



**THE STUDY OF CUSOMERS' BEHAVIOR TOWARD
SAMSUNG'S GALAXY GIFT E-COUPON
REDEMPTION IN BANGKOK**

BY


MISS VIRIN KOBKITSAKUL

**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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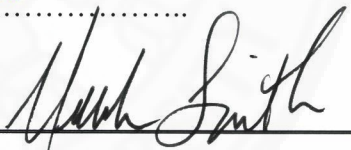
ENTITLED

THE STUDY OF CUSOMERS' BEHAVIOR TOWARD SAMSUNG'S
GALAXY GIFT E-COUPON REDEMPTION IN BANGKOK

was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)


on..... 8 MAY 2017

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ABSTRACT

The purposes of this study are firstly, to analyze the characteristic of the customers who redeem the e-coupon. Secondly, the study would also analyze customers' behavior, preference and perception toward e-coupon redemption in Bangkok. This study focuses on contemporary topic in applied marketing with technology as the area of marketing knowledge. The result of this study would be helpful for the e-coupon application owner like Samsung and food retailers to understand more about customers and assist them in launching e-coupons that match with their target customers' behavior and preference.

A combination of qualitative and quantitative data collection was used in this research. In-depth interview with 4 users and 1 non-users were conducted in order to gain preliminary understanding of the consumers for designing the questionnaire. The quantitative research using online questionnaire has been distributed mainly through social media with convenience sampling method. Appropriate statistical analysis has been used to analyze the research findings.

From the research, it can be concluded that POSM play a very important role in encouraging customers to redeem e-coupon. Furthermore, it was found that overall users' perception and attitude toward Samsung Galaxy Gift e-coupon is

positive. Value and convenience are the two-key decision-making criteria for e-coupon users.

Keywords: E-coupon, Coupon redemption, Food retail promotion

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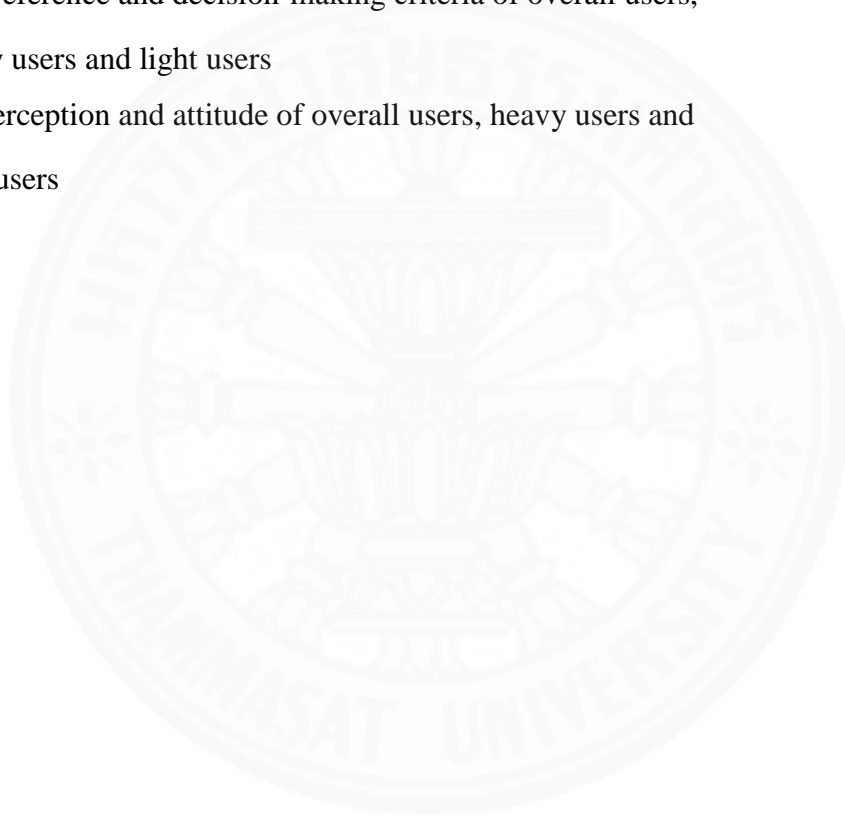
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CHAPTER 1

INTRODUCTION

1.1 Introduction

The rise of smartphone users in Thailand has accelerated the growth in mobile marketing and has equipped brands with new marketing tools to market their products and service over the past few years. Especially in metropolitan areas such as Bangkok, where 90.3% of Bangkok residents own at least one mobile phone. In 2015, smartphone sale in Thailand hit a record high with 47% year on year growth rate. In addition, Thai people spend 4.2 hours daily on smartphone compared to 2.6 hours on television, 1.5 hours on computer and 2 hours on tablet (Veedvil, 2016). These trends indicate that mobile marketing is a must nowadays if the brands want to reach consumers effectively.

Mentioning about smartphone, Samsung and Iphone are the top two brands in Thailand with total market share of 60%. However, Samsung still dominates the market with 40% market share. This is because smartphones priced below 10,000 THB account for 70% of the total smartphone market and Samsung is the one who can capture those price range. According to W&S market research 2015, it shows that Samsung users age range is older than Iphone users, where 42.7% of respondents age 30 years old and above prefer Samsung rather than the Iphone. In addition, the majority of Samsung users' income range is lower than Iphone.

In the US, e-coupons have been popular for a while, 34% of smartphone users have used their device for e-coupons. Moreover, of those who redeem e-coupons, 91% say they will visit a retailer again after being offered a coupon, 79.8% use e-coupon regularly and 57% say they would not have made a purchase without a e-coupon first (Bostwick, 2013). Surprisingly, households with income of \$100,000 or more are twice as likely to use coupons as those earning less than \$35,000 annually (Carter, 2016). It interesting to find if the Thai e-coupons users have similarities with the US e-coupons users or not.

On the brand side, there has been a significantly shift in marketing budget allocations from offline to online during 2016 as return on investment from the online channel is much higher than the offline channel (RetailMeNot Mobile Survey, 2016).

The online channel allows brands to have more engagement with consumers and in turn to boost both loyalty and spending. Among the mobile marketing feature that brands use, e-coupons is in the top 5 features. When the brands want to launch any e-coupons, they usually set objectives prior launching, and six common objectives are: encourage customers to return, attract new customers, promote a new product, trial new product, maintain customer loyalty and get customer to spend more. Besides these basic benefits that the brands get from launching e-coupon, it is an excellent way to track and measure each marketing campaign, product and channel return on investment.

Samsung Galaxy Gift is an exclusive application for the Samsung smartphone users launched in Thailand in November 2012. It partners with many types of brands who provide both goods and service, for example; massage spa, restaurant chain, café, fast foods and cinema. E-coupon in the application range from free donut to 10% discount on cosmetic (Appendix 1). Samsung Galaxy Gift is Samsung Thailand's main CRM application which currently has almost five million times downloads and makes SSG the biggest CRM application in Thailand. The successful of the application comes from the well tailor made of local marketing program of Samsung as it understands consumers who are living in mobile first era. Nowadays consumers spend most of their time outside and smartphone is the thing that they use all the time even they have nothing in particular to look for from the internet, yet they still using the smartphone to killing time.

1.2 Research Objectives

The results of the study will be able to answer which group of customers redeem e-coupon the most and which type of e-coupon is the most attractive to each particular group of customers. The findings will be benefit to Samsung who mainly use e-coupons as a CRM tool. The study will also benefit any application developer who is interested in using e-coupon to attract consumers in Bangkok. The study not only will be helpful for the application owner like Samsung, but also helpful to food retailers to understand more about customers and assist them in launching e-coupons that match with their target customers' behavior and preference.

There is much research on e-coupon usage conducted in other markets such as the US and EU countries, but the study of e-coupon usage is limited in Thailand. So, this study will focus on Bangkok, Thailand market on a contemporary topic in applied marketing with technology as the area of marketing knowledge.

The objectives of this study are as following

1. To analyze customers' behavior, preference and characteristic toward Samsung Galaxy Gift e-coupon redemption in food retailing in Bangkok.
 - 1.1 To understand customers' frequency of e-coupon redemption
 - 1.2 To understand customers' e-coupon preference toward particular type of coupons, e.g. fast food, beverage, movie ticket, dessert, coffee, etc.
 - 1.3 To identify customers' characteristic e.g. age, gender, income, occupation, hobby, etc.
2. To understand customers' decision-making criteria in redeeming the Samsung Galaxy Gift e-coupon.
 - 2.1 To understand which criteria customers are taking into account prior redeeming e-coupon.
 - 2.2 To understand customers' e-coupon redemption patterns (customer's journey)
3. To understand customers' attitude toward Samsung Galaxy Gift
 - 3.1 To understand how current customers are thinking toward Samsung Galaxy Gift

CHAPTER 2

REVIEW OF LITERATURE

2.1 E-coupons trend

Since 2015, Thailand has entered the Mobile First era (Positioning Magazine, 29th Sep 2016), where smartphones and social networks are the first place that people will think about when they want to search for something. From Connected Life Research in September 2016, it reveals that one-fourth of Thai consumers say no to direct online advertising and almost one-third say that those advertising are annoying. Brands have a negative image from doing heavy online advertisings as consumers perceive them as a privacy intrusion. There are other ways to build relationships and communicate as consumers shift toward indirect online advertising. E-couponing is one of the upcoming tools that brands can use to influence consumers, even though it cannot be spread and reached wide range of consumers like mass advertising, but it can be hit the right target effectively. Moreover, coupons also serve as a price discrimination tool by offering discounts to consumers who have access to coupons and full price to consumers who do not have access to coupons (Edelman, Jaffe & Kominers, 2014). Coupons tend to be more benefit to those brands or products which have relatively a lower marginal cost and lower awareness to consumer. However, food retailers cannot change the menus or price lists to separately serve between coupon and non-coupon customers, because they will make customers feel uncomfortable and dilute the brands' credibility. So, it is quite hard for the food retailers to keep both coupon and non-coupon customers happy at the same time. They need to find a way to offer a separate menu carefully, e.g. special menu for customers with coupon. But they still need to be very careful if the coupon users perceives the special menu as a bad deal. Recently, e-coupons have increasing been adopted by food retailers to solve the problems.

2.2 Perception and attitude toward e-coupons

The theory of planned behavior was tested with University students in Kuala Lumpur (Yakasai & Jusho, 2015) to find the factors that influence intention to use e-coupons. The findings from regression analysis show that the attitude is the strongest

indicator of intention to use an e-coupon which followed by subjective norm and perceived behavioral control respectively. From the managerial perspectives, the strategies that create adequate awareness and convey effective messages about the benefits of e-coupon to consumers can develop positive attitude into actual usage of e-coupon.

Another study of perception toward e-coupons in American, Taiwanese and Korean consumers (Muk, 2011) showed that separate each nation's characteristics have different attitudes, perception and behavior toward e-coupons. In all three nations, positive attitude toward e-coupons increases consumers' intentions to use e-coupons. Peer pressure effect's Taiwanese consumers' intentions to use e-coupons, but has no effect on American and Korean consumers. In general, young American consumers are skeptical about advertising and they are brand conscious, thus they are more negative toward e-coupons than the two Asian consumers. On the others hand, the two Asian consumers are motivated to redeem e-coupons mainly by value offered. So, a Thai study could be expected to have similarity to Taiwanese and Korean consumers.

2.3 Factors affecting e-coupons usage decision

According to the Inmar Shopper Study 2014, consumers increasingly weight ease of use and personalization attributes of e-coupons more and more. Thus, e-coupons which have these attributes can fit more with consumers' preference and replace the traditional paper coupons which do not have the attributes that consumers are looking for. In addition, the study also suggests the reason why shoppers are using e-coupons more; 58% say "I have found more coupons for products that I want to buy", 56% say "I have seen more coupons online", and 38% say "it has been easier to find coupon and store promotion information all in one place". Besides, the study also suggests the barriers to coupon usage from the consumer perspective; 61% say "My coupons often expire before I have a chance to use them", 61% say "I cannot find the coupons for products I want to buy", 48% say "There are too many rules and exclusions for using coupons", 43% say "It takes too much time to find coupons", and 35% say "using coupons slows down my shopping".

There is some similarities and differences on the relationship pattern between face value and redemption rate of coupons (Jung & Lee, 2010). It shows that rates of online coupons will increase as face value of coupons increase. Among all type of benefits, free product or service have the highest redemption rate, a free gift is the follows. For price discount type of benefits, even dollar-off has a higher redemption rate than percent-off. Most of the food retailers still use percent-off more than dollar-off type of benefit. It will be useful to test which type of coupon benefits that Bangkok consumers most prefer.



CHAPTER 3

RESEARCH METHODOLOGY

In this study, both exploratory research and descriptive research were employed in order to achieve all objectives.

3.1 Exploratory Research

In order to understand overview of customers' behavior and preference on e-coupon redemption, secondary research and in-depth interview were employed. The collected data were used to measure customers' behavior, preference and decision making towards Samsung Galaxy Gift e-coupon. The result obtained through exploratory research were used as the guideline for the descriptive research design.

3.1.1 Secondary Research

The secondary research gained a preliminary understanding of current smartphone users behavior, mobile marketing trends and retailer's e-coupon adoption in general. Information gathered was from websites, research papers, marketing magazines and academic journals. The information gained from this stage was a baseline of understanding that was used further in the next step, which were in-depth interview and questionnaire design. Example of secondary research gathered information were Samsung market share in Thailand, number of Samsung Galaxy Gift application downloaded, and trends in e-coupon marketing.

3.1.2 In-depth interview

The interviews using a convenience sample method were conducted to gain information from participants in term of their behavior and preference toward Samsung Galaxy Gift e-coupon. Non-users were also interviewed to get ideas why they do not use. The data from in-depth interview was analyzed and selected to guide for designing the questionnaire survey.

3.2 Descriptive Research

The descriptive research was conducted by using questionnaire survey to quantify the research results. The questionnaire was designed based on the results from exploratory research. Screening questions were applied in the second part of survey after demographic section to recruit only respondents who met the criteria.

3.3 Questionnaire Design

The survey used closed ended questions with different type of scales including nominal and interval. These closed ended questions measured consumer's behavior, preference and characteristics toward Samsung Galaxy Gift e-coupon redemption. Detail of scale used are as follows:

- **Dichotomous Scales**

Dichotomous scales was used to obtain nominal level data and to distinguish users from non-users and to filter respondents to different sections of the survey.

- **Likert Scales**

Interval level data was obtained from a 5 points Likert scales. Each respondent required to rate each statement based on level of how much they agreed to it. Another use was to measure perceptions and attitude toward e-coupon which respondents tended to agree or disagree with certain statements.

- **Multiple Choices**

Multiple choices questions were mostly used to categorize demographic details of respondents. Multiple choices were mainly used to obtain nominal level data.

- **Multiple Selections**

Multiple selections questions were used to identify customers' lifestyle and preference.

There are five section in the questionnaire, which are Personal Information, Screening Question, Consumption and Purchasing Behavior, Preference and decision making criteria, and Attitude toward e-coupons. In scaling and rating questions, 5 points Likert scales were used. Screening questions were used to classify respondent to different part of the survey. This cut out the redundant problem and irrelevant question problem. Respondents do not need to answer questions that not relevant to

them and this cut out the bias problem. Below is the sequence of the question section in the questionnaire.

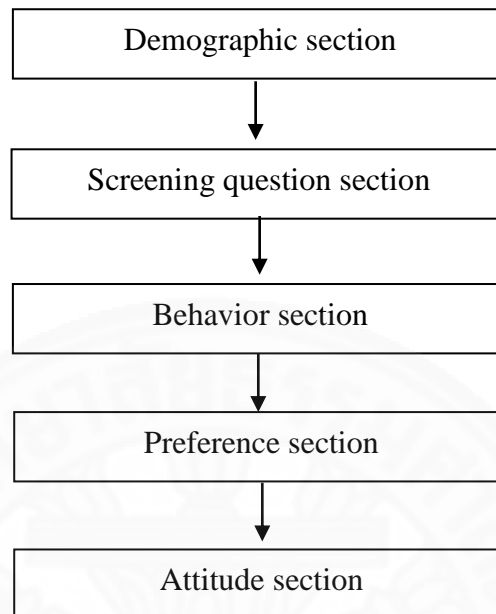


Figure 3.1: Questionnaire Sequence

- Demographic Section

Demographic section is in the first part of the questionnaire as it is the very important part. Research of Demographic Question Placement (Landers, 2011) suggests that putting demographic at the beginning makes respondents feel more open and more into the questionnaire than putting it last as long as there is no sensitive question such as race and political view. Moreover, in order to encourage respondents to reveal their actual preference, interviewees were asked not to state their name on the survey. Rea and Parker (2005) show that, interviewees have high tendency to distort their true preference when answering the survey to cover up their image if they are asked to state who they are.

- Screening Section

Only respondents who ever used Samsung Galaxy Gift e-coupon continue to the next section and get to answer the whole questionnaire. However, non-users who have already answered the previous section (demographic) will end the questionnaire here.

The respondents whose current phone is not Samsung, but they ever used Samsung Galaxy Gift e-coupon were also get to answer the whole questionnaire.

- Behavior Section

Questions related to their purchasing behavior, coupon usage behavior and life style were asked in this section of the questionnaire. For example, eating out frequency, spending per meal, type of meal, spending on other things rather than food, hobbies, e-coupon usage, etc. Answer in this section would be useful in helping to understand users' behavior.

- Preference Section

Both preference in general and e-coupon preference were asked in this section of the questionnaire. Information such as which type of e-coupon is most attractive? Which kind of offer do they usually prefer? Which kind of situation are most prefer when redeeming c-coupon? The attribute that they are looking for in e-coupon? etc. were asked for e-coupon preference.

- Attitude Section

Questions in this section tried to understand on how users think toward e-coupons. Attitude is believed to be one of the most important factors affecting the purchasing decision. Questions that were asked in this section are what is the feeling toward using e-coupon? Do you think waiter serving you differently when using e-coupon? Do you find it easy or difficult to use e-coupon? Etc.

3.4 Identification of Key Research Variables

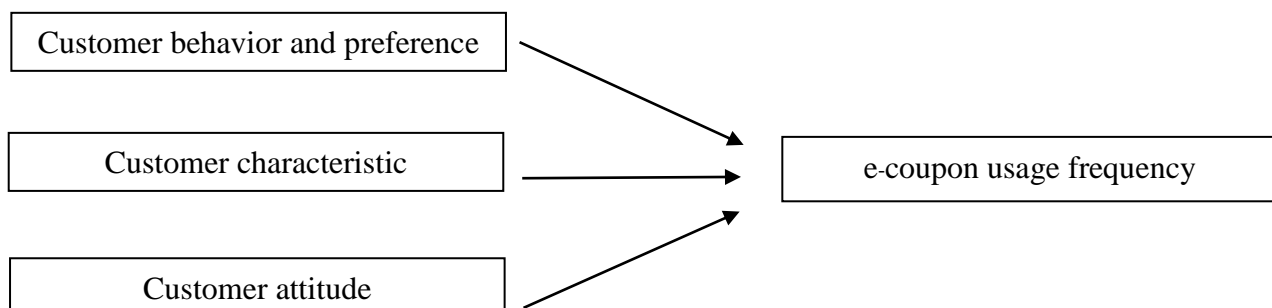


Figure 3.2: Key research variables

In figure two, the three boxes on left side are independent variables and the box on right said is dependent variable. The research focus on aspects of using e-coupon, the level of loyalty, frequency and tendency of using e-coupon, and this determine the dependent variable. For independent variables, this research includes socioeconomic status, behavior, preference and attitude.

3.5 Data Collection

In-depth interviews using convenient sample method was conducted to get some idea on consumer redeeming Samsung's Galaxy Gift e-coupon behavior. Both users and non-users of Samsung Galaxy Gift e-coupon who live in Bangkok were interviewed. Total of 5 respondents were interviewed, which 4 out of 5 respondents are users.

The questionnaire with total of 21 questions was launched through Google Form platform. Non-probability sampling method was used in the sample selecting stage and the convenience sampling method was used. The data was mainly collected online and distributed by requesting directly through email and social network such as Facebook and Line to target respondents. Quantitative data from survey questionnaire was interpreted and analyzed by using Statistical Package for the Social Sciences (SPSS) program together with Microsoft Excel. Total of 217 respondents was collected, which consist of 99 users and 118 non-users. The methods of analysis include frequency comparison, mean comparison, standard deviations, cross-tabulations. A simple percentage will also be employed to illustrate data collected.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Key result from In-Depth Interview

Total of 5 respondents were interviewed, which 4 out of 5 respondents are users. Profile of the interviewees are a female office worker age 27, a male master degree student age 30 and a house wife age 53. Below are some of the interesting sample result found.

- i. All interviewees ever redeem only food and beverage
- ii. Two interviewees regularly check out the application to see if there any interesting offer, while another interviewee open the application only when she sees the promotion sign in front of the retail.
- iii. Two interviewees said they are willing to try new product or menu when there is an attractive offer.

4.2 Key Results from Questionnaire Survey

4.2.1 General Profile of Respondents

Table 4.1: General Profile of respondents

Demographics		Frequency	Percentage
Gender	Male	75	34.6%
	Female	142	65.4%
Age	Below 18 years old	3	1.4%
	18 - 24 years old	10	4.6%
	25 - 34 years old	120	55.3%
	35 - 44 years old	15	6.9%
	More than 45 years old	69	31.8%
Education	Below Bachelor's Degree	15	6.9%
	Bachelor's Degree	93	42.9%
	Master's Degree	104	47.9%
	Higher than Master's Degree	5	2.3%
Occupation	Student	17	7.8%
	Private company officer	86	39.6%
	Public company officer	22	10.1%
	Business owner	71	32.7%
	Unemployed	13	6.0%
	Freelance	8	3.7%
Salary	Below 10,000	10	4.6%
	10,001 - 15,000	33	15.2%
	15,001 - 35,000	50	23.0%

Table 4.1: General Profile of respondents

	35,000 – 50,000	45	20.7%
	More than 50,001	79	36.4%
Relationship status	In relationship, but not married	38	17.5%
	Married with no child	18	8.3%
	Married with child	57	26.3%
	Single	104	47.9%
Family member	Alone	33	15.2%
	Small Family (2 - 5 people)	141	65.0%
	Big Family (more than 5 people)	43	19.8%

The respondents of this study are 65% female and 35% male. The majority of total 217 respondents are in age between 25 – 34 years old and more than 45 years old which accounted for 55% and 32% respectively.

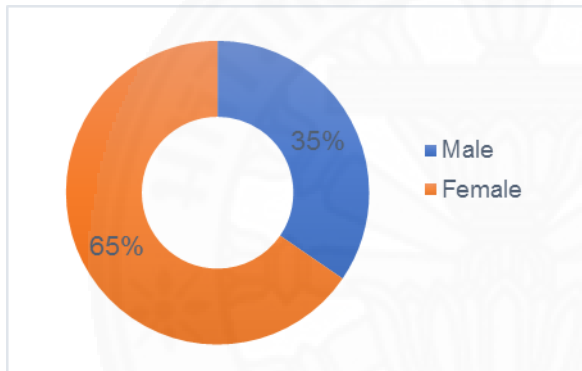


Figure 4.1: Gender of Respondents

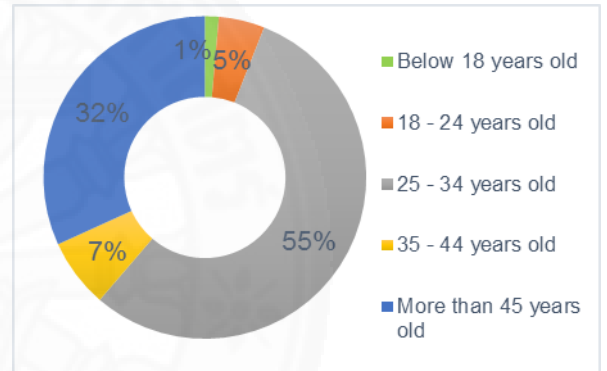


Figure 4.2: Age of Respondents

Respondents were categorized into 6 occupation which majority of the respondents are private company officer and business owner account for 39% and 33% respectively. Personal income more than 50,001 THB account for 36% and personal income from 15,001 THB – 50,000 THB account for 44%.

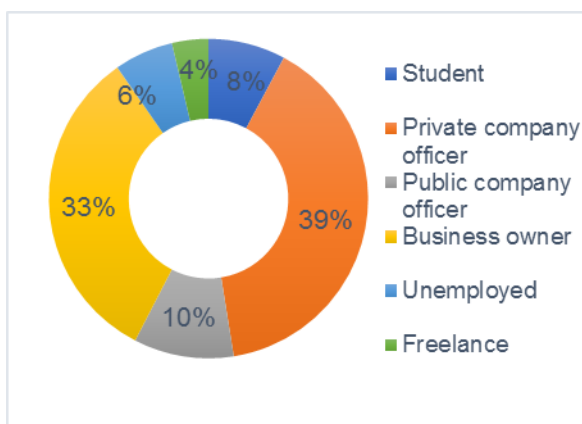


Figure 4.3: Occupation of Respondents

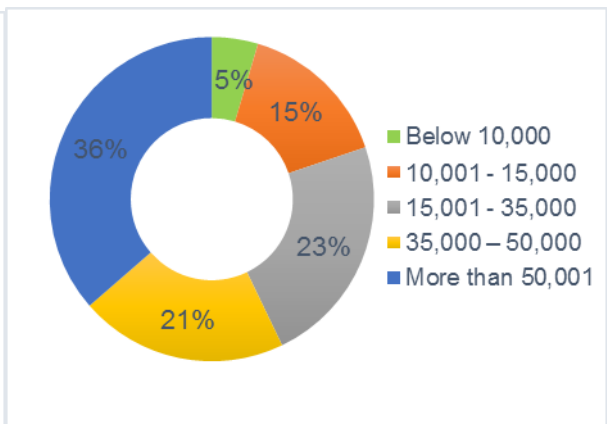


Figure 4.4 Income of Respondents

Out of total 217 respondents, there are 99 users and 118 non-users. Users are respondents who ever used Samsung Galaxy Gift e-coupon living in Bangkok and its vicinity. From the total of 217 respondents, 68% (n = 148) are aware of Samsung Galaxy Gift e-coupon. Surprisingly, of those 148 respondents, 82 (55%) people are current Samsung users while the other 55 (37%) are Iphone users. The trial rate is 67% (n = 99) from total respondents who aware of Samsung Galaxy Gift e-coupon, which 67 (68%) people are current Samsung users and 23 (23%) people are current Iphone users. However, only 34% (n = 34) of Samsung Galaxy Gift e-coupon users are considered as frequent users.

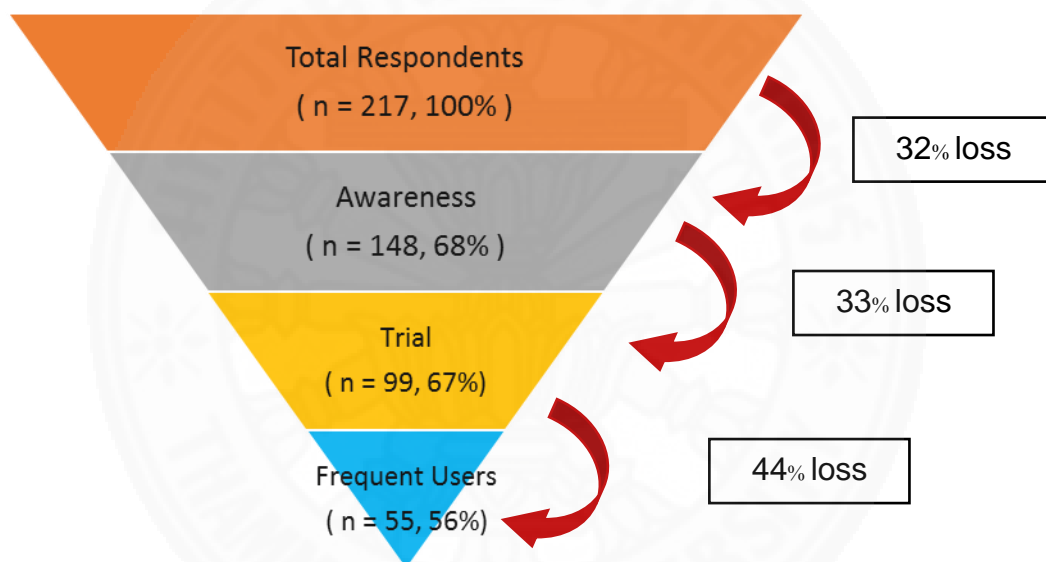


Figure 4.5 Customer Conversion Funnel

4.2.2 Users and Non-Users Profile

Every respondent gets to answer demographic section before they were screened by screening questions and categorized between users and non-users. There are many interesting findings regard similarity and difference between users and non-users.

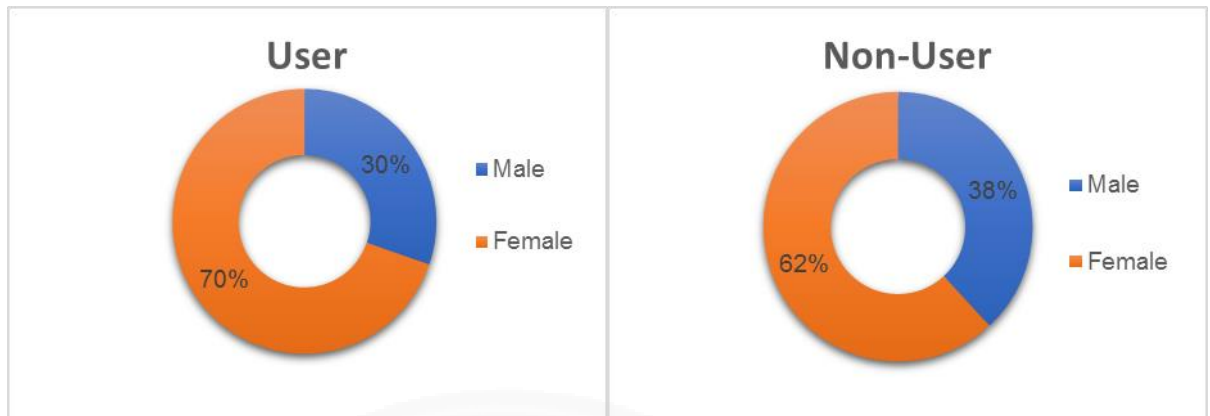


Figure 4.6: Gender of Users and Non-Users

Proportionally, there are more percentage of female users with ratio of 7:3 than non-users with approximate ratio of 6:4 (female: male). For age and education, there is no significant difference between users and non-users from the general demographic (refer to table 4.1).

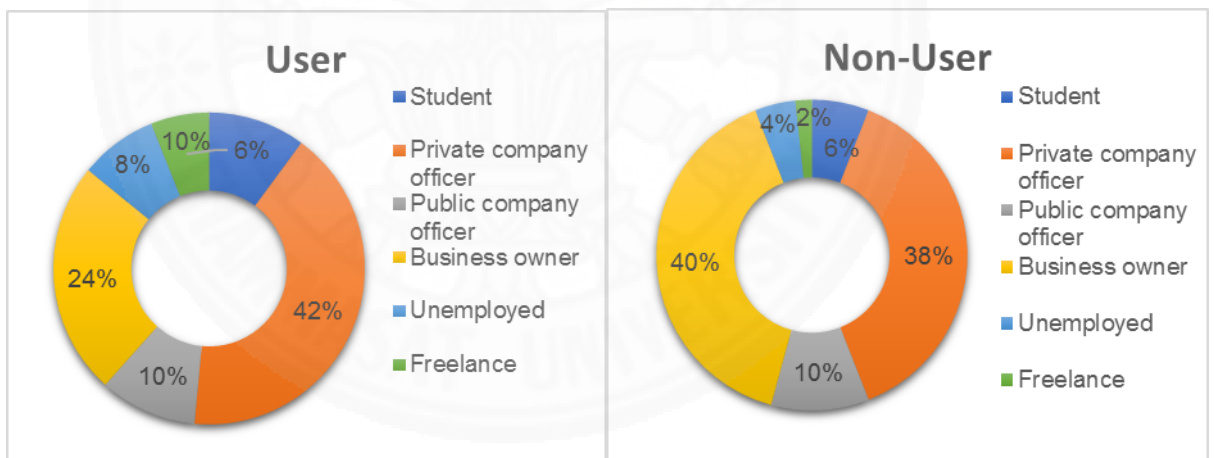


Figure 4.7: Occupation of Users and Non-Users

Private company officer represented the largest group for users, 42%, followed by business owner at 24%. On the other hands, Business owner in non-users group is significantly larger than users group at 40%, followed by private company officer at 38%.

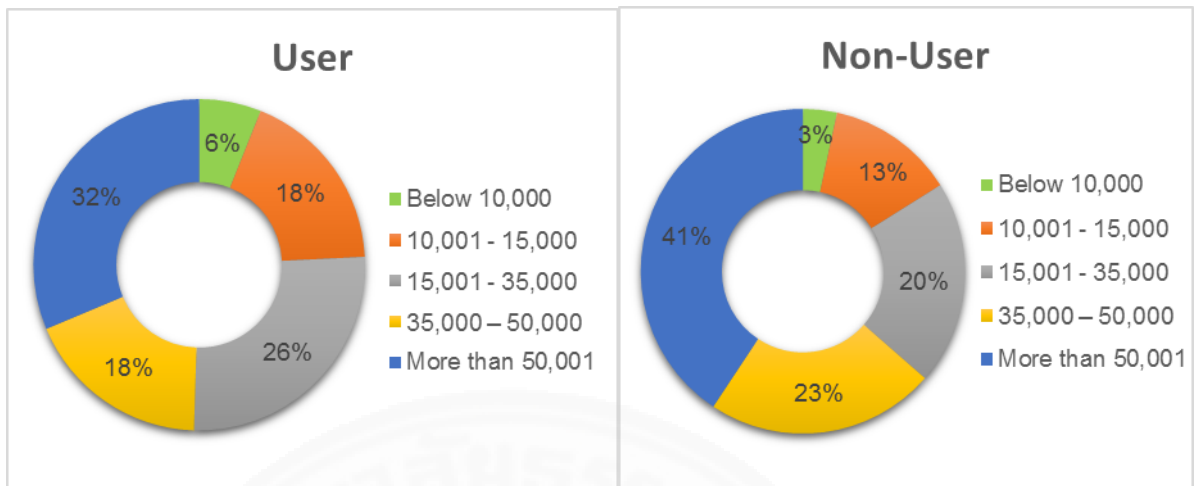


Figure 4.8 Income of Users and of Non-Users

There are some different in personal income structure between users and non-users. 76% of users have personal income higher than 15,000 THB, 50% higher than 35,000 THB and 32% higher than 50,000 THB. On the other hands, non-users have a higher personal income range than users. 84% of non-users have personal income higher than 15,000 THB, 64% higher than 35,000 THB and 41% higher than 50,000 THB.

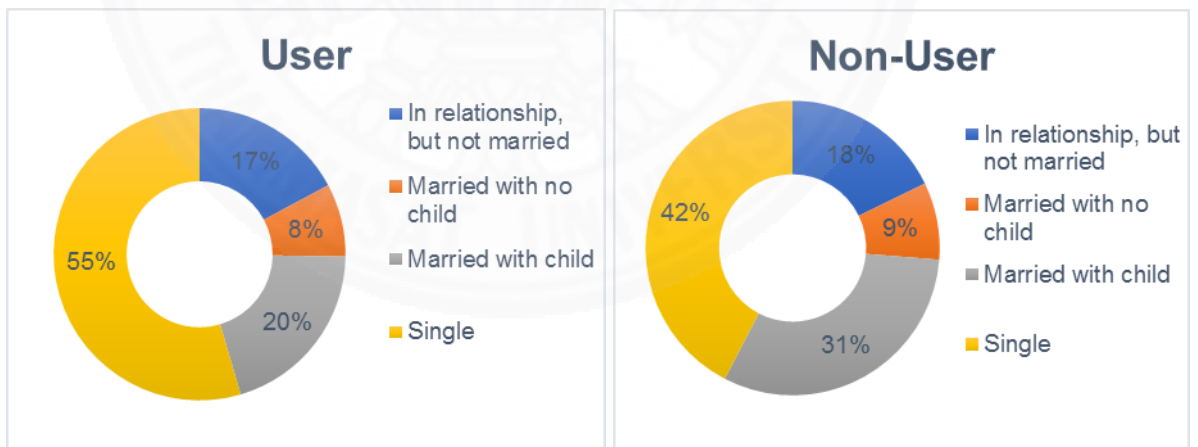


Figure 4.9: Relationship Status of Users and Non-Users

For relationship status, single status dominates more than half in users group while it accounts for only 42% in non-users group. Married with child is the second highest status for both users and non-users, account for 20% and 31% respectively. For family member, there is no significant difference between users and non-users from the general demographic (refer to table 4.1).

Figure 4.10 and 4.11 below are the summary of similarities and differences in demographic between users and non-users. From the research findings, we could classify the customer demographic of users and non-users by 7 aspects, which were gender, age, education, occupation, salary, relationship status and family member. Demographic of the two group are quite similar. Most of them are female age between 25-34, studied Master's degree, single, living with small family size of 2-5 members. Somehow, the difference between the two group are occupation and personal salary. The majority of users are private company officer, while non-users are business owner. And non-users have higher proportion of higher range of salary than users. The percentage of the 7 aspects of the two groups are illustrated as the figures 4.10 and 4.11 below

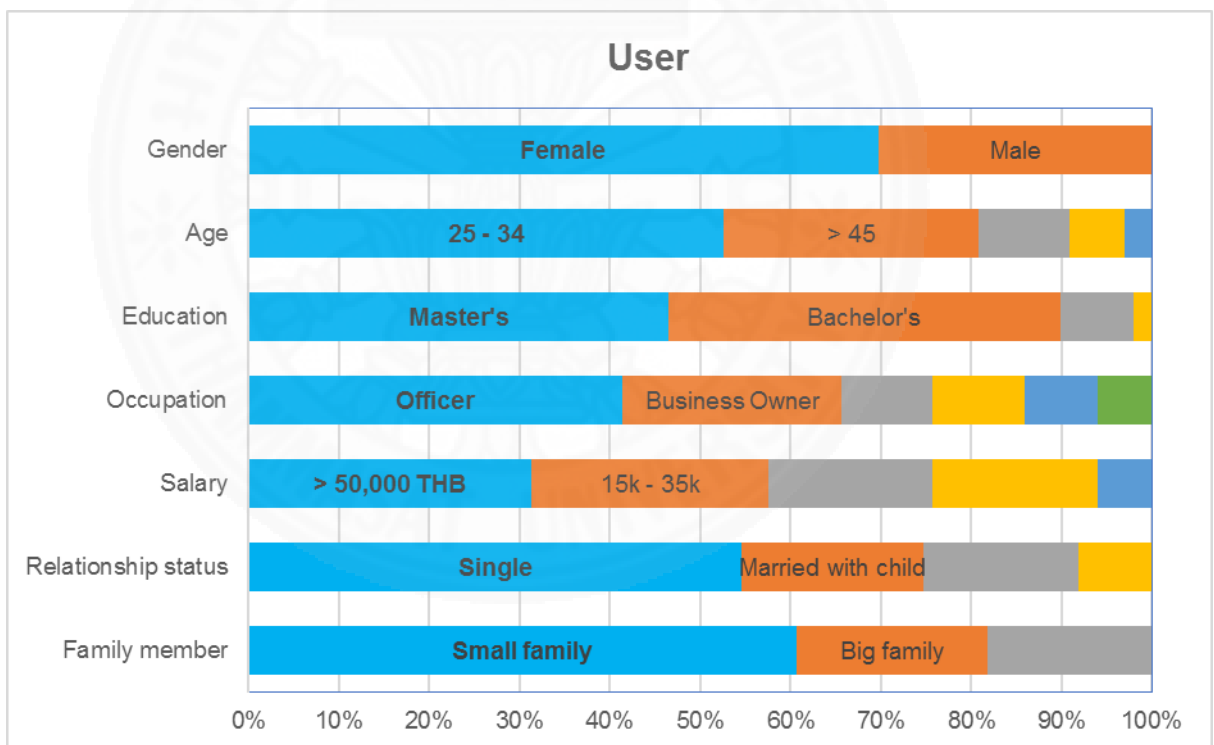


Figure 4.10: Summary of Users Demographic

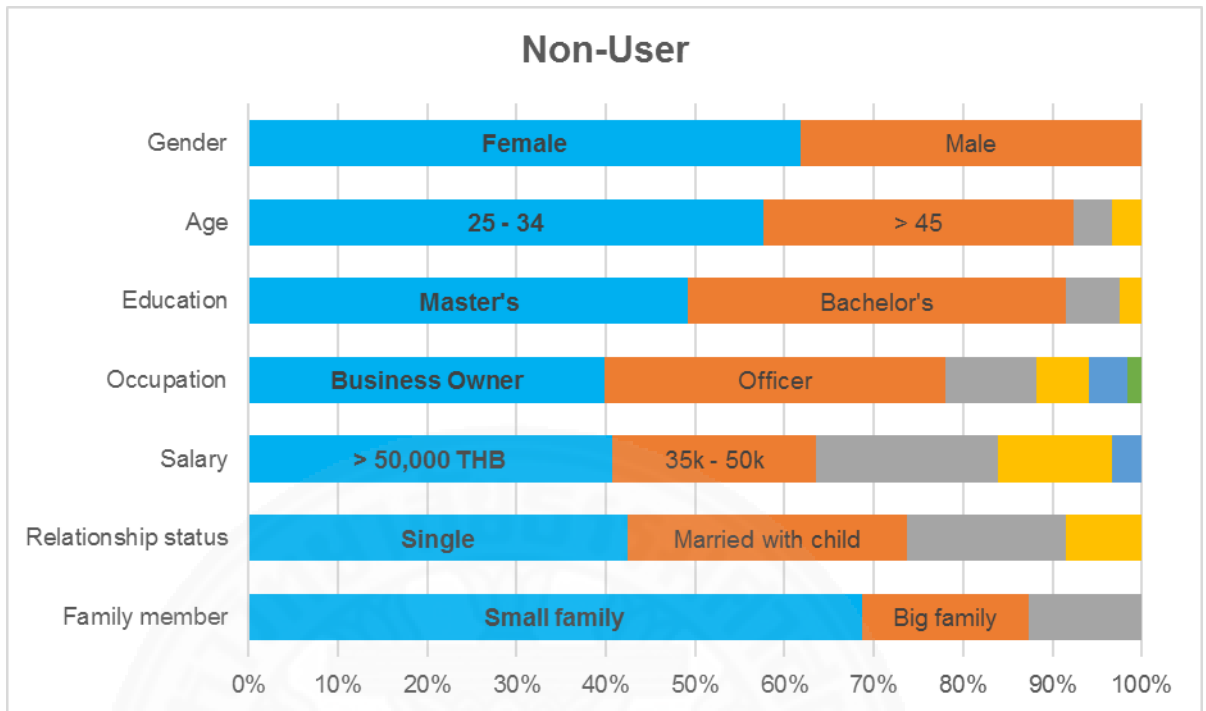


Figure 4.11: Summary of Non-Users Demographic

Respondents who passed the screening questions and fall into users group were then divided into heavy and light users based on the Samsung Galaxy Gift e-coupon redemption frequency.

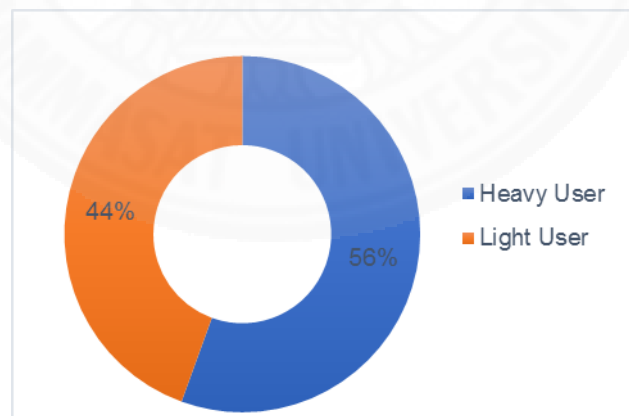


Figure 4.12: Segment of Respondents

- Heavy Users (55 out of 99): redeem Samsung Galaxy Gift e-coupon more than once per two weeks
- Light Users (44 out of 99): redeem Samsung Galaxy Gift e-coupon less than once per two weeks

4.2.3 Respondent's Segment Profile

4.2.3.1 Demographic of each segment

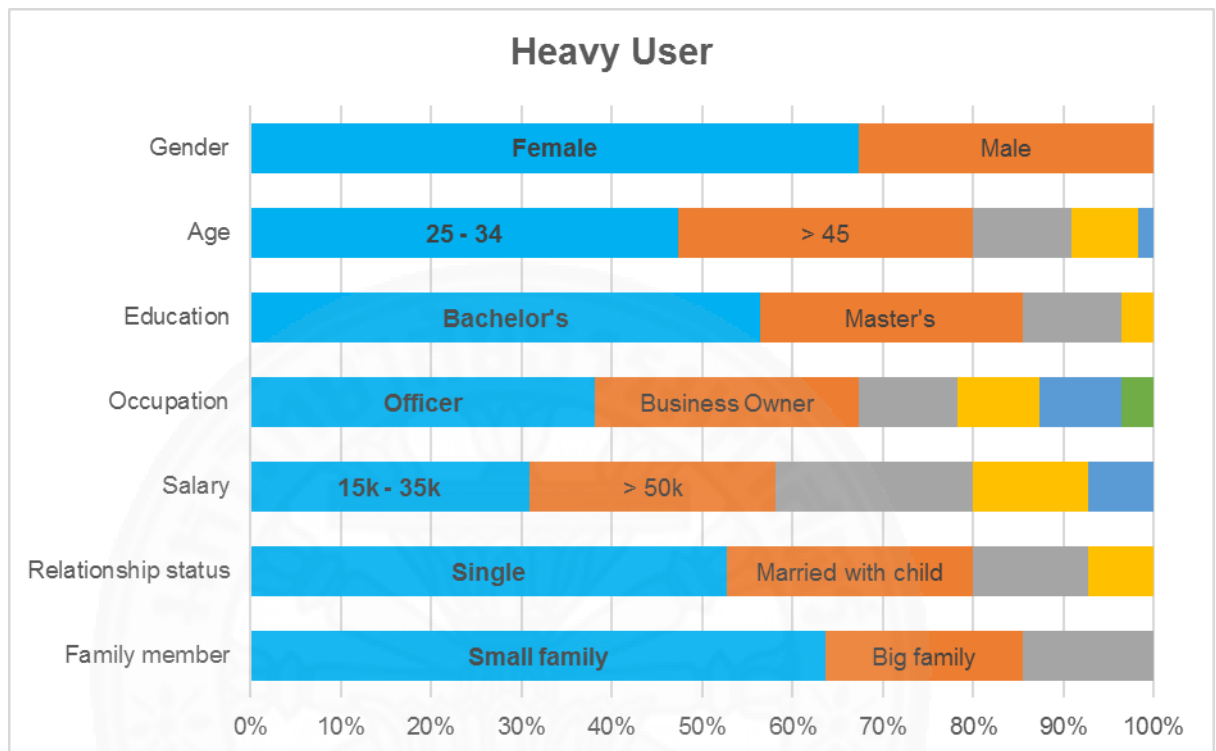


Figure 4.13: Summary of Heavy Users Demographic

From figure 4.17, we can describe the profile of heavy users as a woman aged between 25 – 34 years old, has bachelor's degree education level, work as a private company officer and has personal income between 15,000 THB – 35,000 THB, has a single relationship status and live in small family with 2-5 family member.

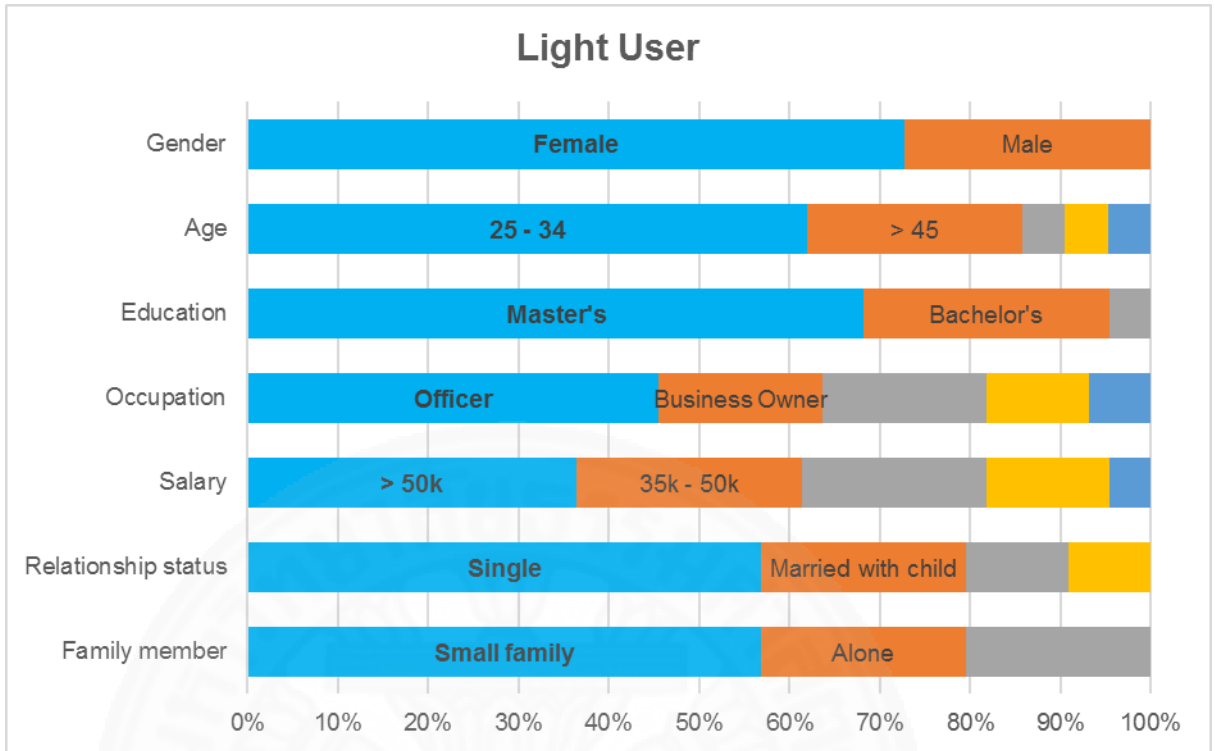


Figure 4.14: Summary of Light Users Demographic

There is no significant difference in gender between heavy users and light users. The majority age of respondents is 25 – 34 years old, but the proportion is lower in heavy users at 47% compared to light users at 59%. Respondents who have an age higher than 45 years old account for 33% in heavy users and 23% in light users. This can imply that the average age of heavy users is older than light users.

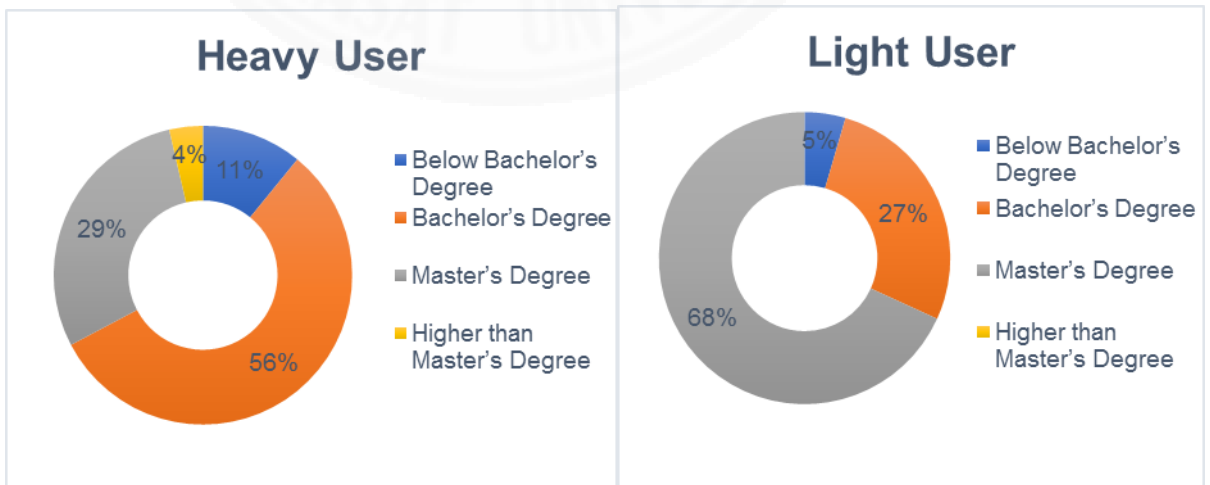


Figure 4.15: Education of Heavy and Light Users

There is no significant different in education aspect comparing between users and non-users. However, when we compare between heavy users and light users, there is a significant different in education aspect. The result is totally reverse. Majority of heavy users education level is bachelor's degree (56%) followed by master's degree (29%), while majority of light users education level is master's degree (68%) followed by bachelor's degree (27%).

When comparing between users and non-users, there is a significant difference in occupation. However, when we compare between heavy users and light users there is no significant different in occupation.

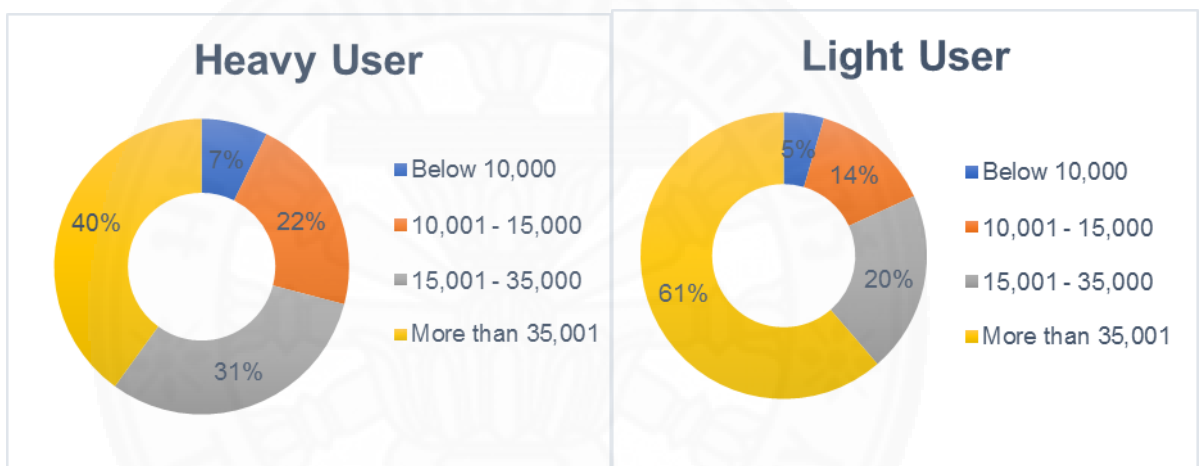


Figure 4.16: Income of Heavy and Light Users

Another aspect that has a significant different between heavy users and light users is personal income. There are 61% of light users who have income higher than 35,000 THB, while there is only 40% of heavy users.

4.2.3.2 Characteristic of each segment

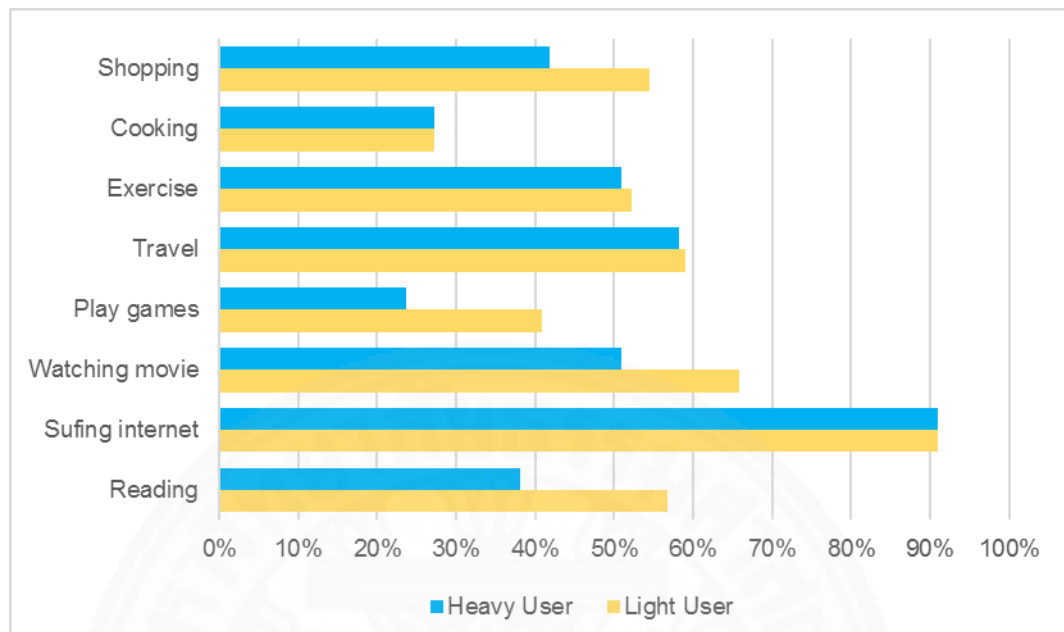


Figure 4.17: Lifestyle of each segment

From the comparison chart, it can be seen that heavy users and light users spend their free time similarly in activities such as cooking, exercise, travel and surfing internet. However, light users spend their free time more than heavy users in activities such as shopping, playing games, watching movie and reading.

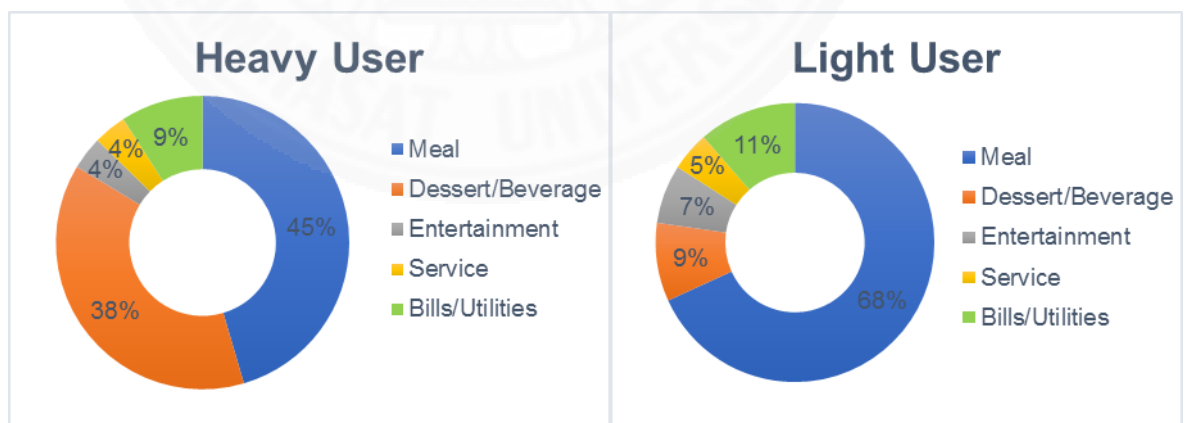


Figure 4.18: Spending Categories of Heavy and Light Users

Both heavy users and light users spend money the most on meal, but there is a significant different in the proportion. 68% of light users spend money the most on meal, while only 45% of heavy users spend money the most on meal. Only 9% of

light users said that they spend the most on dessert/beverage, while there is 38% of heavy users.

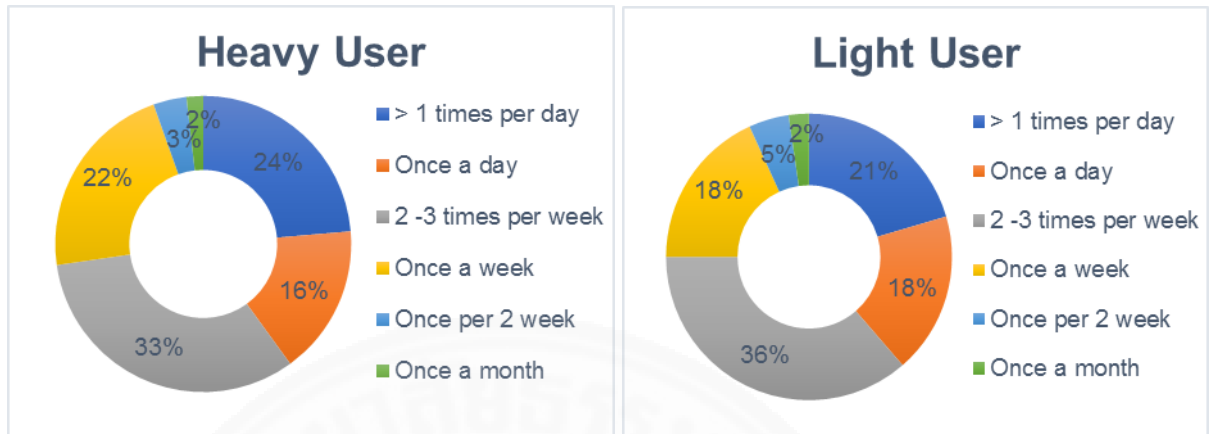


Figure 4.19: Eat out frequency of Heavy and Light Users

Heavy users and light users have similar eat out frequency. One-third of users eat out 2-3 times per week, roughly 20% eat out more than one time a day and roughly another 20% eat out once a day.

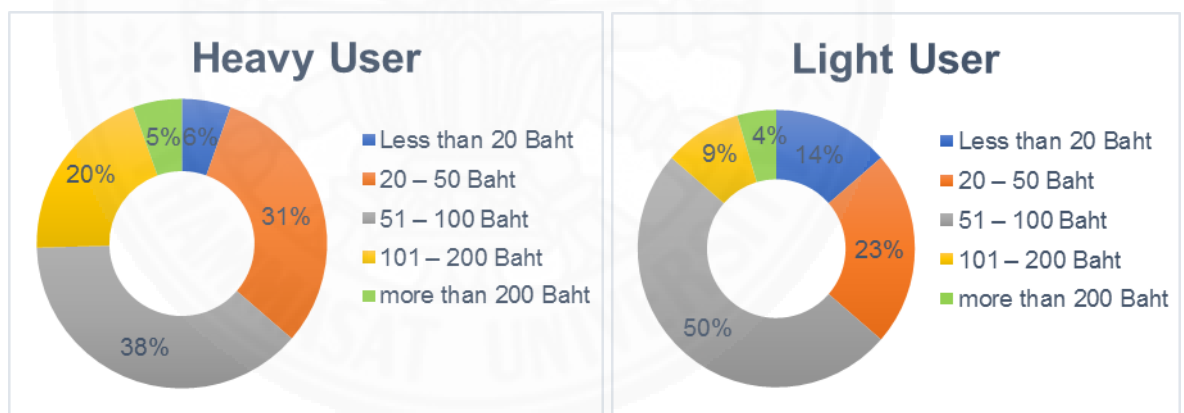


Figure 4.20: Spending per one redemption of Heavy and Light Users

Half of light users spend 51 – 100 THB per one redemption, while there is 38% of heavy users. There are 11% more in heavy users who spend 101 – 200 THB per one redemption compare to light users. Only 6% of heavy users spend less than 20 THB per one redemption, while there is 14% in light users.



Figure 4.21: Type of prefer e-coupon of Heavy and Light Users

Price discount/dollar-off is the most preferable type of e-coupon for both group, 62% for heavy users and 43% for light users. Non of heavy users prefer free product and only 7% prefer free gift, while there is 2% of light users prefer free product and 18% prefer free gift.

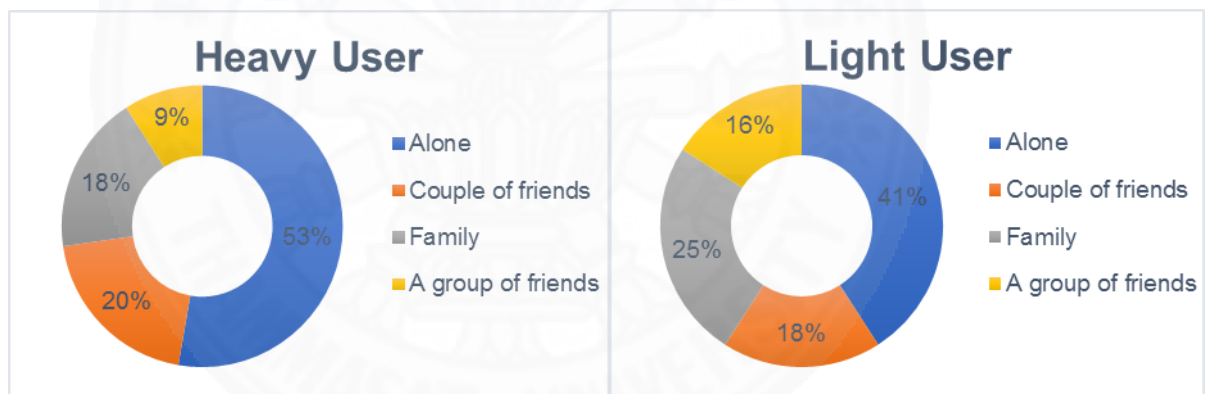


Figure 4.22: Situation when they redeem e-coupon most often of each segment

Both heavy and light users redeem e-coupon most often when they are alone. The second situation that light users redeem e-coupon most often is when they are with family at 25%, while the second situation for heavy users is when they are with couple of friends at 20%.

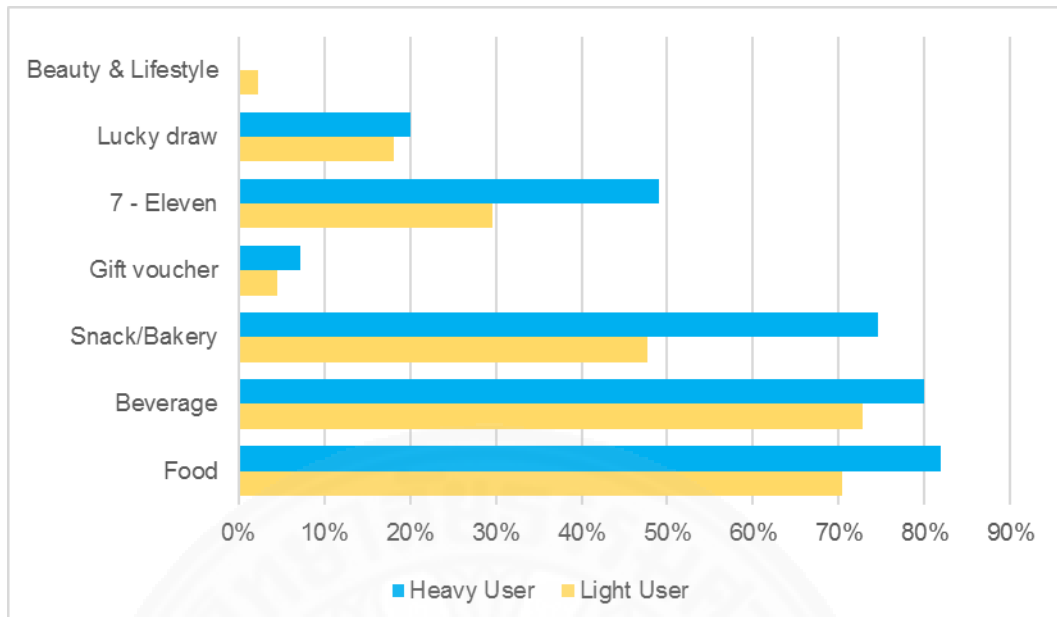


Figure 4.23: Samsung Galaxy Gift e-coupon redemption category of each segment

Food and beverage are the category that users redeem e-coupon the most. There is a significant difference between heavy and light users' redemption in the snack/bakery category, which aligns with spending behavior illustrated in figure 4.xx, where it shows that light users barely spend on snack/bakery.

4.2.4 Behavior, Preference and Attitude toward Samsung Galaxy Gift e-coupon redemption between Heavy Users and Light Users

To see the overall picture of consumer's behavior, perception and attitude toward Samsung Galaxy Gift e-coupon redemption, the whole 99 users were analyzed. The data would then be divided according to redemption frequency to see the similarities and differences between heavy users and light users.

4.2.4.1 Consumption and Purchasing Behavior

Respondents were asked how much they agree towards the statements, which 1 = strongly disagree and 5 = strongly agree. The statements describe the e-coupon redemption behavior under many different circumstances.

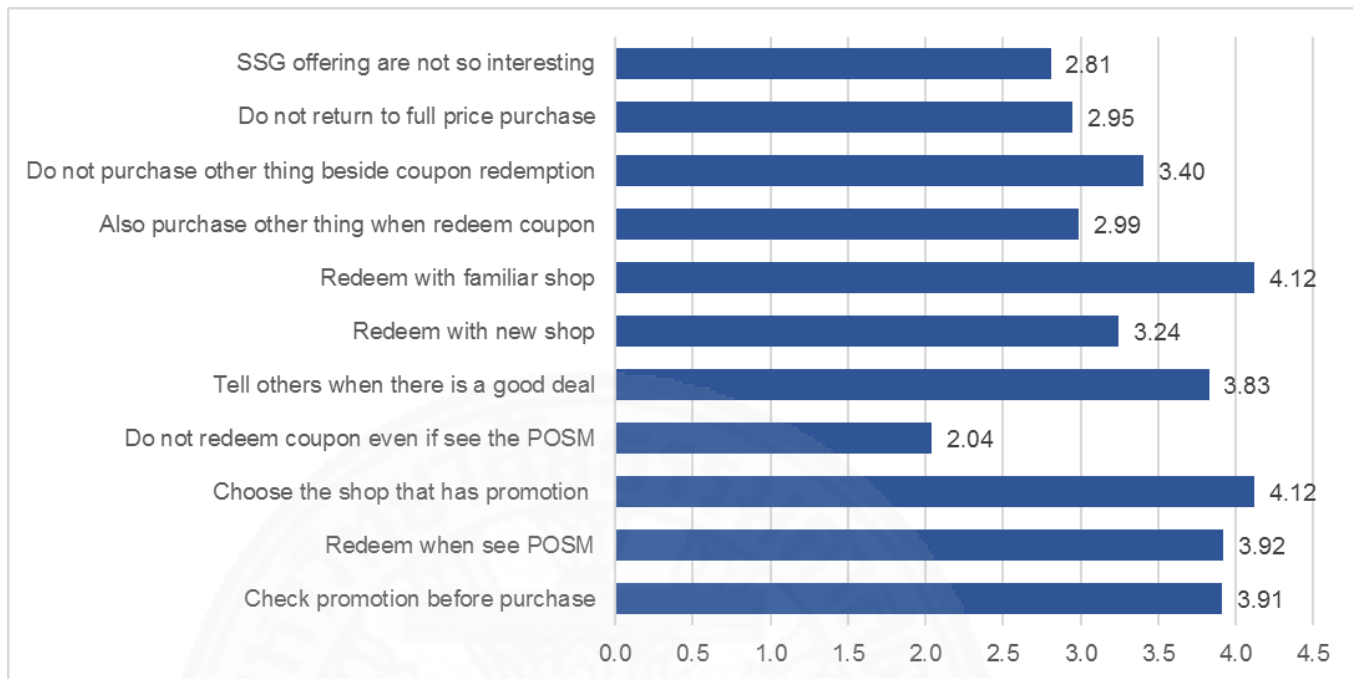


Figure 4.24: Users' overall consumption and purchasing behavior

Bar chart above illustrates overall e-coupon redemption behavior of 99 users. It can be observed that overall users redeem e-coupon with familiar shop more than redeem with new shop. In the situation that there are two similar shop available, users would choose to purchase from the shop that has promotion. POSM play a very important role in e-coupon redemption process as the users said that they would redeem e-coupon if they see the POSM. In addition, the users disagree with the re-check statement "would not redeem coupon even if they see the POSM".

Table 4.2: Consumption and Purchasing Behavior of overall users, heavy users and light users

	Mean			t statistics	p-value (Sig. 2-tailed)
	Total	Heavy Users	Light Users		
Check promotion before purchase	3.91	4.31	3.41	3.887	0.00
Redeem when see POSM	3.92	3.75	4.14	-1.967	0.05
Similar shops available, choose the shop that has promotion	4.12	4.29	3.91	1.815	0.07
Do not redeem coupon even if see the POSM	2.04	1.96	2.14	-0.820	0.41
Tell friends & families when there is a good deal	3.83	4.15	3.43	3.755	0.00
Redeem with new shop	3.24	3.47	2.95	2.269	0.03
Redeem with familiar shop	4.12	4.36	3.82	3.191	0.00

Table 4.2: Consumption and Purchasing Behavior of overall users, heavy users and light users

Also purchase another thing when redeem coupon	2.99	2.96	3.02	-0.278	0.78
Do not purchase other thing beside coupon redemption	3.40	3.62	3.14	2.011	0.05
Do not return to full price purchase	2.95	3.00	2.89	0.531	0.60
SSG offering are not so interesting	2.81	2.51	3.18	-3.447	0.00

To have a deeper view on the users' behavior, heavy users and light users behavior were then compare with independent sample t-test at 95% confidence interval of the difference. The table above summarized that there are 7 out of 11 behavior statements that have significant different between heavy users and light users.

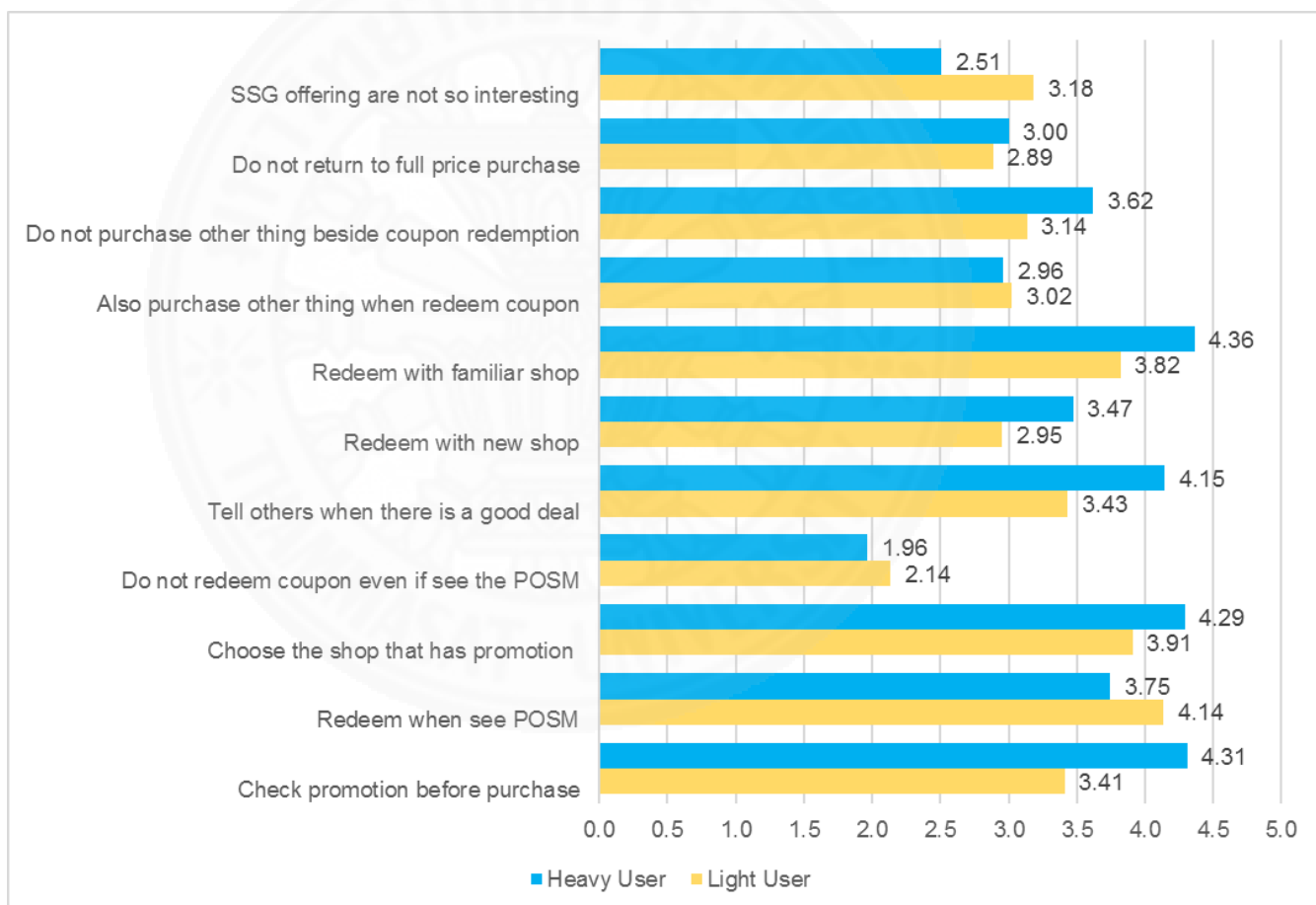


Figure 4.25: Heavy users and light users Consumption and Purchasing Behavior

The bar chart above show that heavy users would check for any available promotion before they make purchase, while light users would redeem e-coupon when they see POSM. This imply that heavy users pay more attention to promotions. Light users redeem coupon when they see POSM align with the result from light users' in-

depth interview. Heavy users would tell friends and families when there is a good e-coupon deal which mean that they are loyal customers. Regardless of type of shops, whether they are new or familiar shop, heavy users redeem more than light users under both circumstance. Heavy users tend not to purchase other thing beside e-coupon redemption product/service more than light users. Lastly, light users agree more than heavy users on the statement that Samsung Galaxy Gift offering are not so interesting.

4.2.4.2 Preference and decision-making criteria

Respondents were asked to rate the attributes according to the level of importance on their purchasing decision, which 1 = not important at all and 5 = very important. There are total of 7 attributes for respondents to rate.

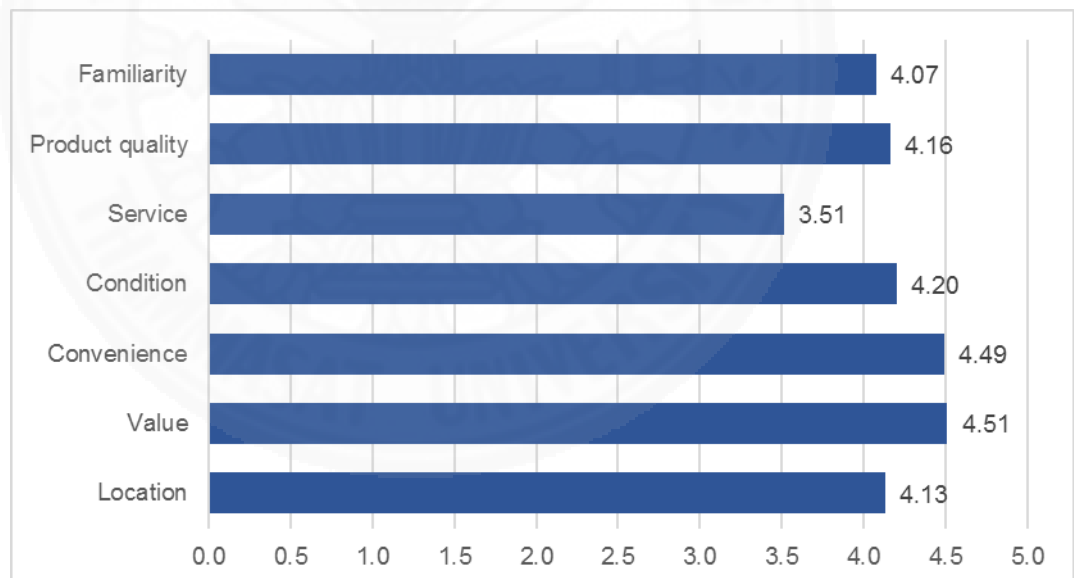


Figure 4.26: Users' overall preference and decision-making criteria

Bar chart above indicate level of importance of 7 major factors that users take into account when redeeming e-coupon. Value of the e-coupon is the primary factor that users consider followed by convenience. Out of 7 factors, service quality is the least factor that users consider when redeeming e-coupon.

Table 4.3: preference and decision making criteria of overall users, heavy users and light users

	Mean			t statistics	p-value (Sig. 2-tailed)
	Total	Heavy Users	Light Users		
Location	4.13	3.52	3.86	2.84	0.01
Value	4.51	4.05	4.30	2.97	0.00
Convenience	4.49	4.23	4.37	1.69	0.09
Condition	4.20	3.98	4.10	1.13	0.26
Service	3.51	3.30	3.41	0.92	0.36
Product quality	4.16	3.89	4.04	1.51	0.13
Familiarity	4.07	3.73	3.92	1.81	0.07

Heavy users and light users preference and decision making criteria were then compare with independent sample t-test at 95% confidence interval of the difference. The table above summarized that there are 2 out of 7 factors that have significant different between heavy users and light users.

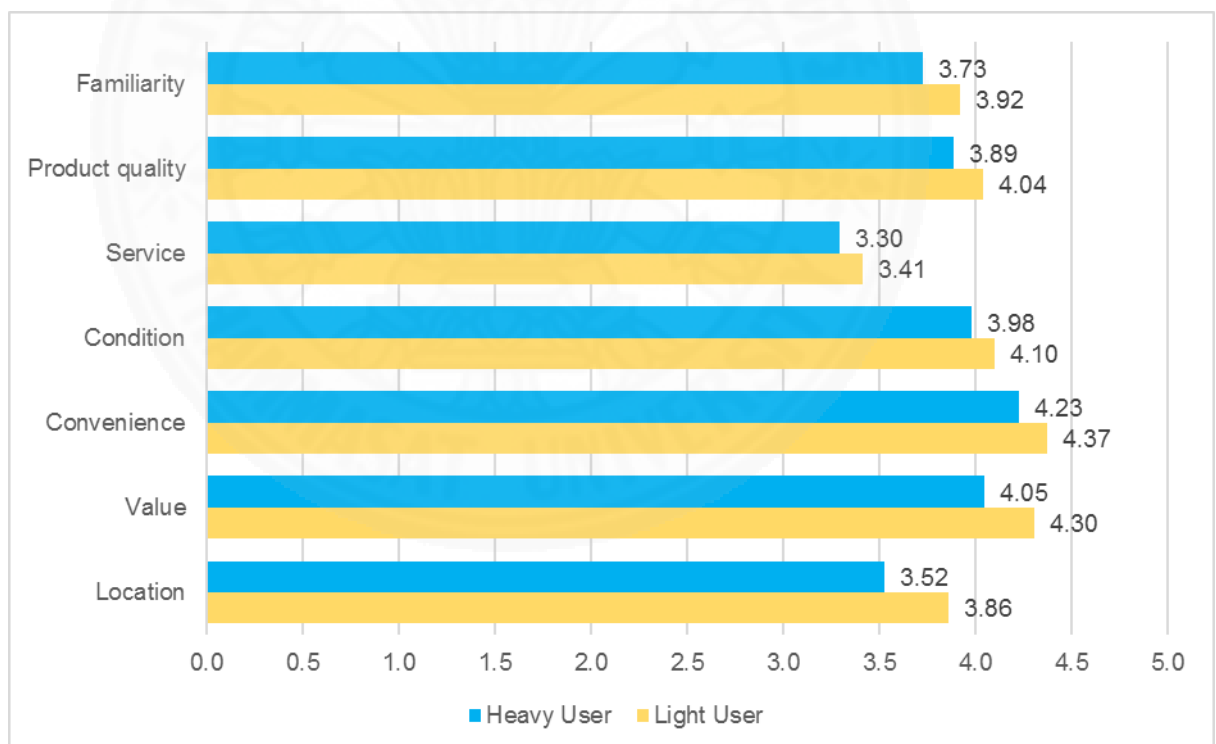


Figure 4.27: Heavy and Light Users preference and decision-making criteria

The chart illustrates the comparison on decision making criteria between heavy users and light users. Heavy users and light users generally have the similar preference and decision-making criteria. However, there are two factors that light users value them significantly difference from heavy users. Light users significantly

give higher level of importance to value and location than heavy users. This can imply that heavy users do not care about value and location as much as light users do, thus they redeem e-coupon more often than light users. The value and location of e-coupon being offered need to be attractive enough to encourage light users to redeem more.

4.2.4.3 Perception and Attitude

Respondents were asked how much do they agree towards the statements, which 1 = strongly disagree and 5 = strongly agree. The statements describe the e-coupon redemption under many difference aspects.



Figure 4.28: Users' overall perception and attitude toward e-coupons

From bar chart above, it can be observed that overall users agree that people who redeem e-coupon are the people who utilize the privilege smartly. The respondents also believe that shops provide the same product quality and same service to e-coupon customers as full price customers. Moreover, e-coupon can encourage people to try new product and services. Lastly, users view Samsung Galaxy Gift application as a reward program from Samsung to its customers.

Table 4.4: perception and attitude of overall users, heavy users and light users

	Mean			t statistics	p-value (Sig. 2-tailed)
	Total	Heavy Users	Light Users		
Shop provide same product quality as full price	4.22	4.07	4.15	0.86	0.39
Shop provide same service quality as full price	4.00	3.61	3.83	1.98	0.05
Coupon encourage me to try new thing	4.20	3.93	4.08	1.40	0.17
Coupon users utilize the privilege smartly	4.42	3.80	4.14	3.72	0.00
Using coupon is awkward	1.96	1.95	1.96	0.04	0.97
Redeem SGG is complicated	2.44	2.68	2.55	-1.46	0.15
SGG is rewards from Samsung to customers	4.13	3.89	4.02	1.42	0.16
SGG is one of Samsung revenue stream	2.80	3.11	2.94	-1.76	0.08
I redeem coupon even it doesn't match my want	3.85	3.11	3.53	3.59	0.00

Heavy users and light users perception and attitude toward Samsung Galaxy Gift e-coupon were then compare with independent sample t-test at 95% confidence interval of the difference. The table above summarized that there are 3 out of 9 statements that heavy users and light users view them significantly difference.

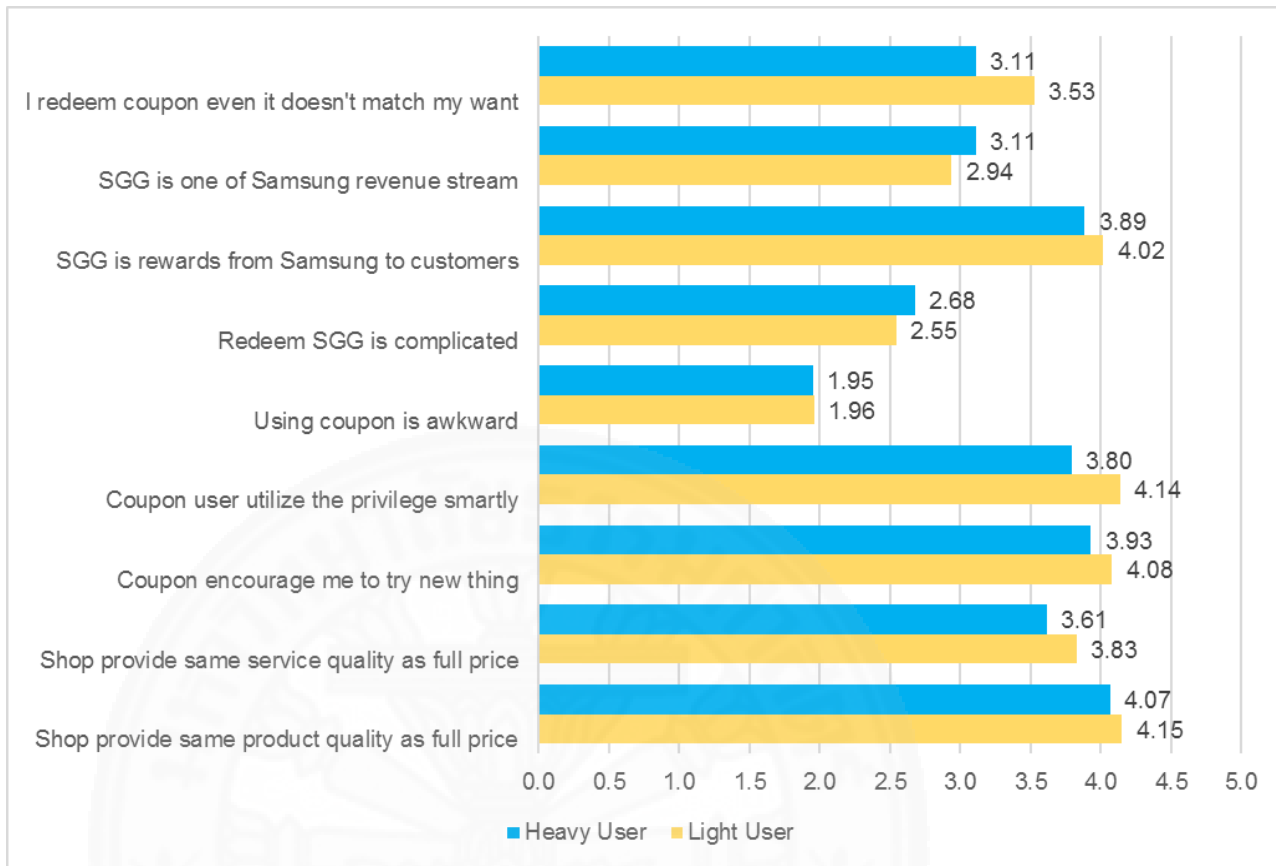


Figure 4.29: Heavy and Light Users Perception and Attitude

The chart illustrates the comparison between heavy users and light users on their perception and attitude toward Samsung Galaxy Gift e-coupon redemption. Surprisingly, light users agree more than heavy users that the shops provide the same service to e-coupon customers as full price customers. This can imply that heavy users perceive that the service quality of the shops to e-coupon users are not as good as to full price users. Moreover, light users also perceive that people who redeem e-coupon are people who can utilize the privilege smartly. Light users perceived that the e-coupon being offered do not match with what they want. Overall, both heavy users and light users do not have negative perception toward Samsung Galaxy Gift e-coupon application.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary of Findings

The result from research show that the Samsung Galaxy Gift e-coupon users are a woman age between 25-34 years old, have a master degree education level, work as an officer, have monthly personal income higher than 35,000 THB, single and stay with small family. However, there are some differences in users' profile between heavy users and light users. Heavy users tend to have lower monthly personal income and lower educational level than light users. In term of life style, light users significantly spend free time on reading, watching movie, shopping and playing game more than heavy users. Moreover, light users spend very minimal on dessert/beverage compare to heavy users.

The behavior of users toward redeeming Samsung Galaxy Gift e-coupon reflect that users mostly choose to purchase from shops that offered e-coupon promotion. Additionally, users redeem e-coupon more with the familiar shops. Having studied further into different e-coupon redemption frequency, it was found that POSM is the most important factor for light users to redeem e-coupon. For heavy users, they are promotion oriented, they would check for any available promotion before purchase and choose to purchase from shops that offered e-coupon promotion.

The two-key decision-making criteria of Samsung Galaxy Gift e-coupon users are value and convenience and the least important criteria is service scape. Heavy users and light users generally shared the same preference and decision making criteria in redeeming e-coupon. They both rated convenience as the number one criteria, while they rated value and location significantly different.

From the research, it was found that overall users' perception and attitude toward Samsung Galaxy Gift e-coupon is positive. They perceived that e-coupon users

and full price customers receive same product quality and service scape from the shops. Moreover, they also view that e-coupon users are the people who can utilize the privilege smartly. For the perception toward Samsung brand, users perceived that Samsung Galaxy Gift e-coupon application is the reward program from Samsung to its customers. Consequently, this can be implied that users are not only have positive perception toward the application, but also toward the Samsung brand. Having studied further into different e-coupon redemption frequency, heavy users and light users generally shared the same perception and attitude toward Samsung Galaxy Gift e-coupon. However, light users stated the e-coupon being offered do not match with what they want.

5.2 Recommendation

As the research suggests that overall users' perception and attitude toward Samsung Galaxy Gift e-coupon is positive, Samsung could continue using and developing the application as one of its CRM tools. To increase the usage frequency (convert light users to heavy users), the application might develop the offer to match more with users' want and also stimulate the redemption through POSM. The application might also try to offer the customize e-coupon to each particular users as the application has ability to track the users' e-coupon redemption history. In addition, to increase awareness and trial (convert non-users to users), the application should do further research on behavior and lifestyle of people who are business owner with monthly personal income higher than 50,000 THB because they are the only two different demographic profile between users and non-users.

5.3 Limitation of the Study

The research was schedule to be conducted in a very short timeframe, thus non-probability sampling method was used in the sample selecting stage and the convenience sampling method was used. The target sample was harder to find than expected, so the number of target respondents was a little bit lower than estimate.

As all questionnaire survey were distributed and collected through online channel using convenience sampling, the data collected might not accurately represent the population of interest. In addition, researcher also has limited control over the quality of the response.



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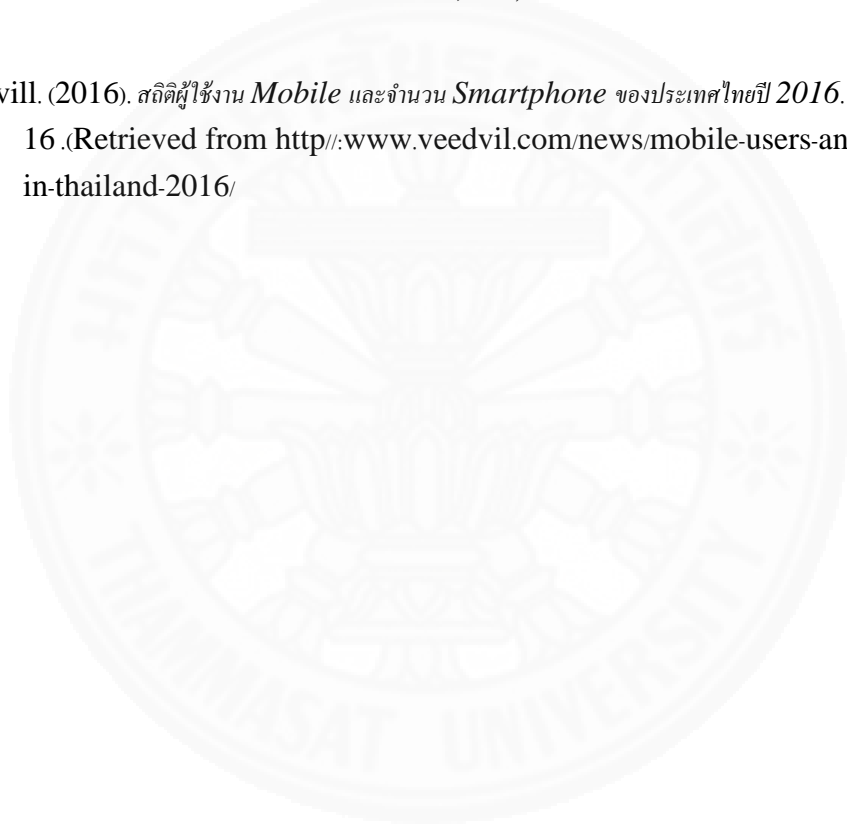
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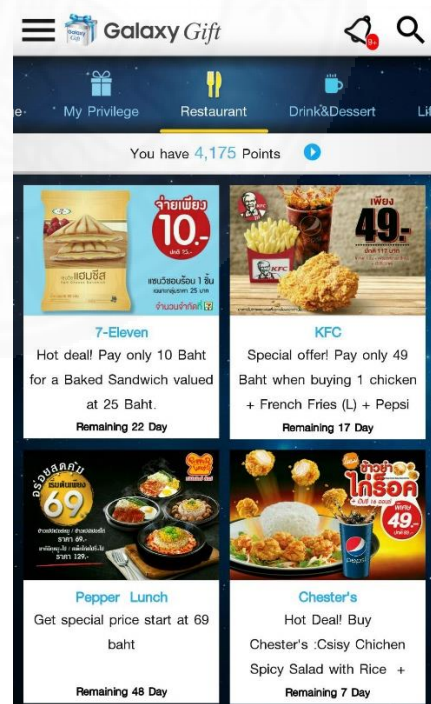
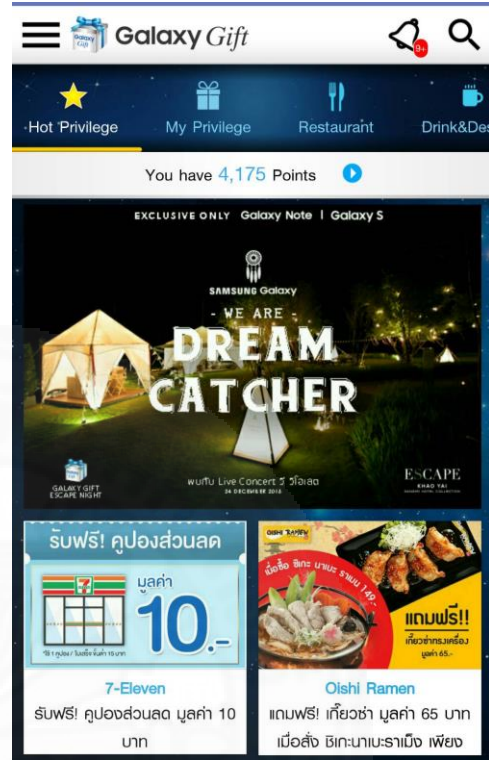
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APPENDICES

APPENDIX A
SAMSUNG GALAXY GIFT APPLICATION



APPENDIX B
QUESTIONNAIRE

Part I : Screening Question

Q1. Are you aware of Samsung Galaxy Gift application?

- 1) Yes 2) No (If no, answer only Part II)

Q2. Have you ever use Samsung Galaxy Gift e-coupon?

- 1) Yes 2) No (If no, answer only Part II)

Part II : Personal Information

Q3. Gender

- 1) Male 2) Female

Q4. What is your age?

- 1) Below 18 2) 18 - 24 years old
3) 25 - 34 years old 4) 35 - 44 years old
5) More than 45 years old

Q5. What is your education level?

- 1) Below Bachelor's Degree 2) Bachelor's Degree
3) Master's Degree 4) Higher than Master's Degree

Q6. What is your occupation?

- 1) Student 2) Private company officer
3) Public company officer 4) Business owner
5) Unemployed 6) Freelance
7) Other. Please specify _____

Q7. What is your monthly personal income?

- 1) Below 10,000 2) 10,001 - 15,000
3) 15,001 - 35,000 4) 35,000 - 50,000
5) More than 50,001

Q8. What is your relationship status?

- 1) In relationship, but not married
2) Married with no child
3) Married with child
4) Single

Q9. Who do you live with?

- 1) Alone
- 2) Small Family (2 - 5 people)
- 3) Big Family (more than 5 people)

Q10. What do you do in your free time?

- 1) Reading book
- 2) Surfing internet
- 3) Watching movie
- 4) Playing games
- 5) Traveling
- 6) Exercise/sport
- 7) Cooking
- 8) Shopping
- 9) Other. Please specify _____

Part III : Consumption and Purchasing Behavior

Q11. What kind of deal that you have ever redeem from Samsung Galaxy Gift? (You can select more than one answers.)

- 1) Food
- 2) Beverage
- 3) Snack/Bakery
- 4) Gift voucher
- 5) 7-Eleven
- 6) Lucky draw
- 7) Beauty and Lifestyle

Q12. How frequent do you open the application to check for new/interesting coupon?

- 1) Many times per day
- 2) Once a day
- 3) 2 -3 times per week
- 4) Once a week
- 5) Once per 2 week
- 6) Once a month
- 7) Almost never open the application

Q13. How often do you redeem the coupon?

- 1) Many times per day
- 2) Once a day
- 3) 2 -3 times per week
- 4) Once a week
- 5) Once per 2 week
- 6) Once a month
- 7) Almost never open the application

Q14. How much do you agree towards the following statement (1 = strongly disagree, 5 = strongly agree)?

Statement					
14.1 I always check if there are any interesting coupon before purchasing					
14.2 I only redeem when I see the					

promotional sign at the point of purchase					
14.3 If there are 2 similar bakery shops, I will purchase from the shop that have an offer					
14.5 I do not redeem any coupon even I saw the promotional sign					
14.6 I tell friends and families when I think the redemption is really a good deal					
14.7 I redeem coupon from the restaurant/retail/service that I never tried before					
14.8 I redeem coupon from the restaurant/retail/service that I ever tried before					
14.9 I normally purchase other things beside the redemption when I redeem coupons					
14.10 I normally redeem the coupon only and do not purchase for other things else					
14.11 I rarely purchase at full price with the retail/restaurant that I ever redeem coupons					
14.12 I normally redeem coupon alone					
14.13 I normally redeem coupon with friends and families					
14.14 Coupon being offered in Samsung Galaxy Gift do not match with what I want					

Q15. How much do you normally spend per one redemption?

- | | |
|-----------------------|-------------------|
| 1) Less than 20 Baht | 2) 20 – 50 Baht |
| 3) 51 – 100 Baht | 4) 101 – 200 Baht |
| 5) more than 200 Baht | |

Q16. How often do you eating out?

- | | |
|--------------------------------|---------------|
| 1) More than one times per day | 2) Once a day |
|--------------------------------|---------------|

- 3) 2 -3 times per week
5) Once per 2 week
- 4) Once a week
6) Once a month

Q17. Which category do you spending on the most?

- 1) Meal
3) Entertainment
5) Bills/Utilities
- 2) Dessert/Snack/Beverage
4) Service
6) Other. Please specify ____

Part IV : Preference and decision making criteria

Q18. Which type of coupon do you prefer (You can select more than one answers.)

- 1) Percent-off
3) Buy one get one free
5) Free gift when purchase up the certain amount
- 2) price discount/dollar-off
4) Free product

Q19. Please rate the following attributes according to their level of important on your purchasing decision (1 = Not important at all, 5 = Very important)

Attributes					
19.1 Location of the retail					
19.2 Value of the coupon					
19.3 Ease of redemption					
19.4 Condition of the redemption					
19.5 Staff service					
19.6 The product quality					

Q20. Under which kind of situation do you redeem coupon most often?

- 1) When you are alone
3) When with families
- 2) When with a couple of friend
4) When with a group of friends

Part V : Attitude toward e-coupons

Q21. Please rate the following statement based on your level of agreement (1 = strongly disagree, 5 = strongly agree)

Statement					
21.1 Quality of product being offered through coupon deal is the same to full price purchase					
21.2 Service quality of staff is the same between customers who redeem coupon and customer who purchase at full price					

21.3 Privilege in Samsung Galaxy Gift is the reward that Samsung intend to give to its customers					
21.4 Samsung Galaxy Gift is the application that Samsung make money from selling advertising					
21.5 Redeeming Samsung Galaxy Gift coupon is complicated					
21.6 Pop up advertising while surfing internet is very annoying					
21.7 Coupon can encourage me to try new product					
21.8 People who use coupon are economical					
21.9 People who use coupon are utilize the privilege smartly					
21.10 Using coupon is awkward					
21.11 Normally coupons being offered do not exactly match with what I want, but I redeem those coupons anyway					

BIOGRAPHY

Name	Miss Virin Kobkitsakul
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Work Experience	Financial Analyst, Exxon Mobil Limited

