

ABSTRACT

At present, there is a very large number of shopping places in Bangkok, offering more choices to customers for shopping. Due to increasing competition, shop owners or business entrepreneurs are required to adjust their shop attributes to stay competitive at least and grow at best.

The two objectives of this research are to study the perceptions of Thai customers about shopping attributes of Thonburi Market (Sanamluang II), Thawi-watthana district, Bangkok including their behavioral response which entails repurchase intention and positive word of mouth, and eventually to examine the relationship between the perceptions of Thai customers about the shopping attributes of Thonburi Market (Sanamluang II) and the customer behavioral behavior.

Data was collected from 200 respondents shopping in Thonburi Market (Sanamluang II). Each respondent was requested to fill out a self-administered structured questionnaire. Statistical analysis was completed with the use of SPSS computer software by studying percentage, mean, standard deviation and Pearson Correlation of the collected data.

The results confirm that Thai customers have neutral perceptions of the shopping attributes of the Thonburi Market (Sanamluang II) in general. Moreover, the majority of the 200 respondents intend to repeat shopping at the Thonburi Market (Sanamluang II) very likely while only three of the respondents did not intend to repeat their shopping at the Thonburi Market (Sanamluang II) at all. Concerned with the positive word of mouth, the majority of the respondents would like to recommend the Thonburi Market (Sanamluang II) to others very likely. However, there are only two respondents who claimed that they would unlikely recommend this place to others.

Furthermore, the research indicates that the perception of the shopping attributes in the aspects of; number of shops available, variety of products and price of products, seems to have some importance relative to the repurchase intention. In addition, the perception about location, accessibility, parking space management, variety of products and price of products and their positive is correlated to the positive word of mouth.

A few recommendations have been drawn also from this research to be presented to the Administration Office of Thonburi Market. Firstly, the Administration Office of Thonburi Market should provide incentives to the shop owners in order to encourage them to run their businesses more regularly. Secondly, the Administration Office of Thonburi Market should work hand in hand with both public and private agencies to enlarge the product lines being offered. Thirdly, an improvement to the parking conditions should be pursued. These include provision of roof and safe sidewalk as well as well-monitored security system. Finally, it is recommended the Administration Office of Thonburi Market should encourage the placing of clearly noticeable price tags on the products.