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Title: Factors Influencing Future Shopping Intention of Traditional Grocery Stores in Dusit District, Bangkok
Key Words: Development of Retailing / Traditional Grocery Store / Service Quality

The objectives of this research are; 1) to survey the level of consumers' perception on traditional grocery stores in Dusit District, Bangkok, based on location, service quality, risk, shopping enjoyment, value for money, shopping satisfaction and future shopping intention; 2) to survey the influences of factors including location, service quality, risk, shopping enjoyment, value for money and shopping satisfaction on future shopping intention of the consumers of the traditional grocery stores in Dusit District, Bangkok. Quantitative and qualitative analyses are employed in this research. The quantitative sample comprises of 400 consumers in Dusit District, Bangkok, to whom questionnaires are distributed. In-depth interviews are also conducted with five owners of traditional grocery stores in the same area. In analyzing data of this study, both multiple regression analysis and SPSS for windows are employed.

Accordingly to the result of this research, it is found that the consumers have moderate level of perception on location, service quality, risk, shopping enjoyment, value for money, shopping satisfaction and future shopping intention. The factors including value for money, shopping enjoyment and the risk strongly influence on shopping satisfaction and the shopping satisfaction influences on the future shopping intention. This research also indicates that the factor on shopping enjoyment mostly stems from the consumers organize activities together at traditional grocery stores.