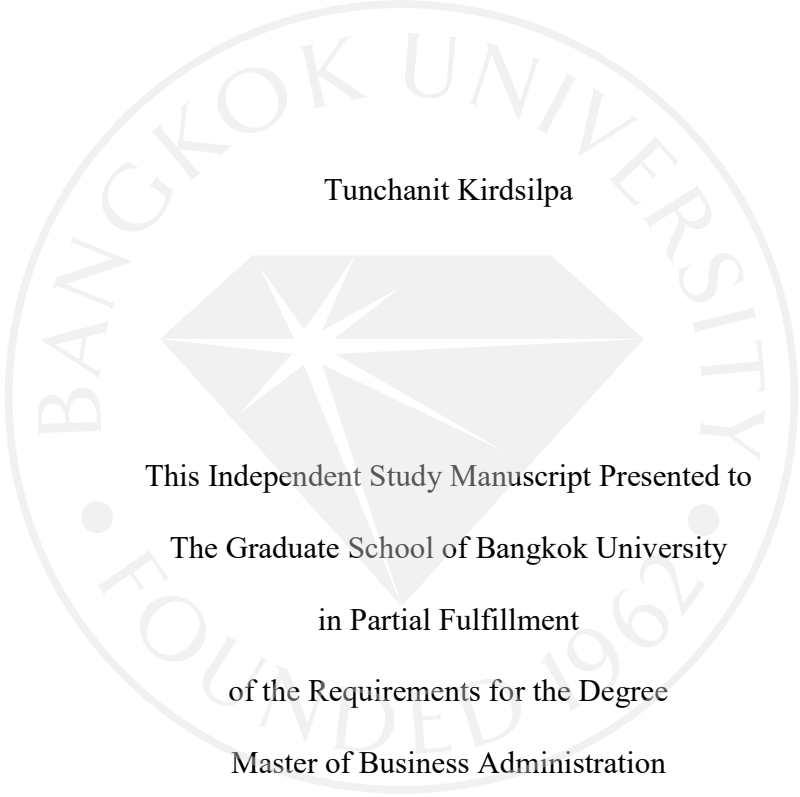FACTORS POSITIVELY IMPACTING CUSTOMERS' REPATRONAGE

INTENTIONS OF "A" CONVENIENT STORES IN THUNGKRU DISTRICT OF

BANGKOK

FACTORS POSITIVELY IMPACTING CUSTOMERS' REPATRONAGE

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BANGKOK

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Factors Positively Impacting Customers' Repatronage Intentions of "A" Convenient

stores in Thungkru District of Bangkok (78 pp.)

Advisor: Penjira Kanthawongs, Ph.D.

ABSTRACT

The purpose of this paper was to examine the independent factors positively impacting customers' repatronage intentions of "A" convenient stores in Thungkru District of Bangkok. Those independent factors were convenience, interaction with staff, merchandise variety and value, products' perceived quality, satisfaction, store distributes, functional values, and promotion affecting the customers' repatronage intensions at the convenient stores "A" in Thungkru District of Bangkok. The total samples of 248 respondents were collected with survey questionnaire at the convenient stores in Thungkru District area. The majorities of the respondents were females at the ages of 24-29 years old, singles, with bachelor's degrees. Almost all worked in private companies with the income ranging between 15,001 to 30,000 baht per month. They always shopped at the "A" convenient stores and spent 101- 200 THB to buy food per time. The data sets utilized descriptive statistics and multiple regression analysis. The researcher found that functional values ($\beta = 0.426$), promotions ($\beta = 0.336$), satisfaction ($\beta = 0.231$), and convenience ($\beta = 0.185$) accounted 53.5% positively impacting customers' repatronage intentions of "A" convenient stores in Thungkru District of Bangkok with statistical significant at .01.

Keywords: Convenient store, Repatronage, Convenience

ACKNOWLEDGEMENT

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CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem statement

Convenient stores referred to stores that open long hour or 24 hours in convenient location. Convenient stores normally stock a limited range of goods and groceries such as foods, soft drinks, snacks, cosmetics, drugs, books, magazines, and newspapers. The store also sells alcohol and nicotine products such as liquor, wine, beer cigarette, and tobacco products. Moreover, the stores provide services such as wire transfer and money order. Convenient stores are often located in the petrol station (Wikipedia, 2018a). This is the reason that make the convenient stores popular and had high growth rate.

According to 2018 report of Nielsen Convenience Industry Store Court (NACS), as of December 31, 2017, said that convenient stores in the USA were increased in total of 154,958 stores while there were only 154,535 stores in 2016, which means there were 423 stores increased (only 0.3 %). NACS also said that among the rank of other trading convenient stores were significantly higher than other channels (NACS, 2018).

In Thailand, convenient stores can be found in every corner across the country. There were 7-Eleven, Family Mart, Lawson, Big C Mini, Jiffy, Tiger Mart, MaxValu and many other outlets (Team, 2018). That's mean the competition became more intense. Therefore, they have to have a good plan and always develop their products and services in order to attract the customers (Euromonitor, 2018) and get the competition advantage.

Regarding the message from chairman and CEO of CP All, business operation in 2017 had faced several challenges, including the fast-growing of technology that significantly played an important role in everyday life and affected to the consumers' need in products or services. Hence, during the past years, the company had enhanced its efficiency, developed new business models, adopt both short- and long-term strategies, searched for new markets, and applied new technology into business operation. This included doing product ordering and purchasing via e-commerce or coinciding with cashless society by accepting payment anywhere and anytime for products and services through convenient payment, for example, credit cards or e-Wallet to address the customer lifestyle (All, 2018). Moreover, the table as below showed the performance of three leading convenient stores in Thailand.

Table 1.1: 7-11, Family Mart, and Lawson SWOT analysis

	7-11	Family Mart	Lawson
Strength	1. 64,319 stores worldwide. 2. Lead in the global convenient store industry.	1. 24,243 stores worldwide. 2. Strong financial and many experience in this field.	1. One of the largest convenience store in Japan with more than 2000 stores.

(Continued)

Table 1.1 (Continued): 7-11, Family Mart, and Lawson SWOT analysis

	7-11	Family Mart	Lawson
Strength	3. Has more branches in Thailand than others brand. 4. Strong financial structure in terms of revenue and profit. 5. Offer various high-quality products for the consumers. 6. Apply new technology into business operation.	3. Japanese reputation and Incessant brand.	2. Operates in Multi-store formats. 3. Provides in- store value- added services.
Weakness	1. High cost of products.	1. Thai partners who do not have the equal finance and experience.	1. Lack of push given to private label. 2. Limited geographies.

Table 1.1 (Continued): 7-11, Family Mart, and Lawson SWOT analysis

	7-11	Family Mart	Lawson
Opportunity	1. Many brands loyalty.	1. Thailand has a large and young population. 2. Thailand's economy growth quite fast and stably. 3. Thai tend to move from traditional shopping to modern models.	1. There sector is on a growth. 2. Expansion through private labels.
Threat	1. The recession of global economy.	1. High level of competition. 2. The instability of the macro economy.	1. The rising costs of labour, food products, and fuel. 2. The recession of global economy.

Source:

Dang, K. L. (2014). *SWOT Analysis FamilyMart*. Retrieved from

       https://prezi.com/bplqd847l_vd/swot-analysis-familymart/

MBAskool. (2018). *Lawson SWOT Analysis, USP & Competitors*. Retrieved from

       https://www.mbaskool.com/brandguide/lifestyle-and-retail/6554-lawson.html

Wikipedia. (2018b). *7-Eleven*. Retrieved from

   https://en.wikipedia.org/wiki/7-Eleven

   Regarding to the SWOT analysis of convenient stores showed that in each brand,

they had their own strengths, weakness, and strategy to attract the customers. So, it led

the competition of convenience store industry more intense. However, the stores are

finding the factor which the most powerful impact to customers' repatronage intentions in

their brands and revisiting in the future.

   Referred to Coelho do Vale, Verga Matos, & Caiado (2016) studied about the

store loyalty drivers. Convenience was one of the part which can affected the consumers'

evaluations and decided to shop at the convenient stores in the future.

   The store image was also important and affected the customer. According to,

Beneke, Cumming, & Jolly (2013) showed that the store image was affected both of

directly and indirectly the customers' brand loyalty by the customers' perceived value.

   In addition, the economic factors was important too. Referred to Meyer-Waarden

(2015) had identified that economic drivers can influence consumers' store choice. Since

the stores offered the promotional mix of products. It can influence store patronage

(Martos-Partal & Gonzalez-Benito, 2013).

   Therefore, to build the loyal customers, the stores should understood the

significant factors which affected to customers' repatronage intentions of their brands.

From this reason, the researcher selected "A" convenient store to studied which factors can affect to customers' repatronage by choosing to focus on the segmentation of people who live in Thungkru District. However, the result of this research would be able to benefit for convenient store industries in order to adapt and develop their strategy in the future.

1.2 Objectives of Study

The objective of this research is to study positive influence of factors positively impacting customers' repatronage intensions of "A" convenient store in Thungkru District of Bangkok. Those positive factors are convenience, interaction with staff, merchandise variety and value, products' perceived quality, satisfaction, store attributes, functional value, and promotions towards customers' repatronage intensions to consume at "A" convenient store.

1.3 Contribution of Study

The contributions of this research can offer benefits for the convenient store industry. This research is to allow the marketers to know and realize about the customers' need that can make them achieve the customers' demand. However, this research also can expand the theories information on how convenience, interaction with staff, merchandise variety and value, products' perceived quality, satisfaction, store attributes, functional value, and promotions impacting repatronage intensions that would be beneficial to others researchers in the future.

CHAPTER 2

LITERATURE REVIEW

This chapter presents related literatures, theories, theoretical frameworks, and previous studies of factors positively impacting customers' repatronage intentions of "A" convenient stores in Thungkru District of Bangkok as follow:

2.1.1 **Concept theories of convenience**, Coelho do Vale, Verga Matos, & Caiado (2016) studied about the store loyalty drivers. The store convenience is one of the part which can affect the consumers' evaluations and decide to shop at the convenience store. The data was collected by an online survey and analyzed by using structural equation modeling. However, store convenience characteristics is including of location service, store atmosphere, delivery services, and multiple- payment alternatives (Dabholkar et al., 1996; Maruyama & Wu, 2014; Orel & Kara, 2014) For example, the store is close to their home or workplace, the size of store makes the customer easy to find everything they need, the store has the convenience operating hours for the customers. These all examples are influence to the consumer decision.

2.1.2 **Concept theories of interaction with staff**, Terblanche (2018) studied about the factors that affect to the customer shopping experience and influence them the future visiting. The interaction between customers and staffs is one of the important driver that affect a customer's in-store shopping experience. The relationships between customers and employees that more rapport can lead to the greater customer satisfaction. In their study of specialty shop customers, Marques, Cardoso, & Palma (2013) showed

that staff assistance was the second most important factor when customers rates their satisfaction. As the result, positive customer emotions with employees can lead them come and shop at the store in the future.

2.1.3 **Concept theories of merchandise variety and value**, Bauer, Kotouc, & Rudolph (2012) reveal that the variety of goods in the store is the factor that led the consumers are revisiting at the store in the future. Pan & Zinkhan (2006) showed that assortment was ranked highest by customers among ten factors when they had to choose a particular retailer. Mantrala et al. (2009) also mentioned that even if the variety of products that offered in a shop is the big influence on customer satisfaction. It is also challenging for the store to offer merchandise that are balancing with the variety, quality, and their service that customer expects for meet the customer demands.

2.1.4 **Concept theories of products' perceived quality**, Cristina & Jean-Pierre (2016) reveal that before the consumers decide to purchase the products, the appearance and texture of products are also important to their decision. In the study showed that the feature of products can divide into two types (Dodds, Monroe, & Grewal, 1991). First, intrinsic attributes are physical characteristics of the product. Some product intrinsic attributes are considered as food quality such as taste, appearance, texture, and odour (Anselmsson, Johansson, & Persson, 2007). On the other hand, extrinsic attributes are related to the product that without being a physical component such as the ingredients, nutritional information, packaging, price, and brand name (Grunert, Bredahl, & Brunso, 2004). However, the products' perceived quality has positive influence on customer

satisfaction and make them come and rebuying the product in the future (Darley & Lim, 1993).

2.1.5 **Concept theories of satisfaction**, Terblanche (2018) studied revisiting from customer will be happen when they have a good experience from the store. To make customers' satisfaction. The store has to reach the customer demand. In this study mentioned about the factors that can reach the customers' satisfaction. This is including of merchandise value, internal shop environment, interaction with staff, merchandise variety, presence of and interaction with other customers, and customer in-shop emotions. However, when the store can do all the factors to reach the consumers' demand and make them have a greater experience than the competitors. This is definite that the customer will revisiting your store.

2.1.6 **Concept theories of store attributes**, Nikhashemi, Tarofder, Gaur, and Haque (2016) reveal that the store attributes are quite important in improving the customers' satisfaction and loyalty. However, the most relevant components of store attributes considered as store image, store atmosphere, merchandise, parking facility, convenience and location. However, a study by Beneke, Cumming, & Jolly (2013) showed that the store image is affect both of directly and indirectly the customers' brand loyalty by the customers' perceived value. Thus, to make the customer repeat visit the store. This is important to keep your store always have a good image.

2.1.7 **Concept theories of functional values**, majority of the perceived value, describe value as perceptions of what customer have received and what they have given

based on the customer's overall assessment of the usefulness of a store, merchandise, and brand image (Zeithaml, 1988). However, in the study of the consumer behavior showed as two types. First is functional motives which referred to tangible need such as price, convenience, and quality. Second is non- functional motives that referred to intangible wants such as emotional and social needs (Chen & Hu, 2010). Moreover, it can have fragmented knowledge about perceive value but the present study tries to incorporate functional value as a structure of the value (Sirdeshmukh & Sabol, 2002). Thus, in this study referred to functional value as overall evaluation of consumers about the quality of the products which they purchase from the store, and the money that they pay for it.

2.1.8 **Concept theories of promotion**, Coelho do Vale, Verga Matos, & Caiado (2016) studied about customers' store loyalty. The customers' store loyalty will be lead the customer revisiting at the store in the future. There are several elements of store loyalty drivers including in-store and economic factors. Moreover, Meyer-Waarden (2015) have identified that economic drivers can influence consumers' store choice. There are four economic factors seem to be of special related in terms of ability to influence customers' loyalty. In addition, store promotional policies can act as short-term loyalty instruments, since the stores offered the promotional mix of products. It can influence store patronage (Martos-Partal & Gonzalez-Benito, 2013).

2.1.9 **Concept theories of repatronage** is the way that customer have some great experience with this store and lead the customer come and patronage in the future. In this study, Terblanche (2018) mentioned about the factors that make the customer come to the

store again in the future. However, the elements that created the customer experience is from a set of relation between customers and products, a firm, or part of a firm that make a response. Moreover, when the marketer can reach the customer demand, this is ensuring that affect positively to repatronage intension.

Phongyada & Kanthawongs (2015) studied about the factors of milk powder product label, promotion, product quality, milk powder favors, container type, nutritional contents, distribution channels positively impacting purchase intention of milk powder product Brand A of consumers in Klong Toei District, Bangkok. The majorities of respondents were female, aged 31-40 years old, married and had bachelor degrees. Most of them worked in private company with earned monthly income range between 20,001 to 40,000 baht. The 250 usable questionnaires were analyzed with multiple regression analysis. This study revealed that milk powder product label (β =0.320), distribution channels (β =0.209), and nutritional contents (β =0.150) predicted purchase intention of the consumers respectively at 0.05 of significant level.

Thiangthum & Kanthawongs (2017) studied on the influence of personal innovativeness in information technology, mobile marketing, brand loyalty, emotional appeal, informativeness, advertising creativity, social influence and performance expectancy toward purchase intention of smartphones in Mobile Expo 2016. The data were collected by using survey method with 330 respondents. Multiple Regression Analysis was used for hypotheses testing. Most of respondents were females, aged 26 -30 years old, singles and had bachelor's degrees. Majority of them worked in private

company and income range between 20,001 - 30,000 baht per month. They purchased a new smartphone every 3 years and Facebook was their favorite application. The results revealed that informativeness, social influence, brand loyalty and personal innovativeness in information technology had positive influence on purchase intention of smartphones of visitors in Mobile Expo 2016 at .01 level of signification.

According to the above of two articles, there're studied about the factors that positively impacting purchase intention to the customers to buy the products which related with my article. The researcher have to selected the factors, launched the questionnaires to the participant for study which factors is the most positively impacting to the customers' intentions.
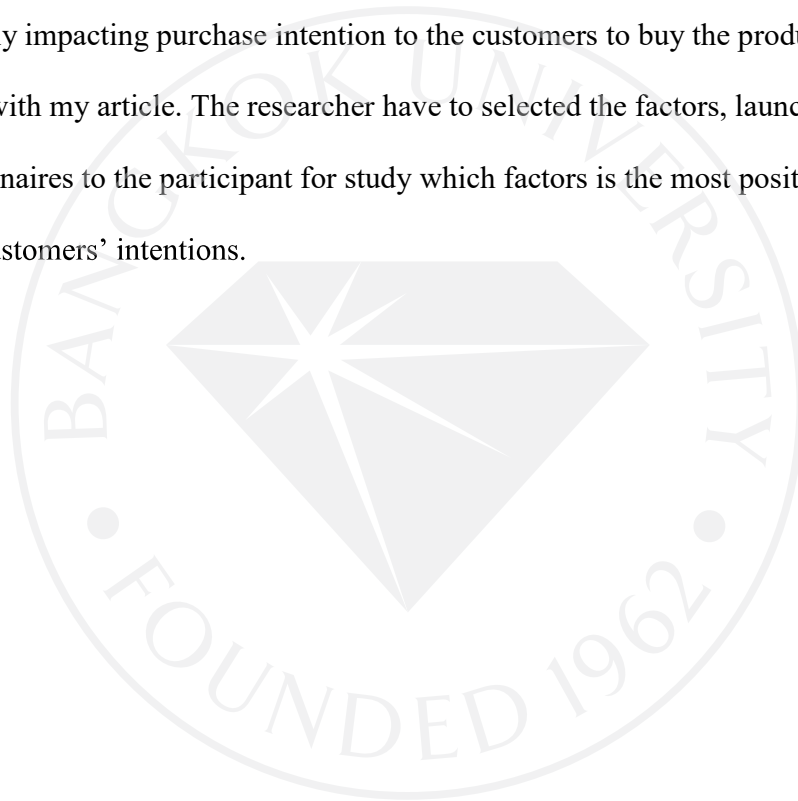
2.2 Hypothesis

2.2.1 There is a positive relationship between convenience and repatronage intentions.

2.2.2 There is a positive relationship between interaction with staff and repatronage intentions.

2.2.3 There is a positive relationship between merchandise variety and value and repatronage intentions.

2.2.4 There is a positive relationship between products' perceived quality and repatronage intentions.

2.2.5 There is a positive relationship between satisfaction and repatronage intentions.

2.2.6 There is a positive relationship between store attributes and repatronage intentions.

2.2.7 There is a positive relationship between functional values and repatronage intentions.

2.2.8 There is a positive relationship between promotions and repatronage intentions.

2.2.9 Convenience, interaction with staff, merchandise variety and value, products' perceived quality, satisfaction, store attributes, functional values and promotions have positive influence toward customers' repatronage intentions of "A" convenient stores in Thungkru District of Bangkok.

2.3 Conceptual Framework

Independent Variables   Dependent Variable
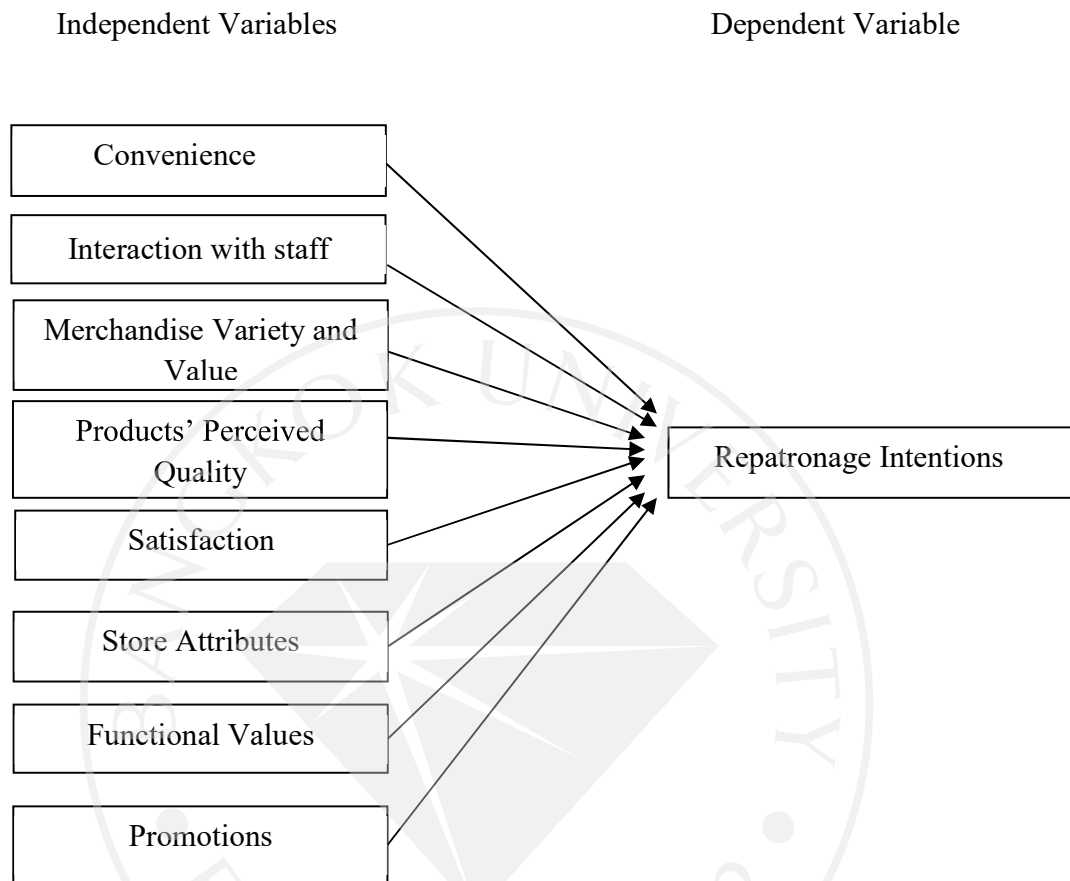
Figure 2.1: Theoretical framework for Repatronage intentions

CHAPTER 3

RESEARCH METHODOLOGY

This chapter presents the applied method to study factors positively impacting customers' repatronage intentions of "A" convenient stores in Thungkru District of Bangkok. The research method is described step by step.

3.1 Research Design

This research objective was to discover factors positively impacting customers' repatronage intensions of "A" convenient stores in Thungkru District of Bangkok. The methodology was based on the quantitative approach. The survey method and data collection through questionnaires were chosen for this research.

3.2 Population and Sample Selection

The research participants were the customers who used to consume at the "A" convenient store especially the people who live in Thungkru District. Estimated total population in Thungkru District was around 121,833 people (Wikipedia, 2018b). The reason that the researcher chose the people in this area because the researcher lived in Thungkru District and observed that many people usually shop at "A" convenient store more than other convenient stores. Then, the researcher decided to use the purposive sampling for done the questionnaires and finished the questionnaires around the "A" convenient stores in Thungkru District area. Moreover, the researcher asked the customers of "A" convenient store before invited them to do the questionnaires to make

sure that they were used to buy the products and services at "A" convenient store before. Hence, the researcher wanted to know the reason which attracted the customer came to the store many time.

The sample size was calculated from 40 pilot questionnaires by using G*power version 3.1.9.2, created by Erdfelder, Faul & Buchner (1996) from the concepts of Cohen (1977) and approved by Wiratchai (2012) with the Power (1-β) of 0.80, Alpha (α) of 0.20, Number of Test Predictor of 8, Effect Size of 0.0401630 (Calculated by Partial R^2 of 0.0386). As a result of G*power calculation, the minimum number of the total sample size was 248 (Cohen, 1977). Consequently, total 248 sets of the questionnaire would be collected from participants.

3.3 Research Instrument

3.3.1 The researcher explored the published articles and journals which related to convenient stores, products, service, and the influence that impact to the customer to revisiting to the convenient stores from www.emeraldinsight.com and www.sciencedirect.com as an advisor suggested.

3.3.2 The researcher created a questionnaire from selected variables and questions from an articles and journals which gets approval from as advisor.

3.3.3 The researcher pass completed questionnaire form to two experts in convenient store, Mr. Rattasad Rattano, General Manager at "A" convenient store, Bangrak Branch and Mr. Sutipong Kantain, General Manager at "A" convenient store, Silom Branch, and then finalized the questionnaire by referred to comments from two

experts and the advisor.

      3.3.4 Launching 40 pilots testing of questionnaires. Next step was to conduct the reliability test of each variable in individual factor by using Cronbach's Alpha Coefficient. Value of Cronbach's Alpha was between $0 \leq \alpha \leq 1$, higher value means higher reliability and closely related of a section.

      3.3.5 Analysis of the reliability test was executed for 40 pilots testing of questionnaires in order to ensure the grouping of question and the consistency of each factor were aligned with theories of study.

      From instruments mentioned above, the questionnaire form that created from related principles could be divided into three parts with total forty-seven questions.

      Part 1 Consist of 9 questions which were 6 closed-ended response questions about demographic and general information such as Gender, Age, Status, Level of education, Monthly income and Professional status. The other three questions were about customers' behavior such as how often they go to the convenience stores, category of products that they usually buy at the convenience stores, and amount of money that they spent on each category.

      Part 2 Closed- ended response questions on "Factors positively impacting customers' repatronage intentions of "A" convenient stores in Thungkru District of Bangkok"

Convenience	4 Questions
Interaction with staff	4 Questions
Merchandise Variety and Value	4 Questions
Products' Perceived Quality	4 Questions
Satisfaction	4 Questions
Store Attributes	4 Questions
Functional Values	4 Questions
Promotions	4 Questions
Repatronage Intensions	5 Questions

This part was evaluated from interval scale by using a five-point scales ranking from 1 (lowest agreeable level) to 5 (Highest agreeable level).

Part 3 Open-ended response question for participants to recommend other factors that might affect customers' repatronage intensions of "A" convenient stores in Thungkru District of Bangkok.

3.4 Testing Research Instrument

The researcher examined the validity and appropriateness of each question with 3 experts using an Index of item-Objective Congruence: IOC. After revised questionnaires align with experts recommend, the 40 pilots testing of questionnaires were launched. The

Cronbach's Alpha Coefficient of each factor was computed. However, the value was between 0.675-0.861 which exceed 0.65 regarding the suggested level (Nunnally, 1978).

Table 3.1: Cronbach's Alpha Coefficient of 40 pilots testing of questionnaires

Questionnaire	n = 40	n = 248
Variable Factor		
Convenience (CON)	.675	.835
Interaction with staff (IS)	.743	.916
Merchandise Variety and Value (MV)	.755	.665
Products' Perceived Quality (PQ)	.783	.825
Satisfaction (SATIS)	.861	.833
Store Attributes (SA)	.687	.764
Functional Values (FV)	.785	.759
Promotion (PRO)	.848	.846
Independent Factor		
Repatronage Intensions (RI)	.838	.774

The researcher used factor analysis technique to investigate construct validity as well as analyzed factor loading value of each factor. However, factor loading value result should exceed 0.3 to ensure the reliable component of questions.

There are four deleted the questions from Merchandise Variety and Value (MV), Store Attributes (SA), Functional Values (FV) in order to increase the Cronbach's Alpha Coefficient result to reach 0.65 suggested levels (Nunnally, 1978). The question including "A" convenient store offers a good selection of well-known brands (MV1), "A" convenient store's products are free from defects and flaws (MV4), "A" convenient store

is clean and bright (SA2), "A" convenient store offers good values for my money (FV4) was removed from this evaluation.

Factor analysis was conducted based on these factors: Convenience (CON), Interaction with staff (IS), Merchandise Variety and Value (MV), Products' Perceived Quality (PQ), Satisfaction (SATIS), Store Attributes (SA), Functional Values (FV), Promotion (PRO), and Repatronage Intensions (RI) at n= 248

Table 3.2: Factor Analysis of factors positively impacting customers' repatronage intensions of "A" convenient stores in Thungkru District of Bangkok at n= 248

	CON	IS	MV	PQ	SATIS	SA	FV	PRO	RI
CON1	0.763								
CON2	0.719								
CON3	0.719								
CON4	0.559								
IS1		0.691							
IS2		0.864							
IS3		0.774							
IS4		0.780							
MV1			_0.278_						
MV2			0.433						

(Continued)

Table 3.2 (Continued): Factor Analysis of factors positively impacting customers'

repatronage intensions of "A" convenient stores in

Thungkru District of Bangkok at n= 248

	CON	IS	MV	PQ	SATIS	SA	FV	PRO	RI
MV3			0.339						
MV4			_0.162_						
PQ1				0.609					
PQ2				0.372					
PQ3				0.764					
PQ4				0.799					
SATIS 1					0.514				
SATIS 2					0.753				
SATIS 3					0.464				
SATIS 4					0.371				
SA 1						0.672			
SA 2						_0.251_			
SA 3						0.629			
SA 4						0.756			
FV 1							0.321		
FV 2							0.756		

(Continued)

Table 3.2 (Continued): Factor Analysis of factors positively impacting customers'

repatronage intensions of "A" convenient stores in

Thungkru District of Bangkok at n= 248

	CON	IS	MV	PQ	SATIS	SA	FV	PRO	RI
FV 3							0.326		
FV 4							*0.110*		
PRO 1								0.694	
PRO 2								0.702	
PRO 3								0.764	
PRO 4								0.612	
RI 1									0.409
RI 2									0.764
RI 3									0.795
RI 4									0.318
RI5									0.378

3.5 Statistics for Data Analysis

The questionnaires data were analyzed using statistical analysis software named

SPSS version 23 by using Statistical Significant level of .01.

Descriptive statistics analysis such as demographic, general information and

customers' behavior were measured by using Frequency and Percentage; whereas the

scale ranking as Convenience, Interaction with staff, Merchandise Variety and Value, Products' Perceived Quality, Satisfaction, Store Attributes, Functional Values, Promotions, and Repatronage Intensions were measured by using Mean ($\bar{x}$) and Standard Deviation (S.D). Furthermore, Pearson's Correlation Coefficient and Multiple Regression analysis were used for inferential statistical analysis to evaluate independent variable.

CHAPTER 4

RESEARCH RESULTS

The purpose of this research was to explore factors positively impacting customers' repatronage intensions of "A" convenient stores in Thungkru District of Bangkok. The data was collected from 248 respondents by the survey questionnaire, and the data analysis completed by SPSS version 23. The Cronbach's Alpha Coefficient of each factor was computed which had the result value between 0.665-0.916 as table 3.1. This means that all alpha coefficient passed the suggested level of 0.65 (Nunnally, 1978) and had proven to be reliable.

4.1 Summary of Demographic Data

All of the 248 respondents were consisted of 53.2% females and 46.8% males, with the age between 24-29 years old which calculated as 48.8%. Majority of them were singles for 70.6% of the total sample and they had bachelor's degree accounted for 60.1%. Most of the respondents or about 46% were working in private companies, with the largest group of income range was between 15,001 to 30,000 baht with ratio 42.3%. Participants always shopping at the "A" convenient store at 47.6%. Most of the participants were shopping food which calculated as 48%. Moreover, they spent money for shopping at "A" convenient store range was between 101- 200 THB per time at 45.2%

4.2 Results of Research Variables

The analysis of the correlation between independent variable and the dependent variable using Pearson's Correlation Coefficient of Convenience,

Interaction with staff, Merchandise Variety and Value, Products' Perceived Quality, Satisfaction, Store Attributes, Functional Values, Promotions that positively impacting customers' repatronage intensions to consume at "A" convenient stores in Thungkru District of Bangkok.

The data was collected from 248 respondents via a survey questionnaire, and then the data analysis completed by SPSS version 23. The Cronbach's Alpha Coefficient of each factor was computed which had the result value between 0.665-0.916 that shown in table 3.1, meaning that all alpha coefficient passed the suggested level (Nunnally, 1978) and had proven to be reliable.

Table 4.1: Analysis of correlation between independent variable and the dependent

variable using Pearson's Correlation Coefficient.

(Descriptive Statistic)

	Mean	S.D.	N
Convenience	3.8740	0.90293	248
Interaction with staff	3.5333	1.05978	248
Merchandise Variety and Value	3.8629	0.67177	248
Products' Perceived Quality	3.9808	0.75580	248
Satisfaction	4.0030	0.69828	248
Store Attributes	3.9708	0.79752	248
Functional Values	3.9960	0.65855	248
Promotions	3.8458	0.86961	248
Repatronage Intensions	4.2226	0.54451	248

Table 4.2: Analysis of correlation between independent variable and the dependent variable using Pearson's Correlation Coefficient of convenience, interaction with staff, merchandise variety and value, products' perceived quality, satisfaction, store attributes, functional values, promotion that positively impacting customers' repatronage intentions to use the services at "A" convenient stores.

Variable	CON	IS	MV	PQ	SATIS	SA	FV	PRO	RI
Convenience (CON)	1								
Interaction with staff (IS)	.672**	1							
Merchandise Variety and Value (MV)	.346**	.568**	1						
Products' Perceived Quality (PQ)	.234**	.582**	.548**	1					
Satisfaction (SATIS)	.377**	.597**	.546**	.707**	1				
Store Attributes (SA)	.324**	.509**	.521**	.717**	.804**	1			
Functional Values (FV)	.146*	.248**	.480**	.497**	.474**	.531**	1		
Promotion (PRO)	.043	.310**	.471**	.504**	.410**	.432**	.654**	1	
Repatronage Intensions (RI)	.260**	.326**	.375*	.414*	.462**	.417**	.656**	.603**	1

** Correlation is significant at the .01 level

According to table 4.2, Hypothesis can explain as the following

Hypothesis 1, Convenience had a positive relationship toward repatronage intentions or not. The analysis revealed that convenience had a positive relationship toward repatronage intentions (Pearson's Correlation = 0.260) at .01 significant level.

Hypothesis 2, Interaction with staff had a positive relationship toward repatronage intentions or not. The analysis revealed that interaction with staff had a positive relationship toward repatronage intentions (Pearson's Correlation = 0.326) at .01 significant level.

Hypothesis 3, Merchandise Variety and Value had a positive relationship toward repatronage intentions or not. The analysis revealed that merchandise variety and value had positive relationship toward repatronage intentions (Pearson's Correlation = 0.375) at .01 significant level.

Hypothesis 4, Products' Perceived Quality had a positive relationship toward repatronage intentions or not. The analysis revealed that products' perceived quality had positive relationship toward repatronage intentions (Pearson's Correlation = 0.414) at .01 significant level.

Hypothesis 5, Satisfaction had a positive relationship toward repatronage intentions or not. The analysis revealed that satisfaction had a positive relationship toward repatronage intentions (Pearson's Correlation = 0.462) at .01 significant level.

Hypothesis 6, Store Attributes had a positive relationship toward repatronage intentions or not. The analysis revealed that store attributes had a positive relationship toward repatronage intentions (Pearson's Correlation = 0.417) at .01 significant level.

Hypothesis 7, Functional Values had a positive relationship toward repatronage intentions or not. The analysis revealed that functional values had a positive relationship toward repatronage intentions (Pearson's Correlation = 0.656) at .01 significant level.

Hypothesis 8, Promotion had a positive relationship toward repatronage intentions or not. The analysis revealed that promotion had a positive relationship toward repatronage intentions (Pearson's Correlation = 0.603) at .01 significant level.

4.3 Results of Hypothesis Testing

Table 4.3: Analysis of variance (ANOVA) of convenience, interaction with staff, merchandise variety and value, products' perceived quality, satisfaction, store attributes, functional values, promotion that positively impacting customers' repatronage intentions of "A" convenient stores in Thungkru District of Bangkok.

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.158	8	4.895	34.332	0.000[b]
	Residual	34.075	239	.143		
	Total	73.234	247			

From table 4.3 above, ANOVA analysis confirmed that independent factor comprised of convenience, interaction with staff, merchandise variety and value,

products' perceived quality, satisfaction, store attributes, functional values and promotions had influence on repatronage intentions factor because Sig. of the equation equaled 0.000 at .01 significant level.

Table 4.4: Multiple Regression Analysis of convenience, interaction with staff, merchandise variety and value, products' perceived quality, satisfaction, store attributes, functional values, promotions that positively impacting customers' repatronage intentions of "A" convenient stores in Thungkru District of Bangkok.

Dependent Variable :Repatronage Intentions, R = 0.731 , $R^2.0 = 535$, Constant a = (1.576)						
Independent Variables	**β**	**Std Error**	**T**	**Sig**	**Tolerance**	**VIF**
(Constant)		0.196	8.023	0.000		
Functional Values (FV)	0.426**	0.054	6.516	0.000**	0.456	2.194
Promotions (PRO)	0.336**	0.040	5.323	0.000**	0.489	2.046
Satisfaction (SATIS)	0.231**	0.064	2.813	0.005**	0.289	3.463
Convenience (CON)	0.185**	0.039	2.866	0.005**	0.468	2.136
Store Attributes (SA)	-0.128	0.056	-1.561	0.120	0.291	3.433
Merchandise Variety and Value (MV)	-0.089	0.049	-1.453	0.148	0.523	1.911
Products' Perceived Quality (PQ)	-0.024	0.054	-0.317	0.751	0.342	2.923
Interaction with staff (IS)	-0.017	0.041	-0.209	0.834	0.301	3.319

**significant at the .01 level

From table 4.4, Multiple Regression Analysis results can be defined that four independent variables, which were convenience (Sig =0.005), satisfaction (Sig =0.005), functional values (Sig =0.000), and promotions (Sig =0.000), could be as the predictors for repatronage intensions. On the other hand, there were another four independent variables that had no positively impact on the repatronage intentions which were interaction with staff (Sig **=0.834**), merchandise variety and value (Sig **=0.148**), products' perceived quality (Sig **=0.751**), and store attributes (Sig **=0.120**). Hence, **these** four independent variables were not a significant predictor of repatronage intentions.

The most predictive independent variables were functional values ($\beta = 0.426$), promotions ($\beta = 0.336$), satisfaction ($\beta = 0.231$), and convenience ($\beta = 0.185$). As a result, functional values, promotions, satisfactions, and convenience could be shown the positively impacting on customers' repatronage intentions of "A" convenient stores at 53.5%. The rest 46.5% were influenced by other variables which were not in used in this research. The standard error was ±0.196 by the following equation

Y (Repatronage Intentions) = 1.576 + 0.426 (Functional Values) + 0.336 (Promotions) + 0.231 (Satisfaction) + 0.185 (Convenience)

From this equation

If functional values value increased by 1 point whiles other factors remained, repatronage intentions would be increased by 0.426 points.

If promotions value increased by 1 point whiles other factors remained, repatronage intentions would be increased by 0.336 points.

If satisfaction value increased by 1 point whiles other factors remained, repatronage intentions would be increased by 0.231 points.

If convenience value increased by 1 point whiles other factors remained, repatronage intentions would be increased by 0.185 points.

From table 4.4 used to test the following hypothesis.

Hypothesis 9, by using Multiple Regression Analysis. The result showed that functional values, promotions, satisfaction, and convenience had positive influence on repatronage intentions at statistically significant level of .01; but on the contrary, interaction with staff, merchandise variety and value, products' perceived quality, and store attributes had no positive influence on future intentions at .01 statistic significant.

In statistics, Multicollinearity is a circumstance of a very high relationship among the independent variables (Statistics Solutions, 2017). High multicollinearity indicated the high degree of correlation between independent variables which might be caused the deviation from the true value. Likewise, multicollinearity should not occur as it could lead to incorrect interpreting of multiple regression results.

Multicollinearity can be examined by Variance Inflation Factor (VIF) value or Tolerance value. Variance Inflation Factor (VIF) value should not exceed 4 and Tolerance value should exceed 0.2 (Miles & Shevlin, 2001).

The result from table 4.4 showed that Tolerance value of each independent variables exceeded 0.2 with the less Tolerance was 0.289. Furthermore, Variance Inflation Factor (VIF) value of each independent variables values not over than 4 with the highest value was 3.463. All in all, there had no Multicollinearity among the independent variables.

4.4 Summary of Hypothesis Testing

Result of Multiple Regression Analysis shown that functional values, promotions, satisfactions, and convenience have positively impacting on customers' repatronage intentions of "A" convenient stores in Thungkru District of Bangkok at statistical significant level of .01, whereas interaction with staff, merchandise variety and value, products' perceived quality, and store attributes had no positively impacting on customers' repatronage intentions of "A" convenient stores in Thungkru District of Bangkok as Figure 4.1 below
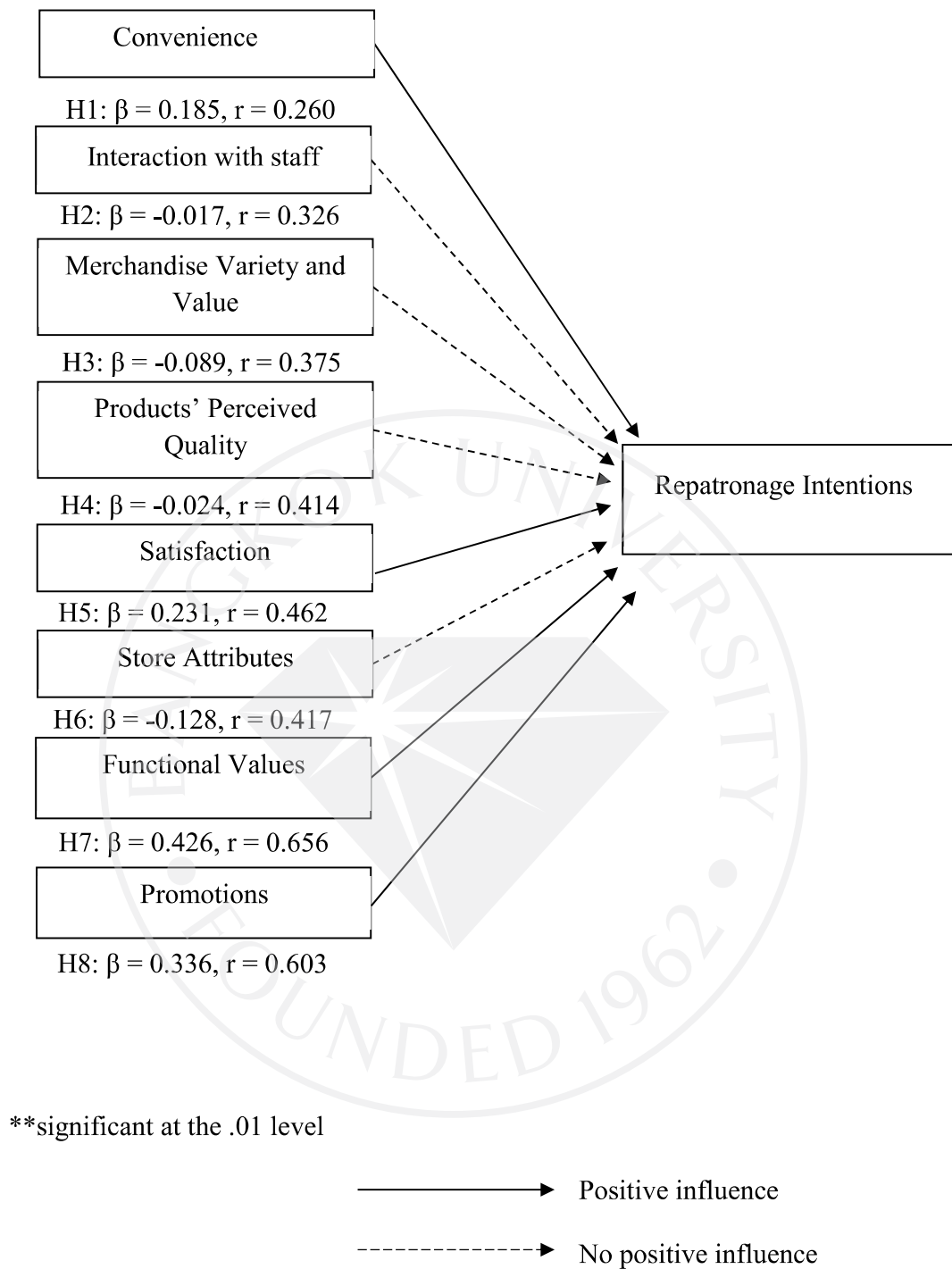
Figure 4.1: Result of Multiple Regression Analysis from scope of Research

CHAPTER 5

DISCUSSION

The purpose of this study was to describe the positive impact factors of convenience, interaction with staff, merchandise variety and value, products' perceived quality, satisfaction, store attributes, functional values, promotions toward customers' repatronage intentions of "A" convenient stores in Thungkru District of Bangkok. A quantitative research method was used for this research through questionnaires surveys for data collection.

The research participants were collected from 248 respondents who lived in Thungkru District of Bangkok. The data analysis completed by SPSS version 23, the results could be concluded as the following.

5.1 Research Findings and Conclusion

The majorities of respondents were females at the age of 24-29 years old, singles and had bachelor's degrees. Almost all worked in private company with income range between 15,001 to 30,000 baht per month. They always shopping at the "A" convenient stores, spent 101- 200 THB for buy food per one time.

Regarding the analysis results based on hypothesis could be summarized that there were four accepted hypotheses as follow: functional values ($\beta = 0.426$), promotions ($\beta = 0.336$), satisfaction ($\beta = 0.231$), and convenience ($\beta = 0.185$). Hence, the result could be concluded that functional values, promotions, satisfaction, and convenience factor had positive influence on repatronage intentions at statistically significant level of .01.

Moreover, these four factors were explained the positively impacting on customers' repatronage intentions of "A" convenient store at 53.5% whereas other 46.5% were influenced by other variables which were not in used in this research. However, the result of Variance Inflation Factor (VIF) value was not exceed 4 that means there had no Multicollinearity among the independent variables. The standard error was ±0.196 by the following equation

Y (Repatronage Intentions) = 1.576 + 0.426 (Functional Values) + 0.336 (Promotions) + 0.231 (Satisfaction) + 0.185 (Convenience)

5.2 Discussion

The research was to study the factors positively impacting customers' repatronage intentions of "A" convenient stores in Thungkru District of Bangkok; which consist of convenience, interaction with staff, merchandise variety and value, products' perceived quality, satisfaction, store attributes, functional values, and promotions. Referred to the sample size recommendations by Cohen (1977), 248 respondents were recruited to complete the survey with questionnaire method. However, analyzed the data by SPSS program and the result as the following.

Hypothesis 1, convenience had a positive relationship on repatronage intentions or not. The result from Pearson's Correlation analysis revealed that convenience had a positive relationship toward repatronage intentions at .01 significant levels which accepted hypothesis. According to Coelho do Vale, Verga Matos, & Caiado (2016)

studied about the store loyalty drivers. The store convenience was one of the part which can affected the consumers' evaluations and decided to shop at the convenient stores. The data was collected by an online survey and analyzed by using structural equation modeling. However, store convenience characteristics was including of location service, store atmosphere, delivery services, and multiple- payment alternatives (Dabholkar et al., 1996; Maruyama & Wu, 2014; Orel & Kara, 2014) For example, if the store was close to their home or workplace. It was higher percent that they will shopping at these convenient stores. Hence, convenience had impacting repatronage intensions of "A" convenient stores.

Hypothesis 2, interaction with staff had a positive relationship on repatronage intentions or not. The result from Pearson's Correlation analysis revealed that interaction with staff had no positive relationship toward repatronage intentions at .01 significant levels which accepted hypothesis. Referred to Terblanche (2018) studied about the factors that affect to the customer shopping experience and influence them the future visiting. The relationships between customers and employees that more rapport can led to the greater customer satisfaction. However, from observation of researcher found that interaction with staff was not all the reason that led the consumer came to the convenient stores. Due to, if the convenient stores had not reach their demand, they were not focusing on the interaction with staff point.

Hypothesis 3, merchandise variety and value had a positive relationship on repatronage intentions or not. The result from Pearson's Correlation analysis revealed that merchandise variety and value had no positive relationship toward repatronage intentions

at .01 significant levels which accepted hypothesis. Regarding to Bauer, Kotouc, and Rudolph (2012) revealed that the variety of goods in the store was the factor that led the consumers were revisiting at the store in the future. Pan & Zinkhan (2006) showed that assortment was ranked highest by customers among ten factors when they had to choose a particular retailer. Mantrala et al. (2009) also mentioned that even if the variety of products that offered in a shop was the big influence on customer satisfaction. The researcher found that this factor was not much affect to the customer to revisiting at the "A" convenient store. Due to, it was also challenging for the store to offered merchandise that were balancing with the variety, quality, and their service that customer expects for meet the customer demands.

Hypothesis 4, products' perceived quality had a positive relationship on repatronage intentions or not. The result from Pearson's Correlation analysis revealed that products' perceived quality had no positive relationship toward repatronage intentions at .01 significant levels which accepted hypothesis. Regarding to Cristina & Jean-Pierre (2016) revealed that before the consumers decided to purchase the products, the appearance and texture of products were also important to their decision. However, the researcher founded that the products' perceived quality was related with that product directly not all the reason to impacting repatronage intentions of customers.

Hypothesis 5, satisfaction had a positive relationship on repatronage intentions or not. The result from Pearson's Correlation analysis revealed that satisfaction had a positive relationship toward repatronage intentions at .01 significant levels which accepted hypothesis. According to Terblanche (2018) studied revisiting from customer

will be happen when they had a good experience from the store. To make customers'
satisfaction. The store had to reach the customers' demand. In this study mentioned about
the factors that can reach the customers' satisfaction. This is including of merchandise
value, internal shop environment, interaction with staff, merchandise variety, presence of
and interaction with other customers, and customer in-shop emotions. However, when the
store has done all the factors to reach the consumers' demand and made them had a
greater experience than the competitors it will be lead the customer come to the store in
the future. Moreover, the researcher founded that this factor had much influenced
repatronage intentions to customers for came at the "A" convenient stores in the future.

Hypothesis 6, store attributes had a positive relationship on repatronage intentions
or not. The result from Pearson's Correlation analysis revealed that store attributes had no
positive relationship toward repatronage intentions at .01 significant levels which
accepted hypothesis. The most relevant components of store attributes considered as store
image, store atmosphere, merchandise, parking facility, convenience and location.
However, a study by Beneke, Cumming, & Jolly (2013) showed that the store image was
affected both of directly and indirectly the customers' brand loyalty by the customers'
perceived value. Thus, to make the customer repeat visited the store. This was important
to keep your store always had a good image. However, the researcher founded that this
factor was not much affected to the customer revisiting at the "A" convenient store.

Hypothesis 7, functional values had a positive relationship on repatronage
intentions or not. The result from Pearson's Correlation analysis revealed that functional
values had a positive relationship toward repatronage intentions at .01 significant levels

which accepted hypothesis. According to the majority of the perceived value, describe value as perceptions of what customer have received and what they have given based on the customer's overall assessment of the usefulness of a store, merchandise, and brand image (Zeithaml, 1988). However, in the study of the consumer behavior showed as two types. First were functional motives which referred to tangible need such as price, convenience, and quality. Second were non-functional motives that referred to intangible wants such as emotional and social needs (Chen & Hu, 2010). Moreover, it can have fragmented knowledge about perceive value but the present study tried to incorporate functional value as a structure of the value (Sirdeshmukh & Sabol, 2002). Thus, in this study referred to functional value as overall evaluation of consumers about the quality of the products which they purchased from the store, and the money that they paid for it. Moreover, the researcher founded that this factor had much influence on the consumer to revisiting at "A" convenient store.

Hypothesis 8, promotions had a positive relationship on repatronage intentions or not. The result from Pearson's Correlation analysis revealed that promotions had a positive relationship toward repatronage intentions at .01 significant levels which accepted hypothesis. Coelho do Vale, Verga Matos, & Caiado (2016) studied about customers' store loyalty. The customers' store loyalty will be lead the customer revisiting at the store in the future. There were several elements of store loyalty drivers including in-store and economic factors. Moreover, Meyer-Waarden (2015) had identify that economic drivers can influence consumers' store choice. There were four economic factors seem to be of special related in terms of ability to influence customers' loyalty.

In addition, store promotional policies can acted as short-term loyalty instruments, since the stores offered the promotional mix of products. It can influence store patronage (Martos-Partal & Gonzalez-Benito, 2013). However, the researcher founded that this factor much impacting repatronage intentions of "A" convenient store's customers.

Hypothesis 9, the result from Multiple Regression Analysis showed that there were four factors impacting repatronage intentions of "A" convenient store's customer in Thungkru District of Bangkok, which were functional values, promotions, satisfaction, and convenience factor at statistically significant level of .01. Like Terblanche (2018) mentioned about the factors that made the customer came to the store again in the future. The elements that created the customer experience was from a set of relation between customers and products, a firm, or part of a firm that made a response. Moreover, when the marketer can reach the customer demand, this was ensuring that affect positively to repatronage intension.

5.3 Recommendation for Managerial Implication

The result of this research could benefit for the convenient store industry as they can realize and adopt the result for their development. According to the most factors that positively impacting repatronage intentions including of functional values, promotion, satisfaction, and convenience factor.

5.3.1 Convenience was consisting of many components such as location service, store atmosphere, delivery services, and multiple- payment alternatives. If the store, tried to provide the service that more convenience for customer. This was higher percent that they will come to the store in the future.

5.3.2 Satisfaction will be happened when they had a good experience from the store. The store must reach the customer demand. This was including of internal shop environment, merchandise value, merchandise variety, interaction with staff, presence of and interaction with other customers, and customer in-shop emotions. That all can affected to the repatronage intentions.

5.3.3 Functional values, this was perceptions of what customer have received and what they have given based on the customer assessment of the usefulness of a store, merchandise, and brand image. If the store can reach these customer demand point. It can make the consumer revisiting to the store.

5.3.4 Promotions, this was the strategy of the store that offer for the customer. For example, buy 1 get 1 or collect point for discount, etc. if the store can create the interesting promotions and reach the customer demand. It can lead the customer come to shopping at the convenience store in the future.

5.4 Recommendation for Future Research

This research was conducted only participants who lived in Thungkru District of Bangkok. The finding may not cover all potential populations. However, some of them maybe only full-fill the questionnaire in an incorrect result. Hence, in the future research should be collected for larger-scale of populations for increase more comprehensive understanding of positive factors that impacting repatronage intentions of convenient store.

In addition, the private labels (PLs) was also the interesting independent variables factor. For make the future research more covered, this factor was an interesting choice for the researchers.

During factor analysis, this research found that some questions had factor loading value less than 0.3, which should be deleted from the group or using confirmative factor analysis in the future research. The questions which were not exceed factor loading value were including "A" convenient store offers a good selection of well-known brands (MV1), "A" convenient store's products are free from defects and flaws (MV4), "A" convenient store is clean and bright (SA2), "A" convenient store offers good values for my money (FV4).
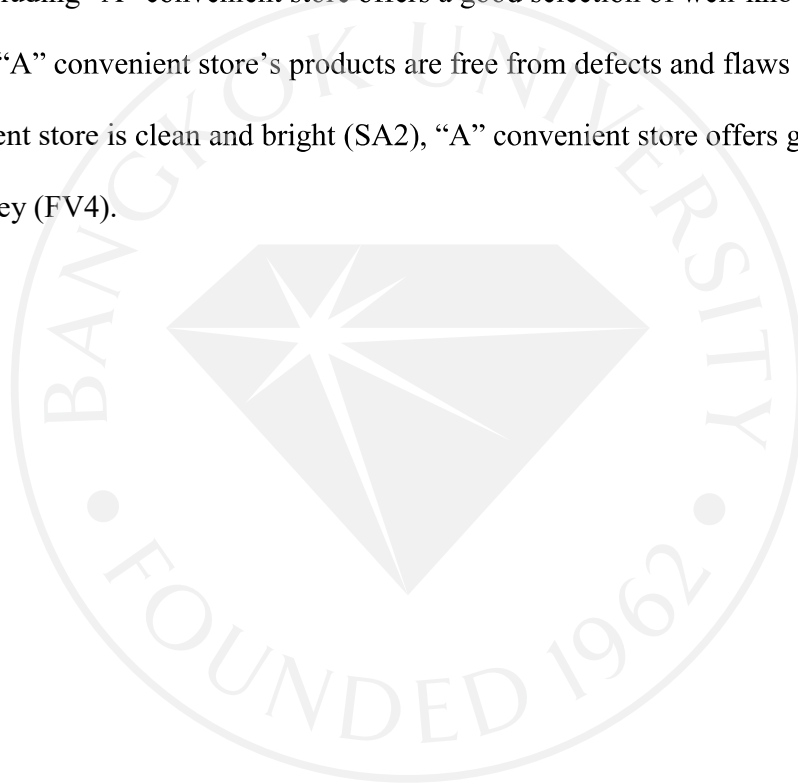
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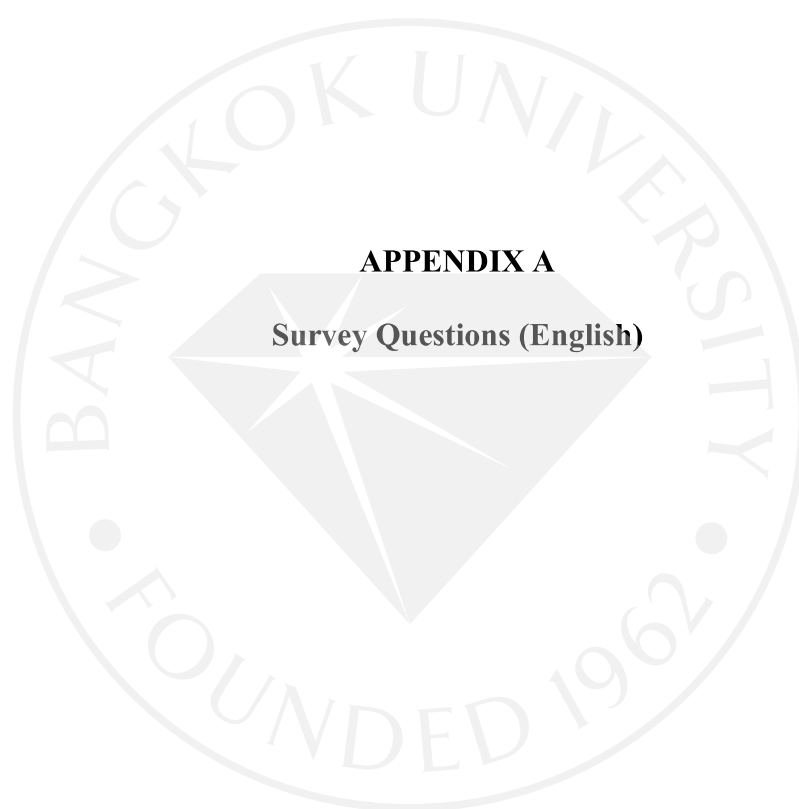
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APPENDIX A

Survey Questions (English)

NO..........

Questionnaire

on

"Factors Positively Impacting Customers' Repatronage Intentions of "A" Convenient Store in Thungkru District, Bangkok"

Instruction: Objective of this survey is to collected data for use in Master of Business Administration research, Bangkok University. The result of this research will be benefit to retail business. In this regard, cooperation from the respondents are needed. I, Tunchanit Kirdsilpa, Master's Degree of Business Administration student from Bangkok University thank you for your cooperation

Instruction: Please answer the following question and put ✓ in ☐ that matches you most.

1. Gender

☐ 1) Male   ☐ 2) Female

2. Age

☐ 1) From 18 to 23 years ☐ 2) 24–29 years old

☐ 3) 30-39 years old ☐ 4) 40-49 years old

☐ 5) Over 50 years old

3. Status

☐ 1) Single ☐ 2) Married ☐ 3) Divorced/ Widowed/ Separated

☐ 4) Other …………………………………...

4. Level of education

☐ 1) Under Bachelor's Degree ☐ 2) Bachelor's Degree

☐ 3) Master's Degree ☐ 4) Doctorate Degree

☐ 5) Others, Please Specify …………………………………….

5. Monthly income

☐ 1) Less than and equal to 15,000 baht ☐ 2) 15,001–30,000 baht

☐ 3) 30,001–50,000 baht ☐ 4) 50,001-100,000 baht

☐ 5) 100,001–150,000 baht ☐ 6) 150,001– 200,000 baht

☐ 7) 200,001–500,000 baht ☐ 8) More than 500,000 baht

6. Professional Status

☐ 1) State enterprise employee   ☐ 2) Private employee

☐ 3) Self-Employed   ☐ 4) Searching for job

☐ 5) Housewives   ☐ 6) Retired

☐ 7) Students

☐ 8) Others, Please Specify …………………………………

7. How often do you go to convenience stores?

☐ 1) Always   ☐ 2) Often

☐ 3) Sometimes   ☐ 4) Rarely

8. What kind of products that you buy most at convenience stores?

☐ 1) Food   ☐ 2) Snack

☐ 3) Beverages   ☐ 4) Appliances

☐ 5) Others, Please Specify ……………...

9. From question no.8, how much you spend for each group/ category?

☐ 1) Below 100 baht   ☐ 2) 101-200 baht

☐ 3) 201-300 baht   ☐ 4) 301- 400 baht

☐ 5) 401-500 baht   ☐ 6) More than 500 baht

Please mark every question with only one ✓ in the box that most corresponds to your comments.

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
Convenience						
1	"A" convenient store is close to my home.					
2	The layout at "A" convenient store makes it easy for me to find what I need.					
3	"A" convenient store has operating hours convenient for me.					
4	The size of "A" convenient store makes it easy for me to find everything I need.					
Interaction with staff						
1	"A" convenient store's staff gives me personal attention.					
2	"A" convenient store's staff are always willing to help me.					
3	"A" convenient store's staff provides me with prompt service.					
4	"A" convenient store's staff are courteous.					

	Agreeable Level				
	Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
Merchandise Variety and Value					
1 "A" convenient store offers a good selection of well- known brands.					
2 "A" convenient store offers a wide variety of products.					
3 "A" convenient store offers a choice of different brand names.					
4 "A" convenient store's products are free from defects and flaws.					
Products' Perceived Quality					
1 I care about the appearance and texture of products in "A" convenient store.					
2 I care about taste and flavor of products in "A" convenient store.					
3 I care about freshness of products in "A" convenient store.					
4 When shopping at "A" convenient store, I deliberately choose products with colorful packaging.					
Satisfaction					
1 I am very satisfied with the services provided by "A" convenient store.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
2	Staff at "A" convenient store does a good job with the satisfaction of my needs.					
3	The experience that I have had with "A" convenient store has been satisfactory.					
4	I feel appreciated and satisfied with the speed of the services in "A" convenient store.					
Store Attributes						
1	The advertisement in "A" convenient store is very impressive.					
2	"A" convenient store is clean and bright.					
3	"A" convenient store has consistent store decoration which is easily to observe.					
4	I purchase products from "A" convenient store because of its convenient location.					
Functional Values						
1	Shopping at "A" convenient store is convenient for me.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
2	"A" convenient store provides good services at reasonable prices.					
3	The quality of products in "A" convenient store is outstanding					
4	"A" convenient store offers good values for my money.					
Promotions						
1	"A" convenient store offers a discounts and promotions.					
2	"A" convenient store are always items on promotion.					
3	"A" convenient store offers special sales or promotions that I cannot find in other stores.					
4	I frequently benefit that offered by "A" convenient store. (e.g., free rewards, points, special promotions)					
Repatronage Intentions						
1	I consider "A" convenient store as my first choice shop.					
2	I intend to shop at "A" convenient store again in the future.					
3	I am likely to visit "A" convenient store again in the future.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
4	I will continue to shop more at "A" convenient store in future.					
5	I will recommend this specialty store to relatives and friends to go to "A" convenient store.					

Please recommend for other factors that might positively affect the repatronage intention towards convenient store A.

_____

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Thank you for your cooperation

Miss Tunchanit Kirdsilpa

E–Mail: tunchanit.kird@bumail.net

APPENDIX B

Survey Questions (Thai)

มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

NO..........

แบบสอบถาม
เรื่องปัจจัยที่มีอิทธิพลเชิงบวกต่อความตั้งใจกลับมาซื้อซ้ำของลูกค้าร้านสะดวกซื้อแบรนด์
A
ในเขตทุ่งครุ กรุงเทพมหานคร

คำชี้แจง: แบบสอบถามนี้มีวัตถุประสงค์เก็บรวบรวมข้อมูล เพื่อนำไปประกอบการศึกษาระดับ
ปริญญาโท บริหารธุรกิจมหาบัณฑิต มหาวิทยาลัยกรุงเทพ และสามารถนำผลการวิจัยไปใช้
ประโยชน์ได้อย่างมีประสิทธิภาพต่อธุรกิจค้าปลีก ดังนั้นจึงใคร่ขอความร่วมมือจากท่านในการ
ตอบแบบสอบถามให้ตรงตามความเห็นของท่านมากที่สุด โอกาสนี้ผู้ศึกษาวิจัยนางสาว ธัญชนิต
เกิดศิลป์ นักศึกษาปริญญาโท สาขาวิชาเอกบริหารธุรกิจ คณะบริหารธุรกิจ มหาวิทยาลัย
กรุงเทพ ขอขอบคุณในความร่วมมือของท่านเป็นอย่างสูง

คำชี้แจง: โปรดทำเครื่องหมาย ✔ ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดในแต่ละข้อ

1. เพศ

☐ 1) ชาย   ☐ 2) หญิง

2. อายุ

☐ 1) ตั้งแต่ 18 ถึง 23 ปี   ☐ 2) 24–29 ปี

☐ 3) 30-39 ปี   ☐ 4) 40-49 ปี

☐ 5) มากกว่า 50 ปี

3. สถานภาพ

☐ 1) โสด   ☐ 2) สมรส   ☐ 3) หย่าร้าง/ หม้าย/ แยกกันอยู่

☐ 4) อื่นๆ...

4. ระดับการศึกษา

☐ 1) ต่ำกว่าปริญญาตรี ☐ 2) ปริญญาตรี

☐ 3) ปริญญาโท ☐ 4) ปริญญาเอก

☐ 5) อื่น ๆ โปรดระบุ...

5. รายได้ต่อเดือน

☐ 1) ต่ำกว่าหรือเท่ากับ 15,000 บาท ☐ 2) 15,001–30,000 บาท

☐ 3) 30,001–50,000 บาท ☐ 4) 50,000-100,000 บาท

☐ 5) 100,001–150,000 บาท ☐ 6) 150,001– 200,000 บาท

☐ 7) 200,001–500,000 บาท ☐ 8) มากกว่า 500,000 บาท

6. อาชีพ

☐ 1) พนักงานรัฐวิสาหกิจ/ รับราชการ ☐ 2) พนักงานบริษัทเอกชน/รับจ้าง

☐ 3) ธุรกิจส่วนตัว/ ค้าขาย ☐ 4) อยู่ในช่วงหางาน

☐ 5) ไม่ประกอบอาชีพ ☐ 6) เกษียณ

☐ 7) นักเรียน/ นักศึกษา

☐ 8) อื่น ๆ โปรดระบุ...

7. ความบ่อยในการเข้าร้านสะดวกซื้อ

☐ 1) บ่อยมาก ☐ 2) บ่อย

☐ 3) ปานกลาง ☐ 4) น้อย

8. คุณชอบซื้อสินค้าประเภทใดจากร้านสะดวกซื้อ

☐ 1) อาหาร ☐ 2) ขนมคบเคี้ยว

☐ 3) เครื่องดื่ม ☐ 4) ของใช้

☐ 5) อื่นๆ โปรดระบุ....... ....

9. จากคำถามข้อ 8 โปรดระบุจำนวนเงินที่คุณใช้จ่ายสำหรับแต่ละกลุ่ม/ หมวดหมู่

☐ 1) น้อยกว่า 100 บาท   ☐ 2) 101-200 บาท

☐ 3) 201-300 บาท   ☐ 4) 301- 400 บาท

☐ 5) 401-500 บาท   ☐ 6) มากกว่า 500 บาท

โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดในแต่ละข้อเพียงข้อละหนึ่งคำตอบและโปรดทำให้ครบทุกข้อ

	ระดับความเห็นด้วย				
	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
ด้านความสะดวกสบาย (Convenience)					
1 ร้านสะดวกซื้อ "A" อยู่ใกล้กับบ้านของฉัน					
2 การจัดวางสินค้าของร้านสะดวกซื้อ "A" ทำให้ฉันสามารถหาสิ่งที่ฉันต้องการได้สะดวก					
3 ร้านสะดวกซื้อ "A" มีชั่วโมงการทำงานที่สะดวกสำหรับฉัน					
4 ขนาดของร้านสะดวกซื้อ "A" ทำให้ฉันสามารถหาทุกอย่างได้อย่างง่ายดาย					
ด้านมนุษยสัมพันธ์ (Interaction with staff)					
1 พนักงานของร้านสะดวกซื้อ "A" ให้ความสนใจและใส่ใจกับฉัน					
2 พนักงานร้านสะดวกซื้อ "A" ยินดีให้ความช่วยเหลือฉันเสมอ					
3 พนักงานร้านสะดวกซื้อ "A" ให้บริการฉันด้วยความรวดเร็ว					
4 พนักงานร้านสะดวกซื้อ "A" มีความสุภาพ					

	ระดับความเห็นด้วย				
	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
ด้านความหลากหลายของผลิตภัณฑ์ (Merchandise Variety and Value)					
1 ร้านสะดวกซื้อ "A" มีผลิตภัณฑ์สินค้าที่มีชื่อเสียงให้เลือก					
2 ร้านสะดวกซื้อ "A" มีผลิตภัณฑ์หลากหลายประเภท					
3 ร้านสะดวกซื้อ "A" มีสินค้าหลากหลายแบรนด์ให้เลือก					
4 ผลิตภัณฑ์ของร้านสะดวกซื้อ "A" ปราศจากข้อบกพร่องและตำหนิ					
ด้านคุณภาพของผลิตภัณฑ์ (Products' Perceived Quality)					
1 ฉันสนใจเกี่ยวกับลักษณะและรูปลักษณ์ของผลิตภัณฑ์ในร้านสะดวกซื้อ "A"					
2 ฉันสนใจเกี่ยวกับรสชาติและกลิ่นของผลิตภัณฑ์ในร้านสะดวกซื้อ "A"					
3 ฉันสนใจเกี่ยวกับความสดใหม่ของผลิตภัณฑ์ในร้านสะดวกซื้อ "A"					
4 เมื่อซื้อสินค้าที่ร้านสะดวกซื้อ "A" ฉันจงใจเลือกสินค้าที่มีสีสันและหีบห่อสวยงาม					
ด้านความพึงพอใจ (Satisfaction)					
1 ฉันพอใจกับบริการต่าง ๆของร้านสะดวกซื้อ "A"					
2 พนักงานร้านสะดวกซื้อ "A" ทำงานได้ดีและสนองกับความต้องการของฉันได้					
3 ประสบการณ์ที่ฉันมีกับร้านสะดวกซื้อ "A" เป็นที่น่าพอใจ					
4 ฉันรู้สึกชื่นชมและพอใจกับความเร็วในการให้บริการของร้านสะดวกซื้อ "A"					

		ระดับความเห็นด้วย				
		มาก ที่สุด (5)	มาก (4)	ปาน กลาง (3)	น้อย (2)	น้อย ที่สุด (1)
ด้านองค์ประกอบโดยรวมของร้านค้า (Store Attributes)						
1	โฆษณาภายในร้านสะดวกซื้อ "A"ดึงดูดใจเป็น อย่างยิ่ง					
2	ร้านสะดวกซื้อ "A" มีความสะอาดและความ สว่างที่ดี					
3	ร้านสะดวกซื้อ "A" มีการตกแต่งร้านที่ เหมือนกัน ซึ่งทำให้ผู้ซื้อสามารถสังเกตได้ง่าย					
4	ฉันซื้อสินค้าจากร้านสะดวกซื้อ "A"เนื่องจาก ทำเลที่สะดวก					
คุณค่าด้านประโยชน์ใช้สอย (Functional Values)						
1	ซื้อสินค้าที่ร้านสะดวกซื้อ "A" สะดวกสำหรับฉัน					
2	ร้านสะดวกซื้อ "A" ให้บริการที่ดีในราคาที่ สมเหตุสมผล					
3	ร้านสะดวกซื้อ "A" มีความโดดเด่นเกี่ยวกับ คุณภาพของสินค้า					
4	ร้านสะดวกซื้อ "A" เสนอสิ่งที่ดี คุ้มค่ากับเงิน ของฉัน					
ด้านโปรโมชั่น (Promotions)						
1	ร้านสะดวกซื้อ "A" เสนอส่วนลดและโปรโมชั่น					
2	สินค้าร้านสะดวกซื้อ "A" มักมีโปรโมชั่นเสมอ					
3	ร้านสะดวกซื้อ "A" เสนอสินค้าราคาพิเศษหรือ โปรโมชั่น ซึ่งฉันไม่สามารถหาได้จากร้านค้า อื่น					
4	ฉันมักได้รับประโยชน์จากร้านสะดวกซื้อ "A" (เช่นรางวัลฟรี,คะแนน, โปรโมชั่นพิเศษ)					

	ระดับความเห็นด้วย				
	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
ด้านความตั้งใจกลับมาซื้อซ้ำ (Repatronage Intentions)					
1 ฉันคิดว่าร้านสะดวกซื้อ "A" เป็นร้านค้าแรกที่ฉันเลือก					
2 ฉันตั้งใจจะซื้อสินค้าที่ร้านสะดวกซื้อ "A" อีกในอนาคต					
3 ฉันมีแนวโน้มจะไปร้านสะดวกซื้อ "A" อีกในอนาคต					
4 ฉันจะยังคงซื้อสินค้าเพิ่มเติมที่ร้านสะดวกซื้อ "A" ในอนาคต					

ขอให้ท่านแนะนำเพิ่มเติมสำหรับปัจจัยเชิงบวกอื่น ๆ ที่มีผลต่อความตั้งใจซื้อสินค้าจากร้านสะดวกซื้อแบรนด์ A

_____

_____

_____

_____

โอกาสนี้ผู้ศึกษาวิจัยขอขอบคุณในความร่วมมือของท่านเป็นอย่างสูง

นางสาว ธัญชนิต เกิดศิลป์

E–Mail: tunchanit.kird@bumail.net
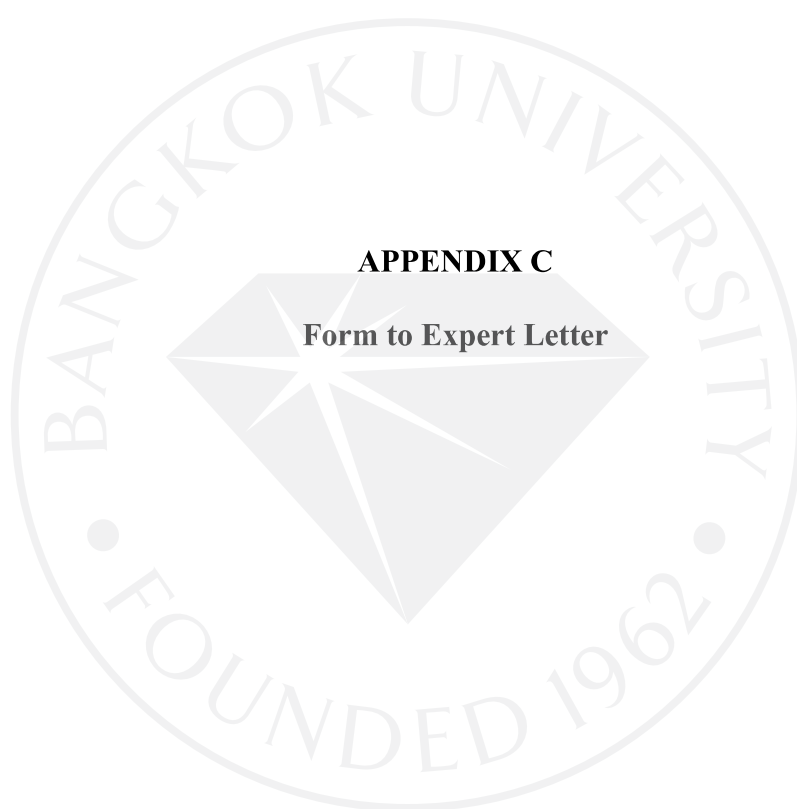
APPENDIX C

Form to Expert Letter

80/382 Soi Phuttha Bucha44, Phuttha Bucha Road,

Bangmod, Thung Khru,Bangkok 10140

E-mail: tunchanit.k@gmail.com

August 4, 2018

Reference: Acceptance to be the Advisor in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To   Dr. Penjira Kanthawongs

        Advisor, Bangkok University

I, Tunchanit Kirdsilpa, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Factors Positively Impacting Repatronage Intentions of "A" Convenient Store's customers in Thungkru District in Bangkok. Due to your expertise in research, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with +1 as **comprehensible**, O as **uncertain**, or -1 as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature..............................   Signature..........................

(Dr. Penjira Kanthawongs)   (Tunchanit Kirdsilpa)
Advisor   Researcher

80/382 Soi Phuttha Bucha 44, Phuttha Bucha Road,

Bangmod, Thung Khru, Bangkok 10140

E-mail: tunchanit.k@gmail.com

December 24, 2017

Reference: Acceptance to be the Advisor in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To   Khun Sutipong Kantain
      General Manager
      7-11, Silom Branch

I, Tunchanit Kirdsilpa, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Factors Positively Impacting Repatronage Intentions of "A" Convenient Store's customers in Thungkru District in Bangkok. Due to your expertise in research, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with **+1** as **comprehensible**, **O** as **uncertain**, or **-1** as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature.   ....   Signature....   ......

(Sutipong Kantain)   (Tunchanit Kirdsilpa)
Expert   Researcher

80/382 Soi Phuttha Bucha 44, Phuttha Bucha Road,

Bangmod, Thung Khru, Bangkok 10140

E-mail: tunchanit.k@gmail.com

December 24, 2017

Reference: Acceptance to be the Advisor in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To   Khun Rattasad Rattano
        General Manager
        7-11, Bangrak Branch

I, Tunchanit Kirdsilpa, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Factors Positively Impacting Repatronage Intentions of "A" Convenient Store's customers in Thungkru District in Bangkok. Due to your expertise in research, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with **+1** as **comprehensible**, **O** as **uncertain**, or **-1** as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature.   Signature.   ……...

        (Rattasad Rattano)   (Tunchanit Kirdsilpa)
            Expert   Researcher

Form to Expert

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
Convenience (CON) (Coelho do Vale, Verga Matos, & Caiado, 2016)	CON1: The store is close to my home or workplace	CON1: "A" convenient store is close to my home.	ร้านสะดวก ซื้อ "A" อยู่ ใกล้กับบ้าน ของฉัน			
	CON2: The layout at this store makes it easy for customers to find what they need	CON2: The layout at "A" convenient store makes it easy for me to find what I need.	การจัดวาง สินค้าของ ร้านสะดวก ซื้อ "A" ทำ ให้ฉัน สามารถหา สิ่งที่ฉัน ต้องการได้ สะดวก			
	CON3: This store has operating hours convenient to all their customers	CON3: "A" convenient store has operating hours convenient for me.	ร้านสะดวก ซื้อ "A" มี ชั่วโมงการ ทำงานที่ สะดวก สำหรับฉัน			
	CON4: The size of this store makes it easy for customers to find everything they need	CON4: The size of "A" convenient store makes it easy for me to find everything I need.	ขนาดของ ร้านสะดวก ซื้อ "A" ทำ ให้ฉัน สามารถหา ทุกอย่างได้ อย่าง ง่ายดาย			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
Interaction with staff (IS) (Terblanche, 2018)	IS1: XYZ's staff give me personal attention	IS1: "A" convenient store's staff gives me personal attention.	พนักงานของร้านสะดวกซื้อ "A" ให้ความสนใจและใส่ใจกับฉัน			
	IS2: XYZ's staff are always willing to help me	IS2: "A" convenient store's staff are always willing to help me.	พนักงานร้านสะดวกซื้อ "A" ยินดีให้ความช่วยเหลือฉันเสมอ			
	IS3: XYZ's staff provide me with prompt service	IS3: "A" convenient store's staff provides me with prompt service.	พนักงานร้านสะดวกซื้อ "A" ให้บริการฉันด้วยความรวดเร็ว			
	IS4: XYZ's staff are courteous	IS4: "A" convenient store's staff are courteous.	พนักงานร้านสะดวกซื้อ "A" มีความสุภาพ			
Merchandise Variety and Value (MV) (Terblanche, 2018)	MV1: XYZ offers a good selection of well- known brands	MV1: "A" convenient store offers a good selection of well- known brands.	ร้านสะดวกซื้อ "A" มีผลิตภัณฑ์สินค้าที่มีชื่อเสียงให้เลือก			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
	MV2: XYZ offers a wide variety of products	MV2: "A" convenient store offers a wide variety of products.	ร้านสะดวกซื้อ "A" มีผลิตภัณฑ์หลากหลายประเภท			
	MV3: XYZ offers a choice of different brand names	MV3: "A" convenient store offers a choice of different brand names.	ร้านสะดวกซื้อ "A" มีสินค้าหลากหลายแบรนด์ให้เลือก			
	MV4: XYZ's products are free from defects and flaws	MV4: "A" convenient store's products are free from defects and flaws.	ผลิตภัณฑ์ของร้านสะดวกซื้อ "A" ปราศจากข้อบกพร่องและตำหนิ			
Products' Perceived Quality (PQ) (Cristina & Jean-Pierre, 2016)	PQ1: Appearance and texture of specialty food products	PQ1: I care about the appearance and texture of products in "A" convenient store.	ฉันสนใจเกี่ยวกับลักษณะและรูปลักษณ์ของผลิตภัณฑ์ในร้านสะดวกซื้อ "A"			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
	PQ2: Taste and flavor of specialty food products	PQ2: I care about taste and flavor of products in "A" convenient store.	ฉันสนใจเกี่ยวกับรสชาติและกลิ่นของผลิตภัณฑ์ในร้านสะดวกซื้อ "A"			
	PQ3: Freshness of specialty food products	PQ3: I care about freshness of products in "A" convenient store.	ฉันสนใจเกี่ยวกับความสดใหม่ของผลิตภัณฑ์ในร้านสะดวกซื้อ "A"			
	PQ4: When shopping, I deliberately choose products with environmentally friendly packaging	PQ4: When shopping at "A" convenient store, I deliberately choose products with colorful packaging.	เมื่อซื้อสินค้าที่ร้านสะดวกซื้อ "A" ฉันจงใจเลือกสินค้าที่มีสีสันและหีบห่อสวยงาม			
Satisfaction (SATIS) (Terblanche, 2018)	SATIS 1: I am very satisfied with the service provided by XYZ	SATIS 1: I am very satisfied with the services provided by "A" convenient store.	ฉันพอใจกับบริการต่างๆ ของร้านสะดวกซื้อ "A"			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
	SATIS 2: XYZ does a good job with the satisfaction of my needs	SATIS 2: Staff at "A" convenient store does a good job with the satisfaction of my needs.	พนักงานร้านสะดวกซื้อ "A" ทำงานได้ดีและสนองกับความต้องการของฉันได้			
	SATIS 3: The experience that I have had with XYZ has been satisfactory	SATIS 3: The experience that I have had with "A" convenient store has been satisfactory.	ประสบการณ์ที่ฉันมีกับร้านสะดวกซื้อ "A" เป็นที่น่าพอใจ			
	SATIS 4: Satisfied with the service at the specialty store	SATIS 4: I feel appreciated and satisfied with the speed of the services in "A" convenient store.	ฉันรู้สึกชื่นชมและพอใจกับความเร็วในการให้บริการของร้านสะดวกซื้อ "A"			
Store Attributes (SA) (Nikhashemi, Tarofder, Gaur, & Haque, 2016)	SA1: Impressive music in the hypermarket	SA1: The advertisement in "A" convenient store is very impressive.	โฆษณาภายในร้านสะดวกซื้อ "A" ดึงดูดใจเป็นอย่างยิ่ง			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
	SA2: Cleanness and freshness	SA2: "A" convenient store is clean and bright.	ร้านสะดวกซื้อ "A" มีความสะอาดและความสว่างที่ดี			
	SA3: I care about the store decoration	SA3: "A" convenient store has consistent store decoration which is easily to observe.	ร้านสะดวกซื้อ "A" มีการตกแต่งร้านที่เหมือนกันซึ่งทำให้ผู้ซื้อสามารถสังเกตได้ง่าย			
	SA4: I purchase my product from those hypermarkets which located in shopping malls	SA4: I purchase products from "A" convenient store because of its convenient location.	ฉันซื้อสินค้าจากร้านสะดวกซื้อ "A" เนื่องจากทำเลที่สะดวก			
Functional Values (FV) (Nikhashemi et al., 2016)	FV1: Is convenient for me	FV1: Shopping at "A" convenient store is convenient for me.	ซื้อสินค้าที่ร้านสะดวกซื้อ "A" สะดวกสำหรับฉัน			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
	FV2: Provides good service at a reasonable price	FV2: "A" convenient store provides good services at reasonable prices.	ร้านสะดวกซื้อ "A" ให้บริการที่ดีในราคาที่สมเหตุสมผล			
	FV3: Is outstanding	FV3: The quality of products in "A" convenient store is outstanding	ร้านสะดวกซื้อ "A" มีความโดดเด่นเกี่ยวกับคุณภาพของสินค้า			
	FV4: Offer good value for money	FV4: "A" convenient store offers good values for my money.	ร้านสะดวกซื้อ "A" เสนอสิ่งที่ดีคุ้มค่ากับเงินของฉัน			
Promotion (PRO)(Coelho do Vale et al., 2016)	PRO1: The store offers a discounts and promotions on a large number of products	PRO1: "A" convenient store offers a discounts and promotions.	ร้านสะดวกซื้อ "A" เสนอส่วนลดและโปรโมชั่น			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
	PRO2: There are always items on promotion	PRO2: "A" convenient store are always items on promotion.	สินค้าร้านสะดวกซื้อ "A" มักมีโปรโมชั่นเสมอ			
	PRO3: The store offers special sales or promotions, that I cannot find in other stores	PRO3: "A" convenient store offers special sales or promotions that I cannot find in other stores.	ร้านสะดวกซื้อ "A" เสนอสินค้าราคาพิเศษหรือโปรโมชั่นซึ่งฉันไม่สามารถหาได้จากร้านค้าอื่น			
	PRO4: I frequently benefit from the advantages offered by the loyalty programs of this store (e.g., free rewards, points, special promotions)	PRO4: I frequently benefit that offered by "A" convenient store. (e.g., free rewards, points, special promotions)	ฉันมักได้รับประโยชน์จากร้านสะดวกซื้อ "A" (เช่น รางวัลฟรี, คะแนน, โปรโมชั่นพิเศษ)			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
Repatronage Intentions (RI)(Terblanche, 2018)	RI1: I consider XYZ as my first choice shop for XXXX	RI1: I consider "A" convenient store as my first choice shop.	ฉันคิดว่าร้านสะดวกซื้อ "A" เป็นร้านค้าแรกที่ฉันเลือก			
	RI2: I intend to shop at XYZ again in the future	RI2: I intend to shop at "A" convenient store again in the future.	ฉันตั้งใจจะซื้อสินค้าที่ร้านสะดวกซื้อ "A" อีกในอนาคต			
	RI3: I am likely to visit XYZ again in the future	RI3: I am likely to visit "A" convenient store again in the future.	ฉันมีแนวโน้มจะไปร้านสะดวกซื้อ "A" อีกในอนาคต			
	RI4: I will continue to shop more at XYZ in future	RI4: I will continue to shop more at "A" convenient store in future.	ฉันจะยังคงซื้อสินค้าเพิ่มเติมที่ร้านสะดวกซื้อ "A" ในอนาคต			

Factors	Original Eng. v.	Adjusting Eng. v.	Adjusted Thai v.	IOC	Comments from the expert	Total points
	RI5: I will recommend this specialty store to relatives and friends	RI5: I will recommend this specialty store to relatives and friends to go to "A" convenient store.	ฉันจะแนะนำร้านสะดวกซื้อ "A" ให้กับญาติและเพื่อนๆ			

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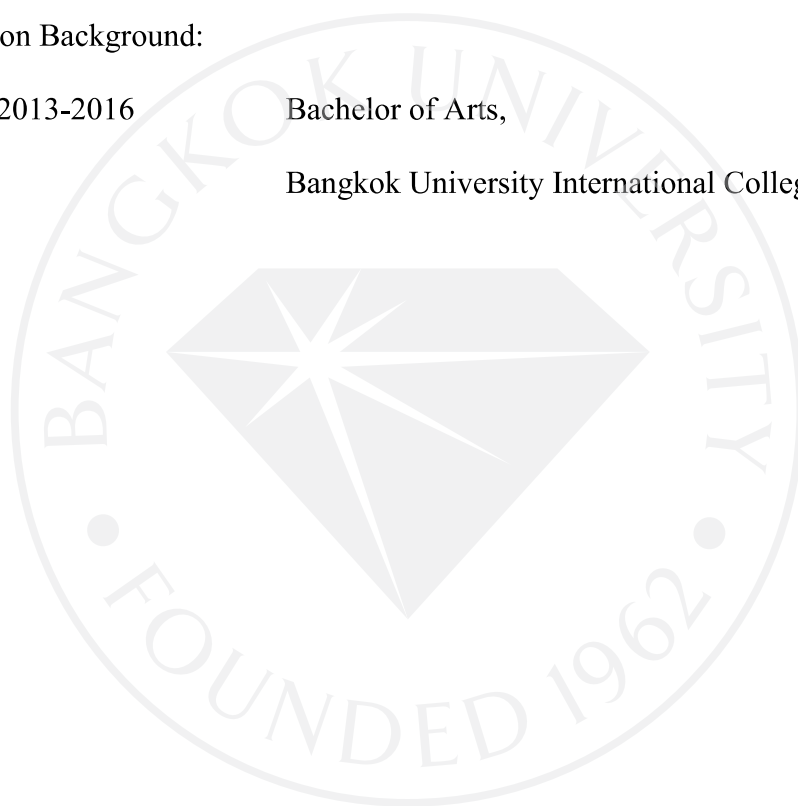# BIODATA

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