

## ABSTRACT

As we know that satisfaction with store is one of the important factors that affect customers' behavior and future intention toward stores. Additionally, in today's highly competition marketplace in discount store business, a sound understanding of customers' satisfaction helps marketers gain a competitive advantage and establish positive and lasting customer relationships. Through better understanding of customers' post-purchase satisfaction, which is a very important part of the company's strength and weakness, it is possible to make improvement and to be well prepared to compete in the retail market. The main objectives of this study encompass the following:

- To compare the retailing mix factors as perceived by Big C Supercenter and Tesco Lotus's customers in Rayong province.
- To compare store satisfaction between Big C Supercenter and Tesco Lotus's customers in order to investigate the differences of customers' satisfaction between two stores in Rayong province.

In this study, the primary data was collected through the survey by using the questionnaire that was distributed to the sample of 382 respondents of Big C Supercenter and Tesco Lotus by survey on a face-to-face basis the customers leaving the stores in Rayong province. The results were analyzed by both descriptive and quantitative statistics.

The results of the study indicate that there is perceived difference in the retailing mix factors between Big C Supercenter and Tesco Lotus, but Tesco Lotus has better mean score than Big C Supercenter, from ten factors which are customer service, price, store image, product quality, convenient parking facilities, store accessibility, store

design and layout, store atmosphere, advertising, and personal selling. However, there are only the variety and assortment of merchandise that customers of both stores have no perceived difference. For the ten items of satisfaction of both stores, the three issues of the variety and quality of product, cleanliness and atmosphere in the store that customers have no difference in satisfaction, and where the results are “somewhat satisfied”. Moreover, on perception of satisfaction, which has seven items, based on the results of this study, the customers’ perception are difference in the promptness of payment process, price is reasonable, staffs are active and willing to provide service, staffs are well-dressed and wear standard uniforms, store looks modern and is well-design, conveniently located and sufficient and ample parking facilities, which fall in the “somewhat satisfied” and “very satisfied” between Big C Supercenter and Tesco Lotus. The findings indicate that the majority of customers are positively satisfied toward the two stores but Big C Supercenter has less mean score than Tesco Lotus. Hence, they are satisfied more with Tesco Lotus than with Big C Supercenter.