

**FACTORS AFFECTING CONSUMER BEHAVIOUR IN RETAIL  
STORES IN TESCO LOTUS HYPERMARKET IN BANGKOK**



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**FACTORS AFFECTING CONSUMER BEHAVIOUR IN RETAIL  
STORES IN TESCO LOTUS HYPERMARKET IN BANGKOK**

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## **FACTORS AFFECTING CONSUMER BEHAVIOUR IN RETAIL STORES IN TESCO LOTUS HYPERMARKET IN BANGKOK**

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### **ABSTRACT**

The purpose of this paper is to identify the factors that can affect consumer behaviour with regard to visiting retail stores in a hypermarket, in order to identify an effective strategy for attracting consumers. This research adopted questionnaires from the customers who visit retail stores in Tesco Lotus hypermarket in Bangkok. The data were derived from 100 respondents from 5 branches of Tesco Lotus hypermarket in Bangkok.

The findings of this research show that the consumers' motivations for visiting retail stores were patronage buying motive, emotional buying motive, and rational buying motive. However, the top five factors that influenced the consumer behaviour to visit Tesco Lotus hypermarket were the convenience of the location, economy of purchase, variety of selection, dependability of the quality, and securing exact fulfilment of specifications, respectively.

**KEY WORDS:** Hypermarket / Tesco Lotus / Bangkok / Consumer Behaviour /  
Retail stores

47pages

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# CHAPTER I

## INTRODUCTION

### **Research Statement and Importance**

Hypermarkets are very popular in Thailand. According to the statistics of the retailers in Thailand, published by The Development of Thai Capital Retailers Association, in June 2011, there were 227 hypermarket branches in Thailand. Among them were the three leading hypermarkets, Tesco Lotus (90 branches), BigC (88 branches), and Macro (49 branches). When consumers visit a hypermarket, they are not only shopping for the products and services associated with a supermarket; they are also walking around and shopping at the retail stores. The retail stores are stores which are located within the same building of the hypermarket. This research into consumer behaviour is motivated by the assumption that besides the low cost strategy of hypermarkets, there must be other factors or motivators that affect a consumer's decision to visit retail stores in hypermarket.

Therefore, research is required to identify these factors by borrowing the model of principle of merchandising (Copeland, 1924) to use with retail stores in a hypermarket. According to the products in the retail stores which include mom and pop shops, boutique shops and other individual stores have similar or comparable substitution products with the department stores.

### **Research Question**

This study investigates how Tesco Lotus hypermarket in Bangkok motivates consumers to visit its retail stores which are located in the same building of its hypermarket. Specifically, it aims to determine the key factors that influence consumer behaviour with regard to visiting retail stores. Therefore, the main research question is "What factors affect consumer behaviour to visit retail stores in Tesco Lotus hypermarket in Bangkok?"



### **Research Objectives**

1. To observe the consumer behaviour in terms of buying products or services from retail stores in the hypermarket;
2. To study the relationship between the marketing strategy and consumer purchase behaviour in the hypermarket;
3. To evaluate the factors that affect the consumers' purchase behaviour; and
4. To make suggestions in order to improve customer satisfaction with the hypermarket.

### **Research Scope**

The study employs a quantitative research approach. The sample size estimated for this study will be approximately 100 respondents which randomly picked respondents who have at least visited Tesco Lotus hypermarket once. The completed questionnaires of 100 respondents provide a representative sample of the population of consumers who visited Tesco Lotus hypermarket in Bangkok in March 2014. The questionnaires were administered in order to identify the factors or motivators that affected the consumers' behaviour. This research was conducted from March 2014 to April 2014.

### **Expected Benefits**

1. To ascertain the factors that affect consumer behaviour with regard to buying products and services from retail stores in Tesco Lotus hypermarket in Bangkok;
2. To use the data to determine a marketing strategy which will attract customers to shop at Tesco Lotus hypermarket;
3. To predict the consumer behaviour trend in consuming products and services from retail stores in hypermarket;
4. To add to the understanding of academicians and people who are interested in hypermarkets; and
5. To use the information in order to improve the quality of the products and services sold at retail stores in Tesco Lotus hypermarket.

## **CHAPTER II**

### **LITERATURE REVIEW AND PROPOSED FRAMEWORK**

The retail business has been growing in Thailand for a long time. In response to rapid changes in the world and the continuous change in the market, the retail business developed a style and adapted itself to be more modern, to suit customers' needs. According to the website [thairetail.blogspot.com](http://thairetail.blogspot.com), this resulted in the popularity of the hypermarket, as a convenient one-stop shop. In the retail industry, many firms struggle to be the big players by trying to win the market share and gain a competitive advantage.

Retail includes the activities that involve the selling of products or providing services to customers for individual or household consumption. It involves sourcing a large inventory and continuously reselling to the customers in a small volume (Newman & Cullen, 2002). In Thailand, hypermarkets are providing tremendous convenience as they expand their branches to many new locations. Moreover, from the perspective of competition, to attract consumers from competitors, each hypermarket needs to satisfy those customers' needs.

Consumer behaviour is an important factor in retail marketing that needs to be studied and understood in order to develop an effective strategy for attracting customers to shop at hypermarkets (Matamalas & Ramos, 2009). In other words, we must study consumer behaviour in order to identify the factors that affect customers' decision making with regard to buying products or services, how they buy the products, and how, where, and why they decide to shop at the retail stores, and more specifically at a hypermarket.

#### **Hypermarkets in Thailand**

From website investopedia, a hypermarket is “a superstore combining a supermarket and a department store.” This combination requires hypermarkets to have a large area, in which they can provide a variety of products and services. Further, it

allows customers to complete all of their shopping in one location. In Thailand, this setting offers a large, air-conditioned space that houses a huge inventory comprising fresh food, fruit, vegetables, instant foods, clothes, sports equipment, electric appliances, etc. Hypermarkets, such as Tesco Lotus, Carrefour, and BigC, are currently popular due to the convenience of having a vast choice of various products under one roof and competitive prices that they offer to customers.

### **Tesco Lotus in Thailand**

Tesco Lotus is a UK-based brand and one of the world's leaders in retail business. Tesco ranked third among the top ten largest grocery store chains in the world in 2012, having generated a revenue of \$100.37 billion, after Walmart (\$446.95 billion) and Carrefour (\$100.6 billion), respectively ([www.fooddigital.com](http://www.fooddigital.com)). The company entered the Thai market in 1994. Tesco Lotus currently operates five main types of retail stores, namely, Plus Mall, Extra, Hypermarket, Tesco Market, and Express. The company has more than 1,000 stores and around 50,000 employees (as of October 2013) across Thailand. Its biggest competitor in the Thai market is BigC.

### **Retail Types**



**Figure 2.1 Pharmacy store**

There are many criteria to classify retail businesses such as product offered, size of the store, location of the store, the organisation structure of the business, and many others. These criteria can classify retail businesses and group

them into different categories of retail businesses such as department stores, mass merchandisers, discount stores, and specialty stores. Moreover, there are also special attributes to differentiate some retail businesses into sub classifications of retail business such as specialty stores which are referred to “mom and pop” shops, boutiques and franchise stores (Kincade, Gibson, & Woodard, 2004). These stores generally sell a specific type of product category, with a wide range of choice for that particular product category. For example, fashion stores, pharmacies, fitness equipment, beauty product stores and many more.



**Figure 2.2 Mom and pop shop**

### **Merchandising**

According to Kincade, Gibson, & Woodard (2004), “Merchandising includes the activities of planning, buying, and selling of categories- specific merchandise, including apparel and other fashion goods. The merchandising division in a store is often viewed as the heart or core of the retail store.” Merchandising helps to create a brand image to the represented brand as well as generating profit or sales to the stores. Apart from this, merchandising creates a set of “right” outcome to satisfy consumers’ needs. Also creates the right tone and climate that fits the targeted customers and satisfy the customers’ needs. This process can create customer satisfaction effectively and would benefit firms. In reference to the merchandising process of Tesco Lotus hypermarket in the identification and selection of retail stores to be in their hypermarket, Tesco Lotus will select a variety of different specialty stores to be in place as a choice to attract customers to not only visit the hypermarket but also their retail stores.

## Consumer Behaviour

Consumer behaviour is the action of engaging a person in the process of selecting, purchasing, using, and arranging in order to satisfy his or her needs and desires (Solomon, 2009). Studying consumer behaviour enables us to describe how and what prompts consumers to behave in a particular way. In other words, it allows us to understand the causes of an action and the factors that cause this action. Consequently, we can predict future actions, such as the prediction that customers will recognise a brand if see regular advertisements for that brand on television. In addition, we can control or adjust factors in order to obtain a desirable outcome; for example, we know that teenagers are likely to imitate famous people, and therefore, as the teenagers' role models, singers and actors could be used to inspire teenagers to change their behaviours easily and quickly.

This chapter will review the existing literature on the motivating factors that affect consumer behaviour. First, consumers may have a *patronage buying motive*. The patronage motive is when the consumer decides to purchase goods or services by considering the place, a special offer, price, the attractiveness of the shop's decor, and the facilities provided by the shop (Copeland, 1924). Heider and Moeller (2012) studied the patronage preferences of customers who purchased and consumed food and beverages as "on-the-go consumption"; they focused on the drivers of patronage preferences for convenience stores versus traditional retail stores. Their research was based on a Dutch online sampling of 669 respondents through binary logistic regression. The results of this research highlighted the existence of a significant relationship between patronage preferences in on-the-go consumption and the assortment offered, as well as the opportunity to consume or purchase the products without any effort. In addition, it shed light on the significant relationships between patronage preferences and consumers' time pressure as well as their health.

There are some factors of the patronage motive which may encourage consumers to visit retail stores in a hypermarket. The first reason for shopping at such an outlet is *variety of selection*. Consumers are motivated to visit any shop or store because of the many products from which they can choose (Copeland, 1924). Chebat, Sirgy, and Grzeskowiak (2010) revealed the importance of categorising products; such categorisation facilitates selecting and shopping at stores. In addition, the

consumers are more satisfied with the stores that have a better store categorisation. Moreover, consumers always look for a convenience place to do their shopping, as this allows them to minimise time and costs. The variety of stores provided to consumers is another important factor of customer satisfaction, such as clothing stores, electronic appliance stores, and bookstores. When there are many stores providing a variety of products, it can attract the consumers to visit and shop at this mall. This research also revealed that a mall that is constantly updating its fashion products and provides good quality products to consumers is more attractive than one that sells old fashion products. According to this evidence, the variety of products provided to consumers can influence their behaviour.

**H1.** *Variety of selection has a positive relationship with consumers visiting retail stores in hypermarket.*

Moreover, ***securing exact fulfilment of specifications*** to ensure customer satisfaction enables firms to effect change in the market and satisfy the customers' needs by using internal processes and activities to serve those customers by making sure that they get the best products or services from those firms (Day, 1994). According to the definition of relational "order fulfilment", firms must be able to understand the customers' needs and satisfy them effectively. According to Harvey (1998), serving customers personally, face to face, is an important factor in providing quality service and in creating the perception of trustworthiness among customers when they receive services from the sellers.

**H2.** *Securing exact fulfilment of specifications has a positive relationship with consumers visiting retail stores in hypermarket.*

Another important factor is ***convenience of location***. It is a factor that draws consumers to the mall due to the convenience of travelling to the location (Copeland, 1924). Ailawadi and Keller (2004) studied store image dimensions that can apply to retail stores as well. In the context of stores, access refers to the shoppers' ability to travel to the location of the stores, or whether the store is located in an area that most shoppers can easily reach. Such stores are more popular than stores that are difficult to access.

**H3.** *Convenience of location has a positive relationship with consumers visiting retail stores in hypermarket.*

In addition, another factor that can affect consumers' motivation to purchase or use the services in a shop is ***emotional buying motive***. Such motivation can involve wanting to buy products or services in order to achieve popularity, status, love, or even the desire to influence others. It includes any feelings that consumers experience in relation to products or services, and it is one of the key factors that motivates consumers to visit retail stores and buy the products offered in that shops. According to Westbrook and Black (1985), "shopping motives are forces investigating behaviours to satisfy internal need states". When consumers shop, there are many variables concerning their motivation to buy products and decide where to shop. Furthermore, this may not relate to their daily shopping and their actual shopping (Kaur & Singh, 2007).

In terms of emotional motives, there is a ***distinctiveness*** factor which makes the consumers feel that the products or services are outstanding as compared to their competitors (Copeland, 1924). Consumers who enjoy shopping tend not to shop alone. Moreover, if, each time, their spending is higher, they might not know what they are going to purchase (Forsythe & Bailey, 1996). As Gijbrecchts, Campo, and Nisol (2008) claimed, when consumers shop, they might have reasons to choose to shop in multiple stores, and thus they can be persuaded by category preference complementarity. When consumers choose which stores to shop at according to their attraction to the products in those stores, this may help them reduce other variable costs in shopping.

**H4.** *Distinctiveness has a positive relationship with consumers visiting retail stores in hypermarket.*

Apart from this, consumers may visit retail stores because of ***the pleasure of recreation***. This means that the stores provide pleasurable activities as well as creating an enjoyable environment where customers can refresh themselves (Copeland, 1924). In discussing the emotional facet of the consumption experience, Holbrook et al. (1986) pointed out that performance can affect the emotional reaction and make consumers feel happy about their buying experience. Moreover, consumers'

emotions can signal a successful performance. Thus, enjoyment, or other positive emotions, is an important factor that affects loyalty to a brand and repurchasing behaviour (Hart et al., 2007; Lee & Murphy, 2008).

So-called recreational shopping has also been related to social influences (Tatzel, 1982), while Kotler (1973) claimed that the atmosphere within a shop can trigger pleasure with regard to shopping, by arousing the five senses. In turn, it can increase the sales volume. However, consumers will perceive the atmosphere differently depending on their preferences and characteristics.

**H5.** *Pleasure of recreation has a positive relationship with consumers visiting retail stores in hypermarket.*

A **rational buying motive** is another factor of consumer behaviour; it refers to having a rational reason for purchasing products or services. Such motivation will influence consumers' concern about price, comfort, service quality, usability, warranty, and safety when make a purchase decision. One factor of rational motive is **dependability of quality**, which relates to caring about the quality of the products and the reputation of the producers (Copeland, 1924).

**H6.** *Dependability of quality has a positive relationship with consumers visiting retail stores in hypermarket.*

Moreover, **reliability of auxiliary service** can motivate consumers to visit stores (Copeland, 1924). Those services can be the facilities or the convenience and safety provided to the customers. The research revealed that not every aspect of the service quality has the same ability to satisfy the needs of consumers. Each service dimension can satisfy consumers differently. It depends on what dimension would satisfy them the most and the level of satisfaction that they perceive. This is a responsibility that firms need to undertake to find the right service area to focus on in order to improve the service quality and satisfy consumers. Thus, this focus can prevent wasting money on investing in the wrong dimensions and consequently failing to satisfy consumers (Oliva et al., 1992).



*H7. Reliability of auxiliary service has a positive relationship with consumers visiting retail stores in hypermarket.*

Lastly, *economy of purchase* refers to the customer's ability to reduce costs (Copeland, 1924). Kelly (2012) found that when consumers shop for their personal consumption, such as clothing or electronic appliances, they try to minimise their costs in terms of the prices of the products, time spent, and even the energy they must devote to finding the products. Furthermore, according to Kaufmann (1996), consumers tend to appreciate a "one-stop destination", as it fulfils their need to search for many things in one place.

*H8. Economy of purchase has a positive relationship with consumers visiting retail stores in hypermarket.*

## **2.1 Theoretical Foundation**

Patronage buyer motive, rational motive, and emotional motive are included in Copeland's (1924) principles of merchandising.

## **2.2 Research Framework**

The above literature review produced hypotheses concerning the effects that the following factors may have on firms' performance in terms of gaining a market share, securing profits, and delivering customer satisfaction.

### Factors Affecting Consumer Behaviour

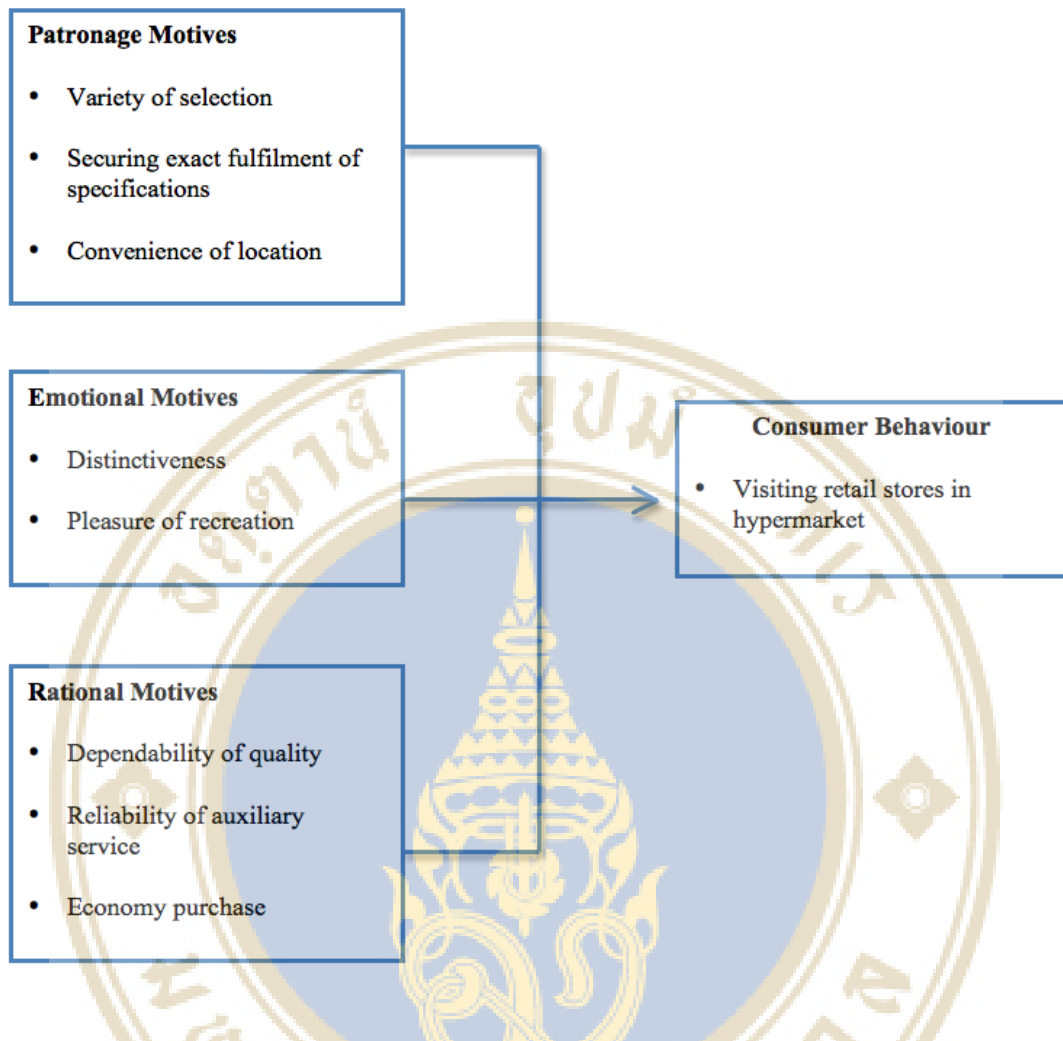


Figure 2.3 Research Framework

## **CHAPTER III**

### **METHODOLOGY**

#### **Research Setting**

The research setting is in Tesco Lotus hypermarket in Bangkok. The rationale behind this choice was that Tesco Lotus hypermarket is growing rapidly, since it offers a one-stop shop for the convenience of consumers. Therefore, identifying the important factors that encourage consumers to visit the retail stores should help firms adapt their strategy for continuing to attract customers.

#### **Sample and Data Collection**

This study used a quantitative research approach. Specifically, questionnaires were administered to the respondents to obtain data. According to Snap Surveys website, quantitative research can quantify data and generalise the results from a sample to the population of interest. It can measure the incidence of various views and opinions in a chosen sample. In this case, the population of interest was customers who visit and shop at the hypermarket in Bangkok in which Tesco Lotus hypermarket is located. The quantitative research method was adopted because it allows for studying a larger sample than the interview approach, in a limited timeframe.

#### **Data Collection**

In this study, I collected data from 20 respondents per branch, at a total of five branches. Therefore, I collected data from 100 respondents who visited the following branches of Tesco Lotus hypermarket:

1. Tesco Lotus Bangkapi
2. Tesco Lotus Ramintra
3. Tesco Lotus Ladphrao
4. Tesco Lotus Pinklao

## 5. Tesco Lotus Sukhumvit 50

These branches were chosen because they are all located in Bangkok. Therefore, the demographics of the respondents do not differ much in terms of income. Choosing these respondents fit the context of the study, that is, to identify the factors that affect consumer behaviour in terms of visiting retail stores in a hypermarket.

### **Instrument**

As mentioned above, this research used questionnaires to collect the data. The questionnaire comprised the following three parts:

*Part I* Information about the respondents' behaviour, such as the reason for choosing to shop at this location (multiple choice)

*Part II* Information about the motivating factors that affected the consumers' decision to visit retail stores in the hypermarket (rating scale)

*Part III* General information about the respondents

The questionnaires were adapted from Paiboon (2011), 'A Successful Retail Marketing Strategy of the Hypermarket for Three Location Patterns in Thailand'.

## CHAPTER IV RESULTS

### 4.1 Demographics Results

The demographics of the 100 respondents were as follows.

**Table 4.1 Gender**

Gender	Amount (Person)	Percentage
Male	47	47%
Female	53	53%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Table 4.2 Marital Status**

Status	Amount (Person)	Percentage
Single	74	74%
Married	26	26%
Divorce/ Separated	0	0%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Table 4.3 Age**

Age	Amount (Person)	Percentage
Under 20 years	0	0%
21 - 30 years	74	74%
31 - 40 years	24	24%
41 - 50 years	1	1%
More than 50 years	1	1%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Table 4.4 Education**

Education level	Amount (Person)	Percentage
Below high school	0	0%
High school/ vocational certificate	2	2%
Diploma	1	1%
Bachelor degree	75	75%
Higher than bachelor degree	22	22%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Table 4.5 Occupation**

Occupation	Amount (Person)	Percentage
Student	13	13%
Bureaucrat, Officer	9	9%
Employee of a private company	49	49%
Business owner/ private business	17	17%
Housewife	12	12%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Table 4.6 Average Income**

Salary (Baht)	Amount (Person)	Percentage
Less than 10,000	4	4%
10,001 - 20,000	26	26%
20,001 - 30,000	33	33%
30,001 - 40,000	13	13%
40,001 - 50,000	10	10%
More than 50,000	14	14%
<b>Total</b>	<b>100</b>	<b>100%</b>

## 4.2 Visiting Retail stores in Tesco Lotus Hypermarket

**Table 4.7 Reason for visiting retail stores in Tesco Lotus hypermarket**

Reasons	Amount (Person)	Percentage
Close to your house	60	60%
Parking is convenient	32	32%
Varied and fashionable products	21	21%
There are many restaurants	9	9%
Products are cheaper than at other places	33	33%
Provides complete service	12	12%
It is one- stop shopping	10	10%

**Table 4.8 Activities that consumers do in Tesco Lotus hypermarket**

Activities	Amount (Person)	Percentage
Buy products	72	72%
Have a meal	30	30%
Attend Meetings	4	4%
Use bank services	27	27%
Pay bills	21	21%
Go for a walk	8	8%

**Table 4.9 Frequency of visiting the retail stores in Tesco Lotus hypermarket**

Frequency (Per month)	Amount (Person)	Percentage
1 - 2 times	73	73%
3 - 4 times	20	20%
More than 4 times	7	7%
<b>Total</b>	100	100%

**Table 4.10 Time of day when consumers like to visit retail stores in Tesco Lotus hypermarket**

Time	Number of People	Percentage
10.00 AM - 12.00 PM	3	3%
12.01 - 3.00 PM	10	10%
3.01 - 6.00 PM	18	18%
6.01 - 8.00 PM	57	57%
8.01 PM onwards	12	12%
<b>Total</b>	100	100%

**Table 4.11 Day when consumers visit retail stores in Tesco Lotus hypermarket**

Day	Number of People	Percentage
Monday - Friday	43	43%
Weekend	57	57%
Official holiday	0	0%
<b>Total</b>	100	100

**Table 4.12 Average expenditure per visit**

Expenditure per Visit (Baht)	Number of People	Percentage
Less than 500	5	5%
501 - 1,000	57	57%
1,001 - 1,500	24	24%
1,501 - 2,000	9	9%
2,001 - 2,500	2	2%
2,501 - 3,000	2	2%
More than 3,000	1	1%
<b>Total</b>	100	100%



**Table 4.13 Time spent within Tesco Lotus hypermarket**

<b>Time (hours)</b>	<b>Number of People</b>	<b>Percentage</b>
<b>Less than 1 hour</b>	17	17%
<b>1 - 3 hours</b>	79	79%
<b>More than 3 hours</b>	4	4%
<b>Total</b>	100	100%

**Table 4.14 Who consumers normally visit with**

<b>Who Accompanies the Consumer</b>	<b>Number of People</b>	<b>Percentage</b>
<b>Alone</b>	30	30%
<b>Family/ Relative</b>	53	53%
<b>Boyfriend/ Girlfriend</b>	15	15%
<b>Friends</b>	2	2%
<b>Total</b>	100	100%

**Table 4.15 Transportation used to visit Tesco Lotus hypermarket**

<b>Transportation</b>	<b>Number of People</b>	<b>Percentage</b>
<b>Personal car</b>	83	83%
<b>Taxi</b>	12	12%
<b>Public transportation</b>	5	5%
<b>Total</b>	100	100%

### 4.3 MAIN FINDINGS

#### The Patronage Buying Motive and Consumer Behaviour

**Table 4.16 Factor 1: Variety of Selection**

Factors	Level of Importance					Total
	Least important	Less important	Neutral	More important	Most important	
Variety of products	0%	3%	31%	46%	20%	100%
Products are up to date	0%	13%	28%	52%	7%	100%
Products cover all needs of consumers	0%	2%	26%	44%	28%	100%

The average scores in this category are 3.83, 3.53, and 3.98, respectively.

According to Hypothesis 1, I predicted that variety of selection would be a factor affecting whether the Tesco Lotus consumers visit retail stores, since consumers tend to seek a place that offers multiple choices.

The results show that based on the three criteria, more than 70% of the consumers thought that the products covering all their needs is important. Similarly, close to 60% thought that variety of products and shops is an important factor. The weight scores for these two criteria are 3.98 and 3.83, respectively. Moreover, regarding the consumers' perceptions, they thought that variety of selection is an important factor that affects their choice to visit.

**Table 4.17 Factor 2: Securing exact fulfilment of specifications**

Factors	Level of Importance					Total
	The least important	Less important	Neutral	More important	The most important	
	(1)	(2)	(3)	(4)	(5)	
<b>Has the shop that you are looking for</b>	1%	6%	48%	33%	12%	100%
<b>Has the products that you are looking for</b>	0%	4%	29%	56%	11%	100%
<b>Has substitute products</b>	2%	12%	48%	30%	8%	100%

The average scores in this category are 3.49, 3.74, and 3.30, respectively.

According to Hypothesis 2, I predicted that securing exact fulfilment of specifications would affect the consumers' decision making with regard to visiting retail stores to shop at Tesco Lotus hypermarket, since it means providing what the consumers want.

I found that less than 50% of the consumers thought that this is an important factor that motivates them to visit retail stores. However, more than half of the respondents thought that having the products that they are looking for is important, as the average score is 3.74.

**Table 4.18 Factor 3: Convenience of location**

Factors	Level of Importance					Total
	The least important	Less important	Neutral	More important	The most important	
	(1)	(2)	(3)	(4)	(5)	
<b>Location is convenient</b>	0%	1%	16%	38%	45%	100%
<b>Has enough parking</b>	2%	4%	13%	59%	22%	100%
<b>Retail stores located in an appropriate location</b>	0%	0%	25%	51%	24%	100%

The average scores in this category are 4.27, 3.95, and 3.99, respectively.

As predicted in Hypothesis 3, convenience of location might be one factor that motivates the consumers to visit retail stores in Tesco Lotus hypermarket, since it allows the consumers to save time travelling as well as transportation costs.

The results show that on every aspect, more than 70% of the respondents thought that it is more important or the most important factor that motivates them to visit retail stores in Tesco Lotus hypermarket. However, one outstanding aspect is that the location is convenient. The average score on this aspect is 4.27.

#### 4.4 The Emotional Buying Motive and Consumer Behaviour

**Table 4.19 Factor 4: Distinctiveness**

Factors	Level of Importance					Total
	The least important	Less important	Neutral	More important	The most important	
	(1)	(2)	(3)	(4)	(5)	
<b>Decor of the stores</b>	6%	26%	48%	16%	4%	100%
<b>Uniqueness of products</b>	3%	21%	53%	18%	5%	100%
<b>Attractive promotions</b>	1%	10%	20%	56%	13%	100%

The average scores in this category are 2.81, 3.01, and 3.70, respectively.

As I predicted in Hypothesis 4, distinctiveness is one motivating factor that affects the consumers' decision to visit retail stores in Tesco Lotus hypermarket, because uniqueness attracts consumers to stores.

According to the results, most of the consumers thought that distinctiveness is a neutral factor that affects their decision to come to retail stores to shop at Tesco Lotus hypermarket, as the weight scores are about 3 or lower. An exception is the aspect of attractive promotions, which more than 60% of the respondents regard as an important factor. Promotion got an average score of 3.70.

**Table 4.20 Factor 5: Pleasure of recreation**

Factors	Level of Importance					Total
	The least important (1)	Less important (2)	Neutral (3)	More important (4)	The most important (5)	
<b>You enjoy shopping</b>	2%	13%	59%	23%	3%	100%
<b>You can visit on holidays</b>	13%	15%	41%	24%	7%	100%
<b>It is a good place for meetings</b>	19%	40%	26%	13%	2%	100%

The average scores in this category are 3.11, 2.97, and 2.39, respectively.

My prediction in Hypothesis 5 was that pleasure of recreation would have a positive relationship with the consumers visiting retail stores in hypermarket, because it would offer the customers a place to rest and spend time with family.

The results indicate that most of the consumers thought of this as a neutral factor in their motivation to come to retail stores. All three aspects got more than 70% of the respondents thought that it was a neutral to less important factors that motivate them to visit retail stores in Tesco Lotus hypermarket. The average scores are below 3. However, as regards the aspect of enjoying their shopping experience, 59% had a neutral response, and the average score of 3.11 is close to my prediction.

## 4.5 Rational Buying Motive and Consumer Behaviour

**Table 4.21 Factor 6: Dependability of quality**

Factors	Level of Importance					Total
	The least important	Less important	Neutral	More important	The most important	
	(1)	(2)	(3)	(4)	(5)	
<b>Stores are reliable</b>	0%	5%	33%	55%	7%	100%
<b>Products meet my standards</b>	0%	7%	25%	60%	8%	100%
<b>Products are well-known brands</b>	0%	8%	22%	56%	14%	100%

The average scores in this category are 3.64, 3.69, and 3.76, respectively.

As I predicted in Hypothesis 6, dependability of quality would be a factor affecting consumers' decision to visit retail stores in Tesco Lotus hypermarket, since consumers generally trust the quality of the well-known brands provided in the stores, as well as the quality of the products and services in these stores.

According to the results, about 60% of the customers see this factor as more important in influencing their decision to visit retail stores in hypermarket. Since all three criteria were rated as more important to the most important factors that affect consumer behaviour. The products are well-known brands got the highest average score of 3.76. Moreover, the other two aspects also got average scores above 3.60. Thus, it is reasonable to conclude that dependability of quality is an important factor that affects consumers' decision to visit retail stores in Tesco Lotus hypermarket.

**Table 4.22 Factor 7: Reliability of auxiliary service**

Factors	Level of Importance					Total
	The least important	Less important	Neutral	More important	The most important	
	(1)	(2)	(3)	(4)	(5)	
<b>Security in the mall</b>	2%	8%	37%	47%	6%	100%
<b>Parking is safe</b>	3%	17%	42%	30%	8%	100%
<b>Staff provides correct information</b>	3%	9%	48%	36%	4%	100%

The average scores in this category are 3.47, 3.23, and 3.29, respectively.

My prediction in Hypothesis 7 was that reliability of auxiliary service would affect whether consumers visit retail stores in Tesco Lotus hypermarket, because consumers may be concerned about other services when they go shopping.

The results show that only the criterion of security is an important factor to the consumers when they visit retail stores and Tesco Lotus hypermarket, as all other aspects got average scores above 3.00, whereas security got 3.47.

**Table 4.23 Factors 8: Economy of purchase**

Factors	Level of Importance					Total
	The least important	Less important	Neutral	More important	The most important	
	(1)	(2)	(3)	(4)	(5)	
<b>Products are cheap</b>	0%	0%	28%	58%	14%	100%
<b>One- stop shopping</b>	0%	1%	13%	61%	25%	100%
<b>Worth the money</b>	1%	2%	25%	58%	14%	100%

The average scores in this category are 3.86, 4.10, and 3.82, respectively.

I predicted in Hypothesis 8 that economy of purchase is a factor that motivates consumers to visit retail stores in Tesco Lotus hypermarket, as the



consumers may save money on products and the cost of transportation when they go to a one-stop shop.

The results indicate that almost 60% of the consumers responded that visiting retail stores in Tesco Lotus hypermarket offers economy of purchase. They rated all three criteria of this factor as more important to the most important factors that affect their decision to shop there. The average scores for products are cheap, it is a one-stop shop, and the products and services are worth the money are 3.86, 4.10, and 3.82, respectively. The one-stop shopping aspect got the highest score of 4.10. Since visiting and shopping at retail stores in Tesco Lotus hypermarket can enable consumers to save money, it is a factor that affects consumer behaviour in terms of visiting retail stores.

**Table 4.24 Overall consumer satisfaction**

Factors	Level of Importance					Total
	The least important	Less important	Neutral	More important	The most important	
	(1)	(2)	(3)	(4)	(5)	
<b>Overall Satisfaction</b>	0%	0%	33%	59%	8%	100%

More than half of the 100 respondents (59%) are satisfied overall with every aspect of the factors that motivate them to visit retail stores in Tesco Lotus hypermarket.

**Table 4.25 Consumers are willing to revisit retail stores in Tesco Lotus hypermarket**

<b>Revisit</b>	<b>Amount (Person)</b>	<b>Percentage</b>
<b>Yes</b>	100	100%
<b>No</b>	0	0%
<b>Total</b>	100%	100%

All of the respondents (100%) expressed the willingness to return to and shop at retail stores in Tesco Lotus hypermarket.



## **CHAPTER V**

### **DISCUSSION AND CONCLUSION**

#### **Background and Importance of the Research**

Hypermarkets are very popular places for consumers to fulfil their shopping needs under one roof, and the retail stores play an important role for the hypermarket. The retail stores increase the value and activities for consumers, to encourage them to visit and conduct their business, for example, paying bills, and doing transactions. This research provides information for firms concerning the factors that affect consumer behaviour in terms of visiting retail stores and hypermarket. Therefore, it provides helpful information for firms to use to improve their products and services in order to meet consumers' needs.

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

The results of this research reveal that hypermarkets are popular places that consumers usually visit to buy household necessities. However, the retail stores in a hypermarket also play an important role by adding value to the hypermarket. When visiting a hypermarket, consumers can also choose to shop at the other retail stores as well. This is evinced by the range of demographics of the consumers who visit retail stores in Tesco Lotus hypermarket, such as income and education levels, and marital status.

In addition, this research shows that there are three important factors that motivate consumers to visit retail stores in Tesco Lotus hypermarket, which are patronage buying motive, emotional buying motive, and rational buying motive.

Furthermore, the top five factors that influence whether consumers visit retail stores in Tesco Lotus hypermarket are the convenience of location, economy of purchase, variety of selection, dependability of quality, and securing exact fulfilment of specifications, respectively.

### **Contribution of the Study**

This research supports the theory of the principles of merchandising (Copeland, 1924), according to which firms can adapt to consumers' behaviour according to the consumers' perceptions of the factors affecting their willingness to visit retail stores. According to the results, all motivating factors can encourage consumers to visit retail stores in hypermarkets at different levels.

### **Managerial Implication and Suggestions**

The research can serve as a guideline for Tesco Lotus to develop its strategies for attracting customers and improving its products and service quality to meet the customers' needs. Future research can compare different hypermarkets to obtain more insight into consumers' perceptions and level of satisfaction. In addition, a complex statistical analysis can be used to compare the variables used in this study in order to achieve better outcomes.

### **Limitations**

Since this study focused on one hypermarket chain, the results might not be strong enough to represent the perceptions of all consumers regarding the factors that affect their willingness to visit retail stores in a hypermarket. Moreover, retail stores in Tesco Lotus hypermarket provides a variety of products and caters to consumers differently from other hypermarkets. Moreover, the size of each hypermarket is relevant; hence, the results might differ according to the location and the size of the location where the data are collected.

The second limitation of this research is that it used simple statistics to analyse the data, due to time constraints. Since mean scores were used to analyse the data, the results provide insignificant outcomes.

Other limitation is that the principle of merchandising theory would not be able to apply 100% to retail stores. However, it can transfer to the retail stores since the products sold are not much different from the products in the department store such as the mom and pop shops and individual kiosk.

### **Future Research**

For future research, the data should be collected from different hypermarkets, such as BigC and Macro. In addition, future research can study the factors that cause consumers to make purchases at retail stores in hypermarkets in order to obtain more insightful information for firms which will enable them to improve their strategies for attracting more consumers.

Moreover, future research can examine the factors that affect consumer behaviour with regard to repurchasing products and services at retail stores in hypermarkets. Lastly, future research should observe and prioritise the main factors of each dimension that affects consumer behaviour in terms of shopping at retail stores in a hypermarket, such as product quality, service quality, cleanliness, and perceived value. These factors would provide a greater understanding of customer satisfaction and serve as a guideline for improving the service quality to meet customers' needs.



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## APPENDIX A: Questionnaire

### Studied factors affecting consumer behaviour to visit retail stores in Tesco Lotus hypermarket

This questionnaire is about factors affecting consumer behaviour in retail stores in Tesco Lotus hypermarket which is part of the Thematic Paper of Master degree program of Collage of Management Mahidol University.

Please complete the following questions to reflect your opinions as accurately as possible. Your information will be kept strictly confidential and will present in an overview only.

Please kindly tick ✓ in [ ] to the answer(s) that you agree with to response to the questions.

#### Part 1 Consumer behaviour in visiting retail stores in Tesco Lotus hypermarket

1. What reasons make you visit retail stores in Tesco Lotus hypermarket? (Can choose more than 1)

- |  |   |
|--|---|
| <input type="checkbox"/> Close to your house                   | <input type="checkbox"/> Parking is convenient      |
| <input type="checkbox"/> Varied and fashionable products       | <input type="checkbox"/> There are many restaurants |
| <input type="checkbox"/> Products cheaper than at other places | <input type="checkbox"/> Provides complete services |
| <input type="checkbox"/> One- stop shopping                    |   |
| <input type="checkbox"/> Other _____                           |   |

2. What activities do you do when you visit Tesco Lotus hypermarket?

(Can choose more than 1)

- |  |  |
|--|--|
| <input type="checkbox"/> Buy products    | <input type="checkbox"/> Have a meal       |
| <input type="checkbox"/> Attend meetings | <input type="checkbox"/> Use bank services |
| <input type="checkbox"/> Pay bills       | <input type="checkbox"/> Go for a walk     |
| <input type="checkbox"/> Other _____     |  |

3. How often do you visit retail stores in Tesco Lotus hypermarket per month?

- 1-2 times  3-4 times  
 More than 4 times

4. What time do you usually visit retail stores in Tesco Lotus hypermarket?

- 10.00 AM- 12.00 PM  12.01- 3.00 PM  
 3.01- 6.00 PM  6.01- 8.00 PM  
 8.01 PM onwards

5. When do you usually visit retail stores in Tesco Lotus hypermarket?

- Monday- Friday  Weekend  
 Official holiday

6. How much do you spend on the average in retail stores in Tesco Lotus hypermarket per time? (Only one answer)

- Less than 500 Baht  501- 1,000 Baht  
 1,001- 1,500 Baht  1,501- 2,000 Baht  
 2,001- 2,500 Baht  2,501- 3,000 Baht  
 More than 3,000 Baht

7. How long do you usually spend in Tesco Lotus hypermarket?

- Less than 1 hour  1- 3 hours  
 More than 3 hours

8. Who do you usually come with when you visit retail stores in Tesco Lotus hypermarket?

- Alone  Family/ Relative  
 Boyfriend/ Girlfriend  Friends  
 Other \_\_\_\_\_

9. How do you come to Tesco Lotus hypermarket?

Personal car

Taxi

Public transportation

Other\_\_\_\_\_

**Part 2** Please rate the below questions to the level of your agreement about factors that affect your decision to visit retail stores in Tesco Lotus hypermarket.

Patronage Buying Motive	Level of Importance				
	The least important	Less important	Neutral	More important	The most important
	1	2	3	4	5
<b>1. Variety of selection</b>					
1.1 Variety of products and shops					
1.2 Products are up to date.					
1.3 Products cover all need of consumers					

Patronage Buying Motive	Level of Importance				
	The least important	Less important	Neutral	More important	The most important
	1	2	3	4	5
<b>2. Securing exact fulfilment of specifications</b>					
2.1 Has the shop that you are looking for					
2.2 Has the products that you are looking for					
2.3 Has substitute products					
<b>3. Convenience of Location</b>					
3.1 Location is convenient					

3.2 Has enough parking					
3.3 Retail stores located in an appropriate location					
<b>Emotional Buying Motive</b>					
<b>4. Distinctiveness</b>					
4.1 Decor of the stores					
4.2 Uniqueness of products					
4.3 Attractive promotions					
<b>5 . Pleasure of recreation</b>					
5.1 You enjoy shopping					
5.2 You can visit on holidays					
5.3 It is a good place for meetings					
<b>Rational Buying Motive</b>					
<b>6. Dependability of quality</b>					
6.1 Stores are reliable					
6.2 Products meet my standards					
6.3 Products are well- known brands					

<b>Rational Buying Motive</b>	<b>Level of Importance</b>				
	<b>The least important</b>	<b>Less important</b>	<b>Neutral</b>	<b>More important</b>	<b>The most important</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>7. Reliability of auxiliary service</b>					
7.1 Security in the mall					
7.2 Parking is safe					
7.3 Staff provides correct information					

<b>8. Economy of purchase</b>					
8.1 Products are cheap					
8.2 One- stop shopping					
8.3 Worth the money					
<b>Overall satisfaction</b>					

9. Are you welcome to come back to the retail stores in Tesco Lotus hypermarket?

Yes

No

**Suggestion**

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### Part 3 General Information

1. Gender

Male

Female

2. Status

Single

Married

Divorce/ Separated

3. Age

Under 20 years

21- 30 years

31- 40 years

41- 50 years

More than 51 years

4. Education

Below high school

High school/ Vocational certificate

Diploma

Bachelor degree

Higher than Bachelor degree

## 5. Occupation

- |  |   |
|--|---|
| <input type="checkbox"/> Student                     | <input type="checkbox"/> Bureaucrat/ Officer              |
| <input type="checkbox"/> Employee of private company | <input type="checkbox"/> Business owner/ Private business |
| <input type="checkbox"/> Housewife                   | <input type="checkbox"/> Other_____                       |

## 6. Average income per month

- |  |  |
|--|--|
| <input type="checkbox"/> Less than 10,000 Baht | <input type="checkbox"/> 10,001- 20,000 Baht   |
| <input type="checkbox"/> 20,001- 30,000 Baht   | <input type="checkbox"/> 30,001- 40,000 Baht   |
| <input type="checkbox"/> 40,001- 50,000 Baht   | <input type="checkbox"/> More than 50,000 Baht |

\* Thank you for your cooperation \*



## APPENDIX B:แบบสอบถาม

แบบสอบถามเรื่องปัจจัยที่มีผลต่อพฤติกรรมการใช้บริการร้านค้าปลีกในห้างเทสโก้โลตัส ในกรุงเทพมหานครแบบสอบถามนี้เป็นส่วนหนึ่งของสารนิพนธ์ โครงการปริญญาโท วิทยาลัยการจัดการ มหาวิทยาลัยมหิดล

เพื่อความสมบูรณ์ในการวิเคราะห์ข้อมูล ขอความกรุณาให้ท่านตอบแบบสอบถามให้ครบทุกข้อตามความเป็นจริง ผู้วิจัยขอรับรองว่าข้อมูลของท่านจะถูกเก็บเป็นความลับและในการนำเสนอจะเป็นการนำเสนอในภาพรวมเท่านั้น ขอขอบคุณในความร่วมมือของท่านมา ณ โอกาสนี้

โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความจริงมากที่สุด

### ส่วนที่ 1 เกี่ยวกับพฤติกรรมการใช้บริการร้านค้าปลีกในห้างเทสโก้โลตัส

1. เหตุผลที่ท่านเลือกมาซื้อสินค้าและบริการที่พื้นที่ร้านค้าปลีกของห้างเทสโก้โลตัส (ตอบได้มากกว่า 1 ข้อ)

ใกล้บ้าน  ที่จอดรถสะดวกสบาย

ความทันสมัยและความหลากหลายของสินค้า  มีร้านอาหารให้เลือกมากมาย

สินค้ามีราคาถูกกว่าที่อื่น  มีการบริการด้านอื่นๆ ครบ

เป็นสถานที่ที่ครบวงจร สามารถทำกิจกรรมได้หลายอย่าง

อื่นๆ โปรดระบุ \_\_\_\_\_

2. กิจกรรมหลักที่ท่านใช้บริการในห้างเทสโก้โลตัส (ตอบได้มากกว่า 1 ข้อ)

ซื้อสินค้า  รับประทานอาหาร

นัดพบปะสังสรรค์/ คุยงาน  ใช้บริการธนาคาร

ชำระสินค้า/ บริการ  เล่นพักผ่อนหย่อนใจ

อื่นๆ โปรดระบุ \_\_\_\_\_

3. ท่านเดินทางมาใช้บริการร้านค้าปลีกในห้างเทสโก้โลตัสบ่อยแค่ไหน

1-2 ครั้งต่อเดือน  3-4 ครั้งต่อเดือน

มากกว่า 4 ครั้งต่อเดือน



4. ท่านนิยมไปซื้อสินค้าหรือใช้บริการที่ร้านค้าปลีกในห้างเทสโก้โลตัสในช่วงเวลาใด

เวลาระหว่าง 10.00- 12.00 น.  เวลาระหว่าง 12.01- 15.00 น.

เวลาระหว่าง 15.01- 18.00 น.  เวลาระหว่าง 18.01- 20.00 น.

เวลา 20.01 น. เป็นต้นไป

5. ส่วนใหญ่ท่านเข้ามาเลือกซื้อสินค้าหรือใช้บริการร้านค้าปลีกในห้างเทสโก้โลตัสวันใด

วันจันทร์- ศุกร์  วันเสาร์- อาทิตย์

วันหยุดนักขัตฤกษ์

6. การซื้อสินค้าหรือใช้บริการในแต่ละครั้งท่านใช้จ่ายโดยเฉลี่ยประมาณเท่าใด (ตอบเพียงคำตอบเดียว)

ต่ำกว่า 500 บาทต่อครั้ง  501- 1,000 บาทต่อครั้ง

1,001- 1,500 บาทต่อครั้ง  1,501- 2,000 บาทต่อครั้ง

2,001- 2,500 บาทต่อครั้ง  2,501- 3,000 บาทต่อครั้ง

มากกว่า 3,000 บาทต่อครั้ง

7. ส่วนใหญ่ท่านใช้เวลาในห้างเทสโก้โลตัสครั้งละเท่าใด

ต่ำกว่า 1 ชั่วโมง  1- 3 ชั่วโมง

มากกว่า 3 ชั่วโมง

8. ส่วนใหญ่ท่านมาซื้อสินค้าหรือใช้บริการร้านค้าปลีกในห้างเทสโก้โลตัสกับผู้ใด

คนเดียว  ครอบครัว/ญาติ

แฟน  เพื่อน

อื่นๆ โปรดระบุ \_\_\_\_\_

9. ส่วนใหญ่ท่านเดินทางมาซื้อสินค้าหรือใช้บริการในร้านค้าปลีกในห้างเทสโก้โลตัสด้วยวิธีใด

รถยนต์ส่วนตัว  รถแท็กซี่

รถโดยสารต่างๆ (รถเมล์ สองแถว)  อื่นๆ โปรดระบุ \_\_\_\_\_

ส่วนที่ 2 โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับระดับความสำคัญต่อการตัดสินใจของท่านมากที่สุด

เกี่ยวกับสิ่งจูงใจที่มีผลต่อการมาซื้อสินค้าและใช้บริการในร้านค้าปลีกในห้างเทสโก้โลตัส

สิ่งจูงใจให้มีการอุปถัมภ์ร้านค้า	ระดับความคิดเห็น				
	น้อยที่สุด	น้อย	ปานกลาง	มาก	มากที่สุด
	1	2	3	4	5
<b>1. ความหลากหลายของสินค้าและบริการ</b>					
1.1 มีร้านค้าและสินค้าอุปโภค บริโภคที่หลากหลาย					
1.2 มีการอัปเดตสินค้าใหม่อยู่ตลอดเวลา					
1.3 มีสินค้าครอบคลุมความต้องการของทุกเพศ ทุกวัย					

สิ่งจูงใจให้มีการอุปถัมภ์ร้าน	ระดับความคิดเห็น				
	น้อยที่สุด	น้อย	ปานกลาง	มาก	มากที่สุด
	1	2	3	4	5
<b>2. มีของตรงตามที่ต้องการ</b>					
2.1 มีร้านค้ามีท่านมองหาอยู่					
2.2 ภายในร้านค้านี้มีสินค้าที่ท่านต้องการ					
2.3 ท่านพบสินค้าทดแทนที่สามารถทำให้ท่าน พึงพอใจเมื่อไม่มีสินค้าที่ท่านต้องการ					
<b>3. ความสะดวกสบายของที่ตั้ง</b>					
3.1 ท่าเลที่ตั้งเดินทางไปมาได้สะดวกสบาย					
3.2 มีลานจอดรถเพียงพอแก่ลูกค้าที่มาใช้บริการ					
3.3 ร้านค้าปลีกตั้งอยู่ในบริเวณที่เหมาะสม ภายในห้าง					

สิ่งจูงใจให้เกิดการซื้อเกี่ยวกับอารมณ์					
<b>4. ด้านความโดดเด่น</b>					
4.1 การตกแต่งของร้านค้าดึงดูดให้ท่านเข้ามาซื้อสินค้าและใช้บริการ					
4.2 สินค้ามีเอกลักษณ์และดึงดูดท่านให้ซื้อ					
4.3 มีโปรโมชั่นที่ดึงดูดใจ					
<b>5. ใช้เป็นพื้นที่ในการพักผ่อน</b>					
5.1 ท่านรู้สึกเพลิดเพลินในการใช้ซื้อสินค้าและใช้บริการ					
5.2 ท่านสามารถมาเดินเล่นได้ในวันหยุด					
5.3 เป็นพื้นที่ที่ท่านใช้ในการพบปะ/ นัดพบ					
สิ่งจูงใจให้เกิดการซื้อเกี่ยวกับเหตุผล					
<b>6. ความน่าเชื่อถือในคุณภาพ</b>					
6.1 ร้านค้าต่างๆ มีความน่าเชื่อถือสำหรับท่าน					
6.2 สินค้าภายในศูนย์การค้าเป็นสินค้าที่มีมาตรฐาน					
6.3 แบนด์ของสินค้าและร้านค้าที่มีเป็นแบรนด์ที่ท่านรู้จักดี					

สิ่งจูงใจให้เกิดการซื้อเกี่ยวกับเหตุผล	ระดับความคิดเห็น				
	น้อยที่สุด	น้อย	ปานกลาง	มาก	มากที่สุด
	1	2	3	4	5
<b>7. ความน่าเชื่อถือในบริการอื่นๆ</b>					
7.1 การรักษาความปลอดภัยภายในห้าง					
7.2 ที่จอดรถมีความปลอดภัย					

7.3 พนักงานสามารถให้ข้อมูลสินค้าและบริการที่ ถูกต้องได้					
<b>8. การประหยัดในการซื้อ</b>					
8.1 สินค้ามีราคาข่อมเขา					
8.2 สามารถซื้อสินค้าและใช้บริการได้หลายอย่าง ในที่เดียว (one stop shopping)					
8.3 สินค้าและบริการที่ได้รับมีความคุ้มค่ากับ เงินที่จ่ายไป					
ความพึงพอใจโดยรวม					

9. ท่านยินดีจะกลับมาใช้บริการร้านค้าปลีกในห้างเทศโก้โลตัสอีกหรือไม่

กลับมาใช้บริการอีก  ไม่กลับมาใช้บริการอีก

ข้อเสนอแนะอื่นๆ

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ส่วนที่ 3 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

1. เพศ

ชาย  หญิง

2. สถานะ

โสด

สมรส  หย่าร้าง/ แยกกันอยู่

3. อายุ

ต่ำกว่า 20 ปี  21- 30 ปี

31- 40 ปี  41- 50 ปี

51 ปีขึ้นไป

4. ระดับการศึกษา

ต่ำกว่ามัธยมศึกษา  มัธยมศึกษาตอนปลาย/ ปวช.

อนุปริญญา/ ปวส. ปริญญาตรี

สูงกว่าปริญญาตรี

5. อาชีพ

นักเรียน/ นักศึกษา  ข้าราชการ/ พนักงานรัฐวิสาหกิจ

พนักงานบริษัท/ ลูกจ้างเอกชน  ค้าขาย/ ประกอบธุรกิจส่วนตัว

พ่อบ้าน/ แม่บ้าน  อื่นๆ โปรดระบุ \_\_\_\_\_

6. รายได้ส่วนบุคคลเฉลี่ยต่อเดือน

ต่ำกว่า 10,000 บาท  10,001- 20,000 บาท

20,001- 30,000 บาท  30,001- 40,000 บาท

40,001- 50,000 บาท  สูงกว่า 50,000 บาท

\* ขอขอบพระคุณผู้ทำแบบสอบถามทุกท่านเป็นอย่างสูง \*