

Abstract

The research objective of the study was to determine whether or not the perceived importance of supermarket attributes vary among different age and income groups.

The framework was constructed based on the assumption that there are significant differences on the perceived importance of supermarket attributes among the different age and income groups. Dependent variables consisted of 11 selected attributes (distance from home, ease of access, checkout time, ease of finding items, product arrangement, aisle width, entrance/exit, atmosphere, general price level, product quality, price reductions/sales) and independent variables included age and income of consumers.

In this study, the primary data were collected through the survey by using the self-administrated questionnaire that was distributed to the sample of 200 respondents in Tops-Ratchadapisek, Foodlion-Sukhumvit, Jusco-Ratchadapisek, Foodland-Ladprao, and Villa Market-Sukhumvit

The results indicated that there are significant differences in perceived importance of supermarket attributes of distance between respondents' homes and supermarket, ease of access to supermarket, ease of finding items, entrance/exit, general price level and price reductions among different age groups. There are significant differences in perceived importance of supermarket attributes of ease of access to supermarkets, ease of finding items, entrance/exit, general price level and price reductions among different income groups too.

Based on the findings, the researcher recommends that the supermarket should be located near housing estates or main business districts or any place where the customers have to go. Adding more parking space for customers, posting bilingual signs anywhere for customers and providing free home delivery service or installation service. Also, offering a special discount/ coupon for customers and keeping the level of prices in the supermarket competitive.

