

ABSTRACT

This study was designed to investigate the trend of modern retail trade in Thailand. Everybody knows retailing is one of the most important industries in all economies and it is such a part of everyday life. This study focuses on the exciting and dynamic nature of retailing. Changing in consumer behavior and environment affects the change in retail structure, especially, the change in modern retail trade patterns which is the subject to study more. This study also presents the potential growth and the future trend of modern retail trade in Thailand through the attitude of the respondents toward the current retailing problems.

The data were collected through one hundred self-administered questionnaires distributed to respondents in the major areas in Bangkok. The data analysis is conducted by using SPSS software program to evaluate the results. The data is analyzed and summarized in readable and easily interpretable forms. The characteristic of questionnaires will identify the attitude of the respondents through 15 close-ended questions (multiple choices).

The results of this study have shown that there is relationship between the retail structural change and buying behavior change of the customers. There is an effect of the economic crisis in the last year, which decreased purchasing power, and increased unemployment rate, but some modern retail trades are still struggling and have more competition. They see this obstacle changing to be an opportunity in serving a lot of products with lower prices and more value added services. Using such a promotional program and distribute leaflet to pool customers visit the store.

The readers can use the information as benefits to be the base of study in retailing that can answer the question about what it's going on and how to be the best one? This study also provides the information about what characteristics of the store should be and

the development of the customer's lifestyles today. It will bring the satisfaction to the customers and the sales increase with high profits to the retail organizations.

