

Customer Behaviours in Purchasing Products at Lawson 108 Convenience Store (Pracha Uthit 76 Branch)

Mana Wivatanasak¹, Santi Bulsathaporn², Buakha Ruangram³

^{1,2,3}Faculty of Business Administration Bangkok Thonburi University

ABSTRACT: The research, titled "Customer Behaviours in Purchasing Products at Lawson 108 (Pracha Uthit 76 Branch)," aimed to study consumer behaviours in purchasing products at Lawson 108 (Pracha Uthit 76 Branch) and to compare consumer behaviours in purchasing products at Lawson 108 (Pracha Uthit 76 Branch) by gender and age. This quantitative research was conducted.

Data were collected using a questionnaire. A purposive sample of 200 customers was selected using convenience sampling.

The research results regarding the use of marketing factors in relation to shopping behaviours at Lawson 108 (Pracha Uthit 76 branch) revealed that the overall average of the 4P's marketing mix factors influencing the decision to use Lawson 108 (Pracha Uthit 76 branch) was 4.49 (= 4.29, S.D. = 0.71), which is at a high level. When considering each aspect, the highest average was product (= 4.38, S.D. = 0.64), which is at a high level. This was followed by sales promotion (= 4.34, S.D. = 0.72), which was at a high level. Distribution channels (= 4.24, S.D. = 0.72), which was at a high level. The lowest average was price (= 3.75, S.D. = 0.83), which was at a high level.

KEYWORDS: Behavior, Marketing factors, convenience store

I. INTRODUCTION

In the past, stores were small, perhaps with a limited selection of merchandise, or simply arranged, like a typical home or street grocery store, offering only the essentials. Stores might be simply decorated to facilitate easy shopping. Previously, the owner might have been the salesperson himself, but today, salespeople, or subordinates, may be responsible for selling the goods themselves. Retail stores later evolved, giving rise to convenience stores, or what's sometimes called "convenience stores," under the name "Lawson 108," which are now modern stores with multiple branches.

Lawson, which began before becoming a major convenience store in Japan, was a famous milk shop in Ohio, USA. Lawson, a major convenience store in Japan, was founded by an American named J.J. Lawson. Before becoming a convenience store with this name, it was a milk shop from the founder's factory.

'Lawson' may have the image of a Japanese convenience store, but the story behind today's Lawson actually began in the US state of Ohio, and the originator of the concept was also an American.

'Lawson' may have the image of a Japanese convenience store, but the story behind today's Lawson actually began in the US state of Ohio, and the originator of the concept was also an American.

Lawson in Thailand, Lawson has joined hands with the Sahapatanapibul Group to establish Saha Lawson Co., Ltd., with Sahapatanapibul holding 51% of the shares and Lawson holding 49% to operate Lawson 108 stores by converting some of the original 108 shops, totaling 300 stores, and will use a budget of 2,000 million baht to open approximately 1,000 new branches within 2018. Sahapatanapibul Lawson 108 opened its first branch at the Sahapatanapibul Building, New Petchburi Road, on March 29, 2013.

Lawson 108 (Pracha Uthit 76 branch) is located at the entrance of Soi Pracha Uthit 76, Thung Khru Subdistrict, Thung Khru District, Bangkok. It is open 24 hours. The study will study the purchasing behaviours of consumers in Lawson 108 (Pracha Uthit 76 branch) stores, including the gender and age of consumers. By comparing males and females and the age of consumers, the research data will be useful to retail business operators, who can use the research data to adjust and develop sales.

II. OBJECTIVES OF THE STUDY

1. To study consumer behaviours in purchasing products at Lawson 108 convenience store (Pracha Uthit 76 branch).

Customer Behaviours in Purchasing Products at Lawson 108 Convenience Store (Pracha Uthit 76 Branch)

2. To compare consumer behaviours in purchasing products at Lawson 108 convenience store (Pracha Uthit 76 branch) by gender and age.

III. RESEARCH HYPOTHESES

Based on concepts, theories, and related research on the 4Ps of marketing mix factors affecting consumer behaviours and purchasing decisions at Lawson 108 (Pracha Uthit 76 branch), the researcher has formulated the following hypotheses for this study:

1. Consumers' personal factors, including gender, age, education, occupation, and average monthly income, differ and influence their consumption behaviours and purchasing decisions.
2. Marketing mix factors, including product, price, promotion, and distribution channel, are important factors influencing purchasing behaviours at Lawson 108 (Pracha Uthit 76 branch) in terms of maximum and minimum spending.

IV. SCOPE OF THE STUDY

1. Demographic Scope

The population refers to the general public who purchase products at Lawson 108 (Pracha Uthit 76 branch).

2. Content Scope

The purpose of this study is to study purchasing behaviours at Lawson 108 (Pracha Uthit 76 branch).

2. Time Scope

This research was conducted and collected data from June 2024 to March 2025.

V. RESEARCH BENEFITS

1. Obtain current data on customer shopping behaviours at Lawson 108 (Pracha Uthit 76 branch).
2. Obtain customer feedback on Lawson 108 (Pracha Uthit 76 branch).

VI. CONCEPTS AND THEORIES RESEARCH CONCEPTUAL FRAMEWORK

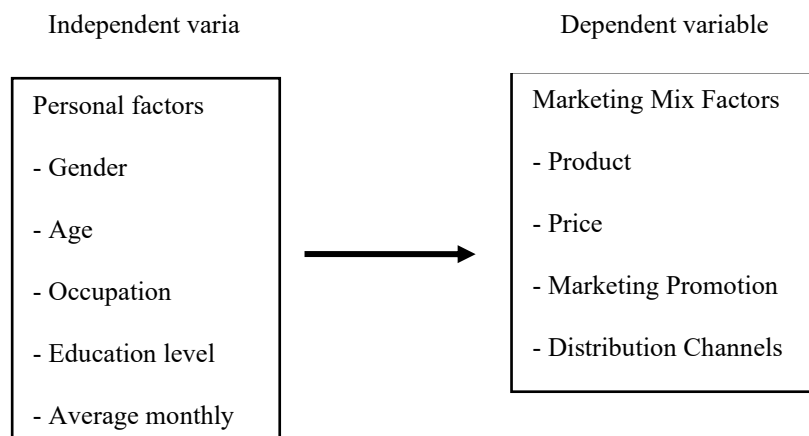


Figure 1: Research conceptual framework

VII. RESEARCH METHODOLOGY

1. Research Type

This research was a quantitative research using a questionnaire as the data collection tool from the research sample.

2. Population and Sample

2.1 Population: The population used in this study consisted of general consumers who shop at Lawson 108 convenience stores (Pracha Uthit 76 branch). Due to the large population size and the unknown population size, the sample size was calculated using W.G. Cochran's formula for the unknown sample size, with a 95% confidence level and a 5% margin of error (Kalaya Wanichbancha, 2006: 74). The formula used in this study was:

$$n = \frac{P(1-P)Z^2}{E^2}$$

Customer Behaviours in Purchasing Products at Lawson 108 Convenience Store (Pracha Uthit 76 Branch)

n represents the sample size,

P represents the proportion of the population from which the researcher is sampling, 0.50,

Z represents the researcher's specified confidence level. Z is equal to 1.96 at the 95% confidence level (0.05 level).

E represents the maximum error that can occur, 0.05.

2.2 Sample group The sample group used in this study was people who used the shopping service at Lawson 108 convenience store (Pracha Uthit 76 branch).

3. Research Instruments

The data collection instrument used for this study was a questionnaire. The survey was divided into three sections as follows:

Part 1 was a five-item questionnaire collecting consumer personal information: gender, age, occupation, educational qualifications, and average monthly income.

Part 2 was a multiple-choice questionnaire asking about customer shopping behavior at CJ Lawson 108 (Pracha Uthit 76 branch).

1. Have you ever used a Lawson 108 convenience store (Pracha Uthit 76 branch)?
2. How often do you use a Lawson 108 convenience store (Pracha Uthit 76 branch) per week?
3. What types of products do you regularly purchase at a Lawson 108 convenience store (Pracha Uthit 76 branch)?
4. What personal factors influence your decision to use a Lawson 108 convenience store (Pracha Uthit 76 branch)?
5. What factors influence your reasons for using a Lawson 108 convenience store (Pracha Uthit 76 branch)?

Part 3 was a questionnaire asking about customer satisfaction regarding products, price, distribution channels, and promotions. A 5-point rating scale based on the Likert method (Siriwan Sereerat et al., 1998: 167) was used as the evaluation level:

- 5 means very satisfied.
- 4 means satisfied.
- 3 means neutral.
- 2 means somewhat dissatisfied.
- 1 means very dissatisfied.

Today's questionnaire results were interpreted using the mean score as follows:

$$\text{Score range} = \frac{\text{maximum} - \text{Lowest score}}{\text{Data Frequency}}$$
$$\frac{5-1}{5} = 0.8$$

Using the interpretation criteria of Boonchom Srisa-at (2003), which are as follows:

Scoring	Level
Level 5: Average 4.21-5.00:	Very Satisfied
Level 4: Average 3.41-4.20:	Satisfied
Level 3: Average 2.61-3.40:	Neutral
Level 2: Average 1.81-2.60:	Not Very Satisfied
Level 1: Average 1.00-1.80:	Dissatisfied

4. Data Collection and Editing

4.1 Data collection was divided into two types: primary data, which studied the behaviours of residents in Pracha Uthit Soi 76 and surrounding areas in Bangkok who shop at Lawson 108 convenience stores (Pracha Uthit 76 branch), using questionnaires as the data collection tool; and secondary data, which studied the behaviours of residents who shop at Lawson 108 convenience stores (Pracha Uthit 76 branch).

4.2 Data editing by taking the questionnaire data and checking the data and coding it, then recording and processing it using a ready-made analysis program.

5. Data Analysis

For statistical analysis of customer service behaviours at Lawson 108 (Pracha Uthit 76 branch), the completed questionnaire was analyzed using the PSPP software. The following statistics were used:

- 1) Percentage to describe the characteristics of the respondents.

Customer Behaviours in Purchasing Products at Lawson 108 Convenience Store (Pracha Uthit 76 Branch)

- 2) Arithmetic mean.
- 3) Standard deviation to describe the characteristics of the questions.

VIII. DISCUSSION OF RESULTS

The analysis of the question regarding the use of marketing factors related to customer behaviours at Lawson 108 (Pracha Uthit 76 branch) revealed that the 4Ps of the marketing mix are highly important to customer behaviours at Lawson 108 (Pracha Uthit 76 branch). For example, sales promotion had the highest average value, followed by price and distribution channels. This is consistent with the research by Aphinya Khemwaraporn (2009), who studied factors influencing the decision to purchase Honda motorcycles of customers at KP Honda Co., Ltd., Mueang District, Nakhon Pathom Province. The study found that the marketing mix factors influencing the decision to purchase Honda motorcycles of customers at KP Honda Co., Ltd., Mueang District, Nakhon Pathom Province, had the highest average cost, followed by product, distribution channels, price, and sales promotion.

The product aspect is very important to the behaviours of using the convenience store Lawson 108 (Pracha Uthit 76 branch). It was found that the sample group gave importance to products that had a wide variety of products to choose from and products that were organized into categories to make it easier for customers to find products, which is consistent with the research of Aphinya Khemwaraporn (2009) who studied factors influencing the decision to buy Honda motorcycles of customers at KP Honda Co., Ltd., Mueang District, Nakhon Pathom Province. It was found that the product aspect had a high overall average value. The factor with the highest average value, which was in the high level, was Honda motorcycles. Honda is famous and well-known.

In terms of price, it is very important to the behaviours of using the services of the convenience store Lawson 108 (Pracha Uthit 76 branch). It was found that the sample group gave importance to having a variety of prices to choose from according to the type of product and having a clear price tag. This is consistent with the research of Krittikorn Lueanghiran (2010) who studied the behavior of consumers in choosing to use the services of ice cream shops. A case study of students from the Faculty of Economics, Chiang Mai University. The results of the study found that discounts and discount cards were the ice cream flavors that consumers ordered the most.

In terms of distribution channels, it is very important to the behaviours of using the services of the convenience store Lawson 108 (Pracha Uthit 76 branch). It was found that the sample group gave importance to the fact that the convenience store Lawson 108 (Pracha Uthit 76 branch) knew the needs of the customers well and the product classification in the store. This is consistent with the research that Sawaras Yimcharoen (2009) studied the marketing mix (4P's) that influenced the decision to use the services of convenience stores of consumers in Mueang District, Chachoengsao Province. The research results found that the factor of distribution channels, consumers gave importance to 24-hour service.

Sales promotion is highly important to customer behavior at Lawson 108 (Pracha Uthit 76 branch). The study found that the sample group prioritized discounts, free gifts according to specified conditions, and advertising through various media channels. This is consistent with the research by Rung Arun Sonthanu (2010), which examined demographics affecting the marketing mix of shoe buyers in Bangkok. The research found that sales promotion:

Key findings include:

- 1) Sample products available for trial
- 2) Satisfaction guarantee with product exchange within a specified timeframe
- 3) Discounts for bulk purchases
- 4) Free products for bulk purchases

IX. RECOMMENDATIONS FROM THIS RESEARCH

1. Product: The study found that Lawson 108 (Pracha Uthit 76 branch) meets customer needs with quality products and services. To further meet customer needs, operators should offer more modern products than currently available and ensure product prices are appropriate for the product. This will be a key factor in consumer decision-making.

2. Price: The study found that consumers prioritize the price of Lawson 108 (Pracha Uthit 76 branch) products, whether they match the store's image or be widely accepted. Therefore, operators should set prices that align with the store's image. Products should not be too cheap or too expensive. Prices must be commensurate with the value of the product or service offered. If prices are too high for the quality of the product, consumers will not be able to afford them.

3. Distribution channels: Distribution channels should be improved to facilitate consumer access and product accessibility. This includes introducing products by offering high-quality products and advertising through various media channels, such as distributing monthly promotional flyers to customers, to increase sales opportunities.

4. Sales promotion: Service should be prioritized, as store staff are currently understaffed. When there are a large number of customers coming to pay for products, the queue to pay for products is quite long because there are not enough employees to serve customers. Some employees show dissatisfaction, have unsmiling faces, and are not ready to serve customers.

X. RECOMMENDATIONS FOR FUTURE RESEARCH

1. This study is limited to Lawson 108 convenience stores (Pracha Uthit 76 branch). Therefore, the scope of the study should be expanded.
2. A more in-depth study should be conducted to examine the attitudes, values, and concepts that influence consumer purchasing decisions at Lawson 108 convenience stores (Pracha Uthit 76 branch). This will allow for a more in-depth study and could be used to develop a marketing plan for Lawson 108 convenience stores (Pracha Uthit 76 branch).

CONCLUSION

The analysis of the question regarding the use of marketing factors in relation to shopping behaviours at Lawson 108 (Pracha Uthit 76 branch) revealed that the overall average of the 4Ps of the marketing mix influencing the decision to shop at Lawson 108 (Pracha Uthit 76 branch) was 4.49, which is considered high ($\bar{x} = 4.29$, S.D. = 0.71). When considering each aspect, the highest average was product ($\bar{x} = 4.38$, S.D. = 0.64), which is considered high. This was followed by sales promotion ($\bar{x} = 4.34$, S.D. = 0.72), which was considered high, and distribution channels ($\bar{x} = 4.24$, S.D. = 0.72), which was considered high. Finally, the lowest average was price ($\bar{x} = 3.75$, S.D. = 0.83), which was considered high, respectively.

ACKNOWLEDGEMENTS

This research was supported by the Faculty of Business Administration, Bangkokthonburi University. In addition, the researcher has received support from the advisory board, academics, relevant experts, and information providers. The researcher would like to thank everyone for their cooperation in making this study a success.

REFERENCES

- 1) Adul Chaturongkul. Pimlak. (2000). Consumer purchasing decision process. Bangkok: Thammasat University Printing House.
- 2) Apinya Khemwaraporn. (2009). Study of factors influencing the decision to purchase Honda motorcycles of customers at K.P. Honda Co., Ltd., Muang District, Nakhon Pathom Province, Master of Arts in Public and Private Sector Management, Silpakorn University.
- 3) Beiangner.keylawrimore. (2005). Consumer buying behavior and decision Making. online
- 4) Boonchom Srisa-at. (2003). Curriculum development and research on the curriculum. Textbook project, Faculty of Education. Sakon Nakhon University, Bangkok: Suwiryasan.
- 5) Charuwan Sonbanjong. (2007). Citizen satisfaction with public services of Don Pru Subdistrict Administrative Organization, Si Prachan District, Suphan Buri Province. Independent study report, Master of Public Administration in Local Government, College of Local Government, Khon Kaen University.
- 6) Chun-chao Liao. (2004). A Study on the Relationship among marketing mix Element, Brand Equity, and customer Lifetime Value. (online).
- 7) Hoyer, W.D., & MacInnis, D.J. (2010). Consumer behavior (5th ed). Ohio : south-western cengage learning.
- 8) Kanchana Thapthimthong. (2008). A study of public satisfaction with the services of the Wang Noi Subdistrict Administrative Organization, Wang Noi District, Phra Nakhon Si Ayutthaya Province. Master of Public Administration Thesis, Public Administration Program, Phra Nakhon Si Ayutthaya, Graduate School, Phra Nakhon Si Ayutthaya Rajabhat University.
- 9) Kotler, Phillip. (2000). Marketing management. The millennium edition. New Jersey : Prentice-Hall.
- 10) Krittikorn Lueanghiran. (2010). Study of consumer behavior in choosing ice cream shops. A case study of students in the Faculty of Economics, Chiang Mai University. Chiang Mai University.
- 11) Rung Arun Sornthanu. (2010). A study of demographics affecting the marketing mix of shoe buyers in Bangkok. Rajamangala University of Technology Thanyaburi.
- 12) Sawaras Yimcharoen (2009). Marketing mix (4P's) affecting consumers' decision to use convenience store services in Muang District, Chachoengsao Province. [Online]. Available from <http://dlibrary.spu.ac.th:8080/dspace/handle/123456789/1276> (Date of data search 25 September 2016).
- 13) Wuttichat Sunthonsamai (2016) Community health tourism model of Prachinburi Province, development of sustainable community enterprise networks, Journal of Researchers Association, Volume 21, Issue 3, September-December 2016.



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.