

## **CONSUMERS' SWITCHING INTENTION FROM TESCO LOTUS**

**Author:** Mr.Worawoot Limvisitskul

**Advisor:** Dr.Patricia Arttachariya

**Degree:** Master of Science in E-Learning

**School:** School of Business Administration

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### **ABSTRACT**

The objectives of this study were (1) to study the differences between personal character (gender, age, household income, occupation, and education) and switching intention from Tesco Lotus; (2) to study the relationship between store location and switching intention from Tesco Lotus; (3) to study the relationship between brand reputation and switching intention from Tesco Lotus; (4) to study the relationship between price and switching intention from Tesco Lotus; and (5) to study the relationship between variety of products and switching intention from Tesco Lotus.

The population consisted of people who shop at Tesco Lotus Rama II and Rama IV branches. The samples were 400 respondents who were selected by using convenience sampling. The data collecting instruments were self administrative questionnaires. The data were analyzed by using SPSS for Windows version.

The findings were as follows:

1. It was found that there is no difference between personal character and switching intention from Tesco Lotus.
2. It was found that there is a relationship between store location and switching intention from Tesco Lotus.
3. It was found that there is a relationship between brand reputation and switching intention from Tesco Lotus.
4. It was found that there is a relationship between price and switching intention from Tesco Lotus.
5. It was found that there is a relationship between variety of products and switching intention from Tesco Lotus.

**Keywords:** Tesco Lotus, Switching intention.