

**KEY FACTORS INFLUENCING CONSUMER BEHAVIOR IN  
RETAIL STORES: A CASE STUDY OF FOODLAND  
SUPERMARKET IN BANGKOK**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR  
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Thematic paper  
entitled  
**KEY FACTORS INFLUENCING CONSUMER BEHAVIOR IN  
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SUPERMARKET IN BANGKOK**

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**ABSTRACT**

This research aims to investigate the factors that can affect consumer behavior with regard to visiting supermarket by focusing on the case of Foodland supermarket in Bangkok in order to identify an effective strategy to attract consumers. This research uses the quantitative method by adopting questionnaire to collect data. The data were derived from customers, who visited in 3 branches of Foodland supermarket in Bangkok on October 2015, and also from questionnaires distributed online. The findings of this research show that the consumers' motivations for visiting Foodland supermarket were composed of several factors, which also influence the perception of the store. For data analysis, the SPSS was used including the correlation coefficient and the multiple regressive analysis. However, all influencing factors have positive relationship to customer satisfaction, with the three highest significants being sales personnel, service, and advertising. The results are expected to facilitate Foodland supermarket stores to improve their products and services and create sustainable advantage by improving their strategy to attract consumers.

**KEY WORDS:** Supermarket / Foodland Supermarket / Bangkok / Consumer Behavior /  
Retail Stores

40 pages

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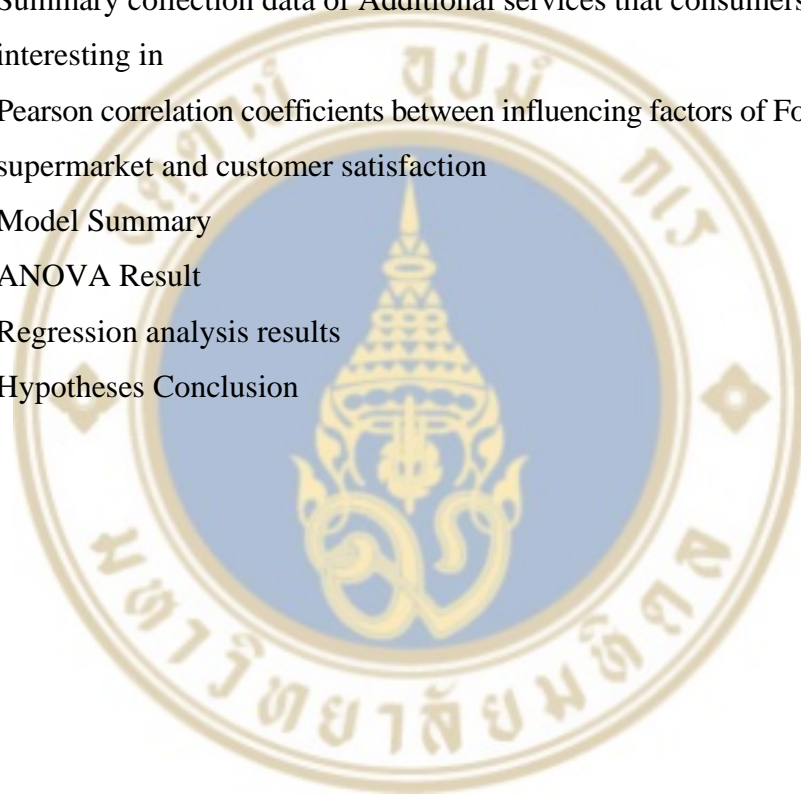
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## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Research Statements and Important**

Nowadays, Thailand's economy is recognized as one of the largest economy with a booming retail market in Southeast Asia. Its retail market recently has been shifted from traditional market to convenient stores, hypermarkets or supermarket to suit people's lifestyle.

During 2008-2015, the growth rate of Thailand's sales in supermarkets is approximately 37.5% (HKTDC Research website, 2015), which is considered a high growth rate. Multinational supermarket brands emerged in Bangkok in response to new consumers' lifestyle such as Foodland supermarket, Tops supermarket, Home Fresh Mart, Villa Market, and Max Value.

Experiencing the fast moving retail growth rate, those supermarkets have to adjust their marketing strategy to attract both existing and new customers. Foodland supermarket stores, the first full scale supermarket in Thailand established since 1972, also launched its vision and strategy to compete with its peers by providing friendly and cheerful service, and its products are arranged in orderly categories which aims make shopping easier (Foodland website, 2010)

When we think of 24/7 supermarkets, Foodland is the top range store that will pop up in people's mind. With the continually operation in Thailand, Foodland has steady store growth by opening an average of one new branch per year. It caters a good quality of a wide range of products at standard price and also commits to freshness of its foods. Moreover, Foodland does not only have its house brand products, but also runs its own restaurant named "Took Lae Dee" to serve a variety of cooked food including Thai food, Chinese food and American food, to its customers (Posttoday website, 2015).

## **1.2 Research Question**

This research is to analyze how Foodland supermarket in Bangkok can attract customers to shop in its store and can compete with other supermarkets. The study requires key factors that influence customers to visit Foodland supermarket. Thus, the main research question is “What are the key factors that stimulus consumer behavior to shop in Foodland supermarket stores in Bangkok?”

## **1.3 Research Objectives**

The objectives of this research are as follow:

- 1) To investigate and gather information on the consumer behavior in visiting in supermarkets.
- 2) To evaluate the factors that effect on consumer behavior leading to consume products and/or services at supermarkets.
- 3) To provide recommendation on the marketing strategy to improve products, services and increase customer satisfaction with supermarkets.

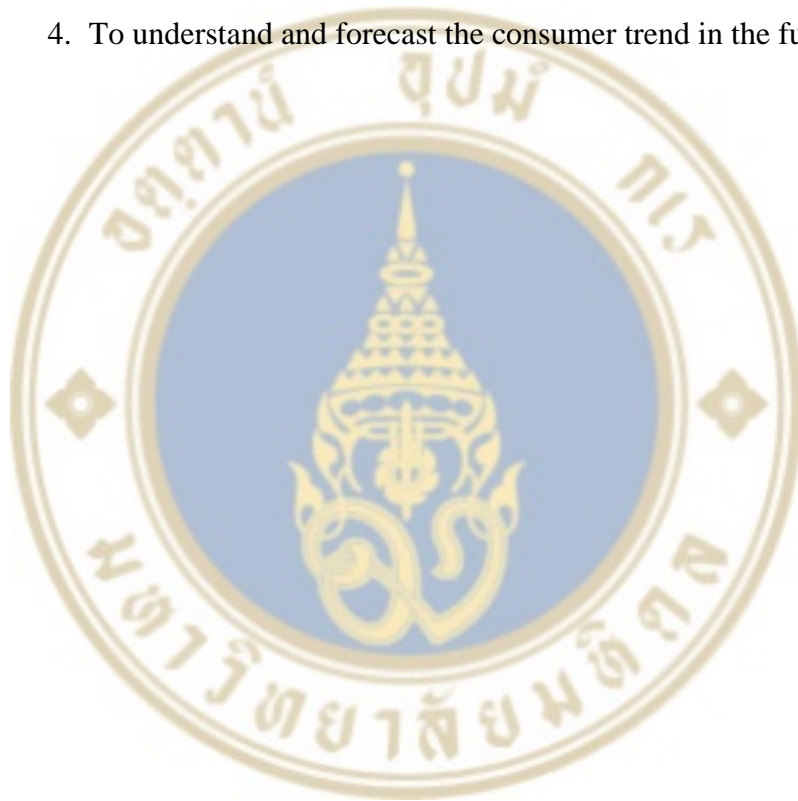
## **1.4 Research Scope**

This study uses quantitative research approach: questionnaire survey. The sample size will be approximately 100 respondents. The questionnaires were randomly distributed to respondents who have visited or never visited Foodland supermarket. The completed 100 questionnaires show a representative population sample of customers who have and have not had experience at Foodland supermarket in Bangkok. Moreover, the result from the survey is able to identify the key factors that influence consumer behavior. This survey was conducted in October 2015.

## 1.5 Research Advantage

The advantages from this research are as below:

1. To determine the factors that influence the consumer behavior to buy products and/or services from supermarkets.
2. To identify the Foodland supermarket's marketing strategy that is used to attract new customers.
3. To improve the quality of products or services provided by Foodland supermarket stores.
4. To understand and forecast the consumer trend in the future.



## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Theoretical**

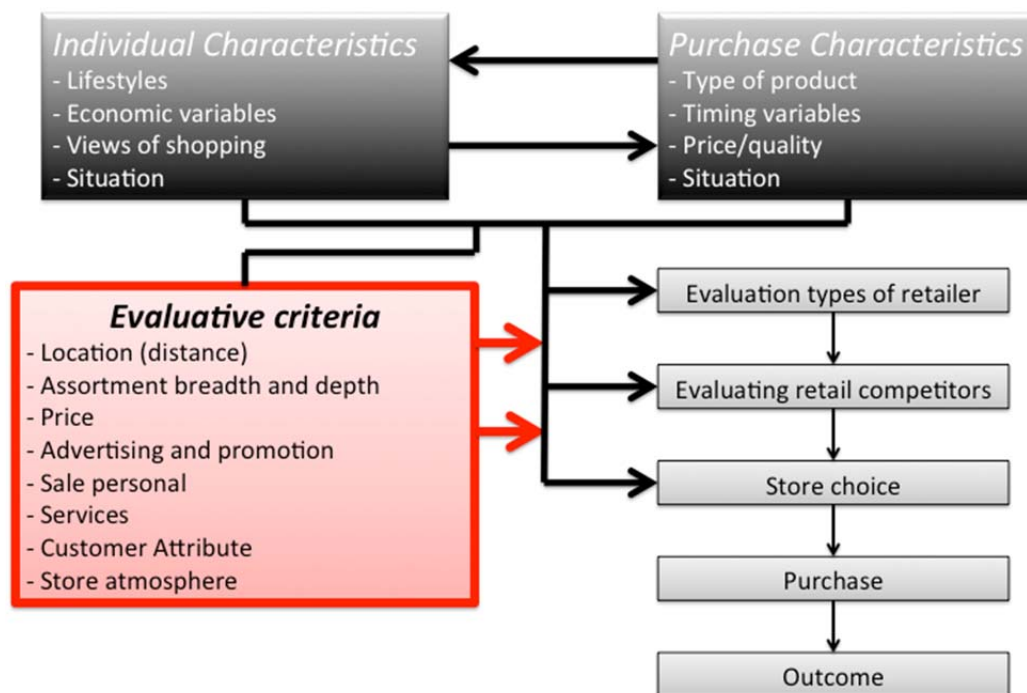
##### **2.1.1 Consumer Behavior**

“Consumer behavior is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires” (Solomon, 2013). Studying consumer behavior helps us to understand what factors can influence customers and how to motivate their consumer behavior so we can foresee the consumer trend in the future. Thus, we can plan to design and develop the right products to serve the right customers.

Based on the existing Consumer Behavior’s literatures about retailing business, most customers do not know all the facts about all the stores they will shop. Therefore, they rely on the store image, the perception of a store (Blackwell & Roger, 2012), to make choice for their shopping. Store image hardly to be identified but it is important for customer analysts and retailers to come up with strategy to attract customers. So, almost entire range of attitude research methods is used (Weale, 1961).

##### **2.1.2 Purchase Decision Process**

As stated by Blackwell and Roger (2012), Both the type of store and also the brand of the retailer effect the decision regarding where and how to purchase. To choose a specific store, consumer characteristics and purchase characteristics are matched with store characteristics. Evaluative criteria that a consumer might use to decide a specific store may include location, assortment breadth and depth, price, advertising and promotion, POP displays, store personnel, services, customer characteristics, and store atmosphere. However a consumer might not go through all of the criteria and refer to past experience instead (Blackwell, 2012).



**Figure 2.1 Purchase Decision Process**

### 2.1.3 Determinants of Retailer

There are several determinants that determine consumer choice though the weight given them varies by market segment. Those determinants are as follow:

#### 2.1.3.1 Location

Most customers are aware of location because it is related to their time and actual distance. Cognitive maps or consumer perceptions of store locations are more important than actual distance (David & Richard, 1975). The consumer perceptions of store areas will show the distance and time that customers spend to travel and shop at the store. Normally, customers always overestimate the actual distance and time. Distinction between cognitive and actual distance are correlated with factors such as quality of products, checkout procedures, display and presentation of products, and ease of driving to store areas. Other essential factors that impact the cognitive distance are the price of products and the helpfulness of salesperson (R. Mittelstaedt, 1974).

#### 2.1.3.2 Nature and Quality of Assortment

The important determinants of store choice are the quality of products, variations of particular product and the different types of products a store carries. This is especially true for stores located in shopping centers (Hansen & Deutscher, 1979).



Bebe and Victoria's Secret, the specialty stores, success in assortment strategy (Walter 1987). These specialty stores carry a number of variations of a single product to attract a specific segment of customers. If retail stores can build customer loyalty, they can expand the customers' attraction of one product to another, an example is Victoria's Secret offering fragrance products. One of merchandise assortment strategy is "Category Killer". This strategy offers less variety but a wide selection of one category of merchandise at relatively low price. Category killers and niche retailers can compete with stores that have slow inventory movement and high operating expenses.

#### 2.1.3.3 Price

In the past, retailers focused on price advertising to build customer loyalty, a strategy that is increasingly questioned (Joseph & Gordon, 1974). Price advertising is used to maintain competitive parity, based on a belief that market share was determined by promoting the lower price. Another important aspect of price is the consumer's perception of price: this may include factors such as time spent to commute to the store or time used to check out from the store (Kent, 1973).

#### 2.1.3.4 Advertising & Promotion

Recently, image and information play important roles to create a retail brand. When retailers build their initial image in the market or reposition themselves in the market, their advertising should focus on image advertising. Image advertising uses pictures and words to help customers to perceive the store's experience while information advertising provides more detail that might effect purchase decisions. Retailers' website is the great example of image and information advertising that help retailers to position their brand. Customers can find specific information from retailers' website such as location, operating hour, and price. This strategy can help retailers to build their brand through broadcast and print media. Moreover, to attract customers retailers may come up with more marketing activities such as special operating hours and promotional services for selected customers, which are linked to loyalty programs (Blackwell & Roger, 2012).

#### 2.1.3.5 Sale Personnel

Well-trained and helpful salespeople are still necessary even if the retail store is a self-selection type (Service, 1987). For example, most of European retail stores hire personnel who have joined training program in personal selling or



meet specific educational or test requirements. When the economy in the United States has been better, the retailers began to develop their personal training to improve customer service. The great example that shows the success of retail salespeople is Home Depot, do-it-yourself home improvement store. Although customers have less confidence in salespeople, Home Depot can provide the high quality of sales personnel and gain trust from its customers. Home Depot has trained its staff to help customers as its slogan is “You can do it, WE can help”. Its sales personnel staff who worked as electrician, carpenters, and plumbers before joining the company are well trained to have service mind, willing to help customers (Greg, 1994), and also knowledgeable to explain and recommend the products.

#### 2.1.3.6 Services Offered

Services offered such as ease of stuff return, delivery, credit can determine the store image. The type of service depends on type of retail store and customer expectation. For example, Neiman Marcus and other upscale department stores have personal shoppers to assist their customers. Those personal shoppers will help customers not only pick the outfits but also accessories and shoes. Moreover, when the new collections of fashion are launched, the personal shoppers will immediately call customers to let them know the available products. Loblaws, Canada’s largest supermarket chain is another example of store that is the leader in providing good customer service ranging from financial services to fitness centers (Joel, 1999). Loblaws also has the successful store brand named President’s Choice. Most customers usually buy manufacturers’ brands because customers believe in the quality and trust those brands rather than buying private or store brand (Rajeev & Indrajit, 2000). However, Loblaws eliminates the customers’ concern by delivering the excellent customer service to satisfy customers’ needs.

#### 2.1.3.7 Physical Store Attribute

“Store atmospherics” is the physical properties of store environment that designed to affect customer purchase (Robert & John, 1982). In the marketer’s view, store atmospherics can identify the customers’ attention and direction. Those physical properties can also show the store’s image or character, which will increase the probabilities that customers will decide to buy merchandise in the retail store.

Moreover, the store decoration can elicit customers' emotional reactions, for example pleasure and encouragement, which effect the time and money to be spent in the store.

Store atmospherics is related to a "gestalt" of perception. Customers sense the cues from the environment and give high ratings to retailers when the cues are congruent (Anna & Jochen, 2001). One of the most common store atmospherics is music. Music impacts the customer purchase in several ways (Gordon, 1990). The volume, for example, affects the interaction between customers and sales staff. Low volume music can gain more interaction than higher volume music. Classical music can lead to upper class store image (Richard & Eric, 1990). In addition, music tempo affects the shopping behavior. Research reveals that in grocery stores, slow-tempo music increases both customers' shopping time and customers' spending (Ronald, 1982).

#### 2.1.3.8 Store Clientele

Type of people who shop in each store affects the customers' decision to go to that shop because customers are likely to match their image with that of others in the store. Some people try to not go to a certain store because they do not want to be matched with the store's clientele (Rick, 1999). Some people choose to go to department store rather than mass stores. Although, the number of people who shop in value-oriented retailers is increasing, young customers may avoid to shop in retailers. The reason is that they think many old people are shopping in those retailers. On the other hands, old customers will not go to the retailers that attract teenagers. Restaurant is one of the good examples to describe the store clientele. Some customers do not like the restaurants that attract kids, while some restaurants such as McDonald's.

### **2.1.4 Consumer Satisfaction**

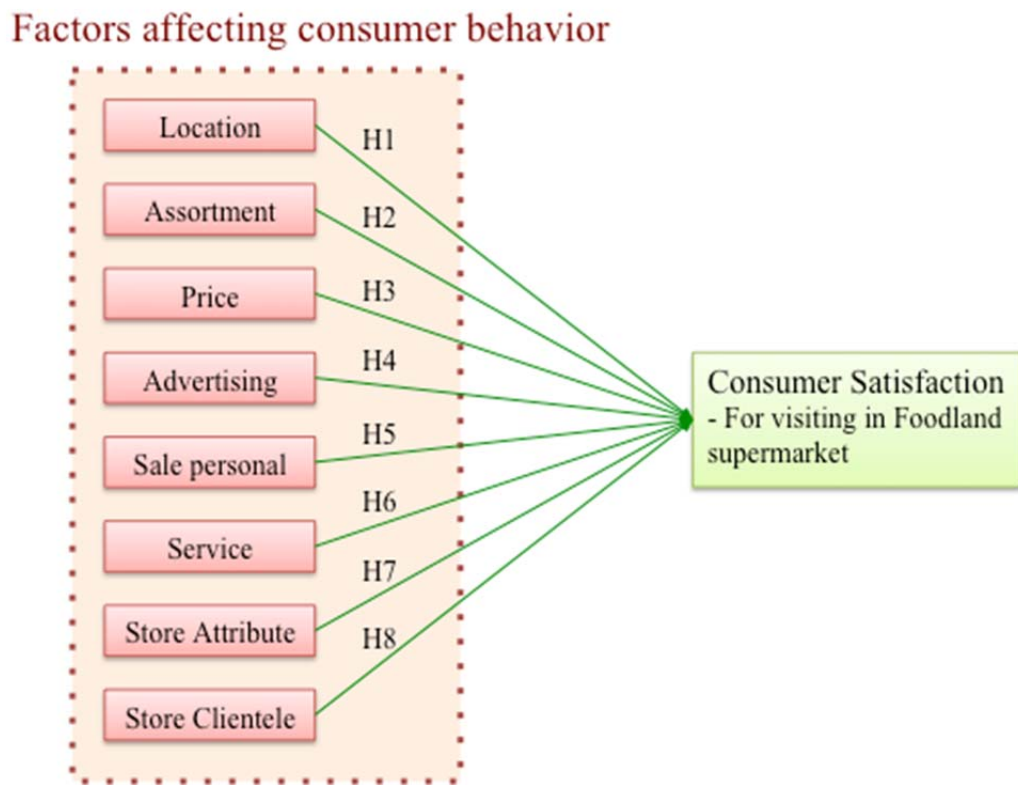
As stated by Schiffman and Kanuk (2004), customer satisfaction is an individual's perception of the performance of a product or service in relation to his or her expectations. Hence, customer satisfaction is a measure of pleasure or displeasure as a result of a comparison between perception and expectation of a product or service.

In service business, customer satisfaction refers to the outcome of the perception of a customer in the value received in the service compared to the value expected from the service completed by the service provider (Blanchard & Galloway, 1994). Therefore, it is important to know and identify the needs of customers in order to satisfy them.

## 2.2 Research Framework and Hypothesis

### 2.2.1 Research Framework

With respect to the literature review, this research is carried out in dimensions of the eight factors affecting consumer behavior in retail stores, which could be outlined as in Figure 2.2



**Figure 2.2 Research Framework**

### 2.2.2 Hypotheses

Based on the literature review and conceptual of research framework, the hypotheses of the research could be outlined as follows:

**H1: Convenience of location** has a positive relationship with customer satisfaction to visiting in Foodland supermarket stores.

**H2: Nature and Quality of Merchandise Assortment** has a positive relationship with customer satisfaction to visiting in Foodland supermarket stores.

**H3: Relative Low Price** has a positive relationship with customer satisfaction to visiting in Foodland supermarket stores.

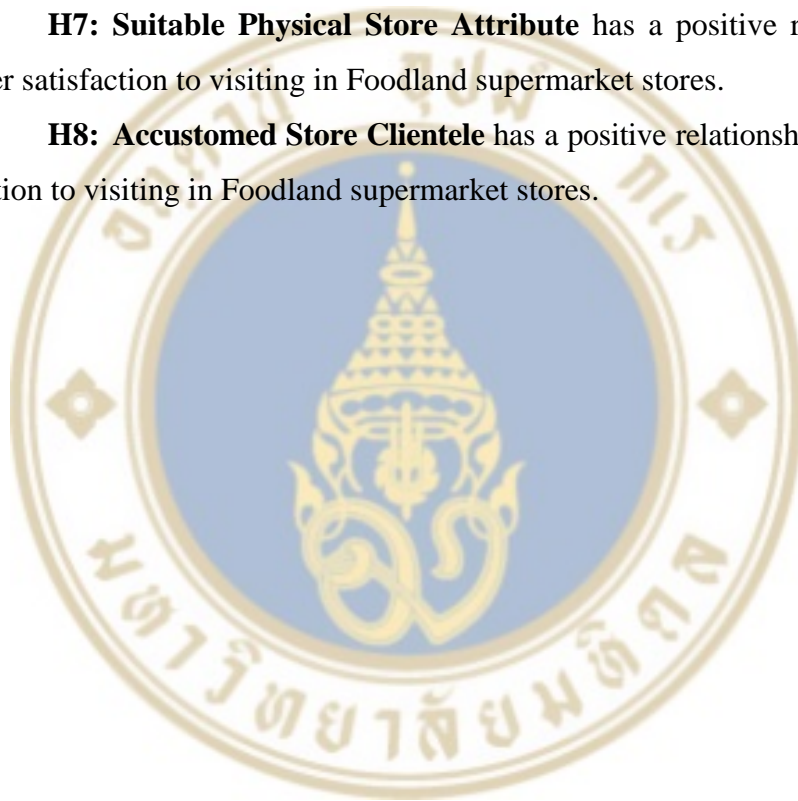
**H4: Advertising related to Retail operation** has a positive relationship with customer satisfaction to visiting in Foodland supermarket stores.

**H5 Helpful Sales Personnel** has a positive relationship with customer satisfaction to visiting in Foodland supermarket stores.

**H6: Additional Service Offered** has a positive relationship with customer satisfaction to visiting in Foodland supermarket stores.

**H7: Suitable Physical Store Attribute** has a positive relationship with customer satisfaction to visiting in Foodland supermarket stores.

**H8: Accustomed Store Clientele** has a positive relationship with customer satisfaction to visiting in Foodland supermarket stores.



## **CHAPTER III**

### **METHODOLOGY**

#### **3.1 Research Design**

The purpose of the research is to determine the factors affecting consumer behavior to visiting in retail stores such as Foodland supermarket in order to encourage consumers to visit or purchase product or services, and to help the firms to adapt its strategies that are used to continue attracting customers. The study uses the quantitative research method in which the data collection was conducted in form of closed-ended questionnaire because it allows the respondents to independently answer the questions and is capable of studying a quite large sample in a limited amount of time.

#### **3.2 Population and Data Collection**

The research questionnaires were mainly conducted offline by doing a mall-intercepted survey at three branch of Foodland supermarket, namely Ladprao, Ramintha, and Sukhumvit. At each branch, data was collected from 20 randomly respondents who visited in Foodland supermarket on period 23 to 25 October 2015. In the meantime, the questionnaires were spread online in order to broaden the respondents covering consumers who used to visit Foodland supermarket also. According to applied quantitative research, data can be quantified and generalized to from a sample to the population. A quota sample at least 100 participant was used to ensure a certain degree of variability and to offer statistical significance.



### 3.3 Research Instrument

#### 3.3.1 Constructs Measurements

Nominal and interval measurement scales were used in order to achieve the different purposes of the questions. The nominal scale was applied to the questions with the objective to group the response data and general information of respondents. The interval scale was used for the questions that evaluate the levels of agreement from: 'strongly agree' (5) to 'strongly disagree' (1).

#### 3.3.2 Questionnaire Design and Question

The questionnaire focuses on the appeal of Foodland supermarket store that has effect on consumer behavior for consumers to visit local supermarket retail store in Bangkok. The questionnaire was designed based on a research framework from the literature review and set up in English. Before distributed, the questionnaire was translated in Thai in order to facilitate understanding of the respondents who are not at ease with English. There are four sections of the questions, which details are as follows:

##### 1) Section 1: Screen Question

This section aims to screen the respondents, especially in case of online questionnaires, to only have those who have visited in Foodland supermarket to continue answering the subsequent questions. The question listed on this section is the following:

- Have you ever visited at Foodland supermarket?

##### 2) Section 2: General Questions

The aim of this section is to gather information on consumer behavior in visiting in Foodland supermarket. All questions listed provide multiple-choice answers in nominal scale:

- How often do you visit in Foodland supermarket per month?
- When do you usually visit in Foodland supermarket?
- How much do you usually spend per time in Foodland supermarket?
- Who do you usually come with when you visit in Foodland supermarket?
- Which media, you usually get information form Foodland supermarket?



- What is your main activities when visiting in Foodland supermarket?

### 3) Section 3: Specific Questions

The section intends to evaluate customer perceived value on each affecting factors in visiting in Foodland supermarket. Interval scale was adopted to the questions, which is to evaluate level of agreement of respondents through five levels of rating scale from Strongly Agree (5) to Strongly Disagree (1), the questions are as follows:

#### 3.1) Location

3.1.1) Store located on convenient place.

3.1.2) Store located near house/office area.

3.1.3) Store has sufficient parking lot.

#### 3.2) Assortment

3.2.1) Variety kinds of products.

3.2.2) Products cover need of customers.

3.2.3) Products are quality, fresh, and standard.

#### 3.3) Price

3.3.1) Reasonable price when comparing with quality.

3.3.2) Low price when comparing with competitor.

3.3.3) Always have promotion and discount.

#### 3.4) Advertising

3.4.1) Promotion or leaflet can be used practically.

3.4.2) Billboards look interesting and noticeable.

Receipt or coupon for lucky draw relate to desired product.

#### 3.5) Sale Personal

3.5.1) Staffs' greeting, dress, manners are courtesy towards customers.

3.5.2) Staffs can provide product information and relevant promotion.

3.5.3) Staffs ready to assist when customers have any problems.

#### 3.6) Service

3.6.1) Customer service has various channels like phone, email, etc.

3.6.2) There are various facilities such as wheelchairs, carry products to car.

3.6.3) Service to arrange basket following customers list.

### 3.7) Physical Store Attribute

3.7.1) There is such a great environment and atmosphere such as cleanliness, lighting, music and so on.

3.7.2) Products are sorted into categories able to find it easily.

3.7.3) Display poster has clearly content, easy to understand and colorful.

### 3.8 Store Clientele

3.8.1) Most customers looks friendly, warm or come together as a family.

3.8.2) Most customers are housewife.

3.8.3) Most customers are elderly persons.

### 3.9) Customer Satisfaction

3.9.1) Overall customer's satisfaction of Foodland supermarket

3.9.2) Persuade friends or relative to visit Foodland supermarket

3.9.3) Welcome to come back to visit in Foodland supermarket

## 4. Section 4: Demographic Questions

This section is to identify general personal profile of the respondents. The questions, multiple choices in nominal scale, include:

- Gender;
- Age range;
- Occupation;
- Monthly income; and
- Marital status

## CHAPTER IV

### DATA ANALYSIS AND RESEARCH FINDINGS

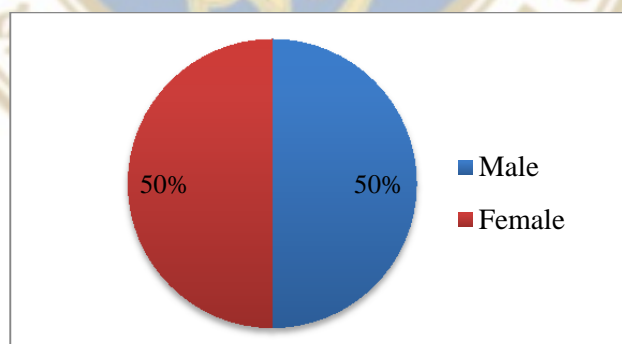
#### 4.1 Research Finding

##### 4.1.1 Respondents

Regarding the 132 questionnaires that were answered. There were a total of 108 qualified respondents who used to experience visiting in Foodland supermarket. Other 24 respondents have never visited in Foodland supermarket before, therefore their interviews were terminated after answering part: the screen question.

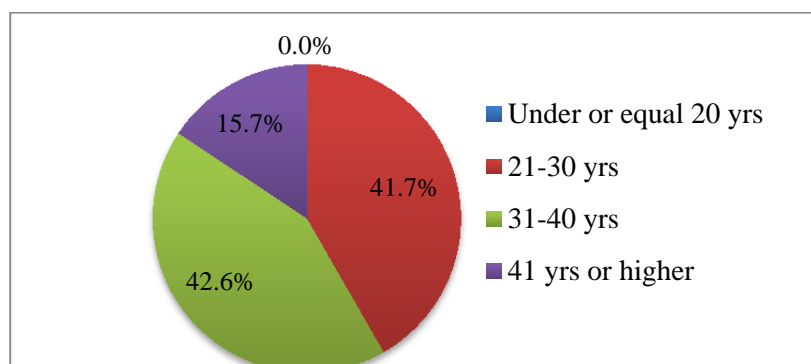
##### 4.1.2 Demographic Information of Respondents

Among 108 qualified respondents, 54 persons or 50% are male, and another 54 persons or 50% are female. This could be seen that number respondents of male and female are same. The percentage of gender of respondents is provided as Figure 4.1.



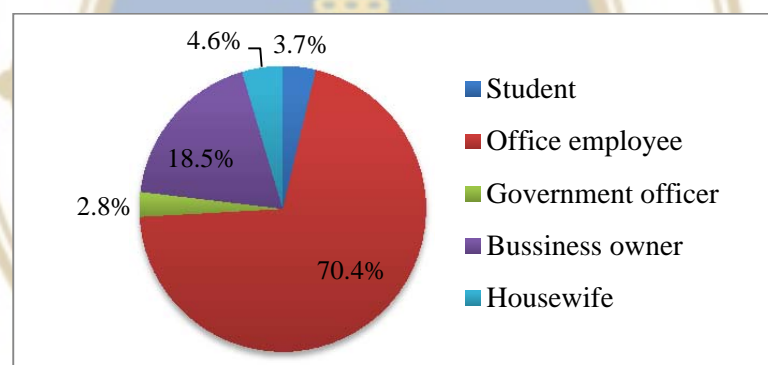
**Figure 4.1 Gender of Respondents**

According to the pie chart in Figure 4.2, the main age range of the respondents is divided into 2 groups, which are 21-30 years old, and 31-40 years old with 46 persons (42.6%) and 45 persons (41.7%) respectively. The rest are 41 years or older: 17 persons or 15.7%. None of the respondents is under or equal 20 years old.



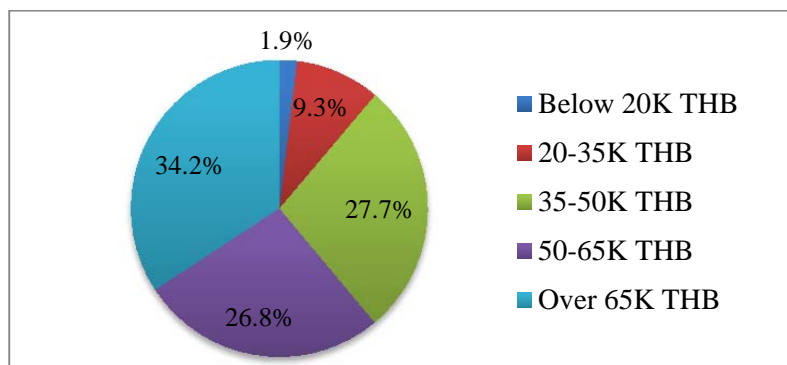
**Figure 4.2 Age Range of Respondents**

In regards to occupation, 70.4% or 76 persons are Office employees. Next is Business owner at 18.5% or 20 persons. While number of Housewife, Student and Government officer are nearly same at 4.6% (5 persons), 3.7% (4 persons) and 2.8% (3 persons) respectively, as shown in Figure 4.3



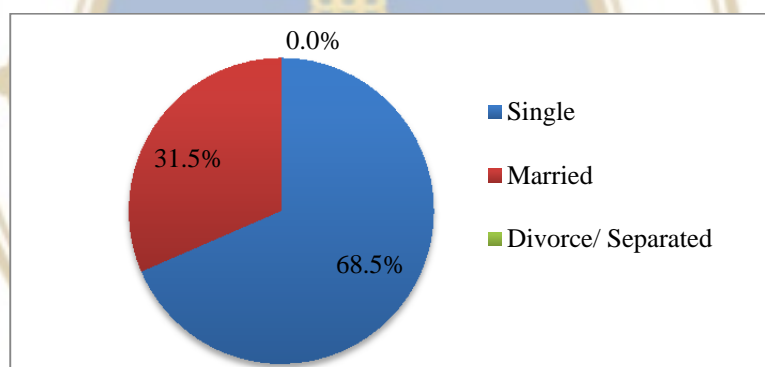
**Figure 4.3 Occupation of Respondents**

In term of income, most of respondents at 34.2% or 37 persons have an income of over 65,000 baht. For the income ranges of 35,000-50,000 baht and 50,001-75,000 baht, there likely same number of respondents at 30 persons (26.8%) and 29 persons (27.7%) respectively. The rest are divided into 20,001-35,000 baht 10 persons (9.3%), and below 20,000 baht only 2 persons (1.9%). The summary of monthly income of respondents is provided in Figure 4.4.



**Figure 4.4 Monthly income of Respondents**

Last but not least is the status of respondents that provided in pie chart in Figure 4.5. From the pie chart, the majority of respondents are of single status, 74 persons or 68.5%. The rest, 34 persons or 31.5% are of a married status. None of the respondent has divorced or separated status.



**Figure 4.5 Marital status of Respondents**

#### 4.1.3 General Information of Respondents

Further to the data of consumer behavior in visiting Foodland supermarket, the summary is ranged based on 108 respondents who have experience in visiting Foodland supermarket then adjust into 100%. The summary data is provided in Table 4.1.

**Table 4.1 Summary collection data of Consumer behaviors in visiting at Foodland supermarket**

Consumer Behavior Issues		Number of Respondents	Percentage (%)
<b>Frequency of visiting in Foodland</b>	Less often	6	5.6%
	1-2 times/month	80	74.1%
	3-4 times/month	13	12.0%
	More than 4 times/month	9	8.3%
<b>Day when visiting in Foodland</b>	Weekdays (Mon-Fri)	50	46.3%
	Weekends (Sat-Sun)	56	51.9%
	Holidays	2	1.9%
<b>Average expenditure per time when visiting in Foodland</b>	Less than 500 Baht/time	27	25.0%
	501-1,000 Baht/time	44	40.7%
	1001-2,000 Baht/time	26	24.1%
	More than 2,001 Baht/time	11	10.2%
<b>Who usually come with to visit Foodland</b>	Alone/ Myself	55	50.9%
	Family	49	45.4%
	Friend	4	3.7%
<b>Media that percept information from Foodland</b>	Passing through store	12	11.1%
	Radio	18	16.7%
	Friend/ Family	40	37.0%
	Newspaper	4	3.4%
	Internet	12	11.1%
	Billboard/ Flyer	20	18.5%
	Television	2	1.9%
<b>Activities when visiting in Foodland</b>	Purchase fresh food/ fruit/ bakery	89	82.4%
	Purchase utensils/ Medicine	23	21.3%
	Purchase import products	39	36.1%
	Purchase book/ magazine	4	3.7%
	Purchase drinks/ tea/ coffee	5	4.6%
	Eat meal at Took Lae Dee	41	38.0%
	Pay bill/ service charge	2	1.9%
<b>Total</b>		<b>108</b>	<b>100%</b>

According to Table 4.1, Most of respondents, 80 persons or 74.1% visit Foodland supermarket 1-2 times/month. While 13 persons or 12% visit Foodland supermarket



about 3-4 times/month, and only 9 persons or 8.3% visit Foodland supermarket more than 4 times/month.

Number of respondents who visit Foodland supermarket on weekdays and weekends were nearly the same. For weekdays, there were 50 persons or 46.3% and for weekends, there were 56 persons or 51.9%.

In terms of average expenditure, most of customers, 44 persons or 40.7%, spend around 500-1,000 baht/time. Around 25% (27 persons) spend in ranges at less than 500 baht/time and 1,001-2,000 baht/time.

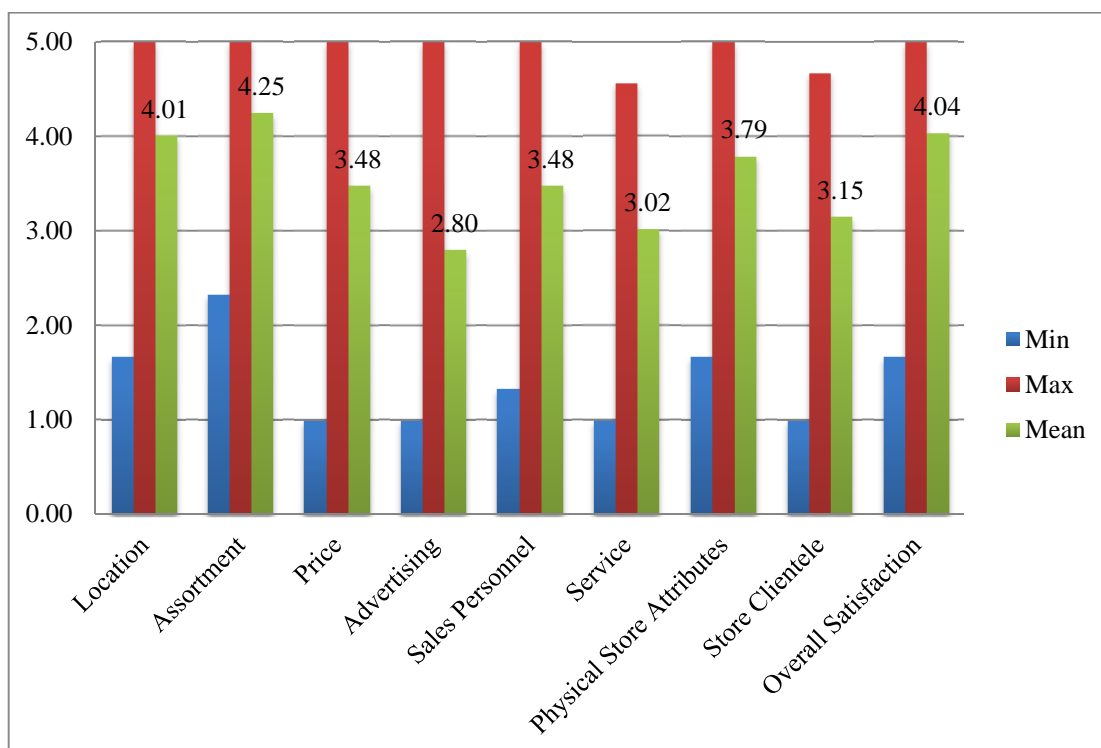
Half of Foodland customers usually come alone for shopping. Meanwhile, 45.4% or 49 persons always come with family and the rest (4 persons or 3.7%) come with friend.

Family or Friend is the most popular channel, which consumers can obtain information of Foodland supermarket. Subsequent medias are radio and billboard that were nearly the same at 16.7% (18 persons) and 18.5% (20 persons) respectively.

Consumer's main activities when visiting in Foodland supermarket are: more than 80% or 89 persons of respondents purchase fresh food, fruit and bakery. Furthermore, over 35% (40 persons) purchase import product and eat for meal at Took Lae Dee restaurant.

#### **4.1.4 Specific Information**

The specific questions gathered information regarding customer's evaluation to each dimension of factors affecting consumer behavior for visiting Foodland supermarket. This data was collected by requesting respondents to rate from scale 1 (Strongly Disagree) to 5 (Strongly Agree). The summary data of influencing factors of visiting in Foodland supermarket is shown in Figure 4.6 as follows:



**Figure 4.6 Summary data of influencing factors of visiting Foodland supermarket**

There are eight influencing factors that were set up following hypotheses. With the score of 4.25 is the highest mean score amongst all of the influencing factor, it could be seen that customers perceived the value of the store assortment factor provide by Foodland supermarket more than other factors such as Location, Physicals store attributes, Sales personnel, Price and Service, of which the mean scores were around 3.01-4.01. Only the Advertising factor has lowest scores at 2.80. The mean score of customer satisfaction was around 4.04.

The results of additional services that respondents were interesting in as were provided in Table 4.2. It could be concluded that more than a half of respondents were interesting in additional services, which were membership card 75%, providing food process 63.9%, and line official account 50%, respectively.

**Table 4.2 Summary collection data of Additional services that consumers were interesting in**

<b>Additional Services</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
1.) Provide food processing such as grilling, roasting, or barbecuing.	69	63.9%
2.) Membership card for receiving any promotion and discount.	81	75.0%
3.) Line official account to inform any information.	54	50.0%
<b>Total</b>	<b>108</b>	<b>100%</b>

## **4.2 Correlation Coefficients Analysis**

According to the Pearson correlation, coefficients between the eight influencing factors and customer satisfaction of Foodland supermarket as provided in Table 4.3 were statistically significant at 95% confident level. In the last column, customer satisfaction had low to moderate correlation. For moderately correlation between influencing factors and customer satisfaction ( $r$  is between 0.4-0.7), there are Location, Assortment, Advertising, Sale personal, Service, Physical store and Store client. There was only one factor that has low correlation, which was Price ( $r = 0.211$ ).

**Table 4.3 Pearson correlation coefficients between influencing factors of Foodland supermarket and customer satisfaction**

		Location	Assortment	Price	Advertising	Sales personal	Service	Physical store	Store client	Overall satisfaction
Location	Pearson Correlation	1	.238*	.169	.331**	.447**	.259**	.366**	.089	.457**
	Sig. (2-tailed)		.013	.080	.000	.000	.007	.000	.362	.000
	N	108	108	108	108	108	108	108	108	108
Assortment	Pearson Correlation	.238*	1	.119	.203*	.414**	.199*	.463**	.178	.414**
	Sig. (2-tailed)	.013		.221	.035	.000	.039	.000	.065	.000
	N	108	108	108	108	108	108	108	108	108
Price	Pearson Correlation	.169	.119	1	.182	.198*	.105	.170	.257**	.211*
	Sig. (2-tailed)	.080	.221		.059	.040	.281	.079	.007	.028
	N	108	108	108	108	108	108	108	108	108
Advertising	Pearson Correlation	.331**	.203*	.182	1	.569**	.534**	.326**	.266**	.606**
	Sig. (2-tailed)	.000	.035	.059		.000	.000	.001	.005	.000
	N	108	108	108	108	108	108	108	108	108
Sales personal	Pearson Correlation	.447**	.414**	.198*	.569**	1	.439**	.532**	.261**	.653**
	Sig. (2-tailed)	.000	.000	.040	.000		.000	.000	.006	.000
	N	108	108	108	108	108	108	108	108	108
Service	Pearson Correlation	.259**	.199*	.105	.534**	.439**	1	.461**	.543**	.623**
	Sig. (2-tailed)	.007	.039	.281	.000	.000		.000	.000	.000
	N	108	108	108	108	108	108	108	108	108
Physical store	Pearson Correlation	.366**	.463**	.170	.326**	.532**	.461**	1	.314**	.539**
	Sig. (2-tailed)	.000	.000	.079	.001	.000	.000		.001	.000
	N	108	108	108	108	108	108	108	108	108
Store client	Pearson Correlation	.089	.178	.257**	.266**	.261**	.543**	.314**	1	.474**
	Sig. (2-tailed)	.362	.065	.007	.005	.006	.000	.001		.000
	N	108	108	108	108	108	108	108	108	108
Overall satisfaction	Pearson Correlation	.457**	.414**	.211*	.606**	.653**	.623**	.539**	.474**	1
	Sig. (2-tailed)	.000	.000	.028	.000	.000	.000	.000	.000	
	N	108	108	108	108	108	108	108	108	108

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### 4.3 Multiple Regressive Analysis

Multiple regression analysis is adopted in order to estimate the unknown value of a variable from the known value of two or more variables called the predictors.

#### 4.3.1 Model Summary

Table 4.3 shows the model summary of statistics of regression model where X's are eight factors of influencing factors and Y is customer satisfaction model. R square is .661, which implies that the selected model have moderate predictive power.

**Table 4.4 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.813 <sup>a</sup>	.661	.634	.54840

a. Predictors: (constant), Store client, Location, Assortment, Price, Advertising, Physical store, Sales personnel, Service

#### 4.3.2 Anova

Reference to ANOVA result is provided in Table 4.4, it could be concluded that at least one of the influencing factors are statistically significant ( $F = 24.139$ ,  $p\text{-value} = .000$ ). The coefficients and the significant tests can be seen in Table 4.5.

**Table 4.5 ANOVA Result**

ANOVA <sup>a</sup>		Sum of Square	df	Mean Square	F	Sig.
Model						
1	Regression	58.078	8	7.260	24.139	.000 <sup>b</sup>
	Residual	29.774	99	.301		
	Total	87.852	107			

a. Dependent Variable: Overall satisfaction

b. Predictors: (Constant), Store client, Location, Assortment, Price, Advertising, Physical store, Sales personnel, and Service

### 4.3.3 Regression Analysis

The results from multiple regression analysis reveal that Location ( $t = 2.294$ ,  $p\text{-value} = 0.24$ ), Advertising ( $t = 2.734$ ,  $p\text{-value} = .007$ ), Sales personnel ( $t = 2.715$ ,  $p\text{-value} = .008$ ), Service ( $t = 2.457$ ,  $p\text{-value} = .016$ ), and Store client ( $t = 2.525$ ,  $p\text{-value} = .013$ ) are significant explanatory variables in predicting customer satisfaction (Y). It could be considered that Sales personnel have highest impact on customer satisfaction (Beta = .260). All explanatory variables were of positive effect to customer satisfaction. The result of regression analysis is provided in Table 4.5.

**Table 4.6 Regression analysis results**

Coefficients <sup>a</sup> Model		Un-standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	<b>(Constant)</b>	-.764	.499		-1.531	.129
	<b>Location</b>	.174	.076	.154	2.294	.024
	<b>Assortment</b>	.192	.101	.129	1.899	.061
	<b>Price</b>	.006	.094	.004	.061	.952
	<b>Advertising</b>	.224	.082	.214	2.734	.007
	<b>Sales personnel</b>	.260	.096	.228	2.715	.008
	<b>Service</b>	.216	.088	.207	2.457	.016
	<b>Physical store</b>	.117	.117	.078	.999	.320
	<b>Store client</b>	.205	.081	.184	2.525	.013

a. Dependent Variable: Overall satisfaction

Note: Customer satisfaction (Y) = Constant + B1(Location) + B2(Assortment) + B3(Price) + B4(Advertising) + B5(Sales personnel) + B6(Service) + B7(Physical store) + B8(Store client) + Error



#### 4.4 Hypotheses Conclusion

The hypotheses were tested using an application of the regression model on the variables from the factor analysis. The results of the research are concluded in Table 4.7 as following:

**Table 4.7 Hypotheses Conclusion**

Hypotheses	Direction	Regression Analysis		Result
		Coefficients	Sig.	
<b>H1. Convenience of location</b> has a positive relationship with customer satisfaction to visiting in Foodland supermarket stores.	H1(+)	.174	.024	Support (6 <sup>th</sup> rank)
<b>H2. Variety and Quality of Assortment</b> has a positive relationship with customer satisfaction to visiting in Foodland supermarket stores.	H2(+)	.192	.061	Not Support (5 <sup>th</sup> rank)
<b>H3. Relative Low Price</b> has a positive relationship with customer satisfaction to visiting in Foodland supermarket stores.	H3(+)	.006	.952	Not Support (8 <sup>th</sup> rank)
<b>H4. Advertising related to Retail operation</b> has a positive relationship with customer satisfaction to visiting in Foodland supermarket stores.	H4(+)	.224	.007	Support (2 <sup>nd</sup> rank)
<b>H5. Helpful Sales personnel</b> has a positive relationship with customer satisfaction to visiting in Foodland supermarket stores.	H5(+)	.260	.008	Support (1 <sup>st</sup> rank)
<b>H6. Additional Service Offered</b> has a positive relationship with customer satisfaction to visiting in Foodland supermarket stores.	H6(+)	.216	.016	Support (3 <sup>rd</sup> rank)
<b>H7. Suitable Physical Store Attributes</b> has a positive relationship with customer satisfaction to visiting in Foodland supermarket stores.	H7(+)	.117	.320	Support (7 <sup>th</sup> rank)
<b>H8. Accustomed Store Clientele</b> has a positive relationship with customer satisfaction to visiting in Foodland supermarket stores.	H8(+)	.205	.013	Support (4 <sup>th</sup> rank)

## **CHAPTER V**

### **CONCLUSION AND LIMITATIONS**

#### **5.1 Background and Important of the Research**

Supermarket is a popular place for people to fulfill consumer's shopping needs of fresh food, bakery and/or household products. Moreover, supermarket stores increase their value for consumers by providing longer opening hours, service for paying bills, and having restaurant and bookshelf to encourage store visits.

This research provided useful information of concerning factors of Foodland supermarket that has affect to consumer's behavior in term of consuming products and services in the stores, which can be used to improve marketing strategies.

#### **5.2 Summary of the Findings**

This study attempts to describe general consumer behavior of Foodland supermarket and determine the correlation between influencing factors of Foodland supermarket stores and customer satisfaction. These results gave both confirmations and surprises.

From 108 qualified respondents of the research, half of them were female and half of them were male. The major age range of respondents was 21-40 years old. Over 70% of respondents were office employees. In term of monthly income around 60% have an income over 50,000 baht/month. Meanwhile, most of respondents are of single status.

Further, in regards to visits at Foodland supermarket, most of the respondents usually visit at Foodland supermarket for 1-2 times/month. The day in which respondents visit in Foodland are both weekdays and weekends, with weekends having 5% higher frequency than weekdays. The three main activities of their visits are to purchase fresh food, fruit and bakery, eat at Took Lae Dee restaurant, and the last is to purchase imported products. Nearly a half of respondents expect to spend around 500-1,000 baht during

each visit. For the respondents, who visit Foodland supermarket, a half of them come alone and the remaining half usually come with family. The last topic about media or information channel of Foodland supermarket, it was found that most of respondents obtain information via family/friend, billboard, and radio.

The research was based on eight factors, which were selected to evaluate about Foodland's influencing factors. The results of this research reveal that Foodland supermarket has varied factors to make them continually operate the stores in high competition with other retail stores such as convenient store, supermarket, hypermarket and department stores.

The respondents opine that Foodland supermarket could deliver product assortment with the responsiveness by rating with the highest mean score of 4.25, because of the variety assortment of edible products and imported goods, which related to consumers' main activities. Meanwhile, the ratings of next four factors are similar moderate range scores of 4.01-3.48, which have Location, Physical store attributes, Sales personnel, and Price, respectively from high to low scores. Due to Location of each branch that are near village areas makes it quite easy to go to the stores. About Foodland's physical stores, they are simple and similar in each branch, which make consumers feel facile to shop even if it's look a bit traditional especially for initial branch. Sales personnel are in many shelves areas in store to give useful information to customer. In term of price, Foodland supermarket has reasonable price when compared with their product quality but not low when compared with competitors and rarely have promotion or discount. That suggests that customers of Foodland supermarket are not price sensitive but more caring about product quality and freshness.

The last three factors with less appreciated, lowest scores of between 3.15-2.80, there are Store clientele, Service, and Advertising, consecutively from high to low scores. Owing to respondents' perception about store clientele in Foodland supermarket, mostly customers are not elderly persons or housewife like most people think in the past. Although Foodland supermarket provided many services to support convenience of customers such as the arrangement of gift baskets following customers lists or various facilities like wheelchairs, carry products to customers' car, it still obtain quite low scores because the customers are not aware of the services. There is not any channel to connect to their consumers in order to inform of information such as promotion, special

event or new arrival product and to track consumer behavior in experienced service or purchase goods at Foodland supermarket. The last lowest scores is advertising. Nowadays Foodland supermarket stores have broadcast their advertising only on radio and billboard, although most consumer are familiar with well-known motto “Think of Food, Think of Foodland” and the publicized information about the freshness of their products, but in customers’ point of view it is not attractive enough and not percept in consumer’s mind about different advertisement of Foodland supermarket. Regarding to this descriptive data, the overall of customer satisfaction was rated at 4.04.

Referring to the correlation coefficients analysis, the results can be considered that all of influencing factors have positive likelihood to the customer satisfaction with different correlation level between moderate to low correlation. For moderate correlation level,  $r$  is between 0.4-0.7, which are Sales personnel, Service, Advertising, Physical store, Store clientele, Location, and Assortment, responsively from high to low correlation. While Price factor has low correlation level, with  $r$  value of 0.211.

### **5.3 Recommendation and Implementations**

Regarding to the results from the study, all influencing factors of supermarket store, focusing on Foodland supermarket, have positive correlation to customer satisfaction. Therefore, to create more customer satisfaction and to achieve the purposes of retail image development in type of supermarket, Foodland supermarket should focus on highly correlation factors that have impact to customer satisfaction. They are arranged in the following topics:

1) Promote service mindset to employee: The training program should start with creating employee’s attitude of willingness to promptly help customer in store with pleasure and effectiveness. Moreover, the stores should monitor staff performance together with giving them useful suggestions to guidelines in order to solve any face-to-face problem and then give them feedbacks to improve their performances. After that, when they can perform well in solving problems and received admiration, the store should reward the staff to encourage them onwards.

2) Additional services for customers: Although Foodland supermarket stores have many services provided to support customer convenience, one of the important



service that is strongly recommend to be implemented is a Customer Relationship Management (CRM) program such as membership card to be a channel to collect customer data such as their general information and enable tracking of purchasing behavior. Furthermore, the stores should have more services in food processing such as grilling, roasting, or barbecuing, which emphasize on fresh food products, a strength factor of Foodland supermarket, so that customer can buy in the stores to provided more convenience when customers want to consume fresh products but do not have enough time for cooking.

3) Advertising related to store operation: Once of the first steps that the stores should provide is to increase distribution channels for advertising such as issuing a magazine that concerns to healthy association. For current advertising channels already provided to customer like radio and billboard, they also have to sustain and enhance for example its should more colorful and attractive to create more unique and interesting advertising campaigns. Moreover, the stores should study online channel like a Line official account, which is one of the most popular channel medias in Thailand in order to inform any interesting information or distribute some kind of promotion that encourages consumers to visit in Foodland supermarket, Also they should consider which media is an easy way to get inside consumers' mind.

Nevertheless, for other factors, which have less impact to the customer satisfaction that were not much mentioned in this research, it is recommended that Foodland supermarket should not ignore them to sustain its quality with enhancing competitiveness in the same time.

## **5.4 Limitations**

As this study focused on one supermarket chain to collect research data only in a few branches of Foodland supermarket in Bangkok, the results may not be accurate enough to represent the perceptions of all consumers regarding the factors of Foodland supermarket that have effect their willingness to visit stores.

The second limitation of this research is about tight time frame, which was only one week on October 2015; and the number of respondents who responded questionnaire, having only 108 persons. The amount of respondents might not broad enough to summarize the result of influencing factors of Foodland supermarket.

Another limitation is the principle of consumer behavior in retailing and the purchasing decision process would not be able to apply 100% to supermarket stores. However, it could be adapt to Foodland supermarket since the products sold are not much different kinds from other supermarkets even though Foodland supermarket has quite traditional store image.

## **5.5 Future Research**

For accuracy data analysis on influencing factors of Foodland supermarket stores, the data should be collected more from customers of each branch, located all around Bangkok. Besides, further research will be more effective to improve Foodland supermarket store in order to be the leader of supermarket chain in Thailand. By collecting data from other supermarkets, such as Tops supermarket, Gourmet market, or Villa market and then compare with Foodland supermarket in order to obtain more insightful information from other supermarkets, which will enable Foodland to enhance its store attributes and improve their strategies for attracting more consumers. Moreover, further research should examine the factors the affect consumer behavior with regard to repurchasing of products and services at supermarket stores. Lastly, further research should investigate more about store branding, customer sensitivity, and sensation customer service to meet customers' needs.



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## Appendix A: QUESTIONNAIRE

**Questionnaire:** To study factors influencing consumer behavior in retail stores:

A case of Foodland supermarket in Bangkok

### Section 1: Screening questions

S1. Have you ever visited at Foodland supermarket?

- Yes  
 No (**Thank you for interview**)

### Section 2: General questions

(Consumer Behavior in visiting Foodland supermarket)

Q1. How often do you visit Foodland supermarket per month?

- Less often  
 1-2 times/month  
 3-4 times/month  
 More than 4 times/month

Q2. When do you usually visit Foodland supermarket?

- Weekday  
 Weekend  
 Official holiday

Q3. How much do you usually spend on average per time in Foodland supermarket?

- Less than 500 Baht/time  
 501 – 1,000 Baht/time  
 1,001 – 2,000 Baht/time  
 2,000 Baht up

Q4. Who do you usually come with when you visit in Foodland supermarket?

- Alone/ Myself  
 Family/ Relation  
 Friend  
 Other, please specific.....

Q5. Which media that you usually get information form Foodland supermarket?

- Newspaper
- Radio
- Television
- Internet
- Billboard/ leaflet
- Friend/ Family/ Acquaintance
- Other, Please specific.....

Q6. What are your main activities when visiting in Foodland supermarket?

- Purchase fresh food/ bakery
- Purchase utensils/ medicine
- Purchase import products
- Purchase book/ magazine
- Purchase drinks/ tea/ coffee
- Eat meal at Took Lae Dee
- Pay bill/ service charge
- Other, please specific.....

### Section 3: Specific questions

(Please rate the below questions to the level of your agreement about factors that affect your decision to purchase and visit in Foodland supermarket. [5 = Strongly agree – 1 = Strongly disagree])

Factors	1	2	3	4	5
<b>I. Location</b>					
1.) Store located on convenient place.					
2.) Store located near house/office area.					
3.) Store has sufficient parking lot.					
<b>II. Assortment</b>					
4.) Variety kinds of products.					
5.) Products cover need of customers.					
6.) Products are quality, fresh, and standard					
<b>III. Price</b>					
7.) Reasonable price when comparing with quality					
8.) Low price when comparing with competitor					
9.) Always have promotion and discount					

<b>Factors</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>IV. Advertising</b>					
10.) Promotion or leaflets are used practically.					
11.) Billboards look interesting and noticeable.					
12.) Receipt or coupon for lucky draw relate to desired product.					
<b>V. Sale Personal</b>					
13.) Staffs' greeting, dress, manners are courtesy towards customers.					
14.) Staffs can provide product information and relevant promotion.					
15.) Staffs ready to assist when customers have any problems.					
<b>VI. Service</b>					
16.) Customer service has various channels like phone, email, etc.					
17.) There are various facilities such as wheelchairs, carry products to car.					
18.) Service to arrange basket following customers list.					
<b>VII. Physical Store Attribute</b>					
19.) There is such a great environment and atmosphere such as cleanliness, lighting, music and so on.					
20.) Products are sorted into categories able to find it easily.					
21.) Display poster has clearly content, easy to understand and colorful.					
<b>VIII. Store Clientele</b>					
22.) Most customers looks friendly, warm or come together as a family.					
23.) Most customers are housewife.					
24.) Most customers are elderly persons.					
<b>IX. Overall satisfaction</b>					
25.) Overall customer's satisfaction of Foodland					
26.) Persuade friends or relative to visit Foodland					
27.) Welcome to come back to visit in Foodland					

**28.) Which are additional services that you interesting in?**

- Provide food proceeding such as grilling, roasting, or barbecuing.
- Membership card for receiving any promotion and discount.
- Line official account to inform any information.
- Other, please specify.....



**Section 4: Demographic questions**

## Q1. Gender

- Male
- Female

## Q2. Age

- Under or equal 20 years old
- 21 – 30 years old
- 31 – 40 years old
- Over 41 years old

## Q3. Average monthly income

- Below 20,000 Bath
- 20,001 – 35,000 Bath
- 35,001 – 50,000 Bath
- 50,001 – 65,000 Bath
- More than 65,001 Bath

## Q4. Occupation

- Student
- Government Officer
- Office worker
- Business owner
- Housewife/ Husband

## Q4. Status

- Single
- Married
- Divorce/ Separated

Thank you for your cooperation

## Appendix B: Summary Descriptive Data of Influencing Factors for Visiting Foodland Supermarket

Factors	Minimum	Maximum	Mean	Std. Deviation
<b>I. Location</b>	1.67	5.00	4.0093	0.8042
- Store located on convenient place.	1.00	5.00	4.1574	.9289
- Store located near house/office area.	1.00	5.00	4.0648	.9199
- Store has sufficient parking lot.	1.00	5.00	3.8056	1.0363
<b>II. Assortment</b>	2.33	5.00	4.2531	0.6112
- Variety kinds of products.	2.00	5.00	4.2315	.7686
- Products cover need of customers.	2.00	5.00	4.0833	.7120
- Products are quality, fresh, and standard.	3.00	5.00	4.4444	.6315
<b>III. Price</b>	1.00	5.00	3.4753	0.6015
- Reasonable price when comparing with quality	1.00	5.00	4.1759	.7833
- Low price when comparing with competitor	1.00	5.00	3.5648	.8889
- Always have promotion and discount	1.00	5.00	2.6852	1.0380
<b>IV. Advertising</b>	1.00	5.00	2.7963	0.8645
- Promotion or leaflet can be used practically.	1.00	5.00	2.9259	1.0475
- Billboards look interesting and noticeable.	1.00	5.00	2.8241	.9356
- Receipt or coupon for lucky draw relate to desired product.	1.00	5.00	2.6389	.9902
<b>V. Sales Personnel</b>	1.33	5.00	3.4753	0.6015
- Staffs' greeting, dress, manners are courtesy towards customers.	1.00	5.00	3.3704	.8603
- Staffs can provide product information and relevant promotion.	1.00	5.00	3.3981	.9564
- Staffs ready to assist when customers have any problems.	1.00	5.00	3.6019	.8531

<b>Factors</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>VI. Service</b>	1.00	4.56	3.0185	0.8657
- Customer service has various channels like phone, email, etc.	1.00	5.00	2.6759	.9553
- There are various facilities such as wheelchairs, carry products to car.	1.00	5.00	3.2130	1.0417
- Service to arrange basket following customers list.	1.00	5.00	3.1667	1.1149
<b>VII. Physical Store Attributes</b>	1.67	5.00	3.7870	0.6037
- There is such a great environment and atmosphere such as cleanliness, lighting, temperature, music and so on.	1.00	5.00	3.7593	.7718
- Products are sorted into categories able to find it easily.	2.00	5.00	3.9259	.6931
- Display poster has clearly content, easy to understand and colorful.	1.00	5.00	3.6759	.8068
<b>VIII. Store Clientele</b>	1.00	4.67	3.1543	0.8107
- Most customers looks friendly, warm or come together as a family.	1.00	5.00	3.500	.9619
- Most customers are housewife.	1.00	5.00	3.0926	1.0096
- Most customers are elderly persons.	1.00	5.00	2.8704	.9181
<b>IX. Overall satisfaction</b>	1.67	5.00	4.0370	0.9061
- Overall customer's satisfaction of Foodland	2.00	5.00	3.9907	.9017
- Persuade friends or relative to visit Foodland	1.00	5.00	3.9537	1.0328
- Welcome to come back to visit in Foodland	2.00	5.00	4.1667	.8701