

ABSTRACT

At present, the competitive environment in retail sector in Thailand is very high. A number of modern retail chains are competing for market shares. Tops supermarket is also one major player in retail sector. To operate successfully in such competitive environment, Tops supermarket needs to maintain and improve its competitiveness. This research aims to study the relationship between demographic factors and customer satisfaction of Tops supermarket. The researcher wanted to identify the demographic factors that have relationship with customer satisfaction in terms of convenience, product quality, assortment, price, service, physical facility, and atmospherics.

In this research, 384 sets of questionnaire were distributed to gather the information about customer satisfaction on several retail attribute and customer demographic data. The chi-square test was applied to test the relationship between demographic factors and customer satisfaction on several retail attributes.

The result from data analysis shows that there is a relationship between age and customer satisfaction on product quality. When considering family income, there is a relationship with customer satisfaction on assortment, price, physical facility, and atmospherics. For gender, there is a relationship with customer satisfaction on assortment. For occupation, there is a relationship with customer satisfaction on product quality, assortment, price, and atmospherics. For marital status, there is a relationship with customer satisfaction on service.

Several recommendations are included in this research such as the construction of customer database based on customer's demographic factors and the

applications of findings on relationship between demographic factors and customer satisfaction on product quality, assortment, price, service, physical facility, and atmospherics.

