

## ABSTRACT

Hyperstore competition today is very anxious and intense as the main strategies used among the hyperstore operators including Tesco-Lotus, Carrefour, and Big C are nearly identical. In driving store patronage, much more recent focus has been given to store environmental factors. Hence, the hyperstore with the atmosphere that best suits its intended target market has a distinct advantage. This study examined the influence of three store environment factors including ambient factors, design factors and social factors on hyperstore patronage.

A distribution of questionnaires was employed to collect primary data from 384 respondents who are hyperstore shoppers in Bangkok. Data was analyzed using SPSS 12.0 in order to examine descriptive statistics of the sample profile and individual items and to conduct multiple regression analysis for testing the three hypotheses.

The results of the study indicated that favorable perceptions of ambient and social factors had significant positive influences on hyperstore patronage. Unexpectedly, design factors had no significant relationship with hyperstore patronage. To explain this insignificant result, additional multiple regression analysis on separate groups of hyperstore shopper's revealed different influences ambient factors, design factors, and social factors on hyperstore patronage.

The theoretical and managerial contributions of this study and implications and recommendations from the findings are offered.