



A COMPARATIVE STUDY OF CONSUMER SATISFACTION BETWEEN
BIG C SUPERCENTER AND TESCO LOTUS : A STUDY OF CONSUMERS
IN RAYONG PROVINCE

ONPATTHRA SAMAIPATTANA

A Thesis Submitted in Partial Fulfillment
of the Requirements for the Degree of

Master of Business Administration

Graduate School of Business
Assumption University
Bangkok Thailand

June 1993

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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.

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The researcher would like to thank to all her close friends for their great help and encouragement during this program of study. Many thanks are also due to all target respondents who helped the researcher in answering the questionnaires.

Finally, the researcher would like to express deepest gratitude to her parents, brother, sister and cousins in Rayong province, who provided her with love, warmth, and inspiration. Especially, her mom who has to bear and stand by her through the troublesome hours writing the thesis from the beginning.

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CHAPTER 1

GENERALITIES OF THE STUDY

1.1 Background of the Study

In the past, department stores were the only modern trade that was known among Thai shoppers. But during 1987-1995, when the growth rate of the Thai economy was high, many retailers aggressively invested into other categories of stores, such as convenience stores, discount stores, and hypermarkets. The new stores were mostly joint investment between Thai and foreign owners for example, Lotus Supercenter, Makro and Carrefour Hypermarket¹. In 1999, Thailand's retail business enjoyed 10 % growth, with discount stores reaping in the most gains, and is poised to maintain its competitive edge in the long run².

Beyond anticipation, the economic crisis over the past few years has dealt a severe blow to all businesses, including the retail sector. The financial crisis has shaken the retail business in Thailand, intensifying competition especially among discount stores.

Discount, rebate and free gift, these popular promotion activities have been continuously developed and come in many forms, ranging from discount in special seasons or occasions, stamp collection, discount coupons, and lucky draws.

¹ SCB Research Institute (1999). "Retailing Business under Foreign Seizure". Retrieved May 25, 2002, from <http://www.scb.co.th/~scbri/ev/ev9906.html>

² Jitpleechep, Sukanya, "Discount stores see rapid growth in Bangkok", The Bangkok Post, March 25, 2002.

Contrary to the stalling economy, discount stores have been mushrooming since they can respond to price-conscious consumers. To capture market share, new strategies have been developed and competition is inevitable for existing retailers.

The Thai Farmers Research Center (TFRC) Co., Ltd. (2002) views that the groups gaining the upper hand when it comes to this promotion strategy are those with a firm financial base, competent management, and high negotiation power with suppliers, most of which are foreign-based discount stores as well as large department stores. As a result, small and medium-scale retailers have to prepare strategies and investment capital to catch up with rising competition in the long run and to diversify strategies so as to meet demand of price-conscious consumers.

Retailing Business in Thailand

New stores that mushroomed in the past decade were mostly joint investment between Thai and foreign owners. The joint investments with experienced foreign retailers resulted in the stores succeeding in terms of sales and profit because they were operated with the management system that was successfully used in original countries. The success of retail stores encouraged the retailers to open new branches all over the country--mostly in Bangkok and big upcountry cities. The stores had been running well before the economic crisis happened in 1997. The value of the Thai currency that depreciated after the baht float in July 1997 caused the retailers who borrowed from foreign lenders to have inevitably increasing debts in baht terms. Moreover, the crisis made retailing stores unable to reach their target sales because salary cuts and layoffs

had reduced the income of customers. Therefore, sales of retailing stores began to drop. A large amount of debt and liquidity problems caused many retailers to sell some or all of their retailing store stakes. The buyers of those shares were retailing stores' foreign partners that joined with them since the beginning (SCB Research Institute, 1999).

Kengvibul (2001) reported that the country had 260,000 retail outlets nationwide in 2001 of which 50% were modern in design and business practices, and discount stores represented 30% to 35% of sales in the retail business up from 10% to 20% five years ago. In 2002, they are projected to account for 40% to 45%. Largely foreign-owned discounters, including Tesco Lotus, Carrefour, Casino Group (Big C) and Makro continued to expand as shown in Figure 1.1. The store numbers expanded rapidly with 44.3% in 2001 and represented 146,000 million baht of sales in the retail business segmented by retail category nationwide (see Figure 1.2).

Figure 1.1 Changing Retail Trends

Changing retail trends								
Store numbers by category in Thailand, 1995-2001								
Category	1995	96	97	98	99	00	01	% chg 00/01
Department	105	109	119	111	112	103	108	4.8
Discount store	9	20	37	48	46	59	79	33.8
Supermarket	61	98	116	124	138	150	170	13.3
Convenience	1,129	1,672	2,208	2,504	4,500	5,537	5,750	3.8
Cash-and-carry	12	16	17	18	18	19	21	10.5
'Category killer'	14	31	64	68	150	208	239	16.0
Total	1,330	1,948	2,550	2,869	4,964	6,047	6,367	4.82

Source: Bangkok Post files

Jitpleecheep, S. (2001). "Giants force rivals to innovate". Mid-Year Economic Review 2001, from <http://www.bangkokpost.net/midyear2001/retailing.html>

Figure 1.2 More Choices

More choices						
Number of outlets by retail category nationwide, 1997-2001						
Category	1997	1998	1999	2000	2001	Sales (b/m)
Department store	119	117	112	103	108	97,400
Discount store	37	48	46	59	79	128,000
Supermarket	116	124	138	150	170	22,785
Convenience store	2,208	2,504	4,500	5,537	5,759	34,175
Cash-and-carry	17	18	18	19	21	20,000
"Category killer"	54	58	150	206	239	N/A

Note*: large store specialising in a single product sector, such as Makro Office

Jitpleecheep, S. (2002). "Survival of the fittest", Mid-Year Economic Review 2002, from <http://www.bangkokpost.net/midyear2002/retailing.html>

Retailing Business after Shareholder Change

According to the SCB Research Institute (1999), changes of shareholders in retailing business will impact both the organization itself and the retailing business as a whole. The impacts that might happen are:

1. Competition in discount stores and hypermarkets will be even more severe. Since the merchandise cost per unit will be decreased as more branches are opened, stores such as Lotus and Carrefour that have foreign owners as major shareholders, will have advantages because they are capable of setting up new branches by this time. Meanwhile their competitors that are still looking for share buyers have to carry on the debt burden and are unable to open new branches.

2. With their long-term experience, foreign shareholders will bring retailing stores in Thailand towards a more effective management standard. It cannot be denied that

Thai retailing businesses have developed rapidly in the past 3-5 years because of the foreign partners' modern management.

3. The foreign-owned retailing stores will force Thai owned stores, which want to be competitive, to improve their management system.

4. The expansion of foreign-owned stores will cause the inadaptable medium-to-small stores to close down even faster. Even though the big Thai-owned discount stores and hypermarkets plan to open new branches in areas where medium-to-small stores are situated, they pressure the medium-to-small stores to close down anyway.

5. The stores will compete on the basis of a variety of lines of merchandise, fast cashier checkouts, and return of damaged merchandise. Nevertheless, pricing is still the main strategy.

The Discount Store Industry in Thailand

Nowadays, the discount store sector has aggressive expansion reflecting the confidence in the retail market by foreign investors. The discount stores in Thailand are divided into three categories, which are (1) Wholesale Clubs: Makro, (2) Super Center/Superstore: Big C and Tesco Lotus, (3) Hypermarkets: Carrefour, which has many branches all over the country. According to Suewongprayoon (2002), this sector of the retail market typically operates under low margins, necessitating high volume. As a result, sufficient market understanding and well-located outlets are the key and discount stores not only play role retailers, but also as wholesalers, selling products to smaller grocery stores.

Table 1.1 Discount stores in Thailand

Rank	Name	Country of Origin	No. Of Stores
			End of June 2002
1	Casino Big C	France	30
2	Tesco Lotus	UK.	33
3	Makro	Netherlands	21
4	Carrefour	France	16
	Total		100

Source: Adapted from Siam Future Development Co., Ltd. in
<http://www.siamfuture.com/RetailBusCenter/RetailersCenter/Superstore/Superstore.asp>

Big C

Big C Supercenter emerged with a new concept of retail business under the theme of "super center" which means the stores main product contents are food and non-food items. It is simply a combination of discount store and food outlet, to provide utmost customer satisfaction and quality products at very low price everyday. "Big" means "respectable size and enormous space". "C" means "Customers". Therefore, Big C store is a modern retail outlet with spacious facilities to ensure customer needs and satisfaction. Big C Supercenter Public Company Limited, discount store chain operated under Central Retail Corporation or Central Group decided to form a business alliance with France-based Casino Group in 1999. The Big C Super center now operates 30 stores all over Thailand (see Table 1.1), with more than 11,000 employees and its 2001 total turnover amounting to 32,637 million Baht. The number of outlets was expected to reach 40 at the end of the year 2002.

Big C hopes to maintain its market dominance in the super center business with the highest number of outlets available and the highest sales. The complete product line-

ups are available at the most competitive prices in a friendly and clean atmosphere designed to serve the preference of Thai consumers. Big C is a large-sized and modern retail outlet for everyone in the family. It distributes a wide variety of quality products, ranging from fresh food, personal items and clothing to household appliances. Most of them are purchased from leading domestic manufacturers. Products available in a Big C store can be divided into 4 main departments, as follows:

Fresh Food: this supermarket department includes meats, seafood, vegetables, ready-to-cook and ready-to-eat food, dairy products, frozen food, bakery and other various ingredients. The sales of the Fresh Food Department are 10% of the total sales.

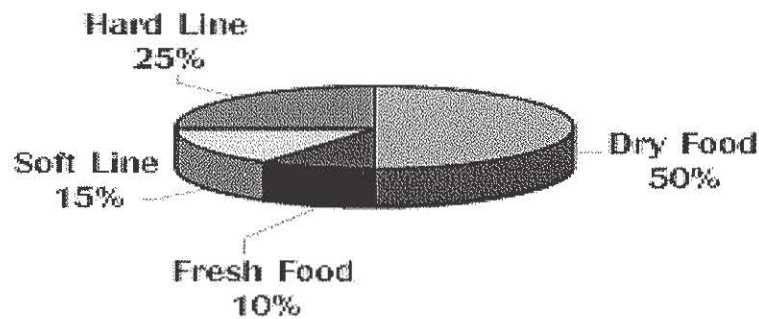
Dry Food: this supermarket department includes ready-made food, condiments, beverage, snack, liquor, personal effects, chemical products for cleaning, food and general articles for pets. The sales of the Dry Food Department are 50 % of the total sales.

Soft Line: this department includes clothes and cosmetics. The sales of the Soft Line Department are 15% of the total sales.

Hard Line: this department includes bedding, appliances, kitchenware, furniture, sports equipment, car accessories, toys and mending equipment. The sales of the Hard Line Department are 25% of the total sales (see Figure1.3).

(<http://www.bigc.co.th/en/profile>)

Figure1.3 Products Available in Big C Store



Source: <http://www.bigg.co.th/en/profile>

In February 2001, Big C decided to launch in the Thai market its new private brand called Leader Price. Right now, this new Leader Price brand already covers a large number of products of all kinds of food and non-food categories: Sweet and salt grocery, fresh food, beverage, cleaning, chemical & paper, personal care, stationery, lighting, house wares etc.

Through its new Leader Price brand, Big C wants to strengthen the protection of the Thai consumers by offering the best prices together with the best quality and by increasing their purchasing power. Moreover, Big C Supercenter Plc, complementing its hypermarket line-up, plans to spend at least 750 million baht to establish up to 50 small stores in Bangkok, which will offer grocery items under Leader Price house brand over the next three years, with the new stores. The simply laid out Leader Price outlet has 800 square metres of retail space and cost 15 million to 20 million baht to establish. Big C geared up for the launch of Leader Price, a new type of store that would sell only house-

brand products. The company hopes to generate at least four billion baht in additional sales by the end of 2004³.

Tesco Lotus

The Charoen Pokphand (CP) Group owns Lotus, it was established in 1995 as a Super Center retailer. Its first branch is located at Seacon Square in Bangkok. In 1997, Thailand faced the economic crisis and instability in the exchange rate. Lotus could not pay back its loan and interest to foreign banks. In 1998, CP sold its majority stake in Lotus Super Center to UK-based Tesco. Since 1998, the British supermarket group has invested 44 billion baht in building Tesco Lotus discount stores in Thailand. The amount represented 5.4% of all foreign direct investment in Thailand⁴.

According to the Bangkok Post, 4 June 2002, Prime Minister Thaksin Shinwattra reassured British retailing giant Tesco that his administration welcomed its investment in Thailand. He made it clear that he welcomed direct long-term foreign investment of SME entrepreneurs in Thailand to complement the foreign know-how that has been passed on and he believes Tesco is already able to contribute to these objectives. Now, Tesco Lotus operates 33 stores (see Table 1.1), the largest number of any discount store operator in the country, and the total will expand to 40 by the end of the year 2002. Under the current plan, the firm will increase the total number of stores here to 50 over the next few years.

³ Jitpleecheep, Sukanya "Big C thinks small to widen market for grocery items", The Bangkok Post, March 18, 2002.

⁴ Kositchotethana, Boonsong is an editor at the Bangkok Post, "Door is open, Prime Minister tells Tesco", The Bangkok Post, June 4, 2002.

Rungnirattisai⁵ (2002) said that sale of Tesco Lotus in 2001 grew by 30% to 40 billion baht, driven by sales at ten new stores. However, sales at existing outlets increased only 3-4%. Tesco Lotus expects to increase its total sales in Thailand by 20% to 50 billion in year 2002, with growth stimulated by the opening of new stores.

In addition, the company has introduced a combination convenience store and supermarket concept under the Tesco Lotus Express brand name, located at Esso petrol service stations. UK group Tesco is reportedly planning to open 70 Tesco Lotus Express convenience stores in 2002 after unveiling a first outlet in November 2001 at an Esso petrol station in Bangkok.

The retailer's alliance with Esso gives it a further 700 potential sites to develop in the country. Moreover, the company has three different private labels to its name "Super Save" for its grocery and hardware products; "Tesco" for its health and beauty products; "Khum Kha" for cut-price grocery and hardware products. Super Save brand targets: A- level consumers earning 20,000 baht or more per month, Tesco brand is aimed at B-level shoppers earning 12,000 to 20,000 baht, Khum Kha is the third house brand under the Tesco Lotus and its introduction aimed to widen the company's customer base to those in the so-called income level C; below 12,000 baht a month.

⁵ Rungnirattisai, Sompong is senior vice-president of trading with Ek-Chai Distribution Centre, the stores' operator. Reported in The Bangkok Post, May 24, 2002

Rayong province

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Topography and Location

Rayong located at Eastern sea board of Thailand is 179 kilometers by car from Bangkok. It has an extensive coastline stretching for approximately 100 kilometers of beach connected to the Gulf of Thailand, and some 3,552 kilometers square in area (<http://www.geohive.com>), and is divided into six administrative districts and two sub-districts. To the north and the west the province of Chonburi borders them, the east by Chanthaburi province and the south by the Gulf of Thailand (<http://www.tat.or.th>). According to The Department of Local Aministration, Ministry of Interior, the population in Rayong province is 545,150 (http://www.dola.go.th/upstat_m.htm) on November 30, 2002. The 10 islands group is abundant with marine resources. It contains many oddly shaped islands and rocks. The largest island is Koh Samet, which is well known, in South East Asia (<http://rayong.sawadee.com>). Rayong is blessed with its abundance of natural beauty. It has a well-deserved reputation for producing seafood products such as shrimp paste, fish sauce and dried seafood, and tropical fruits such as rambutan, mangoesteen and durian.

Discount stores in Rayong

Since Big C Supercenter and Tesco Lotus were opened in Rayong province at about the same time and provide the same assortment of merchandise (see Table 1.2), the opening of these two stores means that the local shopping patterns have been

transformed. Consumers now prefer to buy household goods from discount stores, which are more convenient, with ample parking space, air- conditioning and a host of additional features such as food outlets and mini- bank branches as additional attractions (Jitpleecheep, 2001). As a consequence of high competition in this business, all of the discount stores try to develop their strategies, as much as possible, to capture market share. All aspects of stores are reflected in customer feelings that translate as customer satisfaction.

An individual's feeling is made up of the characteristics or acquired attributes, which make one person different from another person. The same with people in Rayong, people in Bangkok or the other areas, have different lifestyles, attitudes and perceptions etc. For the researcher's purpose, it is good to know how a consumer's thoughts and feelings will affect and influence his or her purchasing behavior. This data can be beneficial information for the researcher to operate her own supermarket business in the future.

Table 1.2 Characteristics of Big C and Tesco Lotus

Characteristics	Big C	Tesco Lotus
Food/Restaurant	√	√
Fashion/Dress	√	√
Furniture/Decor	√	√

Computer/Mobile	√	√
Health/Beauty	√	√
Sports	√	√
Car Park	√	√
Pure Drinking Water	√	√
Shopping Basket	√	√
Carry to Car	√	√
Cash and Credit Card	√	√
Store Credit Card	Big C Credit Card	Tesco Lotus Credit Card
Partnership	CasinoGroup- Central Group	UK .Tesco – CP Group
Store Location	Muang Rayong	Muang Rayong
Open/close time	9.00-23.00	9.00-24.00

1.2 Statement of the Problem

Since 1997, the economic crisis has brought a negative impact on the Thai economy. The purchasing power of people has also declined, Discount stores can

respond to price conscious consumers and they have made a much bigger presence in Thailand. By the end of June 2002, there were 100 foreign-owned discount stores across the country. The greatest benefit from the entry of foreign retailers is that consumers will be able to buy cheaper goods because they have better management systems that can control all operating costs and the finished output. However, these discount stores are very competitive among themselves and seek to be leaders in the retail market. Furthermore, it's not just only competition among these discount stores, there is strong competition also in other categories of stores such as supermarket, department store. All of them try to use many marketing tools that compete with each other to gain market shares and to satisfy consumer needs. Hence, customer satisfaction is one of the important factors in the objectives of the companies.

Moreover, too many retailers act as though they know what is best for the customers, rather than determining what the customers' wishes really are. Retailers or marketers should focus directly on the consumers' wishes since it is what the consumers think about the store or product that will determine their purchasing behavior. Also it is the customer satisfaction, which will determine to a large degree whether a retailer will be successful or unsuccessful.

Due to the heavy competition in the retail market, it is necessary for marketers of discount stores to understand consumer's feeling toward them. Satisfaction with stores is one of the important factors that affect behavior and future intention of the customers toward stores. Satisfaction could lead to better results and performance of these firms. In this study, the researcher compares two stores, both of which have relatively the same size, location, and provide the same assortment of merchandise. Both stores have

opened at approximately the same time in Rayong province. The two research questions set in this study were:

- Is there a difference in the retailing mix as perceived by Big C Supercenter and Tesco Lotus's customers?
- Is there a difference in shopper satisfaction between Big C Supercenter and Tesco Lotus's customers?

1.3 Research Objectives

The objectives of this study were as follows:

1. To compare the retailing mix factors as perceived by Big C Supercenter and Tesco Lotus's customers in Rayong province.
2. 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.

1.4 Scope of the Research

1. This study compared differences in consumers' satisfaction between Big C Supercenter and Tesco Lotus and investigates what the influencing variables are.

2. Respondents in this study were both male and female who are aged 18 years old and above and who had visited both Big C Supercenter and Tesco Lotus in Rayong province.
3. In this study, the respondents were asked to rate their shopping experiences on various retail attributes and this indicates their satisfaction or dissatisfaction with Big C Supercenter and Tesco Lotus in Rayong province.

1.5 Limitations of the Research

1. This study focused on only the people who had visited Big C Supercenter and Tesco Lotus, therefore the findings cannot be generalized to other stores.
2. The place of study was limited only to Rayong province, thus the results of this study cannot be used judge consumers satisfaction with stores as a whole as well as those located in other areas of Thailand.
3. This study was limited in terms of period of time, so the findings cannot be generalized for all times because respondents could always change their mind in each period of time or be influenced by other internal and external motivators.

1.6 Significance of the Study

The result of this study is beneficial for marketers who are in discount stores business and/or people who are interested in investing in this business in order to understand consumers better. The study investigated the enabling factors that influence

satisfaction with store. Therefore, this research helps marketers or investors who are in discount store industry to understand customer satisfaction with stores better, in order to adapt and develop marketing strategies and tactics to reach and serve consumers more effectively. This study also provides information for discount stores businesses. Additionally, in today's highly competitive marketplace, a sound understanding of consumer 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.

Furthermore, the results of this study of customer satisfaction of people living in Rayong province also offers benefits for the researcher. This study of customer behavior, their satisfaction, and of factors that affect shopping behavior and future intention can help the researcher's family to better manage their supermarket business and for developing a proper retailing mix.

1.7 Definition of Terms

Cash and carry:	A limited-function merchant middleman that does not make deliveries but that maintains a facility for small retailers to make purchases on a cash only basis (Beisel, 1993).
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Consumers' shopping behavior:	The activities directly involved in obtaining, consuming, and disposing of products and services of shoppers (Engel, Miniard, and Blackwell 1993).
Customer satisfaction	A psychological construct describing a consumer's subjective emotional state that occurs in response to an evaluation of a set of experience (Oliver, 1980).
Discount store:	A retail outlet which sells goods at low prices by accepting low gross margins and looking to sell at high volumes (Baron, Davies and Swindley, 1991).
Every day low pricing strategy:	This strategy stresses continuity of retail prices at a level somewhere between the regular non-sale price and the deep discount sale price of the retailer's competitors. This "low" does not necessarily mean "lowest" in the market. A more accurate description of this strategy is " <i>stable prices</i> " with no temporary price discounts (Levy and Weitz, 1998).
Hypermarket:	Range between 80,000 and 220,000 square feet and combine supermarket, discount, and warehouse retailing principles (Markin, 1971).

Retailer:	The final business in a distribution channel that links manufacturers with consumers (Levy and Weitz, 1998).
Retailing:	The process of selling products or services to the ultimate consumer for personal or household consumption (Beisel, 1993).
Retailing Mix:	Retail marketing tools that discount stores use to implement a retail strategy and develop those elements to satisfy customer needs and wants.
Satisfaction with store:	Correctly matching the needs of customers with the information, goods, and service that stores offer.
Superstore:	Average 35,000 square feet of selling space and are traditionally aimed at meeting consumers' total need for routinely purchased food and non-food (Levy and Weitz, 1998).

CHAPTER 2

REVIEW OF RELATED LITERATURE AND STUDIES

This chapter is intended to review literature relevant to the topic of the study to build up a research framework and is divided into two main sections. The first section reviews the relevant theories to support the framework of this study, including definitions and concepts, which are related to dependent and independent variables. The second section emphasizes other previous empirical research studies relating to the study. In this study, the researcher bases her work mainly on previous research studies as source of variables regarding the studied variables with the support of relevant theories.

2.1 Relevant Theories

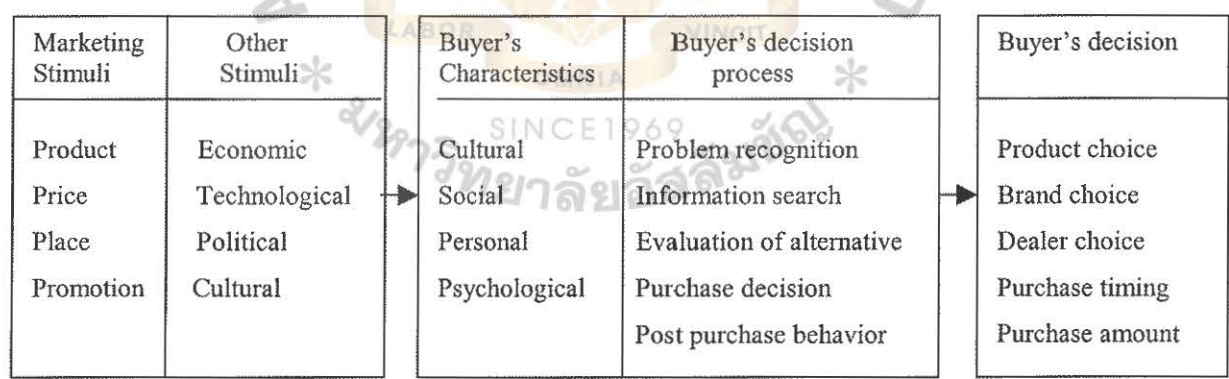
2.1.1 Relevant Theories of Consumer Behavior

Consumer Behavior

The aim of marketing is to meet and satisfy target customers' needs and wants. The field of consumer behavior studies how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas or experiences to satisfy their needs and desires (Kotler, 2000). Schiffman and Kanuk (2000) stated that the study of consumer behavior focuses on how individuals make decisions to spend their available

resources (time, money, and effort) on consumption-related items and also respond to marketers' promotional efforts. That includes what they buy, why they buy it, where they buy it, how often they buy it and how often they use it. According to Engel, Miniard, and Blackwell (1993), consumer behavior are those activities directly involved in obtaining, consuming, and disposing of products and services, including the decision processes that precede and follow these actions. Mowen (1993) mentioned that possessing an understanding of consumers and the consumption process provides a number of benefits. Those benefits include assisting manager in their decision-making, providing marketing researchers with a knowledge base from which to analyze consumers, helping legislators and regulators create laws and regulations concerning the purchase and sale of goods and services, and assisting the average consumer in making better purchase decision.

Figure 2.1 Model of Buyer Behavior



Source: Kotler, Philip (2000), Marketing Management, (10th ed.), New Jersey: Prentice-Hall, pp.161

Kotler (2000) explained Figure 2.1; marketing stimuli consist of the four Ps as product, price, place, and promotion. Other stimuli include major forces and events in

the buyer's environment such as economic, technological, political, and cultural. All these stimuli enter the buyer's black box, where they are turned into a set of observable buyer response shown on the right as product choice, brand choice, dealer choice, purchase timing, and purchase amount. The marketer must understand how the stimuli can change into response inside the consumer's black box. The black box has two parts. First, the buyer's characteristics influence how he or she perceives and reacts to the stimuli. Second, the buyer's decision process itself affects outcomes.

Major Factors Influencing buying behavior (Kotler, 2000)

1. Cultural factors: Exert the broadest and deepest influence on consumer behavior. The roles played by the buyer's culture, subculture, and social class.
2. Social factors: Consumer's behavior is influenced by such social factors as reference groups, family, and roles and statuses.
3. Personal factors: These include the buyer's age and stage in the life cycle, occupation, economic circumstances, lifestyle, and personality and self-concept.
4. Psychological factors: A person's buying choices are influenced by four major psychological factors as motivation, perception, learning, and beliefs and attitudes.

Consumer Behavior in the Retail Context

In the retail business, the retailer needs to understand the market in order to develop a successful business. If potential customers don't respond to a store's retail offering by coming there to shop, the operation will lack the needed revenue to be

profitable. An understanding of the consumer behavior within this market allows the retailer to select a target group of potential customers and build a store image that will attract the target group.

Bellenger and Goldstucker (1983) lists some key questions that a retailer needs to answer relative to consumer behavior as follows:

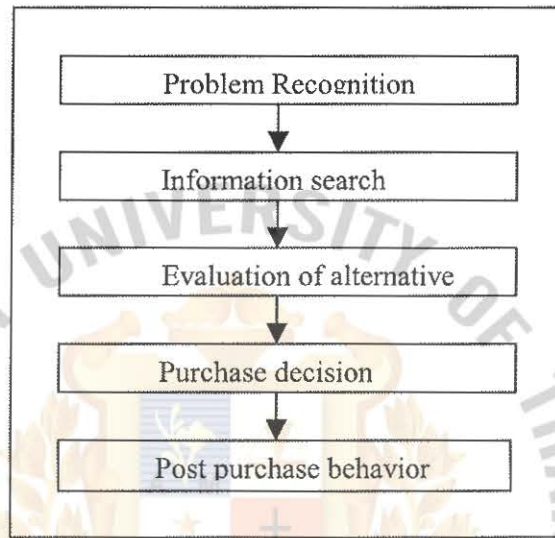
1. What customers do we want to concentrate on attracting to our store?
2. How do these customers get their information about alternative stores?
3. What do our target customers expect or want from a store of our type?
4. Who are our competitors for the target groups' business?
5. How does the target group perceive us relative to competition?
6. What changes, if any, are needed in our retail operation to shift the store's image to a more favorable position in comparison with our competitors?

Consumer Decision Making

Engel, Blackwell and Miniard (1993) quoted that before businesses can develop marketing strategies to satisfy consumers, they must understand how consumers make purchasing decisions. Consumer behavior refers to the actions and decision processes of people who purchase goods and services for personal consumption (see Figure 2.2). Witte and Zimmerman (1986) stated that the notion of decision making as a total process involving discernible and separate activities: (1) information gathering, (2) development of alternatives, (3) evaluation of alternatives, and (4) choices while, Simon

(1976) mentioned that decision-making process comprises three principal phases: (1) finding occasions for making a decision, (2) finding possible course of action, and (3) choosing among courses of action.

Figure 2.2 Five-Stage Model of the Consumer Buying Process



Source: Kotler, Philip, 2000, Marketing Management, (10th ed.), New Jersey: Prentice-Hall, pp.179.

1. Problem Recognition

The consumer decision-making process begins when a buyer recognizes a problem or has unsatisfied needs or desires (Skinner, 1994). Kotler (2000) argues that the need could be activated by internal and external stimuli. In the former case, one of the person's normal needs- hunger, thirst, sex-rises to a threshold level and becomes a drive. In the later case, a need is aroused by an external stimulus. A person passes a bakery and sees freshly baked bread that stimulates his or her hunger. This situation has created her need by external stimuli.

Walters and Bergiel (1989) pointed out problem recognition is the trigger that sets into motion all consumer behaviors, and there can be no purchase without recognizing that a problem exists. If marketers are to have an effect on purchase, especially the purchase of a firm's specific brand, then they must understand problem recognition by what problems are, how they arise, what factors are involved in problem recognition and the results of understanding that a problem exists.

Problem recognition is a critical stage in the consumer decision-making process because a consumer will not move to the next stage of the process information search-unless he or she recognizes a problem, a need, or a desire. Cox and Brittain (1996) stated that this felt need or want can be considered as a problem. The natural response of the human being to this problem state is to seek a solution, and the process of seeking a solution leads naturally to the search for information.

Gilbert (1999) noted that retailers could affect this stage using good window displays, advertising and promotion, and stimulating in-store merchandise displays. The stimulation of demand is important given many shopping trips are simply to browse.

2. Information Search

After recognizing a problem or need, the consumer seeks out information on how to satisfy it. Evans and Berman (1997) mentioned that information search requires listing the alternatives that will solve the problem at hand and determining the characteristics of them. Beisel (1993) cited that once the consumer recognizes that a problem exists, a search is then begun to identify alternative solutions. In this information-gathering stage, the consumer has both internal and external sources from which to draw information that will aid in making a possible decision. Internal

information include past experience, while external sources of information include friends, relatives, salespeople, advertisements and other sources. Walters and Bergiel (1989) quoted that search for information is the activity undertaken to provide data to be used for the decision-making. They also defined consumer search as the mental and physical activities undertaken by consumers to provide information on products and store alternatives. Consumer search also includes data on brands, prices, store location, product quality, and store services. Consumer search may be either internal or external. Internal search involves recalling information, attitudes, and needs already stored in the mind. This type of search can be accomplished anywhere, and it usually occurs immediately after the problem is recognized. External search is consulting friends, relatives, associates, and marketers to obtain information not already accessible.

3. Evaluation of Alternatives

After searching for alternatives, the consumer must take the time to evaluate each one and choose that which will best satisfy his or her needs (Wells and Prensky, 1996). Many products differ in attributes and consumers significantly use it for their evaluation to buy products. Product attribute as color, shape, size, weight, quality, flavor and so on was considered including variety of criteria based on their attitudes, belief, cognition or perception of consumer.

Walters and Bergiel (1989) mentioned that alternative evaluation is the prelude to consumer choice because it provides for ranking of preferences necessary for choice. The ranking of preference is a natural outcome of evaluation. It involves taking information gained from the search process and relating it in some way to the consumer's recognized need, want, or desire.

4. *Purchase Decision*

Well and Prensky (1996) stated that purchase is the heart of consumer behavior; it involves the exchange of something of value to the individual for a product that will satisfy his or her need. Walters and Bergiel (1989) cited that consumer decision refers to the mental process of choosing the most desirable alternative from among those available. The consumer decision implies that consumers can order their preferences from among product, store, and method of purchase alternative. Evans and Berman (1997) mentioned that after choosing the best alternative, a person is ready for the purchase act: an exchange of money, a promise to pay or support in return for ownership of a specific good, the performance of a specific services, and so on. Three considerations remain: place of purchase, terms, and availability. Although most items are bought at stores, some are bought at school, work, and home. The place of purchase is picked the same way as a product. Choices are noted, attributes detailed.

Skinner (1994) stated that other issues of concern to the consumer, such as price, delivery, warranty, maintenance, installation, and credit arrangement are discussed and agreed on this stage. Gilbert (1999) noted that choice is made as part of a problem-solving exercise to select on the basis of the overall balance of evaluation, with the most favored offer, brand and method of purchase being selected. Moreover, Cox and Brittain (1996) said that the purchase decision is not a single decision but a bundle of decisions, any one of which can result in a change of mind and an alternative route being followed. For instance, a consumer may have decided on a product, brand and store but is finally persuaded that this is in fact the wrong choice because the price in that store is not as

competitive or because the sales staff has not been helpful. So the actual time of purchase is important as it can either help or hinder the decision process.

5. *Post purchase Behavior*

The outcome of this evaluation is *satisfaction or dissatisfaction*. Consumer satisfaction or dissatisfaction influence future purchase decisions. If the consumer is satisfied with its products, they will consider purchasing the product again. On the other hand, dissatisfied customers not only do not return, but they also tell others about the problems they encountered. The post-purchase process is related to how well the customer has been satisfied on the basis of their expectations of the product and store. After purchasing the product, Kotler (2000) stated that the consumer would experience some level of satisfaction or dissatisfaction. The next three actions that producers should care consumers are: post purchase satisfaction, post purchase actions, and post purchase product uses as follows:

- Post purchase satisfaction: The buyer's satisfaction is a function of the closeness between the buyer's expectations and the product's perceived performance. The importance of post purchase satisfaction suggests that sellers must make product claims that truthfully represent the product's likely performance, and offer the product's perceived performance higher than buyer's expectations.

- Post purchase actions: The consumer's satisfaction or dissatisfaction with the product will influence subsequent behavior. If the consumer is satisfied, he or she will exhibit a higher probability of purchasing the product again. On the other hand, dissatisfied consumers may abandon or return the product.

- Post purchase use: Marketers should monitor how the buyers use and dispose of the product. If consumers store the product in their closets, the product is probably not very satisfying, and word-of-mouth will not be strong. If consumers find new uses for the product, marketers should advertise these uses.

Customer Satisfaction

Sheth, Mittal, and Newman (1999) mentioned that there are two approaches to understand why customers feel the way they do (satisfied or dissatisfied). *One is to get the customer to rate his or her experience with a product or service on its various attributes.* Satisfaction or dissatisfaction with these product attributes can be used to explain the customer's overall satisfaction or dissatisfaction with the product. Another is successfully addressed by a theoretical approach to understanding satisfaction. Customer behavior scholars have proposed that satisfaction depends not on the absolute levels of performance compares with the expected performance. Thus, if the product or service experience fulfills prepurchase expectations, then satisfaction results. On the other hand, if the prepurchase expectations are not met, dissatisfaction results.

Kotler and Armstrong (1996) defined consumer satisfaction as the extent to which a product's perceived performance matches a buyer's expectation. If the product performance falls short of expectations, the buyer is dissatisfied. In other words, customer satisfaction is defined as meeting or exceeding customer expectations.

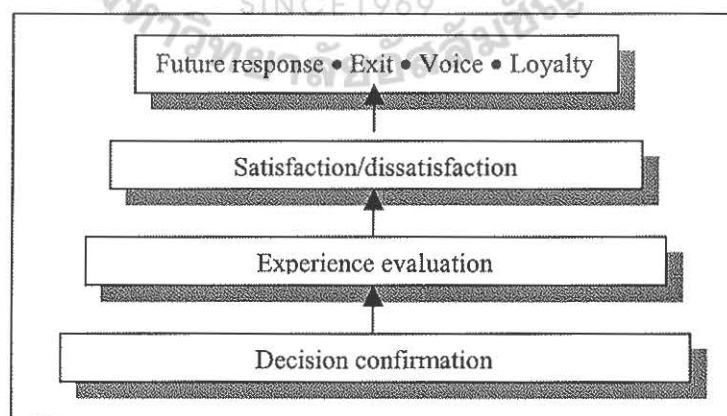
The customer's decision process does not end with the purchase. Rather, the experience of buying and using the product provides information that the customer will use in future decision making. In some cases, the customer will be pleased with the experience and will buy the same product from the same supplier again. In other cases, the customer will be disappointed and may even return or exchange the product, as shown in Figure 2.3, the post-purchase process includes four steps: decision confirmation, experience evaluation, satisfaction or dissatisfaction, and future response. Furthermore, following the experience of satisfaction or dissatisfaction, customers have three possible responses: exit, voice, or loyalty.

Exit: If customers are dissatisfied with their experience with a brand, they may decide never again to buy the brand.

Voice: Dissatisfied customers may complain and then decide either to give the brand or marketer another chance or simply to exit.

Loyalty: Customer loyalty means the customer buys the same brand repeatedly.

Figure 2.3 Steps in The Post-Purchase Phase



Source: Sheth, Jagdish N., Mittal, B., and Newman, Bruce I., 1999 Customer Behavior: Consumer Behavior and Beyond, The Dryden Press, pp.548

Howard and Sheth (1969), argues that satisfaction is based upon a comparison between expectations and outcomes. Oliver (1980) defined satisfaction as the summary psychological state resulting when the emotion surrounding disconfirmed expectations are coupled with the consumer's prior feeling about the consumption experience. He contended that satisfaction influences one's overall attitude toward purchasing products or patronizing retailers.

Hasty and Reardon (1997) cited that customer satisfaction is created by correctly matching the needs of customers with the information, goods, and services that seller's offer. Retailers need to reassure consumers after the purchase that they made the right decision. The level of consumer satisfaction also influences whether the store and its merchandise will be recommended to a friend. Retailers need to be sensitive to the uncertainties in the minds of the consumers, then work to relieve their concerns.

Mason, Mayer, and Ezell (1984) said that retailers probably could have the most influence on the behavior of consumers during the information search and evaluation stage of the decision process. An understanding of the how, when, where, and what of consumer shopping behavior can help retailers be responsive to consumer needs for information during their search and evaluation. The retailer needs to have the right merchandise at the right place, and at the right time, and at the right price and quality to match consumer decision and consumer satisfaction.

Moreover, Rosen (1985) also referred to Westbrook (1981), who examined consumer satisfaction in relation to the performance of a specific retailing outlet, namely a large store. He found that satisfaction was determined by consumer evaluations of retailer- related experiences in the store and with the product. Consumer satisfaction in

the context of a retail setting is an individual's reaction to his or evaluation of the total set of experiences realized from patronizing a retail outlet. This total set of experiences is diverse because retail establishments are complex organizations causing consumers to engage in many different activities such as traveling to the store, interacting with salespeople, examining merchandise, interacting with other customers, and browsing.

Potential customers develop perceptions or images of different stores from the information they receive about the retail mixes (merchandise, location, service, price, atmosphere, and the like) of the alternative stores. Information can come to a potential customer through many different sources, including advertising, salespeople, display, family, friends, and personal observations. Why don't all shoppers go to the same store? The reason is that different customers have different expectations about stores and different perceptions of the stores in the area. They also make different uses of the various information sources. Thus, it is very different for a store to devise *a retail mix* that will be alternative to all the potential customers in its market. It is typically better to zero in on a selected target group and try to build an image that will meet their expectation.

Attitude

Redinbaugh (1976) stated an attitude is a position or belief that an individual holds concerning any number of things. It may be a point of view about certain events, happenings, products, brands, services, or stores. Kurtz and Boone (1987) mentioned attitudes as a person's enduring favorable or unfavorable evaluations, emotional feeling,

or pro or con action tendencies in regard to some object or idea. Churchill (1995) quoted that attitude is one of the more important notions in marketing literature, because it is generally thought that attitudes are related to behavior. Redinbaugh (1976) also said that an attitude may be largely emotional or it may be very rational. Attitudes usually vary in intensity. A consumer may have strong feeling (attitudes) about certain brands, products, or stores; or a consumer may be indifferent toward a certain store. Consumer attitudes reflect a judgment on the part of the individual. For these reasons, it is important to explore how consumer attitudes are formed, changed, and measured.

The attitudes of consumers will come from personal experiences with product, a brand, a store, or the service of a store. These personal experiences may be either favorable or unfavorable which will affect the way the consumer reacts. Thus, consumers' purchasing behavior is influenced by their attitudes (Redinbaugh 1976). Schiffman and Kanuk (2000) stated that characteristic of attitudes is that they are relatively consistent with the behavior they reflect. However, despite their consistency, attitudes are not necessarily permanent; they do change. Donovan and Rossiter (1982) studied emotions during the shopping behavior. They found that the effects of the emotional factors of pleasure and arousal were shown to be additional to cognitive factors such as variety and quality of merchandise, price specials and value of money.

Beisel (1993) stated that retailers could find out what consumer attitudes are and then change their store to fit these attitudes. For example, a retailer finds that many customers have negative attitude toward the store because of its unfriendly personnel or crowded aisles. Repetitive advertising can be used to create an image that is different from commonly held perceptions. Moreover, changes can be made to bring the store in

line with how customers perceive that it should be. The practical significance for retailers is that emotional responses induced by the store environment can affect the time and money that consumers spend in the store.

2.1.2 Relevant Theories of The Retailing Mix

The likelihood of being successful in retailing can be greatly increased by careful planning in the retail strategy. The retail strategy is making decisions for some future time period about what to do with the internal factors that are within the control of the retailer. These controllable elements can be called *the retail mix* (Bellenger and Goldstucker, 1983). The retailer has to find a proper blend within the dimension that can be controlled in order to achieve the firm's goals

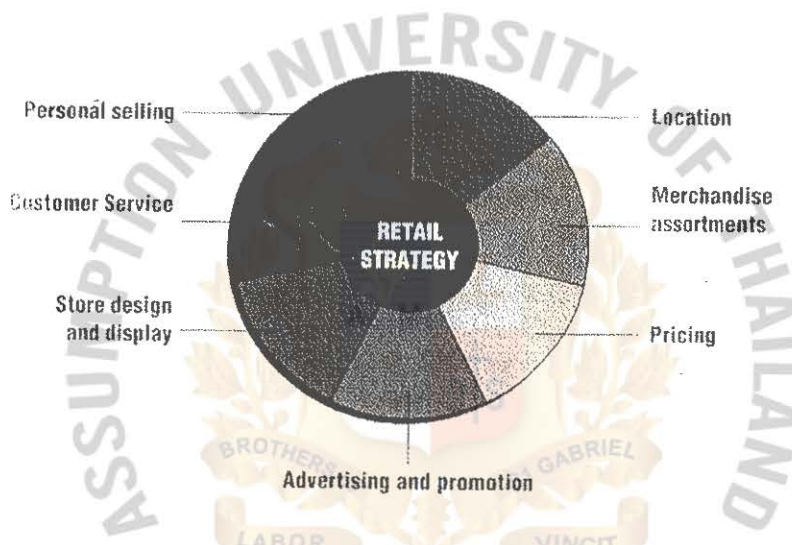
Marquardt, Makens, and Roe (1975) stated that a retail store may compete on the basis of its unique combination of location, store layout, promotion, pricing, service, merchandise assortment, and buying to create its own "*retailing mix*".

Redinbaugh (1976) said that an understanding of consumer purchasing behavior is the retailer's foundation of developing a proper *retailing mix*, which is a combination of goods and services, price, promotion, image, location, sales personnel, reputation, atmosphere, and other characteristics which when blended together will result in optimum sales and profits for the retailer.

Levy and Weitz (1998) noted that to implement a retail strategy, management develops a *retail mix* that satisfies the needs of its target market better than its competitor. The retail mix is the combination of factors retailers use to satisfy customer

needs and influence their purchase decision. They also defined that elements in the retail mix is depicted in Figure 2.4 which includes the types of merchandise and service offered, merchandise pricing, advertising and promotional programs, store design, merchandise display, assistance to customers provided by salespeople and convenience of the store's location.

Figure 2.4 Elements in the Retail Mix



Source: Levy, Micheal, and Weitz, Barton A. , Ph.D., 1998, Retailing Management, (3rd ed.), Boston, MA: Irwin/ McGraw-Hill, pp.23.

Kerin, Berkowitz, and Rudelius (1989) stated that retailing provides customer value in the form of various utilities: time, place, possession, and form. Economically, retailing is important in terms of the people employed and money exchanged in retail sales. They also mentioned that retailing strategy is based on *the retailing mix*, consisting of goods and services, physical distribution, and communication tactics as

assortment of merchandise, level of service they provide, retail pricing, store location and retail image.

Bell and Salmon (1996) cited that a successful retailing store must present a superior offer in some dimension of *the retailing mix*- price, product assortment, convenience, and service such as ample parking, convenient location and fast checkout.

Bellenger and Goldstucker (1983) noted that the retailing mix consists of factors within the retail operation that the retailer can control. These controllable elements that comprises *the retail mix* can be grouped into five basic sets are as physical facilities, merchandise, pricing, promotion, and service. Any or all of the components of the retailing mix can affect potential customers.

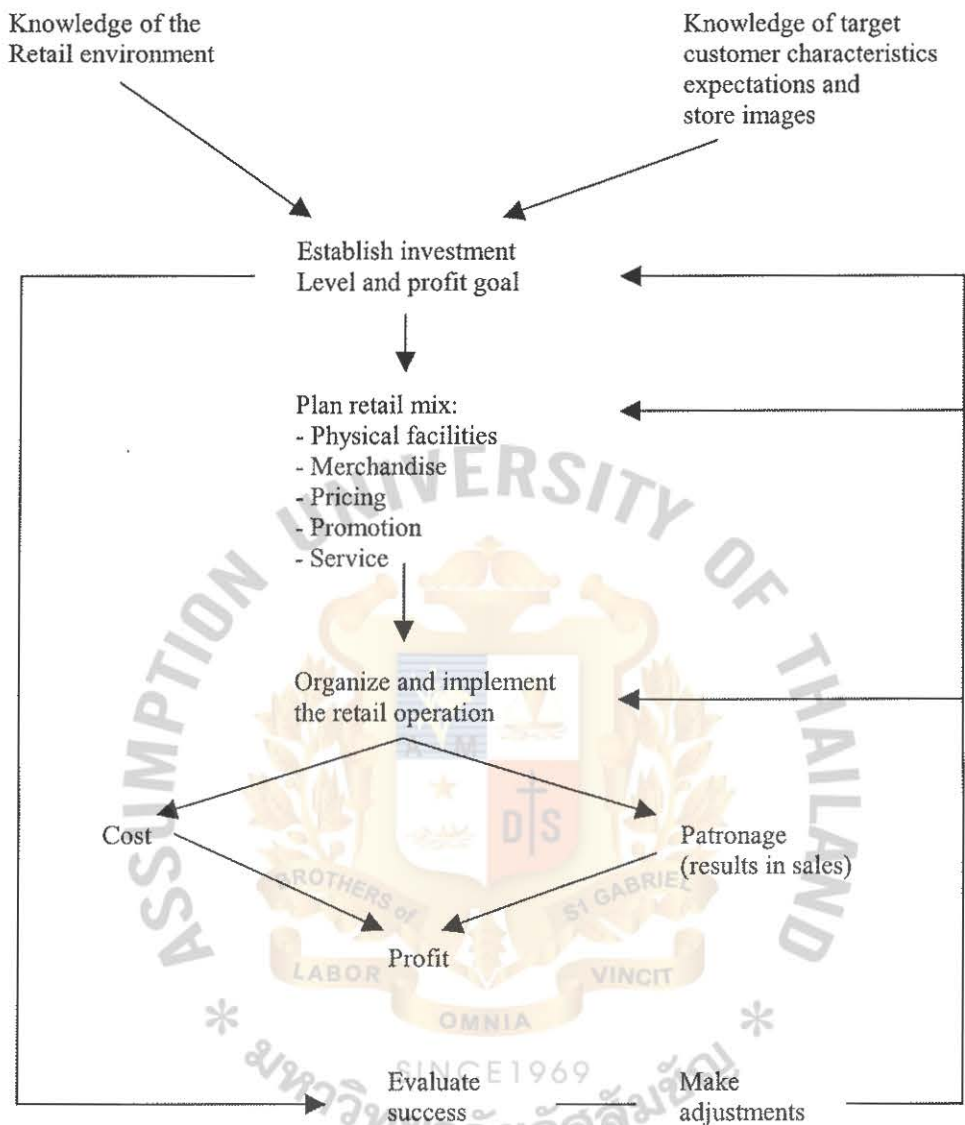
In deciding on which store to shop, the customer has access to the retailing mix of various competitors. The alternative retail mixes are actually all that a customer can see of the various stores. These are factors that are visible to the public, thus it is the way that a retailer can influence store choice and patronage by adjusting the retail mix.

The position of planning the retailing mix in the flow of retail management is shown in Figure 2.5. First, the retailer needs a good knowledge of the retail environment and the characteristics, expectations, and store images of the target customers. This information is basic to setting realistic goals and planning a successful retail mix. The next step in the management flow is establishing the level of investment or resources, which is available for building the operation. Along with the level of investment the retailer should establish a profit goal. Goals can be best stated in terms of the desired rate of return in the investment in the business. After the investment level and profit goals have been set, the retailer can begin planning various elements of the retail mix.

An organization must then be developed and the plan implemented in the marketplace. This will result in cost and patronage, which will mean sales. The sales for a given period minus the cost will tell the retailer the amount of profit achieved in that period. In order to evaluate the success of the operation, the actual profit should be assessed in terms of the investment and the desired profitability for that level of investment. If the rate of return in the investment is not acceptable, then adjustments should be made in the operation.



Figure 2.5 The retail mix



Source: Bellenger, Danny N. and Goldstucker, Jac L. 1983, Retailing Basics, Homewood, IL: Richard D. Irwin, pp. 85.

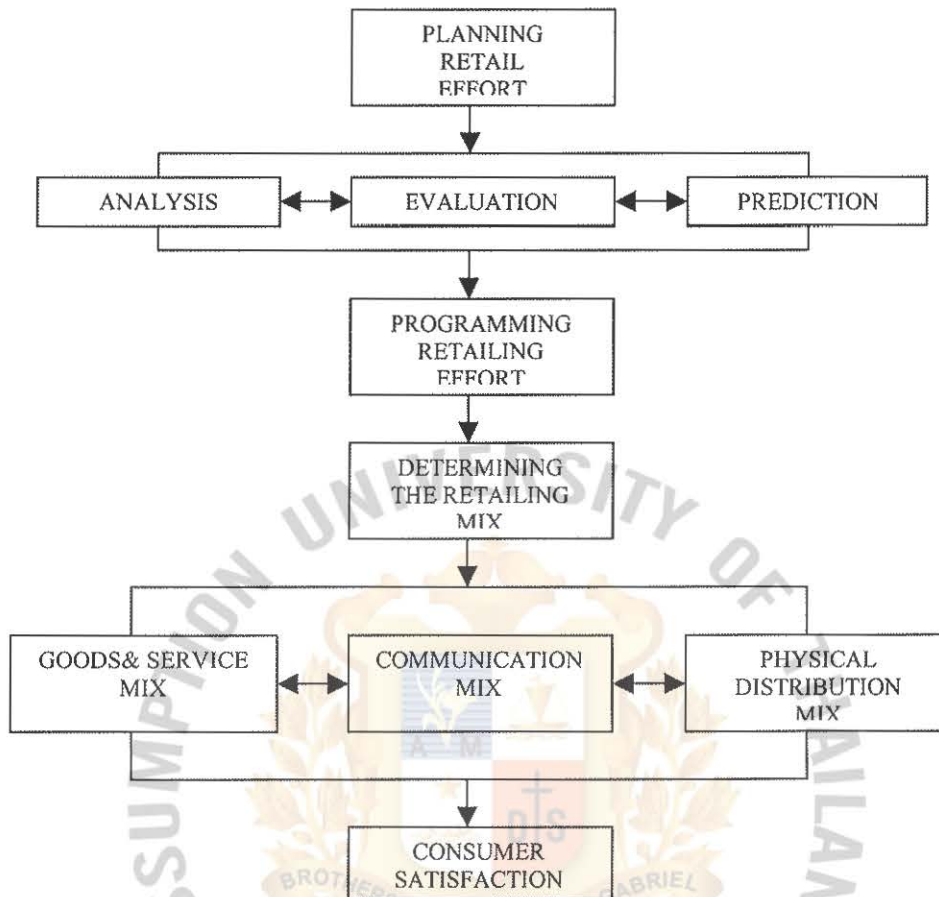
According to Lazer and Kelley (1961), the retail planning process involves in the first level three actions on the part of executives: analysis, evaluation, and prediction. The analysis of available information, and an evaluation of trends and relationships will give retail management the frame of reference from which to perceive current and future

problems. It will afford executives a perspective of the future. The analysis and evaluation of data and the predictions made place executives in a position of being able to program total retailing effort. Retail programming is achieved through the determination of a retail store's retailing mix.

The retailing mix is comprised of three sub-mixes: goods and service mix, a communication mix and a distribution mix, as shown in Figure 2.6. **Consumer satisfaction** is achieved through optimal sub-mix blend. The sub-mix that is most apparent in retail is **the goods and service mix**. Retailers are often well aware of the impact of a variety and assortment of goods offered for sale and the customer services that are extended. Other components of the goods and service mix are the image of the store and parking facilities etc. The second, **the physical distribution mix** is concerned with factors as store location (location convenient or accessibility), the establishment of distribution centers, warehousing, physically handling the goods etc. **The communication mix** is the third sub-mix. The retailer has a variety of tools for communicating with the market place. Included among these tools are personal selling, advertising, store displays, and store layouts (interior and exterior display) etc.

The retailing mix is important in adjusting the goods and services that are offered for sale to consumer demand. It can convince consumers that the retail store's program is primarily *satisfactory to the consumer* and planning an optimal retailing mix involved viewing a retailing operation as an integrated action system affected by internal and external forces. The success of retail system depends not only on proper selection of each element and sub-mix but also on the interaction between them.

Figure 2.6 The Planning process in retail management



Source: Lazer, William and Kelley, Eugene J., "The Retailing Mix: Planning and Management", Journal of Retailing, Vol.37 (spring 1961), pp.35

This study is applied the retailing mix variables in previous details to be grouped in the conceptual model, which developed by Lazer and Kelley (1961). In addition, the research will be identified on the variables that influence on satisfaction with store from previous studies and theories.

According to Lazer and Kelley, a conceptual model consists of three related sub-mixes (see Figure 2.6) as follows:

1. A goods and services mix
2. A physical distribution mix
3. A communication mix

The fundamental role of retail management is one of blending the variables of the three sub-mixes so as to adjust the total offering of the retail store to its market environment. *Consumer satisfaction* and profitable store operations are achieved through optimal sub-mix blending.

Factors pertaining to consumers' satisfaction with store are as the independent variables of this research as the retailing mix factors. The retailing mix is the specific combination of retail marketing elements used to achieve objectives and satisfy the target market. Each factor of retailing mix consists of the minor factors that consumers also meaningfully need to judge before making decision and evaluate their satisfaction, which are discussed in the following paragraphs.

The Variety and Assortment of Merchandise

Levy and Weitz (1998) mentioned that *variety* is the number of different merchandise categories a retailer offer and *assortment* is the number of different items in a merchandise category. Variety is often referred to as the breadth of merchandise carried by a retailer and assortment is referred to as the depth of merchandise. They also said that store carries a large variety and good depth to meet all the needs of their target customers. Kerin et al., (1989) stated that retail outlets vary in terms of the breadth and

depth of their merchandise lines. Breadth refers to the number of different items carried, and depth refers to the assortment of each item offered.

The breadth of merchandise usually refers to the range of goods carried in terms of categories, features, price level, and so on. The variety and assortment will be influenced by retailers' ability to make profit. Major influences on profitability include not only the markup of the product above cost but also the speed with which the consumers purchase the product (Bell and Salmon, 1996). Breadth is important for customers who are not sure of exactly what they want, while depth is important for customers who come to your store knowing that you carry a particular item, expecting you to have, in stock, exactly the *color, size, brand* that they seek.

Nuamkrut (2000) studied that the respondents considered important factors that stores carry various kinds and brands of product. Marquardt et al., (1975) quoted that the selection of product assortments represents the toughest and least well-performed function in retailing. Retailers typically identify a target market, and then search out the various goods being produced and purchase items that they feel will appeal to their customer.

Bellenger and Goldstucker (1983) mentioned that the variety and assortment of merchandise attract more people because the store has a broader appeal to a greater number of present and potential customers. Furthermore, the convenience of one-stop shopping and the attractiveness of a great variety can serve to generate a great deal of sales volume. Therefore, the increased store traffic and sales volume generated by wider selections can contribute to increased profits.

Bell and Salmon (1996) also said that choosing an assortment to carry requires decisions about major categories, about which brands, styles, and in what price range. An appreciation of customer requirements, competitor's assortment, the willingness of suppliers to sell and customer expectations should drive the selection. Cox and Brittain (1996) quoted that the variety of merchandise will have a major impact on how the customer perceives the store.

Customer service

Evans and Berman (1997) viewed customer service as involving the identifiable, but rather intangible, activities undertaken by a seller in conjunction with the basic goods and/or service it offers. In today's highly competitive marketplace, the level of customer service a firm provides can affect its ability to attract and retain customers more than ever before.

Beisel (1991) stated that a customer service is an activity that supplements or facilitates store sales. Lowry (1969) mentioned that discount stores are locating in new buildings, using better fixtures, and offering credit and other customer services. Merchandise as well as services is being up-graded in reflection of rising customer tastes and incomes.

Bell and Salmon (1996) quoted that service in a store might include credit card service, restaurant facilities, fast checkout, etc. Bellenger and Goldstucker (1983) cited that service is an important aspect of the retailing mix. The services, which stores provide, affect the perception, which customers have of the store and of the merchandise that it offers.

According to Schmidt et al., (1994), who studied the view on customer service differed between all three groups (teachers, students, and old age pensioners) of their research. They found that the teachers feel customer service through the politeness and service of checkout operators was important, and they were impressed by the bag-packing service offered by some stores. The teachers' main reason for not shopping at Netto discount store in UK was its cash-only policy. They felt that this was a big disadvantage to them. The teachers said that they would shop at Netto more frequently if store changed their policy and allowed debit and credit cards to be used in purchasing food. The students thought that they didn't expect much from customer service, but thought that it was also important. Old age pensioners cited the cash-only policy as a reason why Netto can "keep their prices down" and as the main reason why queues move quickly. They thought that the customer service offered by some stores was of a high standard. All of them also mentioned that customer service had persuaded them to shop at one particular store.

Price

Kerin et al., (1989) mentioned that price is the money or other considerations (including other goods and services) exchanged for the ownership or use of a good or service. Zikmund and Amico (1996) stated that the amount of money, or some goods or services, given in exchange for something is its price. In other word, price is what is exchanged for the product.

Mowen and Minor (2001) quoted that price conscious refers to the extent to which consumers focus exclusively on paying low prices. Evans and Berman (1997)

stated that the consumer's perception of price of good or service as being high, fair, or low- its subjective price- may be more important than its actual price. For example, a consumer may feel a low price represent a good buy or inferior quality- or a high price represents status or poor value depending on his/her perception. Such factors as these affect a consumer's subjective price: Purchase experience with a particular good or service, Self-image, Social situation and context of the purchase.

Price decision include choosing overall price levels, the range of prices, the relation between price and quality, the emphasis on price, how to react to competitors, when to offer discounts, how price are computed and so on (Evans and Berman, 1997).

In recent years, several companies have adopted *value pricing* in which they charge a *fairly price* for a high-quality offering (Kotler, 2000). Levy and Weitz (1996) mentioned that value pricing is setting prices based on fair value for both the service provider and the consumer. Value pricing says that the price should represent a high-value offer to consumers.

According to Koprowski (1995), he said that manager should set the price of a new product based on what the customer's perception of a *fair price* would be and that is based upon the price at which the competition is offering its product.

Koprowski also mentioned that in the past, pricing policies were based on little more than intuition. That is beginning to change. Pricing can help a company attain its other marketing objectives. Therefore, pricing strategy should be tied to the business strategy of the company, and the program should be supported with a focused plan of implementation. Hogarth-Scott and Rice (1994) said that for the discounter, prices

clearly must be lower than multiple competitors. However, to be profitable at these prices cost must be minimized and controlled.

Lumpkin and McConkey (1984) studied that discount store shoppers are the most price conscious as important. Schmidt, et al., (1994) studied that price was a major determinant in product and store preference as long as the products offered value of money and also being a major determinant in shopping habits. In addition, they found that the store's price had persuaded consumer to shop. McGoldrick, Betts, and Wilson (1999) studied that price consciousness as the buyer's sensitivity towards price superstores and discounters differentials and importance of price consciousness influence on decision making of store choice and satisfaction with store.

Store Image

Levy and Weitz (1998) mentioned that store image as the way a store is defined in a shopper's mind. The store image is based on the store's physical characteristics, its retail mix, and set of psychological attributes. Redinbaugh (1976) stated that the image of a retail store is formed in the customers' minds by mean of the following: (1) the manner in which the business is conducted, (2) the selection and assortment of merchandise offered, (3) the store's interior design, (4) the layout and display of goods, (5) the lighting and its effects on the merchandise, and (6) the attitude and philosophy of the retail store's personnel. The importance of carefully focusing, selecting, and staying with concept to build a personality and image for the store, as it is the retail store image which either attract or repels customers.

Beisel (1993) mentioned that to succeed in the fierce competitive environment that characterized retailing today, retailers are utilizing image as a vital marketing tool. Consumers usually make an extra effort to shop in a store with a favorable image, and they will prefer to do their browsing there. Kerin et al., (1989) cited that retail image help retailers create the appropriate buying experience for consumers.

Bellenger and Goldstucker (1983) stated that price often has psychological on customers' perceptions of a store image. For instance, the various type of discount stores such as grocery, supermarkets use strategy by promote price aggressively usually do so to generate store traffic and increase sales volume. The attractiveness of these types of stores is influenced to a great extent by their image as a place to save money. The stores appeals to many market segments since they sell goods and built their reputations on low price, good quality for the price, convenient location, and plenty of parking spaces. Thus, *store image* is a consequence of *the retailing mix* and the retailing mix is used deliberately to attract appropriate market segments through developing the store image.

LeBlanc and Turley (1994) studied that store image is as important as the product offerings and Kunkel and Berry (1968) also studied that retail *store image* is usually considered to be an important factor influencing customer patronage. They defined retail store image as the total conceptualizes or expected reinforcement that a person associates with shopping at a particular store.

Convenient Parking Facilities

Beisel (1993) stated that parking becomes a major concern and stores should have enough parking spaces available to cover the retailer's busiest hour of the day or week. Markin (1971) mentioned that a shopping area site should be located on a major through fare and should provide adequate parking facilities. Consumers move about by car, one should pay attention to parking facilities in a trade area and customers prefer parking nearby, especially for dry cleaning. Redinbaugh (1976) said that *parking facilities available* might favorably or unfavorably affect the sales potential of ultimately the store and Schmidt et al., (1994) studied that the big reason for store preference was its parking facilities.

Product Quality

Bennett (1995) stated that a product might be an idea, a physical entity (a good), or a service, or any combination of the three. It exists for the purpose of exchange in the satisfaction of individual and organizational objectives. Zikmund and Amico (1996) stated that the term product refers to what the business or non-profit organization offers to its prospective customers or clients. Evans and Berman (1997) mentioned that product decisions involve determining what goods, service, organizations, people, places, and/ or ideas to market, the number of items to sell and their quality, the innovative pursued, packaging, product features, design, and branding.

Zeithaml (1988) quoted that product quality is the consumer's judgment of the excellence of the product and service. Schiffman and Kanuk (1997) mentioned that consumers often judge the quality of the product or service on a basis of a variety of

informational cues that they associate with the product such as size, color, flavor, and aroma. Kotler (2000) stated that the quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs.

Czepiel and Rosenberg (1981) said that product and service satisfaction refers to what consumers obtain in their consumption of specific goods and services. Westbrook (1980) examined the affective influences in satisfaction with product and found a direct relationship between one's emotional state and the satisfaction received from certain product categories.

Consumer satisfaction or dissatisfaction with a product starts with the expectations of the purchasing consumer. After purchase, the consumer evaluates these expectations with regard to the product's performance. If the result fulfils or exceeds the expectations of the consumer, the consumer will be satisfied (Day, 1977). Nuamkrut (2000) studied consumers of hypermarkets and supercenter in Chiang Mai. He found that the product quality i.e. new, fresh and clean is one important factor that the respondents considered when they went to the store.

Schmidt et al., (1994) studied from focus group discussions toward grocery discounting. The groups were designed to be internally homogeneous, consisting of students, teachers and old age pensioners respectively, thus giving an insight into the views of a wide range of ages as well as different occupational groups. All participants either worked or lived near an Aldi or Netto store, which are discount stores in UK. They found that the quality of the product for three groups was a major determinant in their pleasant of store. The quality and flavors are a big consideration to them. They

also mentioned that quality was seen as very important across all socio- economic groups.

Store Accessibility

Markin (1971) cited that accessibility refers to the ease of reaching retail site by automobile. The accessibility of a store, whether isolated or one of group, is a practical basis for appraising a site's potentiality. Redinbaugh (1976) stated that the primary social and economic justification for existence of a retail business is its ability to serve a customer group. Thus, a retail store should be conveniently located.

Beisel (1993) quoted that one factor of retail site location that is often ignored is accessibility. Today's consumer is convenience oriented, and there is a good chance that if the store is difficult to approach, the consumer will shop elsewhere. There are two aspects of *accessibility* that should be considered. The first relates to the transportation facilities available so that the customer can reach the area without much difficulty. The second aspect is concerned with the customer's ability to enter the store's parking area upon arriving at the location. Schmidt et al., (1994) studied that *location convenience or easy to access* was the key influences on consumer pleasant of store and Rinne and Swinyard (1992) also mentioned that convenience of location is relative importance to customers in selecting of store and customer satisfaction.

Store Design and Layout

Walters and Bergiel (1989) cited that the types of displays and considerations such as shelf height, space allocated by product, and features of condition on the store choice. The different types of store layouts offer alternatives that affect consumer

decision-making. The design elements of a store include display windows interior and exterior displays, floor plan, fixtures, storefront (Mason, Mayer, and Ezell (1984)

Levy and Weitz (1996) mentioned that the store design and layout should entice customers to move around the store to purchase more merchandise than they may have originally planned. A key decision in the area of store design is format. Store format can be defined as the basic orientation of the store in terms of merchandise mix size, and primary market focus. Cox and Brittain (1996) defined layout of store as the arrangement and location of fixtures, fitting equipment, merchandise, aisles and non-selling areas such as checkout counters and dressing room. Moreover, store design and layout will provide the incentive for purchasing.

The customer's product decisions can be enhanced, or ruined, by the type of planned store design. Store should be designed to facilitate the movement of customers, to create a planned store experience and to allow the optimum presentation of merchandise. Store design and displays can influence the consumers' store satisfactions and perceptions (Gilbert, 1999). Schmidt et al., (1994) studied that store design and layout is the one aspect of successful discount store and it is the factor influencing consumers pleasant shopping behavior. Bellenger and Goldstucker (1983) stated that store design and layout are important physical facility dimensions of the retailing mix along with store location, which is attractive to consumer.

Store Atmosphere

Beisel (1993) quoted that store atmosphere refers to the environment within the store that creates a specific emotional effect in the consumer, enhancing the probability

that a purchase will be made and atmospherics are the purposeful designing of space within a shopping center. Evans and Berman (1997) mentioned that atmosphere is the sum total of the physical attributes of a retail store or group of stores that are used to develop an image and draw customers. It affects the target market attracted, the customer's shopping mood and time spent in the store and store positioning.

Levy and Weitz (1996) noted that atmospherics refers to the design of an environment via visual communications, lighting, colors, music, smell, layout, signs, temperature, and scent to stimulate customer's perception and emotional responses and ultimately to affect their store selection. Atmospherics are created by the combination of whole series and cues and stimulants to produce the desired environment and emotional response from the customers. The emotional state of the shopper will lead to an increase or decrease in the planned level of purchases. It is essential to know what factors stimulate and please consumers as the result will capture individuals for longer periods in a store and make them more susceptible to merchandise offer (Gilbert, 1999). Kerin et al., (1989) mentioned that store atmosphere help retailers create the appropriate buying experience for the customer.

Schmidt et al., (1994) studied from focus groups about attitudes towards discounters, they found that some of group mentioned the smell inside a store as factors of shopping. Donovan and Rossiter (1982) studied a broader sample of shoppers, measures emotions during the shopping. They found that pleasantness of the in- store environment was a significant predictor of willingness to spend time in the store and intentions to spend more money.

Leszczyc et al., (2000) studied that the selection of the store may impact the amount spent as the shopper may make impulse purchases related to the store environment, such as in-store specials and display because the amounts to spend and store choice decision of consumer are interrelated. Baker et al., (1993) studied that store's atmosphere influences a consumer's patronage decision on store choice with consumers' pleasure, arousal, and willingness to buy in that store.

Advertising

Levy and Weitz (1996) stated that advertising is a form of paid communication with customers using non-personal mass media such as newspapers, TV., radio, and direct mail. Beisel (1993) mentioned that advertising consists of any paid non-personal communication that is disseminated through mass-media vehicles such as magazines, billboards, newspapers, or the yellow pages of the telephone directory. Much advertising is intended to influence consumer's images, beliefs and attitude towards products and brands, and to influence their store selection. Schmidt et al., (1994) studied that advertising as factors of store choice. Rinne et al., (1992) studied that one factor that influences on selection of store and satisfy customer is advertising and Nuamkrut (2000) also studied that store were advertised in various media and had point of purchase, are the factors that the respondents considered.

Personal selling

Beisel (1993) stated that personal selling is any individual, face-to-face, personal communication between a store employee and customer. Levy and Weitz (1996) noted

that personal selling is a communication process in which sales-people assist customers in satisfying their needs through person-to-person exchange of information. .

Pelsmacker and Bergh (2001) cited that personal selling is the oral presentation and/or demonstration of one or more salespersons aimed at selling the product or services of the company. It is a personal contact between a company representative and a prospect or client. Buel (1994) stated that personal selling is a process of informing consumers and persuading them to purchase product through personal communication in an exchange situation.

Cox and Brittain (1996) quoted that helpful, courteous and attentive sales assistants are essential because a consumer may have decided on a product, brand and store but is finally persuaded that this is in fact the wrong choice because the sales staff have not been helpful or courteous. Rinne et al., (1992) studied that friendliness of staffs are the factor that influence on consumer choice and satisfy customer. Clopton, Stoddard, and Clay (2001) studied the salesperson characteristics as trustworthy, friendly, helpful and courteous are the key to retaining customer satisfaction.

2.2 Previous Empirical Research

For the previous empirical researches, they are considered to be secondary data for this research. They provide sources of variable regarding to study variables as well as they are sources of references regarding concepts and variables that the researcher would like to study. Different previous research studies along with the relevant theories

help the researcher to conceptualize research's particular interest in the framework that has been developed in the next chapter.

Wrestbrook (1980) examined the affective influences on *satisfaction* with product and service and found a direct relationship between one's emotional state and the satisfaction received from certain product and service. Thus, consumers obtain satisfaction or dissatisfaction from product or services as well as from the retailing experience itself. He also studied consumers' evaluations of their in-store experiences in a large store. Based upon the goods and services purchased and their experiences in the store, consumers expressed satisfaction.

Rinne and Swinyard (1992) surveyed adult shoppers by questioning them in national discount stores chain and found the seven factors of relative importance to customers (From most to least important) in selecting a store are: prices, width and depth of assortment, store layout, convenience, style and quality of product, friendliness and availability of clerks, and advertising respectively. In relating those store valuations to overall spending. This suggests that its success is not based simply in doing one or two things right, but on satisfying shoppers in virtually all of the most important characteristics. Overall, it is clear from study that the stores, which *satisfy customers* in these factors, are the ones patronized by the consumer.

Baker, Levy, and Grewal (1993) studied by using experiments to make store environment decision. Its purpose was to help retailers examine how the factors that comprise a store's atmosphere influence a consumer's patronage decision. They found environment psychology that essentially maintains an individual's perceptions or/and behavior within a given environment are the result of emotional states created by that

environment. In other words, environmental cues can affect emotional states of *pleasure or satisfaction*, which, in turn, affect an individual's willingness to buy, consumer attitude, acceptance and intentions to purchase. They also said that there is an overall consensus that store image is an important component of the consumer's store selection.

The variety and quality of merchandise, price specializing, value for money and experienced *pleasantness or satisfaction* of in-store environment are factors that induce the consumers to spend more time and more money to purchase goods and services than originally planned (Donovan and Rossiter, 1994).

Schmidt et al., (1994) studied the attributes of discount operations in the UK market. The study, which explores predisposition and attitudes towards discounters and the survey findings provide an insight into the relationship between store choice and desired store attributes. They found the key influences on store choice and *customer satisfaction* such as store design and layout, marketing and advertising, location convenient or easy to access, and more car parking spaces, brands choice, customer service, quality and fresh of product, and store environment (atmosphere) as smell of store and aisle size inside a store.

Tom and Lucey (1995) examined the customer attributes that affect customer satisfaction with waiting in checkout lines in grocery stores. Research studies indicating a negative relationship between long waiting time and *consumer satisfaction*. From the survey, found that most of shoppers interviewed indicated that a fast checkout or retail service was important because time was critical to most customers' shopping experiences.

In general, a better understanding of the customer's experience in waiting lines would provide management with valuable information to determine when operations management techniques or perception management would be more effective toward improving consumer satisfaction. Tom and Lucey also said that waiting in line to pay for purchases in retail outlets is a necessary but undesirable activity that customers must undertake to complete their purchases. Customer waiting time in line is a critical contributing factor to *customer satisfaction* with the retail outlet.

According to Pasternack (1996), who surveyed the consumer satisfaction of the nation's top markets. The study was conducted to determine what store attributes drive *consumer satisfaction* at the national and market level. He found that consumers' top five store attributes when selecting a discount store are specials/sales, lowest prices, clean and neat, courteous staff, and convenient location. Furthermore, he also cited that in the discount store industry, price, a pleasant store experience, and convenience are most important to consumers, followed by product selection.

Spies, Hesse, and Loesch (1997) investigated the effects of store characteristics on consumers' mood, *their satisfaction*, and purchasing behavior in two different store atmospheres, layouts with the pleasant and to deteriorate in the less pleasant store. They found that satisfaction with store was greater in the pleasant store and customers in the pleasant store spontaneously spent more money in the products they simply liked.

The results of survey research conducted on consumer perceptions of different retail format by Dahub, Su, Riolli, and Marquardt (1997). They said that consumer perceptions of merchandising, customer services attributes and overall satisfaction such as product quality, interpersonal trust, product availability, assortment consistency,

return policies, retail environment, and store image form an *overall attitude of satisfaction* towards the store.

Lanjakorakul (1997) studied the effect of discount store toward small retailer in Suphanburi Province. The purpose of this study was to determine the behavior of shopper in decision making to select store and factors that the affect of discount stores toward small retailers in Amphur Muang district. The study found that factors that affected the consumers' buying behavior were convenience, variety of products and low price respectively. For the small retailers, consumers think that they should improve their product arrangement because it's difficult to find, stores too narrow, seller lacks knowledge about product's information respectively. In addition, the affect of discount store toward small retailers as sales and number of regular customers were decreased.

Bladwin (1998) referred to one of the studies, by Kotler (1965), who seeking to ascertain the factors that influenced a person's choice in where to shop, determined that the ease with which one could find items was particularly significant. Peterson and Kerin (1983) confirmed this observation in a study, which correlated factors with *customer satisfaction* and the factor "easy to find items" accords the highest correlation with customer satisfaction. Mason and Mayer (1990) gives credence to the satisfaction factor "ease of finding items" by concluding that a good store layout enhances the appearance of the store and supports the positioning strategy of the firm.

Reynolds and Arnold (2000) studied incorporates satisfaction with the salesperson and *satisfaction with the store* as key dimensions of the overall retail satisfaction feelings that relationship customers have about the retail store. Like other research investigating similar higher order constructs (Crosby, Evans and Cowles,

1990), satisfaction with the store is reflective of the general nature of the underlying construct while satisfaction with salesperson represents an important dimension of retail satisfaction in upscale retail setting as investigated here. Given this, they defined retail satisfaction as the customer's emotional reaction to the evaluation of his/her experience with the retailer and the salesperson.

Silvestro and Cross (2000) studied the overall customer satisfaction, overall perceived value, and satisfaction with aspects of service in grocery stores. The survey found that overall satisfaction correlated with prices, checkout speed, staff competence, product availability and queues. These factors appear to be the key drivers of *satisfaction* and perceived value.

Nuamkrut (2000) studied the retailing mix factors of hypermarkets/supercenter that affect the consumers' purchase in Chiang Mai province. Questionnaires were used to collect data. The data was analyzed using the SPSS statistical program to generate frequency tables, percentage, mean, and standard deviation. Consumers rated the importance of each retailing mix factor as follows:

- Product sub-factors that the respondents considered as high importance were products met the consumer's requirements, various kinds and brands of product were sold and product had good quality i.e. new fresh, and clean respectively.
- Price sub-factors that the respondents considered as highly important were price tags were clearly seen, prices were cheaper than other stores, and prices were discounted occasionally respectively.

- Place sub-factors that the respondents considered as highly important were shopping carts and baskets were provided, stores were clean and free of bad odour and products were displayed in categories that made it easy to shop respectively.

- Promotion sub-factors that the respondents considered as highly important were stores were advertised in various media, stores had point of purchase, and product display respectively.

- Personality sub-factors that the respondents considered as highly important were stores had good reputation, full service facilities, and stores had friendly and courteous staffs respectively.

Sivasirikarul (2001) studied about the marketing mix and the impact on consumers shopping behavior toward discount stores in Bangkok. The study found that the main reason of purchasing products is for home usage/personal usage. Most respondents prefer to shop at Tesco Lotus, Big C, Makro, and Carrefour respectively. When she considers in the consumer behavior analysis and chi-square tests, found that the discount store that the respondents go to shop at most does not relate to the frequency of shopping at that discount store or the day they usually go shopping, but relates to the time of the day they usually shop, how long they usually spend shopping and the main reason that they purchase products. For attitude of consumer towards discount stores, found that attitudes of consumer towards discount stores are fallen in agreed criteria. For the marketing analysis; product, place, promotion, and service factors that stores provide for customers are fallen in somewhat important criteria.

Clopton, Stoddard, and Clay (2001) studied the salesperson characteristics affecting consumer complaint responses in retail stores. The findings of the study

demonstrate that salesperson characteristics are important influences in positive or negative consumer complaint responses. They referred to Bitner (1990), who said that a consumer's overall satisfaction or dissatisfaction with a retail experience is related to several factors including *satisfaction with the store* as product and the salesperson. Research (Oliver and Swan, 1989) suggests that a salesperson's actions can influence both satisfaction with the salesperson and the retailer, and that satisfaction with salesperson is positively related to consumer intentions to deal with the salesperson in the future.

In conclusion, according to the literature reviews, the researcher further investigated if consumers perceive differences among retail attributes on merchandising, service dimensions and in overall satisfaction, the store environment may lead to differences in inferences regarding merchandising and service quality which will impact overall satisfaction. Satisfaction can be rating his or her experience with retail attributes and used to explain the customer's overall satisfaction with store. The researcher's choice of dimensions is based partially on the literature, which suggests consumers combine evaluations of merchandising, service, and atmosphere and so on to form an overall attitude of satisfaction towards the store. In general, understanding of the customer's experience in various retail attributes would provide management with valuable information to determine when operations management techniques or perception management would be more effective toward improving consumer satisfaction. The fundamental role of retail management is one of blending the variables of the three sub-mixes (goods and service, communication, physical) so as to adjust the total offering of the retail store to its market environment. ***Consumer satisfaction*** and

profitable store operations are achieved through optimal sub-mix blending. However, the researcher modified the variables and focused on those appropriate to this study and the retailing mix factors in previous details to be grouped in the conceptual framework as shown in the later chapter.



CHAPTER 3

RESEARCH FRAMEWORK

This chapter focuses on the framework of the research. The researcher relates the theories, which are drawn from the literature review to develop the conceptual framework. This chapter consists of four sections, which are theoretical framework, conceptual framework, research hypothesis and operationalization of related variables. The first part, Theoretical Framework depict models that explore the effect of dependent variables on the independent variable in a logical and prescribed way. The Conceptual Framework is the researcher's own model, which explains the independent, and dependent variables. The last part, Operationalization of Variable translates all variables and sub-variables into action.

3.1 Theoretical Framework

Based on the different theoretical frameworks and studies depicted in the previous chapter, there are many models that influence consumer satisfaction with a store. According to the model proposed by Lazer and Kelley (1961) as shown in Figure 2.6 and other theoretical models of the retailing mix, the researcher employed the theories and previous studies in order to develop the conceptual framework. For this study the *independent variables* are retailing mix variables, while the *dependent variable* is consumers' satisfaction with the store.

3.2 Conceptual Framework

According to Zikmund (1997), the conceptual framework is constructed to illustrate the relationship between dependent and independent variables. A dependent variable is a criterion or a variable that is to be predicted or explained. An independent variable is a variable that is expected to influence the dependent variable.

In this study, the conceptual framework explicates the relationship between influencing factors and satisfaction with store, based on previous empirical research and theories providing evidence. The models are used as representations of theoretical systems that the researcher will test, examine and generally analyze. The conceptual framework of this research is presented in Figure 3.1.

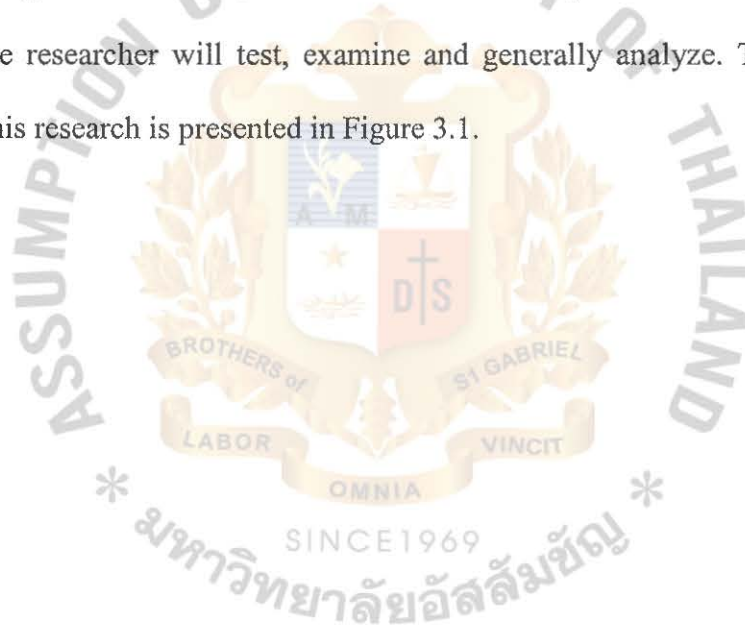
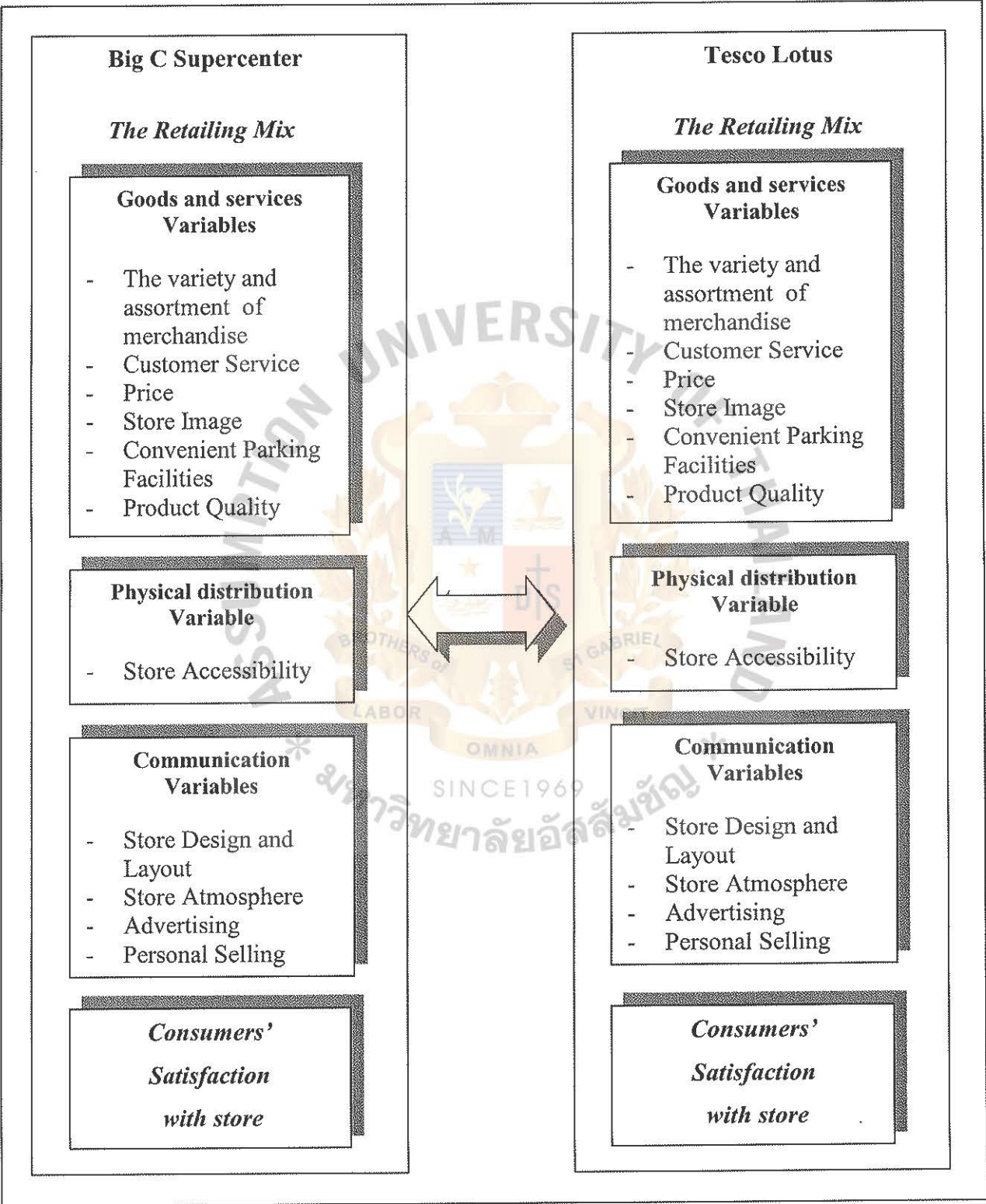


Figure 3.1: Conceptual Framework



Explanation of selected variables

1. The variety and assortment of merchandise

The store that carries a large variety and good depth to meet all the needs of their target customers and includes the range of goods carried in terms of categories, features, color, size, and brand. (Levy and Weitz, 1998). The variety and assortment will be influenced by retailers' ability to make profit (Bell and Salmon, 1996).

2. Customer Service

Retailers offer customer services because consumers and competitive pressures expect them make it a requirement for doing business. A customer service is an activity that supplements or facilitates stores sales. Some services are essential in making sales, such as fastness of payment queue; return policies, guarantees and exchange, allowing cash and credit cards. More and more retailers are accepting credit cards plans as an alternative for cash in paying for purchases (Beisel, 1991).

3. Price

Pricing is central to retail decision making. Managers can use retail price formats to increase the number of shoppers and the number of shopping trips. In recent years, several companies have adopted value pricing in which they charge a price based on fair value for both the service provider and consumer such as every low pricing strategy (EDLP).

4. Store Image

Beisel (1991) stated “Each retail store has a unique personality, when we speak of store personality, we are referring to the complex of characteristics that distinguishes a store either by itself or in relation to other stores”. To consumers, a store can be “warm”, “expensive”, “exciting”, or “dull”, among other things. In relation to other stores, it can be “more friendly”, “more modern”, “more messy”, or “less convenient”. A store’s personality is in reality the image that a consumer has of a store. Many variables go into store image formations as location, merchandise selection, price, service, and the attitude of store personnel are all important in this process. In addition, it is critically important that a store’s image be consistent with the customers’ mental view (Redinbaugh, 1976).

5. Convenient Parking Facilities

The automobile has permitted today’s consumer to be highly mobile. Too many retailers do not provide sufficient facilities or space for customers to park their vehicles. Part of this problem is due to the high cost of land, but often the retailer when choosing a location for a store can attribute it to a lack of foresight. The store should have enough parking spaces available to cover the retailer’s busiest hour of the day or week.

6. Product Quality

Product quality is the consumer’s judgment of excellence of the product and service (Zeithaml, 1988). Quality has also been used as an important attribute in buying decision-making. Consumers often consider the quality of the product or service on the

basis of variety of information cues that they associate with the product (Shiffman and Kanuk, 1997). In the stores, the quality of product including the freshness of food and non-food items, newness, cleanliness, and good packaging condition (Nuamkrut, 2000).

7. Store Accessibility

Accessibility refers to the ease of reaching a retail store (Markin, 1971). Accessibility to a retail site is important. A consumer is convenience- oriented, and there is a good chance that if the store is difficult to approach, the consumer will shop elsewhere. Retailers should be providing the transportation facilities available so that the customer can reach the area without much difficulty.

8. Store Design and Layout

Store design and layout is the planned physical location and arrangement of merchandise, exterior and interior display (Levy and Weitz, 1998). In addition, products are displayed in categories that made it easy to find, stores are decorated in beautiful modern style, the aisle is large and convenient and payment counters are sufficient.

9. Store Atmosphere

Customers respond not only to tangible products or services that are offered by the retailer but also to the total product. Included in the total product is the atmosphere of the store. Good store atmosphere can enhance and motivate consumer's purchasing and establish positive emotional responses, which includes good smell and cleanliness.

Customers' satisfaction can be influenced by the store's atmosphere (Levy and Weitz, 1996)

10. Advertising

The basic function of any retail advertising is to inform the consumer about the product or service and its merits. The advertising should be in good taste and comply with the traditions and customs of the community (Redinbaugh, 1976).

11. Personal Selling

Personal selling is a communication process in which salespeople assist customers in satisfying their needs through person-to-person exchange of information. Knowledgeable retail salespeople who are willing to listen to the customer and these salespeople are seen as more trustworthy, friendly, helpful, and courteous. The positive customer attitude towards these salesperson's characteristics and store are also likely to improve the chance of increased store sales (Levy and Weitz, 1996).

3.3 Research Hypotheses

Hypothesis statements are conjectural statements of the relationship between two or more variables that carry clear implication for testing the stated relations (Davis and Cosenza, 1993). In addition, Zikmund (1997) defined hypothesis as a proposition or possible solution to a problem and it is also a statement about the nature of the word, and in its simplest form, it is a guess. After identifying the proper variables, the network of association among the variables needs to be elaborated so that relevant hypothesis can

be developed and subsequently tested. This study was purposed to compare the retailing mix variables as perceived between Big C Supercenter and Tesco Lotus's customers (H1-H11). The second one consists of one hypothesis (H12) that measures the differences in satisfaction with store between Big C Supercenter and Tesco Lotus's customers. The hypotheses of the study can be formulated into 12 sub-variables, which are as follows:

- H1₀: There is no perceived difference in the variety and assortment of merchandise between Big C Supercenter and Tesco Lotus's customers.
- H1_a: There is a perceived difference in the variety and assortment of merchandise between Big C Supercenter and Tesco Lotus's customers.
- H2₀: There is no perceived difference in customer service between Big C Supercenter and Tesco Lotus's customers.
- H2_a: There is a perceived difference in customer service between Big C Supercenter and Tesco Lotus's customers.
- H3₀: There is no perceived difference in price between Big C Supercenter and Tesco Lotus's customers.
- H3_a: There is a perceived difference in price between Big C Supercenter and Tesco Lotus's customers.

- H4₀: There is no perceived difference in store image between Big C Supercenter and Tesco Lotus's customers.
- H4_a: There is a perceived difference in store image between Big C Supercenter and Tesco Lotus's customers.
- H5₀: There is no perceived difference in convenient parking facilities between Big C Supercenter and Tesco Lotus's customers.
- H5_a: There is a perceived difference in convenient parking facilities between Big C Supercenter and Tesco Lotus's customers.
- H6₀: There is no perceived difference in product quality between Big C Supercenter and Tesco Lotus's customers.
- H6_a: There is a perceived difference in product quality between Big C Supercenter and Tesco Lotus's customers.
- H7₀: There is no perceived difference in store accessibility between Big C Supercenter and Tesco Lotus's customers.
- H7_a: There is a perceived difference in store accessibility between Big C Supercenter and Tesco Lotus's customers.
- H8₀: There is no perceived difference in store design and layout between Big C Supercenter and Tesco Lotus's customers.

H8_a: There is a perceived difference in store design and layout between Big C Supercenter and Tesco Lotus's customers.

H9₀: There is no perceived difference in store atmosphere between Big C Supercenter and Tesco Lotus's customers.

H9_a: There is a perceived difference in store atmosphere between Big C Supercenter and Tesco Lotus's customers.

H10₀: There is no perceived difference in advertising between Big C Supercenter and Tesco Lotus's customers.

H10_a: There is a perceived difference in advertising between Big C Supercenter and Tesco Lotus's customers.

H11₀: There is no perceived difference in personal selling between Big C Supercenter and Tesco Lotus's customers.

H11_a: There is a perceived difference in personal selling between Big C Supercenter and Tesco Lotus's customers.

H12₀: There is no difference in satisfaction with store between Big C Supercenter and Tesco Lotus's customers.

H12_a: There is a difference in satisfaction with store between Big C Supercenter and Tesco Lotus's customers.

3.4 Operationalization of the Independent and Dependent Variables

A concept can be defined as abstract ideas generalized from particular facts (Davis and Cosenza, 1993). A concept will be made operational so that it is measurable. Measurements of satisfaction have typically been based on ordinal scale. Ordinal scale is a scale that arranges objectives or alternatives according to their magnitudes (Zikmund, 1997). This study applies ordinal scale to measure and appropriate statistical procedures are chosen to analyze scale and study relationship between data.

As the objective of this research study was to examine the relationship between each variable in the retailing mix and satisfaction with store, the respondents were asked about their personal feeling and satisfaction with aspects of retail format at Big C supercenter and Tesco Lotus in Rayong province. The measurable variable in this research is described as follows:

Table 3.1 Operational Components of Influencing Variables are as follows:

Concept	Concept Definition	Operational Components	Level of Measurement
Goods and services variables	Goods and services are the set of store tools that are used to pursue its retail objectives in the target market and influence on satisfaction with store.	<ul style="list-style-type: none"> - The variety and assortment of merchandise - Customer service - Price - Store image - Convenient parking facilities - Product quality 	Ordinal scale
Physical distribution variable	Physical distribution is a factor that could impact satisfaction with store.	<ul style="list-style-type: none"> - Store accessibility 	Ordinal scale
Communication variables	Communication variables are the tools used to communicate with market place.	<ul style="list-style-type: none"> - Store design and layout - Store atmosphere - Advertising - Personal selling 	Ordinal scale
Customers	A group of people who shop at discount stores in Rayong province.	<ul style="list-style-type: none"> - Big C Supercenter - Tesco Lotus 	Nominal Scale

Consumers' satisfaction with store	Correctly matching the needs of customers with the information, goods, and service that stores offer. These are the evaluation of satisfaction in general of some specific objects.	<ul style="list-style-type: none"> - The variety and quality product. - The promptness of the payment process. - Price is reasonable. - Staffs are active and willing to provide service. - Staffs are well-dressed and wear standard uniforms. - Store look modern and well-designed. - Store is conveniently located. - Sufficient and ample parking facilities. - Cleanliness in the store. - Atmosphere in the store. 	Ordinal scale
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CHAPTER 4

RESEARCH METHODOLOGY

This chapter provides an overview of research methodology that is employed in this study and consists of six sections. The first section is research methods used. The second section is the details of respondents and sampling procedures, including criteria in selecting sample. Third section is the instruments and questionnaire of the research. This contains the questions that are asked of the respondents and the methods to measure. The fourth section is the pilot study that the researcher has conducted. The fifth section is the collection of data and gathering procedures. The final section is the statistical tools used to answer all statement of problems and the criteria used in selecting the appropriate statistics.

4.1 Research Methods Used

The study focused on the retailing mix variables as perceived by customer who have shopped at both Big C Supercenter and Tesco Lotus. The study also compares their satisfaction with both stores.

Survey is used as a research technique for this study because it is a method of primary data collection based on face-to-face communication with a representative sample of individuals. Moreover, Zikmund (1997) stated that survey can provide quick, inexpensive, efficient and accurate means of assessing information about the population.

In this study, descriptive and inferential statistics methods are used. *Descriptive statistics* are used in describing parameters of the respondents' personal data and customer's shopping behavior. The aims of descriptive statistics are to describe the differential of one situation to another and to diagnose the events by using frequency and percentages. *Inferential statistics* as *t*-Test are used to determine differences (Zikmund, 1997) in the retailing mix factors as perceived by Big C Supercenter and Tesco Lotus's customers and compare their satisfaction among both stores. After the data is collected from respondents, the data is coded into the symbolic form that is used in SPSS software.

4.2 Respondents and Sampling Procedures

4.2.1 Target population

According to Cooper and Schindler (1998), population element is the individual subject on which the measurement is taken, hence population is the total collection of elements about which we wish to make some inferences. *Target population* is the specific, complete group relevant to the research project. Target population of this study are persons both male and female, aged 18 years old and above, in all education levels and all occupations, who have visited both Big C Supercenter and Tesco Lotus in Rayong province. Those who never visited Big C Supercenter or Tesco Lotus, or visited only one store in Rayong province, will not be categorized as the sample group.

The target population for this study comprised of four areas of interest as follows:

- Population element: Males and females aged 18 years old and above, who have visited both Big C Supercenter and Tesco Lotus.
- Sampling unit: The same as population element.
- Extent: Rayong, Thailand
- Duration time: February 2003

4.2.2 Sample size

In this study, sample size is determined by estimating proportion. In practice, prominent researchers had proposed a number of tables for determining sample size. The Table 4.1 illustrates a sample size table for problems that involve sample proportions.

Table 4.1: Theoretical Sample Size for Different Size of Population

Size of Population	Required 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

Source: Anderson, G. (1996), Fundamentals of educational research, (1st ed.), London : Falmer Pr., pp.202.

According to information from the two stores, there are on average 120,000 shoppers per month or roughly 60,000 shoppers per store (Stores Marketing Departments, October 2002). The researcher identifies the sample size based on the average numbers of shoppers in one month. Therefore, from the above table, with the allowance for the sampling error in this study of 5% with 95% confidence level, the sample size of 382 respondents, which is supposed to be the minimum, is the required size of sample for this study.

4.2.3 Sampling procedure

There are two techniques of sampling, which are probability and non-probability. While probability sampling is based on the concept of random selection – a controlled procedure that assures that each population element is given a known nonzero chance of selection; non-probability sampling is nonrandom and subjective. Each member does not have a known nonzero chance of being included (Cooper & Schindler, 1998). Or as explained by Zikmund (1997), non-probability sampling is defined as a sampling technique in which units of the sample in any particular member of the population being chosen is unknown.

In the first stage, the researcher uses *quota sampling* to show the proportion of the sample. McDaniel and Gates (2001) stated that quota samplings are typically selected in such a way that the demographic characteristics of interest to the researchers are represented in the sample in the same proportions as they are in the population. The researcher used a quota sampling method in setting 191 samples for each store in order

to get the total sample of respondents to be equal to 382 respondents. The samples of each store would be divided into the same proportion (50:50) of respondents.

Finally, the researcher uses the *systematic sampling method* in order to collect data in the field. The systematic sampling is a sampling procedure in which an initial starting point is selected by a random process, and then every n^{th} number on the list is selected (Zikmund, 1997). The population per day divided the sample size to be equal to 11. Hence, every 11th person was selected until 382 respondents leaving the store, were selected.

The researcher started by asking respondents whether they have visited both Big C Supercenter and Tesco Lotus. Data from respondents who answered in the affirmative was collected during a period of four weeks in February 2003.

4.3 Research Instruments / Questionnaire

The instrument used for this survey research is *questionnaire*. The *closed-formed questionnaire* has been developed on the basis of the proposed conceptual framework of this study. Closed-formed questionnaire helps respondents to make quick decisions by making a choice among the several alternatives that are provided (Zikmund, 1997). This questionnaire is used to get data from target group of respondents. The questionnaire was prepared in English and Thai versions and distributed to respondents because some respondents are not able to read and understand English. The questionnaire is composed of five parts as follows:

Part I: General Information – This part collected general data from the respondents about shopping habits. There are 6 questions to measure the respondents' shopping behavior toward Big C Supercenter and Tesco Lotus.

Part II: The Retailing Mix factors – This part asked respondents to express their perception of the retailing mix factors in order to measure the differences in the perceptions of consumers toward Big C Supercenter and Tesco Lotus. There are 16 questions with five- point Likert scales, where

1 = Strongly disagree	2 = Disagree	3 = Neutral
4 = Agree	5 = Strongly agree	

Part III: Satisfaction with store – The respondents were asked about their satisfaction and experience with aspects of retail format in order to compare the satisfaction of Big C Supercenter and Tesco Lotus's customers. There are 9 questions with five- point Likert scales, where

1 = Very dissatisfied	2 = Somewhat dissatisfied
3 = Neither satisfied nor dissatisfied	4 = Somewhat satisfied
5 = Very satisfied	

Part IV: Expectation – This part consisted of 1 question and asked respondents about their expectations toward store.

Part V: Personal Data – This part consists of 5 questions, which include gender, age, occupation, education level, and monthly income of respondents.

4.4 Pilot Study

Pre-testing or pilot study helps a researcher in identifying possible problems that might occur while conducting research. Pretest is a trial method to detect and solve the problem of the questionnaire design. The research pretest is done in order to test reliability of questionnaire by distributing 40 questionnaires to the respondents at Big C Supercenter and Tesco Lotus in Rayong province. The researcher looked for evidence of ambiguous questions and respondents' misunderstanding and whether the questions meant the same thing to all respondents in term of wording, meaning of language question transforming, sequence and structure(Sekaran, 1992).

The questionnaire was processed using SPSS program to find out the reliability value of the research questionnaires using five- point Likert scale. The results of the reliability test are as follows:

Table 4.2: Cronbach's alpha Coefficient

Parts of Questionnaire	α - Coefficient	
	Big C	Tesco Lotus
<i>Part II:</i> The Retailing Mix factors		
- Customer service	0.7460	0.7455
- Store design and layout	0.7589	0.7471
<i>Part III:</i> Satisfaction with store	0.7704	0.7553

Reliabilities less than 0.6 are generally considered to be poor and a reliability estimate of 0.6 or over is acceptable (Sekaran, 1992). The overall questions are processed by SPSS Program to find out the value of the reliability by using the Cronbach Alpha scores. As the scores on the pilot study on part II and III as shown in Table 4.2 are over 0.6, the results indicated that this research questionnaire is sufficiently reliable for examining the hypotheses of this study.

4.5 Collection of Data / Gathering Procedures

In this study, the data was collected from primary as well as secondary sources as follows:

- **Primary data:**

The primary data is data that was collected through the survey by using the questionnaire distributed to the sample of 382 respondents of Big C Supercenter and Tesco Lotus's customers by survey on a face-to-face basis on leaving the stores based in Rayong province. The questionnaires were collected during February 2003.

- **Secondary data collection:**

The secondary data was taken from several sources included journals, newspapers, magazines, articles from academic textbooks via Internet and libraries sources related to the topic in order to apply them to the concept of the study to assist in the analysis, recommendation and to draw conclusions for this study.

4.6 Statistical Treatment of Data

According to the statement of problem, the researcher applies appropriate statistical treatment to each question using the Statistical Package for Social Science – SPSS with the following categories:

Part 1: Descriptive Statistics were used in describing parameters of the respondents’ personal data, customer’s shopping behavior, and customer’s expectation.

Part 2: T-Test were used to determine the difference among groups or samples

Table 4.3: Decision rules for hypothesis testing

Hypothesis	Hypothesis Statement	Statistical Testing	Question No.
H1 _a	There is a perceived difference in the variety and assortment of merchandise between Big C Supercenter and Tesco Lotus’s customers.	Paired-Samples T-Test	7
H2 _a	There is a perceived difference in customer service between Big C Supercenter and Tesco Lotus’s customers.	Paired-Samples T-Test	8-11
H3 _a	There is a perceived difference in price between Big C Supercenter and Tesco Lotus’s customers.	Paired-Samples T-Test	12
H4 _a	There is a perceived difference in store image between Big C Supercenter and Tesco Lotus’s customers.	Paired-Samples T-Test	13

H5 _a	There is a perceived difference in convenient parking facilities between Big C Supercenter and Tesco Lotus's customers.	Paired-Samples T-Test	14
H6 _a	There is a perceived difference in product quality between Big C Supercenter and Tesco Lotus's customers.	Paired-Samples T-Test	15
H7 _a	There is a perceived difference in store accessibility between Big C Supercenter and Tesco Lotus's customers.	Paired-Samples T-Test	16
H8 _a	There is a perceived difference in store design and layout between Big C Supercenter and Tesco Lotus's customers.	Paired-Samples T-Test	17-19
H9 _a	There is a perceived difference in store atmosphere between Big C Supercenter and Tesco Lotus's customers.	Paired-Samples T-Test	20
H10 _a	There is a perceived difference in advertising between Big C Supercenter and Tesco Lotus's customers.	Paired-Samples T-Test	21
H11 _a	There is a perceived difference in personal selling between Big C Supercenter and Tesco Lotus's customers.	Paired-Samples T-Test	22

H12 _a	There is a difference in satisfaction with store between Big C Supercenter and Tesco Lotus's customers.	Paired-Samples T-Test	23-32
		Descriptive Statistics	1-6, 33-38

In order to judge whether the hypothesis is to be accepted or rejected, the significance value was used. This study employed the 0.05 significance level (α) or 95 percent confidence. Null hypothesis (H_0) of no difference is rejected when significance values obtained from the test or observed significance is less than 0.05 or 95 percent confidence level (Zikmund, 1997).



CHAPTER 5

PRESENTATION AND CRITICAL DISCUSSION OF RESULTS

This chapter is proposed to focus on the data analysis and findings of this research study, which collected the primary data from 382 questionnaires during February 2003 with target respondents. The data analyze presentation and interpretation of the finding consists of two sections. The first section is the descriptive statistics, which summarize the respondents' personal data and customer's shopping behavior. The second section is the inferential statistics of hypotheses testing, which determine differences in the retailing mix factors and customers' satisfaction between two stores.

5.1 Descriptive Statistics

Descriptive statistics are used to describe or summarize information about a population or sample (Zigmund, 1997). It is a branch of statistics that provides researches with summary measures for data in their samples. In this study, descriptive statistics were used to summarize the respondents' characteristics and customers' shopping behavior, which will be presented by frequency tables and percentages. In the first section, respondents' characteristics include gender, age, occupation, education level, and monthly incomes are shown. In the second section, a summary of customers' shopping behavior analysis of respondents toward Big C Supercenter and

Tesco Lotus in Rayong province is shown. The last section displays customers' expectation of store. The results are shown in Table 5.1.1 – 5.1.11.

Frequency Analysis

Part 1 Personal Data of Respondents

In this section, the researcher presents the respondents' personal data. The details are presented as follows:

Table 5.1.1: Respondents' Information classified by gender

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Male	143	37.4	37.4	37.4
Female	239	62.6	62.6	100.0
Total	382	100.0	100.0	

Source: Survey data gathered on February 2003

Table 5.1.1 shows the gender of the respondents of this study. It is composed of 143 male respondents and 239 female respondents, representing 37.4% and 62.6%, respectively.

Table 5.1.2: Respondents' Information classified by age**Age**

	Frequency	Percent	Valid Percent	Cumulative Percent
18-20 years old	35	9.2	9.2	9.2
21-30 years old	101	26.4	26.4	35.6
31-40 years old	201	52.6	52.6	88.2
More than 40 years old	45	11.8	11.8	100.0
Total	382	100.0	100.0	

Source: Survey data gathered on February 2003

Based on Table 5.1.2, the highest percentage of the respondents in both stores is between 31-40 years old, representing 52.6% followed by those between 21-30 years old as 26.4%. The age group more than 40 years old is represented by 11.8%, while the lowest percentage of them is between 18-20 years old or 9.2%.

Table 5.1.3: Respondents' Information classified by occupation**Occupation**

	Frequency	Percent	Valid Percent	Cumulative Percent
Business owner	62	16.2	16.2	16.2
Government officer	99	25.9	25.9	42.1
State enterprise employee	70	18.3	18.3	60.5
Private company employee	75	19.6	19.6	80.1
Housewife	46	12.0	12.0	92.1
Student	30	7.9	7.9	100.0
Total	382	100.0	100.0	

Source: Survey data gathered on February 2003

From Table 5.1.3, the majority of the respondents' occupation is government officer accounting for 25.9%. The minority of the respondents are students at 7.9%, whereas the remaining of respondents are private company employees, state enterprise employees, business owners and housewives, representing 19.6%, 18.3%, 16.2% and 12.0%, respectively.

Table 5.1.4: Respondents' Information classified by education level

Education				
	Frequency	Percent	Valid Percent	Cumulative Percent
Below Bachelor's Degree	132	34.6	34.6	34.6
Bachelor's Degree	199	52.1	52.1	86.6
Higher than Bachelor's Degree	51	13.4	13.4	100.0
Total	382	100.0	100.0	

Source: Survey data gathered on February 2003

Table 5.1.4 shows that the most of respondents hold Bachelor's Degree, representing 52.1%. This is followed by 34.6% of respondents who have below Bachelor's Degree and those higher than Bachelor's Degree are represented at 13.4%.

Table 5.1.5: Respondents' Information classified by monthly income

Monthly income

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 15,000 Baht	139	36.4	36.4	36.4
15,001-25,000 Baht	190	49.7	49.7	86.1
25,001-35,000 Baht	41	10.7	10.7	96.9
35,001 and above	12	3.1	3.1	100.0
Total	382	100.0	100.0	

Source: Survey data gathered on February 2003

Based on Table 5.1.5, the highest percentage is 49.7%. These are the respondents who receive a monthly income of between 15,001-25,000 Baht whereas the following level of income of less than 15,000 Baht and 25,001-35,000 Baht is represented by 36.4% and 10.7%. Moreover, the minority group of respondents who have an income per month between 35,001 and above is represented by 3.1%.

Part 2 General Information of customers' shopping behavior

5.1.6: Frequency distribution of days on which consumers usually go shopping

Which days do you usually go shopping?

	Frequency	Percent	Valid Percent	Cumulative Percent
Weekdays	140	36.6	36.6	36.6
Weekends	242	63.4	63.4	100.0
Total	382	100.0	100.0	

Source: Survey data gathered on February 2003

As per Table 5.1.6, most of respondents prefer to go shopping in both stores on weekends, representing 63.4%. The remaining 36.6% of them come shopping on weekdays.

5.1.7: Frequency distribution of how often consumers shop at two stores

How often do you shop at these two stores?

	Frequency	Percent	Valid Percent	Cumulative Percent
Every day/almost everyday	47	12.3	12.3	12.3
Once a week	57	14.9	14.9	27.2
2-3 times per month	137	35.9	35.9	63.1
Once a month	95	24.9	24.9	88.0
2-3 months per time	46	12.0	12.0	100.0
Total	382	100.0	100.0	

Source: Survey data gathered on February 2003

Table 5.1.7 shows the largest number of respondents go to shop at both stores 2-3 times per month, which constitute 35.9% of total respondents, while the smallest group shops 2-3 months per time as 12.0%. The remaining shop once a month, once a week, every day/almost everyday, representing 24.9%, 14.9%, and 12.3%, respectively.

5.1.8: Frequency distribution of how long consumers usually spend shopping

How long do you usually spend shopping?

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 1 hour	62	16.2	16.2	16.2
1-2 hour(s)	284	74.3	74.3	90.6
2-3 hours	30	7.9	7.9	98.4
More than 3 hours	6	1.6	1.6	100.0
Total	382	100.0	100.0	

Source: Survey data gathered on February 2003

Table 5.1.8 shows that most respondents usually prefer to spend 1-2 hour(s), or shopping representing 74.3%. The next time period is in the following: less than 1 hour, 2-3 hours, and more than 3 hours which account for 16.2%, 7.9% and 1.6%, respectively.

5.1.9: Frequency distribution of how consumers usually come to store

How do you usually come to the store?

	Frequency	Percent	Valid Percent	Cumulative Percent
Personal car	249	65.2	65.2	65.2
Motorcycle	118	30.9	30.9	96.1
Bus	10	2.6	2.6	98.7
Bicycle/Walk	5	1.3	1.3	100.0
Total	382	100.0	100.0	

Source: Survey data gathered on February 2003

Based on Table 5.1.9, most respondents usually go to the store by personal car, representing 65.2%, while the minority group use a bicycle/walk as 1.3%. The remaining use motorcycles and buses, representing 30.9% and 2.6%, respectively.

5.1.10: Frequency distribution of how much consumers spend on average each time

How much do you spend on average each time you come shopping?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 500 Baht	76	19.9	19.9	19.9
	501-1,000 Baht	170	44.5	44.5	64.4
	1,001-2,000 Baht	111	29.1	29.1	93.5
	2,001-3,000 Baht	25	6.5	6.5	100.0
	Total	382	100.0	100.0	

Source: Survey data gathered on February 2003

From Table 5.1.10, majority of respondents, on average, spend 501-1,000 Baht when they come shopping accounting for 44.5%. The next levels are in the following ranges 1,001-2,000 Baht, less than 500 Baht and 2,001-3,000 Baht per time, representing 29.1%, 19.9% and 6.5%, respectively.

Descriptive Statistics

Part 3 Expectations

5.1.11: Descriptive distribution of ranking on factors consumers expect from stores

Ranks	Mean	N
1. Quality and freshness of product	1.22	382
2. Reasonable price	1.95	382
3. Availability of parking lot	4.58	382
4. Fastness of checkout service	5.26	382
5. Effective security system	5.46	382
6. Cleanliness and availability of restrooms	5.52	382
7. Staff politeness	5.63	382
8. Comfortable waiting areas	6.35	382

Source: Survey data gathered on February 2003

Table 5.1.11 shows the respondents' expectation based on their opinions as a shopper of stores. They expect the stores (from most to least expectation) to have quality and freshness of product, reasonable price, availability of parking lot, fastness of checkout service, effective security system, cleanliness and availability of restrooms, staff politeness, and comfortable waiting areas, respectively.

5.2 Inferential Statistics of Hypotheses Testing

In this study, Inferential statistics of hypotheses testing as paired samples t-test are used to determine differences (Zikmund, 1997) in the retailing mix factors as perceived by Big C Supercenter and Tesco Lotus's customers (H1-H11). The second one consists of one hypothesis (H12) that measures the differences in satisfaction with store between Big C Supercenter and Tesco Lotus's customers. The results are shown in Tables 5.2.1 – 5.2.12.

Hypothesis 1

- H1₀: There is no perceived difference in the variety and assortment of merchandise between Big C Supercenter and Tesco Lotus's customers.
- H1_a: There is a perceived difference in the variety and assortment of merchandise between Big C Supercenter and Tesco Lotus's customers.

Table 5.2.1: Paired Samples T-Test in the variety and assortment of merchandise between Big C Supercenter and Tesco Lotus’s customers.

Paired Samples Test				
		Paired Differences		
		Mean	N	Sig. (2-tailed)
Pair 1	The store has a variety and assortment of merchandise.-Big C- The store has a variety and assortment of merchandise.-Tesco	4.42	382	.081
	Mean Differences	4.47 -.04		

Source: Survey data gathered on February 2003

As presented in Table 5.2.1, the null hypothesis is tested by using two-tailed paired samples test analysis to test the significance difference of the retailing mix perception in the variety and assortment of merchandise dimension between Big C Supercenter and Tesco Lotus’s customers. The result indicates that there is no statistically significant difference in the variety and assortment of merchandise perception between two stores at the two-tailed significance of .081, which is more than .05 (.081 > .05). Therefore, the null hypothesis (H1₀) is failed to reject, showing that there is no perceived difference between Big C Supercenter and Tesco Lotus’s customers in the variety and assortment of merchandise at the 0.05 level of significance.

Hypothesis 2

- H2₀: There is no perceived difference in customer service between Big C Supercenter and Tesco Lotus's customers.
- H2_a: There is a perceived difference in customer service between Big C Supercenter and Tesco Lotus's customers.

Table 5.2.2: Paired Samples T-Test in customer service between Big C Supercenter and Tesco Lotus's customers.

Paired Samples Test				
		Paired Differences		
		Mean	N	Sig. (2-tailed)
Pair 2	The store has a prompt method of payment queue.-Big C-	4.10	382	.000
	The store has a prompt method of payment queue.-Tesco	4.55		
	Mean Differences	-.45		
Pair 3	The store has return policies, guarantees and exchanges.-Big C-	4.36	382	.000
	The store has return policies, guarantees and exchanges.-Tesco	4.63		
	Mean Differences	-.27		
Pair 4	The store allows cash and credit cards.-Big C-	4.18	382	.000
	The store allows cash and credit cards.-Tesco	4.55		
	Mean Differences	-.37		

		Paired Differences		
		Mean	N	Sig. (2-tailed)
Pair 5	The store has adequate restaurant facilities.- Big C- The store has adequate restaurant facilities.-Tesco	3.74	382	.000
	Mean Differences	4.66 -.92		

Source: Survey data gathered on February 2003

Based on Table 5.2.2, the null hypothesis is tested by using two-tailed paired samples test analysis to test the significance difference of the retailing mix perception in customer service dimension between Big C Supercenter and Tesco Lotus's customers. The results indicate that there is statistically significant difference in customer service that is divided into four items as (1) a prompt method of payment queue, (2) return policies, guarantees and exchanges, (3) allows cash and credit cards, and (4) adequate restaurant facilities, between two stores at the two-tailed significance of .000, which is less than .05 ($.000 < .05$). Therefore, the null hypothesis (H_{20}) is failed to accept, showing that there is a perceived difference in customer service between Big C Supercenter and Tesco Lotus's customers at the 0.05 level of significance.

Hypothesis 3

H_{30} : There is no perceived difference in price between Big C Supercenter and Tesco Lotus's customers.

H_{3a} : There is a perceived difference in price between Big C Supercenter and Tesco Lotus's customers.

Table 5.2.3: Paired Samples T-Test in price between Big C Supercenter and Tesco Lotus’s customers.

Paired Samples Test			
		Paired Differences	
		Mean	N
			Sig. (2-tailed)
Pair 6	The store provides goods at reasonable prices.-Big C	4.19	382
	The store provides goods at reasonable prices.-Tesco	4.33	
	Mean Differences	-.14	.000

Source: Survey data gathered on February 2003

Based on Table 5.2.3, the null hypothesis is tested by using two-tailed paired samples test analysis to test the significance difference of the retailing mix perception in price dimension between Big C Supercenter and Tesco Lotus’s customers. The results indicate that there is a statistically significant difference in price between two stores at the two-tailed significance of .000, which is less than .05 (.000 < .05). Therefore, the null hypothesis (H3₀) is failed to accept, showing that there is a perceived difference in price between Big C Supercenter and Tesco Lotus’s customers at the 0.05 level of significance.

Hypothesis 4

H₄₀: There is no perceived difference in store image between Big C Supercenter and Tesco Lotus's customers.

H_{4a}: There is a perceived difference in store image between Big C Supercenter and Tesco Lotus's customers.

Table 5.2.4: Paired Samples T-Test in store image between Big C Supercenter and Tesco Lotus's customers.

Paired Samples Test				
		Paired Differences		
		Mean	N	Sig. (2-tailed)
Pair 7	The store has a good image.-Big C-	4.22	382	.000
	The store has a good image.-Tesco	4.39		
	Mean Differences	-.17		

Source: Survey data gathered on February 2003

Based on Table 5.2.4, the null hypothesis is tested by using two-tailed paired samples test analysis to test the significant difference of the retailing mix perception in store image dimension between Big C Supercenter and Tesco Lotus's customers. The results indicate that there is a statistically significant difference in store image between two stores at the two-tailed significance of .000, which is less than .05 ($.000 < .05$). Therefore, the null hypothesis (H₄₀) is failed to accept, showing that there is a perceived

difference in store image between Big C Supercenter and Tesco Lotus’s customers at the 0.05 level of significance.

Hypothesis 5

H5₀: There is no perceived difference in convenient parking facilities between Big C Supercenter and Tesco Lotus’s customers.

H5_a: There is a perceived difference in convenient parking facilities between Big C Supercenter and Tesco Lotus’s customers.

Table 5.2.5: Paired Samples T-Test in convenient parking facilities between Big C Supercenter and Tesco Lotus’s customers.

		Paired Differences		
		Mean	N	Sig. (2-tailed)
Pair 8	The store provides convenient parking facilities.-Big C-	4.54	382	.000
	The store provides convenient parking facilities.-Tesco	4.68		
	Mean Differences	-.14		

Source: Survey data gathered on February 2003

Based on Table 5.2.5, the null hypothesis is tested by using two-tailed paired samples test analysis to test the significance difference of the retailing mix perception in convenient parking facilities dimension between Big C Supercenter and Tesco Lotus’s

customers. The results indicate that there is a statistically significant difference in convenient parking facilities between two stores at the two-tailed significance of .000, which is less than .05 ($.000 < .05$). Therefore, the null hypothesis (H_{50}) is failed to accept, showing that there is a perceived difference in convenient parking facilities between Big C Supercenter and Tesco Lotus's customers at the 0.05 level of significance.

Hypothesis 6

- H6₀: There is no perceived difference in product quality between Big C Supercenter and Tesco Lotus's customers.
- H6_a: There is a perceived difference in product quality between Big C Supercenter and Tesco Lotus's customers.

Table 5.2.6: Paired Samples T-Test in product quality between Big C Supercenter and Tesco Lotus's customers.

Paired Samples Test			
	Paired Differences		
	Mean	N	Sig. (2-tailed)
Pair 9 The products of the store have good quality.- Big C- The products of the store have good quality.- Tesco	4.34	382	.000
Mean Difference	4.60 -.26		

Source: Survey data gathered on February 2003

Based on Table 5.2.6, the null hypothesis is tested by using two-tailed paired samples test analysis to test the significance difference of the retailing mix perception in product quality dimension between Big C Supercenter and Tesco Lotus's customers. The results indicate that there is a statistically significant difference in product quality between two stores at the two-tailed significance of .000, which is less than .05 ($.000 < .05$). Therefore, the null hypothesis (H_{60}) is failed to accept, showing that there is a perceived difference in product quality between Big C Supercenter and Tesco Lotus's customers at the 0.05 level of significance.

Hypothesis 7

- H7₀: There is no perceived difference in store accessibility between Big C Supercenter and Tesco Lotus's customers.
- H7_a: There is a perceived difference in store accessibility between Big C Supercenter and Tesco Lotus's customers.

Table 5.2.7: Paired Samples T-Test in store accessibility between Big C Supercenter and Tesco Lotus's customers.

Paired Samples Test				
		Paired Differences		
		Mean	N	Sig. (2-tailed)
Pair 10	The store is accessible or easy to reach.-Big C-	4.01	382	.000
	The store is accessible or easy to reach.-Tesco	4.39		
	Mean Differences	-.38		

Source: Survey data gathered on February 2003

Based on Table 5.2.7, the null hypothesis is tested by using two-tailed paired samples test analysis to test the significance difference of the retailing mix perception in store accessibility dimension between Big C Supercenter and Tesco Lotus's customers. The results indicate that there is a statistically significant difference in store accessibility between two stores at the two-tailed significance of .000, which is less than .05 ($.000 < .05$). Therefore, the null hypothesis ($H7_0$) is failed to accept, showing that there is a perceived difference in store accessibility between Big C Supercenter and Tesco Lotus's customers at the 0.05 level of significance.

Hypothesis 8

$H8_0$: There is no perceived difference in store design and layout between Big C Supercenter and Tesco Lotus's customers.

H8_a: There is a perceived difference in store design and layout between Big C Supercenter and Tesco Lotus's customers.

Table 5.2.8: Paired Samples T-Test in store design and layout between Big C Supercenter and Tesco Lotus's customers.

Paired Samples Test

		Paired Differences		
		Mean	N	Sig. (2-tailed)
Pair 11	The store is a well-designed both the interior and exterior.- Big C-	4.18	382	.000
	The store is a well-designed both the interior and exterior.- Tesco	4.37		
	Mean Differences	-.19		
Pair 12	The store has attractive merchandise display and it easy to find items.- Big C-	4.20	382	.000
	The store has attractive merchandise display and it easy to find items.-Tesco	4.36		
	Mean Differences	-.16		
Pair 13	The store has a well-organized layout.- Big C-	4.17	382	.000
	The store has a well-organized layout.- Tesco	4.35		
	Mean Differences	-.18		

Source: Survey data gathered on February 2003

Based on Table 5.2.8, the null hypothesis is tested by using two-tailed paired samples test analysis to test the significance difference of the retailing mix perception in store design and layout dimension between Big C Supercenter and Tesco Lotus's customers. The results indicate that there is statistically significant difference in store design and layout that is divided into three items as (1) a well-designed both the interior and exterior, (2) attractive merchandise display and easy to find items, and (3) a well-organized layout between two stores at the two-tailed significance of .000, which is less than .05 ($.000 < .05$). Therefore, the null hypothesis (H_{80}) is failed to accept, showing that there is a perceived difference in store design and layout between Big C Supercenter and Tesco Lotus's customers at the 0.05 level of significance.

Hypothesis 9

- H_{90} : There is no perceived difference in store atmosphere between Big C Supercenter and Tesco Lotus's customers.
- H_{9a} : There is a perceived difference in store atmosphere between Big C Supercenter and Tesco Lotus's customers.

Table 5.2.9: Paired Samples T-Test in store atmosphere between Big C Supercenter and Tesco Lotus's customers.

Paired Samples Test				
		Paired Differences		
		Mean	N	Sig. (2-tailed)
Pair 14	The store has cleanliness and is free of bad odour.- Big C-	4.06	382	.000
	The store has cleanliness and is free of bad odour.- Tesco	4.49		
	Mean Differences	-.43		

Source: Survey data gathered on February 2003

Based on Table 5.2.9, the null hypothesis is tested by using two-tailed paired samples test analysis to test the significance difference of the retailing mix perception in store atmosphere dimension between Big C Supercenter and Tesco Lotus's customers. The results indicate that there is a statistically significant difference in store atmosphere between two stores at the two-tailed significance of .000, which is less than .05 (.000 < .05). Therefore, the null hypothesis (H_{90}) is failed to accept, showing that there is a perceived difference in store atmosphere between Big C Supercenter and Tesco Lotus's customers at the 0.05 level of significance.

Hypothesis 10

H10₀: There is no perceived difference in advertising between Big C Supercenter and Tesco Lotus's customers.

H10_a: There is a perceived difference in advertising between Big C Supercenter and Tesco Lotus's customers.

Table 5.2.10: Paired Samples T-Test in advertising between Big C Supercenter and Tesco Lotus's customers.

Paired Samples Test				
		Paired Differences		
		Mean	N	Sig. (2-tailed)
Pair 15	The store is advertised in various medias.-Big C-	4.08	382	.000
	The store is advertised in various medias.-Tesco	4.21		
	Mean Differences	-.13		

Source: Survey data gathered on February 2003

Based on Table 5.2.10, the null hypothesis is tested by using two-tailed paired samples test analysis to test the significance difference of the retailing mix perception in advertising dimension between Big C Supercenter and Tesco Lotus's customers. The results indicate that there is a statistically significant difference in advertising between two stores at the two-tailed significance of .000, which is less than .05 (.000 < .05). Therefore, the null hypothesis (H10₀) is failed to accept, showing that there is a

perceived difference in advertising between Big C Supercenter and Tesco Lotus’s customers at the 0.05 level of significance.

Hypothesis 11

H11₀: There is no perceived difference in personal selling between Big C Supercenter and Tesco Lotus’s customers.

H11_a: There is a perceived difference in personal selling between Big C Supercenter and Tesco Lotus’s customers.

Table 5.2.11: Paired Samples T-Test in personal selling between Big C Supercenter and Tesco Lotus’s customers.

Paired Samples Test			
		Paired Differences	
		Mean	Sig. (2-tailed)
Pair 16	The store has courteous, helpful and friendly staff.-Big C-	4.13	.000
	The store has courteous, helpful and friendly staff.-Tesco	4.27	
	Mean Differences	-.14	

Source: Survey data gathered on February 2003

Based on Table 5.2.11, the null hypothesis is tested by using two-tailed paired samples test analysis to test the significance difference of the retailing mix perception in personal selling dimension between Big C Supercenter and Tesco Lotus’s customers. The results indicate that there is a statistically significant difference in

personal selling between two stores at the two-tailed significance of .000, which is less than .05 ($.000 < .05$). Therefore, the null hypothesis (H_{11_0}) is failed to accept, showing that there is a perceived difference in personal selling between Big C Supercenter and Tesco Lotus's customers at the 0.05 level of significance.

Hypothesis 12

H12₀: There is no difference in satisfaction with store between Big C Supercenter and Tesco Lotus's customers.

H12_a: There is a difference in satisfaction with store between Big C Supercenter and Tesco Lotus's customers.



Table 5.2.12: Paired Samples T-Test in satisfaction with store between Big C Supercenter and Tesco Lotus's customers.

Paired Samples Test			
		Paired Differences	
		Mean	Sig. (2-tailed)
Pair 1	The variety and quality of products.-Big C- The variety and quality of products.-Tesco Mean Differences	4.22 4.22 .00	.934
Pair 2	The promptness of payment process.-Big C- -The promptness of payment process.-Tesco Mean Differences	4.20 4.53 -.33	.000
Pair 3	Price is reasonable.-Big C- Price is reasonable.-Tesco Mean Differences	4.35 4.56 -.21	.000
Pair 4	Staffs are active and willing to provide service.-Big C- Staffs are active and willing to provide.-Tesco Mean Differences	4.18 4.41 -.23	.000
Pair 5	Staffs are well-dressed and wear standard uniforms.-Big C- Staffs are well-dressed and wear standard uniforms.-Tesco Mean Differences	4.16 4.48 -.32	.000
Pair 6	The store looks modern and is well-designed.-Big C- The store looks modern and is well-designed.-Tesco Mean Differences	4.20 4.46 -.26	.000

		Paired Differences		
		Mean	N	Sig. (2-tailed)
Pair 7	The store is conveniently located.-Big C- The store is conveniently located.- Tesco Mean Differences	4.11 4.50 -.39	382	.000
Pair 8	Sufficient and ample parking facilities.-Big C Sufficient and ample parking facilities.-Tesco Mean Differences	4.32 4.59 -.27	382	.005
Pair 9	Cleanliness in the store.-Big C- Cleanliness in the store.-Tesco Mean Differences	4.21 4.19 -.02	382	.418
Pair 10	Atmosphere in the store.-Big C- Atmosphere in the store.-Tesco Mean Differences	4.24 4.20 -.04	382	.260

Source: Survey data gathered on February 2003

Based on Table 5.2.12, the null hypothesis is tested by using two-tailed paired samples test analysis to test the significance difference in the satisfaction with store between Big C Supercenter and Tesco Lotus's customers. The result indicate that there is no statistically significant difference in the variety and quality of products, cleanliness and atmosphere in the store between two stores at the two-tailed significance of .934, .418 and .260, respectively, which is more than .05 (.934, .418, .260 > .05). Whereas the respondents do perceive differences in the promptness of payment process, price, staffs are active and willing to provide service, staffs are well-dressed and wear standard uniforms, store looks modern and is well-designed, store is

conveniently located and store provide sufficient and ample parking facilities between the two stores at the two-tailed significance of .000 which is less than .05 ($.000 < .05$).

Table 5.3: Summary of Hypothesis Testing Result

Hypothesis	Statistical Testing	Significance Value (2-tailed)	Analysis Result
H1 ₀ : There is no perceived difference in the variety and assortment of merchandise between Big C Supercenter and Tesco Lotus's customers.	Paired Samples T-Test	.081	Accept H1 ₀
H2 ₀ : There is no perceived difference in customer service between Big C Supercenter and Tesco Lotus's customers.			
- A prompt method of payment queue	Paired Samples T-Test	.000	Reject H2 ₀
- Return policies, guarantees, and Exchanges		.000	Reject H2 ₀
- Allows cash and credit cards		.000	Reject H2 ₀
- Adequate restaurants facilities		.000	Reject H2 ₀
H3 ₀ : There is no perceived difference in price between Big C Supercenter and Tesco Lotus's customers.	Paired Samples T-Test	.000	Reject H3 ₀
H4 ₀ : There is no perceived difference in store image between Big C Supercenter and Tesco Lotus's customers.	Paired Samples T-Test	.000	Reject H4 ₀

Hypothesis	Statistical Testing	Significance Value (2-tailed)	Analysis Result
H5 ₀ : There is no perceived difference in convenient parking facilities between Big C Supercenter and Tesco Lotus's customers.	Paired Samples T-Test	.000	Reject H5 ₀
H6 ₀ : There is no perceived difference in product quality between Big C Supercenter and Tesco Lotus's customers.	Paired Samples T-Test	.000	Reject H6 ₀
H7 ₀ : There is no perceived difference in store accessibility between Big C Supercenter and Tesco Lotus's customers.	Paired Samples T-Test	.000	Reject H7 ₀
H8 ₀ : There is no perceived difference in Store design and layout between Big C Supercenter and Tesco Lotus's customers.	Paired Samples T-Test	.000	Reject H8 ₀
- A well-designed both interior and exterior.		.000	Reject H8 ₀
- Attractive merchandise display and it is easy to find items.		.000	Reject H8 ₀
- A well-organized layout		.000	Reject H8 ₀
H9 ₀ : There is no perceived difference in store atmosphere between Big C Supercenter and Tesco Lotus's customers.	Paired Samples T-Test	.000	Reject H9 ₀
H10 ₀ : There is no perceived difference in advertising between Big C Supercenter and Tesco Lotus's customers.	Paired Samples T-Test	.000	Reject H10 ₀

Hypothesis	Statistical Testing	Significance Value (2-tailed)	Analysis Result
H11 ₀ : There is no perceived difference in personal selling between Big C Supercenter and Tesco Lotus's customers.	Paired Samples T-Test	.000	Reject H11 ₀
H12 ₀ : There is no difference in satisfaction with store between Big C Supercenter and Tesco Lotus's customers.			
- The variety and quality of products	Paired Samples T-Test	.934	AcceptH12 ₀
- The promptness of payment process		.000	Reject H12 ₀
- Price is reasonable		.000	Reject H12 ₀
- Staffs are active and willing to provide service.		.000	Reject H12 ₀
- Staffs are well dressed and wear standard uniforms.		.000	Reject H12 ₀
- The store looks modern and is well designed.		.000	Reject H12 ₀
- The store is conveniently located.		.000	Reject H12 ₀
- Sufficient and ample parking facilities		.005	Reject H12 ₀
- Cleanliness in the store		.418	AcceptH12 ₀
- Atmosphere in the store		.260	AcceptH12 ₀

Source: Survey data gathered on February 2003

CHAPTER 6

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This chapter provides the summary, conclusion of the research results along with the recommendations for this study. It comprises four sections. The first section is the summary of the results of the research hypothesis testing. The second section will include the conclusion of the research study. The third section discusses the implications and recommendations. The last section are the suggestions for further research.

6.1 Summary of Findings

This study is aimed at identifying similarities and differences in the retailing mix factors and satisfaction between Big C Supercenter and Tesco Lotus's customers. Each hypothesis was analyzed by using paired samples t-test to determine whether there are statistically significant differences between the two stores or not as presented in Tables 5.2.1- 5.2.12. Moreover, this study includes the general information of consumers' shopping behavior, personal data and their expectation toward the store. The results of the study are described and explained as follows:

With regard to the 382 samples of data collected from the survey of Big C Supercenter and Tesco Lotus's customers in Rayong province, most of them were females (62.6%), with an age ranging from 31 to 40 years old (52.6%). Furthermore, most of them were government officers (25.9%), holding Bachelor's degrees (52.1%)

and received a monthly income of between 15,001 to 25,000 baht (49.7%) (see Tables 5.1.1-5.1.5).

For the general information of consumers' shopping behavior, most respondents prefer to shop at these two stores on weekends (63.4%), 2-3 times per month (35.9%) and spend 1-2 hour(s) (74.3%). Most of them usually go to the store by personal car (65.2%) and spend on average 501-1,000 each time when they go shopping (44.5%) (see Tables 5.1.6-5.1.10).

Moreover, based on their experience in the store, they expect the stores (from most to least expectation) to have quality and freshness of product, reasonable price, availability of parking lot, fastness of checkout service, effective security system, cleanliness and availability of restrooms, staff politeness and comfortable waiting areas, respectively (see Table 5.1.11).

The analysis result of the first hypothesis has indicated that there is no perceived difference in variety and assortment of merchandise between Big C Supercenter and Tesco Lotus's customers (see Table 5.2.1).

The second hypothesis testing shows that there is a perceived difference in customer service between the two stores. These differences are: a prompt method of payment queue, return policies, guarantees and exchanges, allows cash and credit cards, and adequate restaurant facilities. The mean score of Big C Supercenter is less than that of Tesco Lotus. (see Table 5.2.2).

The result of the third hypothesis testing indicates that there is a perceived difference in price between the two stores, with which the mean score of Big C Supercenter is less than that of Tesco Lotus. (see Table 5.2.3).

The result of the fourth hypothesis testing indicates that there is a perceived difference in store image between two stores, which mean score of Big C Supercenter is less than Tesco Lotus. (see Table 5.2.4).

The result of the fifth hypothesis testing indicates that there is a perceived difference in convenient parking facilities between two stores, which mean score of Big C Supercenter is less than Tesco Lotus. (see Table 5.2.5).

The sixth hypothesis testing shows that there is a perceived difference in product quality between two stores, which mean score of Big C Supercenter is less than Tesco Lotus. (see Table 5.2.6).

The seventh hypothesis testing indicated that there is a perceived difference in store accessibility between two stores, which mean score of Big C Supercenter is less than Tesco Lotus. (see Table 5.2.7).

The eighth hypothesis testing shows that there is a perceived difference in store design and layout between two stores, which differences in a well-designed both the interior and exterior, attractive merchandise display and easy to find items, and a well-organized layout and mean score of Big C Supercenter is less than Tesco Lotus. (see Table 5.2.8).

The result of the ninth hypothesis testing indicates that there is a perceived difference in store atmosphere between the two stores, with which the mean score of Big C Supercenter is less than that of Tesco Lotus. (see Table 5.2.9).

The result of the tenth hypothesis testing indicates that there is a perceived difference in advertising between the two stores, with which the mean score of Big C Supercenter is less than that of Tesco Lotus. (see Table 5.2.10).

The result of the eleventh hypothesis testing indicates that there is a perceived difference in personal selling between the two stores, with which the mean score of Big C Supercenter is less than that of Tesco Lotus. (see Table 5.2.11).

The result of the twelfth hypothesis testing result indicates that there is no perceived difference in the variety and quality of products, cleanliness and atmosphere in the store between the two stores. However, there are perceived difference in satisfaction with the promptness of payment process, price, staffs are active and willing to provide service, staffs are well-dressed and wear standard uniforms, store looks modern and is well-designed, store is conveniently located and store provide sufficient and ample parking facilities (see Table 5.2.12).

6.2 Conclusion of the research study

As it has been stated in chapter 1, there were two main objectives of this study. The conclusion which support each objective are described as follows:

The first objective of this study is to compare the retailing mix factors as perceived by Big C Supercenter and Tesco Lotus's customers in Rayong province. The retailing mix is the combination of factors that retailers use to satisfy consumer needs and influence their purchase decision (Levy and Weitz, 1998). The elements in the retailing mix include the variety and assortment of merchandise, customer service, price, convenient parking facilities, product quality, store accessibility, store design and layout, store atmosphere, advertising, and personal selling. In this study, Paired Samples T-test is used to determine the difference of perception between Big C Supercenter and

Tesco Lotus's customers. It can be concluded that customers have similar perception in the variety and assortment of merchandise, where the results are strongly agreed (see Appendix D). This analysis result is consistent with the previous studies of Nuamkrut (2000) who studied the retailing mix factors of hypermarkets/supercenter that affect the consumers' purchase in Chiang Mai province and Rinne and Swinyard (1992) who surveyed adult shoppers by questioning them in national discount stores chain. They obtained the various kinds and brands of product or width and depth of assortment (variety), which were relatively important to the customers. Moreover, the reason is supported by the literature of Cox and Brittain (1996) who quoted that the variety of merchandise have a major impact on how the customer perceives the store. Whereas, the customers perceived the difference in the customer service as ((1) a prompt method of payment queue, (2) return policies, guarantees and exchanges, (3) allows cash and credit cards), where the results are agree and strongly agree rating with Big C Supercenter and Tesco Lotus that provide these services, respectively but they perceived to difference in customer service for ((4) adequate restaurant facilities) as in neutral and strongly agree ratings. The reason is supported by the previous study of Schmidt et al., (1994) who studied the attributes of discount operations in the UK market. The study, which explores predisposition and attitudes towards discounters and view on customer differed between all three groups (teachers, students, and old age pensioners) of their research. All of them thought that the customer service offered by some stores was of a high standard and had persuaded them to shop at one particular store. In addition, Bellenger and Goldstucker (1983) cited that service is an important aspect of the retailing mix. The services, which stores provide, affect the perception, which customers have of the store

and of merchandise that it offers. For reasonable price, the customers perceived the difference in agree and strongly agree rating between the two stores. This analysis result is consistent with the previous study of Rinne and Swinyard (1992) who surveyed and found that prices are of relative importance to customers. The perception of customers toward store image falls in the agree and strongly agree criteria. The analysis finding is confirmed by the literature and previous studies of Kerin et al., (1989) and Kunkel and Berry (1968) who stated that customers usually make an extra effort to shop in a store with a favorable image and they will prefer to do their browsing there. Moreover, the retail image helps retailers create the appropriate buying experience for consumers and store image is usually considered to be an important factor influencing customer patronage. In convenient parking facilities that the two stores provide for customer falls in the agree and strongly agree criteria, which is supported by Schmidt et al., (1994) who said that parking facilities available might favorably or unfavorably affect the sales potential of ultimately the store and it was the big reason for store preference. The customers give opinions on agree and strongly agree rating in product quality of two stores. As mentioned in the previous study of Nuamkrut (2000) who examined that product quality (i.e. newness, freshness and cleanliness) was important factor that the respondents considered when they went to the store and in their pleasant of store. For store design and layout are categorized by three items ((1) a well-designed both the interior and exterior, (2) attractive merchandise display and easy to find items, and (3) a well-organized layout), store accessibility, store atmosphere, advertising, and personal selling, they are perceived difference in these factors between Big C Supercenter and Tesco Lotus which her agree and strongly agree rating, respectively.

In conclusion, based on the analyses of this study in the first objective, it can be concluded that customers perceived difference in customer service for ((1) a prompt method of payment queue, (2) return policies, guarantees and exchanges, (3) allows cash and credit cards), price, store image, product quality, convenient parking facilities, store accessibility, store design and layout, store atmosphere, advertising and personal selling between the two stores, which are “agree” and “strongly agree”, respectively and “neutral” and “strongly agree” in customer service((4) adequate restaurant facilities). The data show Tesco Lotus has better mean score than Big C Supercenter. However, there is only the variety and assortment of merchandise dimension that customer of the two stores are perceived as no different, where the results are “strongly agree”. These findings indicated that the majority of customers have positive perception toward the two stores and they perceived the performance of Tesco Lotus as better than that of Big C Supercenter.

For the second objective, is to compare store satisfaction of customers between Big C Supercenter and Tesco Lotus's in order to investigate the differences of customers' satisfaction between the two stores in Rayong province. Customer satisfaction is one of the important tasks facing business today and is at the heart of retaining loyalty and customers' satisfaction is in meeting of the exceeding customers' expectations. In addition, it is a continuous process, which does not begin or end with a purchase; it covers the entire experience from selecting a product, a store to purchase through after care to repeat purchase.

According to the second objective, Paired Samples T-test is used to test the difference in satisfaction with store between Big C Supercenter and Tesco Lotus's

customers. From the analyses of the study, the customers of both stores have similar satisfaction, which is somewhat satisfied rating in the variety and quality of product, cleanliness and atmosphere in the store (see Appendix E). As mentioned in the previous research findings of Spies et al., (1997) who investigated the effects of stores characteristics on consumers' mood, their satisfaction and purchasing behavior in the two different store atmospheres, with the pleasant and to deteriorate in the less pleasant store. They found that satisfaction with store was greater on the pleasant store and customers in the pleasant store spontaneously spent more money in the products. Donovan and Rossiter (1994) confirmed this observation in a study indicating that a store carries a large merchandise, and customers experienced pleasantness of in-store environment are factors that induce the consumers to spend more time and more money on purchasing goods and services than originally planned.

The issues of 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, the customers are difference in satisfaction with these factors, where results are somewhat satisfied and very satisfied criteria of mean score between the two stores. Many research studies show the following results. Tom and Lucey (1995) who examined the customer attributes that affect customer satisfaction with waiting in checkout lines in grocery stores. From the survey, it was found that most shoppers interviewed indicated that a fast checkout was important because time was critical to most customers' shopping experiences and customers' satisfaction with the retail outlet. Silvestro and Cross (2000) studied the overall customer satisfaction, overall

perceived value, and satisfaction with aspects of service in grocery stores, the result showed that overall satisfaction correlated with prices, checkout speed, and staff competence. These factors appear to be the key drivers of satisfaction and perceived value. Furthermore, the results of survey research conducted on consumer perceptions of different retail format by Dahub, Su, Riolli, and Marquardt (1997) indicated that consumer perceptions of merchandising, customer services attributes and overall satisfaction such as product quality, interpersonal trust, product availability, assortment consistency, return policies, retail environment, and store image form an *overall attitude of satisfaction* towards the store and Mason and Mayer (1990) gives credence to the satisfaction factor “ease of finding items” by concluding that a good store layout enhances the appearance of the store and supports the positioning strategy of the firm.

In conclusion for the second objective, on the perception of satisfaction, which has ten items based on the analyses of this study, it was found that the customers are different in satisfaction with 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 are fallen in “somewhat satisfied” and “very satisfied” between Big C Supercenter and Tesco Lotus. In addition, there are three items only in the variety and quality of product, cleanliness and atmosphere in the store that customers are no difference in satisfaction, where the results are “somewhat satisfied”. From the findings show that the majority of customers have positive satisfied toward two stores but Big C Supercenter has less mean score than Tesco Lotus. Hence, they are satisfied Tesco Lotus more than Big C Supercenter.

6.3 Implications and Recommendations of the study

Due to the heavy competition in the retail market, it is necessary for marketers of stores to understand consumer's feeling and the real needs. Satisfaction with stores is one of the important factors that affect behavior and future intention of the customers toward stores. Moreover, satisfaction could lead to better results and performances of these firms. Therefore, the organization should have more care in doing business and being well prepared in every part in order to compete with the competitors more effectively. Consequently, the marketers should be more aware of the attitude, expectation and satisfaction of the consumers in order to adapt to the marketing plan or strategy.

The overall satisfaction of customers toward Big C Supercenter and Tesco Lotus in Rayong province is positive but the results of this study show that Tesco Lotus's overall performance surpasses that of Big C Supercenter in almost all aspects. According to this study, Tesco Lotus's success is not based on one or two things the company does right. Shoppers see Tesco Lotus as superior to Big C Supercenter in almost every characteristic. Big C Supercenter and other company have to learn to do many things well. Thus, it can be a significant strategy, in addition to providing good performance in general, to focus on and to differentiate those dimensions, which are going to both build the image of the store and pull specific customers into the store. For the variety and quality of products, cleanliness and atmosphere in the store, based on the results, customers are somewhat satisfied in both stores. The marketers should add more number of kinds and provide freshness of products in their stores in order to increase the

diversification and create higher satisfaction to the customers (very satisfied rating). In addition, stimulating consumer pleasure in the store environment is important because it can increase his/her willingness to interact with store personnel. The retailers should note that just as a positive in-store experience might induce a positive emotional state and subsequent positive affirmative behavior, there are many ways to make customers feel better such as suitable layout, bright colors, upbeat music, cleanliness the stores, restrooms and all area because a pleasant experience can also encourage that shoppers build a more lasting relationship with the store and seek to return. Moreover, based on their experiences as shopper of stores, they rank expectation of the stores to have quality and freshness of products as the most important to them in terms of overall expectation and reasonable price, availability of parking lot, fastness of checkout service, respectively. So, the consumer clear from the study that those stores, which satisfy customers in width and depth of the assortment, price, atmosphere and convenience, are the ones patronizes it. In general, a better understanding of the customer's experience in the fastness of checkout service or waiting in checkout lines would provide management with valuable information to determine when operations management techniques or perception management would be more effective toward improving consumer satisfaction. Waiting checkout lines to pay for purchases in retail outlet is a necessary but undesirable activity that customers must undertake to complete their purchases. Customer waiting time in line is a critical contributing factor to customer satisfaction with the retail outlet.

The findings from the study, the satisfaction rating of fastness of payment queue of Big C Supercenter lower than Tesco Lotus and they expect the store to have the

fastness of checkout service at the top five-expectation ranking. More importantly, consumers may become dissatisfied or are least satisfied in situations where the wait is longer than expected. Hence, management can institute operational management techniques that are designed to decrease waiting times in line. During especially busy store hours when waiting lines and times are unavoidably long, management can strive to decrease consumer perceived waiting time by offering activities to occupy the time. For example, management can offer consumers free sample of manufacture goods placed near the checkout stands so that consumers could try products while they are waiting in line. This may also encourage consumers to buy the sampled products available next to the samples.

The results of this study show that staff politeness is ranked expectation almost lowest compared to other service dimensions. Anyway the marketers or retailers should also be aware that salesperson characteristics are important influences positive or negative consumer complaint responses. Hence they should train and motivate their salespeople to ensure proper attention to the support function. Selecting salespeople with desirable personal characteristics is also being helpful in this regard. The positive customer attitudes towards the salesperson and store are likely to improve the chance of increased store sales and affect both the image of salesperson and store. Therefore, training salespeople to express a willingness to listen to customers and to develop a high knowledge of the store's products should produce more favorable perceptions of the store. Another way is management should implement behavioral measures of the way in which customer complaints are handled. These measures can be incorporated into the salespeople's performance reviews. In addition, developing salesperson incentives such

as bonuses based, in part, on the quality of their interactions with customers in complaint situations would motivate them to provide a higher level of service quality and satisfaction to customers.

6.4 Further Research

As this study has a limitation of a study that focuses on customers' satisfaction of Big C Supercenter and Tesco Lotus in Rayong province. The future study can expand the extent to other store and part of the country or comparison between customers' expectation and perceived performance before and after they visit the store because this study focuses customers' satisfaction based on their experience only. In addition, the study may be classified by demographic of age, occupations as to how these influence idea, attitude, satisfaction and expectation.

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APPENDIX A
ENGLISH VERSION QUESTIONNAIRE



Questionnaire

This questionnaire is constructed for use as part of a thesis entitled “**A Comparative Study of Consumer Satisfaction between Big C Supercenter and Tesco Lotus: A study of consumers in Rayong province**” by a Masters degree student at Assumption University. Please fill in each item of the questionnaire according to your experience. The information obtained will be only used for study purpose and your full-cooperation in responding to all items in this questionnaire would be very much appreciated. Thank you for your kind cooperation.

Part I: General Information

Please mark in the blank that most matches your answer.

1. Have you ever shopped at both Big C Supercenter and Tesco Lotus ?

☐ Yes.

☐ No.

2. How often do you shop at these two stores?

☐ Every day/ almost everyday

☐ Once a week

☐ 2-3 times per month

☐ Once a month

☐ 2-3 months per time

☐ Others (please specify)_____

3. Which day do you usually come shopping?

☐ Weekdays

☐ Weekends

4. How long do you usually spend shopping?

☐ Less than 1 hour

☐ 1-2 hour(s)

☐ 2-3 hours

☐ More than 3 hours

5. How do you usually come to the store?

☐ Personal car

☐ Motorcycle

☐ Tuk Tuk

☐ Bus

☐ Bicycle/Walk

☐ Others (please specify)_____

6. How much do you spend on average each time you come shopping?

- | | |
|---|---|
| <input type="checkbox"/> Less than 500 Baht | <input type="checkbox"/> 501-1,000 Baht |
| <input type="checkbox"/> 1,001-2,000 Baht | <input type="checkbox"/> 2,001-3,000 Baht |
| <input type="checkbox"/> 3,001-4,000 Baht | <input type="checkbox"/> More than 4,000 Baht |

Part II: The Retailing mix

Please specify the appropriate number using the rating scale below:

- | | | |
|-----------------------|--------------------|-------------|
| 1 = Strongly disagree | 2 = Disagree | 3 = Neutral |
| 4 = Agree | 5 = Strongly agree | |

After you shop in the store, What is your opinion each of the following:	Big C	Tesco Lotus
7. The store has the variety and assortment of merchandise. (i.e. various kinds, brands and sizes)	5 4 3 2 1	5 4 3 2 1
8. The store has a prompt method of payment queue.	5 4 3 2 1	5 4 3 2 1
9. The store has return policies, guarantees and exchanges.	5 4 3 2 1	5 4 3 2 1
10. The store allows cash and credit cards.	5 4 3 2 1	5 4 3 2 1
11. The store has adequate restaurant facilities.	5 4 3 2 1	5 4 3 2 1
12. The store provides goods at reasonable prices. (i.e. fair price, every day low pricing)	5 4 3 2 1	5 4 3 2 1
13. The store has a good image.	5 4 3 2 1	5 4 3 2 1
14. The store provides convenient parking facilities.	5 4 3 2 1	5 4 3 2 1

After you shop in the store, What is your opinion each of the following:	Big C	Tesco Lotus
15. The products of the store have good quality. (i.e. new, fresh, clean, and good packaging condition)	5 4 3 2 1	5 4 3 2 1
16. The store is accessible or easy to reach.	5 4 3 2 1	5 4 3 2 1
17. The store is a well-designed both the interior and exterior.	5 4 3 2 1	5 4 3 2 1
18. The store has attractive merchandise display and it is easy to find items.	5 4 3 2 1	5 4 3 2 1
19. The store has a well-organized layout. (i.e. large aisles)	5 4 3 2 1	5 4 3 2 1
20. The store has cleanliness and is free of bad odour.	5 4 3 2 1	5 4 3 2 1
21. The store is advertised in various media. (i.e. the pamphlet for special priced products were distributed)	5 4 3 2 1	5 4 3 2 1
22. The store has courteous, helpful and friendly staff.	5 4 3 2 1	5 4 3 2 1

Part III: Satisfaction with store

The following sets of statements relate to your feelings and experience in store.

Please specify the appropriate number using the rating scale below:

1 = Very dissatisfied

2 = Somewhat dissatisfied

3 = Neither satisfied nor dissatisfied

4 = Somewhat satisfied

5 = Very satisfied

After you shop in the store, What is your opinion each of the following:	Big C	Tesco Lotus
23. The variety and quality of products	5 4 3 2 1	5 4 3 2 1
24. The promptness of payment process	5 4 3 2 1	5 4 3 2 1
25. Price is reasonable.	5 4 3 2 1	5 4 3 2 1
26. Staffs are active and willing to provide service to you.	5 4 3 2 1	5 4 3 2 1
27. Staff are well-dressed and wear standard uniforms.	5 4 3 2 1	5 4 3 2 1
28. The store looks modern and is well-designed.	5 4 3 2 1	5 4 3 2 1
29. The store is conveniently located.	5 4 3 2 1	5 4 3 2 1
30. Sufficient and ample parking facilities	5 4 3 2 1	5 4 3 2 1
31. Cleanliness in the store	5 4 3 2 1	5 4 3 2 1
32. Atmosphere in the store	5 4 3 2 1	5 4 3 2 1

Part IV: Expectation

33. Based on your experiences as a shopper of stores, please specify your expectation towards stores. I expect the stores to have... (Rank eight levels)

- ☐ Quality and freshness of product
- ☐ Reasonable price
- ☐ Availability of parking lot
- ☐ Cleanliness and availability of restrooms
- ☐ Comfortable waiting areas
- ☐ Staff politeness
- ☐ Effective security system
- ☐ Fastness of checkout service

Part V: Personal Data

34. Gender

- ☐ Male
- ☐ Female

35. Age

- ☐ 18- 20 years old
- ☐ 21-30 years old
- ☐ 31-40 years old
- ☐ More than 40 years old

36. Occupation

- ☐ Business owner
- ☐ Government officer
- ☐ State enterprise employee
- ☐ Private company employee
- ☐ Housewife
- ☐ Student
- ☐ Unemployed

37. Education Level

- ☐ Below Bachelor's Degree
- ☐ Bachelor's Degree
- ☐ Higher than Bachelor's Degree

38. Monthly Income

- | | |
|--|---|
| <input type="checkbox"/> Less than 15,000 Baht | <input type="checkbox"/> 15,001-25,000 Baht |
| <input type="checkbox"/> 25,001-35,000 Baht | <input type="checkbox"/> 35,001 and above |



APPENDIX B
THAI VERSION QUESTIONNAIRE



แบบสอบถาม

แบบสอบถามนี้ได้จัดทำขึ้น เพื่อใช้เป็นส่วนหนึ่งของวิทยานิพนธ์ของการศึกษา "การเปรียบเทียบความพึงพอใจระหว่างผู้บริโภคของบิ๊กซีซูเปอร์เซ็นเตอร์และเทสโก้โลตัสในจังหวัดระยอง" ของนักศึกษาปริญญาโท คณะบริหารธุรกิจ มหาวิทยาลัยอีสต์สมิธัญ กรุณาตอบแบบสอบถามต่อไปนี้อย่างตรงไปตรงมาตามความเป็นจริง และข้อมูลนี้จะใช้เพื่อศึกษาตามวัตถุประสงค์เท่านั้น ขอขอบคุณในความร่วมมือของท่านเป็นอย่างสูง

ส่วนที่ 1 ข้อมูลทั่วไปเกี่ยวกับพฤติกรรมผู้บริโภค

1. คุณเคยมาซื้อสินค้าและบริการทั้งใน บิ๊กซี และเทสโก้โลตัส

☐ ใช่

☐ ไม่ใช่

2. คุณมาซื้อสินค้าและบริการที่ห้างดิสเคาส์โตร์ บ่อยแค่ไหน

☐ ทุกวัน/ เกือบทุกวัน

☐ สัปดาห์ละครั้ง

☐ เดือนละ 2-3 ครั้ง

☐ เดือนละครั้ง

☐ 2-3 เดือนต่อครั้ง

☐ อื่นๆ (โปรดระบุ) _____

3. คุณมาซื้อสินค้าและบริการที่ห้างดิสเคาส์โตร์ วันไหนบ่อยที่สุด

☐ วันธรรมดา

☐ วันหยุด

4. คุณใช้เวลาในการซื้อสินค้าและบริการที่ห้างดิสเคาส์โตร์ โดยเฉลี่ยนานเท่าใด

☐ น้อยกว่า 1 ชั่วโมง

☐ 1-2 ชั่วโมง

☐ 2-3 ชั่วโมง

☐ มากกว่า 3 ชั่วโมง

5. คุณเดินทางมาซื้อสินค้าและบริการ โดยพาหนะชนิดใดบ่อยที่สุด

☐ รถยนต์ส่วนตัว

☐ รถจักรยานยนต์

☐ รถตุ๊ก ตุ๊ก

☐ รถโดยสารประจำทาง

☐ รถจักรยาน / เดิน

☐ อื่นๆ (โปรดระบุ) _____

6. โดยเฉลี่ยคุณใช้จ่ายเท่าไร ในการมาซื้อสินค้าและบริการแต่ละครั้งที่ห้างดิสเคาท์สโตร์

- ☐ น้อยกว่า 500 บาท ☐ 501- 1,000 บาท
- ☐ 1,001-2,000 บาท ☐ 2,001-3,000 บาท
- ☐ 3,001-4,000 บาท ☐ มากกว่า 4,000 บาท

ส่วนที่ 2 ส่วนประสมทางการค้าปลีก

โปรดทำเครื่องหมายวงกลมลงบนตัวเลขที่สัมพันธ์กับความคิดเห็นและประสบการณ์ของท่านมากที่สุด

โดยระบุตัวเลขตามลำดับต่อไปนี้

1 = ไม่เห็นด้วยอย่างยิ่ง 2 = ไม่เห็นด้วย 3 = ปานกลางหรือเฉยๆ 4 = เห็นด้วย 5 =

เห็นด้วยอย่างยิ่ง

ปัจจัยส่วนประสมทางการค้าปลีก คุณมีความคิดเห็นอย่างไรต่อบริษัทดังต่อไปนี้	บิ๊กซี	เทสโก้ โลตัส
7. ความหลากหลายของสินค้าที่มีให้เลือก หลายชนิด, ยี่ห้อ และขนาด	5 4 3 2 1	5 4 3 2 1
8. ความรวดเร็วในการรอชำระเงิน	5 4 3 2 1	5 4 3 2 1
9. นโยบายการคืน, การรับประกันและ การเปลี่ยนสินค้า	5 4 3 2 1	5 4 3 2 1
10. สามารถเลือกใช้ได้ทั้งเงินสดและบัตรเครดิต ในการชำระค่าสินค้าและบริการ	5 4 3 2 1	5 4 3 2 1
11. มีร้านอาหารที่คอยอำนวยความสะดวก	5 4 3 2 1	5 4 3 2 1
12. สินค้าราคาถูกดี	5 4 3 2 1	5 4 3 2 1
13. ภาพลักษณ์ที่ดีของสโตร์	5 4 3 2 1	5 4 3 2 1

ปัจจัยส่วนประสมทางการค้าปลีก คุณมีความคิดเห็นอย่างไรต่อบัณฑิตต่อไปนี้	บัณฑิต	เทสโก้ โลตัส
14. มีสถานที่จอดรถสะดวกและเพียงพอ	5 4 3 2 1	5 4 3 2 1
15. สินค้าที่มีคุณภาพที่ใหม่, สด, สะอาดและ สภาพกล่องบรรจุอยู่ในสภาพดี	5 4 3 2 1	5 4 3 2 1
16. ความสะดวกใน เข้าถึงสโตร์	5 4 3 2 1	5 4 3 2 1
17. การออกแบบภายในและภายนอกของสโตร์	5 4 3 2 1	5 4 3 2 1
18. การจัดวางสินค้าที่ง่ายในการหา	5 4 3 2 1	5 4 3 2 1
19. การออกแบบพื้นที่ที่ดี และมีช่องทางเดิน กว้างขวาง	5 4 3 2 1	5 4 3 2 1
20. บรรยากาศภายในสโตร์ที่สะอาดและ ไม่มีกลิ่นที่ไม่พึงประสงค์	5 4 3 2 1	5 4 3 2 1
21. การโฆษณาที่หลากหลายของสโตร์	5 4 3 2 1	5 4 3 2 1
22. พนักงานมีความรู้เรื่องสินค้าและชั้นวางสินค้า เป็นอย่างดี, สุภาพ ช่วยเหลือและเป็นมิตร	5 4 3 2 1	5 4 3 2 1

ส่วนที่ 3 ความพอใจ

โปรดทำเครื่องหมายวงกลมลงบนตัวเลขที่สัมพันธ์กับความรู้สึกและประสบการณ์ของท่านมากที่สุด

โดยระบุตัวเลขตามลำดับต่อไปนี้

1 = ไม่พอใจอย่างยิ่ง 2 = ไม่พอใจ 3 = ปานกลางหรือเฉยๆ 4 = พอใจ 5 =
พอใจอย่างยิ่ง

หลังจากท่านซื้อสินค้าและบริการใน สโตร์แล้ว ท่านมีความรู้สึกอย่างไรจากข้อความดังต่อไปนี้	บักชี	เทสโก้ โลตัส
23. สินค้ามีความหลากหลายและมีคุณภาพ	5 4 3 2 1	5 4 3 2 1
24. การรอชำระเงินมีความรวดเร็ว	5 4 3 2 1	5 4 3 2 1
25. ราคาสินค้ามีความเหมาะสม	5 4 3 2 1	5 4 3 2 1
26. พนักงานมีความกระตือรือร้นและเต็มใจ ให้บริการ	5 4 3 2 1	5 4 3 2 1
27. พนักงานแต่งกายดีและสวมแบบฟอร์ม เป็นมาตรฐานเดียวกัน	5 4 3 2 1	5 4 3 2 1
28. สโตร์มีการตกแต่งอย่างทันสมัย และออกแบบดี	5 4 3 2 1	5 4 3 2 1
29. สถานที่ตั้งของสโตร์มีความสะดวก เข้าถึงได้ง่าย	5 4 3 2 1	5 4 3 2 1
30. มีสิ่งอำนวยความสะดวกและที่จอดรถ อย่างเพียงพอ	5 4 3 2 1	5 4 3 2 1
31. ภายในสโตร์สะอาด	5 4 3 2 1	5 4 3 2 1
32. ภายในสโตร์มีบรรยากาศที่ดี	5 4 3 2 1	5 4 3 2 1

ส่วนที่ 4 ความคาดหวัง

33. จากประสบการณ์ซื้อสินค้าและบริการ คุณมีความคาดหวังอะไรจากสตรี (กรุณาเรียงลำดับความคาดหวัง 8 ลำดับ)

- ☐ คุณภาพและความสดของสินค้า
- ☐ ราคาสินค้าที่ยุติธรรม
- ☐ ที่จอดรถมีอย่างเพียงพอ
- ☐ ความสะอาดของห้องน้ำและมืออย่างเพียงพอ
- ☐ มีสถานที่นั่งรออย่างเพียงพอและสะดวกสบาย
- ☐ ความสุภาพของพนักงาน
- ☐ มีระบบความปลอดภัยที่มีประสิทธิภาพ
- ☐ ระบบการชำระเงินมีความรวดเร็ว

ส่วนที่ 5 ข้อมูลส่วนตัว

34. เพศ

- ☐ ชาย
- ☐ หญิง

35. อายุ

- ☐ 18 -20 ปี
- ☐ 21-30 ปี
- ☐ 31-40 ปี
- ☐ มากกว่า 40 ปี

36. อาชีพ

- ☐ ธุรกิจส่วนตัว
- ☐ รับราชการ
- ☐ พนักงานรัฐวิสาหกิจ
- ☐ พนักงานบริษัทเอกชน
- ☐ แม่บ้าน
- ☐ นักเรียน/นักศึกษา
- ☐ ไม่ได้ทำงาน

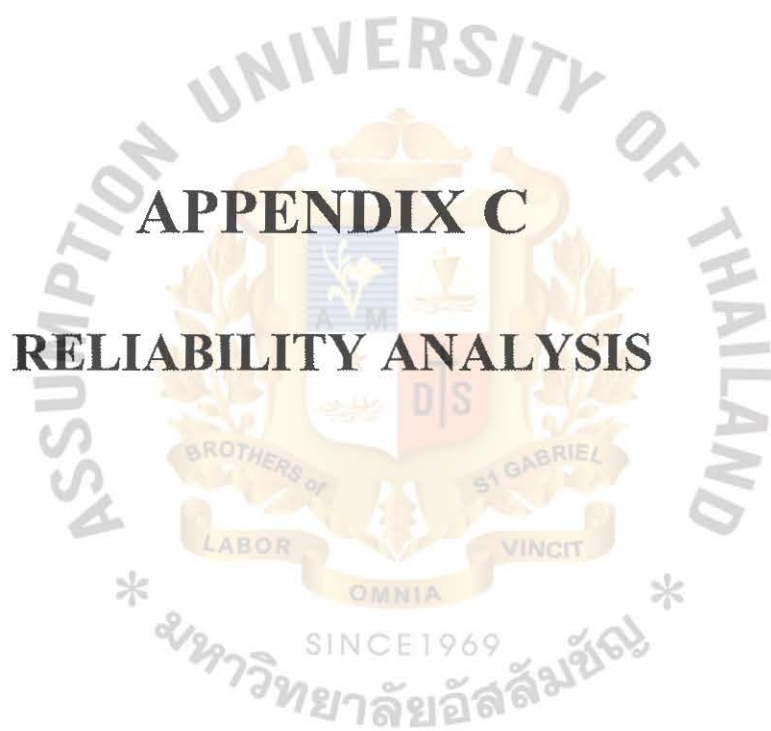
37. ระดับการศึกษา

- ☐ ต่ำกว่าปริญญาตรี
- ☐ ปริญญาตรี
- ☐ สูงกว่าปริญญาตรี

38. รายได้ต่อเดือน

- ☐ น้อยกว่า 15,000 บาท
- ☐ 15,001-25,000 บาท
- ☐ 25,001-35,000 บาท
- ☐ มากกว่า 35,001 บาท





APPENDIX C

RELIABILITY ANALYSIS

Reliability of customer service (Big C)

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 40.0 N of Items = 4

Alpha = .7460

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

- 1. FASTNESS fastness of payment queue
- 2. RETURN Return policies, guarantees and exchange
- 3. CASH Allow cash and credit cards
- 4. RESTAURA Restaurant facilities

Reliability Coefficients

N of Cases = 40.0 N of Items = 4

Alpha = .7460

Reliability of customer service (Lotus)

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 40.0 N of Items = 4

Alpha = .7455

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

- 1. FASTNESS fastness of payment queue
- 2. RETURN Return policies, guarantees and exchange
- 3. CASH Allow cash and credit cards
- 4. RESTAURA Restaurant facilities

Reliability Coefficients

N of Cases = 40.0 N of Items = 4

Alpha = .7455

Reliability of satisfaction with store (Big C)

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 40.0 N of Items = 10

Alpha = .7704

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

- | | | |
|-----|----------|---|
| 1. | VARIETY | Variety assortment of merchandise |
| 2. | PAYMENT | Fastness of payment process |
| 3. | PRICE | Price is resonable |
| 4. | ACTIVE | Staffs were active |
| 5. | DRESS | Staffs are well-dressed |
| 6. | MODERN | Store look modern |
| 7. | CONVENIE | Conveniently located |
| 8. | AMPLE | Sufficient and ample parking facilities |
| 9. | CLEANLIN | Cleanliness in the store |
| 10. | ATMOSPHE | Atmosphere in the store |

Reliability Coefficients

N of Cases = 40.0 N of Items = 10

Alpha = .7704

Reliability of satisfaction with store (Lotus)

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 40.0 N of Items = 10

Alpha = .7553

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

- | | | |
|-----|----------|---------------------------------|
| 1. | VARIETY | Variety and quality of product |
| 2. | FASTNESS | The fastness of payment process |
| 3. | PRICE | Price is reasonable |
| 4. | ACTIVE | Staffs are active |
| 5. | DRESS | Staffs are well-dressed |
| 6. | MODERN | Store look modern |
| 7. | CONVENIE | Store is conveniently located |
| 8. | PARKING | Sufficient and ample parking |
| 9. | CLEANLIN | Cleanliness in the store |
| 10. | ATMOSPHE | Atmosphere in the store |

Reliability Coefficients

N of Cases = 40.0 N of Items = 10

Alpha = .7553

Reliability of store design and layout (Big C)

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

- | | | |
|----|---------|--|
| 1. | DESIGN | Well-designed |
| 2. | DISPLAY | Attractiveness of merchandise display an |
| 3. | LAYOUT | Well-organized layout |

Reliability Coefficients

N of Cases = 40.0

N of Items = 3

Alpha = .7589

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

- | | | |
|----|---------|--|
| 1. | DESIGN | Well-designed |
| 2. | DISPLAY | Attractiveness of merchandise display an |
| 3. | LAYOUT | Well-organized layout |

Reliability Coefficients

N of Cases = 40.0

N of Items = 3

Alpha = .7589

Reliability of store design and layout (Lotus)

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 40.0 N of Items = 3

Alpha = .7471

Reliability

***** Method 1 (space saver) will be used for this analysis *****

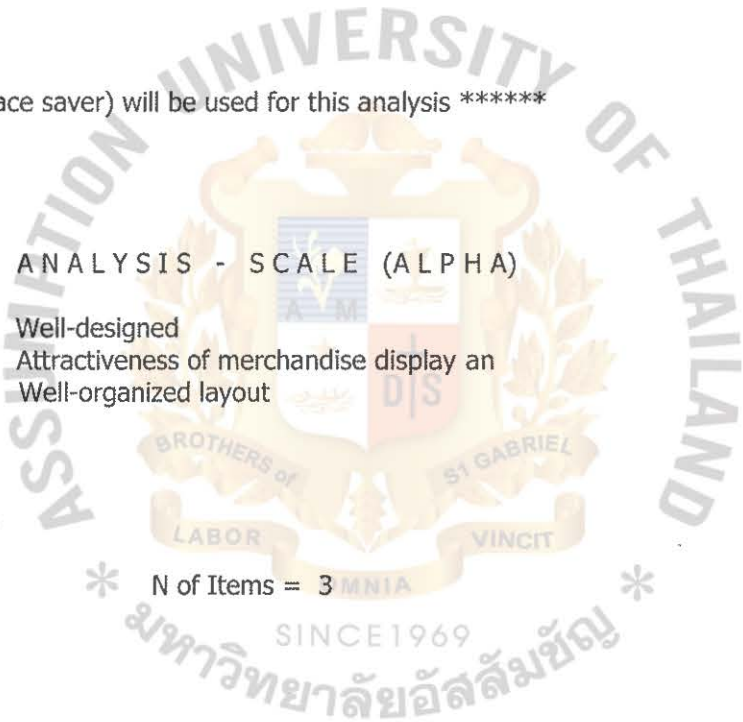
RELIABILITY ANALYSIS - SCALE (ALPHA)

- 1. DESIGN Well-designed
- 2. DISPLAY Attractiveness of merchandise display an
- 3. LAYOUT Well-organized layout

Reliability Coefficients

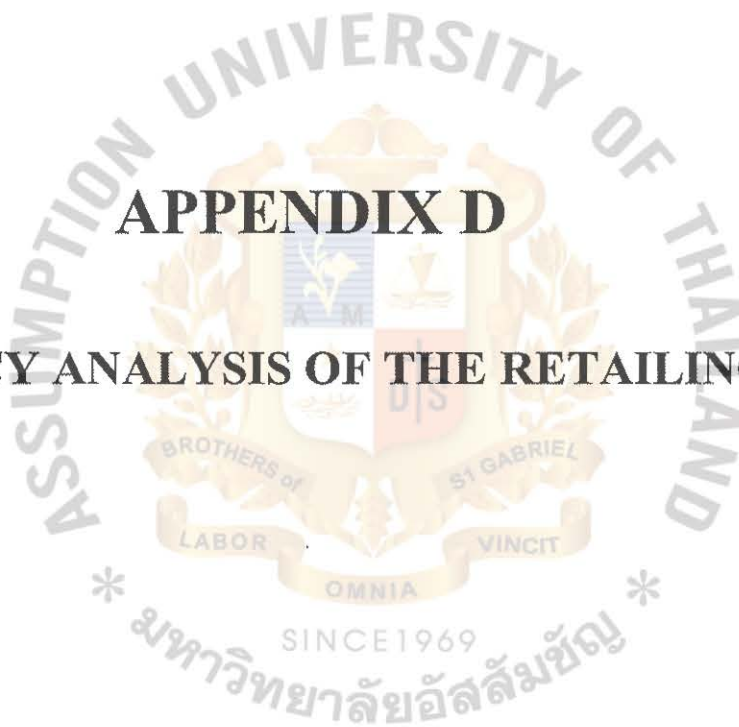
N of Cases = 40.0 N of Items = 3

Alpha = .7471



APPENDIX D

FREQUENCY ANALYSIS OF THE RETAILING MIX



APPENDIX D

Frequency Analysis – The Retailing mix

The store has the variety and assortment of merchandise. - Big C

	Frequency	Percent
Neutral	64	16.8
Agree	116	30.4
Strongly agree	202	52.9
Total	382	100.0

The store has the variety and assortment of merchandise. - Tesco

	Frequency	Percent
Neutral	61	16.0
Agree	83	21.7
Strongly agree	238	62.3
Total	382	100.0

The store has a prompt method pf payment queue. - Big C

	Frequency	Percent
Neutral	27	7.1
Agree	289	75.7
Strongly agree	66	17.3
Total	382	100.0

The store has a prompt method pf payment queue. - Tesco

	Frequency	Percent
Agree	173	45.3
Strongly agree	209	54.7
Total	382	100.0

The store has return policies, guarantees and exchanges. - Big C

	Frequency	Percent
Neutral	1	.3
Agree	243	63.6
Strongly agree	138	36.1
Total	382	100.0

The store has return policies, guarantees and exchanges. – Tesco

	Frequency	Percent
Agree	143	37.4
Strongly agree	239	62.6
Total	382	100.0

The store allows cash and credit cards. – Big C

	Frequency	Percent
Neutral	1	.3
Agree	243	63.6
Strongly agree	138	36.1
Total	382	100.0

The store allows cash and credit cards. – Tesco

	Frequency	Percent
Neutral	19	5.0
Agree	133	34.8
Strongly agree	230	60.2
Total	382	100.0

The store has adequate restaurant facilities. – Big C

	Frequency	Percent
Disagree	43	11.3
Neutral	119	31.2
Agree	116	30.4
Strongly agree	104	27.8
Total	382	100.0

The store has adequate restaurant facilities. – Tesco

	Frequency	Percent
Agree	128	33.5
Strongly agree	254	66.5
Total	382	100.0

The store provides goods at reasonable price. – Big C

	Frequency	Percent
Neutral	55	14.4
Agree	198	51.8
Strongly agree	129	33.8
Total	382	100.0

The store provides goods at reasonable price. – Tesco

	Frequency	Percent
Neutral	45	11.8
Agree	166	43.5
Strongly agree	171	44.8
Total	382	100.0

The store has a good image. – Big C

	Frequency	Percent
Neutral	52	13.6
Agree	194	50.8
Strongly agree	136	35.6
Total	382	100.0

The store has a good image. – Tesco

	Frequency	Percent
Neutral	31	8.1
Agree	171	44.8
Strongly agree	180	47.1
Total	382	100.0

The store provides convenient parking facilities. – Big C

	Frequency	Percent
Neutral	48	12.6
Agree	265	69.4
Strongly agree	69	18.1
Total	382	100.0

The store provides convenient parking facilities. – Tesco

	Frequency	Percent
Agree	121	31.7
Strongly agree	261	68.3
Total	382	100.0

The products of the store have good quality. – Big C

	Frequency	Percent
Neutral	19	5.0
Agree	214	56.0
Strongly agree	149	39.0
Total	382	100.0

The products of the store have good quality. – Tesco

	Frequency	Percent
Agree	151	39.5
Strongly agree	231	60.5
Total	382	100.0

The store is accessible or easy to reach. – Big C

	Frequency	Percent
Disagree	40	10.5
Neutral	34	8.9
Agree	189	49.5
Strongly agree	119	31.2
Total	382	100.0

The store is accessible or easy to reach. – Tesco

	Frequency	Percent
Neutral	28	7.3
Agree	110	28.8
Strongly agree	244	63.9
Total	382	100.0

The store is well designed both the interior and exterior. –Big C

	Frequency	Percent
Neutral	81	21.2
Agree	158	41.4
Strongly agree	143	37.4
Total	382	100.0

The store is well designed both the interior and exterior. –Tesco

	Frequency	Percent
Neutral	42	11.0
Agree	167	43.7
Strongly agree	173	45.3
Total	382	100.0

The store has attractive merchandise display. –Big C

	Frequency	Percent
Neutral	85	22.3
Agree	173	45.3
Strongly agree	124	32.5
Total	382	100.0

The store has attractive merchandise display. –Tesco

	Frequency	Percent
Neutral	70	18.3
Agree	103	27.0
Strongly agree	209	54.7
Total	382	100.0

The store has well-organized layout. –Big C

	Frequency	Percent
Neutral	19	5.0
Agree	250	65.4
Strongly agree	113	29.6
Total	382	100.0

The store has well-organized layout. –Tesco

	Frequency	Percent
Neutral	83	21.7
Agree	113	29.6
Strongly agree	186	48.7
Total	382	100.0

The store has cleanliness and is free of bad odour. –Big C

	Frequency	Percent
Neutral	58	15.2
Agree	244	63.9
Strongly agree	80	20.9
Total	382	100.0

The store has cleanliness and is free of bad odour. –Tesco

	Frequency	Percent
Disagree	3	.8
Neutral	39	10.2
Agree	109	28.5
Strongly agree	231	60.5
Total	382	100.0

The store is advertised in various media. –Big C

	Frequency	Percent
Neutral	48	12.6
Agree	255	66.8
Strongly agree	79	20.7
Total	382	100.0

The store is advertised in various media. –Tesco

	Frequency	Percent
Neutral	96	25.1
Agree	108	28.8
Strongly agree	178	46.6
Total	382	100.0

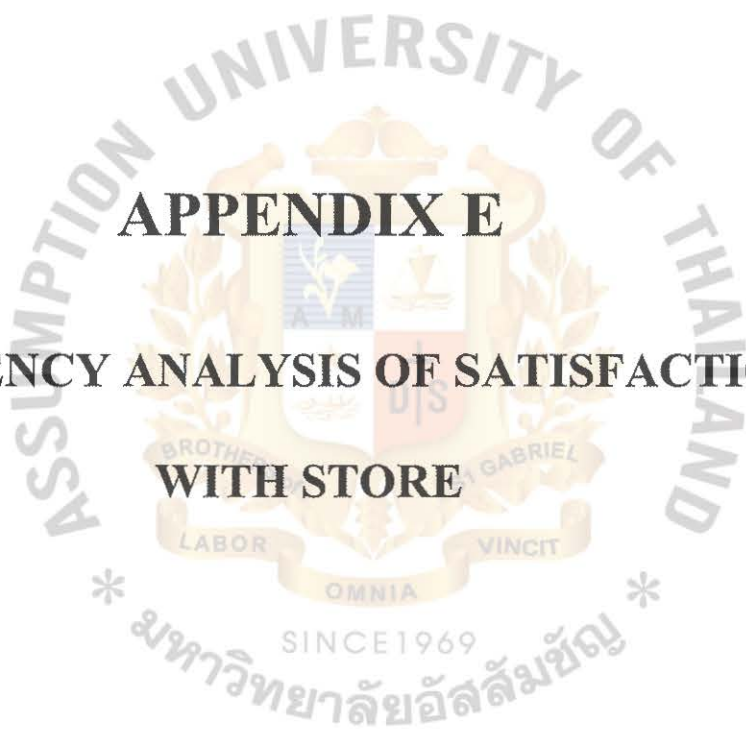
The store is has courteous, helpful and friendly. –Big C

	Frequency	Percent
Neutral	85	22.3
Agree	150	38.5
Strongly agree	147	39.3
Total	382	100.0

The store is has courteous, helpful and friendly. –Tesco

	Frequency	Percent
Neutral	81	21.2
Agree	117	30.6
Strongly agree	184	48.2
Total	382	100.0

APPENDIX E
FREQUENCY ANALYSIS OF SATISFACTION
WITH STORE



APPENDIX E

Frequency Analysis – Satisfaction with store

The variety and quality of products - Big C

	Frequency	Percent
Neither satisfied nor dissatisfied	45	11.8
Somewhat satisfied	209	54.7
Very satisfied	128	33.5
Total	382	100.0

The variety and quality of products - Tesco

	Frequency	Percent
Neither satisfied nor dissatisfied	42	11.0
Somewhat satisfied	214	56.0
Very satisfied	126	33.0
Total	382	100.0

The promptness of payment process - Big C

	Frequency	Percent
Neither satisfied nor dissatisfied	25	6.5
Somewhat satisfied	257	67.3
Very satisfied	100	26.2
Total	382	100.0

The promptness of payment process - Tesco

	Frequency	Percent
Somewhat satisfied	145	38.0
Very satisfied	237	62.0
Total	382	100.0

Price is reasonable - Big C

	Frequency	Percent
Neither satisfied nor dissatisfied	108	28.3
Somewhat satisfied	240	62.8
Very satisfied	34	8.9
Total	382	100.0

Price is reasonable - Tesco

	Frequency	Percent
Neither satisfied nor dissatisfied	65	17.0
Somewhat satisfied	112	29.3
Very satisfied	205	53.7
Total	382	100.0

Staffs are active and willing to provide service - Big C

	Frequency	Percent
Somewhat dissatisfied	10	2.6
Neither satisfied nor dissatisfied	55	14.4
Somewhat satisfied	281	73.6
Very satisfied	36	9.4
Total	382	100.0

Staffs are active and willing to provide service - Tesco

	Frequency	Percent
Neither satisfied nor dissatisfied	50	13.1
Somewhat satisfied	145	38.0
Very satisfied	187	49.0
Total	382	100.0

Staffs are well dressed and wear standard uniforms - Big C

	Frequency	Percent
Neither satisfied nor dissatisfied	35	9.2
Somewhat satisfied	265	69.4
Very satisfied	82	21.5
Total	382	100.0

Staffs are well dressed and wear standard uniforms - Tesco

	Frequency	Percent
Neither satisfied nor dissatisfied	36	9.4
Somewhat satisfied	154	50.3
Very satisfied	192	40.3
Total	382	100.0

The store looks modern and is well designed – Big C

	Frequency	Percent
Neither satisfied nor dissatisfied	51	13.4
Somewhat satisfied	229	59.9
Very satisfied	102	26.7
Total	382	100.0

The store looks modern and is well designed – Tesco

	Frequency	Percent
Somewhat dissatisfied	3	.8
Neither satisfied nor dissatisfied	29	7.6
Somewhat satisfied	171	44.8
Very satisfied	179	46.9
Total	382	100.0

The store is conveniently located – Big C

	Frequency	Percent
Somewhat dissatisfied	18	4.7
Neither satisfied nor dissatisfied	66	17.3
Somewhat satisfied	209	54.7
Very satisfied	89	23.3
Total	382	100.0

The store is conveniently located – Tesco

	Frequency	Percent
Neither satisfied nor dissatisfied	3	.8
Somewhat satisfied	162	42.4
Very satisfied	217	56.8
Total	382	100.0

Sufficient and ample parking facilities – Big C

	Frequency	Percent
Neither satisfied nor dissatisfied	15	3.9
Somewhat satisfied	226	59.2
Very satisfied	141	36.9
Total	382	100.0

Sufficient and ample parking facilities – Tesco

	Frequency	Percent
Somewhat dissatisfied	3	.8
Neither satisfied nor dissatisfied	1	.3
Somewhat satisfied	128	33.5
Very satisfied	250	65.4
Total	382	100.0

Cleanliness in the store – Big C

	Frequency	Percent
Neither satisfied nor dissatisfied	58	15.2
Somewhat satisfied	184	48.2
Very satisfied	140	36.6
Total	382	100.0

Cleanliness in the store – Tesco

	Frequency	Percent
Neither satisfied nor dissatisfied	68	17.8
Somewhat satisfied	173	45.3
Very satisfied	141	36.9
Total	382	100.0

Atmosphere in the store – Big C

	Frequency	Percent
Neither satisfied nor dissatisfied	52	13.6
Somewhat satisfied	188	49.2
Very satisfied	142	37.2
Total	382	100.0

Atmosphere in the store – Tesco

	Frequency	Percent
Somewhat dissatisfied	9	2.4
Neither satisfied nor dissatisfied	50	13.1
Somewhat satisfied	179	46.9
Very satisfied	144	37.7
Total	382	100.0

