

## APPENDIX A

### The Questionnaire in English Version

### Questionnaire

## “Factors Influencing Customers’ Decisions on Purchasing Toothpaste in the Bangkok Area”

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This questionnaire is a part of an individual project for the completion of Master of Arts in English for Careers, Language Institute, Thammasat University. A researcher would like to ask for your cooperation to answer the following questions according to your information and opinion. Your response will be strictly confidential and will be used for academic purposes only.

#### Part I: General Information of the Respondent

Please put ✓ in the blank box  in front of the choice related to your information or fill in your information in the space provided.

##### 1. Gender

1. Male

2. Female

##### 2. Age

1. 25 – 30 years old

2. 31 – 35 years old

3. 36 – 40 years old

4. 41- 45 years old

5. 46 - 50 years old

6. More than 51 years old

## 3. Marital Status

1. Single  2. Married
3. Divorced / Separated / Widowed

## 4. Highest Educational Level

1. Primary school  2. Junior high school
3. Senior high school  4. Vocational school
5. Bachelor's degree  6. Higher than Bachelor's degree
7. Others (please specify) \_\_\_\_\_

## 5. Occupation

1. Private company employee
2. Government officer / State enterprise employee
3. Business owner  4. Housewife
5. Freelance  6. Others (please specify) \_\_\_\_\_

## 6. Personal Salary

1. 10,000 Baht or lower  2. 10,001 – 20,000 Baht
3. 20,001 – 30,000 Baht  4. 30,001 – 40,000 Baht
5. Higher than 40,001 Baht

## 7. What brand of toothpaste do you often buy? (Please select only one choice)

1. Colgate  2. Salz
3. Dentiste  4. Close-up
5. Twin Lotus  6. Sensodyne
6. Darlie  7. Systemma
8. Others (please specify) \_\_\_\_\_

8. What formula do you often buy? (You can select more than one choice)

- |   |                                       |
|---|---------------------------------------|
| <input type="checkbox"/> 1. Anti-cavities                 | <input type="checkbox"/> 2. Salt      |
| <input type="checkbox"/> 3. Fresh breath                  | <input type="checkbox"/> 4. Herbal    |
| <input type="checkbox"/> 5. Sensitive                     | <input type="checkbox"/> 6. Whitening |
| <input type="checkbox"/> 7. Others (please specify) _____ |                                       |

9. Where do you often buy toothpaste from? (Please select only one answer)

1. Grocery Store
2. Convenience Stores (i.e. 7-11, Lotus Express, Family Mart, or AM-PM)

**Please specify the name of the store** \_\_\_\_\_

3. Supermarkets (i.e. Carrefour, Big C, Watson, Boots, Tesco Lotus, Makro, Jusco, Food Land, or Tops)

**Please specify the Supermarket's name** \_\_\_\_\_

10. Do you compare the prices of different brands with the same size?

1. Yes (Please answer question No. 11)
2. No (Please pass to part II, question No. 12)

11. From question No. 10, if you compare the prices of toothpaste of different brands with the same size, how do you compare?

1. Compare the prices of brands in the same shop
2. Compare the prices with the other shops
3. Others (please specify) \_\_\_\_\_

## Part II: Factors Influencing the Respondents' decisions on Purchasing

### Toothpaste

Please put ✓ in the space which represents your opinion.

Question	(5) Extremely Agree	(4) Agree	(3) Uncertain	(2) Disagree	(1) Extremely Disagree
<b>Suggestions of people (No. 12-16)</b>					
12. Friends' suggestions influence your decision to purchase particular brands or formulas of toothpaste.					
13. You purchase particular brands or formulas of toothpaste according to your family's suggestions.					
14. A dentist's suggestions influence your decision to purchase particular brands or formulas of toothpaste.					
15. Suggestions (in ads) of well-known people (through ads) such as superstars, singers, or politicians lead you to purchase particular brands or formulas of toothpaste.					
16. Salesperson's suggestions influence your decision to purchase particular brands or formulas of toothpaste.					

Question	(5) Extremely Agree	(4) Agree	(3) Uncertain	(2) Disagree	(1) Extremely Disagree
<b>Advertising (No. 17-22)</b> 17. TV commercials make you purchase particular brands or formulas of toothpaste.					
18. Radio ads influence your decision to purchase particular brands or formulas of toothpaste.					
19. Magazine ads influence your decision to purchase particular brands or formulas of toothpaste.					
20. Newspaper ads persuade you to choose particular brands or formulas of toothpaste.					
21. Billboard ads influence your decision to purchase particular brands or formulas of toothpaste.					
24. You decide to purchase the particular toothpaste due to its formula such as anti-cavity, salt, or herbal					
25. You decide to purchase the particular toothpaste due to its variety of sizes that suit your requirement such as 50 g, 100 g, or 200 g.					

Question	(5) Extremely Agree	(4) Agree	(3) Uncertain	(2) Disagree	(1) Extremely Disagree
26. If you receive the product sample, you will decide to purchase after your trial.					
27. You purchase toothpaste because of the attractive packages.					
28. You purchase the previous brand again because of its quality.					
29. Packaging that is easy to use influences you to purchase particular brands or formulas of toothpaste.					
<b>Price and Promotion (No. 30-35)</b> 30. You purchase the toothpaste that is cheaper than other brands.					
31. You purchase a twin pack of toothpaste of different formula with a special price.					
32. You purchase a twin pack of toothpaste sold together with other oral products, such as toothbrush or mouthwash with a special price.					

Question	(5) Extremely Agree	(4) Agree	(3) Uncertain	(2) Disagree	(1) Extremely Disagree
33. Any kind of discount such as coupon influences you to purchase toothpaste.					
34. You purchase toothpaste that has premium (free gift).					
35. Prize or reward influences you to purchase toothpaste.					
<b>Places of purchase (No. 36-38)</b>					
36. Toothpaste sold at a Grocery Store influence yours decision to purchase.					
37. You decide to purchase particular brands or formulas of toothpaste from Convenience Stores, i.e. 7-11, Lotus Express, Family Mart, or AM-PM.					
38. You purchase toothpaste from Supermarkets, i.e. Carrefour, Big C, Watson, Boots, Tesco Lotus, Makro, Jusco, Food Land, or Tops.					

### Part III: Additional Comments

39. What characteristic of toothpaste such as box, tube, texture, formula, etc. that most influences you to purchase? \_\_\_\_\_

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40. Where do you most often go to buy toothpaste?

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41. What price or any type of promotion influences you to purchase toothpaste?

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42. Who is the person that can influence you to purchase toothpaste?

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43. What is the type of media (radio, television, or newspaper) that most influences you to purchase toothpaste? \_\_\_\_\_

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Thank you for providing the valuable information