CONSUMERS' PURCHASE INTENTION IN ALLIED RETAIL TRADE STORES

By

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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

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ABSTRACT

Traditional grocery stores are managed by small-medium enterprises or family members. They are located in the community and a part of that community. Currently, the traditional grocery store has been threatened by the expansion of modern trade. Thus, Allied Retail Trade Co., Ltd. was established by the Government to support the grocery stores amid the fierce market competition.

The purpose of this study is to find out the relationship between consumers' purchase intentions in Allied Retail Trade stores toward (1) socio-economic attitude, (2) attitude toward local retail establishments and (3) level of satisfaction in the reciprocity of community. In addition, the demographic groups were also measured to identify differences in consumers' purchase intentions in Allied Retail Trade stores.

A structured questionnaire was circulated to collect the data from 400 respondents aged 18 years and above in Bangkok who are used to purchasing goods from the grocery store within the past six months. The survey period was September 2003. To analyze the data, the researcher used descriptive statistics, Spearman's Correlation Coefficient, Mann-Whitney U Test, and Kruskal-Wallis test.

The findings showed that attitudes toward local retail establishments and level of satisfaction in the reciprocity of community are related to consumers' purchase intentions in Allied Retail Trade. There was also a significant difference between the number of years in the community and consumers' purchase intention in Allied Retail Trade.

From the results of the analysis of attitudes toward local retail establishments, it can be said that supporting local businesses, location of grocery store, and familiarity with local retailer are the first three factors that respondents considered when shopping at Allied Retail Trade stores.

The researcher would like to recommend the future research that should require income distribution in a determinant of store location and types of products in grocery stores should be specified. However, the questions in future research should be open-end question in order to get the deep detail of consumers' attitude.

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CHAPTER 1

1.1 <u>Background of the Study</u>

Traditional trade covers local retailers that have operated in the form of small family business or sole proprietorship. Their consumers are the people who live or work around their areas. Traditional trade is classified into grocery store, stalls in fresh fruit and vegetable market, and specialty stores. (Chunew, 2002 and Kucharoenpaisarn, 2001).

Of many types of traditonal trade, the researcher focuses on local grocery stores. The grocery stores are defined by Kiratiadual (2001) as the stores which sell general or consumer products that the consumers prefer to use daily and are located in or around the community with the similar layout of stores as seen in Appendix A.

Allied Retail Trade Company Limited (ART) was established in year 2002 by the Thai government to assist local retailers to survive from the high competition within the retail sector. ART has operated in franchise system that provides the new layout of retail, low cost of products and knowledge of retail management to the retailers. At the same time, consumers can purchase at a low price and are convenient to shop there. However, all retailers can apply to be the members of ART without any entrance fee in the first three years (Patcharasak, 2003).

Consumers' purchase intentions in ART stores reflect the buyers' plan to buy the consumer products from local retails in the name of ART stores in some specific period.

The researcher focuses on some factors that impact on the consumers' purchase intentions to shop in Allied Retail Trade stores based on the previous empirical study. The factors consist of socio-economic attitudes, level of satisfaction

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in reciprocity of community, and attitude toward retail establishments. In addition, demographic groups are also considered in this research.

Socio-economic attitude is consumers' feeling about themselves and other judgment toward their social or economic level. Level of satisfaction in reciprocity of community is the feeling of consumers about their relationship within their communities. Attitude toward local retail establishments is a thinking of consumers about the services/things that local retailers offer. However, the researcher also studies demographic variables that involve gender, age, income, marital status, occupation, years lived in community, and education.

1.1.1 Current Situation of Traditional Trade in Thailand

According to the agreement with World Trade Organization, Thailand has welcomed foreign investors to operate business so that money flows into the country. Many regulations had been reviewed to reduce the barriers of international trade. Following trade deregulation stated in the Announcement No. 281 of the Revolutionary Council that concern the protection for Thai operators and limitation of foreign investment in Thailand, foreign investors can operate any business in Thailand easily (Bank of Ayuthaya, 2002).

Especially, foreign investors are interested in the retail sector. According to revised regulations, mega foreign retailers with registered capital greater than 100 million baht, can operate retail business without any empowerment from the government (Bank of Ayuthaya, 2002). After opening up to foreign investments, the country has witnessed Thai major retailers going into the hands of foreigners either through joint venture or business takeover. Those foreign investors possess

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comparative advantages in terms of a sound financial base and high negotiation power due to hefty order volumes (www.siamfuture.com).

Modern trades have been expanding rapidly in Bangkok and into core city of each region. The expansions of modern trades -- both small- and large-scale of stores -- have seen rapid and continuous growth, whether in the forms of convenience stores, supermarkets, or discount stores. However, they are not strictly speaking direct competitors to small retail shops. But with long-time experience in this business and increasingly good response from consumers, discount stores have as a result enjoyed rapid growth (Thai Farmer Research Center, 2003).

Therefore, in Bangkok metropolitan, as well as in other large cities where convenient stores and modern retail businesses of other types have gained significant market shares, small retail-store merchants have had to adjust their strategies to survive.

The rapid expansion of modern trade has directly impacted on the traditional retail trade for 2-3 years. According to this impact, 2,500 and 500 traditional grocery stores had been closed in year 2000 and in the first three month of year 2001 respectively (Teekasathien, 2002). Especially, the closing of traditional grocery stores in Thailand became approximately 40,000 stores in year 2002 as can be seen in Table 1.1.

Table 1.1: Volume and market share of retail business

	Number of branches Year 2001	Market share (%)	Estimated number of branches Year 2002	Change (+, -) (%)
Hypermarket/ Discount stores	97	23.53	117	20.6
Department stores	236	18.19	230	-2.5
Supermarkets	207	4.25	247	19.3
Convenience stores	3,250	6.38	650	2.4
Specialty store	635	1.68	650	2.4
Total modern trade	**4,425**	**53.95**	**4,894**	**10.6**
Grocery stores	291,370	40.63	247,664	-15.0
Drug stores/others	6,035	5.42	5,430	-10.0
Total traditional trade	**297,405**	**46.05**	**253,094**	**-14.9**
Total	**301,803**	**100**	**257,988**	**-14.5**

Source: Setthakijpanij Magazine, 2001

According to the table 1.1, the total number store of modern trade has still increased at 10.6% but total number store of traditional trade has decreased at 14.9% from year 2001. Especially, the local grocery stores have decreased 15%.

Table 1.2: Market share of traditional trade and modern trade

	Year 1999	Year 2000	Year 2001	Year 2002
Traditional trade	70	60	46	36
Modern trade	30	40	54	64

Remark: All are approximated numbers.   Unit: percentage
Source: Bank of Ayuthaya (2002), Sethakijvikro Magazine, p.23
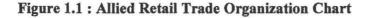
As can be seen in the table 1.2, the proportion of traditional trade to modern trade is shift from 70 : 30 in year 1999 to 36 : 64 in year 2002. The number of traditional trade has continuously decreased since year 1999 but, at the same time, the number of modern trade has increased. In order to reduce the closure of grocery stores, Government has established Allied Retail Trade Co., Ltd. in year 2000.
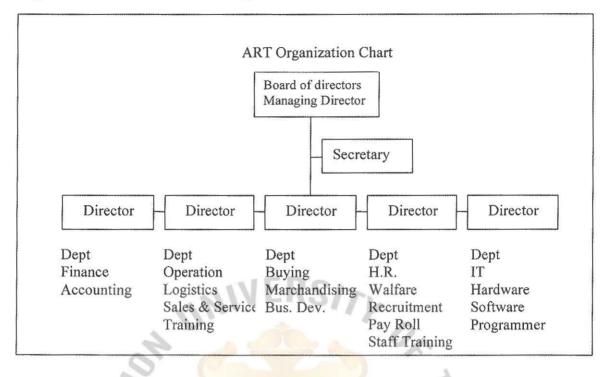
1.1.2 Allied Retail Trade Co., Ltd. (ART)

Allied Retail Trade Co., Ltd. (Patcharasak, 2003) is a non-profit private organization, aimed to help local retail shop survive against foreign retail chains. It was legally established on June 25, 2002. The goal of ART is to strengthen small retail shops. The government committee, chaired by Deputy Prime Minister Somkid Jatusripitak, has established ART with financial support of Bt. 395 million. The ART equity is held by the Office of the Small and Medium Enterprises Promotion and the Small Industry Finance Corporation.

The ART prominent point is 11 leaders in retail business and marketing as board of directors of Allied Retail Trade Co., Ltd. For example, Mr. Sompop Amatayakul, a Deputy Chairman of Thai Chamber of Commerce, acts as the Chairman of the ART Board. He cooperates among provincial chambers of commerce. Mrs. Pennapa Dhanasarnsilp, a Director of Sahagroup, is Deputy Chairman who boosts consumer goods market. Mr. Anuchai Werapatanakul, former an executive management of MAKRO and BIG C, has been appointed as Managing Director.

With financial support from the government, the numerous members increase in number. Although ART plans to sign up 10,000 members in the first year, approximately 19,000 members have applied after 2-month trial. The enlisted 100,000 members are expected in the next three years. ART functions to buy products directly from producers or distributors and sell them to small shops of its members.

Figure 1.1 : Allied Retail Trade Organization Chart

ART Organization Chart

Board of directors
Managing Director

Secretary

Director	Director	Director	Director	Director
Dept Finance Accounting	Dept Operation Logistics Sales & Service Training	Dept Buying Marchandising Bus. Dev.	Dept H.R. Walfare Recruitment Pay Roll Staff Training	Dept IT Hardware Software Programmer

Source: Patcharasak (2003), SMEs Today Magazine, p.15

On the other hand, ART alerts vigilant aspects in helping small retail shops. The first crucial factor to help run ART is the efficiency of its distribution system; the heart of the system is IT and logistics development. Some retail shops where there are no computers or lack of computer knowledge may face problems.

The second factor is the standardized in-shop management. Luckily, Model Stores and Retail Clinics Programs of the Department of Internal Trade offer support to improve shop image and service. The model store program gives counseling to change, with investment, and the stores like the combination of a grocery and a convenience store while the retail clinic consults small retail shops how to arrange attractive product display as well as product label.

The last but not least factor for surviving small retail shops is privileges promoted by the government. ART has been dealing with governmental loans,

delinquent VAT waiver, and affordable service fee of governmental banks. There is no any certain confirmation of these to guarantee existing members and new comers.

However, the formation of retails under Allied Retail Trade is the franchise system that Allied Retail Trade Co., Ltd. will not collect the entrance or any fees in the first 3 years. In the forth year, the members will be charged 1% of service fee for the operational expense. According to the franchise agreement, ART will also provide financial support, modern retail management training, information technology as well as retail know how to the members. It is easy to be the ART membership. The retailers completely fill the application form, and attach a copy of Identification Card and a copy of Commerce Registration.

Today, ART has achieved its success. If ART attains its goals according to operational plans, it is the first case study in Asia and the world that the government helps to promote small retail shop survival.

Objectives of Allied Retail Trade

As Allied Retail Trade is supported by the government, its purpose is non-profit organization and to assist the local retailers under high compeition of retail sector. So, the objectives of Allied Retail Trade (www.art.co.th) are follows:

1. To prepare the variety of goods as members prefer and manage the purchasing system for members.

2. To apply the marketing mechanism to increase the stablility of members in order to survive in the retail competition and operating in their retails with effective and efficiency.

3. To support financial factor and credit to members through government agencies.

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4. To provide the knowledge, new technology and suggestion about retail management.

5. To be the information center about marketing and management system for all members.

6. To decorate the outlet of all members as same as the model of Allied Retail Trade.

7. To search the new opportunities for investment and expansion of business for members.

ART Operational Plan

As Allied Retail Trade Co., Ltd was established by the government in order to support the traditional trade throughout the country, its business plan has been set for 3 years (Patcharasak, 2003) as follows:

Year 1

1. To develop the basis structure and organizational structure to work with efficiency and effective

2. To develop the purchasing system to take the highest advantages for the membership

3. To apply the franchise system in traditional trade industry under the competition and the modern trade channel to the membership

4. To have minimum members at 10,000 retails

Year 2

1. To develop marketing and product system

2. To develop new market and new opportunities for the members

3. To develop new investors in retail business and expand to the other businesses that closely involve such as agriculture shop etc.

4. To have minimum members at 50,000 retails

Year 3

1. To improve the retail to be more modern and highly efficiency in competition

2. To develop the idea of modern operational business

3. To promote One Tombon One Product and agriculture product under ART into all membership retails

4. To have minimum members at 100,000 retails

Types of Retail Store under Allied Retail Trade

Allied Retail Trade Co., Ltd has divided the retail store into 5 types and allocated the budget of improved structure for each type as follows:

1. **Type A**

The store is sized in 2 units with air-condition. Its budget of improvement is 500,000 – 600,000 baht.

2. **Type B**

The store is in 2 units without air-condition. Its budget of improvement is 300,000 – 400,000 baht.

3. **Type C**

The store is in 1 unit with air-condition. Its budget of improvement is 200,000 – 300,000 baht.

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4. **Type D**

The store is in 1 unit without air-condition. Its budget of improvement is 100,000 baht.

5. **Type E**

The store is still in its original style but the ART staff will decorate the new shelf without any charges.

Although there are 5 types of retails under ART, the original store name will not be changed. Moreover, ART trademark will be additionally attached to identify that that shops are its members.

1.2 Statement of the Problem

As the grocery stores are located in communities, near schools or markets, the owners of grocery stores sell any grocery things that the consumers can easily purchase as they prefer (Kiratiadual, 2001). However, the relationship of people in the community may be a part of consumers' purchasing in the local grocery stores. Based on the socio-economic attitude, the attitude of other people toward the places of shopping and the consumers' lifestyle may impact on the places that the consumers purchase the goods.

To predict the trend of purchasing in grocery store under Allied Retail Trade requires an understanding of how the consumers feel about the grocery stores and the reciprocity of community. In addition, the demographic groups can affect on the consumers' purchase intentions (Berman and Evans, 2001). So, the statements of problem are as follows:

- *"Which factors relate consumers' purchasing intentions in the Allied Retail Trade stores?"*

- *"Is there the difference in consumers' purchasing intentions in the Allied Retail Trade stores among demographic group?"*

1.3 Research Objectives

- To study all involving factors in this research that relate to the consumers' purchase intentions in Allied Retail Trade stores.

- To identify the difference in consumers' purchase intentions in Allied Retail Trade stores among demographic group.

- To provide the recommendation for Allied Retail Trade executives.

1.4 Research Scope

This research is to study the factors that contribute to consumers' intentions in traditional trade under Allied Retail Trade. From the previous empirical study (Miller and Kean, 1997), it focuses on consumer demographic groups, socio-economic attitude, attitude toward local grocery establishments and level of reciprocity in the community toward Allied Retail Trade stores. The research doesn't study the other factors that may involve with the consumers' intentions.

The researcher focuses only on people aged 18 years and above, and has the scope area in Bangkok Metropolitan. However, the researcher also focuses on the local grocery store. The research was conducted in September 2003.

1.5 Limitation of Research

This study is limited to the number of customers who clearly understand Allied Retail Trade Co., Ltd. Therefore, it should take caution when generalizes the result of the respondents.

However, while the traditional trade under Allied Retail Trade will be located throughout the country, it may not cover the people located outside Bangkok Metropolitan, because the respondents of this research are focused only in Bangkok Metropolitan.

1.6 Significance of the Study

This research will be useful to the ART executives or marketing managers. According to the result of this study, they will precisely understand the factors toward consumers' intentions to shop in the local grocery stores under ART. This research helps them to understand the factors that relate to the consumers to shop in local retail. They can know the major group of consumers intending to shop in local retail, level of reciprocity in community and their opinions about local retails. Then, they can apply the result for planning and developing strategies of local retails under ART in order to meet the consumers' requirement. The proper strategies will assist the local retail under Allied Retail Trade to perform efficiently and effectively.

1.7 Definition of Terms

Attitude toward retail establishments refers to a person's emotional feelings toward goods or service that the retailers provide (Miller and Kean, 1997).

Consumers' purchase intentions are formed by the effects of the consumers' attitude toward brand and their confidence in their judgments of its quality and low confidence is expected to have a negative effect (Howard, 1994).

Convenience stores are relatively small stores that are located near residential areas, are open long hours seven days a week, and carry a limited line of high-turnover convenience products (Kotler, 1997).

Department stores carry a narrow product line with a deep assortment within that line: apparel stores, sporting-goods stores, furniture stores, florists, and bookstores (Kotler, 1997).

Discount stores sell standard merchandise at lower prices by accepting lower margins and selling higher volumes (Kotler, 1997).

Franchise is a marketing system, a method for distributing goods or services to the consumer. In simplest terms, franchising involves 2 levels of business people; the franchisor, who developed the system and lends its name or trademark to it; and the franchisee, who buys the right to operate the business under the franchisor's name or trademark (Raab, 1987).

Grocery stores are the one type of traditional trade and sells the general products or consumer products that consumer prefer to use daily, located in the community, and is the small family business (Kiratiadual, 2001 and Teekasathien, 2002),

International Monetary Fund (IMF) refers to the international organization formed to enhance world monetary stability. Its lending is usually linked to strict reform of a country's fiscal imbalance (Mohony, 1997).

Level of satisfaction with reciprocity in the community refers to the positive feeling of a person toward the community-wide activities that concern aspects of giving and getting. In interpersonal relationships, members do not formally calculate

and determine if there is a payoff or gain in some cost-benefit sense (http://www.public.iastate.edu/~njmiller).

Modern Trade consists of small, medium, and large size of store. The administrators are family business or professional retailing business. They spend high investment in their retail. In additional, the new technology is applied to run their business efficiency and effective (Chunew, 2002).

One Tambon One Product (OTOP) refers to the local products that have been the showpieces across every region. Tombon in Thai language represents local village as a subdivision of District (Amphur) in a province (Patcharasak, 2003)

Peddlery is the business of a person who travels about selling things that he carries in a pack or in a truck, wagon, or cart (The World Book Dictionary, 2000).

Retail Clinic is the small retail shop that ART suggest and use the equipments or supplies within that retails for the decolation. In addition, there are the rearrangement of products on the shelves and showing price for the customers' consider easily (Patcharasak, 2003).

Shops of traditional trade refer to the shops that are managed in the form of sole proprietorship or partnership. It is characterized as family business, low capital of investment and easy operation without any application of technology. They can be divided into fresh fruit and vegetable market, peddlery/stall, grocery stores, and specialty stores (Chunew, 2002).

Specialty stores refer to the shop that carries a narrow product line with a deep assortment within that line: apparel stores, sporting-goods stores, furniture stores, florists, and bookstores (Kotler, 1997).

Socio-economic attitude refers to a person's enduring favorable or unfavorable evaluations, and emotional feelings toward his/her thinking and the judgments of other people in his/her lifestyle (Miller and Kean, 1997).

Stall is a small place for selling things or in which some business is conducted (The World Book Dictionary, 2000).

Trademark is a mark, picture, name, word, symbol, or letters owned and used by a manufacturer or merchant to distinguish his goods from the goods of others (The World Book Dictionary, 2000).

World Trade Organization (WTO) founded in 1995 to manage world trade and investment activities; created by the Uruguay Round negotiations of GATT (Mahoney & Trigg, 1998).

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CHAPTER 2

LITERATURE REVIEW

The first section will discuss the literature to support framework of this research that consists of demographic group, socioeconomic attitude, level of reciprocity in the community, attitude toward retail establishments and consumers' purchasing intention in Allied Retail Trade stores. The second section will cover the literature to support methodology. The last section will be the prior empirical result of previous research.

2.1 Literature to support framework

2.1.1 Literature related with Demographic groups

The demographic and lifestyle variables such as age, number of children, and age of the youngest child were used to explain several differences in outbuying of furniture, home entertainment and accessories, apparel, and footwear. The other demographic variables were also found to be significant in explaining consumers' shopping intentions (Miller and Kean, 1997).

A group of consumers and individual consumers can be identified in terms of such demographic variables as gender, age, growth rate, life expectancy, literacy, language spoken, household size, marital and family status, income, retail sales, mobility, place of residence, employment status, occupation education level and ethnic/racial background. These variables strongly affect people's retail shopping and retailer actions (Berman and Evans, 2001).

The sub-variables of demographic groups in this research consist of

- **Age**

  According to Lusch, Dunne, and Gebhardt (1997), age was good variable to segment many retail markets. A person's age, like the preceding two group traits, has monumental influence on customer behavior (Jagdish et al., 1999). A product needs often vary with consumer age, marketers have found age to be useful demographic variables to distinguish segments (Leon et al., 1994). Age influences purchase decision since age is one factor influencing consumer behavior and thinking.

- **Gender**

  Gender is a group trait that divides customers into two groups-males and females. This group trait remains constant through a person's life, and it influences customer values and preferences (Jagdish et al., 1999). Siu and Cheung (2001) studied the difference in intention to shop and intention to recommend the department store to friends between male and female.

- **Income**

  Reynolds and Darden (1972) found that frequent outshoppers had higher incomes, possess more out-of-town charge accounts, prefer to shop during evening hours, exhibit active lifestyles, were better recognized in their communities, were dissatisfied with shopping conditions in their local community, and prefer shopping out of the community relative to infrequent outshoppers.

- **Marital Status**

  Marital status is the condition of being married or unmarried (WordNet, 1997). Miller and Kean (1997) studied martial status whether related to the inshopping behavior in rural trade area or not. Sornprajuk (1995) found that

unmarried people have higher buying behaviors at convenience stores in each month than married people.

- **Education**

Hawes and Lumpkin (1984) classified shoppers as "Inshoppers, Occasional Outshoppers and Frequent Outshoppers." They found that frequent outshoppers had tended to own their own homes, had more education, held a negative attitude toward local shopping conditions, were less loyal to local merchants, were shopping innovators, used more credit, and shopped less by catalog. Sanjay et al. (1997) stated that for consumers to influence retailer-specific store brand performance, not only must demographics matter but also differ by retailer. The finding of this research is consumers with higher education are often more responsive to technical-scientific appeals, prefer informative ads, and are better able to judge the relationship between the price and quality of products.

- **Occupation**

Herrmann and Beik (1968) measured the difference in the characteristics of shoppers, who had shopped within a 90 miles-radius and outside a 90 miles-radius of the community, by using occupation and income. Hawkins, et al. (1992) stated that differences in consumption between occupational classes have been found for products such as beer, sot drinks, detergents, dog food, shampoo, and paper towels. Occupational class also influences media preferences, hobbies, and shopping patterns.

- **Number of years in the community**

According to the empirical study of Miller and Kean (1997), the number of years in the community was the social participation or rural community involvement suggesting individual in their community for their inshopping within local retail. As Thompson (1971) studied the people purchased the goods from the outside their

communities, he gave the definition to the role that length of residency plays in specific aspects of community interaction.

2.1.2 Literature related with socio-economic Attitude

Socio-economic attitudinal factors had been reviewed suggesting that it might be attitudinal differences related to shopping orientations and socioeconomic motivations that were important in explaining shopping behavior (Westbrook and Black 1985).

Socio-economic attitudes in relation to inshopping intentions took into consideration that social networks in small communities were often not clearly separated from business networks (Krannich and Greider, 1990).

Indeed social and economic attitudes combined explained the consumers' inshopping patronage behavior and socio-economic attitude was related to the consumers' intention to shop in the local area (Miller and Kean, 1997).

2.1.3 Literature related with level of satisfaction in reciprocity of the community

The local merchants were also community members as small-sized business owners who operated an establishment within the rural community market place and who frequently lived in or nearby the rural community. The older individual might find local merchants more interested in providing personal assistance and service as a form of institutional reciprocal exchange. An institutional reciprocal exchange occurred in the market place when there is a mutually beneficial transfer of goods and/or services between retailer and consumer. The variable, institutional reciprocity, was used to measure the degree of satisfaction with reciprocal exchange between community members and local retailers (Miller, Kim and Tomschin, 1998).

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The cooperative social relationships in the small community positively affected community members' shopping behavior with local merchants. Satisfactory levels of reciprocation between rural consumers and retailers, with each party perceiving that they benefited tangibly or intangibly from the market place exchange, should support the development of long-term partnerships. However, what was given and expected in exchange between retailers and consumers was also tied to what was reciprocated in non-market place settings between community members-who might additionally function as consumers and retailers (Miller and Kean,1997,1995).

2.1.4 Literature related with attitude toward local retail establishments

Samli, Riecken, and Yavas (1989) suggested that consumer attitudes about local retailers were a greater determinant of intermarket patronage behavior than consumer demographics, lifestyles, and socioeconomic attitudes.

Attitudes about local retail establishments are influenced by dissatisfaction with product selection, and quality of goods (Samli, 1989: Samli and Uhr, 1974) or by retail store patronage loyalty (Hozier and Stem, 1985).

Kucharoenpaisarn (2001) suggested that the Thai customer attitude toward the purchasing at the traditional grocery store that were near the houses or offices; negotiate the price; and offered cheap price, finished foods, new and fresh foods, and variety of goods.

Suwannanimit (1997) suggested the factors that influenced on the consumers' purchasing at stores were the location of houses and office, operating hours, demand of consumers, brand image, service of sellers, decoration of stores, quality of products, sales promotion, types of products, and the price.

Consumers tend to patronize the closest centre that is capable of fulfilling their shopping needs. If consumers are satisfied with the retail supply at their local areas, they are not easily attracted by other shopping areas. The results show that consumers living in the study area are more loyal to local stores than the retailers assumed; not only the disadvantaged, but also affluent, mobile, and middle-aged people very often use the retail facilities located in their home areas. Owing to limited supply, there are considerable differences between product groups. In the present situation the rather sparse population in the area does not warrant a wider supply of specialty product offerings (Marjanen, 2000).
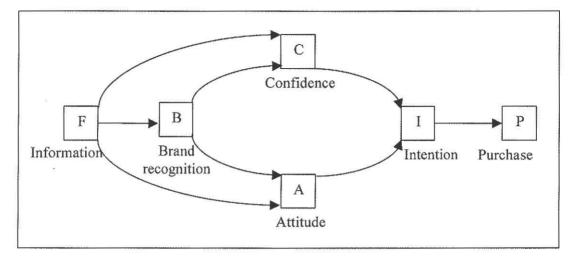
2.1.5 Literature related with consumers' purchase intention

According to the theory of Howard (1994), intention to buy is defined as a mental state that reflects the buyer's plan to buy some specified number of units of a particular brand in some specified time period. These are, of course, crucially important links in persuading consumers to buy. Early research by economists who were trying to predict business cycles by measuring consumers' intention to buy important durable goods showed the tremendous role that intentions played in predicting consumer purchases. This encouraged marketers to take advantage of intention as a variable.

In addition, events in the buyers' lives other than information may affect their intentions, and these also can be factored into intention. The marketer thus is often able to identify these events and estimate their indirect effects on purchase. As can be seen in figure 2.1 shows attitude and confidence affect intention, which in turn affects purchase.

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Figure 2.1: Consumer decision model

Source: Howard, John A., Buyer behavior in marketing strategy, 1994

Miller and Kean (1997) found that the consumers' intention in shop in the community were influenced by their level of satisfaction with local retail establishments, level of involvement or desire for involvement in community-wide activity, and socio-economic attitude.

2.2 Comparison of Variable of Major Articles with the Thesis Framework

As can be seen in Table 2.1, the researcher refers to the two main articles related to the framework in this research. First, Miller and Kean (1997) is the most related article to the framework in this research. They studied the factors that supported the consumers' intention to shop in local community. The researcher applied the previous research by using independent variables and dependent variable in this research framework.

Second, the article of Kucharoenpaisarn (2001) is the relevant article in this research. She studied the customers' satisfaction toward grocery stores and modern trade in Bangkok and Chiang Mai provinces. The results of discriminating

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characteristics of grocery store were applied to support the sub-variables of attitude

toward local retail establishments in this research.

Table2.1: Table of comparison of major articles in this thesis' framework

	Author	
	Miller and Kean (1997)	Kucharoenpaisarn (2001)
Objective	To examine rural consumer inshopping behavior in relation to factors as explaning consumer outshopping	To study the consumers' purchasing satisfaction from traditional stores and modern trade in Bangkok and Chiang Mai provinces in case of food products
Framework (Variables)	• *Socio-economic attitude* • *Attitude toward local retail establishments* • *Level of satisfaction with the reciprocity of community* • *Demographic Variables* Age, Gender, Education, Family Income, Marital Status, Age of youngest child, Age of oldest child, and Years lived in the community • *Consumers' intention to shop in local area*	• *Demographic variables* Gender, Age, Marital Status, Occupation, Education, Types of residence, Income level, Distance between office and house, and Number of family members • *Factors of repurchasing at the grocery stores* • *Types of stores* Traditional grocery stores, Convenience stores, Supermarket, and Discount stores • *Consumers' satisfaction*
Finding	Socio-economic attitude, attitude about local retail facilities and satisfaction with community reciprocity were related to consumers' intention inshopping in local community.	The cause of repurchasing products occurred from consumers' satisfaction of stores' service. However, there were the difference of repurchasing product and consumers' satisfaction among types of stores.

2.3 Literature to support methodology

The researcher uses descriptive analysis, Spearman's Correlation Coefficient

to measure the relationship between dependent and independent variables in this

study, Mann-Whitney U Test to test the difference between male and female, and

Kruskal-Wallis Test to test the difference among demographic groups.

- **Descriptive analysis**

Miller and Kean (1997) use descriptive analysis to summarize demographic

and lifestyle characteristics of the respondents. Responses, categorized for summary

purposes, represented consumers who varied greatly in demographic and lifestyle characteristic.

- **Spearman's Correlation Coefficient**

Spearman's Correlation Coefficient is one method of nonparametric test. Entrialgo (2002) used Spearman's Correlation Coefficient to test the relationship between misalignment and success in his study of the impact of the alignment of strategy and managerial characteristics on Spanish SMEs.

- **Mann-Withney U Test**

Callahan and Cassar (1995) tested the difference between two groups "no previous experience" or "some previous experience" by using Mann-Withney U Test. Sonfield et al. (2001) used Mann-Withney U test to determine differences in satisfaction with performance by gender.

- **Kruskal-Wallis Test**

Kruskal Wallis nonparametric tests were used to test for group differences in demographic compoaition (La Tour and Rotfeld, 1997). The Kruskal Wallis one-way analysis of variance was selected to identify significant differences among respondent with various demographic characteristics (Jordan, Price, Telljohann (1998).

2.4 Empirical Findings

Samli, Riecken and Yavas (1983) studied in the topic of "Intermarket Shopping Behavior and The Small Community: Problem and Prospects of a Widespread Phenomenon". The research method based on sampling of 200 sizes. The data analysis has been conducted by Chi-square and Stepwise-regression analysis. The findings have shown that easy to access in the store is the highest

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relationship with consumer behavior in shopping. The second one is entertainment facilities. The third factor is price factor.

Miller and Kean (1997) examined the rural consumer inshopping behavior in relation to factors explored as explaining consumer outshoping. Consumer outshopping is the consumers who shop beyond or outside their community. In the other hand, consumer inshopping behavior is the consumers shop in their local communities. The respondents age at 18 years and above. The data analysis has been conducted by descriptive method and stepwise multiple regression analysis. Multiple measurement indices were summed to measure the independent variables. The result found that socio-economic attitude and attitude about local retail facilities was significantly related to consumers' intention to shop in local retail. In addition, they suggest that the satisfaction with community reciprocity is indirectly related to consumers' intention inshop.

Suwannanimit (1997) studied the consumer attitude and behavior, and factors that affect on the purchasing at the convenience stores. He used Chi-square model to test the relationship between independent variables and dependent variable. The findings of this research were age, occupation, and income that were related to store choice. In this article the main consumers' attitude toward stores were the location of stores and operating hours.

Kucharoenpaisarn (2001) studied the consumer satisfaction toward traditional retail: the case study of Bangkok and Chiang Mai provinces. Her research focused on the stores of traditional trade (grocery stores, stalls, and fresh fruit and vegetable markets), and modern trade (convenience stores, supermarkets, and discount stores). The methodology in her study was factor analysis and regression analysis that could discriminate the characteristic of stores in traditional trade. The result indicated the

characteristics of grocery store that consumers purchased the consumer products were cheap price, near house, offering variety of products, and new and fresh foods. The consumers could negotiate the price also.

Rungruenpol (2003) studied the consumer behavior toward retail stores. His research focused on grocery stores and convenience stores in Thailand. The findings of this research were the main factors of customers' purchasing in grocery stores and convenience stores consisted of location or convenient to go stores, familiarity with customers, and flexibility in selling respectively.

2.5 Conclusion

The previous empirical studies can provide the guideline to study both the relationship and difference between independent variables and dependent variables in this research. The researcher considered the most related characteristics from many related researches and selected some of them that were suitable for this research. As can be seen in table 2.2, the researcher applied the variables, hypotheses, and questionnaire of the previous studies with this thesis.

Table 2.2: Table of evaluation and relation of major articles with this study

Author	Evaluation and Recommendation	Relation
Samli, Riecken, and Yavas (1983)	This article indicates people in local communities who likely shop out of the community more than the average resident. The finding may be relevant for the demographic characteristics of respondents who purchase in local communities.	Finding of this article can partially support demographic characteristics of this research study.
Miller and Kean (1997)	Researcher agrees with this article's variables, methodology and finding because those are quite clear. This article studied in the rural area of United States, they should study in the community of large cities.	In the part of variables, hypotheses, and questionnaire can be adapted for this research study.

Table 2.2: Table of evaluation and relation of major articles with this study (cont.)

Author	Evaluation and Recommendation	Relation
Suwannanimit (1997)	Researcher agrees with the implication of the finding because it can indicate the customer attitude toward convenience stores.	The finding of this article can partially support our research.
Kucharoenpaisarn (2001)	This article can identify the characteristics of grocery store from questionnaire and respondents' interview. Although this article studied in Bangkok and Chiang Mai provinces, this article should study the relationship of people in the community toward the retails in their communities.	The variables of this article can support the result of ten respondents' interview before setting some questions of attitude toward local retail establishments.
Rungruenpol (2003)	This article indicates the factors of customers' purchasing in grocery stores and convenience stores by ranking the most important. However, he should study the relationship between customers and retailers.	The factors of this article can partially support the result of ten respondents' interview before setting some questions of attitude toward local retail establishments.

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CHAPTER 3

RESEARCH FRAMEWORK

This chapter involves the framework of the research and presents the conceptual framework in the first section. The second section explains the components of conceptual framework that consist of independent and dependent variables. The third section demonstrates all hypothesis statements that will be tested in this research. The last section discusses the expected outcome from this research.

3.1 Conceptual framework

Based on the previous research (Miller and Kean, 1997), the factors that involved consumers' intentions in shopping in the local area are attitude toward local retail establishments, socio-economic attitude, level of satisfaction in the reciprocity of community and demographic groups. Therefore, this research includes all of these factors because it is interesting in measuring which factors affect the consumers' purchase intentions in Allied Retail Trade stores and identifying the different mean among demographic groups.

The independent and dependent variables will be measured by the Figure 3.1 presents the conceptual framework of the preceding.

Independent Variables   **Dependent Variable**
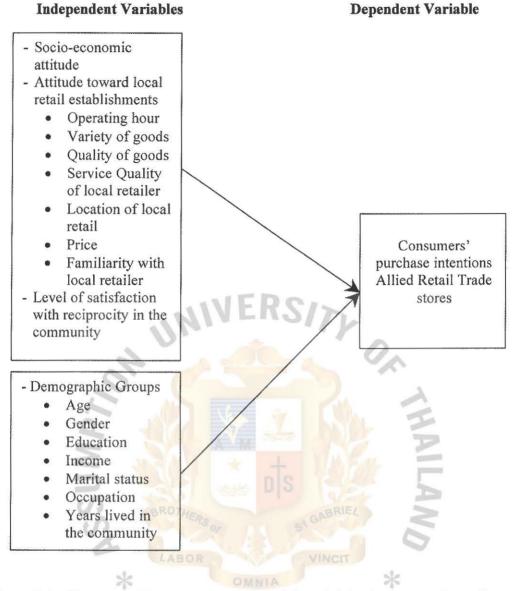
Figure 3.1 : Conceptual framework of the model explaining consumers' purchase intentions in Allied Retail Trade stores

3.2 Hypothesis

The main purposes of this research are to study the relationship and to identify the difference between independent and dependent variables according to the conceptual framework. In this section, the hypotheses are stated in statistical form null and alternate hypotheses.

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Socio-economic attitude

H1o : Socio-economic attitude is not related to consumers' purchase intentions in Allied Retail Trade stores.

H1a : Socio-economic attitude is related to consumers' purchase intentions in Allied Retail Trade stores.

Attitude toward retail establishments

H2o: Attitude toward retail establishments is not related to consumers' purchase intentions in Allied Retail Trade stores.

H2a: Attitude toward retail establishments is related to consumers' purchase intentions in Allied Retail Trade stores.

Level of satisfaction with reciprocity of community

H3o: Level of satisfaction with reciprocity of community is not related to consumers' purchase intentions in Allied Retail Trade stores.

H3a: Level of satisfaction with reciprocity of community is related to consumers' purchase intentions in Allied Retail Trade stores.

Demographic groups

Gender

H4o: There is no difference in consumers' purchase intentions in Allied Retail Trade stores between male and female.

H4a: There is difference in consumers' purchase intentions in Allied Retail Trade stores between male and female.

Age

H5o: There is no difference in consumers' purchase intentions in Allied Retail Trade among age group.

H5a: There is difference in consumers' purchase intentions in Allied Retail Trade among age group.

Education

H6o: There is no difference in consumers' purchase intentions in Allied Retail Trade stores among education level.

H6a: There is difference in consumers' purchase intentions in Allied Retail Trade stores among education level.

Monthly Income level

H7o: There is no difference in consumers' purchase intentions in Allied Retail Trade stores among monthly income level.

H7a: There is difference in consumers' purchase intentions in Allied Retail Trade stores among monthly income level.

Marital status

H8o: There is no difference in consumers' purchase intentions in Allied Retail Trade stores among marital status.

H8a: There is difference in consumers' purchase intentions in Allied Retail Trade stores among marital status.

Occupation

H9o: There is no difference in consumers' purchase intentions in Allied Retail Trade stores among occupation group.

H9a: There is difference in consumers' purchase intentions in Allied Retail Trade stores among occupation group.

Number of years in the community

H10o: There is no difference consumers' purchase intentions in Allied Retail Trade stores among the number of years lived in the community.

H10a: There is difference in consumers' purchase intentions in Allied Retail Trade stores among the number of years lived in the community.

3.3 Operationalization Table

The operationalization table explains both independent and dependent variables by giving the definition of concepts and specifying operation necessary to measure.

Table 3.1 Operationalization of variables

Variables	Definition	Operational Components	Level of Measurement
Socio-economic attitude	A person's enduring favorable or unfavorable evaluations, and emotional feelings toward his/her thinking and the judgments of other people in his/her lifestyle	• Others make judgment about me as a person by the kinds of products and brands I use • Others make judgment about my social status by the types of retail store which I shop. • My dream in life is to own expensive things.	Ordinal Scale

Table 3.1 Operationalization of variables (cont.)

Variables	Definition	Operational Components	Level of Measurement
Level of satisfaction with reciprocity in the community	The positive feeling of a person toward the community-wide activities that concern aspects of giving and getting. In interpersonal relationships, members do not formally calculate and determine if there is a payoff or gain in some cost-benefit sense	• How satisfied with the amount of give and take I receive for my efforts from other members of the community? • How satisfied when most people in the community are fair in the dealings with each other?	Ordinal Scale
Attitude toward Retail establishments	A person's emotional feelings toward goods or service that the retailers provide	• Operating hours • Variety of goods • Quality of goods • Service Quality of local retailer • Location of local grocery store • Price • Familiarity with local retailer	Ordinal Scale
Gender	Sex identification of one person	• Male or female	Nominal Scale
Age	Number of years calculating the life of one person	• Duration of life specific to one person	Ordinal Scale
Education	The knowledge, skill or ability level one obtained or developed by a learning process through formal instruction	• The formal education that an individual graduated	Ordinal Scale
Income	The amount of money or its equivalent one received during a period of time in exchange for labor or services	• The amount of money an individual receives per month	Ordinal Scale

Table 3.1 Operationalization of variables (cont.)

Variables	Definition	Operational Components	Level of Measurement
Marital Status	The indication of a person whether he/she is married, divorced, or single	• The status of a person whether he/she is married, divorced or single	Nominal Scale
Occupations	Employment of one person	• Career occupied by one person	Nominal Scale
Years lived in the community	The period of time that a person stays in his or her residence	• Duration of living within the community of one person	Ordinal Scale
Consumers' purchase intentions in Allied Retail Trade stores	A mental state that reflects the buyer's plan to buy some specified number of units of a product in some specified time period from local retails that are the members of Allied Retail Trade	• Intentions of one person to buy the grocery things in Allied Retail Trade stores	Ordinal Scale

3.4 Expected outcome

Based on the previous empirical study (Miller and Kean, 1997), the results of this research are expected to illustrate socio-economic attitude and attitude about local retail establisments that are related to consumers' purchase intentions in Allied Retail Trade stores. The researcher also expects the satisfaction with community reciprocity is related to consumers' purchase intentions in Allied Retail Trade stores. In addition, the researcher expects that there is significant difference in consumers' purchase intentions in Allied Retail Trade stores among demographic groups.

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CHAPTER 4

RESEARCH METHODOLOGY

This chapter is to explain the methodology that will be used in this study. Section one explains the data source. Section two explains the method of data collection. Section three explains the data measurement and the last section explains the data analysis.

4.1 Research Design

4.1.1 Purpose of the Study: Descriptive

A descriptive study is typically concerned with determining the frequency with which something occurs or the relationship between two variables (Churchill, 1997). The descriptive research seeks to explain the factors that relate to the consumers' purchase intentions in this research.

4.1.2 Research Method: Sample Survey

The sample survey emphasizes that the purpose of contacting respondents is to obtain a representative sample of the target populations.

4.1.3 Extent of Researcher Interference: Non-Interference

The extent of researcher interference in this research design is non-interference that is the researcher distributes the questionnaire to the respondents and let them do by themselves.

4.1.4 Unit of Analysis: Individual

This research used individual for unit of analysis in order to know the individual perceived factors affecting consumers' purchase intentions.

4.1.5 Time Horizon of Study: Cross sectional study

This study is cross sectional study because the data are collected at the single point of time.

4.2 Sampling Procedures

4.2.1 Target population

Target population:	Thai people living in Bangkok, aged since 18 years and above
Sampling unit:	Silom Road, Victory Monument area, Thammasat University, Assumption University, Thewate area, the communities between Soi Taksin 18 and Soi Taksin 20, the communities between Soi Charoennakorn 62 and Soi Charoennakorn 68, and the communities between Rama 2 Soi 2 and Soi 4
Element:	Thai people who have purchased the goods from grocery store within past 6 months.
Duration:	During September 2003.

4.2.2 Non-Probability Sampling

The researcher uses the non-probability sampling in this study. Non-probability sampling is a sampling technique in which units of the sample are selected on the basis of convenience sample. The samples in which population does not have any probabilities attached to their being chosen as sample subjects. Every element of the population does not have a known, non-zero probability. Under non-probability sampling, the researcher does not need to closely adhere to precise selection procedures to avoid arbitrary or biased selection elements (Zikmund, 1997).

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4.2.3 Sampling Plan

The self-administered questionnaires are distributed to 400 respondents. The sample size is determined by using Convenience sampling. The researcher uses convenience sampling method to select the respondents in each area because this method is economical and convenient to collect data.

4.2.4 Determining sample size

As the sampling technique of this study is non-probability sampling and the number of male and female who live in Bangkok and aged 18 years and greater than are about 6,320,174 (National Statistic Office, 2000). Although the number of people who purchased from the grocery stores in Bangkok is not created, the research is based on the number of male and female who live in Bangkok.

According to table 4.1, an error in sampling allows for 5% with 95% confident level and the sampling respondents are 384 respondents. However, the researcher decides to use sample size at 400 respondents because it is convenient to collect data.

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Table 4.1 Theoretical sample sizes for different sizes of population and different tolerable error.

Population/ (Sampling Frame)	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
1,00,000	**384**	599	1,065	2,344
25,000,000	384	600	1,067	2,400

Source: Anderson, G., Fundamentals of Education Research, 1996, pp.202.

4.3 Data Collection

The researcher uses two sources to collect data; primary and secondary data because only secondary data are not enough for answering the problem of this study.

- **Primary data** was data gathered from asking 10 respondents who purchased the goods from the grocery stores because there are many factors of the consumers' attitude toward the grocery stores. The important factors in the consumers' mind were selected by setting the question why they purchase the grocery things at local grocery stores and made easily to analyze reply of respondents by minimizing bias. Their answers were adopted in setting the question of local retail establishments. Besides, the questionnaires are distributed to the targeted respondents in Bangkok. The data are collected at the single point of time from targeted respondents.

- **Secondary data** are data collected from books, journals, previous researches, and related web sites such as Retail management, Journal of small business management, web site of Allied Retail Trade Co.,

Ltd. (History of Allied Retail Trade Co.Ltd., ART stores' operational plan, and ART stores' pictures) and etc.

4.3.1 Data Collection Procedure

The data was collected by distributing the 400 questionnaires during 1-30 September 2003. The researcher distributed the questionnaire in office areas (Silom road), in universities (Assumption university and Thammasat university), at bus stops around Victory Monument, in Thewate area, in the communities of Thonburi districts and the communities between Rama 2 soi 2 and soi 4. Table 4.2 shows the number of questionnaire and the area of distribute. The questionnaires were conducted on Monday – Saturday. The Assumption university and Thammasat university students were selected to distribute the questionnaires because the researcher considered that they are in the range of targeted population in this research. However, this research is not limited to the occupation of respondents. Therefore, 400 questionnaires were distributed into the variety of respondents in order to get the various respondents' opinion.

Table 4.2 Data Collection

Areas of Distributing	Number of Questionnaire Distribute
Silom area	70
Assumption University	50
Thammasat University	40
Victory Monument	70
Thewate area	80

Table 4.2 Data Collection (cont.)

Areas of Distributing	Number of Questionnaire Distribute
Communities between Soi Charoennakorn 62 –Soi Charoennakorn 68	30
Communities between Soi Taksin 18 – Soi Taksin 20	30
Communities between Rama 2 Soi 2 – Soi 4	30
Total	**400**

4.3.2 Technique

The researcher uses the survey method in this study. The survey is a method of primary data collection based on communication with a representative sample of individuals. This survey research is descriptive research to measure the relationship between independent and dependent variables. The self-administered questionnaire is distributed to collect information from the respondents.

4.3.3 Pre-test

Pre-test is a trial run with a group of respondents used to screen out problems in the design of a questionnaire (Zikmund, 1997). The researcher conducted the pre-test by distributing 40 copies of questionnaire to test the reliability of questionnaire. The English questionnaire was translated into Thai language because all respondents are Thai citizens. Then, ambiguous questions, respondent misunderstanding and mistakes regarding wording format are adjusted or terminated. Final questionnaire is refined to cut out the bias.

4.3.4 Reliability

The reliability of each variable was examined by using SPSS Reliability Test. As can be seen in Table 4.3, the result is exhibited in the acceptable range.

A low value of alpha (close to 0) indicates that the items are poor representation of their variables. On the other hand, if a high value of alpha (close to 1), it indicates that the items are internally related to their variables. However, if the value of alpha is greater than 0.60, the items are acceptable.

Table 4.3 Reliability Test Table

Variables	Alpha Value
1. Socio-economic Attitude	.6127
2. Level of satisfaction with reciprocity of community	.7154
3. Attitude toward local retail establishments	.7973

4.4 Data Measurement

4.4.1 Research Instrument/Questionnaire

The self-administered questionnaire are distributed to the respondents in order to study the factors that contribute the consumers' intentions to shop in ART stores.

As can be seen in table 4.4, part 1: This part consists of socio-economic attitude, level of satisfaction with reciprocity in the community, attitude toward retail establishments and consumers' purchase intentions in ART stores. The questions of socio-economic attitude and level of satisfaction with reciprocity in the community have been copied from the previous study (Miller and Kean, 1997). The questions of attitude toward retail establishments are based on the results of interview some respondents (Appendix B). However, the five points Likert-scale is used as same as the previous study (Miller and Kean, 1997). The degrees are assigned each statement as follows:

Strongly Disagree   1

Disagree   2

Neutral	3
Agree	4
Strongly Agree	5

For the measurement of satisfaction in reciprocity of community, five points Likert-Scale is used and the degrees are assigned each statement as follows:

Strongly Dissatisfaction	1
Dissatisfaction	2
Neutral	3
Satisfaction	4
Strongly Satisfaction	5

Part 2: This part consists of 7 statements to describe the personal information of respondents as gender, age, education level, income level, marital status, occupation, and number of years in the community.

Table 4.4 Table of variables and question number in the questionnaire

Variables	Sub-variables	Scale	Question number
Socio-economic attitude		5-point Likert	Part I (Q.1 – Q.3)
Level of satisfaction with reciprocity in the community		5-point Likert	Part I (Q.4 – Q.5)
Attitude about Retail Establishments	– Operation hours – Variety of goods – Quality of goods – Service Quality of local retailer – Location of local grocery store – Price – Familiarity with local retailer	5-point Likert	Part I (Q.6 – Q.17)

Table 4.4 Table of variables and question number in the questionnaire (cont.)

Variables	Sub-variables	Scale	Question number
Demographic groups	– Gender – Age – Education – Income – Marital Status – Occupation – Years lived in community	Nominal Ordinal Ordinal Ordinal Nominal Nominal Ordinal	Part II (Q.1 – Q.7)
Consumers' purchase intentions in Allied Retail Trade stores		5-point Likert	Part I (Q.18)

4.5 Data Analysis

4.5.1 Statistics used

After having collected the data, the researcher analyzes and summarizes by using Statistical Package for Social Sciences (SPSS). All the statistical procedures are performed by computer software package to ensure accuracy and to minimize cost. The researcher uses multiple regression analysis, Mann-Whitney U Test, and Kruskal-Wallis test to test the hypothesis of this study. In addition, descriptive analysis is also used to find the respondent profile.

1. Descriptive analysis

Descriptive analysis refers to the transformation of the raw data into a form that will make them easy to understand and interpret. The calculation of averages, frequency distributions, and percentage distributions is the most common form of summarizing data (Zikmund, 1997).

The researcher uses descriptive analysis to measure the frequency and percentage for describing the personal data of respondents such as gender, age, income, level of education, occupation level, and years of residence in community.

2. Inferential statistics

Inferential statistics is used to make an inference about a population from a sample (Zikmund, 1997). The researcher uses Spearman's Correlation Coefficient, Mann-Whitney U test, and Kruskal-Wallis test to analyze the data.

- **Spearman's Correlation Coefficient**

Spearman's rank correlation coefficient or ρ (rho) is a non-parametric measure of correlation – that is, it assesses how well a linear equation describes the relationship between two variables without making any assumptions about the frequency distribution of the variables (www.wikipedia.com).

$$r_s = 1 - \frac{6\sum_{i=1}^{r} d_i^2}{n(n^2 - 1)}$$

where:

d^2 = the squared difference between a pair of rank

n = the number of pairs of values.

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Table 4.5: Statistics measurement of hypothesis

Hypothesis	Statistic used
H1a: Socio-economic attitude is related to consumers' purchase intentions in Allied Retail Trade stores.	Spearman's Correlation Coefficient
H2a: Attitude toward retail establishments is related to consumers' purchase intentions in Allied Retail Trade stores.	Spearman's Correlation Coefficient
H3a : Level of satisfaction with reciprocity of community is related to consumers' purchase intentions in Allied Retail Trade stores.	Spearman's Correlation Coefficient
H4a: There is the difference in consumers' purchase intentions in Allied Retail Trade stores between male and female.	Mann-Whitney U Test
H5a: There is the difference in consumers' purchase intentions in Allied Retail Trade stores among age group.	Kruskal-Wallis test
H6a: There is the difference in consumers' purchase intentions in Allied Retail Trade stores among education level.	Kruskal-Wallis test
H7a: There is the difference in consumers' purchase intentions in Allied Retail Trade stores among monthly income level.	Kruskal-Wallis test
H8a: There is the difference in consumers' purchase intentions in Allied Retail Trade stores among marital status.	Kruskal-Wallis test
H9a: There is the difference in consumers' purchase intentions in Allied Retail Trade stores among occupation group.	Kruskal-Wallis test
H10a: There is the difference consumers' purchase intentions in Allied Retail Trade stores among the number of years lived in the community.	Kruskal-Wallis test

- **Mann-Whitney U Test**

The Mann-Whitney U test is non-parametric statistical procedure that use nominal or ordinal scale data and make no assumption about the distribution of the population (or sampling distribution) (Zikmund, 1997).

The Mann-Whitney U Test allows for testing group differences when the population is not normally distributed or when it cannot be assumed that the samples are from populations that are equal in variability. For two independent samples, Mann-Whitney u Test will be used to test the statistic

$$U_1 = n_1 n_2 + \frac{n_1(n_1+1)}{2} - R_1$$

$$U_2 = n_1 n_2 + \frac{n_2(n_2+1)}{2} - R_2$$

Where

n_1 = Number in sample 1

n_2 = number in sample 2

R_1 = Sum of ranks in sample 1

- **Kruskal-Wallis Test**

Kruskal-Wallis Test is a non-parametric test used to compare three or more independent groups of sampled. This test uses the rank of data to calculate the value of statistic (http://www.texasoft.com/winkkrus.html).

The formula for Kruskal-Wallis test is shown below.

$$H = \left[\frac{12}{n(n+1)} \right] \left[\Sigma \frac{R_i^2}{n_i} \right] - 3(n+1)$$

Where

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R_i =   Sum of the ranks of the ith group

n_i =   The total number of subjects

n =   Combined sample sizes of all groups

4.5.2 Decision rule for interpretation

- **Spearman's Correlation Coefficient**

As this research is nonparametric test, Spearman's Correlation Coefficient is applied to test the relationship in hypothesis 1 – hypothesis 3. To interpret the data, if p value is less than 0.05, the null hypothesis would be rejected. It indicates that there is a significant relationship between independent variable and dependent variable. The sign of correlation coefficient indicates the direction of the relationship (positive or negative).

- **Mann-Withney U Test**

Mann-Withney U Test is applied to test the difference in hypothesis 4. To interpret the data, if p value is less than 0.05, the null hypothesis would be rejected and there is a significant difference between independent variables and dependent variable.

- **Kruskal -Wallis Test**

Kruskal -Wallis test is applied to test the difference in hypothesis 5 – 10. To interpret the data, the decision rule is if p value is less than 0.05, the null hypothesis would be rejected and there is a significant difference between independent variables and dependent variable. But if p value is greater than 0.05, the null hypothesis would be accepted and there is no significant difference between independent variables and dependent variable.

CHAPTER 5

DATA ANALYSIS

This chapter involves the analysis of collected data. The first section is the descriptive statistics of demographic factors and the second section is the inferential statistics of hypothesis testing between independent and dependent variables. The last section is the summary of statistics in this research.

5.1 Descriptive Statistics

The researcher summarizes the data of all respondents by using descriptive statistics to classify their demography. The frequency analysis is used to describe independent variables that are nominal and ordinal level of measurement. In the first part, the respondent characteristics include all personal information which is also demographic factors as follows:

- Gender

- Age

- Education

- Monthly income

- Marital Status

- Occupation

- Number of years lived in the community

In the second part, the respondents' opinion about socio-economic attitude, level of satisfaction in the reciprocity of community, and attitude toward local retail establishments are also shown in frequency analysis.

Part I: Demographic groups

Table 5.1 Respondent gender group

GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	170	42.5	42.5	42.5
	female	230	57.5	57.5	100.0
	Total	400	100.0	100.0	

Table 5.1 shows that 42.5% of respondents are male and 57.5% are female respectively. The majority of respondents' opinion in this research is female's opinion.

Table 5.2 Respondent age group

AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 25 years	97	24.3	24.3	24.3
	26 - 33 years	115	28.8	28.8	53.0
	34 - 41 years	57	14.3	14.3	67.3
	42 - 49 years	47	11.8	11.8	79.0
	50 - 57 years	51	12.8	12.8	91.8
	greater than 57 years	33	8.3	8.3	100.0
	Total	400	100.0	100.0	

As can be seen in Table 5.2, 28.8% of respondents age between 26 – 33 years old and 24.3 % age between 18 – 25 years old. The respondents' age between 34 – 41 years old is 14.3% and between 50 – 57 years old is 12.8%. Age between 42 – 49 years old is computed as 11.8% and age greater than 57 years old is 8.3% respectively.

Table 5.3 Respondent education groups

EDUCATION LEVEL

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary school	23	5.8	5.8	5.8
	Secondary school	15	3.8	3.8	9.5
	High school	43	10.8	10.8	20.3
	occupation certificate	40	10.0	10.0	30.3
	Bachelor degree	228	57.0	57.0	87.3
	Master degree or above	51	12.8	12.8	100.0
	Total	400	100.0	100.0	

Table 5.3 shows the education level of respondents. 57% of respondents are in Bachelor degree of education and 12.8% are in Master degree or above of education. They should understand the role of Allied Retail Trade Co., Ltd. that has been announced through mass media. High school level is computed as 10.8% of respondents, occupation certificate or commercial level is computed as 10%, primary school level is computed as 5.8%, and secondary school level is computed as 3.8% respectively.

Table 5.4 Respondent monthly income groups

MONTHLY INCOME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 7,000 baht	119	29.8	29.8	29.8
	7,000 - 11,000 baht	101	25.3	25.3	55.0
	11,001 - 15,000 baht	32	8.0	8.0	63.0
	15,001 - 19,000 baht	30	7.5	7.5	70.5
	19,001 - 23,000 baht	23	5.8	5.8	76.3
	23,001 - 27,000 baht	30	7.5	7.5	83.8
	Greater than 27,000 baht	65	16.3	16.3	100.0
	Total	400	100.0	100.0	

Table 5.4 shows the salary of respondents. As can be seen, 119 (29.8%) respondents have monthly income less than 7,000 baht per month. 25.3% of respondents have monthly income at the level of 7,000 – 11,000 baht. 16.3% of

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respondents have monthly income greater than 27,000 baht. 7.5% of respondents have monthly income at the level of 15,001 – 19,000 baht and 23.001 – 27,000 baht.

Table 5.5 Respondent marital status groups

MARRITAL STATUS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	238	59.5	59.5	59.5
	Marry	136	34.0	34.0	93.5
	Divorce or Widowed	26	6.5	6.5	100.0
	Total	400	100.0	100.0	

Table 5.5 provides the marital status group of respondents. Most 59.5% of respondents are single and 34% are the respondents who are married. Only 6.5% of respondents are divorce or widowed.

Table 5.6 Respondent occupation groups

OCCUPATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	106	26.5	26.5	26.5
	Private company employees	82	20.5	20.5	47.0
	Business owner	57	14.3	14.3	61.3
	Worker	28	7.0	7.0	68.3
	Government employees or State employees	77	19.3	19.3	87.5
	others	50	12.5	12.5	100.0
	Total	400	100.0	100.0	

Table 5.6 indicates the occupation of the respondents in this research. Most respondents (26.5%) are student of many universities such as Assumption University, Thammasat University and others. 20.5 % of respondents are private company employees and 19.3% are Government employees or State Enterprise employees. 14.3% of respondents are the business owner. Only 7% are workers who are blue-collar in Bangkok area. However, 12.5% are the respondents who are unemployed, housewife and teachers.

Table 5.7 Number of years lived in the community

NUMBER OF YEARS LIVED IN THE COMMUNITY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 5 years	91	22.8	22.8	22.8
	5 - 9 years	53	13.3	13.3	36.0
	10 - 14 years	52	13.0	13.0	49.0
	15 - 19 years	30	7.5	7.5	56.5
	Greater than 19 years	174	43.5	43.5	100.0
	Total	400	100.0	100.0	

As can be seen in table 5.7, it shows the number of years lived in the community of all respondents. Most respondents (43.5%) lived in the community greater than 19 years. 22.8% of the respondents lived in the community less than 5 years. 13.3% of the respondents lived in the community between 5 – 9 years and the respondents lived in the community between 10 – 14 years at 13%. The rest of respondents lived in the community between 15 – 19 years.

Part II : Socio-economic attitude, Level of satisfaction with the reciprocity of community, and Attitude toward local retail establishments

Table 5.8 Frequency analysis of other people judgment toward the respondents

I think others make judgment about me as a person by the kinds of products and brands I use.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	21	5.3	5.3	5.3
	Disagree	96	24.0	24.0	29.3
	Neither agree nor disagree	140	35.0	35.0	64.3
	Agree	117	29.3	29.3	93.5
	Strongly agree	26	6.5	6.5	100.0
	Total	400	100.0	100.0	

The three statements were set to measure the socio-economic attitude in this study.   As can be seen in table 5.8, the first statement is "I think others make judgment about me as a person by the kinds of products and brands I use." Although most of respondents have neither agreed nor disagreed with this statement about 35%, 29.3% of respondents agreed that the others make judgment about them as a person by the kinds of products and brand they used.   However, 24.0% of respondents disagreed in this statement.

Table 5.9 Descriptive statistics of other people judgments toward the respondents

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I think others make judgment about me as a person by the kinds of products and brands I use.	400	1	5	3.08	.999
Valid N (listwise)	400				

From table 5.9, the average of 400 respondents' opinion toward the statement of "I think others make judgment about me as a person by the kinds of products and brands I use." is 3.08. It shows that the majority of respondents are neither agree nor disagree in this statement.

Table 5.10 Frequency analysis of others make judgment about the places the respondents shop

I think others make judgment about my social status by the types of retail store which I shop.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	43	10.8	10.8	10.8
	Disagree	153	38.3	38.3	49.0
	Neither agree nor disagree	143	35.8	35.8	84.8
	Agree	60	15.0	15.0	99.8
	Strongly agree	1	.3	.3	100.0
	Total	400	100.0	100.0	

Table 5.10 indicates the result of second statement of socio-economic attitude that majority of respondent (38.3%) disagreed with the statement of "I think others make judgment about my social status by the types of retail store which I shop". 35.8% of respondents had no comment with this statement.

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Table 5.11 Descriptive Statistics of others make judgment about the places the respondents shop

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I think others make judgment about my social status by the types of retail store which I shop.	400	1	5	2.56	.882
Valid N (listwise)	400				

From table 5.11, the respondents have disagreed with the statement of "I think others make judgment about my social status by the types of retail store which I shop." and the average of the respondents' opinion in this statement is 2.56.

Table 5.12 Frequency analysis of the respondents' opinion in belonging of expensive things

My dream in life is to own expensive things.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	34	8.5	8.5	8.5
	Disagree	74	18.5	18.5	27.0
	Neither agree nor disagree	141	35.3	35.3	62.3
	Agree	108	27.0	27.0	89.3
	Strongly agree	43	10.8	10.8	100.0
	Total	400	100.0	100.0	

As can be seen in table 5.12, the majority of respondents had neither agreed nor disagreed in the statement of "My dream in life is to own expensive things." That can be counted for 35.3%. However, 27.0% of respondents agreed in this statement although 18.5% of respondents disagreed.

Table 5.13 Descriptive statistics of the respondents' opinion in belonging of expensive things

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
My dream in life is to own expensive things.	400	1	5	3.13	1.101
Valid N (listwise)	400				

From table 5.13, the average of 400 respondents' opnion in this statement is 3.13 that most of them have neither agreed nor disagreed with the statement of "My dream in life is to own expensive things."

Table 5.14 Frequency analysis of the respondents' satisfaction with the amount of give and take in the community

How satisfied with the amount of give and take I receive for my efforts from other members of the community.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly dissatisfy	1	.3	.3	.3
	Dissatisfy	45	11.3	11.3	11.5
	Neither satisfy or dissatisfy	72	18.0	18.0	29.5
	Satisfy	239	59.8	59.8	89.3
	Strongly satisfy	43	10.8	10.8	100.0
	Total	400	100.0	100.0	

Table 5.14 shows that the majority of respondent is 59.8% that have satisfied with the amount of give and take they receive for their efforts from other members of the community. 18% of respondents have neither satisfied nor dissatisfied. 11.3% of respondents have dissatisfied but 10.8% of respondents have strongly satisfied with the amount of give and take they receive for their efforts from other members of the community. Only 0.3% of respondents have strongly dissatisfied.

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Table 5.15 Descriptive statistics of the respondents' satisfaction with the amount of give and take in the community

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How satisfied with the amount of give and take I receive for my efforts from other members of the community.	400	1	5	3.69	.818
Valid N (listwise)	400				

Table 5.15 shows that the average of level of satisfaction with the amount of give and take in their communities is 3.69. Thus, most of them are satisfied with the amount of give and take they receive for their efforts from other members of the community.

Table 5.16 Frequency analysis of the respondents' satisfaction toward dealing with others in the community

How satisfied when most people in the community are fair in the dealings with each other.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly dissatisfy	1	.3	.3	.3
	Dissatisfy	52	13.0	13.0	13.3
	Neither satisfy or dissatisfy	120	30.0	30.0	43.3
	Satisfy	193	48.3	48.3	91.5
	Strongly satisfy	34	8.5	8.5	100.0
	Total	400	100.0	100.0	

Table 5.16 shows that the majority of respondents (48.3%) are satisfied when most people in the community are fair in the dealings with each other. 30% of respondents have neither satisfied nor dissatisfied when most people in the community are fair in the dealings with each other. 13% of respondents have

dissatisfied but 8.5% have strongly satisfied. Only 0.3% of respondents or only one respondent has strongly dissatisfied when most people in the community are fair in the dealing with each other.

Table 5.17 Descriptive statistics of the respondents' satisfaction toward dealing with others in the community

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How satisfied when most people in the community are fair in the dealings with each other.	400	1	5	3.52	.835
Valid N (listwise)	400				

According to table 5.17, it shows that the average of level of satisfaction when most people in the community are fair in the dealings with each other is 3.52. Thus, most of them are satisfied when most people in the community are fair in the dealings with each other.

Table 5.18 Mean and Standard Deviation of attitude toward local retail establishments

Factors	Mean	S.D.
1.Supporting local business	4.03	.707
2. Location of grocery store	3.59	.856
3. Familiarity with local retailer	3.53	.986
4. Opening time of grocery store	3.49	.926
5. Variety of goods	3.44	1.067
6. Closing time of grocery store	3.28	.958
7. Service of local retailer	3.14	.950
8. Price of goods	3.04	.902
9. Negotiation with local retailer	2.98	1.082
10. Cleanliness of grocery store	2.94	1.050
11. Lack of selected merchandise	2.93	.879
12. Spacing area of grocery store	2.80	.933

As can be seen in Table 5.18, the first three attitude of respondent toward local retail establishments that influenced on the consumers' purchase intentions in Allied Retail Trade stores are supporting local business (mean = 4.03), location of grocery store (mean = 3.59), and familiarity with local retailer (mean = 3.53) respectively.

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5.2 Inferential Statistics

Inferential statistics is used to make an inference about a population from a sample (Zikmund, 1997). Inferential statistics enable the researcher to perform the much-needed statistical test of hypothesis in the statistic business research.

Hypothesis Testing Result

To verify specific statement or hypothesis about the population of interest, inferential analysis is required. The data are analyzed and summarized in a readable and easily interpretable form after the requiring data are collected The Statistical Package for Social Science (SPSS) is utilized to summarize the data where needed. The researcher tests the eight hypotheses by using Spearman Correlation Coefficient, Mann-Whitney U test and Kruskal-Wallis test.

Table 5.19 indicates the summary of Statistic Methodology that the researcher used in this research. Spearman Correlation Coefficient is applied to measure the relationship between independent variables (socio-economic attitude, attitude toward local retail establishments, and level of satisfaction in the reciprocity of community) and dependent variable (consumers' purchase intentions in Allied Retail Trade stores). Mann-Whitney U test is applied to test the difference in dependent variable between two groups. In this research, the researcher tested the difference in consumers' purchase intentions between male and female. Kruskal-Wallis test is applied to the difference between independent variables and dependent variable more than two groups. The level of significant in this research is 0.05.

Table 5.19 Summary of Statistic Methodology

Hypothesis	Statistic used	Level of significant
H1a – H3a	Spearman Correlation Coefficient	0.05
H4a	Mann-Whitney U test	0.05
H5a – H10a	Kruskal-Wallis test	0.05

H1o : Socio-economic attitude is not related to consumers' purchase intentions in Allied Retail Trade stores.

H1a : Socio-economic attitude is related to consumers' purchase intentions in Allied Retail Trade stores.

Table 5.20 Analysis of relationship between socio-economic attitude and consumers' purchase intentions in Allied Retail Trade stores

Correlations

			If there are ART shops near my house, I intend to buy the grocery things in that shop	socio-economic attitude
Spearman's rho	If there are ART shops near my house, I intend to buy the grocery things in that shop	Correlation Coefficient	1.000	.023
		Sig. (2-tailed)	.	.648
		N	400	400
	socio-economic attitude	Correlation Coefficient	.023	1.000
		Sig. (2-tailed)	.648	.
		N	400	400

Decision rule: Accept the null hypothesis if the significant value is greater than 0.05; otherwise, reject the null hypothesis and accept the alternate in lieu.

The finding on Table 5.20 shows that the significant value for socio-economic is 0.648 that is greater than 0.05. The null hypothesis is accepted. Therefore, Socio-

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economic attitude are not related to consumers' purchase intentions in Allied Retail Trade stores.

H2o: Attitude toward retail establishments is not related to consumers' purchase intentions in Allied Retail Trade stores.

H2a: Attitude toward retail establishments is related to consumers' purchase intentions in Allied Retail Trade stores.

Table 5.21 Analysis of relationship between attitude toward local retail establishments and consumers' purchase intentions in Allied Retail Trade stores

Correlations

			If there are ART shops near my house, I intend to buy the grocery things in that shop	attitude toward local retail establish ments
Spearman's rho	If there are ART shops near my house, I intend to buy the grocery things in that shop	Correlation Coefficient	1.000	.259**
		Sig. (2-tailed)	.	.000
		N	400	400
	attitude toward local retail establishments	Correlation Coefficient	.259**	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

**. Correlation is significant at the 0.01 level (2-tailed).

Decision rule: Accept the null hypothesis if the significant value is greater than 0.05; otherwise, reject the null hypothesis and accept the alternate in lieu.

As can be seen in Table 5.21, it shows the significant value is 0.000 that is less than 0.05. Therefore, the null hypothesis is rejected. It means that Attitude toward retail establishments are not related to consumers' purchase intentions in Allied Retail

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Trade stores. The correlation coefficient is .259 that there is a positive relationship between attitude toward local retail establishment and consumers' purchase intentions in Allied Retail Trade stores. Thus, people who have good attitude toward local retail establishments will buy the grocery things in Allied Retail Trade stores.

H3o: Level of satisfaction with reciprocity of community is not related to consumers' purchase intentions in Allied Retail Trade stores.

H3a: Level of satisfaction with reciprocity of community is related to consumers' purchase intentions in Allied Retail Trade stores.

Table 5.22 Analysis of relationship between level of satisfaction in the reciprocity of community and consumers' purchase intentions in Allied Retail Trade stores

Correlations

			If there are ART shops near my house, I intend to buy the grocery things in that shop	level of satisfaction in the reciprocity of community
Spearman's rho	If there are ART shops near my house, I intend to buy the grocery things in that shop	Correlation Coefficient	1.000	.145**
		Sig. (2-tailed)	.	.004
		N	400	400
	level of satisfaction in the reciprocity of community	Correlation Coefficient	.145**	1.000
		Sig. (2-tailed)	.004	.
		N	400	400

**. Correlation is significant at the 0.01 level (2-tailed).

Decision rule: Accept the null hypothesis if the significant value is greater than 0.05; otherwise, reject the null hypothesis and accept the alternate in lieu.

The result in Table 5.22 shows the significant value of level of satisfaction in the reciprocity of community is 0.004 that is less than 0.05. Therefore, the null hypothesis is rejected. It means that attitude toward retail establishments are related to consumers' purchase intentions in Allied Retail Trade stores. In addition, the correlation coefficient value is .145 indicates that there is a positive relationship between level of satisfaction in the reciprocity of community and consumers'

purchase intentions. Hence, we can conclude that people who have satisfied in the reciprocity of their community will buy the grocery things in Allied Retail Trade stores.

H4o: There is no difference in consumers' purchase intentions in Allied Retail Trade stores between male and female.

H4a: There is difference in consumers' purchase intentions in Allied Retail Trade stores between male and female.

Table 5.23 Mann-Whitney Test of gender group

Test Statistics[a]

	If there are ART shops near my house, I intend to buy the grocery things in that shop.
Mann-Whitney U	17663.500
Wilcoxon W	32198.500
Z	-1.813
Asymp. Sig. (2-tailed)	.070

a. Grouping Variable: GENDER

Decision rule: Accept the null hypothesis if the significant value is greater than 0.05; otherwise, reject the null hypothesis and accept the alternate in lieu.

As can be seen in table 5.23, the significance value of gender group is 0.070. Therefore, the null hypothesis is accepted because the significance value is greater than 0.05. It means that there is no difference in consumers' purchase intentions in Allied Retail Trade stores between male and female.

H5o: There is no difference in consumers' purchase intentions in Allied Retail Trade among age group.

H5a: There is difference in consumers' purchase intentions in Allied Retail Trade among age group.

Table 5.24 Kruskal-Wallis test of age group

Test Statistics[a,b]

	If there are ART shops near my house, I intend to buy the grocery things in that shop
Chi-Square	5.968
df	5
Asymp. Sig.	.309

a. Kruskal Wallis Test
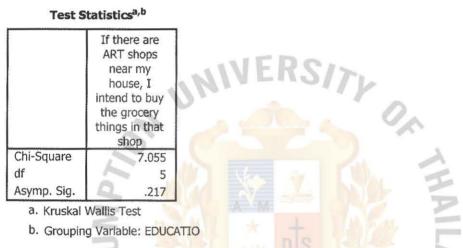
b. Grouping Variable: AGE

Decision rule: Accept the null hypothesis if the significant value is greater than 0.05; otherwise, reject the null hypothesis and accept the alternate in lieu.

The result from test of the statistical in Table 5.24 can indicate the value of the significant value, which is greater than 0.05. Then, the null hypothesis is accepted, meaning that there is no difference in consumers' purchase intentions in Allied Retail Trade stores.

H6o: There is no difference in consumers' purchase intentions in Allied Retail Trade stores among education level.

H6a: There is difference in consumers' purchase intentions in Allied Retail Trade stores among education level.

Table 5.25 Kruskal-Wallis test of education level
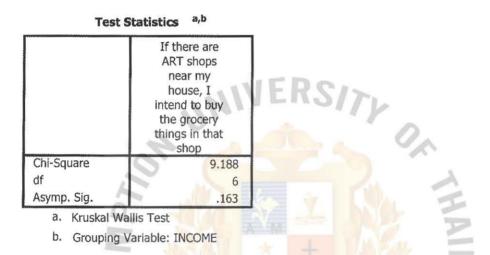
Test Statistics[a,b]

	If there are ART shops near my house, I intend to buy the grocery things in that shop
Chi-Square	7.055
df	5
Asymp. Sig.	.217

a. Kruskal Wallis Test

b. Grouping Variable: EDUCATIO

Decision rule: Accept the null hypothesis if the significant value is greater than 0.05; otherwise, reject the null hypothesis and accept the alternate in lieu.

According to table 5.25, the significant value is 0.217 which is greater than 0.05. Therefore, the null hypothesis is accepted. It means that there is no difference in consumers' purchase intentions in Allied Retail Trade stores among education level.

H7o: There is no difference in consumers' purchase intentions in Allied Retail Trade stores among monthly income level.

H7a: There is difference in consumers' purchase intentions in Allied Retail Trade stores among monthly income level.

Table 5.26 Kruskal-Wallis test of monthly income level
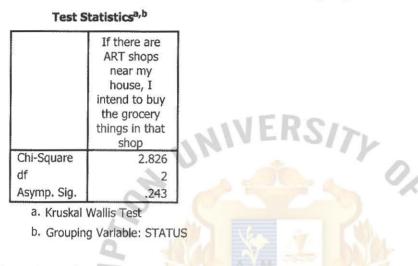
Test Statistics [a,b]

	If there are ART shops near my house, I intend to buy the grocery things in that shop
Chi-Square	9.188
df	6
Asymp. Sig.	.163

a. Kruskal Wallis Test

b. Grouping Variable: INCOME

Decision rule: Accept the null hypothesis if the significant value is greater than 0.05; otherwise, reject the null hypothesis and accept the alternate in lieu.

As can be seen in Table 5.26, the significant value is 0.163 that is greater than 0.05. Therefore, the null hypothesis is accepted. It means that there is no difference in consumers' purchase intentions in Allied Retail Trade stores among monthly income level.

H8o: There is no difference in consumers' purchase intentions in Allied Retail Trade stores among marital status.

H8a: There is difference in consumers' purchase intentions in Allied Retail Trade stores among marital status.
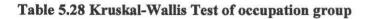
Table 5.27 Kruskal-Wallis Test of marital status group
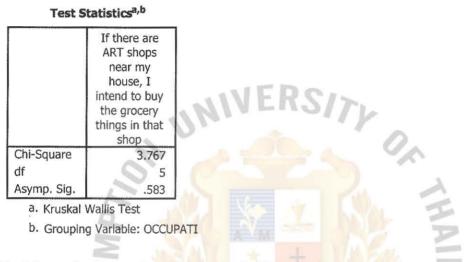
Test Statistics[a,b]

	If there are ART shops near my house, I intend to buy the grocery things in that shop
Chi-Square	2.826
df	2
Asymp. Sig.	.243

a. Kruskal Wallis Test

b. Grouping Variable: STATUS

Decision rule: Accept the null hypothesis if the significant value is greater than 0.05; otherwise, reject the null hypothesis and accept the alternate in lieu.

Table 5.27 shows the significant value is 0.243 that is greater than 0.05. Therefore, the null hypothesis is accepted. It means that there is no difference in consumers' purchase intentions in Allied Retail Trade stores among marital status group.

H9o: There is no difference in consumers' purchase intentions in Allied Retail Trade stores among occupation group.

H9a: There is difference in consumers' purchase intentions in Allied Retail Trade stores among occupation group.

Table 5.28 Kruskal-Wallis Test of occupation group

Test Statistics[a,b]

	If there are ART shops near my house, I intend to buy the grocery things in that shop
Chi-Square	3.767
df	5
Asymp. Sig.	.583

a. Kruskal Wallis Test

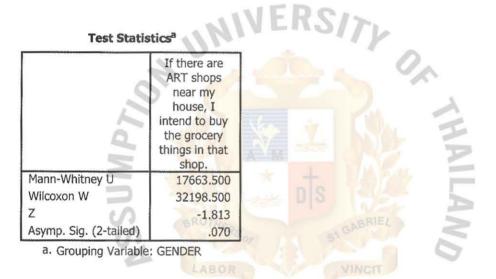b. Grouping Variable: OCCUPATI

Decision rule: Accept the null hypothesis if the significant value is greater than 0.05; otherwise, reject the null hypothesis and accept the alternate in lieu.

As can be seen in table 5.28, the significant value is 0.583 that is greater than 0.05. Therefore, the null hypothesis is accepted. It means that there is no difference in consumers' purchase intentions in Allied Retail Trade stores among occupation group.

H10o: There is no difference consumers' purchase intentions in Allied Retail Trade stores among the number of years lived in the community.

H10a: There is difference in consumers' purchase intentions in Allied Retail Trade stores among the number of years lived in the community.

Table 5.29 Kruskal-Wallis Test of number of years lived in the community

Ranks

	YEARS	N	Mean Rank
If there are ART shops near my house, I intend to buy the grocery things in that shop	Less than 5 years	91	211.67
	5 - 9 years	53	204.36
	10 - 14 years	52	159.25
	15 - 19 years	30	236.30
	Greater than 19 years	174	199.64
	Total	400	

Test Statistics[a,b]

	If there are ART shops near my house, I intend to buy the grocery things in that shop
Chi-Square	12.571
df	4
Asymp. Sig.	.014

a. Kruskal Wallis Test

b. Grouping Variable: YEARS

Decision rule: Accept the null hypothesis if the significant value is greater than 0.05; otherwise, reject the null hypothesis and accept the alternate in lieu.

According to table 5.29, the significant value is 0.014 that is less than 0.05. Therefore, the null hypothesis is rejected. It means that there is difference in consumers' purchase intentions in Allied Retail Trade stores. From table 5.17, the respondents who lived in the community between 15 – 19 years have highly intentions to purchase the grocery things in Allied Retail Trade stores. However,

number of years lived in the community (less than 5 years, 5 – 9 years, and greater than 19 years) have nearly the equal mean of their purchase intentions in ART stores. The lowest mean is in the group between 10 – 14 years.

5.3 Summary of Hypothesis testing

Table 5.30 shows the summary of hypothesis testing in this research. The researcher uses Spearman's Correlation Coefficient, Mann-Whitney U Test and Kruskal-Wallis Test to analyze the collected data. With 95% confidential value, there are three null hypotheses that are rejected in this research.

Table 5.30 Summary of Hypothesis Testing

Hypothesis	Statistic technique	Significant value (2 - tailed)	Result
Hypothesis 1	Spearman's Correlation Coefficient	.648	Accepted Ho
Hypothesis 2	Spearman's Correlation Coefficient	.000	**Rejected Ho**
Hypothesis 3	Spearman's Correlation Coefficient	.004	**Rejected Ho**
Hypothesis 4	Mann-Whitney U Test	.070	Accepted Ho
Hypothesis 5	Kruskal-Wallis Test	.309	Accepted Ho
Hypothesis 6	Kruskal-Wallis Test	.217	Accepted Ho
Hypothesis 7	Kruskal-Wallis Test	.163	Accepted Ho
Hypothesis 8	Kruskal-Wallis Test	.243	Accepted Ho
Hypothesis 9	Kruskal-Wallis Test	.583	Accepted Ho
Hypothesis 10	Kruskal-Wallis Test	.014	**Rejected Ho**

5.4 Discussion of Research Results

As can be seen table 5.32, the results show that the three of null hypothesis are rejected. *First*, finding that attitude toward local retail establishments is related to consumers' purchase intentions in Allied Retail Trade stores because the customers purchased the goods by considering in the offering establishments of local retailers. It indicated that consumers were more satisfied than dissatisfied with local retailers yet when asked if they intended to shop with local retailers (Miller and Kean, 1997).

Second, level of satisfaction in the reciprocity of community was considered to relate in consumers' purchase intentions in Allied Retail Trade stores because the grocery stores were located in communities and local retailers were as a part of community (Miller and Kean, 1997).

Third, the number of years in the community was the social participation or rural community involvement suggesting individual in their community for their inshopping within local retail, the researcher found that number of years in the community had the difference in consumers' purchase intentions in Allied Retail Trade stores (Miller and Kean, 1997). This finding supported Thompson's (1971) work on outshopping to the role that length of residency plays in specific aspects of community interaction among consumers and retailers.

CHAPTER 6

CONCLUSION AND RECOMMENDATIONS

This chapter provides the summary of findings and hypothesis test results in the first section. The second section explains conclusion and the third section discuss the recommendations for Allied Retail Trade executives. The last section is the suggestion for further research.

6.1 Summary of Findings

The research studied the selective factors that related to the consumers' purchasing intentions store members and studied the difference in consumers' purchase intentions in Allied Retail Trade store members among demographic groups.

According to the findings of demographic groups in chapter 5, the total respondents in this research are people aged at 18 years old and above in Bangkok area. From the total 400 respondents, the majority of respondents is female as shown in Table 5.1. The majority of respondents in age group is age between 26 – 33 years old as counted for 28.8% of respondents. The majority of respondents' education level is Bachelor degree level counted for 57% of respondents. The monthly income level is less than 7,000 baht that is 29.8% of respondents. The majority of respondents' marital status is single that is 59.5% of respondents and occupation is student that is 26.5% respectively. Approximately 44% of the respondents live more than 19 years in their communities.

The respondents who are satisfied with the reciprocity of community will intend to purchase the grocery things at Allied Retail Trade store members. According to the respondents' opinion in attitude toward local retail establishments,

the first three factors that will influence the respondents' intentions to purchase the grocery goods in Allied Retail Trade store members are the supporting local business, the location of grocery store, and familiarity with local retailers. However, the other factors of attitude toward local retail establishments that the respondents will intend to purchase the grocery goods in Allied Retail Trade store members are the operating time of grocery store, the variety of goods on the shelves, the service of local retailers, the quality of goods, and the price of goods.

However, the results of the hypothesis testing in chapter 5 can answer the research objectives as follows:

- Based on the involving factors in this research, level of satisfaction in the reciprocity of community and attitude toward local retail establishment are related to the consumers' purchase intentions in Allied Retail Trade store members. However, the socio-economic attitude is not related because the respondents do not consider the socio-economic attitude in purchasing at ART stores that can be seen in table 5.20, 5.21 and 5.22.

- From demographic groups, only the number of years in the community has the difference in consumers' purchase intentions in Allied Retail Trade store members as in table 5.29. The other demographic groups are not different in consumers' purchase intentions as in table 5.23, 5.24, 5.25, 5.26, 5.27, and 5.28.

6.2 Conclusion

This research is dedicated to study which factors can contribute to the consumers' purchase intentions in Allied Retail Trade store members. The involving factors in this research are socio-economic attitude, level of satisfaction in the

reciprocity of community, and attitude toward local retail establishments. In addition, the demographic groups are involved in this research. However, the researcher selected to study in the case of Allied Retail Trade Co., Ltd. that is newly established in Thailand by Government.

The target group in this research is people aged 18 years and above who used to purchase the goods from the grocery store. 400 questionnaires were distributed in Silom area, Thammasat University, Assumption University, Thewate area, Victory monument area, and three communities in Bangkok area. The convenience sampling was applied in this research, and the research methodology was Spearman's Correlation Coefficient, Mann-Whitney U Test, and Kruskal-Wallis Test.

Majority of respondents are female and age between 26 – 33 years old as counted for 28.8% of respondents. The majority of respondents' education level is Bachelor degree level counted for 57% of respondents and monthly income level is less than 7,000 baht that is 29.8% of respondents. The majority of respondents' marital status is single that is 59.5% of respondents and occupation is student that is 26.5% respectively. Approximately 44% of the respondents live more than 19 years in their communities.

The results of this research show that level of satisfaction in the reciprocity of community and attitude toward local retail establishments are related to consumers' purchase intentions in Allied Retail Trade store members but socio-economic attitude is not related. In addition, the number of years lived in the community has the difference in consumers' purchase intentions in Allied Retail Trade stores.

6.3 Recommendations

The researcher studied the consumers' purchase intentions in grocery stores in the name of Allied Retail Trade Co., Ltd. by considering in selective factors. The data was collected from 400 respondents who were in a variety of age, education, occupations, income level, and number of years in their communities. However, the researcher answered many respondents who did not clearly understand about Allied Retail Trade Co., Ltd. during conducting survey.

Table 6.1 shows the summary of findings and recommendations for Allied Retail Trade executives that can be guided to develop their strategies. There are three points of recommendations which come from the findings result.

Table 6.1 Summary of Finding and Recommendations

Findings	Recommendations
Attitude toward retail establishments are related to consumers' purchase intentions in Allied Retail Trade stores.	• Promoting ART stores through advertising media • Controlling the Allied Retail Trade stores' performance • Stimulating Thai people to support local business
Level of satisfaction with the reciprocity of community is related to consumers' purchase intentions in Allied Retail Trade stores.	• Supporting the activities in the community
There are no any differences in consumers' purchase intentions in ART stores in term of age, gender, occupation, income level, education level, and martial status.	• Providing the variety of goods in ART stores
There is difference in consumers' purchase intentions in Allied Retail Trade store members among the number of years lived in the community.	• Stressing the residence period in the communities

- *Promoting ART stores through advertising media*

As the researcher distributed the questionnaire and found that many people did not clearly understand Allied Retail Trade Co., Ltd., Allied Retail Trade executives should heavily promote Allied Retail Trade Co., Ltd. With financial support from Government, ART brand awareness should be created in the customers' mind through advertising media such as TV, radio and newspaper. However, the potential customers may be all types of education level, income level, or occupation. Thus, the promotion should be easily understood and directly accessed customers.

- *Controlling Allied Retail Trade stores' performance*

From the hypothesis that related to attitude toward local retail establishment, the attitude toward local retail establishments are related to consumers' purchase intentions in ART stores. However, the operating of Allied Retail Trade Co., Ltd. is franchise system. ART will provide the suggestions about the retail management to all members. Then, they will apply the knowledge in their stores. To follow the performance, the Allied Retail Trade executives should provide Allied Retail Trade staffs to control the members' operation. They should examine their members' performance in order to see their real operations and problems. Thus, the members' operation (service of retailers, the variety of products, price of products, and operating hours) will be kept in standard and stability as Allied Retail Trade's objectives.

- *Stimulating Thai people to support local business*

Currently, the government campaigns Thai people to purchase the products of Thai brand and to support the local business. Allied Retail Trade executives should inform the public that Allied Retail Trade store members are the local business. They should also take this opportunity to stimulate Thai people to purchase the goods in

their store members in stead of modern trade by addressing in saving transportation cost and supporting Thai business.

- *Supporting the activities in the community*

As Allied Retail Trade stores are traditional grocery stores, most of them are located in the community. With Thai culture, the people help each others and offered the cooperation in their communities. In addition, many traditional activities were organized in community in the Buddhist holy day or any holy day of other religions. According to the testing results, level of satisfaction with the reciprocity of community is related to consumers' purchase intentions in Allied Retail Trade store members. Allied Retail Trade executive should support the traditional activities in the communities through ART retailers by offering the consumer products without any charges. Those products may be bound with the ART package as advertising method.

In the results of testing difference, there are no any differences in consumers' purchase intentions in ART stores in term of gender, age, occupation, income level, education level and marital status, except the number of years lived in the community. So, the researcher recommends as follows:

- *Provide the variety of products in ART stores*

According to the result of hypothesis testing, there are no any differences in consumers' purchase intentions in ART stores in each sub-variable of demographic groups, except the number of years lived in the community. ART stores should provide the variety of products in ART stores in order to achieve all groups of customers.

- *Stressing the resident period in the communities*

According to the result of testing, the respondents stay in the communities between 15 – 19 years have highly intention to purchase in ART stores while groups of residences that are less than 5 years, between 5 – 9 years, and greater than 19 years have the second high intentions. So, ART executives should persuade the consumers to purchase in ART stores by stressing the resident period in the communities through advertising media. Actually, the ART retailers are the owner of grocery stores but they change the form of their stores in order to compete with modern trade. ART executives may advertise that ART retailers are part of community and stay for a long time together with people in the communities.

6.4 Suggestion for Further Research

The researcher would like to suggest for the further study as follows:

- The next research should require income distribution in a determinant of store location.

- The further research should provide open-end questions in the questionnaire in order to get the deep details of consumers' attitude.

- As there are many types of products in ART stores, the further research should specify the types of products because the consumers have different view in purchasing decision based on different products.

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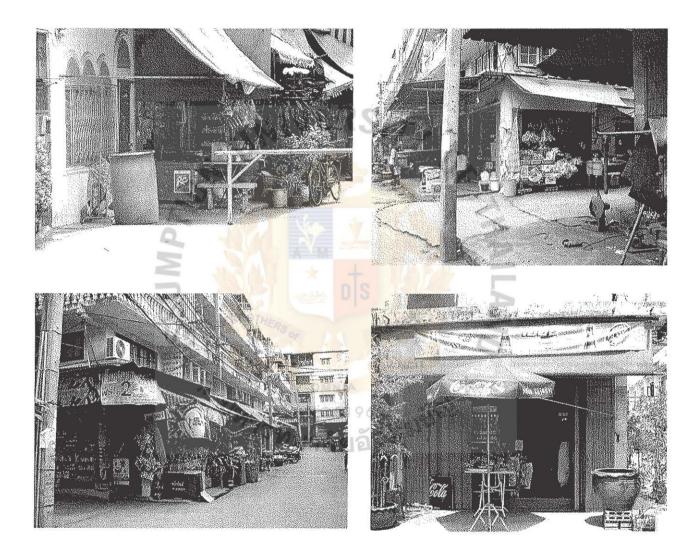
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Appendix A

Pictures of grocery stores

The locations of grocery stores are in community, near market, near school or near bus station. The customers are convenient to buy goods from the grocery stores. The below pictures show the pictures of grocery stores that are similar styles.

Appendix B

Consumer Interviews

As many factors are the causes of shopping at the grocery stores, the researcher decided to ask 10 consumers who used to purchase the consumer products from the grocery stores. Then, their answers will be applied to set the question of attitude toward local retail establishments in this research.

Interviewer: Which factors do you consider to shop in your local grocery store?

Consumer1: I decide to shop at the grocery store because it's near my house and I can buy in the early morning. I can negotiate with retailers about discount price or free products. In addition, I am satisfied with local retailers' relationship.

Consumer 2: I buy the goods from the grocery stores because firstly the retailer offers good relationship and good service to me. Whenever I want to buy some goods, I can take a few time to go there and there are various goods.

Consumer 3: The grocery store is near my house and I can buy the goods from the local retail when I urgently require them.

Consumer 4: I buy the goods from the grocery store because I can walk and save the transportation cost.

Consumer 5: It's near my house and convenient to go. As I stay in this community for a long time, I am familiar with the retailer.

Consumer 6: I purchase the goods from the grocery store because it is convenient to go there and there are various goods in grocery store.

Consumer 7: I buy the goods from the grocery store because it's near my house. When I need some urgent goods, I can buy them immediately.

Consumer 8: It's convenient to go the grocery store and I know the retailer well. The retailer sells the various goods and offers a cheap price in some times.

Consumer 9: I know the local retailer for a long time. She has a good relationship with the consumers. When I prefer to purchase a little amount of goods, I can buy from local retail.

Consumer 10: I buy the goods from the grocery store because it's convenient to go to local retail. I also know the retailer and prefer to buy from the local retail business more than to buy from the foreign stores.

Appendix C

Questionnaire

This questionnaire was designed as a tool for collecting data of respondents in the research of "Consumers' Purchase Intentions in Allied Retail Trade Stores". The survey is conducted for the purpose of the preparation of a Thesis for the completion of Master Degree in Business Administration, Assumption University. All the collected information will be kept confidential.

Allied Retail Trade was established by the government to help local retails in IT system, negotiation with suppliers for low price, offering in loan at low interest rate, and decorating outlets.

a. Have you ever purchased any products from local grocery store within the past six months?
_____ Yes _____ No (End of questionnaire)

Part I: Level of satisfaction in reciprocity of community, socio-economic attitude, attitude toward local retail establishments and consumers' intention to shop in local grocery store.

Please indicate the extent of *your disagreement or agreement with socio-economic attitude* by mark **X** on the number as following statements:

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
1. I think others make judgment about me as a person by the kinds of products and brands I use.	1	2	3	4	5
2. I think others make judgment about my social status by the types of retail store in which I shop.	1	2	3	4	5
3. My dream in life is to own expensive things.	1	2	3	4	5

Please indicate the extent of *your dissatisfaction or satisfaction with the reciprocity in community* by mark **X** on the number as following statements:

	Strongly dissatisfaction	Dissatisfaction	Neither satisfaction or dissatisfaction	Satisfaction	Strongly satisfaction
4. How satisfied with the amount of give and take I receive for my efforts from other members of the community.	1	2	3	4	5
5. How satisfied when most people in the community are fair in the dealings with each other.	1	2	3	4	5

Please indicate the extent of *your disagreement or agreement with attitude toward grocery stores* by mark **X** on the number as following statements:

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
6. I support the local business person.	1	2	3	4	5
7. I am familiar with the local retailer.	1	2	3	4	5
8. I think the open time of local grocery store is convenient.	1	2	3	4	5
9. I think the close time of local grocery store is convenient.	1	2	3	4	5
10. I think local retailer sells a variety of goods.	1	2	3	4	5
11. I am satisfied with the cleanliness of local grocery store.	1	2	3	4	5
12. I am satisfied with the location of local grocery store.	1	2	3	4	5
13. I think there is enough space in the local grocery store.	1	2	3	4	5
14. Local retailers lack a good selection of merchandise.	1	2	3	4	5
15. I am satisfied with the price of goods that local merchant offers.	1	2	3	4	5
16. I am satisfied with the service of local retailer (greeting welcome, using polite words, quick service).	1	2	3	4	5
17. I can negotiate with local retailer (price, separated goods, free goods).	1	2	3	4	5
18. If there are ART shops near my house, I intend to buy the grocery things in that shop.	1	2	3	4	5

Part II: Personal Data

1) Gender

..... Male   ..... Female

2) Age

.... 18 – 25 years   .... 42 – 49 years
.... 26 – 33 years   .... 50 – 57 years
.... 34 - 41 years   .... 58 years and above

3) Highest education level

..... Primary School   ..... Diploma/Occupational Certificate
..... Secondary School   ..... Bachelor's Degree
..... High School   ..... Master's Degree or Higher

4) Income per month

..... Less than Baht 7,000   ..... Baht 19,001 – 23,000
..... Baht 7,000 – 11,000   ..... Baht 23,001 – 27,000
..... Baht 11,001 – 15,000   ..... Greater than Baht 27,000
..... Baht 15,001 - 19,000

5) Marital Status

..... Single   ..... Divorced/Widowed
..... Married

6) Occupation

..... Student   ..... Government employees or State enterprise
                                    employees
..... Private company employees ..... Others (please specify.................)
..... Business Owner
..... Worker

7) Years lived in the community

..... Less than 5 years   .... 15 – 19 years
..... 5 – 9 years   ..... Greater than 19 years
..... 10 - 14 years

Thank you very much

Appendix D

แบบสอบถาม

แบบสอบถามนี้เป็นส่วนหนึ่งในการจัดทำวิทยานิพนธ์ของนักศึกษาปริญญาโท มหาวิทยาลัยอัสสัมชัญ เพื่อศึกษาความตั้งใจที่จะไปซื้อสินค้า ที่ร้านโชว์ห่วย/ร้านขายของชำที่อยู่ภายใต้บริษัท รวมค้าปลีกเข้มแข็ง จำกัด ข้อมูลที่ได้จากแบบสอบถามจะใช้เพื่อประโยชน์ทางการศึกษา เท่านั้น ขอขอบคุณมากที่ให้ความร่วมมือ

บริษัท รวมค้าปลีกเข้มแข็ง จำกัด ได้จัดตั้งโดยรัฐบาลเพื่อช่วยเหลือร้านขายของชำ/ร้านโชว์ห่วยของคนไทย ซึ่งทางบริษัทจะช่วยเหลือใน เรื่องการเป็นศูนย์กลางการสั่งซื้อสินค้าในราคาที่ถูกสำหรับร้านค้า การพัฒนารูปแบบร้านค้า การให้ความรู้แก่เจ้าของร้านค้าในเรื่องการให้ บริการ การบริหารร้านค้าและอื่น ๆ

a. คุณเคยซื้อสินค้าจากร้านขายของชำหรือร้านโชว์ห่วยภายใน 6 เดือนที่ผ่านมาหรือไม่?

_____ เคย   _____ ไม่เคย (จบการสัมภาษณ์)

ส่วนที่ 1 : วัดระดับความพอใจในเรื่องความสัมพันธ์ภายในชุมชนแหล่งที่อยู่อาศัย, ทัศนะคติเกี่ยวกับตัวเองและผู้อื่นในสังคม, ทัศนะคติเกี่ยว กับร้านโชว์ห่วย/ร้านขายของชำ, และความตั้งใจที่จะไปซื้อของที่ร้านโชว์ห่วย/ร้านขายของชำที่อยู่ภายใต้ บริษัท รวมค้าปลีกเข้มแข็ง จำกัด

โปรดกาเครื่องหมาย **X** ลงบนหมายเลข*เพื่อแสดงความคิดของคุณในเรื่องทัศนะคติเกี่ยวกับตัวเองและผู้อื่นในสังคม*ต่อข้อความแต่ละข้อ

	ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	เฉย ๆ	เห็นด้วย	เห็นด้วย อย่างยิ่ง
1. ฉันคิดว่าคนอื่นอาจตัดสินว่าฉันเป็นคนอย่างไรตามยี่ห้อสินค้า ที่ฉันใช้	1	2	3	4	5
2. ฉันคิดว่าคนอื่นตัดสินว่าฉันเป็นอย่างไรตามประเภทของร้าน ค้าปลีกที่ฉันเข้าไปใช้บริการ	1	2	3	4	5
3. ความฝันในชีวิตฉันอยากเป็นเจ้าของสิ่งของที่มีราคาแพง	1	2	3	4	5

โปรดกาเครื่องหมาย **X** ลงบนหมายเลขเพื่อ*วัดระดับความพอใจ/ไม่พอใจในเรื่องความสัมพันธ์ในชุมชน*ของคุณต่อข้อความแต่ละข้อ

	ไม่พอใจ อย่างยิ่ง	ไม่พอใจ	เฉย ๆ	พอใจ	พอใจอย่าง ยิ่ง
4. ระดับความพอใจในการเอื้อเฟื้อเผื่อแพร่ระหว่างฉันกับคนอื่นๆ ในชุมชนหรือบริเวณที่อยู่อาศัย	1	2	3	4	5
5. ระดับความพอใจในความยุติธรรมที่คนในชุมชนมีต่อฉัน	1	2	3	4	5

โปรดกาเครื่องหมาย **X** ลงบนหมายเลขเพื่อ*แสดงความคิดเห็นของคุณเกี่ยวกับร้านโชว์ห่วย/ร้านขายของชำ*ต่อข้อความแต่ละข้อ

	ไม่เห็นด้วยอย่างยิ่ง	ไม่เห็นด้วย	เฉย ๆ	เห็นด้วย	เห็นด้วยอย่างยิ่ง
6. ฉันสนับสนุนธุรกิจที่คนในท้องถิ่นทำงาน	1	2	3	4	5
7. ฉันรู้สึกสนิทคุ้นเคยกับเจ้าของร้านขายของชำ/ร้านโชว์ห่วยแถวบ้าน	1	2	3	4	5
8. ฉันคิดว่าเวลาที่ร้านขายของชำ/ร้านโชว์ห่วยเปิดเป็นช่วงเวลาที่เหมาะสม (ประมาณ 7.00 น. – 8.00 น.)	1	2	3	4	5
9. ฉันคิดว่าเวลาที่ร้านขายของชำ/ร้านโชว์ห่วยปิดเป็นช่วงเวลาที่เหมาะสม (ประมาณ 20.00 น. – 21.00 น.)	1	2	3	4	5
10. ฉันคิดว่าร้านขายของชำ/ร้านโชว์ห่วยขายของหลากหลาย	1	2	3	4	5
11. ฉันพอใจกับความสะอาดของร้านขายของชำ/ร้านโชว์ห่วย	1	2	3	4	5
12. ฉันพอใจกับที่ตั้งของร้านขายของชำ/ร้านโชว์ห่วย	1	2	3	4	5
13. ฉันคิดว่าพื้นที่ในร้านขายของชำ/ร้านโชว์ห่วยมีพื้นที่เพียงพอ	1	2	3	4	5
14. พนักงานร้านขายของชำ/ร้านโชว์ห่วยไม่มีการเลือกสินค้าที่ดี	1	2	3	4	5
15. ฉันพอใจกับราคาของสินค้าที่ขายในร้านขายของชำ/ร้านโชว์ห่วย	1	2	3	4	5
16. ฉันพอใจกับการให้บริการของพนักงานร้านขายของชำ/ร้านโชว์ห่วย (มารยาทในการขาย/การใช้คำพูดกับลูกค้า)	1	2	3	4	5
17. ฉันสามารถต่อรองกับคนขายในร้านขายของชำ/ร้านโชว์ห่วยได้ในเรื่องราคา การซื้อสินค้าแบบแบ่งขาย หรือของแถม	1	2	3	4	5
18. ถ้าร้านขายของชำ/ร้านโชว์ห่วยที่อยู่ภายใต้เครื่องหมายการค้าของบริษัท รวมค้าปลีกเข้มแข็ง จำกัดอยู่ใกล้บ้านของฉัน ฉันตั้งใจจะไปซื้อสินค้าที่ร้านนั้น	1	2	3	4	5

ส่วนที่ 2 : ข้อมูลส่วนตัว

1. เพศ

..... ชาย   ..... หญิง

2. อายุ

..... 18 – 25 ปี   ..... 42 – 49 ปี
..... 26 – 33 ปี   ..... 50 – 57 ปี
..... 34 – 41 ปี   ..... ตั้งแต่ 57 ปีขึ้นไป

3. ระดับการศึกษาสูงสุด

..... ประถมศึกษา   ..... ปวช/ปวส หรือ อนุปริญญา
..... มัธยมศึกษาตอนต้น   ..... ปริญญาตรี
..... มัธยมศึกษาตอนปลาย   ..... ปริญญาโท หรือสูงกว่า

4. รายได้ต่อเดือน

..... น้อยกว่า 7,000 บาท   ..... 19,001 – 23,000 บาท
..... 7,000 – 11,000 บาท   ..... 23,001 – 27,000 บาท
..... 11,001 – 15,000 บาท   ..... ตั้งแต่ 27,000 บาทขึ้นไป
..... 15,001 - 19,000 บาท

5. สถานภาพ

..... โสด   ..... หย่าร้าง/หม้าย
..... แต่งงาน

6. อาชีพ

..... นักศึกษา   ..... ข้าราชการ/พนักงานวิสาหกิจ
..... พนักงานบริษัทเอกชน   ..... อื่น ๆ (โปรดระบุ).................................
..... เจ้าของกิจการ
..... รับจ้างทั่วไป/คนงาน

7. จำนวนปีที่อยู่ในชุมชนที่พักอาศัย

..... น้อยกว่า 5 ปี   ..... 15 – 19 ปี
..... 5 – 9 ปี   ..... มากกว่า 19 ปีขึ้นไป
..... 10 – 14 ปี

ขอบคุณค่ะ

Appendix E

Reliability

****** 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 =   .6127

Reliability

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

—

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases =   40.0   N of Items = 12

Alpha =   .7973

Reliability

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

—

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases =   40.0   N of Items = 2

Alpha =   .7154

Appendix F

Nonparametric Correlations

Correlations

			socio-econo mic attitude	If there are ART shops near my house, I intend to buy the grocery things in that shop
Spearman's rho	socio-economic attitude	Correlation Coefficient	1.000	.023
		Sig. (2-tailed)	.	.648
		N	400	400
	If there are ART shops near my house, I intend to buy the grocery things in that shop	Correlation Coefficient	.023	1.000
		Sig. (2-tailed)	.648	.
		N	400	400

Nonparametric Correlations

Correlations

			If there are ART shops near my house, I intend to buy the grocery things in that shop	level of satisfaction in the reciprocity of community
Spearman's rho	If there are ART shops near my house, I intend to buy the grocery things in that shop	Correlation Coefficient	1.000	.145**
		Sig. (2-tailed)	.	.004
		N	400	400
	level of satisfaction in the reciprocity of community	Correlation Coefficient	.145**	1.000
		Sig. (2-tailed)	.004	.
		N	400	400

**. Correlation is significant at the 0.01 level (2-tailed).

Nonparametric Correlations

Correlations

			If there are ART shops near my house, I intend to buy the grocery things in that shop	attitude toward local retail establishments
Spearman's rho	If there are ART shops near my house, I intend to buy the grocery things in that shop	Correlation Coefficient	1.000	.259**
		Sig. (2-tailed)	.	.000
		N	400	400
	attitude toward local retail establishments	Correlation Coefficient	.259**	1.000
		Sig. (2-tailed)	.000	.
		N	400	400

**. Correlation is significant at the 0.01 level (2-tailed).

Appendix G

NPar Tests
Kruskal-Wallis Test

Ranks

	AGE	N	Mean Rank
If there are ART shops near my house, I intend to buy the grocery things in that shop	18 - 25 years	97	189.85
	26 - 33 years	115	205.48
	34 - 41 years	57	216.99
	42 - 49 years	47	176.27
	50 - 57 years	51	213.86
	greater than 57 years	33	199.82
	Total	400	

Test Statistics[a,b]

	If there are ART shops near my house, I intend to buy the grocery things in that shop
Chi-Square	5.968
df	5
Asymp. Sig.	.309

a. Kruskal Wallis Test

b. Grouping Variable: AGE

NPar Tests
Mann-Whitney Test

Ranks

	GENDER	N	Mean Rank	Sum of Ranks
If there are ART shops near my house, I intend to buy the grocery things in that shop	male	170	189.40	32198.50
	female	230	208.70	48001.50
	Total	400		

Test Statistics[a]

	If there are ART shops near my house, I intend to buy the grocery things in that shop
Mann-Whitney U	17663.500
Wilcoxon W	32198.500
Z	-1.813
Asymp. Sig. (2-tailed)	.070

a. Grouping Variable: GENDER

NPar Tests
Kruskal-Wallis Test

Ranks

	EDUCATIO	N	Mean Rank
If there are ART shops near my house, I intend to buy the grocery things in that shop	Primary school	23	202.65
	Secondary school	15	182.60
	High school	43	219.58
	occupation certificate	40	226.79
	Bachelor degree	228	190.56
	Master degree or above	51	212.53
	Total	400	

Test Statistics[a,b]

	If there are ART shops near my house, I intend to buy the grocery things in that shop
Chi-Square	7.055
df	5
Asymp. Sig.	.217

a. Kruskal Wallis Test

b. Grouping Variable: EDUCATIO

NPar Tests
Kruskal-Wallis Test

Ranks

	SALARY	N	Mean Rank
If there are ART shops near my house, I intend to buy the grocery things in that shop	less than 7,000 baht	119	198.13
	7,000 - 11,000 baht	101	197.19
	11,001 - 15,000 baht	32	234.47
	15,001 - 19,000 baht	30	159.40
	19,001 - 23,000 baht	23	199.48
	23,001 - 27,000 baht	30	220.32
	Greater than 27,000 baht	65	203.44
	Total	400	

Test Statistics[a,b]

	If there are ART shops near my house, I intend to buy the grocery things in that shop
Chi-Square	9.188
df	6
Asymp. Sig.	.163

a. Kruskal Wallis Test

b. Grouping Variable: SALARY

NPar Tests
Kruskal-Wallis Test

Ranks

	STATUS	N	Mean Rank
If there are ART shops near my house, I intend to buy the grocery things in that shop	Single	238	196.80
	Marry	136	211.17
	Divorce or Widowed	26	178.52
	Total	400	

Test Statistics[a,b]

	If there are ART shops near my house, I intend to buy the grocery things in that shop
Chi-Square	2.826
df	2
Asymp. Sig.	.243

a. Kruskal Wallis Test

b. Grouping Variable: STATUS

NPar Tests
Kruskal-Wallis Test

Ranks

	OCCUPATI	N	Mean Rank
If there are ART shops near my house, I intend to buy the grocery things in that shop	Student	106	196.32
	Private company employees	82	192.35
	Business owner	57	219.09
	Worker	28	221.57
	Government employees or State employees	77	196.03
	others	50	196.61
	Total	400	

Test Statistics[a,b]

	If there are ART shops near my house, I intend to buy the grocery things in that shop
Chi-Square	3.767
df	5
Asymp. Sig.	.583

a. Kruskal Wallis Test

b. Grouping Variable: OCCUPATI

NPar Tests
Kruskal-Wallis Test

Ranks

	YEARS	N	Mean Rank
If there are ART shops near my house, I intend to buy the grocery things in that shop	Less than 5 years	91	211.67
	5 - 9 years	53	204.36
	10 - 14 years	52	159.25
	15 - 19 years	30	236.30
	Greater than 19 years	174	199.64
	Total	400	

Test Statistics[a,b]

	If there are ART shops near my house, I intend to buy the grocery things in that shop
Chi-Square	12.571
df	4
Asymp. Sig.	.014

a. Kruskal Wallis Test

b. Grouping Variable: YEARS

Appendix H

Frequencies

Statistics

GENDER

N	Valid	400
	Missing	0

GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	170	42.5	42.5	42.5
	female	230	57.5	57.5	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

AGE

N	Valid	400
	Missing	0

AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 25 years	97	24.3	24.3	24.3
	26 - 33 years	115	28.8	28.8	53.0
	34 - 41 years	57	14.3	14.3	67.3
	42 - 49 years	47	11.8	11.8	79.0
	50 - 57 years	51	12.8	12.8	91.8
	58 years and above	33	8.3	8.3	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

EDUCATION LEVEL

N	Valid	400
	Missing	0

EDUCATION LEVEL

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary school	23	5.8	5.8	5.8
	Secondary school	15	3.8	3.8	9.5
	High school	43	10.8	10.8	20.3
	occupation certificate	40	10.0	10.0	30.3
	Bachelor degree	228	57.0	57.0	87.3
	Master degree or above	51	12.8	12.8	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

MONTHLY INCOME

N	Valid	400
	Missing	0

MONTHLY INCOME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 7,000 baht	119	29.8	29.8	29.8
	7,000 - 11,000 baht	101	25.3	25.3	55.0
	11,001 - 15,000 baht	32	8.0	8.0	63.0
	15,001 - 19,000 baht	30	7.5	7.5	70.5
	19,001 - 23,000 baht	23	5.8	5.8	76.3
	23,001 - 27,000 baht	30	7.5	7.5	83.8
	Greater than 27,000 baht	65	16.3	16.3	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

MARRITAL STATUS

N	Valid	400
	Missing	0

MARRITAL STATUS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	238	59.5	59.5	59.5
	Marry	136	34.0	34.0	93.5
	Divorce or Widowed	26	6.5	6.5	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

OCCUPATION

N	Valid	400
	Missing	0

OCCUPATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	106	26.5	26.5	26.5
	Private company employees	82	20.5	20.5	47.0
	Business owner	57	14.3	14.3	61.3
	Worker	28	7.0	7.0	68.3
	Government employees or State employees	77	19.3	19.3	87.5
	others	50	12.5	12.5	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

NUMBER OF YEARS LIVED IN THE COMMUNITY

N	Valid	400
	Missing	0

NUMBER OF YEARS LIVED IN THE COMMUNITY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 5 years	91	22.8	22.8	22.8
	5 - 9 years	53	13.3	13.3	36.0
	10 - 14 years	52	13.0	13.0	49.0
	15 - 19 years	30	7.5	7.5	56.5
	Greater than 19 years	174	43.5	43.5	100.0
	Total	400	100.0	100.0	

Frequencies

Statistics

I think others make judgment about me as a
person by the kinds of products and brands I use.

N	Valid	400
	Missing	0

I think others make judgment about me as a person by the kinds of products and brands I use.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	21	5.3	5.3	5.3
	Disagree	96	24.0	24.0	29.3
	Neither agree nor disagree	140	35.0	35.0	64.3
	Agree	117	29.3	29.3	93.5
	Strongly agree	26	6.5	6.5	100.0
	Total	400	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I think others make judgment about me as a person by the kinds of products and brands I use.	400	1	5	3.08	.999
Valid N (listwise)	400				

Frequencies

Statistics

I think others make judgment about my social
status by the types of retail store which I shop.

N	Valid	400
	Missing	0

I think others make judgment about my social status by the types of retail store which I shop.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	43	10.8	10.8	10.8
	Disagree	153	38.3	38.3	49.0
	Neither agree nor disagree	143	35.8	35.8	84.8
	Agree	60	15.0	15.0	99.8
	Strongly agree	1	.3	.3	100.0
	Total	400	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I think others make judgment about my social status by the types of retail store which I shop.	400	1	5	2.56	.882
Valid N (listwise)	400				

Frequencies

Statistics

My dream in life is to own expensive things.

N	Valid	400
	Missing	0

My dream in life is to own expensive things.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	34	8.5	8.5	8.5
	Disagree	74	18.5	18.5	27.0
	Neither agree nor disagree	141	35.3	35.3	62.3
	Agree	108	27.0	27.0	89.3
	Strongly agree	43	10.8	10.8	100.0
	Total	400	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
My dream in life is to own expensive things.	400	1	5	3.13	1.101
Valid N (listwise)	400				

Frequencies

Statistics

I support the local business person.

N	Valid	400
	Missing	0

I support the local business person.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	.5	.5	.5
	Disagree	4	1.0	1.0	1.5
	Neither agree nor disagree	70	17.5	17.5	19.0
	Agree	228	57.0	57.0	76.0
	Strongly agree	96	24.0	24.0	100.0
	Total	400	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I support the local business person.	400	1	5	4.03	.707
Valid N (listwise)	400				

Frequencies

Statistics

I am familiar with the local retailer

N	Valid	400
	Missing	0

I am familiar with the local retailer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	12	3.0	3.0	3.0
	Disagree	53	13.3	13.3	16.3
	Neither agree nor disagree	101	25.3	25.3	41.5
	Agree	179	44.8	44.8	86.3
	Strongly agree	55	13.8	13.8	100.0
	Total	400	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I am familiar with the local retailer	400	1	5	3.53	.986
Valid N (listwise)	400				

Frequencies

Statistics

I think the open time of local grocery store is convenient.

N	Valid	400
	Missing	0

I think the open time of local grocery store is convenient.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	1.0	1.0	1.0
	Disagree	77	19.3	19.3	20.3
	Neither agree nor disagree	70	17.5	17.5	37.8
	Agree	217	54.3	54.3	92.0
	Strongly agree	32	8.0	8.0	100.0
	Total	400	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I think the open time of local grocery store is convenient.	400	1	5	3.49	.926
Valid N (listwise)	400				

Frequencies

Statistics

I think the close time of local grocery store is convenient.

N	Valid	400
	Missing	0

I think the close time of local grocery store is convenient.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	1.5	1.5	1.5
	Disagree	108	27.0	27.0	28.5
	Neither agree nor disagree	72	18.0	18.0	46.5
	Agree	197	49.3	49.3	95.8
	Strongly agree	17	4.3	4.3	100.0
	Total	400	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I think the close time of local grocery store is convenient.	400	1	5	3.28	.958
Valid N (listwise)	400				

Frequencies

Statistics

I think local retailer sells a variety of goods.

N	Valid	400
	Missing	0

I think local retailer sells a variety of goods.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	7	1.8	1.8	1.8
	Disagree	100	25.0	25.0	26.8
	Neither agree nor disagree	59	14.8	14.8	41.5
	Agree	177	44.3	44.3	85.8
	Strongly agree	57	14.3	14.3	100.0
	Total	400	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I think local retailer sells a variety of goods.	400	1	5	3.44	1.067
Valid N (listwise)	400				

Frequencies

Statistics

I am satisfied with the cleanliness of local grocery store.

N	Valid	400
	Missing	0

I am satisfied with the cleanliness of local grocery store.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	24	6.0	6.0	6.0
	Disagree	132	33.0	33.0	39.0
	Neither agree nor disagree	120	30.0	30.0	69.0
	Agree	94	23.5	23.5	92.5
	Strongly agree	30	7.5	7.5	100.0
	Total	400	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I am satisfied with the cleanliness of local grocery store.	400	1	5	2.94	1.050
Valid N (listwise)	400				

Frequencies

Statistics

I am satisfied with the location of local grocery store.

N	Valid	400
	Missing	0

I am satisfied with the location of local grocery store.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	39	9.8	9.8	9.8
	Neither agree nor disagree	143	35.8	35.8	45.5
	Agree	159	39.8	39.8	85.3
	Strongly agree	59	14.8	14.8	100.0
	Total	400	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I am satisfied with the location of local grocery store.	400	2	5	3.59	.856
Valid N (listwise)	400				

Frequencies

Statistics

I think there is enough space in the local grocery store.

N	Valid	400
	Missing	0

I think there is enough space in the local grocery store.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	13	3.3	3.3	3.3
	Disagree	172	43.0	43.0	46.3
	Neither agree nor disagree	106	26.5	26.5	72.8
	Agree	99	24.8	24.8	97.5
	Strongly agree	10	2.5	2.5	100.0
	Total	400	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I think there is enough space in the local grocery store.	400	1	5	2.80	.933
Valid N (listwise)	400				

Frequencies

Statistics

I am satisfied with the price of
goods that local merchant offers.

N	Valid	400
	Missing	0

I am satisfied with the price of goods that local merchant offers.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	15	3.8	3.8	3.8
	Disagree	101	25.3	25.3	29.0
	Neither agree nor disagree	144	36.0	36.0	65.0
	Agree	132	33.0	33.0	98.0
	Strongly agree	8	2.0	2.0	100.0
	Total	400	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I am satisfied with the price of goods that local merchant offers.	400	1	5	3.04	.902
Valid N (listwise)	400				

Frequencies

Statistics

I am satisfied with the service of local retailer.

N	Valid	400
	Missing	0

I am satisfied with the service of local retailer.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	19	4.8	4.8	4.8
	Disagree	79	19.8	19.8	24.5
	Neither agree nor disagree	149	37.3	37.3	61.8
	Agree	133	33.3	33.3	95.0
	Strongly agree	20	5.0	5.0	100.0
	Total	400	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I am satisfied with the service of local retailer.	400	1	5	3.14	.950
Valid N (listwise)	400				

Frequencies

Statistics

I can negotiate with local retailer
(price, separated goods, free goods).

N	Valid	400
	Missing	0

I can negotiate with local retailer (price, separated goods, free goods).

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	37	9.3	9.3	9.3
	Disagree	103	25.8	25.8	35.0
	Neither agree nor disagree	116	29.0	29.0	64.0
	Agree	120	30.0	30.0	94.0
	Strongly agree	24	6.0	6.0	100.0
	Total	400	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I can negotiate with local retailer (price, separated goods, free goods).	400	1	5	2.98	1.082
Valid N (listwise)	400				

Frequencies

Statistics

How satisfied with the amount of give and take I receive
for my efforts from other members of the community.

N	Valid	400
	Missing	0

How satisfied with the amount of give and take I receive for my efforts from other members of the community.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly dissatisfy	1	.3	.3	.3
	Dissatisfy	45	11.3	11.3	11.5
	Neither satisfy or dissatisfy	72	18.0	18.0	29.5
	Satisfy	239	59.8	59.8	89.3
	Strongly satisfy	43	10.8	10.8	100.0
	Total	400	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How satisfied with the amount of give and take I receive for my efforts from other members of the community.	400	1	5	3.69	.818
Valid N (listwise)	400				

Frequencies

Statistics

How satisfied when most people in the community are fair in the dealings with each other.

N	Valid	400
	Missing	0

How satisfied when most people in the community are fair in the dealings with each other.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly dissatisfy	1	.3	.3	.3
	Dissatisfy	52	13.0	13.0	13.3
	Neither satisfy or dissatisfy	120	30.0	30.0	43.3
	Satisfy	193	48.3	48.3	91.5
	Strongly satisfy	34	8.5	8.5	100.0
	Total	400	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
How satisfied when most people in the community are fair in the dealings with each other.	400	1	5	3.52	.835
Valid N (listwise)	400				

Frequencies

Statistics

Local retailers lack a good selection of merchandise.

N	Valid	400
	Missing	0

Local retailers lack a good selection of merchandise.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	10	2.5	2.5	2.5
	Disagree	122	30.5	30.5	33.0
	Neither agree nor disagree	171	42.8	42.8	75.8
	Agree	80	20.0	20.0	95.8
	Strongly agree	17	4.3	4.3	100.0
	Total	400	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Local retailers lack a good selection of merchandise.	400	1	5	2.93	.879
Valid N (listwise)	400				