depending on the behavioral pattern and consumption level of the users, which can be mainly categorized into three attributes which are Brand, Usage Frequency and Spending Level.

4.2 Results from Descriptive Research Result: Online Survey

4.2.1 Summary of Respondent Profile

Primaray data collected from online survey was analyzed by using Statistic Package for Social Science (SPSS) program. Out of 151 total respondents, 51% were identified as Grab user, 29.1% as Uber users and the rest 19.9% were Nonusers with future purchase intention. The major population are aged between 26-30 years old which accounted for 51% of the total population. The rest of population are 18-25 years old (33.1%), 31-40 years old (13.3%) and 41-50 years old (2.7%). Most of the population lives in Bangkok (68.9%) with more than half of the population owns a personal transporation (58.3%). Amoung the respondents, there were 63.6% female and 36.4% male, with most them were holding bachelor's degree as the highest level of education (72.2%) and 33.8% of all the respondents has the average monthly income of 30,000 – 50,000 THB. *(See Table 4.1)*

Table 4.1: Summary of Respondents' Demographic (n = 151)

Respondents' Demographic		n	%
Brand Usage	Grab	77	51.0%
	Uber	44	29.1%
	Noneuser	30	19.9%
Transportation Owner	Yes	88	58.3%
	No	63	41.7%
Living Plce	BKK	104	68.9%
	Greater BKK	43	28.5%
	Suburb	4	2.6%
Gender	Male	55	36.4%
	Female	96	63.6%
Age	Less than 18	0	0.0%
	18-25 years old	50	33.1%
	26-30 years old	77	51.0%
	31-40 years old	20	13.2%
	41-50 years old	4	2.6%
	More than 50	0	0.0%
Education	Lower than Highschool	1	0.7%
	Vocational	1	0.7%
	Bachelor's Degree	109	72.2%
	Master's Degree and higher	40	26.5%
Salary	Less than 15,000 THB	4	2.6%
	15,000 - 20,000 THB	28	18.5%
	20,000 - 30,000 THB	33	21.9%
	30,000 - 50,000 THB	51	33.8%
	More than 50,000 THB	35	23.2%

In order to analyze behavioral result based on consumption pattern, respondents were asked to rate their usage frequency and spending of Grab and/or Uber. As a result, the respondents were separated into different subgroups of users depending on their consumption level:

1. *Light User*: use Grab or Uber less than 2 times per month

2. *Regular User*: use Grab or Uber 3-10 times per month

3. *Heavy User*: use Grab or Uber more than 10 times per month

As well as their average spending per time when using taxi-booking and ride sharing service, which can be divided into below subgroups of users:

1. *Low Spender*: spend less than 100 THB for Grab or Uber service per time

2. *Moderate Spender*: spend 101-200 THB for Grab or Uber service per time

3. *High Spenders*: spend more than 200 THB for Grab or Uber service per time

As respondents have been categorized into different aspects based on their consumption behavior, we can see from the below *Table 4.2* that most of Grab users are occasional users at 51.9% while Uber users are equally distributed between occasional and regular users at 47.7%. Majority of both Grab and Uber users are medium spenders who on average pay around 100-200 THB for one time ride service from taxi booking application.

Table 4.2: Summary of Respondents' Subgroups by Consumption Behavior

		Subgroup by Brand					
		Grab		Uber		Nonuser	
		n	%	n	%	n	%
Subgroup by Usage Frequency	Light User	40	**51.9%**	21	**47.7%**	29	96.7%
	Regular User	32	41.6%	21	**47.7%**	1	3.3%
	Heavy User	5	6.5%	2	4.5%	0	0.0%
Subgroup by Spending Level	Low Spender	25	32.5%	15	34.1%	20	66.7%
	Medium Spender	41	**53.2%**	23	**52.3%**	8	26.7%
	High Spender	11	14.3%	6	13.6%	2	6.7%

Remark: Nonuser is the group of respondents who answered that they haven't used either Grab or Uber for taxi service during the past 6 months, but have a future purchase intention

4.2.2 Sales Promotion Responses Evaluation

4.2.2.1 Sales Promotion Awareness and Attention

The first factor that was used to analyze customers' response to sales promotion is the awareness factor. Respondents were asked to rate level of their awareness and attention to sales promotion of Grab and Uber via one to five Likert scale and the mean from all population is 3.28. The differences of means were found between each group of respondents in each different dimension of their consumption behavior.

According to the result Grab and Uber users have similar level of promotion awareness factor with mean=3.48 and 3.47 respectively. On the other hand, if compare mean between each group of respondents in term of their usage and spending of taxi booking application, the result shows that heavy user and medium spending are the group with highest awareness for sales promotion messages. *(See Table 4.3)*

Table 4.3: Promotion Awareness by Subgroups

Promotion Awareness				
Subgroup by Consumption Behaviour		**N**	**Mean**	**Std. Deviation**
By Brand	Grab	77	**3.47**	0.97
	Uber	44	**3.48**	1.07
	Nonuser	30	2.50	0.94
	Total	**151**	**3.28**	**1.06**
By Usage Frequency	Light User	90	3.06	1.01
	Regular User	54	3.57	1.09
	Heavy User	7	**3.86**	0.69
	Total	**151**	**3.28**	**1.06**
By Spending Level	Low Spender	60	3.37	1.04
	Medium Spender	72	**3.40**	0.99
	High Spender	19	2.53	1.12
	Total	**151**	**3.28**	**1.06**

A one-way ANOVA was used to compare a promotion awareness factor between groups of different brand users (Grab, Uber, Nonuser), groups of respondents with different usage frequency (Light, Regular, Heavy User) and spending levels (Low, Medium, High Spender). As a result, it was found that there was a significant difference between groups of users and nonusers at p<.05 for the condition [F (2,148) = 22.24, p = 0.000] *(See Appendix D – a: Mean Differences of Sales Promotion Awareness among Grab, Uber and Nonuser)* and together with post hoc comparison using the Tukey HSD test indicated that the means score of those who are either Grab or Uber users was significantly different from group of nonusers. However, the mean between Grab users and Uber users was not significantly different.

Moreover, promotion awareness factor was also significantly difference between groups with distinct usage frequency at p<.05 levels for the condition [F (2,148) = 5.44, p = 0.005], as well as spending level at p<.05 levels for the condition [F (2,148) = 5.85, p = 0.004] *(See Appendix D – b: Mean Differences of Sales Promotion Awareness among Light, Regular and Heavy user)* The mean of awareness level for promotion was significantly different between Light users and Regular users. While in term of spending, the awareness factor for High spenders was significantly different from both Low and Medium spending users.

In addition, respondents are asked to select the communication channels that they have heard regarding the sales promotions or special deals of Grab and Uber.

The result shows that marketing message via Application is the most effective channel for Grab (62%) and Uber users (43%). While for Nonuser, majority of respondents (73%) received promotional message via word of mouth through friends and family. *(See Table 4.4)*

Table 4.4: Media Channels for Sales Promotion in each Brand Subgroup

Media Channels	Grab		Uber		Nonuser	
	Count	%	Count	%	Count	%
Facebook	32	41.6%	17	38.6%	13	43.3%
E-mail	13	16.9%	14	31.8%	3	10.0%
SMS	18	23.4%	15	34.1%	1	3.3%
LINE	18	23.4%	14	31.8%	4	13.3%
Application	48	**62.3%**	19	**43.2%**	11	36.7%
Word of mouth	28	36.4%	16	36.4%	22	**73.3%**
Drivers	5	6.5%	2	4.5%	1	3.3%

4.2.2.2 Influence of Sales Promotion

To further understand customers' responses to sales promotion, respondents were asked to rate several characteristics to access the influence of sales promotion on purchase decision by using Likert scale. The factors that were used to evaluate customers' deal proneness when using Grab or Uber services are their frequency of using promotion code, first time purchase decision, importance of sales promotion, the willingness for trade-off, and likeliness to use sales promotion.

Firstly, each individual was asked to rate their frequency of using promotion code to get a discount when using Grab or Uber (Never, Rarely, Sometimes, Often, Always) As shown in *Table 4.5*, Grab users tend to be the group who use the promotional code most frequently [mean = 3.26]. There was a significant difference between groups of Uber/ Grab users and Nonuser at $p<.05$ levels for the condition [$F_{(2,148)} = 22.24$, $p = 0.000$] but no difference among Grab and Uber users. *(See Appendix E – a: Mean Differences of Sales Promotion Usage among Grab, Uber and Nonuser)*

In addition, not only that the Heavy user and Medium spender are the groups with highest awareness on promotional activities, but they are also the group with the highest frequency for promotion usage with the mean of 3.86 and 3.06

respectively. By applying ANOVA among subgroups of usage frequency, there was a significant difference between the group of Light users and Regular users at p = 0.000 and between Light users and Heavy users at p = 0.015. *(See Appendix E − b: Mean Differences of Sales Promotion Usage among Light, Regular and Heavy user)*

Table 4.5: Promotion Usage by Subgroups

Promotion Usage				
Subgroup by Consumption Behaviour		**N**	**Mean**	**Std. Deviation**
By Brand	Grab	77	3.26	1.29
	Uber	44	2.89	1.33
	Nonuser	30	1.47	1.01
	Total	**151**	**2.79**	**1.42**
By Usage Frequency	Light User	90	2.38	1.39
	Regular User	54	3.35	1.22
	Heavy User	7	3.86	1.46
	Total	**151**	**2.79**	**1.42**
By Spending Level	Low Spender	60	2.63	1.50
	Medium Spender	72	3.06	1.32
	High Spender	19	2.32	1.42
	Total	**151**	**2.79**	**1.42**

For other aspects to measure the influence of sales promotion, respondents were asked to rate their level of agreement regarding attitudes toward sales promotion in Likert scale. In general, majority of users agreed (n=53) and strongly agreed (n=46) that they started using Grab or Uber service because of the sales promotion and special deal that was offered. Over 53% of the total respondents strongly agreed that sales promotion is a very important factor when choosing whether to use taxi booking and ride sharing application. Moreover, 32% of respondent agreed that they are willing to trade-off for given conditions in order to receive the promotion discount. However, this does not translate that without promotion discount, they will not use taxi-booking app. In fact, most of respondents neither agree nor disagree and more than 24% of them disagree to this statement. *(See table 4.6)*

There was no significant differences among each group of customers for all factors that determine the attitudes of inflence for sales promotion as mentioned. In general, sales promotions have notable influence on purchase decision and most of users are likely to be deal-prone to the service, but Grab users tend to be the group

that were most influenced by sales promotion with the highest mean for all variables related to deal-proneness factor. *(See Appendix F: Mean of Attitudes towards Influence on Sales Promotion among Grab, Uber and Nonuser)* Yet sales promotion is not necessary the only factor that would determine customers' purchase decision.

Table 4.6: Respondents' Attitudes towards Sales Promotion

Attitudes towards Sales Promotion	Number and Percentage of Respondents for each Agreement Level										M	SD
	SD	%	D	%	N	%	A	%	SA	%		
I start using transportation service app because it has Sales Discount/ Promotion	8	5.3%	10	6.6%	34	22.5%	53	35.1%	46	30.5%	3.79	1.11
Sales Promotion is very important factor when choosing transportation service app	7	4.6%	7	4.6%	29	19.2%	50	33.1%	58	38.4%	3.96	1.09
Without Promotion Discount, I will not use taxi-booking app	26	17.2%	36	23.8%	54	35.8%	28	18.5%	7	4.6%	2.70	1.1
I will follow all the conditions in order to get a discount no matter how difficult the condition is	21	13.9%	30	19.9%	43	28.5%	49	32.5%	8	5.3%	2.95	1.14
I usually check for Promo Code for the taxi-booking or ride sharing apps before using the service	11	7.3%	20	13.2%	26	17.2%	58	38.4%	36	23.8%	3.58	1.19

Remark: SD = Strongly Disagree, D = Disagree, N = Neutral, A = Agree, SA = Strongly Agree

4.2.2.3 Brand Switching and Loyalty

Last but not least, in order to understand how customer perceive the difference between Grab and Uber and determine their loyalty with response to sales promotion, respondents were asked to rate their level of agreement in another two aspects: indifference between two applications and the likelihood for brand switching without promotion. *(See Table 4.7)*

Table 4.7: Respondents' Attitudes towards Brand Loyalty

Attitudes towards Brand Loyalty	Number and Percentage of Respondents for each Agreement Level										M	SD
	SD	%	D	%	N	%	A	%	SA	%		
Uber and Grab is indifferent for me	16	10.6%	44	29.1%	55	36.4%	30	19.9%	6	4.0%	2.77	1.01
I will choose to use transportation service app that has Promotion discount (Brand Switch)	5	3.3%	14	9.3%	32	21.2%	53	35.1%	47	31.1%	3.81	1.08

When comparing between the two service application, Grab and Uber, the result shows that the two brands are not perfect substitute and that customers see the differences between them as the respondents are more likely to disagree that Grab and Uber are indifference between each other with mean=2.77. *(See Table 4.8)* When analyze the differences between subgroups, there was a significant difference between Light users and Regular users in term of indifference factor at p<.05 for the condition [F (2,148) = 3.357, p = 0.038] but no significant difference in other subgroups. *(See Appendix G: Mean Differences of Attitudes towards Brand Indifferences among Light, Regular and Heavy user)*

Table 4.8: Respondents' Attitudes towards Indifferences between brand by Subgroups

Attitudes towards Brand Indifferences				
Subgroup by Consumption Behaviour		N	Mean	Std. Deviation
By Brand	Grab	77	2.86	0.94
	Uber	44	2.61	1.22
	Nonuser	30	2.80	0.85
	Total	151	2.77	1.01
By Usage Frequency	Light User	90	2.91	0.99
	Regular User	54	2.50	1.02
	Heavy User	7	3.14	0.90
	Total	151	2.77	1.01
By Spending Level	Low Spender	60	2.62	1.03
	Medium Spender	72	2.92	0.98
	High Spender	19	2.74	1.10
	Total	151	2.77	1.01

While in term of brand switching factor, respondents were asked whether they would choose the brand that offer a sales promotion regardless of the brand differences. Over 35% of respondents agreed that they would prefer the brand with sales promotion with mean=3.81. Especially for subgroups of Nonusers, Heavy users and Low spenders who have the highest mean among other subgroups. *(See Table 4.9)* However, there was no significant differences among each of the subgroup.

In conclusion, despite the difference between Grab and Uber that the users notice, majority of customers will tend to switch to the brand that offer sales promotion, particularly for Heavy users who are apt to agree that Grab and Uber are indifferent and that they are likely to switch to brand with sales promotion.

Table 4.9: Respondents' Attitudes towards Brand Switching by Subgroups

Brand Switching Prospect			
Subgroup by Consumption Behaviour	**N**	**Mean**	**Std. Deviation**
By Brand Grab	77	3.77	1.13
Uber	44	3.80	1.09
Nonuser	30	3.97	0.93
Total	**151**	**3.81**	**1.08**
By Usage Frequency Light User	90	3.78	1.06
Regular User	54	3.83	1.11
Heavy User	7	4.14	1.22
Total	**151**	**3.81**	**1.08**
By Spending Level Low Spender	60	4.05	0.93
Medium Spender	72	3.72	1.12
High Spender	19	3.42	1.26
Total	**151**	**3.81**	**1.08**

Additionally, brand loyalty of customers without sales promotion was also examined in the study. Given the condition that neither brand offer sales promotion, respondents were asked to choose their brand preference between Grab, Uber or regular taxi.

When look into subgroups, majority of Grab and Uber users are loyal to their current brand, especially for Uber customers. 52% of Grab users chose Grab as their preference, while over 80% of Uber users will continue to use Uber for taxi booking service and none of current Uber users have chosen to switch to Grab without sales promotion. Most of Nonusers preferred to use a regular taxi with 73% of them

has chosen taxi as their choice of preference. Interestingly for subgroup by usage frequency, each group of users had clearly chosen different brand preference without promotion. While 53% of Light users chose to use regular taxi, most of Regular users prefer to use Uber and Heavy users prefer to use Grab as their preference without promotion. In term of subgroups by spending level, most of respondents in each group still prefer to use regular taxi. *(See Table 4.10)*

Table 4.10: Brand Preferences without Sales Promotion by Subgroups

By Brand						
Brand Choice Preference	Grab		Uber		Nonuser	
	n	%	n	%	n	%
Grab	40	**51.9%**	0	0.0%	3	10.0%
Uber	8	10.4%	35	**79.5%**	5	16.7%
Taxi	29	37.7%	9	20.5%	22	**73.3%**

By Usage Frequency						
Brand Choice Preference	Light User		Regular User		Heavy User	
	n	%	n	%	n	%
Grab	21	23.3%	18	33.3%	4	**57.1%**
Uber	21	23.3%	25	**46.3%**	2	28.6%
Taxi	48	**53.3%**	11	20.4%	1	14.3%

By Spending Level						
Brand Choice Preference	Low Spender		Medium Spender		High Spender	
	n	%	n	%	n	%
Grab	14	23.3%	23	31.9%	6	31.6%
Uber	20	33.3%	23	31.9%	5	26.3%
Taxi	26	**43.3%**	26	**36.1%**	8	**42.1%**

4.2.3 Sales Promotion Key Factors Evaluation

This part of analysis focuses on exploring the desirable key factors of sales promotion in term of discount amount and acceptable limitation, as well as identifying possible barrier that restrain users from using taxi booking service application despite availability of sales promotion.

Respondents were asked to choose a discount amount that would be attractive enough for them to consider using the service through Grab or Uber with choices as stated in *Table 4.11*. As a result, majority of respondents selected the

amount of 61-80 THB discount per ride in most of the subgroups, with the exception of Heavy users and Medium spenders. *(See Table 4.11)*

Table 4.11: Attractive Discount Amount by Subgroups

By Brand					
Discount Amount	**Grab**		**Uber**		**Nonuser**	
	n	%	n	%	n	%
Do not care of promotion	5	6.5%	4	9.1%	1	3.3%
20-40 THB	7	9.1%	8	18.2%	3	10.0%
41-60 THB	1	1.3%	4	9.1%	3	10.0%
61-80 THB	27	**35.1%**	10	**22.7%**	8	**26.7%**
81-100 THB	20	26.0%	8	18.2%	6	20.0%
More than 100 THB	14	18.2%	9	20.5%	4	13.3%
Any amount	3	3.9%	1	2.3%	5	16.7%

By Usage Frequency					
Discount Amount	**Light User**		**Regular User**		**Heavy User**	
	n	%	n	%	n	%
Do not care of promotion	6	6.7%	3	5.6%	1	14.3%
20-40 THB	9	10.0%	9	16.7%	0	0.0%
41-60 THB	4	4.4%	4	7.4%	0	0.0%
61-80 THB	28	**31.1%**	16	**29.6%**	1	14.3%
81-100 THB	20	22.2%	12	22.2%	2	**28.6%**
More than 100 THB	16	17.8%	10	18.5%	1	14.3%
Any amount	7	7.8%	0	0.0%	2	28.6%

By Spending Level					
Discount Amount	**Low Spender**		**Medium Spender**		**High Spender**	
	n	%	n	%	n	%
Do not care of promotion	4	6.7%	3	4.2%	3	15.8%
20-40 THB	8	13.3%	9	12.5%	1	5.3%
41-60 THB	3	5.0%	4	5.6%	1	5.3%
61-80 THB	22	**36.7%**	17	23.6%	6	**31.6%**
81-100 THB	13	21.7%	17	23.6%	4	21.1%
More than 100 THB	7	11.7%	18	**25.0%**	2	10.5%
Any amount	3	5.0%	4	5.6%	2	10.5%

Another factor that commonly specified in sales promotion is the limitation condition for using the service. As previously mentioned in secondary research result, the typical conditions that were found in promotional message for Grab and Uber include: Limitation for using promotion discount in specific period of time, specific day, specific area and specific place or location. In the study,

respondents were asked to select a desirable promotional message among various constraints to examine which limitation condition is the most attractive factor.

According to below *Table 4.12*, both Grab (46.8%) and Uber users (45.5%) tend to prefer the promotional message with the specific time limitation, while most of nonusers (46.7%) would rather use the service in the specific day such as during weekends or holidays. In other subgroups, Light users (43.4%) and Heavy users (42.9%) also opted for restricted date, whereas 53.7% of Regular users has chosen a restricted time as a condition such as during lunch break or after midnight. Most of Low (50%) and High spenders (42.1%) agreed that sales promotion that limit period of time is more attractive, while Medium spenders (40.3%) preferred promotion on a specific day.

Table 4.12: Acceptable Limitation Conditions by Subgroups

By Brand					
Limitation Condition	**Grab**		**Uber**		**Nonuser**
	n	%	n	%	n	%
Limit period of time	36	**46.8%**	20	**45.5%**	10	33.3%
Limit specific day	27	35.1%	15	34.1%	14	**46.7%**
Limit area	11	14.3%	5	11.4%	5	16.7%
Limit place	3	3.9%	4	9.1%	1	3.3%

By Usage Frequency					
Limitation Condition	**Light User**		**Regular User**		**Heavy User**
	n	%	n	%	n	%
Limit period of time	35	38.9%	29	**53.7%**	2	28.6%
Limit specific day	39	**43.3%**	14	25.9%	3	**42.9%**
Limit area	10	11.1%	9	16.7%	2	28.6%
Limit place	6	6.7%	2	3.7%	0	0.0%

By Spending Level					
Limitation Condition	**Low Spender**		**Medium Spender**		**High Spender**
	n	%	n	%	n	%
Limit period of time	30	**50.0%**	28	38.9%	8	**42.1%**
Limit specific day	20	33.3%	29	**40.3%**	7	36.8%
Limit area	8	13.3%	11	15.3%	2	10.5%
Limit place	2	3.3%	4	5.6%	2	10.5%

Despite countless of sales promotion offered by Grab and Uber, some of potential customers still reluctant or restraint from using the taxi booking or ride sharing application from time to time. To quantify the potential cause of barrier, respondents were asked to select the most common reason for them not to use Grab or

Uber in spite of availability of sales promotion. Majority of Grab (49.4%) and Uber users (59.1%) did not use the service because there was no car available in the area and time that they want to use the service, while Nonusers (53.3%) believe that getting a regular taxi is more convenience option. *(See Table 4.13)*

Furthermore, another worthwhile comments of the respondents that mentioned additional reason for not using Uber are grab is due to price. Few customers commented on the price of Grab and Uber without sales promotion being too expensive when comparing with regular taxi, and that even with sales promotion offered, the limitation condition usually- restraint them from using the service.

Table 4.13: Cause of Barriers by Subgroups

By Brand						
Cause of Barrier	**Grab**		**Uber**		**Nonuser**	
	n	**%**	**n**	**%**	**n**	**%**
Complicated	9	11.7%	4	9.1%	10	**33.3%**
Service	4	5.2%	3	6.8%	2	6.7%
Car Availability	38	**49.4%**	26	**59.1%**	6	20.0%
Long Waiting time	36	46.8%	21	47.7%	6	20.0%
Taxi easier	27	35.1%	9	20.5%	16	**53.3%**
None, I will definitely use	14	18.2%	9	20.5%	3	10.0%

By Usage Frequency						
Cause of Barrier	**Light User**		**Regular User**		**Heavy User**	
	n	**%**	**n**	**%**	**n**	**%**
Complicated	18	20.0%	4	7.4%	1	14.3%
Service	2	2.2%	7	13.0%	0	0.0%
Car Availability	34	37.8%	30	**55.6%**	6	**85.7%**
Long Waiting time	34	37.8%	24	44.4%	5	71.4%
Taxi easier	35	**38.9%**	16	29.6%	1	14.3%
None, I will definitely use	13	14.4%	11	20.4%	2	28.6%

By Spending Level						
Cause of Barrier	**Low Spender**		**Medium Spender**		**High Spender**	
	n	**%**	**n**	**%**	**n**	**%**
Complicated	10	16.7%	10	13.9%	3	15.8%
Service	2	3.3%	4	5.6%	3	15.8%
Car Availability	25	**41.7%**	36	**50.0%**	9	**47.4%**
Long Waiting time	23	38.3%	32	44.4%	8	42.1%
Taxi easier	24	40.0%	22	30.6%	6	31.6%
None, I will definitely use	12	20.0%	11	15.3%	3	15.8%

CHAPTER 5
CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

5.1.1 Total Respondents Profile and Subgroups

With researcher's assumption arrived from the in-depth interview process that customers' responses to sales promotion depend on their consumption pattern, hence the respondents are divided into subgroups to analyze the similarity and differences among each groups. Respondents are categorized into subgroups with 3 distinct aspects of consumption behavior in using taxi-booking application: by brand, by usage frequency and by spending level.

From the total of 151 respondents, majority of them were identified as Grab users. In term of usage frequency, users with highest consumption of more than 10 rides per month were called "Heavy users", while people with medium usage frequency of 3-10 times a month were called "Regular users" and the rest who use the service less than two times a month were called "Light users". Similarly, for spending level subgroup, group with highest spending of more than 200 THB per ride were called "High spenders", group with moderate spending level of average 100-200 THB per ride were called "Medium spenders" and lastly the group who spend less than 100 THB per ride were identified as "Low spenders".

5.1.2 Responses to Sales Promotion

In the study of sales promotion influence, it was observed that both Grab and Uber users have similar level of awareness and attention to sales promotion communication, and that mobile application seem to be the most effective communication channels among others. Yet, Grab users appeared to be more deal-prone to sales promotion than Uber users as they tend to use promotional code more frequently and often look for special deals before using the service. Moreover, Grab users were also the group who mostly agreed that sales promotion is a crucial factor for purchase decision and that they are inclined to follow any conditions in order to receive a special discount.

Comparing between other subgroups, it was noticed that the more frequent that customers use the service, the more likely that they were influenced by sales promotion. The result shows that Heavy users were the group with the highest awareness for sales promotion and that they also the group who utilized special deal the most frequent. In the contrary, the Highest spenders did not seem to be the most deal-prone group, but it appeared that people who spend less that 200 THB per ride were more influenced by sales promotion.

In general, sales promotions indicated to have meaningful influenced for most people, yet it is not the only factor that affect customers' purchase decision. Despite the finding that majority of users perceived the differences between Grab and Uber, customers are likely to switch to brand that offer sales promotion. Meanwhile, without sales promotion, Uber users are the most loyal to the brand, while Heavy users prefer to use Grab, yet most of the users still prefer to use regular taxi.

5.1.3 Sales Promotion Key Factos

In term of key desirable factors for sales promotion, the result shows that an attractive discount amount should be around 61-80 THB per ride, while the most acceptable limitation is the condition that limit usage in specific period of time. Furthermore, most respondents agreed that the availability of Grab and Uber cars is the main reason that have constraint them from using the service, except for Nonusers and Light users who both think that regular taxi is a more convenience option.

5.2 Recommendations

This study aims to provide Grab and Uber with useful insights and recommendations regarding sales promotion. After analysis for the research result, the recommendation can be made as following:

5.2.1 Customized Sales Promotion based on Consumption Behavior

The analysis verified that sales promotions influenced each subgroup in different aspects, thus it is recommended that sales promotion and deals should be customized to each groups of customers independently based on their consumption behavior.

Sales promotions should be utilized as a tool to establish a relationship that tie deal-prone frequent users with the brand. As this group of customers do not see much differences between each brand and are most willing to follow any conditions given to receive special deals, sales promotion should be based on their consumption with the brand to create certain loyalty. The reward program could be a good example here. Each customer can accumulate points for each ride in order to receive a certain sales promotion or rewards. This would benefit the company as users will be prompted to use more service, while the incentives given to customers will be based on usage frequency and their loyalty to brand. On the other hand, those who are not price sensitive could redeem for special rewards that is not necessary a sales discount, such as an upgraded service ride. In addition, to attract Light users, potential customers should be able to customized their specific time or date that they are most likely to use taxi service. Last but not least, the sufficient discount amount should be between 60-80 THB per ride.

5.2.2 Sales Promotion Alternatives

Neither company can continue on giving sales promotion, the company should find way to create unique value in customers' point of view that help differentiate them from others even without sales promotion. Especially for Grab, where customers are likely to associate the brand with special discount and more prone to be attached to sales promotion.

In addition, it is evident that the supply side marketing on drivers need to be improved to increase the availability of cars. While more demand is created through sales promotion, the company need to create the right balance between supply and demand to generate profitability to the company.

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APPENDICES

APPENDIX A

IN-DEPTH INTERVIEW QUESTIONS GUIDE

A. Profile and general questions

- How do you usually commute to work/ study?

- Have you ever used a transportation service via mobile application such as Grab/ Uber?

- Which mobile application do you prefer? Grab, Uber, or neither? Why?

- Do you shop online via mobile application? What are other mobile application that you make online transaction?

- How sensitive are you toward price? Are you a deal seeker? What kind of effort would you make in order to get a discount for your purchase (given a scenario)?

B. Transportation services application usage

- How often do you use a transportation service via mobile application e.g. Grab/ Uber?

- What are the occasions that you would use a taxi-booking or ride sharing app service?

- What are the key factors that lead to your decision to use a transportation service via mobile application rather than other transportation?

C. Sales promotion knowledge

- What are the sales promotion that you know about Grab and/or Uber?

- Among those sales promotion, around how many times that you use/ redeem the sales promotion to get a discount?

- What are your opinions regarding those sales promotion? How effective do you think they are?

- Which channels do you get to know regarding the sales promotion of Grab/Uber?

- Do you have any ideas or opinion for other type of sales promotion or activities for transportation service such as Grab/ Uber?

APPENDIX B

ONLINE QUESTIONNAIRE SURVEY

I am student of Thammasat University, Master in Marketing Program. I am currently conducting a research on the influence of sales promotion on customer purchase decision for transportation service mobile application, namely Uber and Grab in Thailand. I am very much appreciating your valuable time to help complete this survey.

Please be ensured that all your answer in this questionnaire will be kept confidential and will be used strictly for educational purposes only. Thank you.

Part 1: Screening Questions

1. Which of the transportation service application have you used in the past 6 months?
   - ☐ Uber: UberX, UberBlack (Go to Part 2)
   - ☐ Grab: GrabCar, GrabTaxi (Go to Part 2)
   - ☐ Both (Go to Q2)
   - ☐ None of the above (Go to Q3)

2. Which of the transportation service apps do you use more frequently?
   - ☐ Uber (Go to Part 2)
   - ☐ Grab (Go to Part 2)

3. Do you have an intention to use taxi-booking or ride sharing service with either of the mobile application Uber (UberX, UberBlack) or Grab (GrabTaxi, GrabCar) in the future?
   - ☐ Yes (Go to Part 2)
   - ☐ No (End of Survey)

Part 2: Transportation Service Application Usage Behaviour

4. How frequently do you use the following transportation?

	Never	Rarely	Sometimes	Quite Often	Most Often
Own private vehicle	○	○	○	○	○
BTS/MRT/BRT	○	○	○	○	○
Other Public Transportation: Bus, Van, Boat	○	○	○	○	○
Regular Taxi	○	○	○	○	○
Transportation service apps (Uber, Grab)	○	○	○	○	○

5. How frequently do you use transportation service apps Uber/ Grab?
   - ☐ Less than 1 time per month
   - ☐ 1-2 times per month
   - ☐ 3-5 times per month
   - ☐ 5-10 times per month
   - ☐ More than 10 times per month

6. Normally, how much do you pay for transportation service apps Uber/ Grab per time? (before deduct promotional discount)
   - ☐ Less than 50 THB per ride
   - ☐ 50-100 THB per ride
   - ☐ 101-150 THB per ride
   - ☐ 151-200 THB per ride
   - ☐ More than 200 THB per ride

Part 3: Sales Promotion Influence

Remark: Sales Promotion mean Sales Discount that user receive when entering a specific "Promotion Code" for taxi booking or ride-sharing service from Grab or Uber, example like below pictures.

7. How often do you use Sales Promotion Code when using transportation service apps like Uber/ Grab?
   - ☐ Never use
   - ☐ Rarely use
   - ☐ Use sometimes
   - ☐ Use almost every time
   - ☐ Use every time

8. How much do you agree with the following sentence regarding transportation service app? (Answer: Strongly Agree/ Agree/ Neither agree nor disagree/ Disagree/ Strongly Disagree)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I start using transportation service app because it has Sales Promotion	○	○	○	○	○
Sales Promotion is very important factor when choosing transportation service app	○	○	○	○	○
Without Sales Promotion/ Special Discount, I will not use taxi-booking app	○	○	○	○	○
For me, Uber and Grab is indifferent	○	○	○	○	○
I will choose to use transportation service app that offer Promotion discount	○	○	○	○	○
I am always aware of deals/ Sales promotion that currently available for transportation service apps like Uber or Grab	○	○	○	○	○
I usually check for Promo Code for the taxi-booking or ride sharing apps before using the service	○	○	○	○	○
I will follow all the conditions in order to get a discount no matter how difficult the condition is	○	○	○	○	○

9. How much discount amount do you think that is attractive enough for you to consider using the taxi-booking service via application?
    - ☐ I do not care about the Promotion Discount
    - ☐ 20-40 THB/ ride
    - ☐ 41-60 THB/ ride
    - ☐ 61-80 THB/ ride
    - ☐ 81-100 THB/ ride
    - ☐ More than 100 THB/ ride
    - ☐ I do not care about the amount, as long as it has some discount is fine

10. Which following Promotion Discount do you think will most likely interest you to consider using the transportation service apps?
    - ☐ Discount 50THB BUT limit the period of time for using the promotion e.g. Only applicable during 10.00-15.00/ Only applicable after midnight
    - ☐ Discount 50THB BUT limit specific days for using the promotion e.g. Only applicable on weekends/ Only applicable on Chinese New Year day
    - ☐ Discount 50THB BUT limit area for using the promotion e.g. Only applicable during for Silom, Sathorn area
    - ☐ Discount 50THB BUT limit places for using the promotion e.g. Only applicable when pick up/ drop of at Thammasat University

11. Despite the available Sales promotion for taxi-booking and ride sharing apps, what could be the reasons that would restraints from using the service?
    - ☐ I feel that using applications is too difficult
    - ☐ I do not like the service
    - ☐ I cannot find the taxi/ cars via app in the area
    - ☐ Too long for wait
    - ☐ Easier to get a taxi from roadside
    - ☐ None, I will definitely use if have promotion
    - ☐ Others (Please specify)

12. Which communication channels that you have heard regarding the Sales promotion or Promotional deal of either Uber or Grab? (Can choose more than 1 choice)
    - ☐ Facebook
    - ☐ LINE
    - ☐ Application Notification
    - ☐ SMS
    - ☐ Email

      □   Words of Mouth (Friends, Family, etc.)

      □   Drivers (Uber, Grab)

      □   Others (Please specify)

13. Without Promotion Discount, which transportation service app would you should to use?

      □   Uber

      □   Grab

      □   Regular Taxi

14. Apart from typical Promotion Discount, do you have any new promotional idea that you would like to suggest? (Optional)

Part 4: Demographic Questions

15. Are you the owner of personal vehicle (car or motorcycle)?

      □   Yes

      □   No

16. Where do you live?

      □   Bangkok

      □   Greater Bangkok

      □   Suburb

17. Gender

      □   Female

      □   Male

18. Age

      □   Less than 18 years old

      □   18 – 25 years old

      □   26 – 30 years old

      □   31 – 40 years old

      □   41 – 50 years old

      □   More than 50 years old

19. What is your highest education level?
- ☐ Lower than High school
- ☐ High school
- ☐ Vocational
- ☐ Bachelor's Degree
- ☐ Master's Degree
- ☐ Higher than Master's Degree

20. What is the range of your individual monthly income?
- ☐ Lower than 15,000 THB
- ☐ 15,001 – 20,000 THB
- ☐ 20,001 – 30,000 THB
- ☐ 30,001 – 50,000 THB
- ☐ More than 50,000 THB

END OF SURVEY

*************** THANK YOU FOR YOU COOPERATION ***************

APPENDIX C

GRAB AND UBER SALES PROMOTION EXAMPLE

GRAB Sales Promotion Sample

"Ride with GRAB first time for FREE! Special deal for New users, upto 220 THB"

"Commute cheaper in downtown area with GrabCar, get 80 THB discount"

"Celebrate weekend with Grab Ride GRAB FREE! 75THB per ride"

"FREE 70 THB off when use GrabCar on weekdays during lunch time "

Uber Sales Promotion Sample

"Don't worry even it's the end of month! UberX give discount 88 Baht 8 times"

"This Loy Kratong day, UberX give 40 Baht off 2 times"
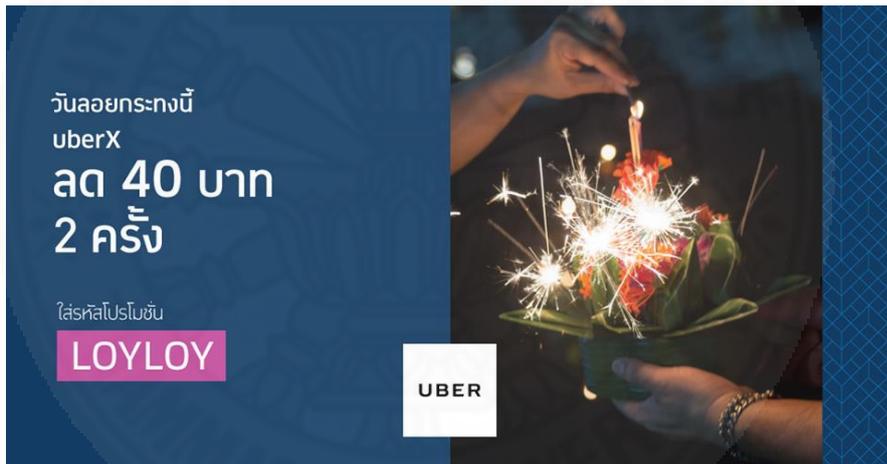
"UberX discount 50 Baht 2 times"

APPENDIX D – a

MEAN DIFFERENCES OF SALES PROMOTION AWARENESS AMONG GRAB, UBER AND NONUSER

ANOVA					
Sales Promotion Awareness	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	22.672	2	11.336	11.519	0.000
Within Groups	145.646	148	0.984		
Total	168.318	150			

Post hoc- Multiple Comparisons						
(I) Segment by Brand	(J) Segment by Brand	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Grab	Uber	-0.01	0.187	0.999	-0.45	0.43
	Nonuser	.968*	0.214	0.000	0.46	1.47
Uber	Grab	0.01	0.187	0.999	-0.43	0.45
	Nonuser	.977*	0.235	0.000	0.42	1.53
Nonuser	Grab	-.968*	0.214	0.000	-1.47	-0.46
	Uber	-.977*	0.235	0.000	-1.53	-0.42

APPENDIX D – b

MEAN DIFFERENCES OF SALES PROMOTION AWARENESS AMONG LIGHT, REGULAR, HEAVY USER

ANOVA					
Sales Promotion Awareness	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.535	2	5.767	5.444	0.005
Within Groups	156.783	148	1.059		
Total	168.318	150			

Post hoc- Multiple Comparisons						
(I) Segment by Usage Frequency	(J) Segment by Usage Frequency	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Light User	Regular User	-.519*	0.177	0.011	-0.94	-0.1
	Heavy User	-0.802	0.404	0.120	-1.76	0.15
Regular User	Light User	.519*	0.177	0.011	0.1	0.94
	Heavy User	-0.283	0.413	0.773	-1.26	0.7
Heavy User	Light User	0.802	0.404	0.120	-0.15	1.76
	Regular User	0.283	0.413	0.773	-0.7	1.26

APPENDIX E – a

**MEAN DIFFERENCES OF SALES PROMOTION USAGE
AMONG GRAB, UBER AND NONUSER**

ANOVA					
Promotion Usaage	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Groups	69.932	2	34.966	22.238	**0.000**
Within Groups	232.704	148	1.572		
Total	302.636	150			

Post hoc- Multiple Comparisons						
(I) Segment by Brand	**(J) Segment by Brand**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
Grab	Uber	0.373	0.237	0.259	-0.19	0.93
	None User	1.793*	0.27	**0.000**	1.15	2.43
Uber	Grab	-0.373	0.237	0.259	-0.93	0.19
	None User	1.420*	0.297	**0.000**	0.72	2.12
None User	Grab	-1.793*	0.27	**0.000**	-2.43	-1.15
	Uber	-1.420*	0.297	**0.000**	-2.12	-0.72

APPENDIX E – b

**MEAN DIFFERENCES OF SALES PROMOTION USAGE
AMONG LIGHT, REGULAR, HEAVY USER**

ANOVA					
Promotion Usaage	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Groups	40.308	2	20.154	11.371	**0.000**
Within Groups	262.328	148	1.772		
Total	302.636	150			

Post hoc- Multiple Comparisons						
(I) Segment by Usage Frequency	**(J) Segment by Usage Frequency**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**95% Confidence Interval**	
					Lower Bound	**Upper Bound**
Light User	Regular User	-.974*	0.229	**0.000**	-1.52	-0.43
	Heavy User	-1.479*	0.522	**0.015**	-2.72	-0.24
Regular User	Light User	.974*	0.229	**0.000**	0.43	1.52
	Heavy User	-0.505	0.535	0.613	-1.77	0.76
Heavy User	Light User	1.479*	0.522	**0.015**	0.24	2.72
	Regular User	0.505	0.535	0.613	-0.76	1.77

APPENDIX F

MEAN OF ATTITUDES TOWARDS INFLUENCE ON SALES PROMOTION AMONG GRAB, UBER AND NONUSER

Attitudes towards Sales Promotion by Brand				
Subgroup by Consumption Behaviour		**N**	**Mean**	**Std. Deviation**
I start using transportation service app because it has Sales Discount/ Promotion	Grab	77	3.86	1.14
	Uber	44	3.66	1.20
	Nonuser	30	3.80	0.89
	Total	**151**	**3.79**	**1.11**
Sales Promotion is very important factor when choosing transportation service app	Grab	77	4.05	1.12
	Uber	44	3.89	1.13
	Nonuser	30	3.83	0.95
	Total	**151**	**3.96**	**1.09**
Without Promotion Discount, I will not use taxi-booking app	Grab	77	2.82	1.12
	Uber	44	2.36	1.06
	Nonuser	30	2.87	1.04
	Total	**151**	**2.70**	**1.10**
I will follow all the conditions in order to get a discount no matter how difficult the condition is	Grab	77	3.16	1.11
	Uber	44	2.73	1.23
	Nonuser	30	2.77	1.01
	Total	**151**	**2.95**	**1.14**
I usually check for Promo Code for the taxi-booking or ride sharing apps before using the service	Grab	77	3.82	1.09
	Uber	44	3.45	1.39
	Nonuser	30	3.17	1.05
	Total	**151**	**3.58**	**1.20**

APPENDIX G

MEAN DIFFERENCES OF ATTITUDES TOWARDS BRAND INDIFFERENCES AMONG LIGHT, REGULAR, HEAVY USER

ANOVA					
Brand Indifferences	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Groups	6.698	2	3.349	3.357	**0.038**
Within Groups	147.646	148	0.998		
Total	154.344	150			

Post hoc- Multiple Comparisons					95% Confidence Interval	
(I) Segment by Usage Frequency	**(J) Segment by Usage Frequency**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**Lower Bound**	**Upper Bound**
Light User	Regular User	.411*	0.172	**0.047**	0	0.82
	Heavy User	-0.232	0.392	0.825	-1.16	0.7
Regular User	Light User	-.411*	0.172	**0.047**	-0.82	0
	Heavy User	-0.643	0.401	0.248	-1.59	0.31
Heavy User	Light User	0.232	0.392	0.825	-0.7	1.16
	Regular User	0.643	0.401	0.248	-0.31	1.59

BIOGRAPHY

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