

Consumer Behavior in Shopping at CJ Supermarket Convenience Store at Wat Yai Bang PLA Kot Branch

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Abstract: The research titled “Consumer Behavior in Shopping at CJ Supermarket Convenience Store at Wat Yai Bang Pla Kot Branch” has the main purpose to study consumer behavior in purchasing products at CJ Supermarket Wat Yai Bang Pla Kot branch. A structured survey questionnaire was used to collect data from customers who shopped at the outlet. A sample of 200 shoppers were selected. And statistical techniques including percentage, mean scores (\bar{X}), standard deviations (S.D) and F-test statistics.

The test results of marketing mix and consumer behavior using F-test found that the purpose of using the service and the personnel factor, the reason of using the service and the period of using the service and the process, the reason of using the service and price, time of using the service and consumer behavior of using the service and the place were different at statistically significant at the 0.01, 0.05 level.

Keyword: behavior, product, convenience store

1. Introduction

In the past, the shop used to be just a small shop. There may be a few items for sale. The format was just a simple store such as a grocery store in the house or on the street that may have items only necessary for the consumer. The shop may be decorated in a simple, no-frills style for easy trading. As for the salesperson, in the past, the owner of the shop may have been a salesperson, but now there may be a salesperson, also known as a subordinate, to sell for himself. Later, retail stores have developed resulting in a convenience store type of retail store, namely “convenience store” particularly CJ Supermarket, which is now a modern store with many branch outlets are being open.

CJ supermarket operates a new retail trade by selling a complete range of consumer and consumer products at economical prices under the management of PSD Rak Thai Company Limited, which was established on 4th January 2005 and later changed to “C.J. Express Group Company Limited” on 1st August 2013.

Over the past 15 years, the company has grown continuously and rapidly. Until now there are more than 600 branches in service in 29 provinces including Bangkok, Nonthaburi, Nakhon Pathom, Pathum Thani, Samut Prakan, Samut Sakhon, Kanchanaburi, Chachoengsao, Chonburi, Chumphon, Chainat, Nakhon Nayok, Prachuap Khiri Khan, Prachinburi, Phra Nakhon Si Ayutthaya, Phetchaburi, Rayong, Lop Buri, Saraburi, Samut Songkhram, Sing Buri, Suphan Buri, Ang Thong, Nakhon Sawan, Nakhon Ratchasima, Chanthaburi and Sa Kaeo with a plan to expand branches to cover all provinces in Thailand.

CJ Supermarket, Wat Yai Bang Pla Kot Branch is located at 269 Moo 2, Nai Khlong Bang Pla Kot District in Phra Samut Chedi District in Samut Prakan province 10290. This research aimed to study the shopping behavior of consumers at Wat Yai Bang Pla Kot branch including the study of gender and age of consumers by comparing

males and females and the age of consumers. The research findings would be useful to retail operators with special reference to the modification of sales development.

2. Research objectives

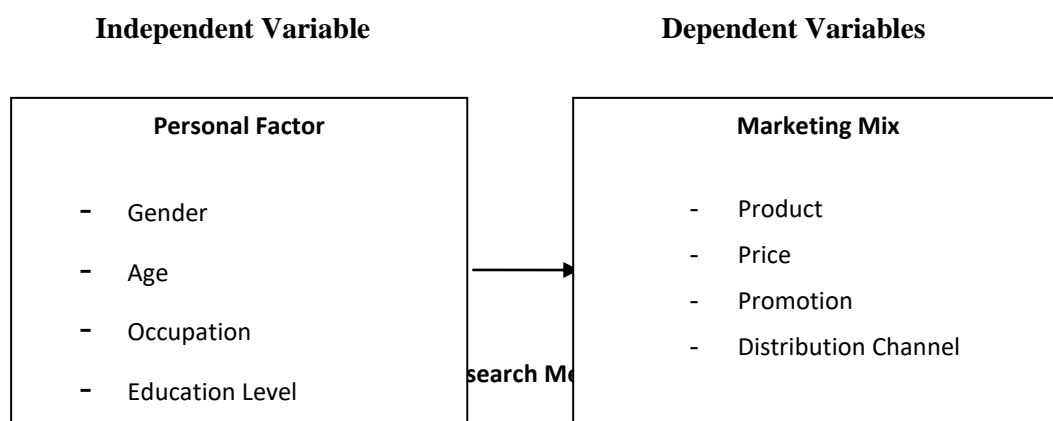
1. To study the shopping behavior of consumers at Wat Yai Bang Pla Kot branch of CJ Supermarket (CJ Supermarket) convenience store
2. To compare consumer behavior when shopping at Wat Yai Bang Pla Kod branch of CJ Supermarket convenience store with a focus on gender and age.

3. Research Hypotheses

According to the techniques and theories and related works on 4P Marketing Mix that affects consumer behavior and shopping decision at CJ Supermarket convenience store outlet. Hypotheses were formulated for the study as follows:

1. The difference in personal factors of the consumers including gender, age, education, occupation and average monthly income shows difference in consumption behaviors and shopping decisions.
2. Marketing mix including product, price, marketing promotion and distribution channels is important to shopping behavior at 7-11 convenience stores due to highest expenses paid for purchases, lowest cost paid for purchases, repeat purchases and referral to others to purchase.

4. Conceptual Framework



Shopping behavior at Wat Yai Bang Pla Kot branch of CJ supermarket by using only quantitative research method.

5. Population and Sample

Population: The population used in this study were the general public who shopped at Wat Yai Bang Pla Kod branch of CJ Supermarket.

Sample Group: The sample group used in this study consisted of 200 people who shopped at Wat Yai Bang Pla Kod branch of CJ Supermarket.

6. Research Instrument

The instrument used to collect this information was a structured survey questionnaire which is divided into 3 parts as follows:

Part 1 Questions on personal data of consumers who choose to answer the questionnaire.

Part 2 Multiple choice questions on shopping behavior at Wat Yai Bang Pla Kod branch of CJ Supermarket.

Part 3 Questions on customer satisfaction in terms of product, price, distribution channel and sales promotion.

7. Research Findings

The results of the analysis of marketing mix as related to the service behavior of convenience store - CJ Supermarket (CJ Supermarket) Wat Yai Bang Pla Kod Branch - found that the 4P's marketing mix affected the decision to shop at the outlet in overall ($\bar{X} = 4.29$, $SD = 0.71$), which was at high level when considering individual cases. The product aspect had the highest average value ($\bar{X} = 4.38$, $S.D = 0.64$) at a high level. It was followed by: sales promotion ($\bar{X} = 4.34$, $S.D = 0.72$) at high level; distribution channel ($\bar{X} = 4.24$, $S.D = 0.72$) at a high level; and price ($\bar{X} = 3.75$, $S.D = 0.83$) respectively.

8. Research Results

The results of the analysis of marketing mix related to the service behavior of convenience store CJ Supermarket, Wat Yai Bang Pla Kod Branch found that the 4P's marketing mix factors affected the decision to shop at the outlet in overall ($\bar{X} = 4.29$, $SD = 0.71$), which was at a high level when considering individual cases. The product had the highest average value ($\bar{X} = 4.38$, $S.D = 0.64$) at a high level. This was followed by sales promotion ($\bar{X} = 4.34$, $S.D = 0.72$ at high level; distribution channel ($\bar{X} = 4.24$, $S.D = 0.72$) at a high level; and the price ($\bar{X} = 3.75$, $S.D = 0.83$) at a high level.

9. Summary and Discussion

The results of the analysis of marketing mix related to the service usage behavior at CJ Supermarket, Wat Yai Bang Pla Kod Branch. It was found that the 4P's marketing mix were found to be of high importance to the shopping behavior at the branches as follows:

Promotion. This is the mix that had the highest average value, followed by price and distribution channels. This is consistent with the research by Khemwaraporn (2009) who studied the factors influencing the customer purchase decision of Honda motorcycles in Muang District in Nakhon Pathom province. It was found that marketing mix influenced the customer purchase decision of Honda motorcycles of K.P. Honda Company Limited in Muang District in Nakhon Pathom province. The number one average cost is product, distribution channel, price and sales promotion respectively.

Product. There is a high level of importance on the shopping behavior at CJ Supermarket (CJ Supermarket), Wat Yai Bang Pla Kod branch. It was found that the respondents focused on a variety of products to choose from and the products that are organized into categories for customers to find more easily. This is consistent with the research on influence on the customer purchase decision of Honda motorcycles of KP Honda Company Limited in Muang District in Nakhon Pathom province. It was found that the product, among other factors, had the highest average, which is rated at high level, owing to the fact that Honda is famous and well-known motorcycle.

Price. The price is very important to shopping behavior at CJ Supermarket, Wat Yai Bang Pla Kot branch. It was found that the respondents focused on having a variety of prices to choose from according to product type with a legitimate price tag. This is consistent with the research by Leunghiran (2010) who studied the behavior of consumers in choosing the service of an ice cream shop, a case study of students of the Faculty of Economics, Chiang Mai University. The results showed that sale and discount cards were the most popular factor and then ice cream flavor that consumers ordered.

Distribution Channels. There was a high level of importance on the shopping behavior at CJ Supermarket (CJ Supermarket), Wat Yai Bang Pla Kod branch. The needs of customers and classification of products in the store were important. This is consistent with the research by Yimcharoen (2009) who studied the marketing mix

(4P's) that influenced consumers' decision to shop at the outlet in Muang district in Chachoengsao province. The study found that consumers focus on distribution channels and 24-hour service.

Promotion. It is very important to the shopping behavior at CJ Supermarket, Wat Yai Bang Pla Kot branch. It was found that the respondents focused on discounts, free gifts under specified conditions and advertising through various media channels. This is consistent with the research by Sornthanu (2010) who conducted a study on demographics that affected the marketing mix of shoe buyers in Bangkok. The results showed that marketing promotion played an important role as follows:

1. Samples were available for testing,
2. Satisfaction guaranteed scheme in which products can be exchanged in a timely manner,
3. There was a discounted price when the products were purchased in bulk, and
4. There was a free gift when purchasing in bulk.

10. Recommendation

Research Suggestion

1. Product. According to the research study, it was found that CJ Supermarket met the needs of customers with good products and quality services and met the needs of customers. More entrepreneurs should have more modern products and the product price had to be appropriate for consumer decision making.

2. Price. The study found that consumers paid attention to the prices of products at CJ Supermarket, Wat Yai Bang Pla Khot branch. The prices must match the image of the store so that the outlet can be accepted by the general public. Therefore, the operator should set the price to suit the image of the store. The product must be neither too cheap nor too expensive. The price must be appropriate for the value and service provided. If the price is higher than the quality of the product in an intangible way, the consumer will not be able to consume the product.

3. Distribution Channels. There should be some improvements in the form of distribution channels for consumers so that they can have convenience and access to products. For example, various products should be offered with good quality products through media advertising. Also, it is a good idea to distribute promotional flyers each month to consumers who use the service to increase sales opportunities even more.

4. Promotion. Service should be focused because there are too few employees inside the store. When many customers come to pay for products, they have to stand in line to pay for a long time because the shop is under staffed and thus customers are not well taken care of. Sometime the shop workers did not look very pleasant and that tuned the customers off. Other times, the shop workers kept talking to each other while serving the customers.

11. Suggestions for Future Research

1. The scope of this study focused on Wat Yai Bang Pla Kot branch of CJ Supermarket only. Therefore, the scope of education can be broadened next time.
2. There should be an in-depth study of customers' attitudes, values, and concepts that affect consumers in their decision to consume products at the outlet in details. A marketing plan may be prepared.

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