



THE SITUATION OF THE TRADITIONAL RETAIL STORE AND EFFECT OF
FOREIGN COMPETITORS

by
Ms. Tritip Maneechot

A Final Report of the Three-Credit Course
CE 6998 Project

Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Science
in Computer and Engineering Management
Assumption University

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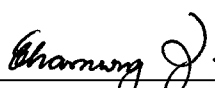
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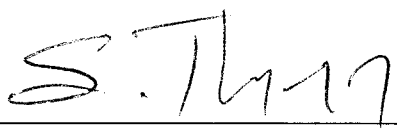
The Graduate School of Assumption University has approved this final report of the three-credit course, CE 6998 PROJECT, submitted in partial fulfillment of the requirements for the degree of Master of Science in Computer and Engineering Management.

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ABSTRACT

This project is about the impact of the large scale multinational corporation retailers towards traditional retail stores (Cho-huays). The structure of Thai retail business has gradually changed because the foreign entrepreneurs come to join with the local entrepreneurs. Thai retail business have increased the investment from foreign companies in order to strengthen the business which has affected the traditional retail stores.

The methodology of this research is based upon both qualitative and quantitative models. This research has been conducted on consumers who live in Bangkok. The researcher created and a designed questionnaire to ask 400 people as a sample to gather information and select frequency, mean and standard deviation as a tool for statistic analysis.

From the survey, most of respondents prefer to shop at Cho-huay once a month for buying beverage, snack, dry food and personal care with average spending less than 10 baht-50 baht. The main reasons that most respondents shop at Cho-huay is because it is near their home and when home stocks run out. Respondents want Cho-huay to improve many factors such as the variety of products, atmosphere in the store, new decoration, price, open 24-hour, good product arrangement, show of price label in each item, product are always new and fresh and the shop is air-conditioned.

ACKNOWLEDGEMENTS

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I. INTRODUCTION

1.1 Background of the Project

The economic crisis over the past five years has dealt a blow to all businesses, including the retail business, which in the past had never experienced a recession. Financial problems have shaken the Thai retail industry and sparked fierce competition among discount stores, with a large number of international giants stretching their tentacles into Thailand. Small-scale business operators or traditional retail stores (Cho-huay) have begun to feel the adverse effects from almost unrestricted expansion of foreign retailers, notably large discount stores. Customers have been lured away from small-scale stores by the attractions and convenience of the retail giants, which offer a large variety of goods and services at cheap prices from early in the morning until late at night. Thai retailers of all kinds, particularly traditional retail stores (Cho-huay), have been forced to adjust over the past year, while even discount stores have had to think up new strategies to retain their market shares.

The retail business in Thailand currently takes the form of a battle between two sides: small-scale businesses that have been affected by unchecked liberalization, and which are calling for government assistance, and those that have benefited from liberalization and want to see the market freed up still further. The government needs to study with care how to respond to the retail sector's needs, so as to generate the utmost benefit for this billion-baht business..

Competition in the retail business is beneficial for the overall economy. The main beneficiaries are the general public, as entrepreneurs actively adjust their management amidst an atmosphere of intense competition. Nonetheless, if Thai entrepreneurs prove less competent than the foreign giants in terms of finance and technology, it is the

public's responsibility to provide assistance to help them find their feet, particularly in the case of small-scale companies. Operational rules and regulations should be formulated for the mutual business benefits of Thais and foreigners alike. Such regulations should not impede international investors, and should be in line with Thailand's liberalization policy.

Any limitation on foreign investment capital is against the free market approach adopted by the government. Moreover, it should be remembered that foreign investors help generate substantial employment opportunities. Nonetheless, it is important that the government finds a suitable balance between state assistance and market liberalization, taking into account other factors that affect the retail business, such as the soaring price of oil, the rising cost of living and the strength or weakness of the baht. The new government should strive to revive the overall economy so as to ensure future sustainability

There are many changes taking place in the retailing industry today, as the effects of the large scale multinational corporation retailers are touching retail business, in all shapes and sizes. Many modern outlets are being introduced to developing countries, while developed retailing organizations are using such new markets to extend their institutional product lifecycle. The trends are quite visible. The effects of modernization are increasing while the role of government intervention is decreasing. The combined effects of these two variables are so powerful that they are instrumental in the changing nature of Thailand's societal and industry structures. As a result of these powerful interactive variables, there has been a steady decline in the number of traditional retail store businesses in Thailand.

More than 70% of the customers buy the product from the traditional retail stores (Cho-huay) because they are near their homes, home stock running out, convenience, good service and credit sale.

When the time passes, it shows that people want something different such as the atmosphere and cleanliness in the store, price, good product arrangement in order to find the product easily, air-condition, variety choice of product, show of price label on each item and new decoration, and the customers can pick the product by themselves so the product on the shelves should be new and fresh all the time.

The traditional retail stores faced several problems including location, decoration style and lack of a customer-oriented strategy. The changing modern retail trade causes the traditional retail store (Cho-huay) to close down from the market. Retailing today is competing violently in terms of pricing, variety choice of product and services. So modern retail trade is the new challenger in retail business.

The owners of the traditional retail stores should keep in mind that, with the high competition of the retail store market in Thailand, the owners have to find tactics to increase customers and to satisfy needs of customers that means the sale and high profits. It starts from understanding the customer wants and brings it to improve shop to reach high potential in order to compete with competitors which are discount stores.

1.2 Objectives of the Project

The objectives are to study about the situation of traditional retail stores and the impact of large scale multinational corporation retailers, to explore the cause of dwindling business for traditional retail stores recession in Thailand and to suggest ways to ease the problem in the future.

1.3 Scope of the Project

This research focused on traditional retail stores (Cho-huay) and discount stores. The main scope of this project is to study the situation of the traditional retail store (Cho-huay) and modern retail trade especially discount stores in Bangkok. And it included consumer behavior and attitude toward the traditional retail store (Cho-huay) and discount stores in Bangkok. Discount store is a new kind of stores substitute for old retailers which plays an important role in the modern trade market.

This project covers the real situation of the retail business in Thailand, the cause of traditional retail store crisis, the impact of the problem and the ways to prevent the problem in the future.



II. LITERATURE REVIEW

2.1 Overview of Retail Business in Thailand

Thailand's retail business has changed significantly over the past five years, due to the influence of international retailers that have brought in new business practices and changed the way millions of people shop. The eventual entry of large foreign players was inevitable, but it was speeded by the economic crisis of 1997, which left many local retail operators in a precarious financial state. Without financial help from new strategic partners, local retailers could not restructure debts or raise funds to expand. A new, more budget conscious and demanding breed of consumer also emerged from the crisis. Once they started to grow accustomed to the lower prices and better service offered by the big operators, there was no turning back.

All this was bad news for any traditional local retail operators that had failed to adapt and upgrade. Calls for government regulations to curb the growth of multinationals found support in some quarters, but it has become clear that consumer choice will ultimately dictate which businesses survive. The change has been most apparent in the supermarket and discount-store sector, with chains such as Tesco Lotus, Carrefour, Big C (Casino Group) and Makro continuously expanding their outlet totals from 1998 and posting healthy sales.

Given their greater bargaining power with suppliers, the big chains can sell products at lower prices. They counter claims of retail job losses with assertions that they have created thousands more jobs, not just in their stores but among supporting industries and suppliers. Exports of Thai made goods to their networks abroad, especially in Europe, bring in further revenue, they argue.

In the face of major changes across the entire retailing industry, the government has been criticised for failing to promote a clear policy for the industry, and for doing very little to check the expansion of foreign retailers. A law on retail zoning is now being drafted, but the danger is that it could be seen as targeting one specific group and harming foreign investor sentiment. One of the government's responses has been a proposal to set up a non profit organization to help conventional retailers cut their supply costs and compete more effectively with large stores. The new body would represent small retailers and purchase supplies in bulk on their behalf from manufacturers, thus closing the price gap with the big chains.

Table 2.1. Number of Outlets by Retail Category Nationwide,1997-2001.

Category	1997	1998	1999	2000	2001	Sales(b/m)
Departmentstore	119	117	112	103	108	97,400
Discount store	37	48	46	59	79	126,000
Supermarket	116	124	138	150	170	22,785
Convenience store	2,206	2,504	4,500	5,537	5,750	34,175
Cash and carry	17	18	18	19	21	20,000
Category killer	54	58	150	206	239	N/A

The number of discount stores is expected to exceed 200 within the next two to three years. Currently there are 100 discount stores across the country including Tesco Lotus (33), Big C (30), Makro (21) and Carrefour (16), compared with 50 outlets in 1997. Discount stores not only play role as retailers but also as wholesalers, selling products to smaller grocery stores. Market analysts estimated that the country had 260,000 retail outlets in 2001, of which half were modern in design and business practices. About 30-35% of total retail space was controlled by major chains including

Tesco Lotus, Carrefour, Big C and Makro, up from 10% to 20% five years ago. The figure is expected to reach 40% by the end of 2002. The number of small grocery stores, meanwhile, has been steadily declining by 10-20% per year, according to the estimates.

The largest locally owned retail players have adjusted over the past five years by moving to focus on their core businesses and cut non core operations. Central retail Corp (CRC) sold stakes in CenCar Co to its French partner, Carrefour, and ceded majority control of Big C Supercenter to France's Casino Group. CRC also sold its supermarket holdings to Royal Ahold, which subsequently took Tops Supermarket on an expansion spree.

As a result, CRC was able to concentrate on its core Central department stores and on expanding promising businesses such as Power Buy and Super Sport. The Charoen Pokphand Group, an agribusiness conglomerate, exited the supermarket and discount-store fields, selling its Sunny Supermarket business to Belgium-based Food Lion and its holding in Lotus Supercentre to UK-based Tesco Co. Shopping centre developers, meanwhile, have frozen new projects and are focusing on renovating existing shopping complexes. Some have changed their positions to focus on specialised niche markets. A shift toward new forms of marketing activities including electronic commerce and catalogue sales is also evident.

As well, shopping centres have adjusted their merchandise mix to offer more packaged foods and entertainment products such as CDs, VCDs, books and magazines. Some department stores are competing directly with discount stores by transforming themselves into information technology outlets, while others have joined with foreign supermarket chains to battle the discount stores. New magnets such as bowling lanes, movie theatres and theme parks are showing up at some outlets, and while large-scale marketing activities used to take place three or four times a year, operators now feel the

need to dazzle customers on a monthly or even weekly basis with specially themed promotions. Along the way, retailers have learned the importance of market research and the use of information technology to better understand consumers. Family-style management has given way at many retail businesses toward professional operations with strong IT input.

The change in the retail landscape is also being felt by manufacturers, whose margins have shrunk because of the discount stores' aggressive bargaining. Traditional provincial wholesalers are also being squeezed out by highly sophisticated distribution and logistics operations, most of them owned by the chains or operated as joint ventures. Manufacturers complain that the powerful discounters charge them high entry fees when they want to put their products on the shelves in the mass market stores. At the same time, discount stores have broadened the range of their house brand products to further pressure brand name suppliers. Some manufacturers have found the losses too hard to bear and have exited the business. Others, though, have decided to change their policies and become subcontractors for discount stores.

To survive, manufacturers have had to invest in computerised systems to better track production and control costs. Staff have been trained in how to handle orders from modern retailers, and products are better classified by segment.

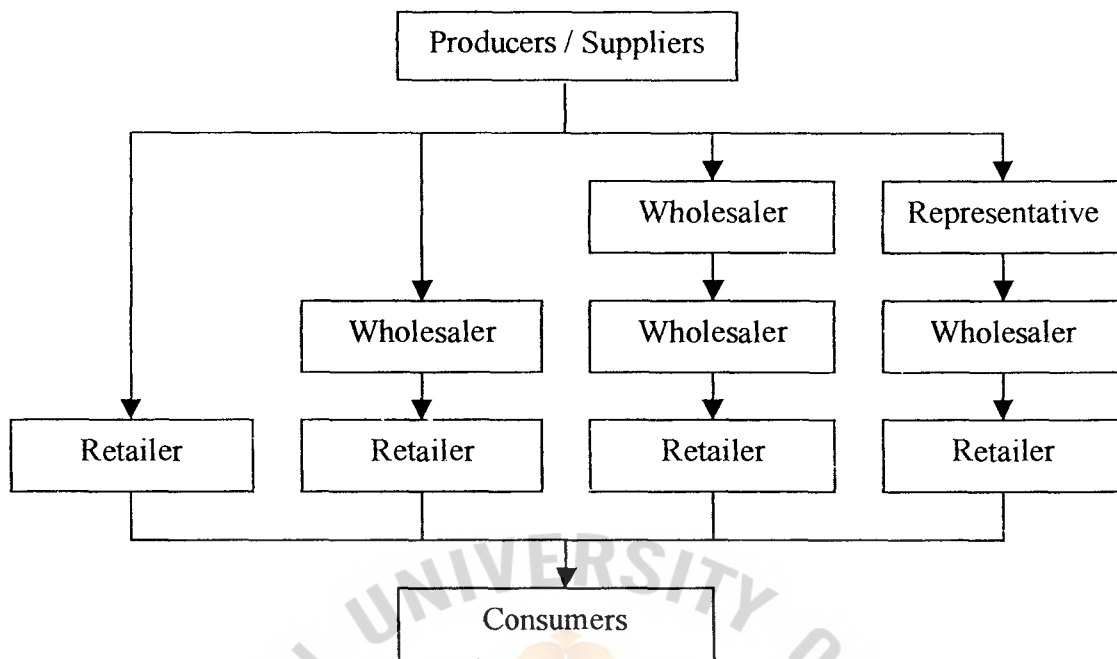


Figure 2.1. Distribution Channels to Consumers.

Distributing products or services from producers to consumers, there must be channels of distribution involved. Therefore, the distribution channels are one of the important marketing tools in product procurement, repair, management, return, maintenance, and transportation. The basic format of the final distribution channels to consumers are shown in figure 2.1.

2.2 The Situation of Retail Business in Thailand

The expansion of modern retail store business both small and large scale has seen rapid and continuous growth, whether in the forms of convenience stores, supermarkets, or discount stores, and particularly the latter, which are not strictly speaking a direct competitor to small retail shops. But with long time experience in this business and increasingly good response from consumers, discount stores have enjoyed rapid growth. Therefore, in Bangkok 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.

They have to adopt various strategies or helps both internal and external factors to increase their strengths and potential before it is too late, and instead of relying on assistance from other parties. Good relations between the owners of small community retail stores with the customers in their immediate areas is an advantage that small retailers have over large retail businesses that want to approach local communities. Small retailers, therefore, should maintain good relations with their customers for as long as possible to keep them loyal. The government is currently playing an increasing role in solving the problems of retail business, both with immediate measures and in laws regulating retail business. This also includes the establishment of the “Allied Retail Trade: ART” Company Limited, which will increase the strength of Thai SME (Small to Medium Enterprise) retailers in business.

This is a good start for all relevant parties to place more emphasis on increasing the potential of retail business at the medium and small scale levels, which are mostly owned by Thais. This is among a market trend in which some larger operators are seeking cooperative retail trading agreements with other retailers in order to increase their presence in the marketplace. However, such moves should proceed on the basis of enhancement rather than limitation in trade i.e., owners of all retail store types, regardless of size, will still have a place in the market and not be inhibited from developing their potential. They all should have clearly defined target segments and niches in order to that they can compete.

As long as the retail business has a free competitive environment with fair trade, the society, which consists of consumers, retail/wholesale business operators, and manufacturers should all derive mutual benefits. However, fair competition may not

exist in an environment where the fundamental structure of the market is not conducive to it. Therefore, improvements in trade related regulatory statutes are highly imperative in order to have retail business in Thailand continue to grow, while generating benefits for all concerned.

2.3 Characteristics of Retail Business

There are many types of retail business depending on how they are categorized, for example, 7-Eleven has characteristics that fall into many categories of business, such as, convenient store, and franchise retail stores. As a whole, retail stores are classified into two main groups, as follows:

- (1) First group - retail stores categorized by type of business ownership.
- (2) Second group - retail stores categorized by business management strategies.



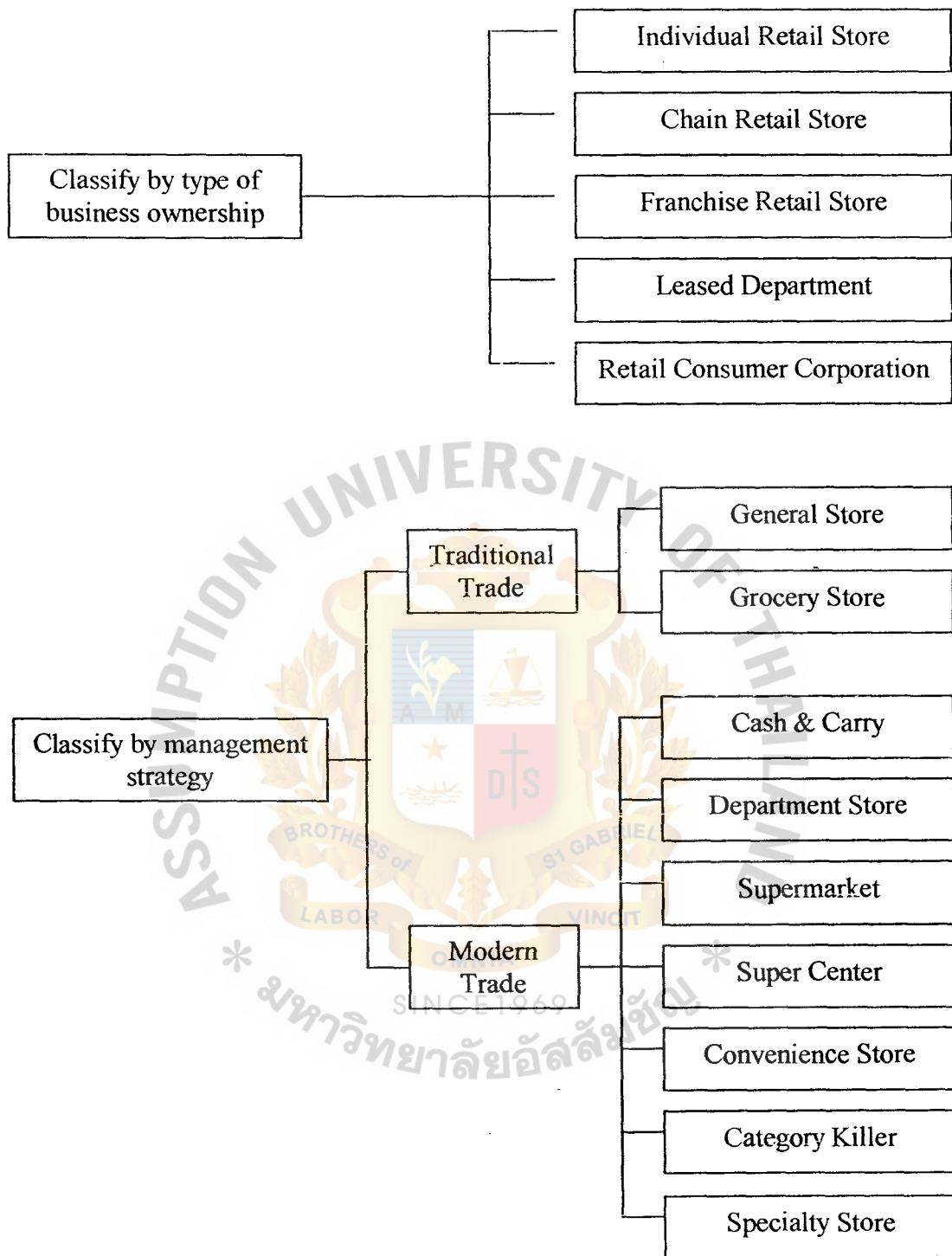


Figure 2.2. Classification of Retail Store.

2.3.1 Retail Stores Classified by Type of Business Ownership

(1) Individual Retail Store

This type of retail store is usually owned by a person, partnership, or company managed by one person, family member, or by friend, such as, ordinary grocery stores and drug stores, or other stores that need low amount of capital fund and less skills or expertise in management. Normally, this kind of store operates in a ground floor of commercial buildings where upstairs are also available for renting, so this can ease some decision making on what to sell at what price. However, if the owner has lack of experience and knowledge, the business will be bad as there is only little chance to expand.

(2) Chain Retail Store

This type of retail store is characterized by stores with more than one branch. It is an important factor of management that all of the branches have to follow the same operation plan and have the same image and standard of service. Managing this kind of store, owner has to rely on centralized management where all policies must come from central office and every branch has to practice them.

It is obvious that this type of store is different from the individual retail store in the way that its branches do not hold any decision power, management power, and less flexibility of operation. However, from central office's perspective, this way can ease the management over all branches as they have to follow the same policies.

In a bigger chain retail store, to increase management efficiency and safe operation cost, it tends to conduct vertical integration, such as, setting

up its own distribution center. Clear examples of chain retail store in Thailand are, Central Department Store and Bata.

(3) Franchise Retail Store

“The California Franchise Investment Law” has given the meaning of franchise as an agreement between two or more individuals under 3 main conditions :

- (a) Franchisee is only granted right to sell products or service under format and market plans set solely by franchiser.
- (b) Products sold, business operation, and management must follow the plan, trademark, and services set by franchiser only.
- (c) Franchisee has to pay fee on the business right franchisor grant to the franchisee in form of franchisee fee and other fee, the royalty fee, to be paid periodically to franchiser according to the deals.

Business structure of franchise retail store is a kind of joint operation between businesses with the same obligation and right under signed contract. It is obvious that franchising business is a form of marketing which franchisee has a right to grant its trade name, service platform, or product that the franchisee has developed. Also, franchisor can freely operate its own business but only under the standard and guideline set by franchisor.

At the same time, franchisor can also give assistance on marketing, management, quality control, training, procurement, and sales promotion to franchisee. In return, franchisee is required to pay franchise fee to the franchisor once after signing contract. Rate of franchise fee is varied upon the potential and growing opportunity of the business, but normally,

franchisee fee is quite the same figure that franchisor had to cover such expenses as advertisement, training, manual, and other document. Apart from these fees, franchisee had to also pay the service fee or royalty fee to the franchiser at a fix rate calculated from gross profit. From all these fees franchisor can spend it on improving products, marketing system, and management system, in order to urge work efficiency and sales.

There are two types of franchising : franchising of product and franchising of business management format :

- (a) Trade Name Franchising. It is a type of franchising which the product or trade mark is being franchised, for examples, Shell Gas Station, or Coca Cola. These franchising organizations obtained a legal right to use the trade name rendered by the head office in USA, however without head office hands in the operation.
 - (b) Business Format Franchising. For examples, Mc Donald's and 7-Eleven for which the franchisee is given a finish formula for conducting the business. The formula includes all information needed to open a successful franchise store, such as, information on location, importing, training, sales management, finance, advertising, etc.
- (4) Lease Department or Consignment

This type of retailing is practiced mostly in department stores where there are spaces available for brand products to rent. The payment is charged by percentage of sales or conditionally upon both parties' agreement. The reason why this type of retailing is also referred as a consignment is because most of the responsibilities and liabilities fall upon the renter. Normally, over 70% of the products in the department stores are

categorized as Leased Department or Consignment, for examples, cosmetic counters, boutiques, key maker, etc.

This is a compromising kind of retailing. Both parties are benefited, the space owner does not have to worry about the depreciation and damage of the property, and there is no need for expertise in business conducting, at the same time having a lot of well know products are sold at the department store can be more attractive to customers. On the other hand, the renter or product owner do not have to waste too much time to find a good location of the shop and can also join in a lot of special promotions organized in the department store.

(5) Retail Consumer Corporation

This type of retailing, the shares can be sold to public, and all shareholders are granted as members and owners of the store. The profit they will get derived from what they have purchased in a year.

2.3.2 Retail Store Classified by Management Strategy

Traditional Trade

Traditional trade is one the first generation of the retail store where goods are sold in a small unit in a commercial building without decoration, products are not put orderly. The business may be run by one person, partnership, or company, but as a whole, it is still characterized as a family business with easy and plain management not focusing on certain target group. The examples are:

(1) General Store

A quite large store containing various categories of the products but in small volume, products are such as books, stationery, consumer products, etc. that are not expensive at moderate quality. This kind of store is popular

in the rural area with quite a population and considered as one pioneer stores as it does not require too much capital investment while the expenses is low.

(2) Grocery Store

This type of store can be found at every corner of every town, in a quiet little village or in a big city. Categories of the product are varied upon the environment. Grocery store in cities do sell less products than that of the one in far away village where there are not many shop available. It may be characterized into two types : the complete grocery store and common grocery store. Usually, common store only sells necessary consumer products, such as, rice, sugar, fish sauce, soap, and soda, but the complete ones also include fresh vegetable, meat, etc. The grocery stores also have a lot of impact on macro economic as they are the closest type of retail shop to people.

Modern Trade

(1) Cash & Carry

There are wide range of product categories, from 20,000 – 30,000 SKUs, but most of them are mandatory consumer products. It has a high sales turn over, most of the products are packed in shrink wrap or carton.

Target groups of Cash & Carry are quite obvious as they need to subscribe a membership with the store. The 2 main target groups are : retail stores or grocery stores, and organizations or hospitality businesses, such as, hotels, restaurants, catering agents, etc.

Generally, average product prices are lower than those sold at department stores, and other retail and wholesale stores. The reasons why this type of store can keep the selling price low are that most of the products

are sold at high volume, it, then, has power to negotiate with suppliers to supply products at lower price, and to save costs, customers are required to do everything themselves from picking products to carrying products to the car.

Cash & Carry stores are mostly located on main roads on the outskirts, built in form of warehouse building with one or two stories with high roof in order to stock large amount of products and easier to search. Decoration is not highly emphasized.

(2) Department Store

A large retail store built to serve large number of customers, all of its products are orderly organized. Products of the same category will be arranged in the same section. The products are generally good quality products and the prices are quite high. This is like combining all category killers into one place. A Department Store has a rather complex management system as there has to be a product consultant at each section to serve customers, which, as a result, causes high management cost. Some even try to fill in other facilities to fulfill all customer needs at one place, or referred as one stop shopping.

Department Stores can be classified by target groups into two groups : higher prestige department store, such as, Central Department Store, and the Emporium; and medium class department store to serve middle income customers, such as, Robinsons, and The Mall. If they are to be classified by size, Central, The Mall, and Robinsons belong to the same group of a large size department store, while Imperial and Tung Hua Seng are medium size

department stores, and Asian, Wonder, and other department stores out of town are considered as a small department stores.

(3) Supermarket

A large retail store selling mandatory consumer products emphasizing on products' freshness and variety. To lower the selling price, customers have to practice self service.

In Thailand, there are also a mixture of supermarket in a department store, usually on the basement floor, like, Tops Supermarket in Central and Robinsons, and Home Fresh Mart in The Mall and The Emporium. Theoretically, supermarket and department store belong to different segments. Department Store customers are most high income shoppers who tend to buy higher quality of products, while supermarket customers are mostly housekeepers who tend to buy only consumer products. These two types of stores are combined to serve the concept of one stop shopping. In the near future, supermarkets can be clearer separated from department store to be a stand alone supermarket, for examples, Food Land, Villa, and Food Lion, etc.

(4) Discount Store

A retail store that adopts theory of supermarket. There is no PCs to serve customers, customers have to practice self service, the only facilities provided are shopping baskets and carts. The products sold are those with medium quality at lower prices. Its target groups are people with lower to medium income.

There are two types of discount store:

(1) Super Center

A retail store with the idea adopted by USA, emphasizing on selling clothes, other products may be sold in form of separate shops, for examples, Big C and Tesco-Lotus. Super Center is predicted to be very popular as they can respond more to middle income customers' need, and at the same time, it can also generate more profit from shops selling other things than consumer products, such as, clothes, electronic appliances, etc., which make more profit margin than consumer product.

(2) Hyper Market

A large retail store, some times even 6 times bigger than supermarket in some countries, containing up to 3,000 product SKUs. All of the product sold at super center can also be seen here, the only difference is that hyper market focuses on food products, only small segment of clothes is found. It has quite complex management system as it has to keep low expenditure and cost.

(5) Convenience Store

Convenience Stores sell mandatory consumer products including food and beverage. The products are quite variety but not as variety as supermarket at lower volume and number of brands at smaller size. Generally, the selling prices are a bit higher than those in supermarket. What it emphasizes is the convenience of the customers, they are mostly located near public places like bus stops, schools, hospitals, and open for long hours from 7.00 am.– 10.00 pm., some even open 24 hours. Target

customers mostly live in nearby residences, and products they need are the mandatory consumer products, but what differentiate convenience stores from grocery stores is that the convenience stores cover wider range of products that can serve more customers' purposes. The examples are, 7-Eleven, AmPm, Family Mart, and ones in gas stations like Select in Shell, and Tiger Mart in Esso.

(6) Category Killer

Category Killer is a retail store that sells only one product category with different quality, sizes, colors, and brands, at low price. The target group is customers who have interest in particular product, such as, Power Buy and Super Sport.

(7) Specialty Store

Specialty store is a retail store selling a few categories of products, or just only specialty products, or innovative products, fashionable products, rare products, or trendy products, for examples, Marks & Spencer, Watson's, and Boots.

Format of each retail store classified by such marketing strategies as characteristic, price, size of the product or service, and location of the stores, are shown in Table 2.2.

Table 2.2. Characteristics of Retail Store.

Type of Business	Target Group	Size (sq. mtr.)	SKUs	Product Category	Location	Marketing Strategy
Cash & Carry	-Company -Grocery Store -Organizations	10,000– 20,000	20,000– 30,000	Daily consumer products	Out skirts	Low price
Department Store	-Public	20,000– 40,000	Over 30,000	All consumer products	Residential areas	Service & product variety
Supermarket	-Public	2,000– 5,000	5,000– 8,000	Daily consumer products	Residential areas	Food freshness and convenience
Super Center Hyper Market	-Public	10,000– 30,000	Over 30,000	Daily consumer products	Out skirts	Low price
Convenience Store	-Public	100-300	1,000– 5,000	Daily consumer products	Residential Areas	Convenient time and location
Category Killer	-Public -Small business	2,000– 5,000	Less than 3,000	Certain category of products	Business residential areas	Price
Specialty Store	-Public -Small business	2,000 – 5,000	Less than 3,000	Specialty products	Business residential areas	Special characteristic of products

Table 2.3. Leading Large Retail Stores Classified by Business Category.

Type of Business	Business Name
1. Cash & Carry	- Makro
2. Department Store	- Central - The Mall - Robinson's
3. Supermarket	- Tops - Food Lion - Food Land
4. Super Center	- Big C - Tesco-Lotus
5. Hyper Market	- Carrefour
6. Convenience Store	- 7-Eleven - AmPm - Family Mart
7. Category Killer	- Power Buy - Office Depot - Super Sports
8. Specialty Store	- Watson's - Boots - Marks & Spencer

Table 2.4. Numbers of Branches of Major Retailer in Thailand

Type of Business	Major Retailers	Number of Branches				
		1995	1996	1997	1998	At June 30, 1999
Department Store	The Mall	7	6	7	7	7
	Central	7	7	13	14	14
	Robinson	14	17	20	20	20
	Isetan					1
	Sogo					1
Supermarket	Tops		11	27	40	40
	Food Land	7	7	7	7	7
	Sunny	5	5	8	8	-
Cash & Carry	Makro	10	14	15	16	17
Discount Store	Big C	6	11	19	20	20
	Tesco-Lotus	2	5	12	13	15
Hyper Market	Carrefour	3	6	7	7	8
Specialty Store	Watson's		6	14	17	31
	Marks & Spencer		3	5	7	7
	Boots			6	20	31
Category Killer	Super Sport		34	35	35	35
	Power Buy	1	4	6	6	6
Convenience Store	7-Eleven		715	880	1,100	1,200
	Family Mart		15	40	73	93
	Am Pm		190	260	300	330

Table 2.5. Foreign Control of Retail Business in Thailand.

Business	Shareholders
Tesco-Lotus	CP 7.9% Tesco 92.1%
Big C	Chirathivat family 13% Casino 66% Minor Shareholders 21%
Carrefour	SSCP Holding 60% Carrefour of France 40%
Tops	Royal Ahold 100%
Food Lion	Food Lion INC 51% Delhaize Group 49%
Makro	SHV Group 90% CP 10%

Discount stores receive high attention from foreign investors because they tend to have higher growth rate than other kind of retail stores. Tragically, none of the department store is invested by foreigners because they have reached their maturity stage. If there is to be a change of ownership, it has to be by a Thai investor, but there is a little possibility as the financial institutions are very careful on loaning.

Changes of Shareholders will impact both the organization itself and the retail business as a whole. The impacts that will happen are :

- (a) Competition in Discount stores and Hypermarkets will be even more severe, since the merchandise cost per unit will be decreased as more branches are opened. The stores such Lotus and Carrefour that have foreign owners as major shareholders will have advantages because they will be capable of setting up new branches by this time. Meantime their competitors that are still looking for share buyers have to carry on the debt burden and are unable to open new branches.

- (b) With their long-term experience, foreign shareholders will bring retailing stores in Thailand towards a more effective management standard. It cannot be denied that Thai retailing businesses have developed rapidly in the past five years because of the foreign partners' modern management.
- (c) The foreign-owned retailing stores will force Thai owned stores, which want to be competitive to improve their management system.
- (d) The expansion of foreign-owned stores will accelerate the closure of medium-to-small stores as their sales volumes and profits will become wafer thin and they will not be able to survive on a very low sales volume and will perish sooner rather than later.
- (e) The stores will compete on the basis of variety of lines of merchandise, fast cashier check out and return of damaged merchandise. Nevertheless, pricing is still a main strategy.
- (f) The relationship between retailing stores and suppliers will be partners rather than competitors. Besides, loan borrowing from domestic financial institutions will depend on mutual benefits rather than personal relationships.

Although the Thai-owned retailing stores will be affected by foreign-owned stores, it is believed that many of the latter will be able to compete if they can minimize their costs and take advantage of their thorough understanding of Thai consumers' behavior and culture. Consumers, on the other hand, should benefit from the competition because stores are competing to sell quality products at low prices.

III. RESEARCH METHODOLOGY

This chapter describes the methods that were used to attain the objectives of the study. It contained the research method, populations, sample size and data analysis technique.

3.1 Research Method

This research uses both qualitative and quantitative models. Qualitative model study from literatures, researches, term papers, thesis, and internet. In part of quantitative model, that come from questionnaire survey and statistics process for analysis and evaluation.

3.2 Populations

Populations in this research has the following qualifications:

- (1) Population are either male and female.
- (2) Population used to shop at traditional retail stores (Cho-huay) and discount stores, which is located in Bangkok.
- (3) Population living in Bangkok.

3.3 Sample Size

This research examines the non-probability sampling design because the respondent's chance of being included in the sample is unknown. According to the infinite population, the techniques for determining sample size of statistical inference are based on the relationship among the estimated proportion of customer, the maximum allowance for error between the true proportion and sample proportion, and the confidence level which indicates the long-run probability that the confidence interval estimate will be correct. Thus, the formula is:

$$n = \frac{Z^2 pq}{E^2}$$

Where;

n = Sample size

p = Population proportion that has the required characteristics

q = (1-q) estimated proportion of the non customer to overall population

E² = Allowed errors between the true and sample population

Z² = Square of the confidence level in standard error units

Confidence Level

We will apply the 95% confidence level so that the maximum allowance for error between the true and sample proportion is 5% or 0.05.

Standard Normal Distribution

A probability distribution that reflects a specific normal curve for the standardized value, Z score, in accordance with the specific confidence level is 1.96.

Estimated Proportion of Customer

As we do not have the characteristics of the population, we divide the proportion of population equally. The result of p is equal to 0.5 and then q is equal to 0.5.

Substitution these values into the formula,

$$\begin{aligned} n &= \frac{(1.96)^2 (0.5) (0.5)}{(0.05)^2} \\ &= 384 \text{ or about } 400 \text{ respondents} \end{aligned}$$

Therefore, the sample size for this research is 400 units.

3.4 Data Analysis Technique

The data will be analyzed and summarized in a readable and easily interpretable form. The Statistical Package for the Social Science (SPSS) will be utilized to summarize the data where needed.

Descriptive statistics aim to describe and summarize the data that are collected in the survey. The statistical procedures. Reliability is measured by the consistency and stability of the questionnaire result. Frequency and percentage tables are most common forms of data descriptive in the questionnaire. More importantly, the sample percentages used directly as an estimate of the percentages of the total population that indicate each alternative response.

All statistical interpretations of the data will follow commonly accepted research practices. The form of data presentation from these procedures would again be presented in an easily interpreted format. The computer will be used to ensure accuracy and to minimize costs to perform all statistical procedures. It indicates the strength of relationships between two ordinal variables: the measurements ranked for each variable and difference scores calculated.

The steps of doing this research are as follows:

- (1) 400 sets of questionnaires either in Thai or English, was distributed to people randomly selected. The sample included both gender from all ages, income levels with different occupation and educational level.
- (2) Collect the questionnaire from respondents.
- (3) Record code into the questionnaire.
- (4) Summarize the data in order to input them to the computer.
- (5) Input data to SPSS software program to analyze the data.

- (6) Conclude the results and present them both in the tabular and graphical format.



IV. DATA ANALYSIS

The following tables come from the survey result of the consumer behavior and attitude toward the traditional retail store (Cho-huay) and discount stores in Bangkok are found by using 400 sets of questionnaires.

4.1 Personal Data of Respondents

The respondents of this research consisted of 134 males and 266 females. Background characteristics in terms of demographics variables of the respondents are summarized in the following tables:

Table 4.1. Gender of Respondents.

Gender	Frequency	Percent
Male	134	33.5
Female	266	66.5
Total	400	100.0

Table 4.2. Age of Respondents.

Age of respondents	Frequency	Percent
Less than 20 years	27	6.8
20 - 30 years	87	21.8
31 - 40 years	102	25.5
41 - 50 years	99	24.8
More than 51 years	85	21.1
Total	400	100.0

Table 4.3. Monthly Income of Respondents.

Monthly income	Frequency	Percent
Less than 5,000 bahts	17	4.3
5,001 - 10,000 bahts	63	15.8
10,001 - 20,000 bahts	110	27.5
20,001 - 30,000 bahts	101	25.3
30,001 - 40,000 bahts	67	16.8
40,001 - 50,000 bahts	37	9.2
More than 50,000 bahts	5	1.1
Total	400	100.0

Table 4.4. Occupation of Respondents.

Occupation of respondents	Frequency	Percent
Student	68	17.0
Housewife	142	35.5
Government officer / State enterprise officer	72	18.0
Private company employee	77	19.3
Business owner	41	10.2
Total	400	100.0

Table 4.5. Education of Respondents.

Education level	Frequency	Percent
Elementary	37	9.3
High school	55	13.8
Diploma	113	28.3
Bachelor degree	141	35.3
Master degree	50	12.3
Doctorate degree	4	1.0
Total	400	100.0

Table 4.6. Family Members of Respondents.

Family members	Frequency	Percent
1-3 person(s)	138	34.5
4-6 persons	190	47.5
7-10 persons	72	18.0
Total	400	100.0

For evaluating the general demographic information of respondents, we can conclude from the demographic data from the research. We can divide the gender of respondents as 33.5% male and 66.5% female. Most respondents are 31-40 years as 25.5% and followed by 41-50 years and 20-30 years as 24.8% and 21.8% respectively.

Most respondents have monthly income of 10,001 Bahts – 20,000 Bahts, 20,001 Bahts – 30,000 Bahts and 30,001 Bahts – 40,000 Bahts as 27.5%, 25.3% and 16.8% respectively. Housewife, private company officer and government officer / state enterprise officer are the most top three occupation of respondents as 35.5%, 19.3% and 18% respectively.

Most respondents have the education level as bachelor degree as 35.3%, followed by diploma as 28.3% and high school as 13.8%. Most respondents have family members 4 – 6 persons and 1 – 3 person(s) as 47.5% and 34.5% respectively.

4.2 Findings of the Study

The results of each question are analyzed and summarized in the following tables and graphical formats:

Question No.1

How often do you shop at Cho-huay?

- | | |
|-------------------------------|------------------------|
| 1. Everyday / almost everyday | 2. Twice a week |
| 3. Once a week | 4. 2-3 times per month |
| 5. Once a month | 6. 2-3 months per time |

Table 4.7. Usual Time That the Respondents Shop at Cho-huay.

Choice	Frequency	Percent
Everyday / almost everyday	57	14.3
Twice a week	89	22.3
Once a week	56	14.0
2 - 3 times per month	63	15.8
Once a month	91	22.6
2 - 3 months per time	44	11.0
Total	400	100.0

Table 4.8. Usual Time That the Respondents Shop at Cho-huay Classified by Gender of Respondents.

Buying Frequency		Gender	
		Male	Female
Everyday/almost everyday	Count	17	40
	Percent	12.7	15.0
Twice a week	Count	24	65
	Percent	17.9	24.4
Once a week	Count	18	38
	Percent	13.4	14.3
2-3 times per month	Count	21	42
	Percent	15.7	15.8
Once a month	Count	38	53
	Percent	28.4	19.9
2-3 months per month	Count	16	28
	Percent	11.9	10.5

Table 4.9. Usual Time That the Respondents Shop at Cho-huay Classified by Age of Respondents.

Buying Frequency		Age				
		<20 yrs	20-30 yrs	31-40 yrs	41-50 yrs	>51 yrs
Everyday/almost everyday	Count	4	15	13	13	12
	Percent	14.8	17.2	12.7	13.1	14.1
Twice a week	Count	7	27	20	18	17
	Percent	25.9	31.0	19.6	18.2	20.0
Once a week	Count	9	8	13	12	14
	Percent	33.3	9.2	12.7	12.1	16.5
2-3 times per month	Count		10	15	22	16
	Percent		11.5	14.7	22.2	18.8
Once a month	Count	4	16	27	26	18
	Percent	14.8	18.4	26.5	26.3	21.2
2-3 months a time	Count	3	11	14	8	8
	Percent	11.1	12.6	13.7	8.1	9.4

Table 4.10. Usual Time That the Respondents Shop at Cho-huay Classified by Monthly Income of Respondents.

Buying Frequency		Monthly income ('000) Bahts						
		< 5k	5,001-10k	10,001-20k	20,001-30k	30,001-40k	40,001-50k	>50k
Everyday/almost everyday	Count	4	16	30	4	2	1	
	Percent	23.5	25.4	27.3	4.0	3.0	2.7	
Twice a week	Count	9	27	43	4	3	2	
	Percent	52.9	42.9	39.1	4.0	4.5	5.4	
Once a week	Count	3	17	27	5	2	2	1
	Percent	17.6	27.0	24.5	5.0	3.0	5.4	20.0
2-3 times per month	Count		1	4	29	18	11	
	Percent		1.6	3.6	28.7	26.9	29.7	
Once a month	Count	1	1	4	37	30	14	4
	Percent	5.9	1.6	3.6	36.6	44.8	37.8	80.0
2-3 months a time	Count		1	2	22	12	7	
	Percent		1.6	1.8	21.8	17.9	18.9	

Table 4.11. Usual Time That the Respondents Shop at Cho-huay Classified by Occupation of Respondents.

Buying Frequency		Occupation				
		Student	Housewife	Govn /state officer	Private comp officer	Business owner
Everyday/almost everyday	Count Percent	17 25.0	27 19.0	5 6.9	6 7.8	2 4.9
Twice a week	Count Percent	30 44.1	41 28.9	8 11.1	8 10.4	2 4.9
Once a week	Count Percent	17 25.0	26 18.3	6 8.3	7 9.1	
2-3 times per month	Count Percent	1 1.5	18 12.7	13 18.1	18 23.4	13 31.7
Once a month	Count Percent	1 1.5	18 12.7	31 43.1	23 29.9	18 43.9
2-3 months a time	Count Percent	2 2.9	12 8.5	9 12.5	15 19.5	6 14.6

From the Table 4.7, most respondents go to shop at Cho-huay about once a month, twice a week, 2 – 3 times per month, everyday / almost everyday, once a week and 2-3 months per time as 22.6%, 22.3%, 15.8, 14.3%, 14.0% and 11.0% respectively.

From the Table 4.8, 4.9, 4.10 and 4.11 we have crossed table 3.7 by the characteristics of gender, age, monthly income and occupation of respondents. We can analyze the information and found some interesting information. Male respondents shop at Cho-huay once a month while female respondents shop twice a week as 28.4% and 24.4% respectively. All respondents aged below 20 years shop once a week, respondents aged 20-30 years shop twice a week and respondents aged 31 – more than 51 years shop once a month. It shown that the young respondents will shop often than aging respondents.

All respondents who have monthly income less than 5,000 bahts - 20,000 bahts shop at Cho-huay twice a week. All respondents who have monthly income 20,001- more than 50,000 bahts shop once a month . It shown that the respondents who have less income will shop at Cho-huay often than the respondents who have higher income.

For the student and housewife, they shop at Cho-huay twice a week. Government officer / state enterprise officer, private company employee and business owner shop once a month.

From the Tables 4.10 and 4.11, we can conclude that the monthly income and occupation of the respondents related to the result. Student and housewife who have income less than 5,000 bahts - 20,000 bahts shop twice a week. Government officer / state enterprise officer, private company officer and business owner who have income 20,001 – more than 50,000 bahts shop once a month. It means that respondents who have low income they will shop at Cho-huay often than respondents who have high income because they shop a few items.

Question No.2

What kind of product do you often buy from Cho-huay? (Please rank 1,2,3,4 and 5 respectively) 1 = products that you often buy, 5 = products that you are not often buy

- | | | |
|-------------------------|------------------|-------------------------|
| 1. Snack | 2. Beverage | 3. Dry food |
| 4. Seafood / Fresh meat | 5. Personal care | 6. Chemical / Detergent |
| 7. Electric appliances | 8. Others | |

Table 4.12. Kind of Product That Respondents Prefer to Buy at Cho-huay.

Choice	N	Mean	Std. Deviation
Snack	400	3.50	1.63
Beverage	400	2.67	1.46
Dry food	400	3.01	1.59
Seafood / Fresh meat	400	5.75	1.43
Personal care	400	3.20	1.56
Chemical / Detergent	400	3.57	1.61
Electric appliances	400	6.30	1.23
Others	400	.00	.00

Table 4.13. Kind of Product That Respondents Prefer to Buy at Cho-huay Classified by Age of Respondents.

Age		Kinds of product							
		1	2	3	4	5	6	7	8
<20 yrs	Mean	3.11	2.85	2.81	5.81	3.74	3.59	6.07	.00
	N	27	27	27	27	27	27	27	27
	SD	1.78	1.38	1.42	1.47	1.77	1.34	1.77	.00
20-30 yrs	Mean	3.21	2.67	3.11	5.69	3.49	3.39	6.44	.00
	N	87	87	87	87	87	87	87	87
	SD	1.71	1.44	1.55	1.45	1.50	1.70	.96	.00
31-40 yrs	Mean	3.44	2.64	3.18	5.72	3.19	3.58	6.26	.00
	N	102	102	102	102	102	102	102	102
	SD	1.59	1.43	1.63	1.54	1.57	1.63	1.30	.00
41-50 yrs	Mean	3.80	2.76	2.90	5.69	2.93	3.66	6.27	.00
	N	99	99	99	99	99	99	99	99
	SD	1.52	1.41	1.66	1.46	1.51	1.68	1.34	.00
>51 yrs	Mean	3.64	2.53	2.92	5.89	3.07	3.66	6.29	.00
	N	85	85	85	85	85	85	85	85
	SD	1.60	1.61	1.58	1.23	1.53	1.50	1.07	.00
Total	Mean	3.50	2.67	3.01	5.75	3.20	3.57	6.30	.00
	N	400	400	400	400	400	400	400	400
	SD	1.63	1.46	1.59	1.43	1.56	1.61	1.23	.00

Table 4.14. Kind of Product That Respondents Prefer to Buy at Cho-huay Classified by Occupation of Respondents.

Occupation		Kinds of product							
		1	2	3	4	5	6	7	8
Student	Mean	2.82	2.54	3.22	5.87	3.81	3.57	6.16	.00
	N	68	68	68	68	68	68	68	68
	SD	1.62	1.32	1.63	1.36	1.58	1.53	1.43	.00
House wife	Mean	3.70	2.30	3.45	5.88	2.75	3.69	6.23	.00
	N	142	142	142	142	142	142	142	142
	SD	1.48	1.37	1.60	1.30	1.38	1.61	1.36	.00
Govn officer	Mean	3.74	2.90	2.65	5.49	3.25	3.60	6.37	.00
	N	72	72	72	72	72	72	72	72
	SD	1.62	1.63	1.58	1.52	1.67	1.61	1.07	.00
Private employee	Mean	3.43	2.03	2.62	5.61	3.38	3.45	6.48	.00
	N	77	77	77	77	77	77	77	77
	SD	1.66	1.40	1.42	1.62	1.54	1.71	.99	.00
Business owner	Mean	3.63	3.02	2.54	5.80	3.37	3.37	6.27	.00
	N	41	41	41	41	41	41	41	41
	SD	1.81	1.51	1.47	1.42	1.56	1.59	1.12	.00
Total	Mean	3.50	2.67	3.01	5.75	3.20	3.57	6.30	.00
	N	400	400	400	400	400	400	400	400
	SD	1.63	1.46	1.59	1.43	1.56	1.61	1.23	.00

From the Table 4.12, most respondents buy beverage for the first rank. The second is dry food. The third is personal care. The forth is snack. The fifth is chemical / detergent. The sixth is seafood / fresh meat. And the last is electric appliances. It shown that most respondents buy beverage, dry food, personal care and snack from Cho-huay very often which is high turn over products so Cho-huay should emphasize selling products of high turn over.

From the Table 4.13, we have crossed Table 4.12 by the characteristics of the respondents age, it shown that there are beverage and dry food which every range of respondents age repeat selected. It means that beverage and dry food are often buy by every respondents. And the respondents aged less than 20 – 30 years also buy snack and respondents aged 31 – more than 51 years also buy personal care.

From the Table 4.14, we have crossed Table 4.12 by the characteristics of the respondents occupation, we found that there are 4 kinds of product which most samples selected which is beverage, dry food, personal care and snack. Student often buy beverage, snack and personal care. Housewife often buy beverage, dry food and personal care. Government officer / state enterprise officer, private company officer and business owner often buy dry food, beverage and personal care.

Question No.3

How much do you average spend each time you go shop at Cho-huay?

- | | |
|------------------------|------------------|
| 1. less than 10 bahts | 2. 11-50 bahts |
| 3. 51-100 bahts | 4. 101-150 bahts |
| 5. more than 150 bahts | |

Table 4.15. Average Spending of the Respondents at Cho-huay.

Spending	Frequency	Percent
Less than 10 bahts	125	31.3
11 - 50 bahts	155	38.8
51 - 100 bahts	50	12.5
101 - 150 bahts	47	11.8
More than 150 bahts	23	5.6
Total	400	100.0

Table 4.16. Average Spending of the Respondents at Cho-huay Classified by Monthly Income of the Respondents.

Spending		Monthly income ('000) Bahts						
		<5k	5001-10k	10,001-20k	20,001-30k	30,001-40k	40,001-50k	>50k
<10 bhts	Count	10	19	32	36	15	11	2
	Percent	58.8	30.2	29.1	35.6	22.4	29.7	40.0
11 - 50 bhts	Count	5	25	42	38	28	16	1
	Percent	29.4	39.7	38.2	37.6	41.8	43.2	20.0
51 - 100 bhts	Count	1	6	17	12	11	3	
	Percent	5.9	9.5	15.5	11.9	16.4	8.1	
101 -150 bhts	Count	1	11	12	9	7	6	1
	Percent	5.9	17.5	10.9	8.9	10.4	16.2	20.0
>150 bhts	Count		2	7	6	9	1	1
	Percent		3.2	6.4	5.9	9.0	2.7	20.0

From the Table 4.15, we found that most respondents pay 11-50 bahts as 38.8% and pay less than 10 bahts as 31.3% at Cho-huay. And when we have crossed table 4.15 by monthly income of respondents, we also found that the average spending is all the same.

The interesting information is the respondents who have monthly income less than 5,000 bahts they will pay less than 10 bahts as the first rank instead of 11-50 bahts. It shown that the respondents who have low income they will spend a small amount of money. From the survey, average spending of respondents are low (less than 10 bahts – 50 bahts) because they buy only the necessary product, they don't buy in the large amount or don't buy to stock at home like shopping at discount stores.

Question No.4

Why do you shop at Cho-huay? (You can answer more than 1 choice)

1. Near your home
2. Home stock run out
3. Buy now pay later
4. Just buy drink and snack
5. Price negotiation
6. Others

Table 4.17. The Reason for Respondents in Shopping at Cho-huay.

Factors	Count	Percent
Near your home	202	38.5
Home stock run out	199	37.8
Buy now pay later	49	9.3
Just buy drink and snack	39	7.4
Price negotiation	37	7.0
Others		

Table 4.18. The Reason for Respondents in Shopping at Cho-huay Classified by Gender of Respondents.

Factors		Gender	
		Male	Female
Near your home	Count	72	130
	Percent	38.5	38.3
Home stock run out	Count	64	135
	Percent	34.2	39.8
Buy now pay later	Count	18	31
	Percent	9.6	9.1
Just buy drink and snack	Count	15	24
	Percent	8.0	7.1
Price negotiation	Count	18	19
	Percent	9.6	5.6
Others	Count		
	Percent		

Table 4.19. The Reason for Respondents in Shopping at Cho-huay Classified by Age of Respondents.

Factors		Age				
		<20 yrs	20-30 yrs	31-40 yrs	41-50 yrs	>51 yrs
Near your home	Count	15	42	49	48	48
	Percent	28.8	31.3	41.2	42.1	44.9
Home stock run out	Count	13	38	54	48	46
	Percent	25.0	28.4	45.4	42.1	43.0
Buy now pay later	Count	6	19	5	9	10
	Percent	11.5	14.2	4.2	7.9	9.3
Just buy drink and snack	Count	8	17	7	5	2
	Percent	15.4	12.7	5.9	4.4	1.9
Price negotiation	Count	10	18	4	4	1
	Percent	19.2	13.4	3.4	3.5	.9
Others	Count					
	Percent					

Table 4.20. The Reason for Respondents in Shopping at Cho-huay Classified by Occupation of Respondents.

Factors		Occupation				
		Student	Housewife	Govn /state enterprise officer	Private comp officer	Business owner
Near your home	Count	33	71	38	43	17
	Percent	22.4	37.2	51.4	55.1	47.2
Home stock run out	Count	31	78	36	35	19
	Percent	21.1	40.8	48.6	44.9	52.8
Buy now pay later	Count	26	23			
	Percent	17.1	12.0			
Just buy drink and snack	Count	27	12			
	Percent	18.4	6.3			
Price negotiation	Count	30	7			
	Percent	20.4	3.7			
Others	Count					
	Percent					

From the Table 4.17, we can see that there are two outstanding factors have affected customers' decision for shopping at Cho-huay. They are near home 38.5% and home stock running out 37.8%.

The Tables 4.18, 4.19 and 4.20 is a crosstabulation between Table 4.17 and the characteristics of respondents about gender, age and occupation. We can find that most men concerned about near home while women concerned about the home stock running out when they need to shop at Cho-huay.

When analyzing in terms of age and occupation, we found that the respondents aged 31-40 years and housewife concerned about home stock running out first. And respondents aged 20-30 years and student concerned about near home first. It shown that housewife will shop at Cho-huay when the home stock run out first.

Question No.5

What factor should Cho-huay improve? (You can answer more than 1 choice)

1. Price
2. Show of price label on each item
3. Open 24-hour
4. Variety of product
5. Air-condition
6. New decoration
7. Product always new and fresh
8. Good product arrangement
9. Others

Table 4.21. Factors That Respondents Want to Improve at Cho-huay.

Factors	Count	Percent
Price	203	12.9
Show of price label on each item	197	12.5
Open 24-hour	200	12.7
Variety of product	205	13.0
Air-condition	180	11.5
New decoration	198	12.6
Product always new and fresh	192	12.2
Good product arrangement	196	12.5
Others		

Table 4.22. Factors That Respondents Want to Improve at Cho-huay Classified by Age of Respondents.

Factors		Age				
		<20 yrs	20-30 yrs	31-40 yrs	41-50 yrs	>51 yrs
Price	Count	14	46	49	53	41
	Percent	12.5	13.4	12.4	14.1	11.9
Show of price label on each item	Count	19	41	52	45	40
	Percent	17.5	12.0	13.1	12.0	11.6
Open 24-hour	Count	11	41	56	49	43
	Percent	9.8	12.0	14.1	13.1	12.5
Variety of product	Count	15	49	48	49	44
	Percent	13.4	14.3	12.1	13.1	12.8
Air-condition	Count	13	32	55	37	43
	Percent	11.6	9.3	13.9	9.9	12.5
New decoration	Count	11	48	40	49	50
	Percent	9.8	14.0	10.1	13.1	14.5
Product always new and fresh	Count	16	38	50	47	41
	Percent	14.3	11.1	12.6	12.5	11.9
Good product arrangement	Count	13	48	46	46	43
	Percent	11.6	14.0	11.6	12.3	12.5
Others	Count					
	Percent					

From the Table 4.21, most respondents want Cho-huay to improve the variety of product 13.0%, price 12.9%, open 24-hour 12.7%, new decoration 12.6%, good product arrangement and show of price label in each item 12.5%, product always new and fresh 12.2% and air condition 11.5%. We found that all ranks of factor are very close, it means that respondents think Cho-huay should improve all factors.

When we have crossed the table, the result is the same. The rank is very close so all factors should adapt to improve Cho-huay.

Question No.6

How often do you shop at Discount store? (Carrefour, Lotus, Big C, Makro)

1. Everyday / almost everyday
2. Once a week
3. 2-3 times per month
4. Once a month
5. 2-3 months per time

Table 4.23. Usual Time That the Respondents Shop at Discount Store.

Buying Frequency	Frequency	Percent
Everyday / almost everyday	10	2.5
Once a week	139	34.8
2 - 3 times per month	135	33.8
Once a month	78	19.5
2 - 3 months per time	38	9.5
Total	400	100.0

Table 4.24. Usual Time That the Respondents Shop at Discount store Classified by Gender of Respondents.

Buying Frequency		Gender	
		Male	Female
Everyday / almost everyday	Count	5	5
	Percent	3.7	1.9
Once a week	Count	60	79
	Percent	44.8	29.7
2 - 3 times per month	Count	42	93
	Percent	31.3	35.0
Once a month	Count	16	62
	Percent	11.9	23.3
2 - 3 months per time	Count	11	27
	Percent	8.2	10.2

Table 4.25. Usual Time That the Respondents Shop at Discount Store Classified by Age of Respondents.

Buying Frequency		Age				
		<20 yrs	20-30 yrs	31-40 yrs	41-50 yrs	>51 yrs
Everyday / almost everyday	Count		3	1	4	2
	Percent		3.4	1.0	4.0	2.4
Once a week	Count	8	27	34	39	31
	Percent	29.6	31.0	33.3	39.4	36.5
2 - 3 times per month	Count	2	28	39	33	33
	Percent	7.4	32.2	38.2	33.3	38.8
Once a month	Count	10	15	21	17	15
	Percent	37.0	17.2	20.6	17.2	17.6
2 - 3 months per time	Count	7	14	7	6	4
	Percent	25.9	16.0	6.9	6.1	4.7

Table 4.26. Usual Time That the Respondents Shop at Discount Store Classified by Monthly Income of Respondents.

Buying Frequency		Monthly income ('000) Bahts						
		<5k	5,001-10k	10,001-20k	20,001-30k	30,001-40k	40,001-50k	>50k
Everyday / almost everyday	Count Percent	1 5.9	1 1.6	3 2.7	1 1.0	4 6.0		
Once a week	Count Percent	1 5.9	12 19.0	23 20.9	51 50.5	27 40.3	23 62.2	2 40.0
2 - 3 times per month	Count Percent	3 17.6	15 23.8	31 28.2	40 39.6	34 50.7	11 29.7	1 20.0
Once a month	Count Percent	8 47.1	20 31.7	36 32.7	9 8.9	2 3.0	2 5.4	1 20.0
2 - 3 months per time	Count Percent	4 23.5	15 23.8	17 15.5			1 2.7	1 20.0

From the Table 4.23, respondents prefer to shop at discount store once a week 34.8%, 2-3 times per month 33.8%, once a month 19.5%, 2-3 months per times 9.5% and everyday / almost everyday 2.5%.

From the Tables 4.24, 4.25 and 4.26, male is the group of respondents that go to shop at discount store about once a week as 44.8%, and female is the group of respondents that go to shop at discount store about 2-3 times per month. The interesting information as male respondents are often to shop at discount store more than female respondents.

Some respondents who are aged less than 20 years will go to shop once a month, it shows that they have low income. The respondents who are aged 20 years – more than 51 years, shop two-three times per month and once a week, it shows that they are the group of higher income. It indicated that respondents who have high income they will shop often than the group of low income.

Question No.7

Why do you shop at discount store? (You can answer more than 1 choice)

1. Near your home
2. Sales promotion
3. Low price
4. One-stop-shopping
5. Variety of product
6. The quality of product
7. Convenient parking facilities
8. Good product arrangement
9. Atmosphere in the store and cleanliness
10. Others

Table 4.27. The Reason for Respondents in Shopping at Discount Store.

Factors	Count	Percent
Near your home	187	10.4
Sales promotion	192	10.7
Low price	201	11.2
One-stop-shopping	204	11.4
Variety choice of product	219	12.2
The quality of product	201	11.2
Convenient parking facilities	195	10.9
Good product arrangement	186	10.4
Atmosphere in at store and cleanliness	205	11.5
Others		

Table 4.28. The Reason for Respondents in Shopping at Discount Store Classified by Gender of Respondents.

Factors		Gender	
		Male	Female
Near your home	Count	58	129
	Percent	9.8	10.8
Sales promotion	Count	67	125
	Percent	11.3	10.5
Low price	Count	65	136
	Percent	10.9	11.4
One-stop-shopping	Count	74	130
	Percent	12.5	10.9
Variety choice of product	Count	75	144
	Percent	12.6	12.0
The quality of product	Count	56	145
	Percent	9.4	12.1
Convenient parking facilities	Count	63	132
	Percent	10.6	11.0
Good product arrangement	Count	65	121
	Percent	10.9	10.1
Atmosphere in at store and cleanliness	Count	71	134
	Percent	12.0	11.2
Others	Count		
	Percent		

Table 4.29. The Reason for Respondents in Shopping at Discount Store Classified by Age of Respondents.

Factors		Age				
		<20 yrs	20-30 yrs	31-40 yrs	41-50 yrs	>51 yrs
Near your home	Count	12	39	42	51	43
	Percent	10.2	9.9	9.5	11.5	11.0
Sales promotion	Count	14	42	51	46	39
	Percent	11.9	10.6	11.6	10.3	10.0
Low price	Count	15	41	52	51	42
	Percent	12.7	10.4	11.8	11.5	10.7
One-stop-shopping	Count	14	52	47	45	46
	Percent	11.9	13.2	10.7	10.1	11.8
Variety choice of product	Count	14	48	55	53	49
	Percent	11.9	12.2	12.5	11.9	12.5
The quality of product	Count	11	42	41	59	48
	Percent	9.3	10.6	9.3	13.3	12.3
Convenient parking facilities	Count	14	49	51	46	35
	Percent	11.9	12.4	11.6	10.3	9.0
Good product arrangement	Count	11	42	44	41	48
	Percent	9.3	10.6	10.0	9.2	12.3
Atmosphere in at store and cleanliness	Count	13	40	58	53	41
	Percent	11.0	10.1	13.2	11.9	10.5
Others	Count					
	Percent					

Table 4.30. The Reason for Respondents in Shopping at Discount Store Classified by Occupation of Respondents.

Factors		Occupation				
		Student	House wife	Govn officer	Private company officer	Business owner
Near your home	Count	25	73	34	35	20
	Percent	8.6	11.0	11.0	9.6	12.2
Sales promotion	Count	38	67	31	36	20
	Percent	13.1	10.1	10.0	9.9	12.2
Low price	Count	36	79	30	39	17
	Percent	12.4	11.9	9.7	10.7	10.4
One-stop-shopping	Count	39	67	40	42	16
	Percent	13.4	10.1	12.9	11.6	9.8
Variety choice of product	Count	34	78	38	48	21
	Percent	11.7	11.8	12.3	13.2	12.8
The quality of product	Count	27	84	31	41	18
	Percent	9.3	12.7	10.0	11.3	11.0
Convenient parking facilities	Count	34	71	35	36	19
	Percent	11.7	10.7	11.3	9.9	11.6
Good product arrangement	Count	26	68	33	46	13
	Percent	9.0	10.3	10.6	12.7	7.9
Atmosphere in at store and cleanliness	Count	31	76	38	40	20
	Percent	10.7	11.5	12.3	11.0	12.2
Others	Count					
	Percent					

From the Table 4.27, we found that the variety choice of product 12.2%, the atmosphere and cleanliness in the discount store 11.5%, one-stop-shopping 11.4%, low price and the quality of product 11.2%, convenient parking facilities 10.9%, sales promotion 10.7%, near your home 10.4% and good product arrangement 10.4% are the rank of factors that have affected to customers' decision for shopping at discount store.

From the Tables 4.28, 4.29 and 4.30, male concerned about the variety choice of product and one-stop-shopping while female concerned about the quality of product and the variety choice of product when they will go to shop at discount store.

Respondents aged 31-40 years are the group that concerned many factors when they go shopping at discount store. There are variety choice of product, low price, near

home, convenient parking facilities, sales promotion and atmosphere in the discount store. While respondents aged 20-30 years concerned much about one-stop-shopping.

In terms of occupation, housewife concerned about low price first while business owner concerned about variety choice of product first.

Question No.8

Which day do you usually go shopping at discount store?

1. weekday

2. weekend

Table 4.31. The Usual Shopping Hours of Respondents at Discount Store.

Day	Frequency	Percent
Weekday	110	27.5
Weekend	290	72.5
Total	400	100.0

Table 4.32. The Usual Shopping Hours of Respondents at Discount Store Classified by Gender of Respondents.

Day		Gender	
		Male	Female
Weekday	Count	48	62
	Percent	35.8	23.3
Weekend	Count	86	204
	Percent	64.2	76.7

Table 4.33. The Usual Shopping Hours of Respondents at Discount Store Classified by Age of Respondents.

Day		Age				
		<20 yrs	20-30 yrs	31-40 yrs	41-50 yrs	>51 yrs
Weekday	Count	9	29	31	23	18
	Percent	33.3	33.3	30.4	23.2	21.2
Weekend	Count	18	58	71	76	67
	Percent	66.7	66.7	69.6	76.8	78.8

Table 4.34. The Usual Shopping Hours of Respondents at Discount Store Classified by Monthly Income of Respondents.

Day		Monthly income ('000) Bahts						
		<5k	5,001-10k	10,001-20k	20,001-30k	30,001-40k	40,001-50k	>50k
Weekday	Count	3	17	28	31	20	9	2
	Percent	17.6	27.0	25.5	30.7	29.9	24.3	40.0
Weekend	Count	14	46	82	70	47	28	3
	Percent	82.4	73.0	74.5	69.3	70.1	75.7	60.0

From the Table 4.31, respondents prefer to shop at discount store on weekday 27.5% and weekend 72.5%.

When analyzing in terms of gender, age and monthly income of respondents, we found that both male and female prefer to shop on weekend. In every range of age and monthly income, it shown the same result which is weekend is the most preference from respondents.

Question No.9

What is the main reason that you purchase product from discount store?

1. Home usage / personal usage
2. reselling
3. office usage

Table 4.35. The Reason That Respondents Purchase Products from Discount Store.

Choice	Frequency	Percent
Home usage / Personal usage	301	75.3
Reselling	66	16.5
Office usage	33	8.3
Total	400	100.0

Table 4.36. The Reason That Respondents Purchase Products from Discount Store Classified by Gender of Respondents.

Choice		Gender	
		Male	Female
Home usage / Personal usage	Count	84	217
	Percent	62.7	81.6
Reselling	Count	28	38
	Percent	20.9	14.3
Office usage	Count	22	11
	Percent	16.4	4.1

Table 4.37. The Reason That Respondents Purchase Products from Discount Store Classified by Occupation of Respondents.

Choice		Occupation				
		Student	House wife	Govn/State ent officer	Private comp officer	Business owner
Home usage / Personal usage	Count	68	142	72	13	6
	Percent	100.0	100.0	100.0	16.9	14.6
Reselling	Count				42	24
	Percent				54.5	58.5
Office usage	Count				22	11
	Percent				28.6	26.8

From Table 4.35, respondents shop at discount store for home usage / personal usage 75.3%, for reselling 16.5% and for office usage 8.3%.

From Tables 4.36 and 4.37, we found that both male and female shop at discount store for home usage / personal usage the most. Student, housewife and government / state enterprise officer also shop for home usage / personal usage first. And we found interesting information that the private company officer and business owner shop for reselling the most.

Question No.10

What kind of product do you often buy from discount store? (Please rank 1, 2, 3, 4 and 5 respectively) 1 = products that you often buy, 5 = products that you are not often buy

- | | |
|-------------------------|-------------------------|
| 1. Fresh meat / seafood | 2. Beverage |
| 3. Bakery | 4. Dry food |
| 5. Personal care | 6. Chemical / detergent |
| 7. Clothes / textile | 8. Electric appliances |
| 9. Others | |

Table 4.38. Kind of Product That Respondents Prefer to Buy at Discount Store.

Choice	N	Mean	Std. Deviation
Fresh meat / seafood	400	3.14	1.96
Beverage	400	4.79	2.08
Bakery	400	6.42	1.61
Dry food	400	2.75	1.46
Personal care	400	3.22	1.69
Chemical / Detergent	400	4.86	2.10
Clothes / textile	400	4.83	2.24
Electric appliances	400	6.00	2.03
Others	400	.00	.00

Table 4.39. Kind of Product That Respondents Prefer to Buy at Discount Store Classified by Gender of Respondents.

Gender		Kinds of product								
		1	2	3	4	5	6	7	8	9
Male	Mean	3.32	5.04	6.52	2.71	3.41	5.20	4.10	5.69	.00
	N	134	134	134	134	134	134	134	134	134
	SD	2.15	2.04	1.62	1.46	1.74	2.22	2.23	1.87	.00
Female	Mean	3.05	4.65	6.36	2.77	3.13	4.68	5.20	6.16	.00
	N	266	266	266	266	266	266	266	266	266
	SD	1.85	2.09	1.60	1.47	1.66	2.02	2.16	2.09	.00
Total	Mean	3.14	4.79	6.42	2.75	3.22	4.86	4.83	6.00	.00
	N	400	400	400	400	400	400	400	400	400
	SD	1.96	2.08	1.61	1.46	1.69	2.10	2.24	2.03	.00

Table 4.40. Kind of Product That Respondents Prefer to Buy at Discount Store Classified by Age of Respondents.

Age		Kinds of product								
		1	2	3	4	5	6	7	8	9
< 20 yrs	Mean	2.70	4.70	6.07	2.59	3.41	4.52	5.70	6.30	.00
	N	27	27	27	27	27	27	27	27	27
	SD	1.54	2.11	2.06	1.22	1.95	1.78	1.96	2.11	.00
20 - 30 yrs	Mean	2.66	4.67	6.57	2.59	3.08	5.16	5.26	6.01	.00
	N	87	87	87	87	87	87	87	87	87
	SD	1.70	2.07	1.28	1.46	1.61	2.03	1.96	2.02	.00
31 - 40 yrs	Mean	3.58	4.92	6.47	2.61	3.11	4.97	4.63	5.72	.00
	N	102	102	102	102	102	102	102	102	102
	SD	2.05	2.08	1.71	1.40	1.72	2.06	2.22	2.15	.00
41 - 50 yrs	Mean	3.65	4.61	6.34	3.16	3.39	4.43	4.36	6.05	.00
	N	99	99	99	99	99	99	99	99	99
	SD	2.31	2.22	1.53	1.59	1.73	2.27	2.37	1.96	.00
> 51 yrs	Mean	2.66	4.98	6.38	2.65	3.26	5.01	4.88	6.19	.00
	N	85	85	85	85	85	85	85	85	85
	SD	1.46	1.96	1.71	1.39	1.63	2.05	2.35	1.94	.00
Total	Mean	3.14	4.79	6.42	2.75	3.22	4.86	4.83	6.00	.00
	N	400	400	400	400	400	400	400	400	400
	SD	1.96	2.08	1.61	1.46	1.69	2.10	2.24	2.03	.00

Table 4.41. Kind of Product That Respondents Prefer to Buy at Discount Store Classified by Monthly Income of Respondents.

Monthly income		Kinds of product								
		1	2	3	4	5	6	7	8	9
<5k	Mean	2.71	4.18	6.71	2.71	2.71	3.94	6.41	6.65	.00
	N	17	17	17	17	17	17	17	17	17
	SD	1.65	1.94	1.76	1.31	1.16	1.82	1.06	1.69	.00
5,001-10k	Mean	2.44	3.95	6.32	2.76	3.29	4.24	5.86	7.14	.00
	N	63	63	63	63	63	63	63	63	63
	SD	1.28	1.71	1.51	1.41	1.78	1.67	2.03	1.48	.00
10,001-20k	Mean	2.91	4.52	6.23	2.65	3.04	4.48	5.56	6.61	.00
	N	110	110	110	110	110	110	110	110	110
	SD	1.57	2.04	1.83	1.52	1.57	1.88	2.06	1.77	.00
20,001-30k	Mean	2.91	4.88	6.59	2.84	3.12	5.18	4.72	5.75	.00
	N	101	101	101	101	101	101	101	101	101
	SD	1.97	2.16	1.36	1.51	1.58	2.01	2.31	2.00	.00
30,001-40k	Mean	3.60	5.88	6.55	2.63	3.58	5.64	3.49	4.63	.00
	N	67	67	67	67	67	67	67	67	67
	SD	2.11	1.73	1.59	1.41	1.91	2.40	1.79	2.06	.00
40,001-50k	Mean	4.43	5.22	6.43	2.76	3.41	5.46	3.24	5.05	.00
	N	37	37	37	37	37	37	37	37	37
	SD	2.44	2.33	1.44	1.40	1.92	2.40	1.67	1.96	.00
>50k	Mean	7.40	3.40	5.20	4.40	4.40	2.60	2.00	6.60	.00
	N	5	5	5	5	5	5	5	5	5
	SD	.89	2.41	2.77	.89	1.52	1.52	1.00	1.14	.00
Total	Mean	3.14	4.79	6.42	2.75	3.22	4.86	4.83	6.00	.00
	N	400	400	400	400	400	400	400	400	400
	SD	1.96	2.08	1.61	1.46	1.69	2.10	2.24	2.03	.00

From Table 4.38, most respondents buy dry food for the first rank. The second is fresh meat / seafood. The third is personal care. The forth is beverage. The fifth is cloths / textile. The sixth is chemical / detergent and the last is electric appliances.

From Tables 4.38, 4.39, 4.40 and 4.41, we found that both male and female buy dry food the most. In terms of age and monthly income, every range of age and monthly income also buy dry food the most except respondents with average income 5,001-10,000 bahts, they buy fresh meat / seafood the most.

Question No.11

How much do you average spend each time you go shopping at discount store?

1. Less than 100 bahts
2. 100-500 bahts
3. 501-1,000 bahts
4. 1,001-2,000 bahts
5. 2,001-3,000 bahts
6. 3,001-4,000 bahts
7. More than 4,001 bahts

Table 4.42. Average Spending of the Respondents at Discount Store.

Spending	Frequency	Percent
Less than 100 bahts	19	4.8
100 - 500 bahts	52	13.0
501 - 1,000 bahts	82	20.5
1,001 - 2,000 bahts	127	31.8
2,001 - 3,000 bahts	74	18.5
3,001 - 4,000 bahts	27	6.8
More than 4,001 bahts	19	4.8
Total	400	100.0

Table 4.43. Average Spending of the Respondents at Discount Store Classified by Gender of Respondents.

Spending		Gender	
		Male	Female
Less than 100 bahts	Count	11	8
	Percent	8.2	3.0
100 - 500 bahts	Count	23	29
	Percent	17.2	10.9
501 - 1,000 bahts	Count	30	52
	Percent	22.4	19.5
1,001 - 2,000 bahts	Count	28	99
	Percent	20.9	37.2
2,001 - 3,000 bahts	Count	22	52
	Percent	16.4	19.5
3,001 - 4,000 bahts	Count	14	13
	Percent	10.4	4.9
More than 4,001 bahts	Count	6	13
	Percent	4.5	4.9

Table 4.44. Average Spending of the Respondents at Discount Store Classified by Age of Respondents.

Spending		Age				
		<20 yrs	20-30 yrs	31-40 yrs	41-50 yrs	>51 yrs
Less than 100 bahts	Count	4	10	1	1	3
	Percent	14.8	11.5	1.0	1.0	3.5
100 - 500 bahts	Count	11	19	10	8	4
	Percent	40.7	21.8	9.8	8.1	4.7
501 - 1,000 bahts	Count	7	20	22	16	17
	Percent	25.9	23.0	21.6	16.2	20.0
1,001 - 2,000 bahts	Count	3	19	37	35	33
	Percent	11.1	21.8	36.3	35.4	38.8
2,001 - 3,000 bahts	Count	2	15	17	20	20
	Percent	7.4	17.2	16.7	20.2	23.5
3,001 - 4,000 bahts	Count		4	10	9	4
	Percent		4.6	9.8	9.1	4.7
More than 4,001 bahts	Count			5	10	4
	Percent			4.9	10.1	4.7

Table 4.45. Average Spending of the Respondents at Discount Store Classified by Monthly income of Respondents.

Spending		Monthly income ('000) bahts					
		<5k	5,000-10k	10,001-20k	20,001-30k	30,001-40k	40,001-50k
Less than 100 bahts	Count	5	3	6	2	3	
	Percent	29.4	4.8	5.5	2.0	4.5	
100 - 500 bahts	Count	7	21	12	3	4	5
	Percent	41.2	33.3	10.9	3.0	6.0	13.5
501 - 1,000 bahts	Count	5	14	27	18	9	8
	Percent	29.4	22.2	24.5	17.8	13.4	21.6
1,001 - 2,000 bahts	Count		18	39	43	15	11
	Percent		28.6	35.5	42.6	22.4	29.7
2,001 - 3,000 bahts	Count		6	20	23	19	4
	Percent		9.5	18.2	22.8	28.4	10.8
3,001 - 4,000 bahts	Count			3	8	8	7
	Percent			2.7	7.9	11.9	18.9
More than 4,001 bahts	Count		1	3	4	9	2
	Percent		1.6	2.7	4.0	13.4	5.4

From Table 4.42, most respondents pay 1,001-2,000 bahts as 31.8%, pay 501-1,000 bahts as 20.5% and pay 2,001-3,000 bahts as 18.5%.

From Tables 4.43, 4.44 and 4.45, female pay more average spending than male as 1,001-2,000 bahts and 501-1,000 bahts respectively. In terms of age, respondents aged less than 20 years-30 years pay average spending about 501-1,000 bahts the most. And respondents aged 31-more than 51 years pay 1,001-2,000 baht the most. It indicated that young respondents pay less than aging respondents.

In terms of monthly income, respondents with income less than 5,000 – 10,000 bahts pay 501-1,000 the most. While respondents with 10,001-more than 50,000 baht pay 1,001-2,000 bahts the most.



V. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

To study the topic “The situation of the traditional retail store and effect of foreign competitors” will let you know the situation of existing traditional retail store and modern retail trade especially discount store. The researcher creates a designed questionnaire to ask 400 people as a sample about the consumer behavior and attitude toward the traditional retail store (Cho-huay) and discount stores in Bangkok.

The economic crisis over the past 3-4 years has dealt a blow to all businesses, including the retail business, which in the past had never experienced a recession. Financial problems have shaken the Thai retail industry and sparked fierce competition among discount stores. Traditional retail stores have begun to feel the adverse effects from almost unrestricted expansion of foreign retailers, notably large discount stores. Customers have been lured away from small-scale stores by the attractions and convenience of the retail giants, which offer a large variety of goods and services at cheap prices from early in the morning until midnight. Thai traditional retail stores have been forced to adjust themselves to survive.

The traditional stores have been hit by the arrival of major foreign firms. They have suffered a decline in sales, consumers and profitability. Some traditional retail stores have been unable to survive and have disappeared from the market every year. They could not compete with the modern retail stores in term of store pattern and design and the biggest weaknesses of traditional retailers are their high costs and they had poorer management skills compared with modern retailers.

There are many changes taking place in the retailing industry today as the effects of large scale multinational corporation retailers in all shapes and sizes of the traditional

retail store. Many modern retail stores are being introduced to developing the retail business market in Thailand. The trends are quite visible. The effects of modernization are increasing while the role of government intervention is decreasing. The combined effects of these two variables are so powerful that they cause the changing nature of retail business structures in Thailand. As a result of these powerful interactive variables, there has been a recession of traditional retail store. These trends should not continue to move in the same direction and with such force so the government have to help the decline of the traditional retailing sector in Thailand.

After the survey and analysis, the result shown the interesting information. Most respondents often shop at Cho-huay once a month. And when we consider in terms of gender, we found that female often go to shop at Cho-huay than male. Most respondents buy beverage for the first rank. The second is dry food. The third is personal care. The forth is snack. The fifth is chemical / detergent. The sixth is seafood / fresh meat. And the last is electric appliances. The top three products that Cho-huay often sell is high turn over product so Cho-huay should emphasize that products. We found that most respondents pay average spending 11-50 bahts and pay less than 10 bahts respectively at Cho-huay.

There are 2 outstanding factors have affected to customers' decision for shopping at Cho-huay. They are near home and home stock running out. This is the advantage of Cho-huay because most Cho-huay is always located in a residential area so housewife always buy product at Cho-huay because of home stock running out. When we consider in the big picture the product that respondents often buy from Cho-huay is beverage and snack which average spending is about less than 10 bahts - 50 bahts. It shown that respondents buy product at Cho-huay in the few items and small amount of money. And

the owner should improve the beverage and snack shelves to be good arrangement because it is the main product that respondents always buy from Cho-huay.

From the survey, most respondents want Cho-huay to improve many factors such as the variety of product, atmosphere in the store, new decoration, price, open 24-hour, good product arrangement, show of price label in each item, product always new and fresh and air-condition. It shown that respondents want to see the new face of Cho-huay because they still buy product from Cho-huay but the atmosphere in the shop is not attractive. If Cho-huay can improve all factors, they will survive because they look like a convenience store which is better atmosphere than Cho-huay.

When we analyze the discount store, respondents prefer to shop at discount store once a week and 2-3 times per month the most. It indicated that respondent often shop at discount store than Cho-huay. We found that the variety choice of product, the atmosphere and cleanliness, one-stop-shopping, low price, the quality of product, convenient parking facilities, sales promotion, near home and good product arrangement are the rank of factors that have affected to customers' decision for shopping at discount store. It shown that discount stores have many advantages. And average spending of respondents at discount store is about 1,001-2,000 baht. It indicated that respondents shop at discount stores in the bulk item and big amount of money.

Cho-huay cannot compete with the discount stores in terms of sales volumn and profit but Cho-huay can use the advantage which is located in the residential area to survive and compete to the discount store. And sometimes home stock run out, respondents can walk easily to the shop. So in the future trend, there are still chances for traditional retail stores to survive. Price strategies, modernization, and sales of specific products for specil target groups are part of recommendations for the traditional retail stores' owner

to survive from the threats. And the government have to issue the law to protect the small business in Thailand

5.2 Recommendations

It is now the time for urgent adjustment of traditional retail stores (Cho-huay) in the Bangkok. Traditional retail stores' strong point is the small of size which can be easily monitor while the own can establish friendly relationship with customers. Plus the location is in the residential area, and only small investment fund is required. The traditional retail stores can adjust easier to the changing economic situation and the fierce competition.

However, most of the traditional retail stores are managed in form of family business, so most of the retailers do not have actual knowledge on retail business, business administration, rules and regulations, and ability to adjust to the competition.

Therefore, the first assistance for traditional retail stores should be educating the owners on retailing businesses, business administration, rules and regulation, and make them realize the importance of business administration. The assistance may be in form of training unit whose main tasks are to train retailers on the mentioned topics, or cooperate with other governmental sectors to educate retailers on specific areas.

After educating the owners, the next assistance is on funding to help the knowledgeable retailers to expand their business to a larger ones. Because the lack of fund is the most important problem for the retailers, but without knowledge and education, the retailers may not be able to compete with the competitors and the business will eventually be closed down. The traditional retail stores should consider adopting some strategies to cope with the changing market trend and people's life styles.

First of all, the stores should be given to price competition. Cho-huay owners should try to seek sources of cheap product so that they will remain competitive in the market. Try to reduce any unnecessary expenses, for example, staff salary, try to manage it in form of family business. Try to set the price of the products in accordance with competitors so that the sales are generated.

Second, the stores should be modernized. People's life styles have changed, and cleanliness and store arrangement are very attractive for buyers. The owners should renovate store to attract customers attention and increase product variety. Additional services should be provided, in order to create impressive image. The proper accounting procedures that meet international standards should be adopted for owners to know the actual situation facing their businesses.

Third, Cho-huay should sell products of high turn over such as beverage, snack, dry food, and products in smaller size and package than that sold in the larger retail stores. Cho-huay owners should shift from multi-purpose sales of goods to a complete offer of certain product lines only. They should be able to offer product in almost all sizes and brand names. If some would continue offering multi-purpose sales, they should know how to properly arrange the stores to facilitate buyers.

Fourth, entering the franchise system may be necessary. A franchise system will enable operator to sell goods and services at the same standard, and the business chains will somehow help to increase sales. The rapid expansion of convenience stores is seen as a main threat for traditional retail stores in Bangkok. They have to undergo proper adjustment right now to avoid being collapsed amid greater market competition. Pace of change in Bangkok is very fast. So far, they had better prepare themselves in advance in order to cope with the up-and-coming rivals in the market.

Fifth, Cho-huay owners should develop a broad vision, and continuously monitor changes of consumer's behaviors and the entire market. They should also look ahead for any possible changes in the market, and be able to properly adjust themselves to the fast-changing market situation.

Sixth, Cho-huay have to take advantage of their higher flexibility compared with large and more complex multinational retailers in making quicker business decisions. "Small retailers have to simplify their decision making processes, as well as find their best customer targets and niches."

Seventh, The store inventory must be kept at minimum, there is no need to order that much of the products, plus the suppliers only deliver once a month, grocery stores may turn to buy products from wholesaler or other retailer at smaller volume to keep low inventory costs.

In the case of Thailand, the government's proposed short-term guideline is to apply the Building Control Act as a tool to monitor large retailers prior to the completion of the Retail Trade Act, which is expected to take at least a year. The Act would govern retail trade and promote the competitiveness of medium- and small-scale retailers. The key issues in the law, aimed to control large retailers, can be summarized as follows:

- (1) Control large retailers in terms of location, service hours, employment, investments and profits. The law also covers environmental management so as to avoid traffic congestion, facilitate consumers, and ensure adequate parking spaces.
- (2) Enable small and medium-scale retailers to compete with large ones by, for example, upgrading administration and financial management.

The above measures will serve to impede the business undertakings of foreigners in the kingdom. The requirement of a minimum ceiling for investment capital may bar foreign retailers from relatively small cities where people do not possess high purchasing power. To really assist traditional retail stores, the public sector may need to come up with additional regulations, e.g. setting service hours or sales areas for large retailers. At the same time, the regulations may require new retailers to set aside a certain area for the display of local goods. These regulations should be applied quickly, in order to preempt any moves on the part of large retailers to circumvent the new law by acting before it is enforced.

However, any moves on the part of the government should take into account international regulations and the affect on foreign investment. The government should carefully follow case studies of other countries and cooperate with local retailers so as to gain an insight into their problems. At the same time, small retailers should upgrade their businesses, notably in terms of products, prices, supplementary services, and managerial systems. In free trade area, customers have swift access to information, and opt to shop where they are most satisfied. The main key to survival is thus prompt response to customer demand.

The traditional retail stores still have chance to survive if they understsnd consumer behaviour and improve their operations in response to consumers'needs. I think they should improve 5 main management criteria in order to serve their customers' needs.

- (1) The product in traditional stores should be discounted, should be lower price.
- (2) The product should be wider variety which would include more local products.

- (3) Thai traditional stores should be franchising operations.
- (4) Thai traditional stores should be modernised.
- (5) The traditional stores should find their own unique ways in which to differentiate themselves from the modern stores.

Traditional stores have advantages in terms of location and convenience, the superstores and hypermarkets offer a better variety of products on their shelves. Convenience stores satisfy customers mainly because of their 24-hour opening times. Traditional stores now being run by a new generation of knowledgeable entrepreneurs, taking the business away from its family origins, these stores have high potential for growth.

The government should support those stores by providing training in store management, arranging low-cost funding, and by sending teams to advise on ways to improve the stores in area such as equipment and systems used in modern retail practices. The government should also play a mediating role in helping traditional stores create their own network in order to have greater bargaining power with suppliers. This would help them reduce costs and improve management efficiency.

5.3 Further Recommendations

The researcher hopes that the readers will apply this research to be the base study in retailing and will continue to find further studies to be useful for other researchers. The recommendation topic is about Convenient stores in gas stations, or so-called G-stores (G-store: Gas station Store). These stores offer sales of food and beverages as well as day-to-day necessities within the petrol stations. Oil dealers are now attempting to create unique styles in their stores, to create a better impression on consumers who use stores with brightly colored designs and decorations, plus attractive product displays, and variety choice of products.



APPENDIX A
QUESTIONNAIRE

Questionnaire

Objective : This questionnaire was used for the independent study project (CE 6998) of graduate student at Assumption University. The topic is “The Situation of the Traditional Retail Store and Effect of Foreign Competitors.”

Instruction : Please check X only one answer in the blank () for each question.

Part 1 Information about consumer shopping behavior towards Cho-huay and Discount stores

1) How often do you shop at Cho-huay?

- | | |
|---|--|
| <input type="checkbox"/> everyday / almost everyday | <input type="checkbox"/> once a week |
| <input type="checkbox"/> twice a week | <input type="checkbox"/> once a month |
| <input type="checkbox"/> 2-3 times per month | <input type="checkbox"/> 2-3 months per time |

2) What kind of products do you often buy from Cho-huay? (Please rank 1, 2, 3, 4 and 5 respectively) 1 = products that you often buy, 5 = products that you are not often buy

- | | |
|--|--|
| <input type="checkbox"/> snack | <input type="checkbox"/> beverage |
| <input type="checkbox"/> dry food | <input type="checkbox"/> seafood / fresh meat |
| <input type="checkbox"/> personal care | <input type="checkbox"/> chemical / detergent |
| <input type="checkbox"/> electric appliances | <input type="checkbox"/> others (please specify) _____ |

3) How much do you average spend each time you go shop at Cho-huay?

- | | |
|--|--|
| <input type="checkbox"/> less than 10 bahts | <input type="checkbox"/> 11-50 bahts |
| <input type="checkbox"/> 51-100 bahts | <input type="checkbox"/> 101-150 bahts |
| <input type="checkbox"/> more than 150 bahts | |

4) Why do you shop at Cho-huay? (You can answer more than 1 choice)

- | | |
|--|--|
| <input type="checkbox"/> near your home | <input type="checkbox"/> home stock run out |
| <input type="checkbox"/> buy now pay later | <input type="checkbox"/> just buy drink and snack |
| <input type="checkbox"/> price negotiation | <input type="checkbox"/> others (please specify) _____ |

5) What factor should Cho-huay improve? (You can answer more than 1 choice)

- ☐ price
- ☐ show of price label on each item
- ☐ open 24-hour
- ☐ variety of product
- ☐ air-condition
- ☐ new decoration
- ☐ product always new and fresh
- ☐ good product arrangement
- ☐ others (please specify) _____

6) How often do you shop at the Discount store? (Carrefour, Lotus, Big C, Makro)

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> everyday / almost everyday | <input type="checkbox"/> once a week |
| <input type="checkbox"/> 2-3 times per month | <input type="checkbox"/> once a month |
| <input type="checkbox"/> 2-3 months per time | |

7) Why do you shop at Discount store? (You can answer more than 1 choice)

- | | |
|---|---|
| <input type="checkbox"/> near your home | <input type="checkbox"/> sales promotion |
| <input type="checkbox"/> low price | <input type="checkbox"/> one-stop-shopping |
| <input type="checkbox"/> variety choice of product | <input type="checkbox"/> the quality of product |
| <input type="checkbox"/> convenient parking facilities | |
| <input type="checkbox"/> good product arrangement in order to find easily | |

☐ atmosphere in at store and cleanliness

☐ others (please specify) _____

8) Which day do you usually go shopping at discount store?

☐ weekday

☐ weekend

9) What is the main reason that you purchase products from discount store?

☐ home usage / personal usage ☐ reselling

☐ office usage

10) What kind of products do you often buy from discount store? (Please rank 1, 2, 3, 4 and 5 respectively) 1 = products that you often buy, 5 = products that you are not often buy

☐ fresh meat / seafood

☐ beverage

☐ bakery

☐ dry food / groceries

☐ personal care

☐ chemical / detergent

☐ clothes / textile

☐ electric / electronic appliances

☐ others (please specify) _____

11) How much do you average spend each time you go shopping at discount store?

☐ less than 100 bahts

☐ 100-500 bahts

☐ 501-1,000 bahts

☐ 1,001-2,000 bahts

☐ 2,001-3,000 bahts

☐ 3,001-4,000 bahts

☐ more than 4,001 bahts

Part 2 Personal data of respondents

1) Gender

☐ male

☐ female

2) Age

☐ less than 20 years

☐ 20-30 years

☐ 31-40 years

☐ 41-50 years

☐ more than 51 years

3) Monthly household income

☐ less than 5,000 bahts

☐ 5,001-10,000 bahts

☐ 10,001-20,000 bahts

☐ 20,001-30,000 bahts

☐ 30,001-40,000 bahts

☐ 40,001-50,000 bahts

☐ more than 50,000 bahts

4) Occupation

☐ student

☐ private company employee

☐ business owner

☐ housewife

☐ government officer / state enterprise officer

☐ others (please specify) _____

5) Education

☐ elementary

☐ high school

☐ diploma

☐ bachelor degree

☐ master degree

☐ doctorate degree

6) Family members

☐ 1-3 person(s)

☐ 4-6 persons

☐ 7-10 persons

☐ more than 10 persons

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