

CHAPTER FOUR

RESULTS

This chapter presents the data collected from sampled customers aged over 25 years in the Bangkok area. The findings were interpreted to draw conclusions related to the factors that influence the decision on purchasing toothpaste.

The purpose of this study was to explore the factors that influence the decision on purchasing toothpaste of the customers aged over 25 years in the Bangkok area. The results of the study collected from the questionnaires of 120 respondents are presented based on the objectives of the study mentioned earlier.

After SPSS Version 11.5 processed all the data collection, the results were shown. The analysis was divided in to 3 parts:

4.1 General Information of the Respondents

4.2 Factors Influencing the Respondents' decision on Purchasing Toothpaste

4.3 Additional comments of the Respondents

4.1 RESULTS OF GENERAL INFORMATION OF THE RESPONDENTS

The first part of the questionnaire sought demographic data concerning gender, age, marital status, highest educational level, occupation, personal salary, toothpaste brands often bought, formula often bought, the place where toothpaste is often bought, customers' comparing the price among brands with the same size, methods to compare. The total number of respondents was 120 sampled customers. All information was displayed in the form of frequency and percentage as follows:

Table 1 Gender of the respondents

Gender	Frequency	Percentage
Male	48	40.0
Female	72	60.0
Total	120	100.0

From Table 1, most of the respondents were females (60.0%) and the rest were males (40.0%).

Table 2 Age of the respondents

Age	Frequency	Percentage
25 - 30 years old	27	22.5
31 - 35 years old	22	18.3
36 - 40 years old	32	26.7
41- 45 years old	21	17.5
46 - 50 years old	11	9.2
More than 51 years old	7	5.8
Total	120	100.0

According to Table 2, about 26.7% of the respondents were aged 36-40 years, 22.5% aged 25-30 years, 18.3% aged 31-35 years, 17.5% aged 41-45 years, 9.2% aged 46-50 years, and 5.8% aged more than 51 years.

Table 3 Marital Status of the respondents

Marital Status	Frequency	Percentage
Single	76	63.3
Married	42	35.0
Divorced / Separated / Widowed	2	1.7
Total	120	100.0

As shown in Table 3, sixty three point three percent of the respondents were single, 35.0% married and 1.7% divorced, separated, or widowed.

Table 4 Highest Educational Level of the respondents

Highest Educational Level	Frequency	Percentage
Senior high school	2	1.7
Vocational school	8	6.7
Bachelor's degree	81	67.5
Higher than Bachelor's degree	29	24.2
Total	120	100.0

From Table 4, about 67.5% of the respondents had a bachelor's degree, 24.2% had higher than a bachelor's degree, 6.7% graduated from vocational schools and 1.7% finished senior high schools.

Table 5 Occupation of the respondents

Occupation	Frequency	Percentage
Private company employee	107	89.2
Government officer / State enterprise employee	3	2.5
Business owner	4	3.3
Freelance	4	3.3
Others	2	1.7
Total	120	100.0

According to Table 5, most of the respondents were private company employees (89.2%). Others were business owners (3.3%), freelance (3.3%), government officers / state enterprise employees (2.5%) and others (1.7%).

Table 6 Salary of the respondents

Personal Salary	Frequency	Percentage
10,000 Baht or lower	4	3.3
10,001 - 20,000 Baht	29	24.2
20,001 - 30,000 Baht	28	23.3
30,001 - 40,000 Baht	33	27.5
More than 40,001 Baht	26	21.7
Total	120	100.0

As shown in Table 6, about 27.5% of the respondents received salary of 30,001 - 40,000 Baht, 24.2% 10,001 - 20,000 Baht, 23.3% 20,001 - 30,000 Baht 21.7% more than 40,001 Baht and 3.3% 10,000 Baht or lower.

Table 7 Toothpaste brands which are often bought by the respondents

Brand	Frequency	Percentage
Colgate	37	30.8
Salz	15	12.5
Dentiste	13	10.8
Close-up	6	5.0
Twin Lotus	2	1.7
Sensodyne	20	16.7
Darlie	8	6.7
Systemma	19	15.8
Total	120	100.0

From Table 7, most of the respondents often buy Colgate (30.8%), followed by Sensodyne (16.7%), Systemma (15.8%), Salz (12.5%), Dentiste (10.8%), Darlie (6.7%), Close-up (5.0%), and Twin Lotus (1.7%).

Table 8 Formula which are often bought by the respondents

Formula	Frequency	Percentage
Anti-cavities	68	57.6
Salt	32	27.1
Fresh breath	44	37.3
Herbal	18	15.3
Sensitive	25	21.2
Whitening	26	22.0
Others	5	4.2

*Choose more than one

As shown in Table 8, most of the respondents often buy anti-cavities formula (57.6%), followed by fresh breath (37.3%), Salt (27.1%), whitening (22.0%), sensitive (21.2%), herbal (15.3%) and others (4.2%).

Table 9 Places where toothpaste is often bought by the respondents

Places to buy	Frequency	Percentage
Grocery Store	21	17.5
Convenience Store	25	20.8
Supermarket	74	61.7
Total	120	100.0

From Table 9, about 61.7% of the respondents often buy toothpaste at a supermarket, 20.8% buy at a convenience store and 17.5% buy at a grocery store.

Table 10 Customers' comparing brands with the same size

Comparing brands	Frequency	Percentage
Yes	60	50.0
No	60	50.0
Total	120	100.0

According to Table 10, fifty percent of the respondents compare brands with the same size and half of the respondents do not.

Table 11 Methods of comparing prices of the respondents

Methods to compare	Frequency	Percentage
Compare prices of different brands in the same shop	38	63.3
Compare prices of the same brand in different shops	21	35.0
Others	1	1.7
Total	60	100.0

From Table 11, sixty three point three percent of the respondents compare the prices of different brands of the same size in the same shop, 35.0% compare the prices of the same brand in different shops and 1.7% uses other methods to compare.

4.2 RESULTS OF FACTORS INFLUENCING THE RESPONDENTS' DECISION ON PURCHASING TOOTHPASTE

The second part of the questionnaire searched for the respondents' opinions on factors influencing the decision to purchase toothpaste. All information was measured in terms of people, mass media, product, price, place, and promotion. Closed-ended questions with a Likert 5-point scale were used to measure the degree of customers' opinions concerning the factor components. The findings were shown in the form of frequency distribution, mean, and standard deviation.

Table 12 Factors influencing decisions to purchase toothpaste of the respondents

Factors	Mean	S.D.	Interpretation
Product	3.57	0.52	Agree
Place	3.32	0.74	Uncertain
People	3.12	0.83	Uncertain
Price	3.08	0.91	Uncertain
Promotion	2.98	0.89	Uncertain
Mass Media (advertising)	2.82	0.88	Uncertain
Overall	3.17	0.63	Uncertain

According to Table 12, respondents were not certain about factors influencing their decisions to purchase toothpaste (mean = 3.17). However, the product was stated as more influential on purchasing decisions (mean = 3.57), followed by the place, people, price, promotion, and mass media (advertising) (mean = 3.32, 3.12, 3.08, 2.98, and 2.82, respectively).

Table 13 People as influencing factors on decisions to purchase toothpaste of the respondents

People	Opinions					Mean	S.D.	Interpretation
	Extremely Agree	Agree	Uncertain	Disagree	Extremely Disagree			
1. A dentist's suggestions influence your decision to purchase particular brands or formulas of toothpaste.	19 (15.8)	69 (57.5)	15 (12.5)	10 (8.3)	7 (5.8)	3.69	1.03	Agree
2. You purchase particular brands or formulas of toothpaste according to your family's suggestions.	5 (4.2)	69 (57.5)	17 (14.2)	22 (18.3)	7 (5.8)	3.36	1.02	Uncertain
3. Friends' suggestions influence your decision to purchase particular brands or formulas of toothpaste.	7 (5.8)	38 (31.7)	28 (23.3)	40 (33.3)	7 (5.8)	2.98	1.06	Uncertain
4. Salesperson's suggestions influence your decision to purchase particular brands or formulas of toothpaste.	7 (5.8)	29 (24.2)	39 (32.5)	34 (28.3)	11 (9.2)	2.89	1.06	Uncertain
5. Suggestions (in ads) of well-known people such as superstars, singers, or politicians lead you to purchase particular brands or formulas of toothpaste.	4 (3.3)	28 (23.3)	27 (22.5)	45 (37.5)	16 (13.3)	2.66	1.08	Uncertain
Overall						3.12	0.83	Uncertain

From Table 13, dentist's suggestions were thought to influence the respondents' purchasing decisions (mean = 3.69). However, the respondents were not

certain about the influence from family's suggestions (mean = 3.36), friends (mean = 2.98), salespersons (mean = 2.89), or well-known people (mean = 2.66).

Table 14 Mass Media (Advertising) that influenced decisions on purchasing toothpaste of the respondents

Mass Media	Opinions					Mean	S.D.	Interpretation
	Extremely Agree	Agree	Uncertain	Disagree	Extremely Disagree			
1. TV commercials make you purchase particular brands or formulas of toothpaste.	7 (5.8)	45 (37.5)	37 (30.8)	23 (19.2)	8 (6.7)	3.17	1.02	Uncertain
2. Magazine ads influence your decision to purchase particular brands or formulas of toothpaste.	6 (5.0)	36 (30.0)	36 (30.0)	34 (28.3)	8 (6.7)	2.98	1.03	Uncertain
3. Radio ads influence your decision to purchase particular brands or formulas of toothpaste.	6 (5.0)	26 (21.7)	34 (28.3)	39 (32.5)	15 (12.5)	2.74	1.09	Uncertain
4. Billboard ads influence your decision to purchase particular brands or formulas of toothpaste.	3 (2.5)	26 (21.7)	36 (30.0)	46 (38.3)	9 (7.5)	2.73	.97	Uncertain
5. Newspaper ads persuade you to choose particular brands or formulas of toothpaste.	3 (2.5)	24 (20.0)	36 (30.0)	48 (40.0)	9 (7.5)	2.70	.96	Uncertain

(table continues)

Table 14 (continued)

Mass Media	Opinions					Mean	S.D.	Interpretation
	Extremely Agree	Agree	Uncertain	Disagree	Extremely Disagree			
6. Internet ads influence your decision to purchase particular brands or formulas of toothpaste	6 (5.0)	19 (15.8)	32 (26.7)	49 (40.8)	14 (11.7)	2.62	1.05	Uncertain
Overall						2.82	0.88	Uncertain

As shown in Table 14, the respondents were not sure whether mass media (advertising) influenced their decisions to purchase toothpaste (mean = 2.82). However, TV commercials (mean = 3.17) were rated as more influential than other forms of media such as magazine ads (mean = 2.98), and Internet ads (mean = 2.62).

Table 15 Product factors that influenced the decisions on purchasing toothpaste of the respondents

Product	Opinions					Mean	S.D.	Interpretation
	Extremely Agree	Agree	Uncertain	Disagree	Extremely Disagree			
1. You purchase the previous brand again because of its quality.	27 (22.5)	83 (69.2)	7 (5.8)	3 (2.5)	-	4.12	.61	Agree
2. You decide to purchase the particular toothpaste because of its formula such as anti-cavity, salt, or herbal.	26 (21.7)	83 (69.2)	7 (5.8)	3 (2.5)	1 (0.8)	4.08	.67	Agree

(table continues)

Table 15 (continued)

Product	Opinions					Mean	S.D.	Interpretation
	Extremely Agree	Agree	Uncertain	Disagree	Extremely Disagree			
3. Well-known brands influence your decision to purchase that toothpaste brand.	12 (10.0)	79 (65.8)	18 (15.0)	8 (6.7)	3 (2.5)	3.74	.82	Agree
4. Packaging that is easy to use influences you to purchase particular brands or formulas of toothpaste.	15 (12.5)	70 (58.3)	21 (17.5)	10 (8.3)	4 (3.3)	3.68	.92	Agree
5. You decide to purchase the particular toothpaste due to its variety of size that suits your requirement such as 50 g, 100 g, or 200 g.	14 (11.7)	59 (49.2)	25 (20.8)	17 (14.2)	5 (4.2)	3.50	1.01	Agree
6. If you receive the product sample, you will decide to purchase after trial.	6 (5.0)	31 (25.8)	53 (44.2)	23 (19.2)	7 (5.8)	3.05	.94	Uncertain
7. You purchase toothpaste because of its attractive package.	6 (5.0)	35 (29.2)	24 (20.0)	41 (34.2)	14 (11.7)	2.82	1.13	Uncertain
Overall						3.57	0.52	Agree

As shown in Table 15, the respondents thought the product features highly influenced their decisions on purchasing toothpaste (mean = 3.57). Quality was rated the highest level of influence on purchasing decisions (mean = 4.12). Other features were formula (mean = 4.08), friendly packaging (mean = 3.68), size variety (mean = 3.50).

Table 16 Price factors that influenced decisions on purchasing toothpaste of the respondents

Price	Opinions					Mean	S.D.	Interpretation
	Extremely Agree	Agree	Uncertain	Disagree	Extremely Disagree			
1. You purchase a twin pack of toothpaste sold together with other oral products, such as a toothbrush or mouthwash with a special price.	6 (5.0)	53 (44.2)	28 (23.3)	25 (20.8)	8 (6.7)	3.20	1.04	Uncertain
2. You purchase a twin pack of toothpaste of different formulas with a special price.	5 (4.2)	47 (39.2)	35 (29.2)	25 (20.8)	8 (6.7)	3.13	1.01	Uncertain
3. You purchase toothpaste which is cheaper than other brands.	7 (5.8)	31 (25.8)	37 (30.8)	34 (28.3)	11 (9.2)	2.91	1.07	Uncertain
Overall						3.08	0.91	Uncertain

As shown in Table 16, the respondents were uncertain if prices influenced their purchase of toothpaste (mean = 3.08). Twin pack of toothpaste sold together with other oral products was rated more influential (mean = 3.20) than a twin pack of toothpaste of different formulas with a special price (mean = 3.13) and the cheaper brands (mean = 2.91).

Table 17 Promotion factors that influenced decisions on purchasing toothpaste of the respondents

Promotion	Opinions					Mean	S.D.	Interpretation
	Extremely Agree	Agree	Uncertain	Disagree	Extremely Disagree			
1. Any kind of discount such as coupon influences you to purchase toothpaste.	7 (5.8)	40 (33.3)	39 (32.5)	27 (22.5)	7 (5.8)	3.11	1.01	Uncertain
2. You purchase toothpaste that has a free gift.	6 (5.0)	41 (34.2)	37 (30.8)	29 (24.2)	7 (5.8)	3.08	1.01	Uncertain
3. Prize or reward influences you to purchase toothpaste.	3 (2.5)	27 (22.5)	37 (30.8)	41 (34.2)	12 (10.0)	2.73	1.00	Uncertain
Overall						2.98	0.89	Uncertain

From Table 17, the respondents said they were not sure if promotion influenced their decisions on purchasing toothpaste (mean = 2.98). However, discounts such as coupons were rated as more influential (mean = 3.11) than free gifts and prizes or rewards (mean = 3.08 and 2.73).

Table 18 Place factors that influenced decisions on purchasing toothpaste of the respondents

Place	Opinions					Mean	S.D.	Interpretation
	Extremely Agree	Agree	Uncertain	Disagree	Extremely Disagree			
1. You purchase toothpaste from Supermarkets, i.e. Carrefour, Big C, Watson, Boots, Tesco Lotus, Makro, Jusco, Food Land, or Tops.	22 (18.3)	73 (60.8)	17 (14.2)	6 (5.0)	2 (1.7)	3.89	.82	Agree

(table continues)

Table 18 (continued)

Place	Opinions					Mean	S.D.	Interpretation
	Extremely Agree	Agree	Uncertain	Disagree	Extremely Disagree			
2. You decide to purchase particular brands or formulas of toothpaste from Convenience Stores, i.e. 7-11, Lotus Express, Family Mart, or AM-PM.	3 (2.5)	54 (45.0)	27 (22.5)	28 (23.3)	8 (6.7)	3.13	1.02	Uncertain
3. You usually purchase toothpaste sold at a grocery store.	4 (3.3)	35 (29.2)	39 (32.5)	34 (28.3)	8 (6.7)	2.94	.99	Uncertain
Overall						3.32	0.74	Uncertain

From Table 18, the respondents were uncertain about the influence of places (mean = 3.32). However, supermarkets were rated more influential than convenience stores and grocery stores (mean = 3.89, 3.13, and 2.94).

4.3 ADDITIONAL COMMENTS OF THE RESPONDENTS

The final part of the questionnaire sought the additional comments influencing the respondents purchasing decisions by using open-ended questions. All information was gathered and displayed in the form of frequency and percentage as follows:

Table 19 Characteristics of toothpaste that most influence purchase

Characteristic of Toothpaste	Frequency	Percentage
Formula	60	42.0
Packaging	51	35.0
Texture	17	12.0
Quality	11	8.0

(table continues)

Table 19 (continued)

Characteristic of Toothpaste	Frequency	Percentage
Brand	5	3.0
Trial	2	1.0
Total	146	100.0

According to Table 19, the most influential aspect of toothpaste was formula (42%), followed by packaging (35%), texture (12%), quality (8%), brand (5%), and trial (1%).

Table 20 Places to buy toothpaste

Place	Frequency	Percentage
Supermarket	100	83.0
Convenience Store	15	12.0
Grocery Store	3	2.0
Others	3	2.0
Total	121	100.0

From Table 20, about 83% of the answers go to buying toothpaste at a supermarket, 12% at a convenience store, and 3% at a grocery store and others.

Table 21 Price or any type of promotion influenced decisions to purchase toothpaste

Price or any Type of promotion	Frequency	Percentage
Promotion	53	52.0
Discount	33	32.0
Premium (free gift)	16	16.0
Total	102	100.0

As shown in Table 21, most of the answers indicated that promotion influenced their decisions to purchase toothpaste (53%), followed by discount (32%), and premium (16%).

Table 22 People influence on decisions to purchase toothpaste

People	Frequency	Percentage
Dentist	29	38.0
Friend	17	22.0
Family	16	21.0
Themselves	15	19.0
Salesperson	8	10.0
Total	77	100.0

According to Table 22, people influencing their purchase the most were dentists (38%), followed by friends (22%), family (21%), themselves (19%), and salespersons (10%)

Table 23 Types of media that most influence their purchase of toothpaste

Type of Media	Frequency	Percentage
Television	76	87.0
Newspaper	6	7.0
Magazine	3	3.0
Radio	2	1.0
Total	87	100.0

From Table 23, most respondents thought television was influential the most (87%) and the rest were newspaper, magazine, and radio (7%, 3%, and 1%) respectively.

4.4 RESULTS OF HYPOTHESES

The hypotheses were customers with different demographic and personal backgrounds: gender, age, marital status, educational level, occupation, and salary have different opinions on factors influencing their decisions on purchasing toothpaste.

4.4.1 Males and females have different opinions on factors affecting decisions on purchasing toothpaste.

Table 24 Comparison of mean of opinions on the 4P's based on genders

Factors	Gender		t	p
	Male	Female		
People	3.04	3.17	-.857	.393
Mass Media (Advertising)	2.88	2.79	.553	.581
Product	3.53	3.60	-.691	.491
Price	3.01	3.13	-.724	.470
Promotion	3.01	2.95	.388	.699
Place	3.40	3.27	.885	.378
Overall	3.16	3.18	-.122	.903

*p<.05

From Table 24, when t-test or Independent Sample-test was used to test Hypothesis 1.1, no significant difference was found between the two genders in terms of influential factors: people, mass media (advertising), product, price, promotion, and places. Therefore, males and females didn't have different opinions on affective factors like people, mass media (advertising), product, prices, promotion, and places.

4.4.2 Customers with different ages have different opinions on factors influencing decisions on purchasing toothpaste.

Table 25 Comparison of mean of opinions on the 4P's based on ages

Factors	Age						F	p
	25 - 30 years old	31 - 35 years old	36 - 40 years old	41 - 45 years old	46 - 50 years old	More than 51 years old		
People	3.03	3.27	3.03	3.42	3.44	1.94	4.626	.001*
Mass Media (Advertising)	2.64	3.11	2.74	3.06	3.18	1.74	3.913	.003*
Product	3.57	3.66	3.65	3.67	3.53	2.69	5.118	.000*
Price	3.04	3.06	3.12	3.30	3.15	2.33	1.255	.288
Promotion	2.85	3.12	2.99	3.17	3.12	2.10	1.916	.097

(table continues)

Table 25 (continued)

Factors	Age						F	p
	25 - 30 years old	31 - 35 years old	36 - 40 years old	41- 45 years old	46 - 50 years old	More than 51 years old		
Place	3.42	3.38	3.20	3.49	3.52	2.52	2.415	.040*
Overall	3.11	3.31	3.15	3.37	3.35	2.22	4.703	.001*

*p<.05

From Table 25, when F-test or One Way Anova was used to test Hypothesis 1.2, a significant difference was found among ages concerning opinions on people, mass media (advertising), product, and places. Therefore, customers with different ages have different opinions on some affective factors: people, mass media (advertising), product, and place.

4.4.3 Customers with different marital statuses have different opinions on factor influencing decisions to purchase toothpaste.

Table 26 Comparison of mean of opinions on the 4P's based on marital status

Factors	Marital Status			F	p
	Single	Married	Divorced / Separated / Widow		
People	3.10	3.12	3.70	.518	.597
Mass Media (Advertising)	2.81	2.85	2.92	.041	.959
Product	3.57	3.56	3.71	.081	.922
Price	3.07	3.06	4.00	1.048	.354
Promotion	2.94	3.01	3.50	.418	.659
Place	3.30	3.34	3.83	.522	.595
Overall	3.16	3.18	3.56	.389	.679

*p<.05

As shown in Table 26, when F-test or One Way Anova was used to test Hypothesis 1.3, no significant difference was found in opinions of respondents of different marital statuses on influential factors: people, mass media (advertising),

product, price, promotion, and places. In short, customers with different marital statuses share similar opinions on the 4P's.

4.4.4 Customers with different educational levels have different opinions on the 4P's.

Table 27 Comparison of mean of opinions on the 4P's based on educational levels

Factors	Highest Educational Level				F	p
	Senior high school	Higher vocational school	Bachelor's degree	Higher than Bachelor's degree		
People	3.20	3.70	3.19	2.74	3.762	.013*
Mass Media (Advertising)	2.83	3.60	2.94	2.27	7.394	.000*
Product	3.43	3.80	3.60	3.44	1.222	.305
Price	3.50	3.67	3.14	2.74	2.882	.039*
Promotion	3.67	3.71	3.00	2.67	3.574	.016*
Place	4.00	3.58	3.40	2.98	3.496	.018*
Overall	3.35	3.69	3.24	2.84	5.423	.002*

*p<.05

As shown in Table 27, when F-test or One Way Anova was used to test Hypothesis 1.4, a significant difference was found in opinions of respondents' of different education levels. Therefore, customers with different educational levels have different opinions on the 4P's.

4.4.5 Customers with different occupations have different opinions on the 4P's.

Table 28 Comparison of mean of opinions on the 4P's based on occupations

Factors	Occupation					F	p
	Private company employee	Government officer / State enterprise employee	Business owner	Freelance	Others		
People	3.02	4.40	4.05	3.95	2.60	5.320	.001*
Mass Media (advertising)	2.70	4.33	3.96	3.92	2.50	7.135	.000*
Product	3.53	4.10	3.71	4.11	3.50	2.119	.083
Price	3.03	3.67	3.83	3.75	2.00	2.447	.050
Promotion	2.88	3.67	3.42	4.50	3.00	4.329	.003*
Place	3.26	3.78	3.92	4.33	2.67	3.633	.008*
Overall	3.10	4.07	3.83	4.06	2.80	6.107	.000*

*p<.05

According to Table 28, when F-test or One Way Anova was used to test Hypothesis 1.5, a significant difference was found in opinions of people of different occupations. Therefore, customers with different occupations have different opinions on the 4P's.

4.4.6 Customers with different amounts of salary have different opinions on the 4P's.

Table 29 Comparison of mean of opinions on the 4P's based on salary

Factors	Average Personal Monthly Income					F	p
	10,000 Baht of lower	10,001 - 20,000 Baht	20,001 - 30,000 Baht	30,001 - 40,000 Baht	Higher than 40,001 Baht		
People	4.10	3.37	3.10	3.06	2.78	3.493	.010*
Mass Media (advertising)	3.50	3.17	2.87	2.67	2.47	3.261	.014*
Product	3.93	3.64	3.66	3.58	3.33	2.293	.064
Price	3.42	3.44	3.17	3.04	2.59	3.508	.010*
Promotion	3.67	3.17	3.12	2.89	2.60	2.452	.050
Place	3.92	3.48	3.55	3.28	2.86	4.685	.002*
Overall	3.78	3.39	3.26	3.11	2.82	4.517	.002*

*p<.05

According to Table 29, when F-test or One Way Anova was used to test Hypothesis 1.6, a significant difference was found in opinions of people with different amounts of salary. Therefore, customers with different amounts of salary have different opinions on the 4P's.