

# Factors Influencing on Shopping Satisfaction of Quality Management: A Case of Traditional Grocery Stores in Bangkok

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**Abstract.** The objective of this research is to determine the factors influencing on shopping satisfaction of quality management at traditional grocery stores in Bangkok. Such factors as location, service quality, risk, shopping enjoyment and value for money were considered. The results of the study show that the consumers perceive service quality in form of friendliness service, bargaining atmosphere, short term credit offering, home or office delivery service, small or customised amount of merchandise, and the availability of less popular merchandise. Shopping enjoyment stems mostly from being able to meet other neighbours and the owners of the shops. In the risk factor, the study finds that consumers can be disappointed from receiving nearly expired or expired products. However, all the above factors influenced the consumers' shopping satisfaction.

**Keywords:** Shopping Satisfaction, Quality Management, Traditional Grocery Store, Service Quality

## 1. Introduction

Traditional grocery stores are a symbolic way in which people earn their livings. By offering products which are essential in daily life, traditional grocery stores are considered to be closer to consumers than other types of businesses. Thus, this means traditional grocery stores need to sell products that fulfill the demand of the people in the community. Ever since the emergence of this business, they have been creating income for proprietors and also for the local areas. Therefore, this minor commerce portrays the measurements of an efficient businesses in society.

Modern Thai society demands a convenient life style. Thus, modern retails have been expanding rapidly with the role in serving a modern life style. Traditional grocery stores have been portrayed as less popular and not able to satisfy consumers. Therefore, this has result in the continuous increase of modern retails. Because of this, some people have predicted that the traditional grocery stores will not be able to continue their business in the future even with the advantage from the location.

In this research, the researcher is interested in observing the factors which influence the satisfaction of the consumers towards the traditional grocery stores so that the collected data can be exploited and can act as a guideline in improving the traditional grocery store's capabilities that are suitable for small and middle enterprises to further compete the market.

## 2. Related Works

### 2.1. Research Design and Procedures of Study

In order to determine the problem concerning traditional grocery stores, the researcher conducts interviews with the consumers and owners of the traditional grocery stores. Moreover, the researcher also analyzes related research and conducts literature reviews on such concepts as the meaning of grocery store, types of grocery stores in Thailand, purchasing behaviors of the consumers, satisfaction in purchasing, future shopping intention. And finally, the researcher will investigate external factors that influence the rate of success for this type of business.

External factors to study the success of the grocery store business was obtained from Lawrence J. Ring, Derek A. Newton, Neil H. Borden, Jr., Paul W. Farris [1]. These factors were used to verify the hypothesis which states that the location (H1), service quality (H2), risk (H3), shopping enjoyment (H4), and value for money (H5) have influences on the consumers' shopping satisfaction when purchasing from the traditional

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grocery stores in Bangkok. The data was also collected from the sample group of 400 people through a survey which has been developed from Marketing Scales Handbook of Gordon C. Bruner II, Karen E. James & Paul J. Hensel,[2] and William O. Bearden & Richard G. Netemeyer,[3]. Subsequently, the collected data was analyzed by Partial Least Squares [4].

The researcher conducted in-depth interviews with ten traditional grocery store owners in Bangkok to collect more details in areas that the survey cannot penetrate through, and utilized the collected data which complimented the findings of quantitative approach to make it more coherent.

## 2.2. Results

Table 1: Purchasing Behavior of Sample

Purchasing Behavior	Frequency	Percentage
Everyday	47	11.8
4 – 6 visits per week	38	9.5
2 – 3 visits per week	107	26.8
Once a week	39	9.7
2 – 3 visits per month	61	15.2
Once a month	28	7.0
No visiting in a month	80	20.0

From table 1, the participants in this sample include 400 customers. The findings revealed that from the highest percent to percentage as follow: 26.8 percent of customers visited 2-3 times per week, 20 percent of customers did not visit the traditional grocery stores at all, 15.2 percent of customers visited 2-3 times per month, and 11.8 percent or about 47 persons visited the traditional grocery stores every day.

Figure 1 illustrates the factors influencing on shopping satisfaction of traditional grocery stores in Bangkok that the most influential factors quality of service with the path coefficient equal to 0.315. Other factors including shopping enjoyment, value for money, location and risk with the path coefficients equal to 0.258, 0.172, 0.139 and 0.080 respectively. These figures are based on the assumption that all issues of significance  $p \leq 0.01$ . The coefficient of the t-test for a relationship based on assumptions of the t-test appears to be significantly greater than 1.96 \*\*. The results support the hypothesis at location, service quality, risk, shopping enjoyment and value for money.

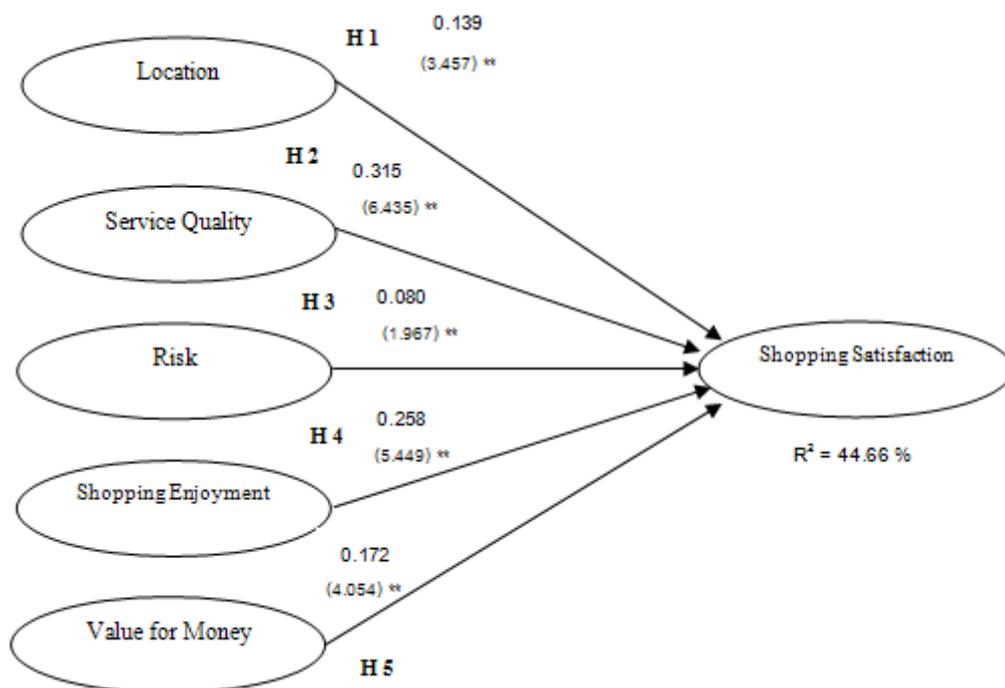


Figure 1: The Results of Analytic Hypothesis

Key finding of this research is that quality of service influences satisfaction the most. From the vendor, the service is friendly should allows consumers to negotiate prices. The finding signals the importance for traditional grocery store to be aware nearly expired or expired products. The research also finds that customers express satisfaction with delivery at home and at work. Customers also express satisfaction by be able to buy half a kilo of rice or individual egg. In addition, traditional grocery stores provide products that are less popular but which consumers appreciate such as charcoal to cook the rice, indigo laundry, etc.

Another important finding is that consumers enjoy meeting others and relax at a traditional grocery store. They can socialize with neighbors at convenient location because it is close to home. They can get together for religious activity, leisure trips, lottery, criticism of the TV series, etc. Such activities can give rise to interpersonal relationships and community integration to secure prosperity for the community. Satisfaction also arises when the consumers can negotiate with vendors; and the seller can also offers discount and make the price more attractive.

### **2.3. Conclusion**

The overall conclusion of important factors that increase traditional grocery stores to be in a better position and continue to operate efficiently, including its quality of services. The emphasis in service should be on familiarity, friendliness and customer concern. In addition, traditional grocery stores should have strategies on customers retention for more shopping and a variety of factors that focus on consumers satisfaction. The traditional grocery stores can differentiate themselves to compete with modern retailers by creating a friendly customer which is one of the factors that affect the purchase in the future. In addition, traditional grocery stores can interact with the community in various ways such as meeting, talking, create better atmosphere among the community which is the hallmark of traditional grocery stores to enhance the competitiveness of the traditional grocery stores.

### **3. Acknowledgements**

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### **4. References**

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