

## ABSTRACT

This project is about the impact of the large scale multinational corporation retailers towards traditional retail stores (Cho-huays). The structure of Thai retail business has gradually changed because the foreign entrepreneurs come to join with the local entrepreneurs. Thai retail business have increased the investment from foreign companies in order to strengthen the business which has affected the traditional retail stores.

The methodology of this research is based upon both qualitative and quantitative models. This research has been conducted on consumers who live in Bangkok. The researcher created and a designed questionnaire to ask 400 people as a sample to gather information and select frequency, mean and standard deviation as a tool for statistic analysis.

From the survey, most of respondents prefer to shop at Cho-huay once a month for buying beverage, snack, dry food and personal care with average spending less than 10 baht-50 baht. The main reasons that most respondents shop at Cho-huay is because it is near their home and when home stocks run out. Respondents want Cho-huay to improve many factors such as the variety of products, atmosphere in the store, new decoration, price, open 24-hour, good product arrangement, show of price label in each item, product are always new and fresh and the shop is air-conditioned.