

**AN ANALYSIS OF SALES-PROMOTION FOCUSING ON FAST-FOOD BUSINESS:
A CASE STUDY OF BURGER BUSINESS**

**A MASTER'S PROJECT
OF
MISS PANIDA PINITAPAKORN**

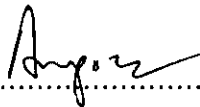
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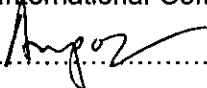
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Project Advisor



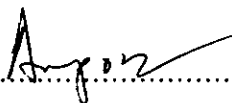
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CHAPTER 1

INTRODUCTION

I. Background

With a slogan "Time is Money", living in the "fast lane" is a fact of life for everyone, especially those living and working in big cities around the world. Our fight for survival goes on as responsibilities are surmounting us. We compete to make more money, but seem to have less time to enjoy spending it. With at least 8 hours on the job and 5 to 6 days a week, it is quite clear that our priorities are focused on money making and less on our own private matters. Time really means money, and the less time we spend on the job the less money we make. We have developed the need to optimize our time allocation.

Market observers have realized this development and recognized this need as a niche for new businesses. The need is for delivering quick services even for the time we spend on eating our lunches. Fast food has become the answer to our rush pace, and new markets were created as their success was repeatedly documented.

In today's world, it would be very difficult to imagine our daily life without some kind of fast food facilities and restaurants. If not, we would lose an average of two hours per day in preparing meals instead of spending that time more productively! In addition to the quick service of food and beverages, such restaurants have also become

meeting places for both business and personal purposes. Fast food restaurants have become very popular amongst all ages and walks of life.

II. Statement of Problems

Fast food business has strived in Thailand for over 20 years and has played an increasingly important role in our daily life (Business Magazine, 2001). Not only among teenagers or the new generation, it is also very popular with children and adults as well. The reason is this kind of business is professionally operated to serve and fulfill all needs of a real competitive world. It helps people save time in their race by providing a variety of menus to choose at their diverse locations. According to the statistics, the annual growth rate of the fast food segment was increased nearly twice as fast in the 1970s as it has averaged over the past fifteen years. In 1970, the sales at fast food restaurants is 17.8% , whereas it is risen to 31.9% in 1988 (Robert L. Emerson, 1990 : 72).

Central Fast food, of the Central Group, is the first pioneer of the food industry. International fast food in Thailand was initiated by the introduction of "Mister Donut" in 1978 (Business Magazine, 2001). Since then, the Thai lifestyle has changed gradually. Due to traffic problems, office workers tend to have lunch near their workplace instead of driving to far away places or at their homes. Some families have donuts or hamburgers for breakfast. Others enjoy having fried chicken or a pizza before reaching home after work. And as mentioned earlier visiting a fast food

restaurant is for more than buying meals in a rush hour only, but it has a socialized aspect too. Whether for business, dating of youngsters or meeting the elderly fast food localities have become center points of convenience.

In contrast, the sales-volume of fast food business was declined in recent 7-8 years due to numerable factors. A present researcher has discovered that fast food is the top four leading causes of death -- heart disease, cancer, stroke, diabetes (American Demographics Magazine, March 2002). Therefore, customers become more health-conscious, nutrient concerned and balanced diet. Moreover, among the highly competitive markets during the economic recovering situation, every fast food chain must put all efforts to survive by creating new marketing strategies and adopting a new appearance in order to hold the existing clients and attract new customers to their outlets instead of going to the competitors. Creating and maintaining a loyal customer then becomes a real challenge.

John Wanamaker once said that *"Half of my advertising dollars are wasted. The trouble is, I don't know which half!"* Numerous businessmen agree with this statement. The main reason is that advertising and sales-promotion are very complicated in specifying methods of their application and for what money to yield the desired returns. Besides such marketing activities are always difficult in their success measurement (Myers, James H. Marketing, 1986 : 63). A circumspect marketing plan however, is decisive in the creation and maintenance of customers. Sales-promotions are designed to have a direct impact on customer's behavior, and indeed they have very strong effects on the cognitive state of the consumer (Robert C. Blattberg & Scott A. Neslin,

1994 : 12). Nevertheless, to achieve the best results, the fast food chain needs to identify the business' objectives, the opportunity to meet customers' needs, the approximated investment cost, and the expected sales-performance before determining the right promotion strategy for its own.

III. Objectives of the Study

This study serves two objectives:

- To study the basic theory of marketing sales-promotion.
- To analyze the successful factors for burger business: McDonald's, Burger-King and A&W's.

VI. Research Questions

The strategy of sales-promotion is a significant reason behind a successful business in terms of the induction of higher potential sales-volume among consumers. To stand out on the top position in the market, a business operator has to seek a creative and prominent tactics that are unique to induce customers' interests. The research questions are as followings;

- Do sales-promotion strategies effect to the sales-volume?
- How do the burger businesses develop their strategies to fulfill the customer's satisfaction?

V. Significance of the Study

A promotional tool or sales-promotion is a major factor used to communicate between a business operator and its customers, and among customers. A marketing activity is a kind of short-term inducement to stimulate final purchasers and middle person to make buying decision for either consumption or reselling. Besides, a sales person is encouraged to speed up the sales-volume as well.

Therefore, before operating any business, an owner or marketing planer has to study the expected customer's need and design an incentive to buy. It is not simple to launch a promotional activity to meet the entire needs of the target group.

VI. Scope of the Study

This study attempts to apply related theories of marketing sales-promotion in detail. It includes definitions of terms: "sales-promotion", objectives and categories, and the promotional reason in the fast food business's aspect. Moreover, it will cover a sales marketing analysis of the burger businesses: McDonald's, Burger King and A&W's.

VII. Methodology and Data Collection

A qualitative approach will be involved in the method of the study and analysis.

All data come from both primary and secondary sources. The primary data are acquired from a questionnaire distributed to the selected customers of the burger businesses; McDonald's, Burger King and A&W's. The secondary data source come from relevant publications and the businesses' web sites.

VII. Expected Outcomes of the study

This study attempts to analyze the marketing and sales-promotions used in burger businesses based on customers' satisfaction, and then compare the current strategies among McDonald's, Burger King and A&W's, which are the reasons behind the great international success of the first, and the less success of the latter ones.

The conclusion of this study is to demonstrate the importance of adopting appropriate and innovative marketing strategies to change the market conditions in order to keep the business and create new ones while maintaining stable market shares, which is the basis for a long-lasting successful business.

CHAPTER 2

REVIEW OF LITERATURE

This chapter consists of 3 major sections; definitions of sales-promotion, objectives and categories of sales-promotion and promotional reasons in the fast food business's aspect. All are collected from the related textbooks and the Internet.

I. Definitions of Sales-promotion

Sales-promotion includes all activities designed to communicate, persuade and influence people when they are making a decision to purchase. Moreover, sales-promotion plays an important role in marketing as a "direct inducement that offers an extra value or incentive for the product to the sales force, distributors or the ultimate consumer with the primary objective of creating an immediate sale." McDaniel and Dardem identify that sales-promotion is a way of communication between a product or service provider and the target group of customers by providing information, stimulating demand, differentiating the competitors, accentuating its values and stabilizing sales. Otherwise; either product or service is not able to exist in the market place. (McDaniel and Dardem,1987 : 89)

American Marketing Association : AMA (Engel, Washaw and Kinnear, 1989 : 15) has pointed that marketing activities provided for more efficient customer's inducement and middle distribution. Kotler has also commented that sales-promotion

consists of a diverse collection of incentive tools, mostly short-term, designed to stimulate quicker and/or greater purchase of a particular product by consumers or the trade (Kotler, 1988: 45). Moreover, Lusch and Lusch (1987 : 19) also define that sales-promotion is the direct inducement or incentive to the sales force, the distribution, or the consumer, with the primary objective of creating an immediate sale

According to the above mentioned, it can be said that sales-promotion is a short term inducement to customer buying action provided by a marketing planner, or marketing efforts that are conducted for a limited period of time to induce buying. However, sales-promotion is viewed by most of us as coupons, giveaways or contests when, in fact, sales-promotion covers a much broader and diverse group of activities.

II. Objectives and Categories of Sales-promotion

Over the past decade, many marketers have realized that advertising alone is not enough to stimulate demand for their products and increasingly turning to sales-promotion methods targeted at both consumers and the trade. Dale M Beckman, David L. and Louis E. Boone (1992: 480) explain that the objectives of sales-promotion vary for different products in different situations. However, the processor can choose from five general reasons: to provide information to customers or service receivers, to increase demand, to differentiate the product or service, to accentuate the value of the product, or to stabilize the sales volume.

Meanwhile, Kotler (1988 : 50) mentions further that the functions of sales-promotion are divided as follows. First, sales-promotion provides an extra *incentive* to buy as a key element of some promotion efforts. Second, sales-promotion can increase the incentives for intermediaries such as wholesalers and retailers to deal with a firm's products. Third, sales-promotion acts as an *accelerator* designed to speed up the selling process and maximize the sales volume. Finally, sales-promotion is flexible and can be targeted to different levels in the marketing or distributing a chain to accomplish various objectives.

On the other hand, according to many researchers, the four functions of sales-promotion mentioned above are to appeal objectively more to the buying decision; whereas, advertising and public relations are to appeal subjectively to the mind via rational calculations of self-interest or the emotion.

Generally speaking, according to Bennett (1988 : 32), two types of sales-promotion can be used: the customer oriented sales-promotion and the trade oriented (Business-to-business) sales-promotion.

1) *Customer oriented sales-promotion*

The customer oriented sales-promotion is directed to a customer who is a final purchaser of the product and service in order to increase sales-performance including growing power of retailers. It also aims at increasing brand loyalty and proliferation, promotional sensitivity, fragmentation of the consumer market with a short-term. This will be as a result for increased accountability from promotional expenditures. The use of sales-promotion is to gain or maintain a competitive advantage.

As explained by Fill (1992 : 80), the various consumer-oriented sales-promotion techniques have acquired diverse advantages and disadvantages as follows;

1.1 Sampling.

Sampling involves a variety of procedures whereby consumers are given some quantity of a product for no charge to induce trial. Sampling is often used as a way of introducing a new brand to the market although it is also used for established products. Bennett (1988 : 34) explains that sampling is an excellent way of inducing trial and allows consumers to experience a product directly and gain an appreciation for its benefits and characteristics. However, the costs of sampling programs can be very high. The sampling method is important not only in terms of costs, but also in terms of influencing the type of consumer who receives the sample. Some of the more widely used sampling methods include:

- Door-to-door sampling : usually aim directly at a housewife with free sample of a kind of house necessity such as detergent, kitchen utensil, or even cosmetic etc.
- Sampling through the mail : free sample sent randomly or to a group member through a mail with / without any condition; for example, a free pre-published of a brand new magazine sent randomly through a mail.
- In-store sampling : a free sample or gift of any product distributed by either a manufacturer or a supermarket with / without any condition; for example, a condition to buy a promotional shampoo, and then getting a sample of

hair treatment for free is an in-store sampling provided by the manufacturer.

- On-package sampling : a small gift wrapped on-package or near-package provided when a customer purchase a promotional product in order to launch new co-corporate product; such as a pack of coffee wrapped with a sample of coffee cream which is a co-corporate product.
- Others : a sample attached in a publication; such as a tester of perfume sampled in the magazine. It is including a request by phone as well.

1.2 Couponing

Couponing is the oldest, yet most widely used and effective sales-promotions tool, concluded from Engel, Warshaw & Kinnear (1989 : 62). The number of coupons distributed to consumers has increased dramatically over the past decade and more than 7 billion are redeemed each year. There are plenty of advantages of couponing; such as making a good attractive activity by offering a price reduction to those consumers who are price sensitive, and it can be used to encourage trial and increase consumption of established brands. On the other hand, the limitations of couponing are difficult especially to estimate how many consumers will redeem a coupon and when they will do so. That may cause high and unexpected cost of program. Coupons can be distributed in a variety of ways including: media delivery in newspapers and magazines and as free-standing inserts (FSIS), through direct mail, in or on packages, in stores and at points-of-purchase.

1.3 Premiums

A premium is an offer of an extra item of product or service either free or at a low price which is used as an incentive for a purchasing decision. Fill (1992 : 85)

categorizes premiums into two basic types as follows:

- Free Premiums, usually inexpensive gifts or items that are included in the product package or sent to consumers who make mail-in requests along with a proof of purchase.
- Self-liquidating premiums, those that require the consumer to pay some or all of the cost of the premium such as a toy set in a burger menu.

While premiums are consumers' most preferred types of promotion and are used to create interest in a brand and goodwill to enhance the brand's image, there may be some restriction on the use of premiums.

1.4 Contests and Sweepstakes

Myers (1986 : 21) also indicates that a contest is a promotion whereby consumers compete for prizes or money on the basis of conditions and winners are determined by judging entries against some predetermined criteria.

Whereas, Bennett (1988 : 40) remarks that a sweepstakes is a promotion whereby winners are determined purely by chance and cannot require a proof of purchase as a condition for entry. Besides, another form of a sweepstakes is a game which also has a chance element associated with winning.

Although both contest and sweepstakes can also be used to generate interest in or excitement over a brand and attracting attention to advertising and can be an

effective way of dealing with specific marketing problems, there are numerous legal problems and considerations that have impact on the design and administration of contests and sweepstakes.

1.5 Refunds and Rebates

McDaniel and Dardem (1987 : 98) mention that refunds or rebates are offers to return some portion of the product purchase price after supplying some sort of proof of purchase. They are used to create new users and encourage brand switching and allow a marketer to achieve a price reduction for much less than if a direct price deal was utilized. In contrast, many retailers do not want to become involved with the administration of rebate programs.

1.6 Bonus Packs

Bonus packs offer the consumer an extra amount of a product at the regular price by providing larger containers or extra units without having to get involved with things such as coupons or rebate offers, as explained by Kotler (1988 : 63). Moreover, they are an effective strategy against a competitor's promotion or introduction of a new brand. Anyway, a product or service provider does not provide extra profit margins to the retailer.

1.7 Price-off Deals

Price-off deals provide a reduction in the regular price of the brand, typically right on the package through specially marked price packs. Fill (1992 : 94) points out that usually this kind of promotion acts as a strong influence when point-of- purchase

comparisons are made and encourage consumers to buy larger sizes. But the regular users are actually appealed rather than attracting nonusers as well.

1.8 Event Sponsorship

Bennett (1988 : 49) defines that event sponsorships are promotions whereby a company develops sponsorship relations with a particular event. Sponsorship of sporting events such as golf and tennis tournaments and car and horse races are common among and many companies are sponsoring concert tours. Additionally, Engel, Warshaw and Kinnear (1989 : 77) also mention that Marketers have conducted the event sponsorship in order to have a great opportunity to get the company and/or product name in front of the consumer, particularly those in the target market for integrated marketing communications an promotional tie-ins, both on a national and regional level even though the value of event sponsorships can be difficult to document and some experts question the return received by marketers who invest in them.

2) Trade-Oriented Sales-promotion (Business-to-business Sales-Promotion)

The trade-oriented sales-promotion which are promotions directed to retail and wholesale shop who is a products distributor to final consumers (Bennett, Peter D., 1988 : 52). Primary objectives for the trade-oriented promotion include obtaining distribution and support for new products, maintaining trade support for established brands, encouraging retailers to display and promote established brands and building retail inventories. There are a variety of trade promotion tools that manufacturers can use as inducements for wholesalers and retailers.

2.1 Contests and Incentives

Manufacturers use contests and special incentive programs to stimulate a greater selling effort from resellers management or sales personnel. An important target of contests or special incentives are the sales personnel of the middlemen. In addition Blattberg and Neslin (1994 : 38) clarify that using contests, programs targeted to sales personnel may include push money or spiffs (manufacturer paying money to a retail sales person for selling a certain model or size).

2.2 Trade Allowance

Trade allowance is described by Myers (1986 : 138) as a discount or deal offered to the retailer or wholesaler to encourage them to stock, promote, or display a manufacturer's products such as;

- **Buying Allowance:** a deal or discount offered to resellers during a fixed period.
- **Promotional allowances:** allowances or discounts for resellers who perform certain promotional or merchandising activities in support of their brands.
- **Slotting allowances:** a special allowance for agreeing to handle a new product.

2.3 Displays and Point-of-Purchase Materials

Marketers use a variety of point-of-purchase materials including end-of-aisle displays, posters, banners, shelf cards, motion pieces, stand-up racks and other material, stated by Engel, Warshaw and Kinnear (1989 : 79).

2.4 Sales training programs

Manufacturers provide sales training assistance to retail salespeople in a number of ways including having formal classes with an instructor, having their sale reps work with resellers and providing sales manuals, brochures, videos and other selling aids (Fill , 1992 : 128).

2.5 Trade shows

Trade shows provide a major opportunity to display and demonstrate products, interact with customers, identify new prospects, gather customer and competitive information and even write new orders.

2.6 Cooperative advertising

Tillman and Kiarkpatrick (1995 : 83) state that Cooperative advertising is similar to promotion allowance except that it tends to have a greater manufacturer participation such as production of advertising or promotion materials.

2.7 Direct Marketing

Direct marketing is much more than direct mail or mail order catalogs, the traditional components of this tool. It now includes a variety of activities such as direct selling, telemarketing, and direct response advertising.

III. Promotional Reason in the Fast food Business's Aspect

During the economic-crisis in Thailand and Asia in 1997, the market growth rate declined to 10-15% and lower than 5% in 1998. The outlet expansions are mostly done by market leader in each segment; Pizza Hut for the pizza business, KFC for the

fried chicken business, and McDonald's for the burger business. Some SMEs, who could not afford increasing costs, mainly due to the weakness of Thai Baht against the US Dollar, had to terminate their businesses i.e. Domino Pizza, Shakey Pizza. On the other hand, competitors of fast food businesses are not only other fast food outlets, but indirect giant competitors such as food courts in department stores. The consumers are consuming less fast food and turn to consume at food courts in department stores instead because of the lower price per consumption per head and more variety of choices available.

Furthermore, Janet Cundiff (1998) indicates that fast food meal contains too much calories, fat, sodium and cholesterol which many researchers agreed. Professor Paul Kleihues (1998) ; an expert from the World Health Organization, warns that unhealthy fast food is a cause of developing breast cancer in children and teenagers, and the number one killer among women aged 35-54 years. That is no doubt that, consumer behavior to fast food has changed. Nowadays, people are more health-conscious. Parents become more concentrated on children' meals as well. Besides, the new generation is more concerned on a balanced diet by avoiding too rich in fat and flavorful.

All the above reasons motivate fast food entrepreneurs to work harder to improve product quality to maintain their market share. Moreover, operators have to control their costs effectively for their survival after the economic crisis i.e. reduce some imported raw material, develop human resources to operate more effectively, and cooperate with their group companies to purchase raw materials in bulky amount for a

higher bargain power with suppliers. In addition, fast food business has necessity to create the product's own uniqueness by launching sales-promotion and investing on television advertisement in order to attract customers' attention and maintain their images outstanding in the marketplace.

According to the above information, it is obvious that success does not come easily to any fast food entrepreneur. Every segment of fast food business has its own leader. On the other hand, that does not mean that any brand will hold the same percentage of market share perpetually. Therefore, creating attractive marketing strategies and launching advertisements to maintain existing customers and getting new ones are necessary.

CHAPTER 3

METHODOLOGY

This chapter covers 4 sections; subjects, instruments, procedures and data analysis. The detail will be clarified below;

I. Subjects

The primary data in this study came from a hundred and twenty sets of questionnaire distributed to a samples group selected from the population of the burger business's clients; McDonald's, Burger King and A&W's, who purchased products and used services in branches located at Bumrungrad Hospital, Silom Road and Siam Discovery Center. They consisted of different-ages both male and female. Forty sets of questionnaire were randomly distributed to the group samples in each McDonald's, Burger King and A&W's at the three above mentioned areas. Purchasers from the three selected branches which varied according to the target group and purpose of their visit. The group of consumers at Bumrungrad Hospital were patients or relatives who had limited time while waiting for a doctor or visiting patients. The group of customers from Silom Road were businessmen or an office workers. The group of customers selected from Siam Discovery Center were youngsters or people clients spending leisure time shopping.

The researcher planned to spend sometime in interviewing branch managers and Marketing Planners of the three-mentioned burger businesses in order to obtain some primary information. Unfortunately, due to the time limitation of those businesses and confidential reasons, the researcher could not assess any extra-related information, but searched through their web sites as additional secondary data instead.

II. Instruments

The instrument in this research is a set of questionnaire for the selected consumers of burger businesses. The questionnaire is designed to survey customers' attitudes towards each brand's products and services. It covers the objectives of the research and is divided into three parts;

Part 1: General information about respondents

This portion contains questions regarding to the personal information of the respondents; gender, age, occupation, frequency of visit, reason for purchasing fast food, etc.

Part 2: Measurement of customers' attitudes comparing with competitors

In this portion, the respondents are questioned on their attitudes towards each product and service comparing with other competitors in the same criteria of business; Burger Business.

Part 3: Measurement of customers' attitudes towards brands

This section contains a measurement of customers' attitudes towards products, services, atmosphere and decorating style.

An example of questionnaire can be viewed on the appendix.

III. Procedures

The questionnaire was conducted during July to October 2003. The customers visiting the above three restaurants were induced to complete the questionnaire while having or after finishing their meals. Afterward the questionnaires were verified and then analyzed.

IV. Data Analysis

After receiving all completed questionnaires, the researcher gathered information in categories and compared among them. Percentage was used for calculating and analyzing the data. Moreover, table charts were illustrated the scores and rating of respondents' answers. All results were analyzed in accordance with the research problems and theory.

CHAPTER 4

FINDINGS

This chapter is aimed to reach the objectives of the study. Two main sections are divided to present: 1) an analysis of sales-promotions currently provided by the burger business, and 2) an analysis of customer's satisfaction on the sales-promotions of burger business based on the provided questionnaire.

I. An Analysis of Sales-Promotions Currently Provided by the Burger Business

To be successful in the market place, businessmen have to concentrate not only on the product's / service 's quality and the brand's image, but an effective promotion is very necessary to reach customer's buying decision. Unsurprisingly, there are new marketing sales-promotions including operating all along to meet the highest customer's needs. Various factors should be concerned while planning strategic devises; for example, a kind of product / service, a target group of business and a brand image of product / service in the market place, etc.

The purpose of this section is to gather the marketing sales-promotions currently provided by the burger business from 3 famous burger restaurants; McDonald's, Burger King and A&W's.

The customer-oriented sales-promotions of burger business are classified as follows;

1) *Promotion Set:*

This type of promotion is a fixed promotion for a long permanent period. There is no plan to change, but some additional choice may be created. Normally the promotion set provides a full meal; main dish, savory and drink. It offers a choice of selection to complete the customer's need. Besides, it influences consumers to make a buying decision easier, the price is also lower when comparing with the cost of individual order. An example of the promotion set is Extra Value Meals plus regular soft drink and medium French fries.

2) *Seasonal Promotion Set:*

When comparing with the promotion set and seasonal promotion set, the difference is the period to attract the customer's attention. That means the seasonal promotion set launches a menu within a certain period of time; like 3 months or 6 months limitation. Sometimes, it does not offer a complete meal and the menu is not from the individual order as the promotion set does. Examples of the seasonal promotion set are a burger promotion with a cheaper price and an extra set of salad in any burger menu with lower cost. A valid date is limited in each program.

3) *Price-off Deals:*

Some burger business offers the consumer an extra size of order with a special price when ordering a set of burger menu. That is a wiser technique to appeal to

consumers who are price-sensitive than any other sales-promotion. The response of customer for the strategy seems very good because it serves what they still want. For example, when ordering a specific burger set including a soft drink and French fries, customers are offered an option to pay more money for a super sizing soft drink and French fries from a medium to large one. Most of them agree to pay more because they consider it is more worthwhile for their meals.

4) *Free Premiums:*

A noticeable example of free premium is 'Happy Meal Set' which is a gift or a toy including in a menu order for children. Actually the target group of this sales-promotion is aimed at children, but some toy collectors are also appealed by this as well. The technique for the free premium is to launch it in a series; such as a series of characters in a top hit animation which will be launched weekly until the series is completed. So toy collectors are attracted to buy the burger menu frequently.

5) *Self-liquidating Premium:*

Self-liquidating premium requires consumers to pay a small cost for a premium. 'Happy Meal Set' is also presented as an example of this kind of sales-promotion. In the burger business, another condition for children or a toy collector is to buy any menu order and add more money to buy a toy in the Happy Meal Set. Another example of self-liquidating premium is to order any burger menu and plus 39 baht for a mug of soft drink with 5 free soft drink coupons.

6) *Sweepstake / Drawing:*

The burger business offers a drawing game to consumers to offer them a chance to win a prize when ordering any burger menu over the limited amount of money. Normally, the drawing prize is a little gift; such as a pen, a pencil and a notepad, with a logo of the business. It seems that customers have never expected or been attracted much by this strategy. However, that is a smart technique for the business to keep the brand in customers' minds with the logo on the gift.

7) *Coupon:*

A Coupon distributed by a burger business is under a condition of serving an order within a certain limited time. It is a challenge for both burger staff and customers. For burger staff, they have to put more effort to serve the order in the limited time and still keep service mind. Especially, it is a tricky strategy to encourage customers to order more than they want to win a free coupon of a soft drink or French fries if the staff take more time to prepare their meals. An example of this kind of sales-promotion is a one-minute serving coupon.

8) *Member Club:*

Member club program has been launched to attract customers to apply for special privileges. The business gets extra income from the first entrance fee and renewing fee besides meals income. However, additional connections of the burger shop offer many special discounts to a member club. Apart from an interesting marketing device, brand managers also try to build a good image and brand loyalty

among all members. Anyway a limitation of this sales-promotion is to provide privileges to only a small certain group of customers. That means it is not responded broadly by most customers.

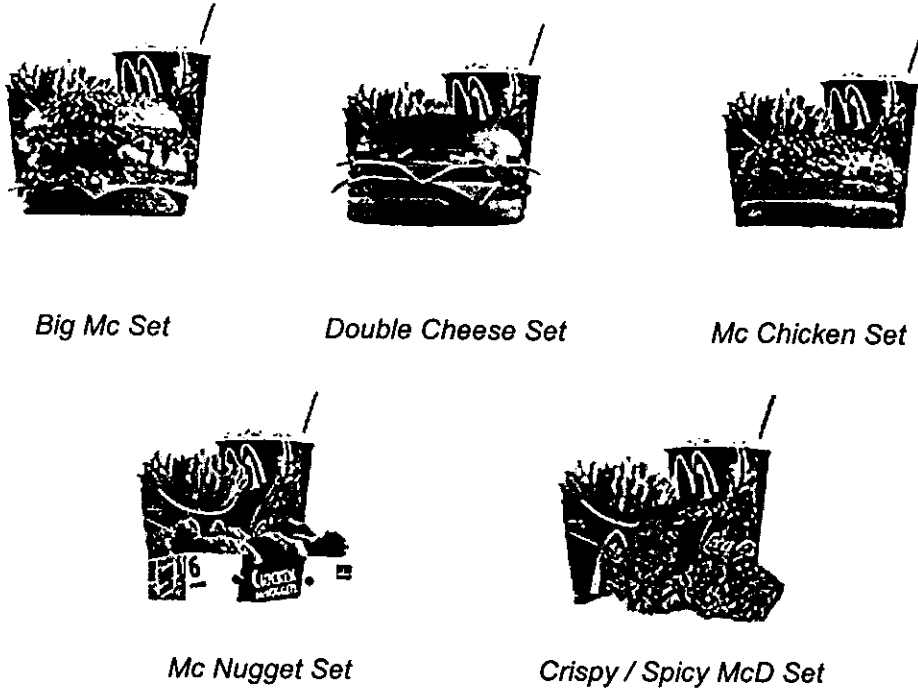


Figure 1 : Sample of Promotion Set launched by McDonald's



Figure 2 : Sample of Seasonal Promotion Set launched by McDonald's



To Super Sizing Meal (Include Large Coke & Large Mc Fries)

Figure 3 : Sample of Price-off Deal Promotion launched by McDonald's



Happy Meal Set

Figure 4 : Sample of Free Premium / Self-Liquidating Premium Promotion

launched by McDonald's

The trade-oriented sales-promotions of burger business are classified as follows;

1) *Training Programs:*

The business provides training programs to coach all new joiners what they are expected to do and what their responsibilities are; kitchen area, dining area and counter area. Before being trained to work in the real situation, new staff are allowed to watch an induction video to learn the overall business's concept and perception. Then, they

are trained in a buddy system; an old staff to train a new one until the trainee gets familiar with the organization.

2) *Displays and Point-of-Purchase Materials:*

Posters, leaflets, banners, shelf cards, motion pieces and other materials are displayed broadly at a burger shop. They all help customers to think of which menu they would like to order and to imagine their meals before being served. Moreover, it is a way to build a brand image to both current customers and future customers.

The language used in the display materials is mostly created to attract the customer's first impression. They are communicating with uncomplicated sentences to gain access to the target group directly and straightforwardly. The language does not seem to be the first factor effecting the sales volume in this type of restaurant. However, an illustration plays a more important role since customers take a shorter time to be appealed.

3) *Direct Marketing:*

Today, a delivery service is broadly very well received. The burger business has expanded the service to satisfy customers who have lesser time as well. Moreover, a drive-in service is also launched. Both direct marketing services serve those who are unable to buy a burger menu by walking-in.

According to the data available, it is noticeable that McDonald's has provided much broader marketing strategies than the other burger businesses; Burger King and A&W's. The first firm has offered all sales-promotions mentioned above; both the customer-oriented sales-promotions and the trade-oriented sales-promotions, and still

keeps launching new marketing tools; whereas, both latter restaurants have offered only the major promotions; like a set of burger with a soft drink and French fries sets and some self liquidating premium, without any plan of a new product. Therefore, it is undeniable that the marketing strategies of McDonald's acquire more responses from consumers among the market place.

Table 1 : A Comparative Sales-Promotion launched by Burger Business in Thailand

Type of Promotional Activities	McDonald's	Burger King	A&W's
<i>Customer-Oriented</i>			
1. Promotional Set	√	√	√
2. Seasonal Promotion Set	√	N/A*	N/A*
3. Price-off Deal	√	N/A*	N/A*
4. Free Premiums	√	N/A*	N/A*
5. Liquidating Premium	√	√	N/A*
6. Sweepstake / Drawing	√	N/A*	N/A*
7. Couponing	√	N/A*	N/A*
8. Member Club	√	N/A*	N/A*
<i>Trade-Oriented</i>			
1. Training Program	√	√	√
2. Displays / POP	√	√	√
3. Direct Marketing	√	N/A*	N/A*

N/A* = not provided during the observation

II. An Analysis of Customer's Satisfaction on the Sales-promotions of Burger Business

After understanding the part of sales-promotion provided by the burger business, the researcher would like to bring up some opinion of its customers. This section is intended to present how well the sales-promotions succeed in terms of reaching customers' satisfactions and needs, and additional recommendation from customers.

One hundred and twenty sets of questionnaire were distributed during July to October 2003, covering 53 males and 67 females. All of them were aged under 20 years old up to over 40 years old; below 20 years old (22.50 percent), 20-30 years old (40.83 percent), 31-40 years old (23.33 percent) and over 40 years old (13.33 percent). Their occupations were categorized as government officer (7.50 percent), employee (39.17 percent), owning business (29.17 percent), housewife / unemployed (3.33percent) and student (29.17 percent). The income rate of the survey was listed below 5,000 baht up to over 30,000 baht; below 5,000 baht (11.67 percent), 5,001-10,000 baht (36.67 percent), 10,001-20,000 baht (35.83%), 20,001-30,000 baht (9.17 percent) and above 30,000 baht (6.67 percent). According to the general questions, it showed that fast food is able to fulfill most people's lifestyle in today's world, both male and female, all ranges of age, all group of occupation and all level of financial position.

Table 2 : General Information of Customers

Items	Male	Female	Total
Gender			
a) Male			53
b) Female			67
Age			
a) Below 20	10.00%	12.50%	22.50%
b) 20-30	18.33%	22.50%	40.83%
c) 31-40	10.00%	13.33%	23.33%
d) Above 40	5.83%	7.50%	13.33%
Occupation			
a) Government Official	3.33%	4.17%	7.50%
b) Employee	19.17%	20.00%	39.17%
c) Merchant / Self Business	13.33%	15.83%	29.17%
d) Housewife	0.00%	3.33%	3.33%
e) Student	8.33%	12.50%	20.83%
Income per head per month			
a) Below 5000 Baht	5.00%	6.67%	11.67%
b) 5,001-10,000 Baht	15.83%	20.83%	36.67%
c) 10,001-20,000 Baht	13.33%	22.50%	35.83%
d) 20,001-30000 Baht	5.83%	3.33%	9.17%
e) Above 30,000 Baht	4.17%	2.50%	6.67%

Mostly, customers visited a burger shop once in a while (47.50 percent) and once a month (9.17 percent). The rest of them purchased fast food only in case of necessary only (17.50 percent); for example, during the limitation of time, and once a week (9.17 percent), presented in the Table 3.

Table 3 : Frequency of Purchase Fast Food Restaurant

Items	Male	Female	Total
Frequency of Purchasing Burger			
a) Everyday	0.00%	0.00%	0.00%
b) Once a Week	3.33%	5.83%	9.17%
c) Once a Month	11.67%	14.17%	25.83%
d) Once in a while	20.00%	27.50%	47.50%
e) If Necessary Only	9.17%	8.33%	17.50%

Referring to the table 4, reasons for purchasing quick service food are variety: convenience to buy during rush hour (36.67 percent), good taste (16.67 percent), plenty of alternative choices (13.33 percent), meeting place (11.67 percent), including attractive sales-promotion (10 percent). As shown, sales-promotion is a factor of fast food facilities induces customer's buying decision.

Table 4 : Reason of Purchase Fast Food Restaurant

Items	Male	Female	Total
Reason for purchasing fast-food			
a) Convenience	15.83%	20.83%	36.67%
b) Variety of menus	5.83%	7.50%	13.33%
c) Reasonable price	1.67%	1.67%	3.33%
d) Attractive advertising & Sales-promotion	4.17%	5.83%	10.00%
e) Taste of food	7.50%	9.17%	16.67%
f) Meeting place	5.00%	6.67%	11.67%
g) Family/Friend's inducement	2.50%	1.67%	4.17%
h) Available branches	1.67%	2.50%	4.17%

75 percent of the survey often visited a burger shop in a shopping mall or a supermarket while 25 percent of them purchased in other areas; such as an office building, a gas station and a public park, etc.

Table 5 : Point of Purchase

Items	Male	Female	Total
Point of Purchasing Burger			
a) Outlet in Shopping Mall / Supermarket	33.33%	41.67%	75.00%
b) Other; Office Building, Gas Station, Public Park, Bus Stop).	10.83%	14.17%	25.00%

Fast food is a better choice to meet the consumer' needs in the modern era. Both male and female in all ranges of age and all kinds of occupation are more or less familiar with fast food's facility. However, a big variance appeared between each market share, referring to the above question in table 6, 'What is Your first choice for Hamburger Restaurant?', over 50 percent of the survey selected McDonald's for their first choice, while 19.17 percent preferred Burger King, 7.50 percent preferred A&W's and another 21.67 percent did not have a favorite burger shop in mind. This point shown that the wide gap of market share is a challenge for all burger business; for McDonald's to retain its own customers, for Burger King and A&W's to catch more market share as well as to attract the rest of the people who are not regular customers to any brand.

Table 6 : First Choice of Hamburger Restaurant

Items	Male	Female	Total
Your first choice for Hamburger restaurant			
a) McDonald's	24.17%	27.50%	51.67%
b) Burger King	8.33%	10.83%	19.17%
c) A&W's	3.33%	4.17%	7.50%
d) Not Specify	8.33%	13.33%	21.67%

Main reasons for being favorite burger shop are to be a meeting place, available branches and of course attractive sales-promotion. That means launching marketing tools is able to appeal customers' attention and also build brand loyalty among them. Moreover, an available branch of restaurant is a factor to increase sales-volume as well. Comparing with McDonald's providing 76 branches in Bangkok and 25 branches in upcountry, Burger King providing 8 branches in Bangkok, and A&W's providing only 5 branches in Bangkok, the logic of purchasing volume must be high in the brand providing more branches.

Table 7 : Main Reason for Favorite Burger Shop

Items	Male	Female	Total
The main reason for your favorite burger restaurant			
a) Intention for purchasing meal	8.33%	10.83%	19.17%
b) Meeting place	8.33%	11.67%	20.00%
c) Family/Friend's inducement, including letting children play in playground	5.00%	9.17%	14.17%
d) Attractive advertising & Sales-promotion; trying new product	6.67%	9.17%	15.83%
e) Available Branches	10.00%	8.33%	18.33%
f) Taste of Food	5.83%	6.67%	12.50%

When comparing the favorite burger shop with other competitors offering different promotional activities, some interesting points came up. Male had higher percentage of brand loyalty to the favorite shop than female who was more sensitive to price-cutting and sales-promotion strategies. Referring to the questions in the table 8; comparing between the favorite burger restaurant selling at the regular price with other competitors selling at the 25 percent and 50 percent discount, the results presented noticeably that the percentage of female who turned to consume meals at the other competitors is higher than male's. Therefore, it is concluded that price-off deal is extremely effective to those who are price-sensitive. That might be supposed that this kind of marketing tool influences to female more than male.

Table 8 : Customers' Preference Choices

Items	Male	Female	Total
In case your favorite burger shop selling at regular price vs. other competitors selling with 25% discount on the same / similar menu			
a) Preferring your favorite burger shop	24.17%	33.33%	57.50%
b) Preferring other competitors	20.00%	22.50%	42.50%
In case your favorite burger shop selling at regular price vs. other competitors selling with 50% discount on the same / similar menu			
a) Preferring your favorite burger shop	10.83%	12.50%	23.33%
b) Preferring other competitors	33.33%	43.33%	76.67%

Other sales-promotions; such as free premium and self-liquidating premium, also attract customers' attention. With the reference to the question in the table 9, 34.17 percent of customers were motivated by free premium and 5 percent of them were interested in the self-liquidating premium. Since each kind of premium usually fits only

to a specific group; such as children or teenagers, the responses of both items are not highly prominent. Therefore, if the businesses provide more attractive sales strategy for all kinds of customers, the sales-volume will be increased.

Table 9 : Customers' Preference Choices

Items	Male	Female	Total
In case your favorite burger shop selling at regular price vs. other competitors selling with free premium			
a) Preferring your favorite burger shop	31.67%	34.17%	65.83%
b) Preferring other competitors	12.50%	21.67%	34.17%
In case your favorite burger shop selling at regular price vs. other competitors selling with Self-liquidating premiums			
a) Preferring your favorite burger shop	42.50%	52.50%	95.00%
b) Preferring other competitors	1.67%	3.33%	5.00%

Even in the fast lane of life, consumers have become more health-conscious and more concerned with the nutrient and calories of food. Referring to the question in the table 10, over 66 percent of surveyed people turned to other competitors providing healthy menus. That means not only a low price can be acceptable for consumers, but a menu with full nutrients should be also paid more attention to quality foods in order to upgrade themselves and to get rid of the word "Junk Food" from all customers' viewpoints. The samples of health-concerned menu are salad, somtam + fried chicken and whole-wheat bread which are presented as low calories menus.

Table 10 : Customers' Preference Choices

Items	Male	Female	Total
In case your favorite burger shop selling at regular price vs. other competitors selling with healthy menu; salad, whole-wheat burger			
a) Preferring your favorite burger shop	14.17%	19.17%	33.33%
b) Preferring other competitors	30.00%	36.67%	66.67%

✓ According to the surveyed attitude toward the favorite burger shop, it is discovered that consumers still would like burger businesses to continue to develop products and services. In spite of the slightly satisfactory points; such as quality of meal, taste of meal, alternative choices, good services and many available branches, customers are still concerned about nutrient quality of food; in terms of Poly-unsaturated oil and cleanliness of vegetable.

Sales-promotion is a major factor that influences both male and female consumers' behavior when it meets customers' needs. A basic advantage of sales-promotion that works well is to provide a full complete set with lower price and more convenience. Also, customers will have a chance to try new different products. However, to create a marketing strategy, business operators must consider many factors. The strategy should be applied to most target customers. Furthermore, self-liquidation premium ought to be set at the proper price, since this will affect brand loyalty.

CHAPTER 5

CONCLUSION OF THE STUDY

I. Conclusion

Since the economy has been developed according to globalization, people are running in the competitive world and emphasize less on their personal activities in order to spend more time to work for money. In the rush pace of lives, a business turns to create alternative products and services conforming to the new lifestyles. Fast food is a choice created to fulfill those living in the fast lane. From the study, the annual growth rate of the fast food segment was increased during 1970s. The fast food franchising had become an interesting business and increasingly competitive in the market at that period of time. Although fast food is able to share the market from restaurants or cafeterias, not every company can hold the same percentage of market sector. In addition, as people today are better in financial status, they are more concerned about their health for longer living. Health-conscious is booming recently, including medicated activities and healthy food. To avoid being called "Junk Food", fast food business has to re-plan new marketing strategies to meet customer's trend. Launching sales-promotion is a major technique used by a fast food business to meet not only customers' need, but also a corporate holding of the highest profit and sales-volume as well.

II. Discussion

From the study, a marketing activity or a sales-promotion is a way of communication between a product / service provider and its customers. Moreover, it is indirectly used to communicate among customers as well, in case they are interested in the business's sales-promotion.

Promotional activities launched by a fast food business are customer-oriented and trade-oriented. Both of them are used to increase the selling process and sales-volume by designing activities to attract the customer's attention. The first sales-promotion is mainly aimed at a customer who is a final decision making purchaser. Various customer-oriented techniques are provided; such as promotion sets, price-off deals, free premiums, self-liquidating premium, drawing and coupon. The latter sales-promotion is usually focused on a middle person distributing products and services to final consumers; such as sales training programs and point-of-purchase materials.

As previously stated, marketing tools are important for effective sales-performances. Incontrovertibly, it is recognizable that McDonald's, which is the well-known burger business providing a great deal of sales-promotions, is standing at the highest position including holding the most market share in the market place. Whereas, the other competitors as Burger King and A&W's have limitations. Therefore, McDonald's is designing more marketing opportunities to acquire a bigger market.

According to the survey, sales-marketing tools truly influence customers' buying decision. Customers pay more attention to the business that provides marketing activities. However, to organize any promotional technique, a marketing team needs to

consider many factors; such as satisfaction of the target group and limitations of the corporate. For instance, most customers prefer price-off deal or couponing due to price-sensitiveness. However, free premium, self-liquidating premium or drawing is able to reach the wide range of customer's satisfaction in case the business launches the activity to meet all kinds of customers' needs.

III. Limitations of the Study

There are limitations of the study as follows;

1) A plan to interview branch managers and Marketing Planners of three burger businesses has to be cancelled because of many reasons. McDonald's limited available information only through the web-site. Burger King had no response after the letter of request was sent, while there was not the Marketing Team in A&W's. Therefore, some additional information would not be involved by acquiring through the businesses' web-sites and observation.

2) An analysis of sales-promotion is focused only on the burger business even though the fast food businesses cover various types of restaurant; such as Pizza and fried chicken, etc.

3) There are only 3 case studies of burger businesses available in the Thailand; McDonald's, Burger King and A&W's. The first mentioned company alone is standing in the prominent position in the market place; whereas, the both last brands are so quite due to financial crisis of the businesses and the franchisers' strategies. That means the promotional strategies among them are launched with off-balanced weight. Thus, the

implication is that McDonald's, which is providing much more marketing activities than other competitors, is able to acquire better responses.

IV. Suggestion for Further Study

Since fast food business is still appealing to large consumers, some numerous aspects are suggested for the further study as the following;

1) As the volume of purchasing fast food restaurant varies accordance with the promotional activities, the further study may emphasize on the survey of customer's loyalty to fast food restaurant.

2) There should be an analysis of quality fast food for health-concerned. The result of the study is interesting to both fast food operators and their customers.

3) The relative between fast food pricing strategies and its promotional activities planning might be discussed for the further study since it is interesting how to design the effective marketing tools with gaining the highest profits.

4) Since to understand customer behavior is an advantage for a business to create sales-promotion, a survey of typical fast food customers might be explored in dept-detail.

5) While the world has become globalization, fast food business is still a highly interesting franchiser and gains a lot of profit. Consequently, a further study should be explored the marketing strategies of Burger King and A&W's regarding to the possible challenges and development.

6) Beyond the confinement of fast food business, the further study might be suggested to research other businesses' promotional activities; OTOP - a local product, cosmetic direct sales, supplement medicine, and fitness and spa.

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APPENDIX

The Sample of Questionnaires

Questionnaires of Consumption Behavior
Marketing Research of Burger Business Market Emphasized
in Bangkok Metropolitan Area

This questionnaire is designed to explore sales-promotion strategies of fast food business in Bangkok. In order to find out the barriers and solutions, your cooperation in filling out the information required will be appreciated.

General Information

1. Gender

Male

Female

2. Age

Below 20

20-30

31-40

Above 40

3. Occupation

Employee (Please specify the nature of business) _____

Government Officer

Merchant / Self Business

Housewife / Unemployed

Student

4. Income per head per month

Below 5,000 baht

5,001-10,000 baht

10,001-20,000 baht

20,001-30,001 baht

Above 30,000 baht

5. Frequency of fast-food purchasing

Everyday

Once a week

2-3 times a week

Once a month

Once in a while

If necessary only

6. Reason for fast-food purchasing (optional)

Convenience

Taste of food

Variety of menus

Meeting place

Reasonable price

Family/Friend's inducement

Attractive advertising & Sales Promotion

Available branch

7. The most frequent for point of purchase

Outlet in a shopping complex / supermarket

Other: an office building, a gas station, a public park, a bus stop, etc.

8. Your first choice for Hamburger order
 McDonald's Burger King A&W's Not specify
9. The main purpose for your favourite burger shop
 Intention for purchasing meal Meeting place
 Family/Friend's inducement, including letting children play in playground
 Attractive advertising & Sales Promotion; trying new product
 Available branch Taste of food
 Other.....
10. Most selection
 The promotion sets
 Beverages, Ice-cream, or pies Alternative seasonal menu set
 Individual order Other.....
11. Influence for purchasing at your favourite burger place (optional)
 Convenience Taste of food
 Variety of menus Meeting place
 Reasonable price Family/Friend's inducement
 Service Quality Decoration/friendly atmosphere
 Attractive advertising & Sales Promotion
 A play place for children
 Self-Liquidating premiums; Toys in menu sets
 Other.....

Comparing among Burger Business

12. In case your favourite burger shop and other competitors selling in regular price
 Preferring your favourite burger shop Preferring other competitors
13. In case your favourite burger shop selling at regular price vs. other competitors selling with 25% discount on the same / similar menu.
 Preferring your favourite burger shop Preferring other competitors
14. In case your favourite burger shop selling at regular price vs. other competitors selling with 50% discount on the same / similar menu.
 Preferring your favourite burger shop Preferring other competitors

15. In case your favourite burger shop selling at a special price vs. other competitors launching new menu set.

Preferring your favourite burger shop Preferring other competitors

16. In case your favourite burger shop selling at a special price vs. other competitors launching healthy food; such as salad, whole-wheat burger, etc.

Preferring your favourite burger shop Preferring other competitors

17. In case your favourite burger shop selling with regular price vs. other competitors selling with a free premium; such as toy, pen, notepad, etc.

Preferring your favourite burger shop Preferring other competitors

18. In case your favourite burger shop selling at regular price vs. other competitors selling with a self-liquidating premium; such as free drink or discount coupon for next purchasing.

Preferring your favourite burger shop Preferring other competitors

19. Do you have any comments on your favourite burger shop's promotion?

Attitude towards your favourite burger's products, service, etc.

	Strongly Perfect	Slightly Perfect	Average	Slightly Poor	Strongly Poor
Meal, Promotion Set					
1. Quality of meal					
2. Quantity of meal					
3. Nutrient					
4. Taste of meal					
5. Alternative choices					
6. Creativity of matching					
7. Frequent change					
8. Attractive sales-promotion					
9. Health concern					
10. Inductive advertisement					
1. Friendly atmosphere; greeting, smiling, servicing, etc.					
2. Cleanness; table, containers, floor, etc.					
3. Decoration; mobile, poster, image, etc.					
4. Convenience branches					
5. Reasonable price					
6. Playground					
7. Self-liquidation premium; Toy in happy meal set					

VITAE

VITAE

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AN ANALYSIS OF SALES-PROMOTION FOCUSING ON FAST FOOD BUSINESS:
A CASE STUDY OF BURGER BUSINESS

AN ABSTRACT
OF
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Presented in partial fulfillment of the requirements
for the Master of Arts Degree in Business English for International Communication
at Srinakharinwirot University

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Srisermbhok.

This study attempts to present the importance of sales-promotion and the relevancy between sales-promotion and customer's buying decision. The objectives of the study are (1) to study the basic theory of marketing sales-promotion, and (2) to analyze the sales-promotion launched by a burger business and how to drive its brand to stand on the top successful position in the market. The study shows that a promotional activity is able to induce customers' attention and fulfill their needs. In other words, to design any marketing tools to meet the customer's satisfaction is a way to increase sales volume and brand loyalty among them. An observation and a set of questionnaire were gathered up for analysis. The findings explained that the business that launches the more attractive sales-promotion is able to reach customers' buying decision. However, to create a marketing strategy, business operators must consider many marketing factors. The strategy applied to most target customers is broadly acceptable.

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บทคัดย่อ
ของ
นางสาว ปณิตา พินิตอาภากรณ์

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา

ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต

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เนื้อหาการวิจัยฉบับนี้จะแสดงให้เห็นถึงความสำคัญของการส่งเสริมการขาย และ ความสัมพันธ์ระหว่างการส่งเสริมการขายและการตัดสินใจเลือกซื้อของผู้บริโภค จุดมุ่งหมาย และวัตถุประสงค์หลักของการศึกษาในครั้งนี้คือ (1) เพื่อเป็นการศึกษาหลักทฤษฎีความรู้ของ ระบบการส่งเสริมการขาย และ (2) เพื่อเป็นการวิเคราะห์กลยุทธ์การส่งเสริมการขายซึ่งจะ สามารถนำพาธุรกิจไปสู่ความสำเร็จและการยอมรับในท้องตลาดได้ โดยพิจารณาตัวอย่างจาก กลยุทธ์ที่ใช้ในระบบธุรกิจอาหารประเภทเบอร์เกอร์ การศึกษาครั้งนี้พบว่า กระบวนการส่งเสริม การขายสามารถดึงดูดความสนใจจากลูกค้ากลุ่มเป้าหมายได้เป็นอย่างดี อีกทั้งยังช่วยให้ความ ต้องการของลูกค้าบรรลุถึงเป้าหมาย ในทำนองเดียวกัน การพิจารณากระบวนการส่งเสริมการ- ขาย ยังสามารถทำให้ยอดขายเพิ่มขึ้นพร้อมกับสร้างความจงรักภักดีในสินค้านั้น ๆ กับผู้บริโภค ได้อีกด้วย จากการศึกษาสำรวจและแบบสอบถามยังพบอีกว่า การส่งเสริมการขายที่น่าสนใจ จะสามารถโน้มน้าวการตัดสินใจในการซื้อของผู้บริโภคได้อย่างไม่ยาก อย่างไรก็ตาม ก่อนที่จะ ดำเนินการการส่งเสริมการขายใด ๆ ธุรกิจนั้นจำเป็นต้องคำนึงถึงปัจจัยสำคัญทางการตลาดมาก มาย อย่างน้อยที่สุด กลยุทธ์นั้น ๆ ควรจะเข้าถึงความต้องการของลูกค้าส่วนใหญ่ ให้ได้มากที่สุด