

ABSTRACT

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

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

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

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

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

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

