



THE INFLUENCE OF STORE ENVIRONMENT ON HYPERSTORE
PATRONAGE: A STUDY OF BANGKOK SHOPPERS

BY
SIRIPORN PARAMASAWAT

A RESEARCH PROJECT

Submitted in Partial Fulfillment of the Requirements for the Degree
of Master of Science in Management (Business Management)

School of Business Administration
Colleague of Internet Distance Education
Assumption University
Bangkok, Thailand

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TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENT	i
ABSTRACT	ii
LIST OF TABLES	iii
LIST OF FIGURES	iv
CHAPTER	
1. INTRODUCTION	
The Influence of Store Environment on Hyperstore Patronage : A Study of Bangkok Shoppers	
Background of the Problem	5
Statement of the Research Problem	6
Objectives of the Study	6
Theoretical Framework	7
Definitions	8
Scope of the Study	8
Significance of the Study	9
Limitations	10
2. LITERATURE REVIEW	
Integrated Theoretical Framework	11
General Definition of the Physical Environment	12
Environmental Dimensions in Retail Environments	13
The Dependent Variable: Store Patronage	15
Past Empirical Studies	16
3. RESEARCH FRAMEWORK	
Research Model	19
Operationalization of Constructs/Variables	20

Research Hypothesis	23
4. RESEARCH METHODOLOGY	
Research Design	24
Research Methodology	24
5. DATA ANALYSIS AND RESULTS	
Data Preparation	35
Sample Profile	35
Scale Reliability and Assumption Checks	39
Hypothesis Testing Results	41
6. CONCLUSION AND RECOMMENDATIONS	
Discussion	45
Implications and Recommendations	47
Suggestions for Future Research	50
REFERENCES	51
APPENDIX A	55



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ABSTRACT

Hyperstore competition today is very anxious and intense as the main strategies used among the hyperstore operators including Tesco-Lotus, Carrefour, and Big C are nearly identical. In driving store patronage, much more recent focus has been given to store environmental factors. Hence, the hyperstore with the atmosphere that best suits its intended target market has a distinct advantage. This study examined the influence of three store environment factors including ambient factors, design factors and social factors on hyperstore patronage.

A distribution of questionnaires was employed to collect primary data from 384 respondents who are hyperstore shoppers in Bangkok. Data was analyzed using SPSS 12.0 in order to examine descriptive statistics of the sample profile and individual items and to conduct multiple regression analysis for testing the three hypotheses.

The results of the study indicated that favorable perceptions of ambient and social factors had significant positive influences on hyperstore patronage. Unexpectedly, design factors had no significant relationship with hyperstore patronage. To explain this insignificant result, additional multiple regression analysis on separate groups of hyperstore shopper's revealed different influences ambient factors, design factors, and social factors on hyperstore patronage.

The theoretical and managerial contributions of this study and implications and recommendations from the findings are offered.

LIST OF TABLES

Table	Page
1.1 Number of Hyperstores in Thailand	4
3.1 Definitions and Operational Components of Independent and Dependent Variables	22
4.1 Pretest Sample Profile Dummy Table	27
4.2 Pretest Reliability Coefficients (Cronbach's alpha)	28
4.3 Theoretical Sample Sizes for Different Sizes of Population and a 95% level of certainty	29
4.4 Data Collection Schedule	31
4.5 Statistical Method and Test Statistics Used in this Study	34
5.1 Sample Characteristics	36
5.2 Construct Internal Reliability and Cronbach's Alpha	39
5.3 Table of Multicollinearity Values	41
5.4 Multiple Regression Results	41
5.5 Summary Table of Hypotheses Testing	42
5.6 Comparison of Regression Analysis Among Sample Hypermarket Shoppers	43

LIST OF FIGURES

Figure	Page
3.1 Research Model	20
4.1 Sampling and Data Collection Procedures	30



CHAPTER I

INTRODUCTION

Retail Competition for Store Patronage

Store choice is viewed as consisting of processes whereby the consumer compares the characteristics of stores as he/she perceives them (Lessig, 1973). Retailers make substantial investments in attracting shoppers to visit their outlets. In a competitive retail environment, consumer retailers attempt to attract shoppers by using many strategies and tactics such as offering a wider assortment of products with a wider price range. Since the design of the retail and marketing mix among retailers has become more comparable, customers tend to easily switch to other stores. This creates higher costs to the retailer as attempts are made to draw back customers' intention for repatronage. To gain a competitive advantage in such dynamic situations, managing the store environment has become an effective tool to encourage customers to stay in stores longer. An attractive store environment is claimed to create a shopping experience which influences a shopper's purchase decision and increases his/her store patronage (Bitner, 1992; Donovan & Rossiter, 1982).

Thailand's Retail Industry

Retail trade in Thailand is one of the most important economic sectors in the country, which accounted for 43.8% of total consumer expenditures in 2004. With total retail sales at Bt 1,059 billion in the first half of 2005, this figure was expected to rise even further (The Ministry of Commerce, 2005). Moreover, with the Thai economy having recovered from the 1997 financial crisis, consumer confidence had

been regained and competition in the retail industry has intensified with the emergence of a wider variety of retailers and large foreign established chains.

Since the Thai retail market is very dynamic with much more potential for further growth, the future trend is expected to show that traditional retailers such as small “mom and pop” stores and “wet markets” would gradually diminish from the Thai retail industry, being replaced by new modern trade retailers. These new modern trade retailers include large hyperstores such as Tesco-Lotus, Carrefour, Big C, and Makro. These modern trade retailers attempt to differentiate themselves in many ways but are similar in terms of providing innovative processes, retail technology, and professional services.

The diversity of retailers throughout Thailand continues to develop. In the supermarket industry, there are major competitors that include Royal Ahold's Tops Supermarket and Delhaize Le Lion's Food Lion, while specialty retailers such as Boots, Watsons and category killers such as Home Pro, have become well-known to Thai consumers. Convenience stores such as 7-Eleven and Family Mart, have penetrated the market particularly as franchise outlets and have started to gain popularity among new investors as an alternative to setting up small independent stores.





Thai retailers have not remained unresponsive, with major department stores like Central, Robinson and The Mall, applying market repositioning strategies as well as investing in complete overhaul renovations to better suit the shopping needs of their targeted groups of customers.

Hyperstore Retailers in Thailand

Hyperstores have been established throughout Thailand within the ten years. These hyperstores offer a full range of products, usually in large, multi-packages, with an emphasis on medium quality products offered at competitively low prices. Fresh fruit and vegetables and bakery products are also available, but this produce is mostly supplied by local sources. Target customers of hyperstores are middle- and higher-income shoppers and small retailers who purchase large quantities. Retail businesses, particularly, hyperstores (e.g. Tesco-Lotus, Big C and Carrefour) have accelerated their expansion scheme to open more branches in an attempt to seize more market shares. As a result, hyperstores are now holding the highest market shares (30 percent) in the modern retail business. The entries of hyperstores earning low margins help prevent soaring consumer prices.

There are currently four hyperstore operators in Thailand: Tesco-Lotus, Big C, Carrefour, and Siam Makro. These hyperstores are established as foreign partnerships with Thai firms: Tesco-Lotus (Tesco from UK in partnership with CP Group of Thailand); Big C (Casino from France in partnership with Central Group of Thailand); Carrefour (Carrefour from France, originally in partnership with the Central Group); and Siam Makro (Makro from the Netherlands in partnership with CP Group). Only Siam Makro operates as a cash-and-carry wholesale outlet with required membership; the other three hyperstores operate as a cash-and-carry retail and wholesale store and are open to the general public with no membership required. The number of outlets for each of these four stores is given in table 1.1.

Table 1.1 Number of Hyperstores in Thailand

Rank	Name	Country of Origin	2002	2003	2004	Store Logo
1	Tesco-Lotus	UK	41	47	48	
2	Big-C	France	33	36	37	
3	Makro	Netherlands	21	22	23	
4	Carrefour	France	17	19	19	
Total			112	124	127	

Source: Thailand Retailers Association, 2004

Tesco-Lotus and Big C are the two leading firms that concentrate on the retail business, while Carrefour comes in third. Siam Makro leads and concentrates on the wholesale business. All four of these retailers are known for ordering merchandise in large lot sizes at a price cheaper than the supplier would give to other major wholesalers. Moreover, suppliers tend to offer these retailers ‘prizes’ for large volume order quantities. These retailers then sell their lots to smaller wholesalers or major retailers at the same price. The ‘prize’, which is normally extra quantities of the product ordered, is the retailer’s inherent profit in addition to the slotting allowances (i.e. product entry fee, promotional fee, and the shelving fee) that suppliers usually pay to these stores to have their products displayed in the store. This has stirred an uprising of the suppliers who have petitioned the government alleging unfair business practices. At the same time, the growth of hyperstores has been phenomenal in the past few years. This has stirred a series of protests from small traditional trade stores, who are losing their business as the hyperstores are moving closer to their territory.

Background of the Problem

Competition in Thailand's retail industry, particularly among hyperstores, is very intense. Since the main strategy is based on price competition, lower prices combined with new technology and innovation to make consumer shopping more convenient, has led retailers to shift importance and attention to other aspects of the retail mix, namely the atmospherics of their stores (Baker, Parasuram, Grewal, & Voss, 2002). If price differences are small, merchandise and services comparable, and locations equally convenient, the store with the atmosphere that is most appropriate for its intended target market would have a distinct advantage (Bitner, 1992). For some customers, atmosphere may actually overshadow other elements of the mix. In other words, a good atmosphere can increase the likelihood of purchase (Kotler, 1973-74).

In addition to developing higher levels of consumer service, hyperstores attempt to create comfortable and attractive stores that would appeal to their consumers by manipulating environmental attributes, such as store decor, layout, and background music. Effective use of the store environment not only draws shoppers to the store, but encourages consumers to stay in stores for longer periods of time (Baker et al., 2002; Holman & Wilson, 1982). Perhaps, a combination of better consumer service and an attractive store environment would influence purchase decisions, which in turn would help to sustain the existing customers, expand to new target markets, and increase store patronage.

Statement of the Research Problem

Hyperstore competition today is very anxious and intense as the main strategies used among the hyperstore operators including Tesco-Lotus, Carrefour, and Big C are nearly identical. Marginal price differences, comparable merchandise and services, and close proximal locations, consumers may no longer be loyal to any particular store.

In driving store patronage, much more recent focus has been given to store environmental factors. The hyperstore with the atmosphere that best suits its intended target market has a distinct advantage. For instance, to maintain existing customers, expand the market, and increase patronage, atmosphere has become another element in the store arsenal (Kotler, 2000).

Despite this noted attention given to the influence of store environment on store patronage, there are few studies that have examined these potential influences in a Thai retail context. As such, a study on the effects of important store environment factors on Bangkok shoppers hyperstore patronage would be a worthwhile endeavor.

Objectives of the Study

Past retail and marketing studies have identified several consumer-oriented store attributes such as price, quality, variety, discounts, store reputation and their relationship to store patronage. However, these studies have overlooked how the physical environment affects store patronage.

To fill this gap of past studies, the purpose of this research is to examine the influence of store environments on hyperstore patronage by addressing the question of: *Do store environment factors (ambient factors, social factors and design factors)*

have an influence on shopper's intention to revisit the hyperstore? The objectives of this study include:

1. To examine the influence of store ambience on hyperstore patronage among shoppers in Bangkok.
2. To examine the influence of store design on hyperstore patronage among shoppers in Bangkok.
3. To examine the influence of a social factors on hyperstore patronage among shoppers in Bangkok.

Theoretical Framework

The conceptual foundation for the hypotheses in this study is adopted from the theoretical framework developed by Baker, Parasuram, Grewal, and Voss (2002). Their framework integrates the theories of inference theory (Huber & McCann, 1982; Monroe & Krishnan, 1985), schema theory (Fiske, 1982; Fiske & Linville, 1980), and the theory of affordances (Gibson 1979) to explain the influence of store environment on store patronage. Baker et al. (2002) integrated these theories to support the notion that consumers pay attention to social, design, and ambient environment cues when evaluating stores because they believe that these cues provide reliable information about store-related attributes such as product quality, price levels, and the overall shopping experience (Bitner, 1992). Therefore, based on this framework, the focus of this study is on the influence of these store environment cues on hyperstore patronage in Bangkok.

Definition of Terms

In this section, the important key terms used in this study are defined.

Ambient factors refer to background conditions of the retail outlet, such as air quality, sound, smell, lighting, cleanliness, and atmosphere (Baker et al., 1994; Bitner, 1992).

Design factors encompass both aesthetic and functional components and may apply to the interior or exterior (store layout, sign, decoration, walking space, shelf arrangement) of a service organization (Baker et al., 1994; Bitner, 1992).

Hyperstore is a store which combines a supermarket and a department store. The result is a gigantic retail facility which carries an enormous range of products under one roof, including full lines of fresh groceries and apparel.

Social factors refer to the people (personality) component of the environment. In this research, social factors are specified into the personality of staff employed by the hyperstore and the services they offer to the customers (Baker et al., 1994).

Store Patronage is defined as the individual's intention to shop at the particular hyperstore, which also includes the likelihood of both intention to shop at the store, revisiting, and recommending it to others (Dodds, Monroe, & Grewal, 1991; Zeithaml, Berry & Parasuaman, 1996).

Scope of the Research

The scope of this research study was focused on the influence of a store's environment and hyperstore patronage. The respondents of this research were the shoppers 15 years and older who shop at hyperstores in the Bangkok metropolitan area. Data was collected during a one week period in March 2006.

Though there are many variables that may influence shopper's store patronage, based on the aforementioned framework adopted for this study, the main independent variables in this study were related to store environment, including social factors, design factors and ambient factors while the main dependent variable was consumer's store patronage behavior at the hyperstore.

In order to ensure that the store environment would be relevant to hyperstore patronage behavior, and for the sake of consistency, price, product quality and other variables affecting store patronage behavior were assumed to be similar.

Significance of the Research

This research study was to examine the influence of store environment on hyperstore patronage behavior. Moreover, this study determined further how hyperstore preference of potential customers was influenced by each factor of store environment (ambient factors, design factors, and social factors). These factors were considered as critical elements to marketers in retail industry, especially those in the hyperstore industry.

The study could also be perceived as an expression of the consumers' opinion toward the hyperstore environment in Bangkok. The results from this study may prove useful for hyperstore marketers because the results could be used to evaluate hyperstore environment and whether pleasant shopping experiences have been provided to their customers. In addition, this research provides retailers with the tools necessary to attract and retain customers by fostering a better understanding of the environmental needs of consumers. Moreover, it helps marketers to develop and improve their store environments, enabling them to be more competitive.

Limitations

One limitation is this study is the focus on the influence of store environment on store patronage. As based on the adopted framework, potential influences from the traditional marketing mix variables and the macroenvironment are not included in this study. Another limitation of this study is that it was mainly concerned with hyperstores, rather than retail stores in general. Hence, the results of this study should not be inferred to other retailer types. Another limitation to this study is that it was conducted during a one week period involving shoppers in Bangkok and therefore the results cannot be generalized to other areas outside of Bangkok or other time periods.



CHAPTER 2

LITERATURE REVIEW

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This chapter discusses the integrated theoretical framework upon which this study was based, followed by a literature review of store environmental cues of social, ambient, and design factors and how each relates to store patronage.

Integrated Theoretical Framework

To explain the influence of store environment on store patronage, the theoretical framework in this study was adopted from Baker, Parasuram, Grewal, and Voss (2002). The theoretical framework was an integration of inference theory, schema theory, and the theory of affordances. Each of these theories is discussed briefly next.

Inference theory argues that people form opinions about what they do not know on the basis of information they receive from cues that are available to them (Huber & McCann, 1982; Monroe & Krishnan, 1985). In a retail context, schema theory (Fiske, 1982; Fiske & Linville, 1980) suggests that consumers have preconceived ideas of both the retailer and the retail category to which the retail outlet belongs. These preconceptions help shape people's expectations of new or ambiguous retail contexts. Moreover, the theory of affordances suggests that people perceive their physical environment as a meaningful entity and that such a perception conveys information directly to them (Gibson 1979).

General Definition of the Physical Environment

The physical environment refers to offices, factories, and other buildings controlled by organizations and features of their internal layout, equipment, furniture, and ambient conditions (Sundstrom & Altman, 1989).

There are several researchers like Bitner (1992), Baker, Berry, and Parsuraman (1988) and Martineau (1969) who have mentioned that the physical environments of retail stores, hotels, restaurants, professional offices, banks, and hospitals reflect the overall image of the organization and influence individual consumer behavior in these service organizations. Specifically, the physical environment creates a tangible representation or image of a service organization and its services (Baker et al. 1988). In a discussion of bank facilities, Baker et al. (1988) stated that image allows service organizations to differentiate themselves from others and influences why consumers choose one organization over another. If organizations (i.e., banks) are perceived as having similar pricing, product mix, and branch locations, consumers often use the physical environment as an important determinant in choosing organizations besides the factors of location, price and merchandise offerings.

Several researchers have focused more on the importance of the store environment. For instance, Holman and Wilson (1982) stated that consumers shop in stores that provide a proper environment relative to image and services. Often consumers evaluate the environment to determine the firm's capabilities for providing a particular service before a purchase.

Alternatively, the works by Baker and colleagues (1987, 1988, 1997, 2002) appear to include a broader range of environment dimensions. They have presented a typology categorizing the elements of store environment into three categories: *Social*

Factors, Design Factors, and Ambient Factors. Similarly, Bitner (1992) discussed the role of several environmental factors in marketing services from the consumer's perspective. The purpose of these papers was to classify environmental elements, to develop propositions about the consumer's relationship with the service environment, and to discuss implications of and suggestions for research based on those propositions. Based on these previous works, the components of the store environment can be divided into three basic components including ambient factors, design factors, and social factors.

Environmental Dimensions in Retail Environments

Ambient Factors. Ambient factors are nonvisual elements of a store's environment and refer to background conditions such as air quality, sound, smell, atmosphere, and cleanliness, that affect customers' perceptions and responses to the environment (Baker et al., 1994; Bitner, 1992). In general, most ambient conditions exist below the consumer's level of awareness. Consumers are less than totally conscious of these conditions in the environment. Most consumers expect a certain level of ambient conditions and may be unaware of these conditions unless they are absent or exist at an unpleasant level. Lewison (1994) discussed the store environment relative to the five senses (i.e., sight, sound, scent, touch, taste). The store and its environment are important because 70 to 80 percent of purchase decisions are made in the store while inspecting the merchandise. Retail management should attempt to create a motivating, comforting store environment, with exciting store interior and appealing merchandise presentation. Moreover, Lewison had described how a retailer could use sensory appeals, sight, sound, scent, touch and taste appeal to improve a favorable store image and a pleasant shopping environment. For example, the retailer

might use sight appeal to arouse the consumer's attention. The use of sight appeal can be accomplished by creating harmonious, contrasting, or clashing visual relationships in display, layout, or physical arrangement of the store. In general, harmonious relationships are seen in quieter, plusher, more formal retail settings, while contrasting and clashing relationships are found in more exciting, cheerful, and informal stores.

Design factors. Design factors relate to visual in nature, which encompass both aesthetic and functional components and may apply to the interior or exterior (i.e. store layout, sign, decoration, walking space, shelf arrangement) of a service organization. Baker (1987) described design factors as existing "at the forefront of our awareness." In other words, these components are more perceivable and play more of a role in motivating purchase behavior than ambient conditions. Canter (1983) stated that store design cues most important role of space is its ability to facilitate the goals of its occupants. For many shoppers, this means convenience and finding merchandise easily. Layout is an example of a design cue that may influence customers' expectations of their efficient movement through a store (Titus & Everett, 1995)

Social factors. Social factors are the people (personality) component of the environment and include the consumers and service personnel in the service environment (Baker, Grewal, & Parasuraman, 1994). Social factors are related to other people present in the store (Bellenger & Korgaonkar, 1980). Of all those people, salespeople are the most important because, as components of the marketing mix, a marketer has significant control over their number, type, and behavior. Martineau (1969) stated that the store's personality draws shoppers to one store rather than another, consequently, not only should retailers be concerned with value and quality of merchandise, but also with a wide range of other factors (e.g., environmental

dimensions). All of these factors are expected to play a critical role in the success or failure of stores.

The Dependent Variable: Store Patronage

According to Engel, Blackwell, and Miniard (1995), environmental dimensions such as air quality, lighting, layout, and aisle width and placement are physical store attributes used to project store image and influence store choice. Store retailers must provide a setting that will allow consumers to shop for their needs and wants in the marketplace. Because store retailers have experienced problems with declining sales and faced competition from non-store retailers, they must understand the importance of the environment and what can be done to influence store patronage.

Store patronage is identified in Bitner's (1992) model as approach-avoidance behavior. Bitner proposes that perceptions of the environment or environmental dimensions lead to certain beliefs or emotions about the environment, which then individuals react to environments in two ways to show preference (i.e., patronize) or lack of preference (i.e., avoidance) for that particular environment.

Also, Mehrabian and Russell (1974) and Donovan and Rossiter (1982) identified the emotional responses (i.e., pleasure, arousal, dominance) that individuals exhibit while in a particular environment. Furthermore, Donovan and Rossiter proposed that an individual would engage in either approach or avoidance behaviors to show preference or lack of preference for several types of retail stores. Of the four approach-avoidance dimensions (i.e., physical, exploratory, communication, performance/satisfaction) discussed by these researchers, physical approach-avoidance was expressed as store patronage.

Additionally, Haynes, Pipkin, Black, and Cloud (1994) defined store patronage as how individuals choose a certain retail store for shopping. This decision process is often initiated by patronage motives, which determines why consumers shop and make purchases at certain retail stores (Moschis, 1992; Stafford & Stafford, 1986).

Store patronage has generally used repeat-patronage rates rather than retention (Uncles & Hammond, 1995; Wrigley & Dunn, 1984). Repeat-patronage rate is also a function of market share and proportional loyalty, and thus does not provide a pure measure of retention. Retention, the inverse of defection, is indicated by continued purchase of a brand or patronage of a store. Also, store patronage intentions includes the likelihood of both intention to shop at the store and recommending it to others (Dodds, Monroe, & Grewal 1991; Zeithaml, Berry, & Parasuaman, 1996)

From these previous works, store patronage can be defined as the individual's intention in visiting the particular store which can be defined into two ways: the intention to shop at the same hyperstore or revisit, and the likelihood to recommend the store to others.

Past Empirical Studies

Several research studies at the retail level have been conducted to explain or predict store patronage behavior. Shim and Kotsiopoulos (1992, 1993) conducted a two-part study of apparel patronage behavior. Questionnaires were mailed to 1,400 females in the District of Columbia, U.S. The study examined relationships among store patronage behavior, store attributes, shopping orientations, information sources, and personal characteristics. More specifically, the objectives were to predict apparel

patronage behavior, to predict store attributes, which impact store patronage, to predict shopping orientations, which impact store attributes, and to predict information sources, which impact shopping orientations. Overall results revealed that all four variables, personal characteristics, information sources, shopping orientations and store attributes, had some degree of predictability in store patronage (shopping at a certain store) for apparel shopping.

Moye (2000) studied the influence of shopping orientations, selected environmental dimensions with apparel shopping scenarios, and attitude on store patronage among female consumers. Her study focused on the importance of environmental dimensions relative to three shopping scenarios, importance of environmental dimensions relative to shopping orientations, perceptions of first store choice relative to shopping orientations, and attitude toward first store choice. Data were collected using a random sample of women age 18 and over throughout the U. S. Results revealed no difference in importance ratings of two environmental dimension factors, Sensory/Layout and Music/Aesthetics had an influence on store patronage, shopping scenarios, shopping orientation in apparel stores.

O'Connor (1993) stated that supermarkets are challenged to determine the reason why customers patronize a specific store. A first step in developing a strategy for gaining consumer motivation includes a long range plan. The CEO must make public and consistent commitment to reason why retailing. Moreover, the organization must become thoroughly customer-oriented, and employees must be involved and feel involved.

Based on this literature review, it seems apparent that the decision to patronize a certain store usually starts with a set of characteristics or attributes that consumers consider important. Consumers then use these attributes to make decisions regarding

what store or stores can cater to their particular needs. Past retail and marketing studies have identified several consumer-oriented store attributes such as price, quality, variety, discounts, store reputation and their relationship to store patronage, studies overlooked how the physical environment affects store patronage. In addition, very few studies have addressed the issue of store environment and how they affect store patronage and most of those researches were conducted in the apparel industry.



CHAPTER 3

RESEARCH FRAMEWORK

This chapter discusses the theoretical framework and presents the research model used in this study. The operationalizations of the independent variables including social factors, design factors, and ambient factors and the dependent variable of store patronage are given. The hypothesis statements, based on the research questions formulated in chapter one of this study, are presented at the end of this chapter.

Theoretical Framework

This study adopted the integrated theoretical framework developed by Baker, Parasuram, Grewal, and Voss (2002). Their framework integrates the theories of inference theory (Huber & McCann, 1982; Monroe & Krishnan, 1985), schema theory (Fiske, 1982; Fiske & Linville, 1980), and the theory of affordances (Gibson, 1979) to explain the influence of store environment on store patronage. Baker (1986) presented a typology categorizing the elements of store environment into three categories: *social factors*, *design factors*, and *ambient factors*. Thus, these independent variables are expected to influence store patronage behavior.

Research Model

Bitner (1992) and Haynes, Pipkin, Black, and Cloud (1994) suggested that the environment in the store may be important determinant of consumers' store patronage

behavior. Hypothesizing and using research method for the hypotheses testing can help determine whether independent and dependent variables are related.

The relationships among ambient factors, design factors, and social factors and store patronage is illustrated in figure 3.1.

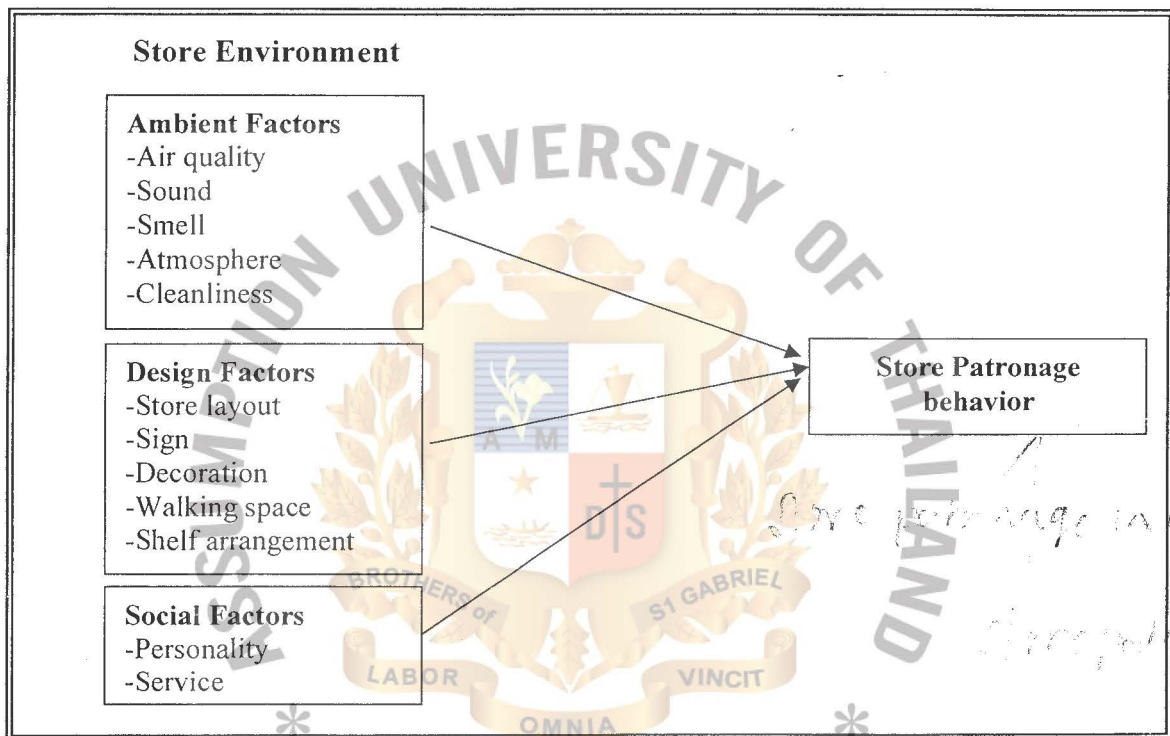


Figure 3.1 Research Model

Operationalization of the Constructs/Variables

Multi-item scales is designed to measure a single underlying theoretical concept. It thus conforms in some respects to the psychometric approach, but it is much shorter. Multi-item scales are used when the researcher is attempting to measure complex clinically relevant domains as a single item is unlikely to represent

well the broad scope of that domain. Each item of a multi-item scale contributes unique information. Furthermore, combining across items cancels out the unavoidable random error associated with each single item, hence reliability is often high.

Multi-item scales have typically been used to measure the constructs used in store patronage research (e.g. Baker et al., 2002). The influence of multiple store environment cues on perceived merchandise value and patronage intentions. As such, multi-item scales were used to measure the constructs of ambience, design and social factors. The scales in this study have been adopted and adapted from those used in previous studies.

The multi-item measurement of independent variables is the summated rating method or the Likert scale. Likert is a measure of attitudes ranging from very positive to very negative designed to allow respondents to indicate how strongly they agree or disagree with carefully constructed statements relation to an attitudinal object (Zigmund, 2000)

For the measurement of dependent variables, the respondents were asked whether the store Environments have an influence on customers' store patronage. The conceptual definitions and operationalizations of variables included in this study are summarized in table 3.1.

Table 3.1 Definitions and Operational Components of Independent and Dependent Variables

Concept	Conceptual Definition	Operational Components	Type of Scale
Ambient Factors	Factors related to non-visual elements of a store's environment, including: <ul style="list-style-type: none"> • Air quality • Sound • Scent • Atmosphere • Cleanliness (Baker, 1986; Bitner, 1992)	<ul style="list-style-type: none"> - Air condition: Cool air and comfortable atmosphere - Nice background music: The music is consistency with the likes of the customers. - Scent: Pleasant smell - Lighting: Bright light, focusing on the special feature areas and items. - Atmosphere: create the comfortable and relax shopping experience - Cleanliness : the store is clean and tidy (adapted from Baker et al (1994) and Bitner (1992))	Likert (Interval)
Design Factors	Factors that are visual in nature and include: <ul style="list-style-type: none"> • Store layout • Sign • Decoration • Walking space • Shelf arrangement (Baker, 1986; Bitner, 1992)	<ul style="list-style-type: none"> - Well-organized layout: the assortment of merchandise are classified into related groups or departments which is easily understood by customers - Signs are clear and easily noticeable - Impressive interior design: unique decoration, bright lights, wall and ceiling color create warm feeling - Roomy walking space: moving easily around inside the store - Well-spaced merchandise: easily locate the products on shelves (adapted from Baker et al, (1994) and Bitner (1992))	Likert (Interval)
Social Factors	The factors related to other people present at the store, including <ul style="list-style-type: none"> • Staffs' personality • Service provided (Baker, 1986; Bitner, 1992)	<ul style="list-style-type: none"> - Friendliness: staff are polite, courteously, efficiently and taking initiative to help - Quickness at cashier: Staff can perform the fast service - Knowledge level: staffs have good products knowledge - Handling Queries: staffs are able to answer clearly and promptly all questions and give useful suggestions (adapted from Baker et al (1994) and Bitner (1992))	Likert (Interval)

Table 3.1 Definitions and Operational Components of Independent and Dependent Variables (continued)

Concept	Conceptual Definition	Operational Components	Type of Scale
Store Patronage	The individual's intention to shop at the store as a combination of intention to shop at the store, revisit and recommend the store to others (Dodds, Monroe, & Grewal 1991; Zeithaml, Berry, & Parasuraman 1996)	<ul style="list-style-type: none"> - Repeat visiting: return to shop at this hyperstore again. - Intention to shop: buy products from this hyperstore again and - unlikely to switch to shop at another hyperstore - Intention to recommend to others: willing to recommend this hyperstore to people I know. (adapted from Dodds, Monroe, & Grewal, 1991; Zeithaml, Berry & Parasuraman, 1996) 	Likert (Interval)

Research Hypotheses

Hypotheses are conjectural statements of the relationship between two or more variables that carry clear implications for testing the stated relations (Davis, 1996). As this research focuses on the role of store environment on customer's patronage, the hypotheses of the study are formulated as:

H1₀: Ambient factors has no influence on shopper's hyperstore patronage.

H1_a: Ambient factors has an influence on shopper's hyperstore patronage.

H2₀: Design factors has no influence on shopper's hyperstore patronage.

H2_a: Design factors has an influence on shopper's hyperstore patronage.

H3₀: Social factors has no influence on shopper's hyperstore patronage.

H3_a: Social factors has an influence on shopper's hyperstore patronage.

CHAPTER 4

RESEARCH METHODOLOGY

The purpose of this chapter is to provide an overview of the research methodology employed for this study. The first part describes the research design, method used, data collection, the development of the survey, and the pretest results. The second part discusses the target population, sampling procedures, and the statistical techniques used to empirically test the hypotheses.

Research Design

This study employed descriptive research to examine the influence of store environment on hyperstore patronage. The questionnaire survey method was applied to obtain responses from a representative sample of the target population.

Research Methodology

Data Sources

Both secondary and primary data were collected for this study. Secondary data is important because it can save considerable time and effort in solving the research problem at hand (Davis, 1996). The secondary data used in this research was retrieved from both manual and online methods. Books and periodicals used for this research were gathered from University libraries (i.e. Chulalongkorn and Assumption). The Internet was also a main source of secondary data. Also, secondary data also were obtained mostly from online databases including ABI-INFORM and Emerald-Insight.

Primary data were collected and assembled specifically for the purpose of the investigation at hand (Malhotra, 2000). Survey by self-administrated questionnaire was conducted to gather information from 384 targeted respondents in Bangkok. The data collected was entered to and analyzed using the SPSS version 12.0 program.

Measurement and Instrument Development

The major constructs of interest, social factors, ambient factors, design factors, and store patronage were measured using previously developed scales and adapted to suit the hyperstore context. Respondent perceptions were measured using 5-point Likert scales. Likert scales use agree-disagree anchors, thus, the items were written so that the respondent could indicate the extent to which he/she agrees or disagrees with each statement (Mowen, 1987).

The instrument used to collect primary data was a questionnaire. The questionnaire was divided into two parts. The first part included items to measure respondents' perceptions about store environment and store patronage. The second part included items related to the respondent's demographic characteristics and shopping behaviors.

The questionnaire was originally prepared in English and was translated to Thai for reducing the responding error and better understanding for the respondents. The Thai version was reviewed by an expert in international marketing experienced in translating English questionnaires to Thai. The clarity of the Thai version of the questionnaire was also evaluated through a pretest among 30 Thai respondents.

Pretest and Evaluation of Multi-item Constructs

A pretest of the questionnaire was conducted in order to obtain feedback on the questionnaire's wording, format, and length and also to collect data to run a preliminary test on the multi-item scales. Copies of the questionnaire were distributed to a convenience sample of 30 hyperstore shoppers. The characteristics of the pretest sample are shown in table 4.1.



Table 4.1 Pretest Sample Profile

Characteristic	Frequency (N = 30)	Percentage
Gender		
- Male	8	26.7
- Female	22	73.3
Age		
- 15-24 years old	14	46.7
- 25-34 years old	15	50.0
- 35-44 years old	0	0
- More than 44 years old	1	3.3
Education Level Completed		
- Bachelor Degree	19	63.3
- Master Degree	11	36.7
Occupation		
- Business owner	2	6.7
- State enterprise employee	2	6.7
- Private company employee	11	36.7
- Student	15	50.0
Personal monthly income		
- less than 10,000 Bht	11	36.7
- 10,000-20,000 Bht	9	30.0
- 20,001-30,000 Bht	4	13.3
- 30,001-40,000 Bht	4	13.3
- More than 40,000 Bht	2	6.7
Number of hyperstore visits per month		
- Once a month	8	26.7
- 2-3 times per month	17	56.7
- 4-5 times per month	3	10.0
- More than 5 times per month	2	6.7
Most often time for visiting hyperstores		
- Before 12.00	2	6.7
- 12.00-15.00	4	13.3
- 15.01-18.00	7	23.3
- 18.01-20.00	13	43.3
- After 20.00	4	13.3
Products bought from the hyperstore*		
- Food and Beverage	29	96.7
- Clothing	1	3.3
- Personal items	30	100.0
- Appliance	1	3.3
- Stationary	5	16.7
- Automotive	2	6.7
- Toys	1	3.3
Approximate amount of baht spending per store visit		
- Less than 100 Bht	2	96.7
- 101-500 Bht	12	3.3
- 501-1,000 Bht	7	100.0
- More than 1,000 Bht	9	3.3

*Percentages do not sum to 100 since respondents were instructed to "Check all that apply."

Feedback from respondents of the pretest revealed several mistakes and ambiguities in the wording. These were corrected and the questionnaire was revised in terms of sequencing, wording, and structuring.

Responses to the survey questions were entered into and processed by the SPSS 12.0 program. Input data were checked and data from reverse stated items were recoded. To assess the internal reliability of the multi-item scales for the four constructs, reliability analysis was conducted to generate Cronbach's alpha. Cronbach's alphas greater than or equal to .60 are considered as acceptable levels of reliability (Sekaran, 2000). The pretest results showed that the Cronbach's alpha for the four constructs ranged from .700 to .857, thus indicating 'good' reliability. The Cronbach's alpha for each of the four constructs is presented in table 4.2.

Table 4.2 Pretest Reliability Coefficients (Cronbach's alpha)

Construct	No. of items	Cronbach's alpha
Ambient	6	.766
Design	5	.730
Social	6	.700
Patronage	4	.857

Target Population and Sample of Respondents

A population is defined as the complete set of units of analysis that are under investigation (Davis and Cosenza, 1988). The target population of this study was consumers in Bangkok aged 15 years and older who shop at a hyperstore. According to the Department of Local Administration Ministry of Interior, there are approximately 5,102,250 people in this target population and an estimated 3,500,000 people shop at hyperstores.

Sampling Unit. A sampling unit, by definition, is a single element or group of elements subject to selection in the sample (Zikmund, 2000). The sampling unit in this study is the hyperstore shopper aged 15 years or older.

Sampling Frame. A sampling frame is a complete list of clusters of individuals or objects from which the sample may be drawn (Zikmund, 2000). A complete list of hyperstore shoppers was not available. Therefore, for this study non-probability sampling was employed.

Sample Size Determination. In this research study, the sample size was determined based on the theoretical sample sizes for different sizes of population (Anderson, 1966). Table 4.3 shows the theoretical sample sizes for different sizes of population to achieve a 95 percent level of certainty.

According to information from the Department of Local Administration Ministry of Interior, the Bangkok population was 6,803,000 in 2005 and the Bangkok population aged 15 years and older was 5,102,250. Thus, the most appropriate sample size is 384 respondents, which allows for a 5 percent level of tolerable error.

Table 4.3 Theoretical Sample Sizes for Different Sizes of Population and a 95% Level of Certainty

Population/ (Sampling Frame)	Require Sample for Tolerable Error			
	5%	4%	3%	2%
100	79	85	91	96
500	217	272	340	413
1,000	277	375	516	705
5,000	356	535	897	1,622
50,000	381	593	1,044	2,290
100,000	382	596	1,055	2,344
1,000,000	384	599	1,065	2,344
25,000,000	384	600	1,067	2,400

Gary Anderson, Fundamentals of Educational Research, 1966, p.202

Sampling Procedures. There are two main sampling methods, probability and non-probability sampling. Probability sampling is a technique in which every member of the population has a known, nonzero probability of being selected. Non-probability sampling is a sampling technique in which units of the sample are selected on the basis of personal judgment or convenience.

Non-probability convenience sampling was used for this research. The convenience sampling procedure is extensively used in consumer behavior research (Malhotra, 2003) because of the lack of adequate sampling frames and because it is a more cost efficient means to select respondents. The sampling and data collection procedures are summarized figure 4.1.



Figure 4.1 Sampling and Data Collection Procedures

Data Collection

Primary data were collected using self-administered questionnaires. Convenience sampling was applied to obtain respondent information. Questionnaires were distributed around the central business district near office buildings, shopping centers, hyperstores, and also around the Assumption University Huamark vicinity. Potential respondents walking by were approached by the researcher and were asked for their cooperation and time to complete the questionnaire. The interaction between the respondent and researcher was kept at a minimum to avoid any interviewer bias. The data collection schedule is shown in table 4.4 below.

Table 4.4 Data Collection Schedule

Time	Location	Total Sample Size	Target Sample Size
Mon – Fri of the 4 th week of March	Sathorn Road		
	- Empire Tower		
	- Rajchanakarn Bldg		
	- The Ascott		
	- Sathorn Thani		
	Silom Road		
	- CP Tower		
	- Liberty Tower		
	- Silom complex	320	384
	Rama 4 Road		
	- Maleenon Bldg		
	- Carrefour		
	- Tesco-Lotus		
	Chidlom Road		
	- Big C		
	- Central Chidlom		
	- Alma Link Bldg		
Sat- Sun of the 4 th week of March	Assumption University C,D,E, M and P Bldg.	64	384

Data Analysis Techniques and Criteria

The data gathered from the respondents was analyzed and summarized in a readable and easily interpretable form using the SPSS version 12.0. The analysis involved descriptive statistics and inferential statistics. The second part includes tests of significance, internal reliability tests and hypotheses testing

Descriptive Statistics. The objectives of descriptive statistic are to provide summary measures of data contained in all elements of a sample (Kinnear, 1996). Descriptive analysis is used to describe the percentage, distribution, and frequency distribution of the respondent characteristics. Zikmund (1991) proposes to apply descriptive analysis to transform the raw data into a form that will make it easier to understand and interpret. For variables which use ratio or interval scales, basic mathematics such as arithmetic mean, standard deviation, maximum and minimum values are applied. In this study, descriptive statistics were used in describing parameters of the personal data of the respondents.

Inferential Statistics. Inferential statistics is used to make inferences or judgments about a population on the basis of data collected from a sample. It involves the analysis and verification for hypotheses statements regarding the population. Additionally, inferential statistics enable a researcher to perform the required statistical tests of hypotheses in scientific business research. These statistical tests include significance tests, reliability tests and hypotheses testing.

Significance Test The test of significance helps determine whether the null hypothesis will be rejected or not rejected and infers that the difference is significantly greater than a chance difference. If the difference is too large to attribute to chance, the null hypothesis will be rejected; if not, it will not be rejected.

Reliability Test. Reliability means consistency, dependability, or trustworthiness of a measure. Basically, reliability is the degree to which a scale consistently measures whatever it measures. Reliability is expressed numerically, usually as a coefficient; a high coefficient indicates high reliability. If a test were perfectly reliable, the coefficient would be 1.00 (Gay and Diehl, 1996). Reliability testing is of significance and is required only in cases when the independent variables are interdependent and contain linkages in operationalization process. Since the concepts of independent variables were composite measures, an index measure technique is used. A reliability test of such concepts by “Cronbach’s alpha” value indicates the certain acceptance of whether such particular concepts are statistically applicable for further tests with the dependent variables. Cronbach’s alpha is utilized to assess the internal consistency of the measurement. Each scale is tested by SPSS to compute the alpha value. If alpha is greater than or equal to .60, it indicates a strong measure of reliability.

Hypotheses Testing. The formal process by which a decision is made concerning the rejection or acceptance of the null hypothesis is conducted through hypothesis testing. To test the three hypotheses in this study, multiple regression analysis was used.

Multiple Regression Assumptions. Multiple regression analysis examines the simultaneous effects of two or more independent variables on a single, interval-scaled or ratio-scaled dependent variable (Zigmond, 1997). To ensure the results from multiple regression analysis, the data is required to meet the standards of the following two assumptions (Churchill & Iacobucci, 2005).

Residual Errors Normal Distribution. Distribution of residual errors of the independent variables and dependent variables should be normally distributed. To

check for residual errors normal distribution, Q-Q plots of residuals should be inspected to assess whether the data fall on a straight line (Hair, Anderson, Tatham & Black, 1998)

Multicollinearity. Multicollinearity exists when pairs or combination of the independent variables are highly correlated with one another. When highly correlated variables are used together, these pairs may result in multicollinearity (but not perfectly) and thus tend to weaken the individual impact of these variables on the response return variables. The variance inflation factor (VIF) is applied for detecting the presence of multicollinearity. The suggested cutoff of 10.00 for a multiple regression was applied in this study (Mason and Perreault 1991; Neter, Kutner, Nachtsheim, & Wassemen, 1985).

Multiple Regression Analysis

The magnitude and direction of the relationship between an independent variable and the dependent variable is shown as a regression or beta coefficient. The significance of the coefficient is determined by the t-test. The statistical method and corresponding test statistic is shown in table 4.5.

Table 4.5 Statistical Method and Test Statistics Used in this Study

Hypothesis	Statistical Method	Test Statistic
H1 ₀	Regression analysis	t-test
H2 ₀	Regression analysis	t-test
H3 ₀	Regression analysis	t-test

CHAPTER 5

DATA ANALYSIS AND RESULTS

This chapter focuses on the analysis of data collected from 384 respondents during March - April 2006. The data analysis part can be divided into four main sections. The first section is Data Preparation then the second section explains the descriptive statistics of the sample's profile in tabular form. The third section is the scale reliability checks and the last section is the presentation of the hypothesis testing results.

Data Preparation

From the total sample size of 384 respondents, all collected responses were transformed into numerical values for analysis in the SPSS program. After running the descriptive statistics, it was found that some respondents did not provide answers to several personal characteristic items such as monthly income. Such missing values were ignored as they did not have much of an effect on the hypothesis testing.

Sample Profile

Descriptive statistic analysis was used to transform the raw data into a form that made them easier to understand and interpret. In this section, the sample profile is summarized in the form of frequency distributions. Details of the sample profile are shown in table 5.1.

Table 5.1 Sample Characteristics

Characteristic	Frequency (N = 30)	Percentage
Gender		
- Male	178	44.5
- Female	213	55.5
Age		
- 15-24 years old	45	11.7
- 25-34 years old	281	73.2
- 35-44 years old	45	11.7
- More than 44 years old	13	3.4
Education Level Completed		
- High school	10	2.6
- Vocational degree	11	2.9
- bachelor Degree	228	59.4
- Master Degree	135	35.2
Occupation		
- Business owner	40	10.4
- Government officer	3	.8
- State enterprise employee	16	4.2
- Private company employee	274	71.4
- Student	46	12.0
- Other (housewife)	4	1.0
Personal monthly income		
- less than 10,000 Bht	66	17.2
- 10,000-20,000 Bht	91	23.7
- 20,001-30,000 Bht	67	17.4
- 30,001-40,000 bht	62	16.1
- More than 40,000	92	24.0
- Missing	6	1.6
Number of hyperstore visits per month		
- Once a month	97	25.3
- 2-3 times per month	164	42.7
- 4-5 times per month	74	19.3
- More than 5 times per month	49	12.8
Time for visiting hyperstores in each month		
- Before 12.00	22	5.7
- 12.00-15.00	50	13.0
- 15.01-18.00	55	14.3
- 18.01-20.00	215	56.0
- After 20.00	42	10.9
Products bought from the hyperstore*		
- Food and Beverage	346	90.1
- Clothing	37	9.6
- Personal items	354	92.2
- Appliance	67	17.4
- Stationary	55	14.3
- Automotive	44	11.5
- Toys	47	12.2

Table 5.1 Sample Characteristics (continued)

Characteristic	Frequency (N = 30)	Percentage
Approximate amount of baht spending per store visit		
- Less than 100 Bht	9	2.3
- 101-500 Bht	123	32.0
- 501-1,000 Bht	128	33.3
- More than 1,000 Bht	124	32.3

*Percentages do not sum to 100 since respondents were instructed to "Check all that apply."

As shown in table 5.1, most of the respondents of this study are female, which is accounted for by 213 respondents or 55.5%, while males were represented by 171 males or 44.5% of the total sample.

The majority of the respondents are between 25 – 34 years old which represents 73.2 % or 281 respondents. The minority age group is that of 44 years old or older, which accounts for only 3.4% or 13 respondents. The remaining age groups of 15-24 years old and 35-44 years old account for equal proportions of 11.7% or 45 respondents.

Most of the respondents hold a Bachelor degree, representing 59.4% or 228 respondents, 35.2% or 135 respondents hold a Master degree, 2.9% or 11 respondents hold a Vocational degree, and the remaining 2.6% or 10 respondents hold a high school diploma.

With respect to the occupation of respondents, the largest group, 71.5% or 274 respondents are Private company employees, followed by 12% or 46 respondents who are students, 10.4% or 40 respondents who are business owners, 4.2% or 16 respondents who are state enterprise employees, 1.0 percent or 4 respondents are housewives, and 0.8% or 3 respondents who are government officers.

For personal monthly income groups, 24.3% or 92 respondents earn more than 40,000 baht per month, 24.1% or 91 respondents earn between 10,000 to 20,000 baht per month, 17.7% or 67 respondents earn between 20,001 – 30,000 baht per month, 17.5% or 66 respondents earn between less than 10,000 baht per month, 16.4% or 62 respondents earn between 30,001 to 40,000 baht per month.

Only 12.8% or 49 respondents shop at a hyperstore more than 5 times per month, 19.3 % or 74 respondents shop at a hyperstore about 4 to 5 times a month, 42.7% or 164 respondents shop about 2 to 3 times per month, and 25.3% or 97 respondents shop only once a month.

The majority, 56% or 215 respondents, go to a hyperstore after work during 18.01 to 20.00, 14.3% or 55 respondents go to a hyperstore between 15.01 to 18.00, 13.0% or 50 respondents go to a hyperstore between 12.00 to 15.00, 10.9% or 42 respondents go to a hyperstore after 20.00, and 5.7% or 22 respondents go before 12.00.

With regard to products purchased from hyperstores, 92.2% or 354 respondents buy personal items like shampoo, soap and detergent when they visit the hyperstore. This is followed by purchases for food and beverage (90.1% or 346 respondents), appliances (17.4% or 67 respondents), stationery (14.3% or 55 respondents), toys (12.2% or 47 respondents), automotive products (11.5% or 44 respondents), and clothing (9.6% or 37 respondents).

One third of the sample, 33.3% or 128 respondents, spend between 501 to 1,000 baht per store visit, 32.3% or 124 respondents spend more than 1,000 baht, 32.0% or 123 respondents spend between 101 to 500 baht, and 2.3% or 9 respondents spend less than 100 baht per store visit.

Scale Reliability and Assumption Checks

Reliability Test. As shown in table 5.2, it appears that based on the Cronbach's alpha indicating scale reliability, all tests of reliability for the four variables are above the acceptable level of 0.6.

Table 5.2 Construct Internal Reliability and Cronbach's Alpha

Variable	Item	Item total correlation	Reliability Coefficient (Cronbach's alpha)
Ambient	The store is clean and tidy	.141	.733
	The air-condition is not too warm or too cold	.281	
	Pleasant music	.565	
	Pleasant smell	.533	
	Bright lighting that focuses on the special feature areas and items	.602	
	The hyperstore makes people feel stress-free	.568	
Design	Well store layout	.465	.709
	Signs are clear and noticeable	.541	
	Impressive interior design	.337	
	Roomy walking space	.547	
	Well shelf arrangement	.614	
Social	Staff are polite	.604	.789
	Staff are courteous	.567	
	Staff shows initiative	.537	
	Staff work fast	.450	
	Staff have product knowledge	.525	
	Staff answer questions clearly	.566	
Store Patronage	Likely to switch	.650	.860
	Return to hyperstore again	.787	
	Buy products from hyperstore again	.728	
	Willing to recommend hyperstore to others	.695	

Item Total Correlation Results

Ambient Factors. From the item total correlation column, 'Bright lighting that focuses on the special feature areas and items' had the highest correlation ($p = .602$) with ambient factors, followed by 'The hyperstore makes people feel

stress-free' ($p = .568$). 'The store is clean and tidy' and 'The air-conditioning is not too warm or too cold' had item total correlations of $p = .121$ and $p = .281$, respectively.

Design Factors. From the item total correlation column, 'Well shelf arrangement' and 'Roomy walking space' had item total correlations of $p = .614$ and $p = .547$, respectively. 'Impressive interior design' had an item total correlation of $p = .337$.

Social Factors. From the item total correlation column, 'Staff are polite' had the highest correlation ($p = .604$) with social factors, followed by 'Staff are courteous' ($p = .567$).

Store Patronage. From the item total correlation column, 'Return to hyperstore again' had the highest item total correlation with store patronage ($p = .787$), followed by 'Buy products from hyperstore again'.

Multiple Regression Assumption Checks

Residual Errors Normal Distribution. Distribution of residual errors of the independent variables and dependent variables should be normally distributed. A visual check for normal distribution of residuals was conducted (Hair et al. 1998) by examining the normal Q-Q plot of standardized residuals. The plots of residuals lie close to the straight diagonal line and no serious violations of this assumption were violated. (see appendix A for plots of residuals)

Multicollinearity. The variance inflation factor (VIF) was used to detect the presence of high correlations among the independent variables. Table 5.3 shows the VIF values, ranging from 1.276 to 1.763, thus, the value of VIF is not large enough to suspect multicollinearity.

Table 5.3 Table of Multicollinearity Values

Variables	VIF
Ambient Factors	1.571
Design Factor	1.763
Social Factor	1.276

Dependent Variable: Patronage

Hypothesis Testing Results

Multiple Regression Model Analysis

To assess the model of three independent and one dependent variable, the coefficient of multiple determination, or R^2 of 40.8% is significant ($F = 87.33$, $p = .000$), indicating that 40.8% of the variance in shopper's store patronage was explained by the three independent variables of ambient factors, social factors, and design factors. The multiple regression analysis results are shown in table 5.4. The individual effect of each independent variable is discussed in the next section.

Table 5.4 Multiple Regression Results

	Standardized Beta	T-value	Sig.	R² adjusted
(Constant)		-.747	.456	
Ambient	.548	10.461	.000	.396
Design	.054	1.089	.277	-
Social	.107	2.408	.017	.010

$R^2 = .408$; $F = 87.33$, sig. = .00

Referring to H1, ambient factors was expected to have an influence on hyperstore patronage. The effect size of $b = .548$ ($p = .000$) was significant. Thus, the

H1o null hypothesis was rejected and ambient factors had a significant positive relationship with hyperstore patronage.

Referring to H2, social factors was expected to have an influence on hyperstore patronage. The effect size of $b = .107$ ($p = .017$) was significant. Thus, the H2o null hypothesis was rejected and social factors had a significant positive relationship with hyperstore patronage.

Referring to H3, design factors was expected to have an influence on hyperstore patronage. The effect size of $b = .054$ ($p = .277$) was not significant. Thus, the H3o null hypothesis was not rejected and design factors did not have a significant relationship with hyperstore patronage.

It can be concluded that when the groups of relevant factors were examined together, the strongest influence on hyperstore patronage was from ambient factors ($b = .548$), followed by social factors ($b = .147$). Design factor had no influence on hyperstore patronage. This failure to reject H3₀ could be attributed to the notion that customers might perceive that most of the hyperstores all have the same standardized design. The shoppers might not notice or have expectations about the store's decoration, layout, or signage as these are quite consistent already exists in the hyperstore. A summary of the hypothesis testing is presented in table 5.5.

Table 5.5 Summary Table of Hypotheses Testing

Hypothesis	Test Result
H1 ₀ : Ambient factors has no influence on shopper's hyperstore patronage.	Reject H1 ₀
H2 ₀ : Design factors has no influence on shopper's hyperstore patronage.	Accept H2 ₀
H3 ₀ : Social factors has no influence on shopper's hyperstore patronage.	Reject H3 ₀

Supplementary Data Analysis

To gain insight on the unexpected results found between design factors and hyperstore patronage, separate multiple regression analyses of the three independent variables and the dependent variable of hyperstore patronage were run for each of three hyperstores included in this study. The sample was separated into three groups of shoppers: Tesco-Lotus ($n = 219$), Big C ($n = 92$), and Carrefour ($n = 72$). The results of the regression analysis is presented in table 5.6.

Table 5.6 Comparison of Regression Analysis Among Sample Hypermarket Shoppers

Hypermarket Shoppers	Constant	Unstandardized Coefficient			R^2	Adj. R^2
		Social factors	Ambient factors	Design factors		
Tesco-Lotus (n=219)	1.086	.119	.676**	-.153	.232**	.221
BigC (n=93)	.585	-.096	.609**	.242*	.293**	.269
Carrefour (n=72)	-2.056	.398**	.750**	.380**	.815**	.806

*Significant at $p < .05$.

**Significant at $p < .01$.

From the Tesco-Lotus regression results, only ambient factors ($b = .676$, $p < .01$) had a significant influence on Tesco-Lotus shopper's patronage. The R^2 was 23.2% ($F = 25.435$, $p = .000$).

From the Big C regression results, ambient factors ($b = .609$, $p < .01$) and design factors ($b = .242$, $p < .05$) had significant positive influences on Big C shoppers' patronage. The R^2 was 23.3% ($F = 12.274$, $p = .000$).

The Carrefour results show that all three independent variables of ambient factors ($b = .750$, $p < .01$), design factors ($b = .398$, $p < .01$), and social factors

($b = .380$, $p < .01$) had significant positive influences on Carrefour shopper's patronage. The R^2 was 29.3% ($F = 99.578$, $p = .000$).

These supplemental findings suggest that the differences in the influence of ambient factors, design factors, and social factors on shopper's hyperstore patronage are store-specific and perhaps each of the three stores targets shopper's who have different store preferences. The implications for management are discussed in Chapter 6.



CHAPTER 6

CONCLUSION AND RECOMMENDATION

This chapter provides a discussion, implications of the findings and recommendation, and several suggestions for further research.

Discussion

This research was conducted to examine the influence of store environment on the shopper's hyperstore patronage. Based on the research model, three hypotheses were tested. A multiple regression analysis of the entire sample revealed that ambient factors and social factors have significant positive relationships with hyperstore patronage. Separate multiple regression analysis for shoppers of Tesco-Lotus, Big C, and Carrefour revealed varying effects of ambient factors, design factors, and social factors on the hyperstore's shopper's patronage. A discussion of the multiple regression analysis of the entire sample is in the following section.

Ambient Factors and Shopper's Hyperstore Patronage

From the total sample, ambient factors had the strongest positive relationship with hyperstore patronage. This finding is consistent with those from previous studies conducted by Baker et al. (1988), Bitner (1992), and Moye (2000). Even though ambient factors are considered non-visual elements that exist below the consumer's level of awareness, most consumers expect a certain level of ambient conditions and may be unaware of these conditions unless they are absent or exist at an unpleasant level. The results found in this study suggest that Thai hyperstore shoppers give much

consideration to the store's air quality, sound, scent, and cleanliness in their preference to patron a store highly.

When comparing the customers' criteria of hyperstore patronage with each individual store environment, ambient factors has a significant positive influence on patronage for all three hyperstores.

Design Factors and Shopper's Hyperstore Patronage

From the total sample, design factors did not have a significant relationship with hyperstore patronage. This finding contrasts those from previous studies conducted by Baker et al. (1988), Bitner (1992), and Moye (2000). Apparently, the design factors of store layout, visible signage, attractive decoration, roomy walking space, and convenient shelf arrangement are not highly considered by hyperstore shoppers for patronage.

However, Carrefour and Big C shoppers' patronage is significantly and positively influenced by their shopper's perceptions of design factors. This suggests that in addition to ambient factors,

Social Factors and Shopper's Hyperstore Patronage

This hypothesis was tested to examine the influence of social factors on the store patronage. The social factors is the combination with polite, courteously, helpfulness, quickness at cashier, product knowledge level and handling queries The factors were consistent with findings from previous research (Baker et al., 1988; Bitner, 1992). Multiple Regression analysis was applied for testing the hypothesis. The result is found that there is a positively correlation with the store patronage. This analysis is consistent with the previous studies of many researchers such as Bellenger and

Korgaonkar (1980) mentioned that salespeople are the most important because, as components of the marketing mix, a marketer has a significant control over their number, type, and behavior. This research has been supported by Martineau (1969) he states that the store's personality draws shoppers to one store rather than another.

Implications and Recommendations

Theoretical Implications

This study makes several contributes to the marketing literature. First, this study tests an established conceptual model not only in a different retail setting (i.e. hyperstores) from past studies, but also in a different cultural context. Second, the use of established multi-item scales and the acceptable levels of internal reliability that were found provide evidence of the scales' cross-culture usefulness.

Managerial Implications and Recommendation

This study will provide recommendation to enlighten on hyperstore in Bangkok in aspect of factors influencing the customers' patronage . Moreover this research can act as evaluation tool on hyperstores' environment in Bangkok as well as evaluation consumers' perception.

The following are recommendations of factors affecting hyperstore patronage of according to the research result and some recommendations are occurred from comment of respondents during the researchers collected the information and did the research.

Investments in Ambient Factors. Ambient factors, across all three hyperstores shopper groups, have the most significant influence on shopper's hyperstore patronage. Shopper's consider music and scent as critical factors in evaluating store ambience. Arousing customers by playing upbeat music and emitting pleasant smells throughout the store may not only lead to greater store patronage, but may also have a positive effect on store profitability. This is because store ambience has been shown to induce customers' to stay in stores for longer periods of time or even to attract passersby to come into the store. Thus, longer shopping time and increased store traffic could eventually lead to increased spending and additional purchases (Lewison, 1994).

However, the retailer would have to conduct customer research in order to determine the appropriate music and scents that appeal to its store patrons. Furthermore, other desirable sensory appeals (i.e., sight, touch, and taste) could be considered to improve a more pleasant shopping environment and favorable store image.

Based on the results, different aspects of ambient factors should be enhanced by the different hyperstores. Tesco-Lotus shoppers were influenced more by the store's lighting and music which creates a stress-free atmosphere which made customers feel relaxed while they shop.

Big C shoppers were influenced most by the ambient factors of proper air conditioning and lighting. Appropriate lighting in Big C stores may help facilitate customers to find products or special areas.

At Carrefour, its shoppers were influenced mostly by scent and music ambient aspects. Pleasant smell and the lack of unpleasant smells such as those from fresh produce and seafoods should be monitored.

Carrefour should place greater emphasis on making products easy to find. Big C shopper's patronage is also largely influenced by adequate shelf arrangements, but roomy walking space in aisles is the second most influential design aspect. Therefore, Big C should be more attune to its management and design of shelves and aisles as a means to increase patronage among its shoppers.

Suggestions for Future Research

As this study has several limitations, suggestions for future research is provided. First, future research could extend this study to other economically important retail segments or highly competitive retail contexts such as those for health spas and hospitals. Second, future research could include other types of store environmental aspects such as exterior facilities (i.e. parking, security, etc.) in addition to in-store aesthetics. Third, future research could include more specific factors in terms of consumer psychological characteristics and consumer demographics.

It is hoped that future research will continue to explore new directions of how components of shopping experiences can be improved to create more positive relationships between shoppers and their store patronage.

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Questionnaire

This survey is being conducted to assess shopper's perceptions and opinions about certain aspects of retailers in Bangkok. We kindly ask that you share about 5 minutes of your time to provide responses to items in this questionnaire. Your responses will be kept confidential and no individual responses and identities will be disclosed for public information.

Please read each question carefully and answer each of the following questions by marking an "X" to the choice that best describes your opinion. Some of the questions may appear to be similar, but they do address somewhat different issues.

We consider hyperstores as very large commercial establishments that are a combination of a department store and a supermarket..

1. Which hyperstore do you visit most often? (choose only 1)
☐ Big C ☐ Carrefour ☐ Lotus ☐ Other (specify) _____

In providing responses to the following items, please **refer to the hyperstore you visit the most often**, as selected in item number 1 above.

Please indicate the extent to which you agree or disagree with the following statements.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
2. The staffs at the hyperstore are polite.					
3. The staffs at hyperstore are courteous.					
4. The staffs at hyperstore take initiative to help.					
5. The cashier works fast.					
6. The staffs have adequate product knowledge.					
7. The staffs are able to answer my questions clearly and promptly.					
8. The staffs are able give me useful suggestions.					
9. The hyperstore assortment of merchandise is classified into related groups or departments which is easily understood by customers					
10. The hyperstore's signs are clear and noticeable					
11. The hyperstore has an impressive interior design :					
12. The hyperstore has roomy walking space for customers to move easily around inside the store					
13. The hyperstore is well-spaced with merchandise that is easily to locate or find.					
14. The store is clean and tidy.					
15. The air-condition is not too warm or too cold in the hyperstore.					
16. The hyperstore has pleasant music.					
17. The hyperstore has a pleasant smell.					
18. The hyperstore hase bright lighting that focuses on the special feature areas and items.					
19. The hyperstore makes people feel stress-free.					
20. It is unlikely for me to switch to shop at another hyperstore					

Please indicate the extent to which you agree or disagree with the following statements.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
21. I will return to shop at this hyperstore again.					
22. I will buy products from this hyperstore again.					
23. I am willing to recommend this hyperstore to people I know.					

Personal Data

1. Gender

_____Male

_____Female

2. Age

.....15 - 24 years old

.....25 – 34 years old

.....35 - 44 years old

.....45 years old and upper

3. Education level completed

.....High school มัธยม

.....Vocational degree อาชีวศึกษา

.....Bachelor Degree ปริญญาตรี

.....Master Degree ปริญญาโท

.....Doctorate Degree ปริญญาเอก

.....Other Please

specify _____

4. Occupation

.....Business owner

.....Government officer

.....State enterprise employee

.....Private company employee

.....Housewife/แม่บ้าน

.....Student นักเรียน

.....Other Please specify _____

5. Personal Monthly Income (Baht)

_____ less than 10,000

_____10,001 - 20,000

_____20,001 - 30,000

_____30,001 - 40,000

_____ more than 40,000

6. How often do you shop at hyperstores each month?

.....Once a month

.....2 – 3 times per month

.....4 – 5 times per month

.....more than 5 times per month

7. What time do you normally go shopping at a hyperstore?

_____before 12.00

_____12.00 – 15.00

_____15.01 - 18.00

_____18.01 – 20.00

_____after 20.00

8. What kind of goods do you regularly buy from hyperstores? (check all that apply)

_____ Food & Beverages

_____ Clothing/fabrics

_____ Personal items (i.e. detergents, hair care, toilet paper, etc.)

_____ Appliances/electronics/computers

_____ Automotive accessories (i.e. cleaners, accessories, etc.)

_____ Appliances/electronics

_____ Stationary products (i.e. glue sticks, cards, notebooks, etc.)

_____ Toys/music

_____ other, Please specify _____

9. How much do you usually spend per visit to a hyperstore ?

_____ less than 100 Baht

_____ 101 – 500 Baht

_____ 501 – 1000 Baht

_____ more than 1000 Baht



แบบสอบถาม

แบบสอบถามนี้จัดทำขึ้นเพื่อใช้ในการเก็บข้อมูลความคิดเห็นของลูกค้าต่อร้านค้าในกรุงเทพ ทางเราขอความกรุณาท่านสละเวลา 5 นาทีในการตอบแบบสอบถามฉบับนี้ ข้อมูลที่ได้จะถูกเก็บเป็นความลับ และ ไม่มีการเปิดเผยข้อมูลที่เกี่ยวข้องกับท่านต่อสาธารณะชน

กรุณาเลือกคำตอบ โดยทำเครื่องหมาย 'X' ลงในช่องว่าง ที่ใกล้เคียงกับความคิดเห็นของท่านมากที่สุด บางคำถามอาจจะมีความหมายใกล้เคียง แต่ใช้ในการวัดจุดประสงค์ต่างกัน

ไฮเปอร์สโตร์ คือ ร้านค้าขนาดใหญ่ที่เกิดจากการรวมตัวของห้างสรรพสินค้าและซูเปอร์มาร์เกต อาทิ เช่น บิ๊กซี โลตัส คาร์ฟู

1. ท่านมักจะไปซื้อของที่ร้านไฮเปอร์สโตร์บ่อยที่สุด เลือกเพียง 1 ข้อ

☐ บิ๊กซี ☐ คาร์ฟู ☐ โลตัส ☐ อื่น (กรุณาระบุ) _____

2. กรุณาตอบคำถามต่อไปนี้ โดยอ้างอิงถึงร้านไฮเปอร์สโตร์ที่ท่านไปบ่อยที่สุดตามที่ตอบในข้อ 1)

โปรดอ่านข้อความต่อไปนี้และแสดงความคิดเห็นของท่าน โดยการ X ช่องที่ตรงกับความคิดเห็นของท่าน	ไม่เห็นด้วยอย่างยิ่ง	ไม่เห็นด้วย	เฉยๆ	เห็นด้วย	เห็นด้วยอย่างยิ่ง
1. พนักงานของไฮเปอร์สโตร์สุภาพ					
2. พนักงานของไฮเปอร์สโตร์อ่อนน้อมถ่อมตน					
3. พนักงานของไฮเปอร์สโตร์ให้ความช่วยเหลือ					
4. พนักงานแคชเชียร์ของไฮเปอร์สโตร์ทำงานได้รวดเร็ว					
5. พนักงานของไฮเปอร์สโตร์มีความรู้เพียงพอในสินค้า					
6. พนักงานของไฮเปอร์สโตร์สามารถตอบคำถามและให้คำแนะนำที่เป็นประโยชน์					
7. ร้านไฮเปอร์สโตร์มีการจัดร้านที่ดี: สินค้าแต่ละชนิดถูกจัดประเภทตามหมวดหมู่ซึ่งง่ายต่อลูกค้าในการค้นหา					
8. ป้ายและสัญลักษณ์ของร้านไฮเปอร์สโตร์ชัดเจนและสังเกตเห็นง่าย					
9. ร้านไฮเปอร์สโตร์มีการออกแบบที่น่าประทับใจ ตกแต่งสวยงาม ไฟสว่างพอเหมาะ สีของกำแพงและเพดานทำให้รู้สึกสบาย					
10. ร้านไฮเปอร์สโตร์มีทางเดินกว้างขวาง ลูกค้าสามารถเคลื่อนไหวได้ง่ายภายในร้าน					
11. ร้านไฮเปอร์สโตร์มีการจัดเรียงสินค้าที่ดี ง่ายต่อการหาสินค้าบนชั้นวาง					
12. ร้านไฮเปอร์สโตร์สะอาด และเป็นระเบียบ					
13. แอร์ในร้านไฮเปอร์สโตร์มีอุณหภูมิพอเหมาะ					
14. ร้านไฮเปอร์สโตร์เปิดเพลงดี					
15. ร้านไฮเปอร์สโตร์มีกลิ่นหอม ปราศจากกลิ่นรบกวนจากอาหารสด					
16. ไฟสว่างพอเหมาะ และเน้นแสงในพื้นที่จุดขายและสินค้าที่ต้องการขาย					

โปรดอ่านข้อความต่อไปนี้และแสดงความคิดเห็นของท่าน โดยการ X ช่องที่ตรงกับความคิดเห็นของท่าน	ไม่เห็นด้วยอย่างยิ่ง	ไม่เห็นด้วย	เฉยๆ	เห็นด้วย	เห็นด้วยอย่างยิ่ง
17. ร้านไฮเปอร์สโตรทำให้คุณรู้สึกสบาย					
18. ข้าพเจ้าไม่ยากเปลี่ยนไปซื้อสินค้าที่ห้างอื่น					
19. ข้าพเจ้าจะกลับมาที่ไฮเปอร์สโตรนี้ อีกในคราวต่อไป					
20. ข้าพเจ้าจะซื้อสินค้าที่ไฮเปอร์สโตรนี้ อีกในคราวต่อไป					
21. ข้าพเจ้าจะแนะนำเพื่อนๆ ให้มาซื้อของที่ไฮเปอร์สโตรนี้					

ข้อมูลส่วนตัว

1. เพศ

_____ ชาย

_____ หญิง

2. อายุ

..... 15 - 24 ปี

..... 25 - 34 ปี

..... 35 - 44 ปี

..... มากกว่า 44 ปี ขึ้นไป

3. การศึกษา

..... มัธยม

..... อาชีวศึกษา

..... ปริญญาตรี

..... ปริญญาโท

..... ปริญญาเอก

..... อื่นๆ กรุณาระบุ _____

4. อาชีพ

..... เจ้าของกิจการ

..... พนักงานรัฐบาล

..... พนักงานรัฐวิสาหกิจ

..... พนักงานบริษัทเอกชน

..... แม่บ้าน

..... นักเรียน

..... อื่นๆ กรุณาระบุ _____

5. รายได้ต่อเดือน

_____ ต่ำกว่า 10,000 บาทต่อเดือน

_____ 10,001 - 20,000 บาทต่อเดือน

_____ 20,001 - 30,000 บาทต่อเดือน

_____ 30,001 - 40,000 บาทต่อเดือน

_____ มากกว่า 40,000 บาทต่อเดือน

6. คุณไปร้านไฮเปอร์สโตรกี่ครั้งต่อเดือน

..... 1 ครั้งต่อเดือน

..... 2 - 3 ครั้งต่อเดือน

..... 4 - 5 ครั้งต่อเดือน

..... มากกว่า 5 ครั้งต่อเดือน

7. ปกติคุณไปร้านไฮเปอร์สโตร์ช่วงเวลาใด

_____ ก่อน 12.00

_____ 12.00 – 15.00

_____ 15.01 - 18.00

_____ 18.01 – 20.00

_____ หลัง 20.00

8. คุณซื้อสินค้าชนิดใดบ้างจากร้านไฮเปอร์สโตร์ (เลือกได้มากกว่า 1 ประเภท)

_____ อาหารและเครื่องดื่ม

_____ เครื่องนุ่งห่ม

_____ ของใช้ส่วนตัว

_____ เครื่องใช้ไฟฟ้า อุปกรณ์อิเล็กทรอนิกส์ คอมพิวเตอร์

_____ เครื่องเขียน เช่น สมุด กาว การ์ด อื่นๆ

_____ อุปกรณ์รถยนต์ (เช่น น้ำยาทำความสะอาด

ส่วนประกอบ อื่นๆ)

_____ ของเล่น ซีดีเพลง

_____ อื่นๆ ระบุ _____

9. โดยเฉลี่ยคุณใช้จ่ายในการซื้อของที่ร้านไฮเปอร์สโตร์เป็นจำนวนเท่าไรต่อครั้ง

_____ น้อยกว่า 100 บาทต่อครั้ง

_____ 101 – 500 บาทต่อครั้ง

_____ 501 – 1000 บาทต่อครั้ง

_____ มากกว่า 1000 บาทต่อครั้ง



Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	171	44.5	44.5	44.5
	Female	213	55.5	55.5	100.0
	Total	384	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-24 years old	45	11.7	11.7	11.7
	25-34 years old	281	73.2	73.2	84.9
	35-44 years old	45	11.7	11.7	96.6
	More than 44 years old	13	3.4	3.4	100.0
	Total	384	100.0	100.0	

Education Level Completed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school	10	2.6	2.6	2.6
	Vocational degree	11	2.9	2.9	5.5
	bachelor Degree	228	59.4	59.4	64.8
	Master Degree	135	35.2	35.2	100.0
	Total	384	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business owner	40	10.4	10.4	10.4
	Government officer	3	.8	.8	11.2
	State enterprise employee	16	4.2	4.2	15.4
	Private company employee	274	71.4	71.5	86.9
	Student	46	12.0	12.0	99.0
	other	4	1.0	1.0	100.0
	Total	383	99.7	100.0	
Missing	System	1	.3		
Total		384	100.0		

Personal monthly income (baht)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 10,000 Bht	66	17.2	17.5	17.5
	10,000-20,000 Bht	91	23.7	24.1	41.5
	20,001-30,000 Bht	67	17.4	17.7	59.3
	30,001-40,000 bht	62	16.1	16.4	75.7
	More than 40,000	92	24.0	24.3	100.0
	Total	378	98.4	100.0	
Missing	System	6	1.6		
Total		384	100.0		

How often do you shop at hyperstores each month?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once a month	97	25.3	25.3	25.3
	2-3 times per month	164	42.7	42.7	68.0
	4-5 times per month	74	19.3	19.3	87.2
	More than 5 times per month	49	12.8	12.8	100.0
	Total	384	100.0	100.0	

What time do you normally go shopping at a hyperstore?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Before 12.00	22	5.7	5.7	5.7
	12.00-15.00	50	13.0	13.0	18.8
	15.01-18.00	55	14.3	14.3	33.1
	18.01-20.00	215	56.0	56.0	89.1
	After 20.00	42	10.9	10.9	100.0
	Total	384	100.0	100.0	

What kind of goods do you regularly buy from hyperstore?(Food and Beverage)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	346	90.1	90.1	90.1
	no	38	9.9	9.9	100.0
	Total	384	100.0	100.0	

What kind of goods do you regularly buy from hyperstore?(Clothing)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	37	9.6	9.6	9.6
	no	347	90.4	90.4	100.0
	Total	384	100.0	100.0	

What kind of goods do you regularly buy from hyperstoer ?(Personal items)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	354	92.2	92.2	92.2
no	30	7.8	7.8	100.0
Total	384	100.0	100.0	

What kind of goods do you regularly buy from hyperstore?(Appliance)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	67	17.4	17.4	17.4
no	317	82.6	82.6	100.0
Total	384	100.0	100.0	

What kind of goods do you regularly buy from hyperstore?(Stationary)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	55	14.3	14.3	14.3
no	329	85.7	85.7	100.0
Total	384	100.0	100.0	

What kind of goods do you regularly buy from hyperstore?(Automotive)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	44	11.5	11.5	11.5
no	340	88.5	88.5	100.0
Total	384	100.0	100.0	

What kind of goods do you regularly buy from hyperstore?(Toys)*

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	47	12.2	12.2	12.2
no	337	87.8	87.8	100.0
Total	384	100.0	100.0	

What kind of goods do you regularly buy from hyperstore?(Other)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid no	384	100.0	100.0	100.0

How much do you usually spend per visit to a hyperstore?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 100 Bht	9	2.3	2.3	2.3
	101-500 Bht	123	32.0	32.0	34.4
	501-1,000 Bht	128	33.3	33.3	67.7
	More than 1,000 Bht	124	32.3	32.3	100.0
	Total	384	100.0	100.0	

Reliability (Pretest)

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.700	4

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.700	6

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.730	5

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.766	6

Reliability

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.857	4

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	384	100.0
	Excluded ^a	0	.0
	Total	384	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.789	6

Item Statistics

	Mean	Std. Deviation	N
The staffs at the hyperstore are polite	3.43	.821	384
The staffs at the hyperstore are courteous	3.28	.766	384
The staffs at the hyperstore take initiative to help	3.47	.826	384
The cashier works fast	3.27	.872	384
The staffs have adeuate product knowledge	3.33	.806	384
The staffs are able to answer my questions clearly and promptly	3.14	.790	384

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The staffs at the hyperstore are polite	16.48	8.120	.604	.741
The staffs at the hyperstore are courteous	16.64	8.502	.567	.751
The staffs at the hyperstore take initiative to help	16.45	8.374	.536	.758
The cashier works fast	16.65	8.563	.450	.780
The staffs have adeuate product knowledge	16.59	8.504	.525	.761
The staffs are able to answer my questions clearly and promptly	16.77	8.405	.566	.751

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.92	11.622	3.409	6

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	384	100.0
	Excluded ^a	0	.0
	Total	384	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.733	5

Item Statistics

	Mean	Std. Deviation	N
The hyperstore assortment of merchandise is classified into related groups or departments which is easily understood by customers	3.86	.676	384
The hyperstore's signs are clear and noticeable	3.85	.830	384
The hyperstore has an impressive interior design	3.55	.898	384
The hyperstore has roomy walking space for customers to move easily around inside the store	3.66	.772	384
The hyperstore is well-space with merchandise that is easily to locate or find	3.65	.823	384

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The hyperstore assortment of merchandise is classified into related groups or departments which is easily understood by customers	14.70	5.823	.465	.699
The hyperstore's signs are clear and noticeable	14.71	5.082	.541	.668
The hyperstore has an impressive interior design	15.01	5.564	.337	.754
The hyperstore has roomy walking space for customers to move easily around inside the store	14.90	5.264	.547	.667
The hyperstore is well-space with merchandise that is easily to locate or find	14.91	4.887	.614	.638

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
18.56	7.798	2.792	5

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

		N	%
Cases	Valid	384	100.0
	Excluded ^a	0	.0
	Total	384	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.709	6

Item Statistics

	Mean	Std. Deviation	N
The store is clean and tidy	3.70	.806	384
The air-condition is not too warm or too cold in the hyperstore	3.69	.700	384
The hyperstore has pleasant music	3.22	.809	384
The hyperstore has a pleasant smell	3.24	.833	384
The hyperstore has bright lighting that focuses on the special feature areas and items	3.64	.772	384
The hyperstore makes people feel stress-free	3.49	.751	384

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The store is clean and tidy	17.29	7.637	.141	.759
The air-condition is not too warm or too cold in the hyperstore	17.29	7.357	.281	.713
The hyperstore has pleasant music	17.76	6.019	.565	.628
The hyperstore has a pleasant smell	17.75	6.038	.533	.638
The hyperstore has bright lighting that focuses on the special feature areas and items	17.34	6.038	.602	.618
The hyperstore makes people feel stress-free	17.50	6.225	.568	.630

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.99	8.916	2.986	6

Reliability

Warnings

The space saver method is used. That is, the covariance matrix is not calculated or used in the analysis.

Case Processing Summary

	N	%
Cases Valid	384	100.0
Excluded ^a	0	.0
Total	384	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.860	4

Item Statistics

	Mean	Std. Deviation	N
It is unlikely for me to switch to shop at another hyperstore	2.96	.991	384
I will return to shop at this hyperstore again	3.54	.784	384
I will buy products from this hyperstore again	3.61	.750	384
I am willing to recommend this hyperstore to people I know	3.13	.885	384

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
It is unlikely for me to switch to shop at another hyperstore	10.28	4.557	.650	.854
I will return to shop at this hyperstore again	9.70	4.933	.787	.792
I will buy products from this hyperstore again	9.63	5.226	.729	.817
I am willing to recommend this hyperstore to people I know	10.10	4.807	.695	.826

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.23	8.290	2.879	4

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Patronage	3.31	.720	384
Social	3.32	.568	384
Ambient	3.50	.498	384
Design	3.71	.558	384

Correlations

		Patronage	Social	Ambient	Design
Pearson Correlation	Patronage	1.000	.377	.630	.418
	Social	.377	1.000	.458	.337
	Ambient	.630	.458	1.000	.599
	Design	.418	.337	.599	1.000
Sig. (1-tailed)	Patronage	.	.000	.000	.000
	Social	.000	.	.000	.000
	Ambient	.000	.000	.	.000
	Design	.000	.000	.000	.
N	Patronage	384	384	384	384
	Social	384	384	384	384
	Ambient	384	384	384	384
	Design	384	384	384	384

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Design, Social, Ambient ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Patronage

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.639 ^a	.408	.403	.556	.408	87.333	3	380	.000

a. Predictors: (Constant), Design, Social, Ambient

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	80.980	3	26.993	87.333	.000 ^a
	Residual	117.452	380	.309		
	Total	198.432	383			

a. Predictors: (Constant), Design, Social, Ambient

b. Dependent Variable: Patronage

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta				Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.174	.232			-.747	.456					
	Social	.136	.056	.107		2.408	.017	.377	.123	.095	.784	1.276
	Ambient	.793	.076	.548		10.461	.000	.630	.473	.413	.567	1.763
	Design	.069	.064	.054		1.089	.277	.418	.056	.043	.637	1.571

a. Dependent Variable: Patronage

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Ambient		Stepwise (Criteria: Probability-of-F-to-enter ≤ .050, Probability-of-F-to-remove ≥ .100).
2	Social		Stepwise (Criteria: Probability-of-F-to-enter ≤ .050, Probability-of-F-to-remove ≥ .100).

a. Dependent Variable: Patronage

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.630 ^a	.396	.395	.560	.396	250.892	1	382	.000
2	.637 ^b	.406	.403	.556	.010	6.309	1	381	.012

a. Predictors: (Constant), Ambient

b. Predictors: (Constant), Ambient, Social

ANOVA^c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	78.663	1	78.663	250.892	.000 ^a
	Residual	119.769	382	.314		
	Total	198.432	383			
2	Regression	80.614	2	40.307	130.344	.000 ^b
	Residual	117.818	381	.309		
	Total	198.432	383			

a. Predictors: (Constant), Ambient

b. Predictors: (Constant), Ambient, Social

c. Dependent Variable: Patronage

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.123	.203		.607	.544					
	Ambient	.911	.057	.630	15.840	.000	.630	.630	.630	1.000	1.000
2	(Constant)	-.087	.218		-.399	.690					
	Ambient	.837	.064	.578	13.022	.000	.630	.555	.514	.790	1.266
	Social	.141	.056	.112	2.512	.012	.377	.128	.099	.790	1.266

a. Dependent Variable: Patronage

Excluded Variables^c

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	Social	.112 ^a	2.512	.012	.128	.790	1.266	.790
	Design	.064 ^a	1.296	.196	.066	.642	1.559	.642
2	Design	.054 ^b	1.089	.277	.056	.637	1.571	.567

a. Predictors in the Model: (Constant), Ambient

b. Predictors in the Model: (Constant), Ambient, Social

c. Dependent Variable: Patronage



PPlot

MODEL: MOD_2.

Distribution tested: Normal

Proportion estimation formula used: Blom's

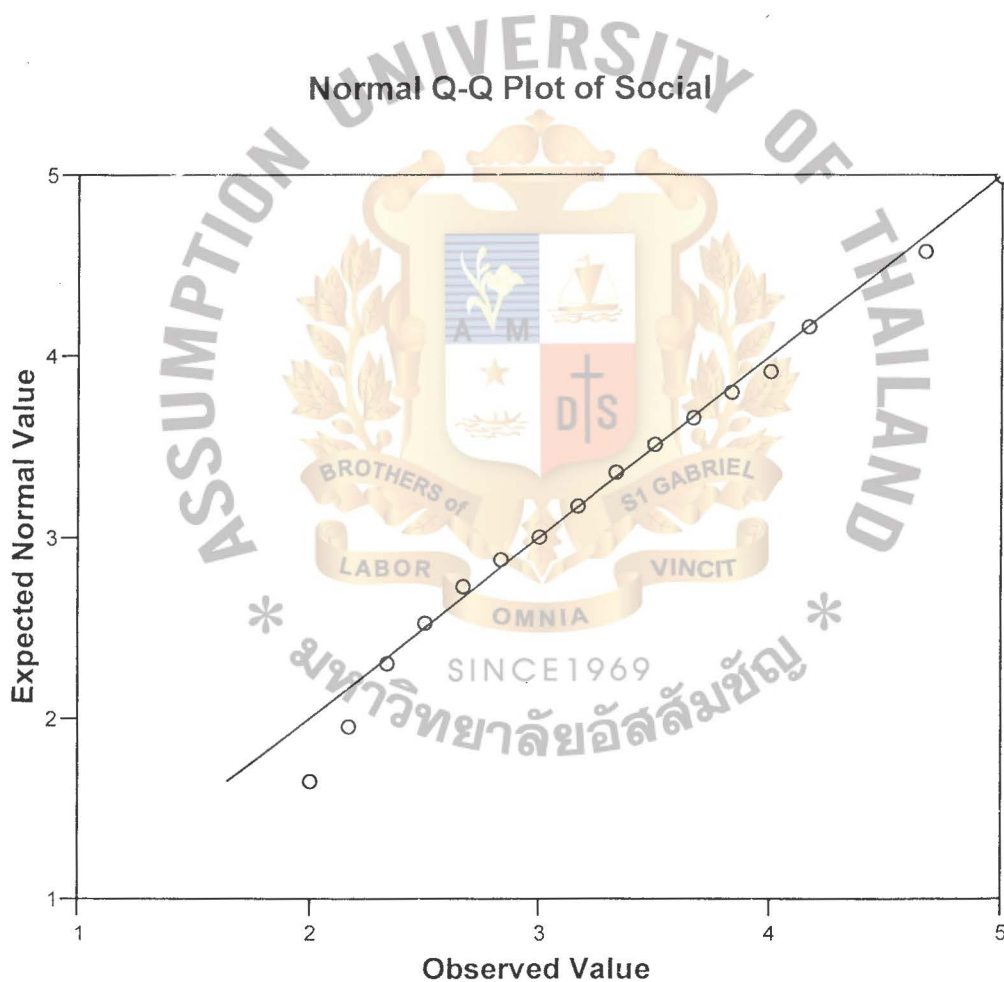
Rank assigned to ties: Mean

For variable Social ...

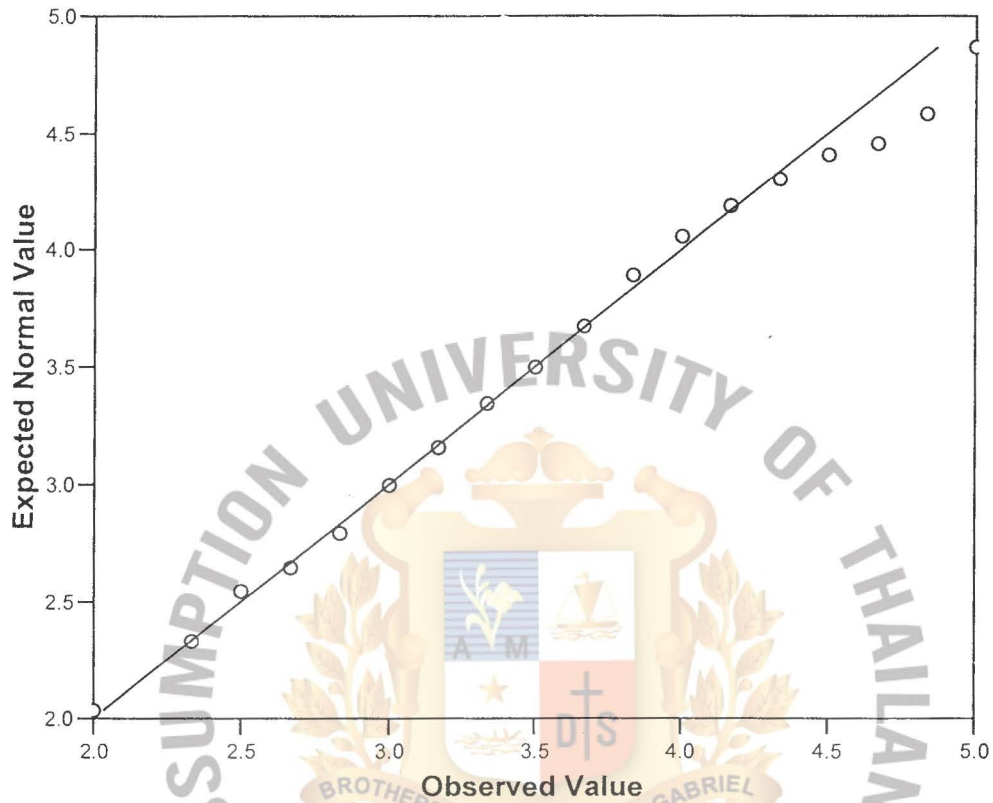
Normal distribution parameters estimated: location = 3.3194444 and scale = .56819109

For variable Ambient ...

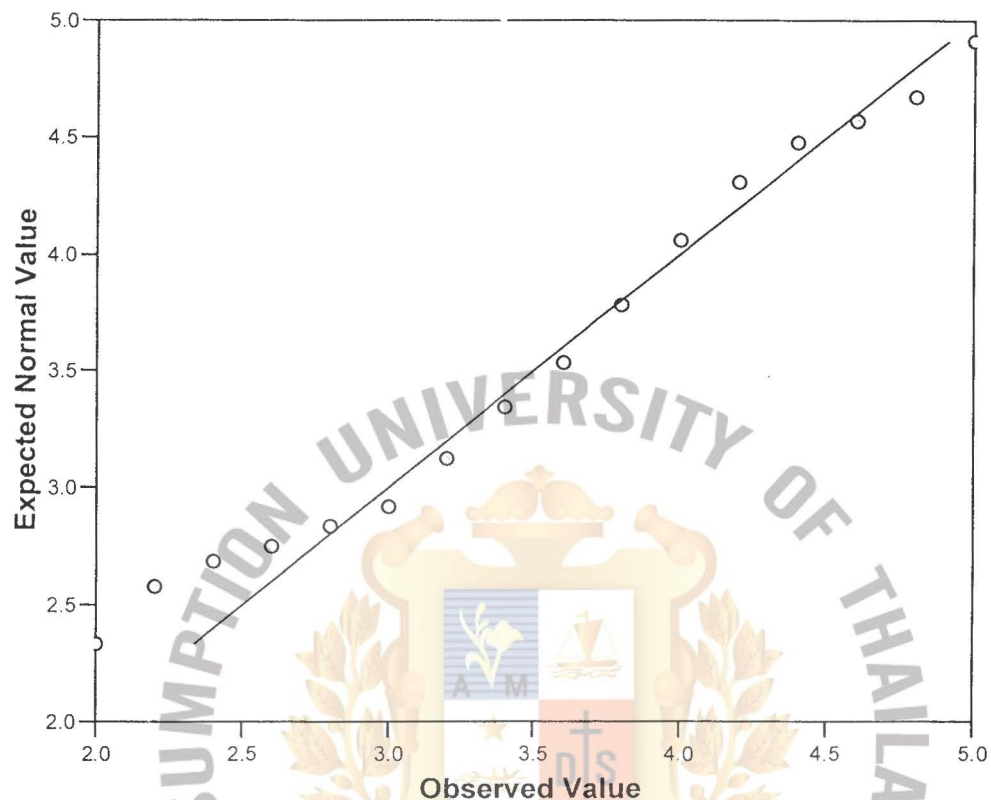
Normal distribution parameters estimated: location = 3.4978299 and scale = .49766899



Normal Q-Q Plot of Ambient



Normal Q-Q Plot of Design



PPlot

MODEL: MOD_1.

Distribution tested: Normal

Proportion estimation formula used: Blom's

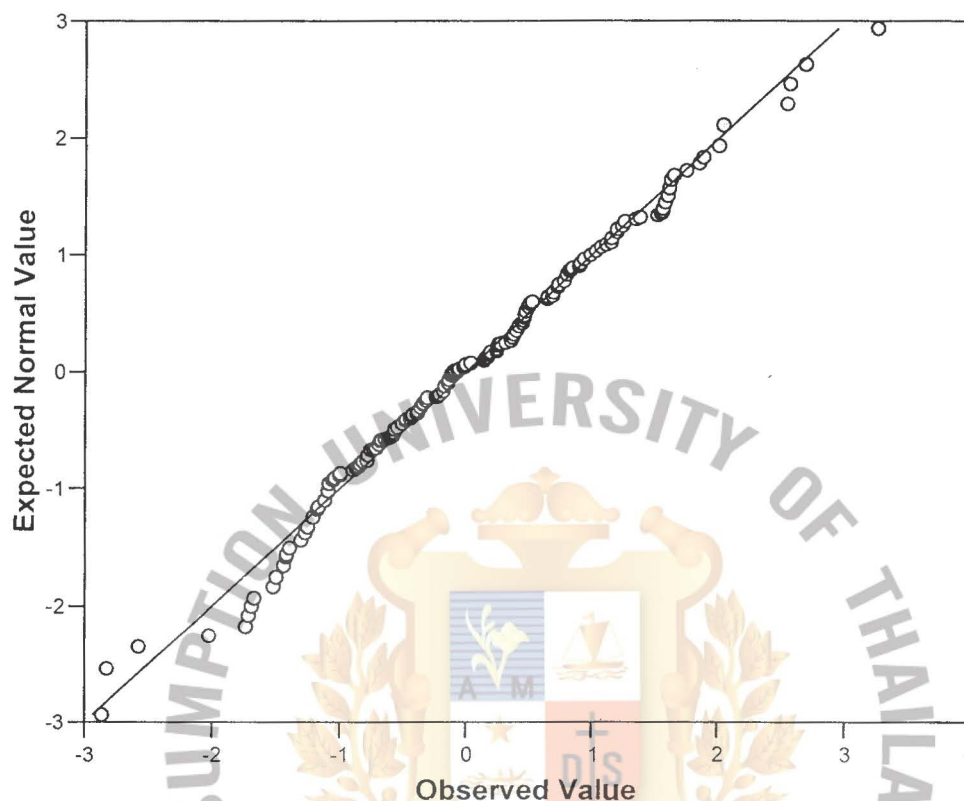
Rank assigned to ties: Mean

—

For variable ZRE_1 ...

Normal distribution

Normal Q-Q Plot of Standardized Residual



Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Design, Social, ^a Ambient		Enter

a. All requested variables entered.

b. Dependent Variable: Patronage

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.541 ^a	.293	.269	.594	.293	12.274	3	89	.000

a. Predictors: (Constant), Design, Social, Ambient

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.995	3	4.332	12.274	.000 ^a
	Residual	31.410	89	.353		
	Total	44.405	92			

a. Predictors: (Constant), Design, Social, Ambient

b. Dependent Variable: Patronage

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.585	.594		.986	.327		
	Social	-.096	.110	-.078	-.874	.385	.989	1.011
	Ambient	.609	.156	.400	3.906	.000	.759	1.317
	Design	.242	.115	.216	2.104	.038	.752	1.330

a. Dependent Variable: Patronage

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	Change Statistics		
							df1	df2	Sig. F Change
1	.644 ^a	.415	.374	.550	.415	10.148	6	86	.000

a. Predictors: (Constant), The staffs are able to answer my questions clearly and promptly, The cashier works fast, The staffs at the hyperstore take initiative to help, The staffs at the hyperstore are polite, The staffs have adeuate product knowledge, The staffs at the hyperstore are courteous

Coefficients Big c Social

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	3.000	.369		8.134	.000	2.267	3.733		
	The staffs at the hyperstore are polite	.095	.112	.134	.848	.399	-.128	.319	.271	3.687
	The staffs at the hyperstore are courteous	-.040	.113	-.056	-.359	.720	-.265	.184	.280	3.567
	The staffs at the hyperstore take initiative to help	.177	.094	.207	1.895	.061	-.363	.009	.568	1.760
	The cashier works fast	.298	.067	.379	4.430	.000	.164	.431	.930	1.075
	The staffs have adeuate product knowledge	.397	.100	.436	3.977	.000	.198	.595	.567	1.763
	The staffs are able to answer my questions clearly and promptly	-.526	.089	-.585	-5.911	.000	-.702	-.349	.696	1.437

a. Dependent Variable: Patronage

Coefficients Big C Design

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.268	.416		5.450	.000
	The hyperstore assortment of merchandise is classified into related groups or departments which is easily understood by customers	-.271	.121	-.264	-2.237	.028
	The hyperstore's signs are clear and noticeable	.328	.081	.450	4.035	.000
	The hyperstore has an impressive interior design	-.082	.088	-.094	-.928	.356
	The hyperstore has roomy walking space for customers to move easily around inside the store	-.029	.089	-.041	-.329	.743
	The hyperstore is well-space with merchandise that is easily to locate or find	.324	.106	.422	3.054	.003

a. Dependent Variable: Patronage

Coefficients Big C Ambient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.099	.428		2.568	.012
	The store is clean and tidy	-.105	.072	-.130	-1.469	.145
	The air-condition is not too warm or too cold in the hyperstore	.173	.078	.222	2.215	.029
	The hyperstore has pleasant music	.265	.092	.266	2.869	.005
	The hyperstore has a pleasant smell	.103	.090	.117	1.153	.252
	The hyperstore has bright lighting that focuses on the special feature areas and items	.578	.099	.608	5.854	.000
	The hyperstore makes people feel stress-free	-.412	.112	-.377	-3.687	.000

a. Dependent Variable: Patronage

Regression Carrefour

Variables Entered/Removed^d

Model	Variables Entered	Variables Removed	Method
1	Design, Social, Ambient ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: Patronage

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.903 ^a	.815	.806	.440

a. Predictors: (Constant), Design, Social, Ambient

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.835	3	19.278	99.578	.000 ^a
	Residual	13.165	68	.194		
	Total	71.000	71			

a. Predictors: (Constant), Design, Social, Ambient

b. Dependent Variable: Patronage

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.056	.345		-5.953	.000
	Social	.398	.119	.267	3.343	.001
	Ambient	.750	.144	.498	5.215	.000
	Design	.380	.118	.239	3.224	.002

a. Dependent Variable: Patronage

Coefficients Carrefour-Social^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.448	.435		-1.032	.306
	The staffs at the hyperstore are polite	-.200	.217	-.160	-.921	.361
	The staffs at the hyperstore are courteous	.569	.170	.484	3.353	.001
	The staffs at the hyperstore take initiative to help	.017	.118	.014	.146	.885
	The cashier works fast	.189	.113	.193	1.677	.098
	The staffs have adequate product knowledge	.026	.158	.022	.166	.869
	The staffs are able to answer my questions clearly and promptly	.594	.207	.491	2.871	.006

a. Dependent Variable: Patronage

Coefficients Carrefour-Design^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.488	.583		-2.553	.013
	The hyperstore assortment of merchandise is classified into related groups or departments which is easily understood by customers	.736	.188	.420	3.909	.000
	The hyperstore's signs are clear and noticeable	.265	.120	.240	2.213	.030
	The hyperstore has an impressive interior design	-.038	.088	-.037	-.431	.668
	The hyperstore has roomy walking space for customers to move easily around inside the store	.018	.121	.013	.148	.882
	The hyperstore is well-space with merchandise that is easily to locate or find	.293	.120	.274	2.450	.017

a. Dependent Variable: Patronage

Coefficients Carrefour-Ambient^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.012	.470		.025	.980
	The store is clean and tidy	.012	.055	.012	.222	.825
	The air-condition is not too warm or too cold in the hyperstore	-.078	.095	-.051	-.820	.415
	The hyperstore has pleasant music	.095	.144	.099	.657	.513
	The hyperstore has a pleasant smell	.608	.196	.603	3.108	.003
	The hyperstore has bright lighting that focuses on the special feature areas and items	.123	.140	.088	.876	.384
	The hyperstore makes people feel stress-free	.226	.113	.187	1.999	.050

a. Dependent Variable: Patronage

Regression Lotus

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	Design, Social, Ambient ^a		Enter

a. All requested variables entered.

b. Dependent Variable: Patronage

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.482 ^a	.232	.221	.523

a. Predictors: (Constant), Design, Social, Ambient

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.681	3	5.894	21.535	.000 ^a
	Residual	58.568	214	.274		
	Total	76.249	217			

a. Predictors: (Constant), Design, Social, Ambient

b. Dependent Variable: Patronage

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.088	.327		3.332	.001
	Social	.118	.078	.102	1.516	.131
	Ambient	.676	.106	.495	6.353	.000
	Design	-.152	.089	-.128	-1.713	.088

a. Dependent Variable: Patronage

Coefficients Lotus-Social^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.316	.254		9.131	.000
	The staffs at the hyperstore are polite	-.242	.074	-.281	-3.260	.001
	The staffs at the hyperstore are courteous	.188	.090	.187	2.087	.038
	The staffs at the hyperstore take initiative to help	.196	.059	.269	3.313	.001
	The cashier works fast	.000	.053	.000	.005	.996
	The staffs have adeuate product knowledge	.076	.057	.105	1.332	.184
	The staffs are able to answer my questions clearly and promptly	.073	.066	.097	1.105	.270

a. Dependent Variable: Patronage

Coefficients Lotus-Design

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.222	.296		7.518	.000
	The hyperstore assortment of merchandise is classified into related groups or departments which is easily understood by customers	.135	.063	.157	2.124	.035
	The hyperstore's signs are clear and noticeable	-.015	.060	-.019	-.255	.799
	The hyperstore has an impressive interior design	-.029	.045	-.045	-.635	.526
	The hyperstore has roomy walking space for customers to move easily around inside the store	.245	.067	.282	3.631	.000
	The hyperstore is well-space with merchandise that is easily to locate or find	-.063	.061	-.078	-1.019	.309

a. Dependent Variable: Patronage

Coefficients Lotus - Ambient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.118	.324		3.456	.001
	The store is clean and tidy	.082	.054	.099	1.533	.127
	The air-condition is not too warm or too cold in the hyperstore	.080	.060	.084	1.326	.186
	The hyperstore has pleasant music	.138	.063	.173	2.198	.029
	The hyperstore has a pleasant smell	.082	.051	.107	1.600	.111
	The hyperstore has bright lighting that focuses on the special feature areas and items	.046	.062	.061	.735	.463
	The hyperstore makes people feel stress-free	.192	.060	.241	3.226	.001

a. Dependent Variable: Patronage

