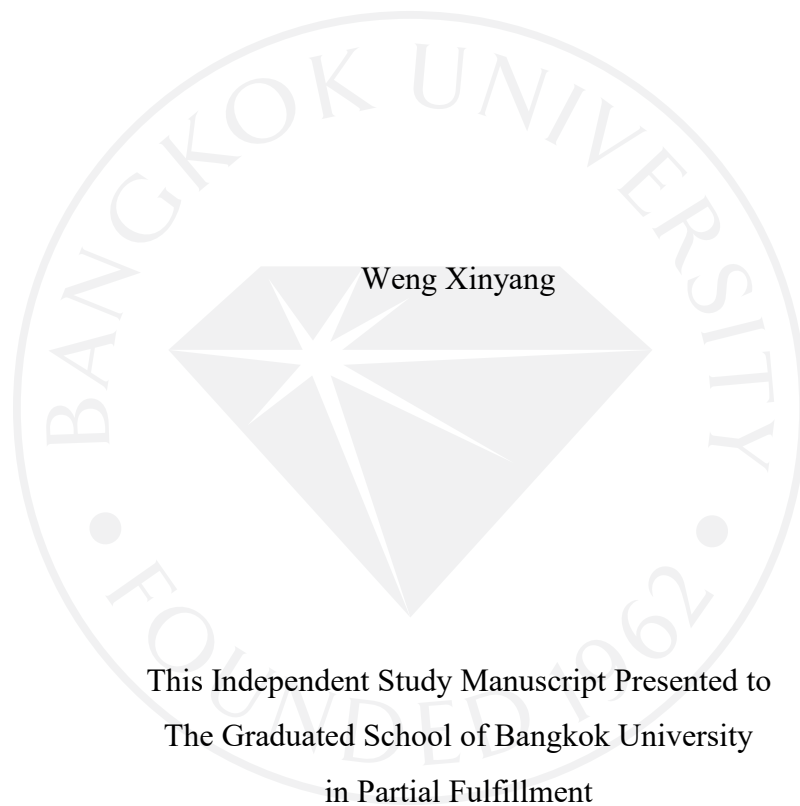


FACTORS POSITIVELY IMPACTING LOYALTY OF WALMART
HYPERMARKET CUSTOMERS IN YUXI CITY IN CHINA



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This Independent Study Manuscript Presented to
The Graduated School of Bangkok University
in Partial Fulfillment
of the Requirements for the Degree
Master of Business Administration



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Weng Xinyang

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**This Independent Study has been approved by
the Graduate School
Bangkok University**

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HYPERMARKET CUSTOMERS IN YUXI CITY IN CHINA

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January 25, 2020

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Factors Positively Impacting Loyalty of Walmart Hypermarket Customers in Yuxi City in China (91 pp.)

Advisor: Penjira Kanthawongs, Ph.D.

ABSTRACT

The purpose of this paper was to examine the independent factors positively impacting the loyalty of Walmart hypermarket customers in Yuxi City in China. Those independent factors were services and fulfillment, price, satisfaction, trust, subjective norms, interaction with staff, merchandise variety and value, and interaction with other customers towards customer loyalty of Walmart hypermarket customers in Yuxi City in China. Total samples of 233 respondents were collected with the survey questionnaire at the hypermarkets located in Yuxi City in China. The researcher found that there were more female respondents than male respondents. Most of respondents were singles at the age between 24-29 with bachelor degrees. Most of them were students and teachers whose monthly income were less than 3000 RMB. They went to the hypermarkets only on special occasions and spent 101 to 200 RMB per week at the hypermarkets. The data sets utilized descriptive statistics and multiple regression analysis. The researcher found that only price ($\beta = 0.286$), interaction with other customers ($\beta = 0.263$), and merchandise variety and value ($\beta = 0.206$), accounted for 65.4% of the positive impact towards the loyalty of Walmart hypermarket consumers in Yuxi City in China with statistical significance at .01.

Keywords: Hypermarket, Customer Loyalty, Customer Satisfaction

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Weng Xinyang

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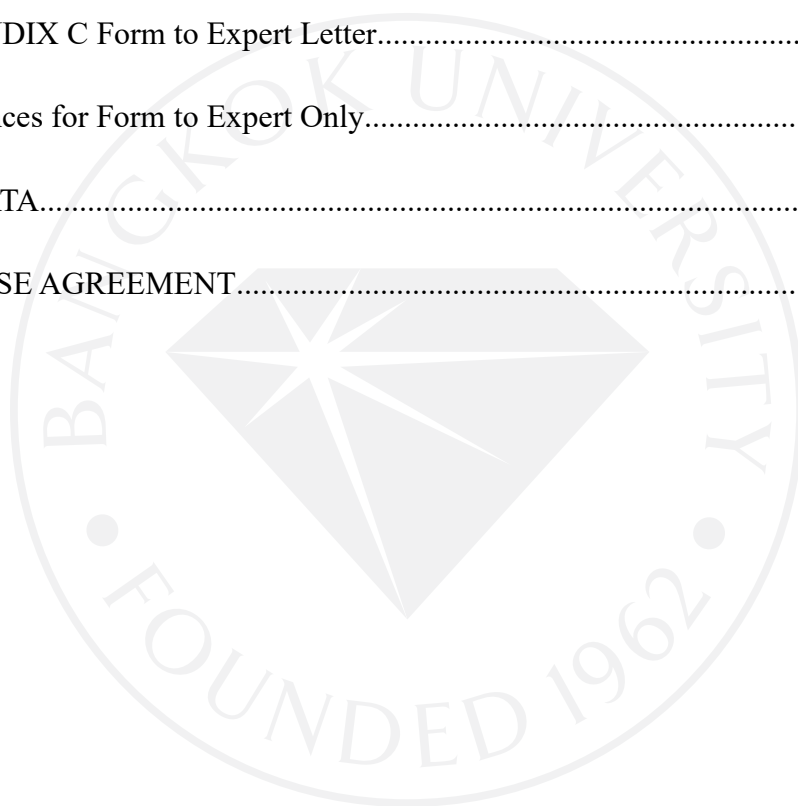
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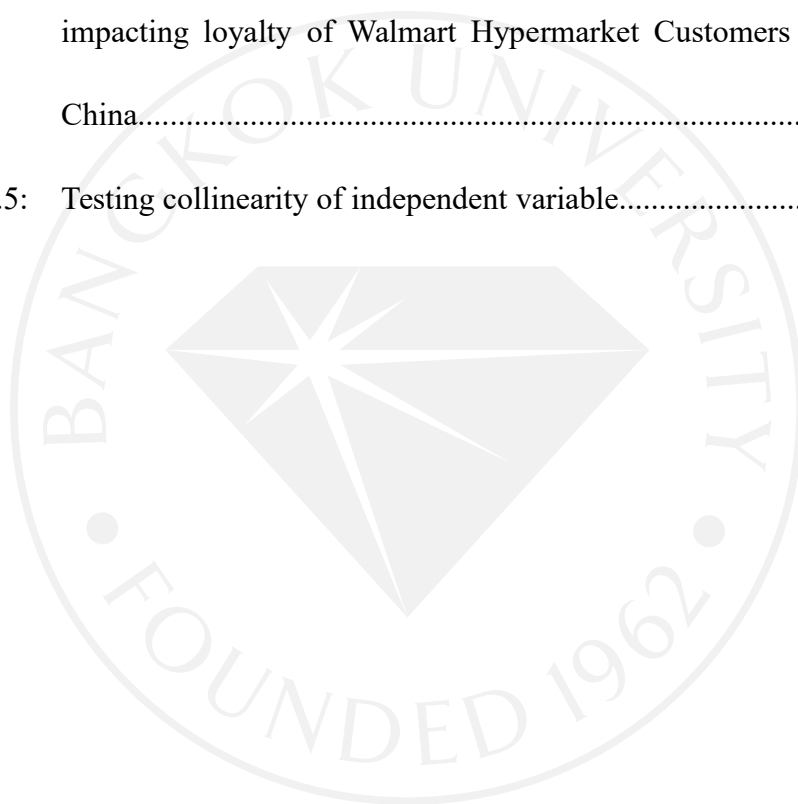


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CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem Statement

With the rapid growth of the world economy, the level of social productivity was improved greatly. The great enrichment of commodities transformed the seller market which was originally dominated by production enterprises into a buyer-driven market. Under this general trend, hypermarket was playing an increasingly important role (Yee, Imm, & Hwa, 2018).

Hypermarket which was developed from a traditional grocery store combined a supermarket and a department store. It focused on the operation of food and household goods, open shelves, and unified settlement. It originated in French in the 1963s. The first hypermarket was named Carrefour. Due to different geographical and economic development levels, the way of operation of hypermarkets was also very different, but the ultimate goal of hypermarkets was to meet the buyer's demand for food and household goods (Pan, 2018).

The main features and advantages of the hypermarket were reflected in four aspects. First, hypermarkets offered low-cost sales which was more competitive than the average retail store in terms of the price, so customers were attracted to consume at the hypermarket and the bulk purchase was promoted. Second, hypermarkets provided various and massive products for consumers, so that they could have sufficient selection opportunities and enjoy convenient “one-stop shopping”. Third, hypermarkets displayed a large amount of merchandise which could stimulate customers’ desire to buy these commodity entities. Fourth, hypermarkets offered the

strict control to the quality of goods and service, so that consumers could buy goods with confidence (Wei, 2007).

The hypermarkets were increasing constantly, which changed the competitive environment in the world. The hypermarkets collaborated with local suppliers in order to satisfy consumers who were more likely to purchase local-made products, and they stimulated customers to contribute their revenue and profit to the economy of the country. Conversely, it increased the pressure of domestic retail enterprises. During the process of expansion, China was also influenced by the hypermarkets (Yee et al., 2018).

With the revolution of the economic system, the development of marketization and the improvement of citizens' living standard, China had become a potential consumer market. All kinds of business institutes and scales increased gradually. Among these business institutes, the hypermarkets were popular with urban consumers because of their unique marketing methods, good shopping environment and the suitability of the modern lifestyle (Fang, 2005). The earliest introduction of hypermarkets in China was in the early 1990s, and it had more than 20 years history of development until now (Pan, 2018). So far, the overall size of hypermarkets in China was expanded (Limiao, 2006). Based on these rapidly expanding, until 2015, the scale of China's hypermarkets gained 2.9 trillion yuan after paying tax, which increased 4.1% compared with last year. It was estimated that hypermarkets would make a profit of 3.3 trillion yuan in 2020 (Tian & Ma, 2017).

Representing the development trend of the world's retail industry, hypermarkets expanded rapidly in China, and some of China's retail industries were affected. However, local hypermarkets boomed during this period, such as China

Resources Vanguard, RT-Mart, etc. (Jing, 2007). Some foreign giant retail firms also seized the opportunity of China's opening consumer market and expanded their Chinese market, which were Procter & Gamble, Unilever, Metro, Tesco, Walmart, and Carrefour (Chuang, Donegan, Ganon, & Wei, 2011). In 1962, Sam Walton founded Walmart and entered the Chinese market in 1996. Walmart hypermarkets development was slow in the first decade. Since Walmart adopted the strategy of large discounts and top values on its products, they successfully attracted a large number of customers in China. All in all, Walmart was committed to achieving the proper balance between quality, classification and price in China (Hunt, Watts, & Bryant, 2018). Until 2018, Walmart opened 434 stores in China when they made efforts to understand Chinese culture and values. And two centers which were located in China accounted for about 70 percent of Walmart's worldwide purchases (Hunt et al., 2018). Walmart's total sales increased by 4.3% in 2018 in China, which was looking forward to cooperating with JingDong Online shopping mall. Walmart's one-hour delivery service was expanded to more than 230 stores nationwide (2018). At the same time, Carrefour had 259 stores in China and gained investment from Tencent and Yonghui Superstores, which was a powerful competitor for Walmart.

Yuxi was a city located in Yunnan Province in China, whose GDP in 2017 was 141.51 billion, increased by 9.3%. The total retail sales of consumer goods reached 22.32 billion yuan, increased by 12%. From the perspective of consumption patterns, catering revenue reached 4.24 billion yuan, which went up 11.9%; commodity retail sales reached 18.08 billion yuan, which went up 12.0% during January to August in 2018. As for the population, it had 23.81 million population, increased 0.25%, and the income of urban and rural residents increased and the quality of life improved. In

2017, the average salary of employees in the city increased by 16.8%, and the per capita disposable income of urban residents increased by 8.4%; the per capita disposable income of urban permanent residents (Hongta District) increased by 8.1%. The per capita disposable income of rural permanent residents increased by 9.1% (YuXi Government, 2018).

With the development of economy, the operation of Walmart in China now not only included retail goods, but also clothing, home appliances, daily necessities, and so on. It also presented the diversified merchandise sales chain and sales model. It was considered as No. 1 in the top 500 Fortune companies all over the world in 2018 (Sina Finance, 2018). Carrefour, the first large hypermarket established in France, entered China in 1995 and adopted an internationally advanced hypermarket management model. It was committed to providing affordable and high-quality goods and services to all sectors of society. It was favored and affirmed by consumers. Today, Carrefour successfully entered more than 20 cities in China. It was regarded as one of the “most influential companies in China” by the Chinese media. Tesco, the third-largest retailer in the world measured by gross revenues and ninth-largest retailer in the world measured by revenues, also expanded its hypermarkets in the Chinese market (2017).

Why were three highly competitive hypermarkets able to take the lead position in China's retail industry and gain huge profits? The table 1.1 below showed the SWOT analysis of three hypermarkets, revealing their core advantages, competitive strategies and market positioning, and their potential competitors and external opportunities, which also helped researchers become more familiar with the hypermarkets.

Table 1.1: Walmart, Carrefour and Tesco SWOT Analysis

	Walmart	Carrefour	Tesco
Strengths	<p>1. Walmart was one of the largest retailers in the world and it was known in the Chinese market.</p> <p>2. Walmart had good channels for sales in China.</p> <p>3. Walmart offered a broad assortment of products at a competitive price to its customers.</p> <p>4. Walmart's supply chain had high efficiency because of advanced technologies for monitoring and controlling the movement of products from suppliers to its stores.</p>	<p>1. Carrefour provided consumers with various products in daily life at a low price, excellent customer service and a comfortable shopping environment.</p> <p>2. It was committed to local management.</p> <p>3. Carrefour offered green products and organic foods together with farmers from all over the world, and fully considered environmental factors in terms of product design, packaging, logistics, and others.</p>	<p>1. Tesco had won numerous awards for its retail excellence, customer service, and overall shopping experience.</p> <p>2. It had considerable brand equity for its name with global recognition and was respected for what it stands for in terms of quality, selection, and service.</p> <p>3. Its various store formats appealed to local and cultural needs, which offered Tesco a more personalized service experience.</p>

(Continued)

Table 1.1 (Continued): Walmart, Carrefour and Tesco SWOT Analysis

	Walmart	Carrefour	Tesco
Strengths	<p>5. Walmart had invested in building a strong brand portfolio.</p> <p>6. Walmart had an advantage in labor costs.</p>		<p>4. It improved the use of technology throughout its operations, which created greater cost efficiencies and enhanced service experiences.</p>
Weaknesses	<p>1. Walmart had been mired in various legal controversies.</p> <p>2. Walmart wasn't not very good at forecasting of product demand, which resulted in higher missing rate of good opportunities.</p> <p>3. Walmart's business model was easy to be copied.</p>	<p>1. Most of Carrefours' shops were not in prime locations, with less passenger traffic and higher fixed costs.</p> <p>2. Carrefours' price advantage was not obvious.</p>	<p>1. Competitive pressures led to price wars that affected some of retailer's profit margin.</p> <p>2. Tesco was highly relying on the UK and Europe for their sales and had not spent much time and resources in developing Chinese markets.</p>

(Continued)

Table 1.1 (Continued): Walmart, Carrefour and Tesco SWOT Analysis

	Walmart	Carrefour	Tesco
Opportunities	<p>1. China still had great development potential, and Walmart was more famous in the Chinese market.</p> <p>2. The new technologies provided an opportunity for Walmart to practice.</p>	<p>1. Marketing channels were gradually improving.</p> <p>2. China's economy was constantly developing and purchasing power was increasing.</p>	<p>1. There was a significant chance to grow online shopping for Tesco as well as offering its home delivery service to more areas.</p> <p>2. The hypermarket had more opportunities to form a strategic alliance with famous brands and companies, so it could be offered more products.</p>
Threats	<p>1. It was a challenge to change consumers' buying behavior from online channel to the existing physical infrastructure.</p>	<p>1. Many foreign retailers occupied a considerable market share, so the fierce competition made Carrefour face the threat of losing customers.</p>	<p>1. Economic recessions and credit crunches threatened market share and profitability in areas around the world, and it also reduced the purchasing power.</p>

(Continued)

Table 1.1 (Continued): Walmart, Carrefour and Tesco SWOT Analysis

	Walmart	Carrefour	Tesco
Threats	2. Imitation of the counterfeit and low-quality products also threatened Walmart's products, especially in the emerging markets and low-income markets.	2. Suppliers reduced the quality of their products in order to maintain their original profits.	2. The increasing salaries and benefits around the world put much pressure on Tesco's pricing strategy.

Source:

Dujuan, X. (2013). Swot Analysis of Walmart. Retrieved from
<https://wenku.baidu.com/view/b57ab96dddccda38376baf62.html>

Jurevicius, O. (2018). SWOT Analysis of Walmart. Retrieved from
<https://www.strategicmanagementinsight.com/swot-analyses/walmart-swot-analysis.html>

MarketLine. (2014). Wal-Mart Stores, Inc. SWOT analysis. Retrieved from
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SWOT analysis of TESCO. (2018). Retrieved from
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<https://wenku.baidu.com/view/f77d987a1711cc7931b7166b.html>

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<http://fernfortuniversity.com/term-papers/swot/1433/1-walmart.php>

Furthermore, according to the previous research of customer shopping experience at the hypermarket, it showed that merchandise assortment, interaction with staff and the internal shop environment and customers' in-shop emotions had a strong positive and significant relationship with cumulative customer satisfaction (Terblanche, 2018). The result of this finding showed that if knowledgeable and skilled staff helped customers a lot, customers would have positive emotion, then they would be satisfied and spent much money. Besides, they were eager to choose a great variety of products. It was one of the important factors affected customers' emotions and satisfaction. The unique environment of the internal shop also played an indispensable position. Therefore, hypermarkets needed to focus on the improvement of staff, environment and merchandise variety (Terblanche, 2018).

Another previous study examined the relationship between price, promotion, service, satisfaction and trust on customers' online supermarket purchase experiences. The result of this finding showed service and fulfillment, price and trust had effects on customers' online shopping behavior. It suggested that vendor needed to pay much attention to improve the service, set a competitive price and increase customer's trust in order to keep them purchase repeatedly (Moriuchi & Takahashi, 2018).

Moreover, the previous study revealed the relationship between customers' trust, satisfaction and loyalty in the grocery store. The result showed that customer satisfaction was proved to be a major predictor of customer trust and loyalty.

Customer satisfaction had a positive impact on customer trust and customer loyalty, and had an indirect impact on customer loyalty through trust. The relationship between satisfaction and loyalty was found to be stronger. Hence, grocery retailers needed to identify innovative strategies that differentiated them from their competitors and increased fair rewards for the most profitable customers to increase their satisfaction, trust and loyalty (Filipe, Marques, & Salgueiro, 2017).

1.2 Objectives of Study

The objective of this research was to study factors positively impacting loyalty of Walmart hypermarket customers in Yuxi City in China. Those positive factors were: services and fulfillment, price, satisfaction, trust, subjective norms, interaction with staff, merchandise variety and value, interaction with other customers towards consumers' loyalty. And this research was to extend the theories on factors positively impacting consumers' loyalty to shop at Walmart.

1.3 Contribution of Study

1.3.1 The results of this research provided benefits for hypermarkets in predicting the related factors of consumers' loyalty to Walmart shopping, in terms of potential new markets, strategy improvement or investment decision.

1.3.2 This research expanded the information on how services and fulfillment, price, satisfaction, trust, subjective norms, interaction with staff, merchandise variety and value, interaction with other customers affect customer loyalty to shop at Walmart. The results of the study will be useful for future research.

CHAPTER 2

LITERATURE REVIEW

2.1 Related Theories and Previous Studies

2.1.1 Service and fulfillment (SF) referred to the consumer's evaluation for the level of superiority of the service (Huang, 2018), and it meant the usefulness of service representatives (Moriuchi & Takahashi, 2018). One research revealed that service and fulfillment were measured on a four-item scale that included the following: the reliability of the delivery service, convenience, product availability, and post-purchase services. Another study revealed that the service and fulfillment was a forecast indicator of customer loyalty (Rahman & Khan, 2014), and it also had a positive correlation with customer loyalty (Huang, 2018). Excellent service and fulfillment could ensure and strengthen the relationship between service completion and customer loyalty. This criterion was also applied to the hypermarket industry (Berry, Seiders, & Grewal, 2002).

2.1.2 Price (P) was the cornerstone of the overall store product (Diallo, Coutelle-Brillet, Rivière, & Zielke, 2015). Especially in the hypermarket products, price had a stronger impact on consumers (Diallo et al., 2015). Numerous studies also investigated the relationship between customer loyalty and price. A research indicated that consumers showed a higher level of price tolerance if they paid for his economic indicators of excess loyalty. In other words, consumer loyalty was based on the difference between the consumer's willingness to spend on the product and the market price (Moriuchi & Takahashi, 2018). Meanwhile, Wieseke, Alavi, and Habel (2014) also mentioned that customer loyalty was influenced by price.

2.1.3 Satisfaction (ST) referred to a summary of cognitive and emotional responses to service events or long-term service relationships (Kitapci, Taylan Dortyol, Yaman, & Gulmez, 2013). There are some expectations for a product or service from every consumer. However, consumers would not be satisfied if their expectations weren't met in a positive way. They also identified that dissatisfied customers complained more and repurchased less, and they even discontinued their subsequent purchases at the hypermarket (Kitapci et al., 2013). Storbacka, Strandvik, and Grönroos (1994) mentioned that customer satisfaction to the hypermarket influenced customers' future behavior, then accordingly customer loyalty was affected. At the same time, customer satisfaction (and value) was found to be an important determinant of loyalty (Kitapci et al., 2013). Filipe et al. (2017) pointed out that it was necessary to first gain satisfaction from consumers in order to subsequently win consumer loyalty. Meanwhile, Martínez and Rodríguez del Bosque (2013) showed that customer loyalty was directly affected by customer satisfaction.

2.1.4 Trust (TR) meant that customers believed their long-term interests would be provided by salespeople (Filipe et al., 2017). It also referred to a belief that partner's words or commitments were reliable and one party would fulfill the obligations in the relationship (Mishra, Sinha, & Koul, 2017). A study showed that trust could directly or indirectly make an overall assessment that how trust affected relevant behavioral intentions. Through his research, he found that the trust, integrity and credibility of hypermarkets affected customer loyalty (Moriuchi & Takahashi, 2018). According to Ganesan (1994), trust played a key role in determining the long-term positioning of buyers and their suppliers. In addition, another researcher pointed out that mutual trust was critical to the success and failure of relationships

between organizations (Filipe et al., 2017). Lombart and Louis (2014) demonstrated the mediating role of trust in customer loyalty at large hypermarkets.

2.1.5 Subjective norms (SN) referred to “the perceived social forces that achieve a particular behavior” (Al-Swidi, Mohammed Rafiul Huque, Haroon Hafeez, & Noor Mohd Shariff, 2014). It meant an individual's perception of the social response to an executed or unexecuted operation. In other words, it referred to a person who felt that if someone did something, or did not do something, people around him would think of this person (Joshi & Rahman, 2017). A study also discussed that subjective norms revealed the beliefs of individuals as to how they would be treated by their reference group if they performed certain behaviors (Al-Swidi et al., 2014). Past researches showed that loyalty was significantly related to subjective norms. One study mentioned that there was an important causal path of subjective norms and attitudes that led to customer loyalty (Joshi & Rahman, 2017). At the same time, another study also mentioned that subjective norm was considered to influence customer loyalty independently (Joshi & Rahman, 2017). Subjective norms also had a positive impact on consumers’ hypermarket buying behavior (Chan & Lau, 2000). Some studies also revealed a close relationship between subjective norms and consumer loyalty (Bamberg, 2003).

2.1.6 Interaction with staff (IWF) meant that someone talked to and socialized with staff when they were shopping. Retail stores provided a chance of human interactions. In order to reduce the feeling of boredom and loneliness, some consumers preferred to talk and socialize with staff when they were shopping and looked for a special social experience. Therefore, the desire for interpersonal interaction with staff might lead some shoppers into the stores where they found the

staff were friendly and communicative (Pan & Zinkhan, 2006).

The interaction with staff was found to affect customer loyalty (Brown & Lam, 2008). According to Terblanche (2018), customer loyalty was often influenced by the quality of interpersonal interaction between the customer and the employee. When the relationship between employees and customers became better, the employee responsiveness was improved and customer loyalty was increased (Menon & Dubé, 2000). In their research on hypermarket customers, Terblanche (2018) determined that employee assistance was another important factor when customers were loyal to the environment of the hypermarket. One study proposed interpersonal relationships between customers and employees was the key to customer loyalty at a hypermarket environment (Puccinelli et al., 2009). Therefore, this research investigated the interaction with staff as a factor that affected on customer loyalty.

2.1.7 Merchandise variety and value (MV) meant that the retailers displayed a large amount of options for customers to choose (Terblanche, 2018). One research showed that it was a challenge for hypermarkets to offer products balanced with the variety, quality and service that customers expected. Besides, it's found that such cognitive factors as merchandise variety and value led to positive customer behavior, such as spending more money and time than planned at the hypermarket, etc., and it was easier to build the customer loyalty (Donovan, Rossiter, Marcoolyn, & Nesdale, 1994). A study mentioned that retailers should ensure that they have all information about customer preferences and their capabilities to meet customer needs in order to maximize customer loyalty and provide enough categories which could meet consumers first choice (Mantrala et al., 2009). Pan and Zinkhan (2006) confirmed that when consumers had to choose a specific retailer, the merchandise variety and value

was the first factor to be considered. Terblanche (2018) presented that consumer loyalty towards shopping was positively related to the types of goods. Marques, Cardoso, and Palma (2013) determined that the various products offered by the store became the most important factor affecting customer loyalty. In turn, customer loyalty was a prerequisite for a positive in-store shopping experience.

2.1.8 Interaction with other customers (PI) indicated an integral part of business communication, and it was an integral part of consumer behavior (Mainela & Ulkuniemi, 2013). Hypermarket products and increasing types of services (such as gourmet counters, take-away meals, sushi counters and local and imported wines) were methods that might lead to more interaction with other customers (Terblanche, 2018). The exchange of social values also required personal presence and interaction, which might affect the loyalty of consumers on both sides (Terblanche, 2018). Pons, Giroux, Mourali, and Zins (2016) mentioned that other customers might contribute to a pleasant experience. And in some cases, the crowd could also activate a positive experience for the customer and bring positive returns to the business in the process. Brocato, Voorhees, and Baker (2012) showed that it's important to investigate to the impact of interaction with other customers, which could determine its impact on evaluating the in-store shopping experience of their customers. The in-store customer shopping experience was primarily a social activity and might be widely influenced by the in-store interaction with other customers. Another study mentioned that interaction with other customers had a significant impact on customer loyalty and service perception (Terblanche, 2018). Pan and Zinkhan (2006) showed that when customers gained satisfaction from the negotiation with salespeople and relationships with other shoppers, they became loyalty customer. Hence, this research selected the

interaction with other customers as a factor that influenced customer loyalty.

2.1.9 Loyalty (LY) was a promise to repurchase preferred products or services consistently in the future (Sivapalan & Jebarajakirthy, 2017). Filipe et al. (2017) showed that loyalty had a positive impact on purchase behavior. Moreover, loyal customers were regarded as the source for a company's sustainable competitive advantage (Sivapalan & Jebarajakirthy, 2017). In order to keep customer loyalty, retailers needed to provide loyalty rewards for customers, such as discounts, points exchanged for company-related products or services (Filipe et al., 2017). This study focused on these factors and investigated the influence of services and fulfillment, price, satisfaction, trust, subjective norms, interaction with staff, merchandise variety and value, interaction with other customers towards consumers' loyalty.

Understanding customer loyalty was useful for the retail industry to meet future demands and customer behavior, ultimately profitability would be improved.

Kampitayakul and Kanthawongs (2014) studied on the influence of factors affecting marketing image, perceived quality, fashion consciousness and brand reputation toward brand loyalty of imported brand shoppers of brand A in Bangkok. The data was gathered from 335 questionnaires, and all of them were analysed by using hypothesis testing based on Multiple Regression Analysis. The results revealed that most of the respondents were female, aged between 24-29 years old, had Bachelor degrees, worked in private companies in Thailand with the average income of between 15,000-25,000 baht. For the hypothesis testing result, the best power predictors toward brand loyalty were brand reputation, perceived quality, and marketing image at a significant level of .05.

Jiraudomruttana and Kanthawongs (2016) studied on positive influence of

performance expectancy, effort expectancy, perceived credibility, facilitating conditions, awareness, resistance to change, and perceived number of users towards intention to use mobile banking of consumers in Bangkok. The data was collected by 300 questionnaires from teenagers, working and retirement people in Bangkok from December 2015 to January 2016. The data was also analyzed by using Pearson Correlation Coefficient and Multiple Regression Analysis. Most of respondents were both equal for male and female, aged 21-30 years old, were single, had Bachelor degrees, worked as private employees with the range of income of 10,001-20,000 baht per month. They knew about mobile banking from the suggestion of bankers, and they used mobile banking via their smart phones not over two times per week and not over 1,000 baht per transaction. The results were shown that perceived compatibility, resistance of change, performance expectancy, facilitating conditions, and perceived number of users had positively affected to the intention to use mobile banking at 0.1 level of signification.

2.2 Hypothesis

2.2.1 There was a positive relationship between services and fulfillment and customer loyalty.

2.2.2 There was a positive relationship between price and customer loyalty.

2.2.3 There was a positive relationship between satisfaction and customer loyalty.

2.2.4 There was a positive relationship between trust and customer loyalty.

2.2.5 There was a positive relationship between subjective norms and customer loyalty.

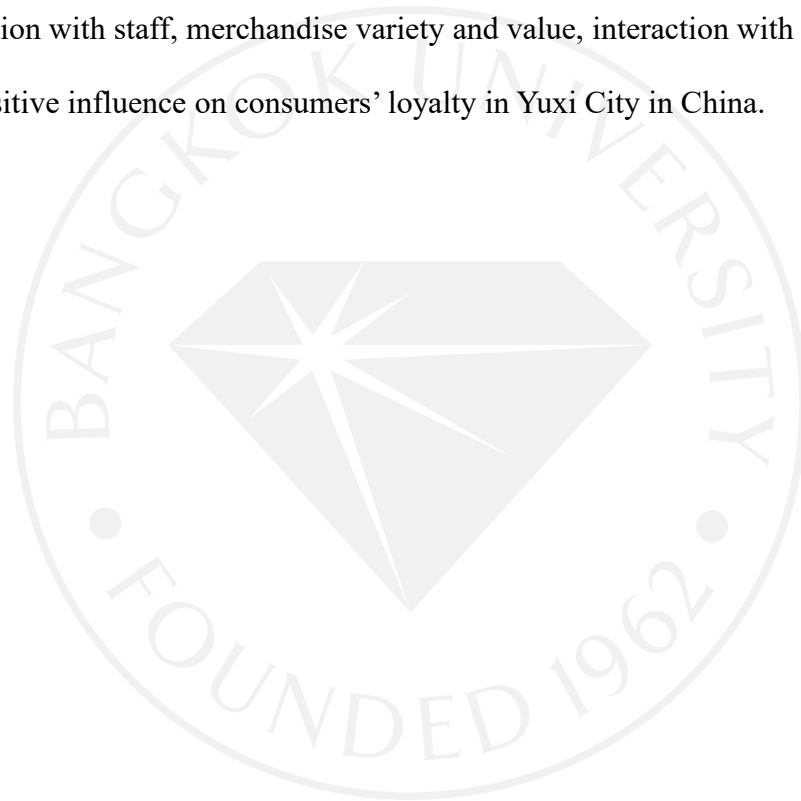
2.2.6 There was a positive relationship between interaction with staff and

customer loyalty.

2.2.7 There was a positive relationship between merchandise variety and value and customer loyalty.

2.2.8 There was a positive relationship between interaction with other customers and customer loyalty.

2.2.9 Services and fulfillment, price, satisfaction, trust, subjective norms, interaction with staff, merchandise variety and value, interaction with other customers had positive influence on consumers' loyalty in Yuxi City in China.



2.3 Conceptual Framework

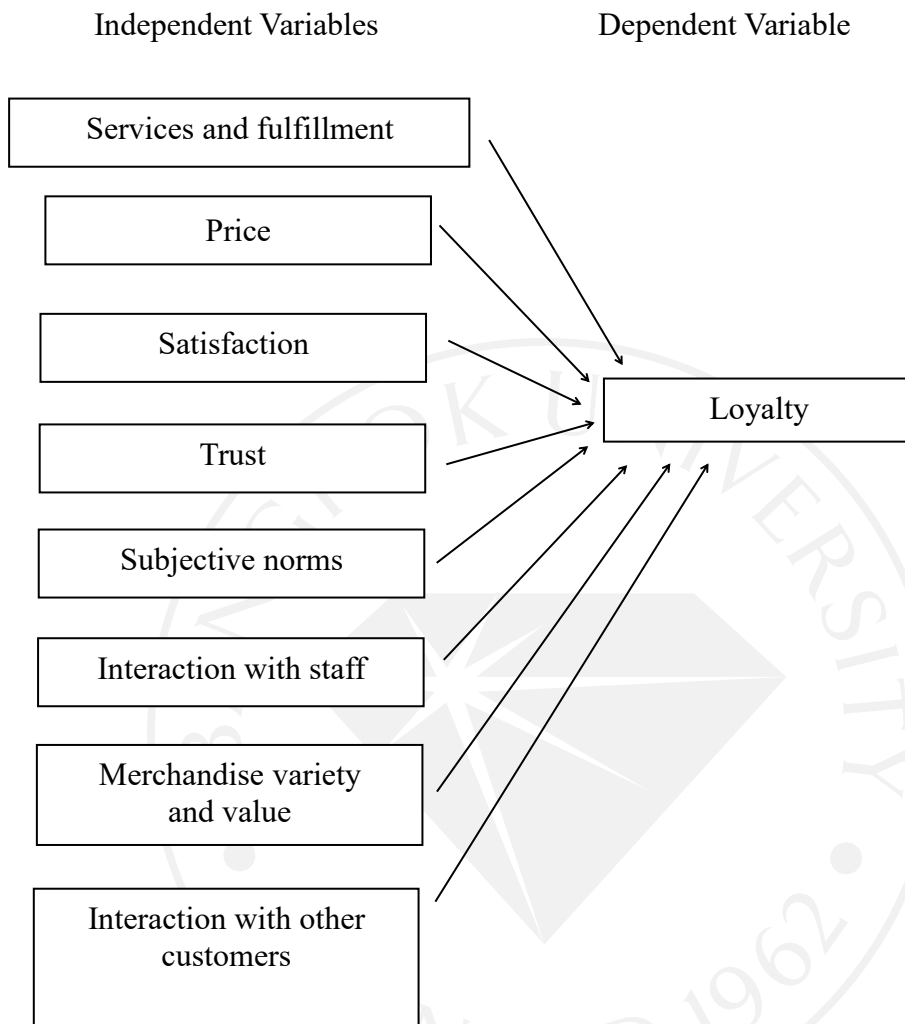


Figure 2.1: Theoretical framework for Customer Loyalty

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

This research objective was to explore factors positively impacting loyalty of Walmart hypermarket customers in Yuxi City in China. 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

In this independent study, the researcher focused on populations who went shopping at the hypermarket of all ages and genders, and then they conducted survey questionnaires to Walmart hypermarket located in Yuxi city, Yunnan Province, China. Many evidences showed that Yuxi City was defined as a developing city in China. The total population in Yuxi City was estimated around 2.5 million (2019). Besides, many markets were in these areas, so it was rather convenience for Yuxi citizens to consume. However, the total consumers of Yuxi's Walmart were unknown, Hence, the estimated population should be taken from an infinite population.

The target population in this research was the customers of hypermarkets who were working around Absolute Center, Meijiahua Plaza, and Fenghuang Road in Yuxi city, Yunnan Province. Absolute Center in the center of Yuxi city, there were many companies located, as well as the most customers worked nearby, more than 12,600 customers here per day (Winshangdata.Com, 2019a). Meijiahua Plaza in Yuxi city, had 10, 300 shoppers per day, most of them were working and living near Meijiahua

Plaza (Winshangdata.Com, 2019b), Fenghuang Road, it was located in the southeast of Yuxi's city center. As the political, economic, and cultural center of Yuxi, it also was a busy area with many customers (Baike.baidu.Com, 2019). These three areas were full of customers who were living and working nearby, as the target population of this research.

The researcher used G*power version 3.1.9.2 to calculate sample size from 40 pilot questionnaires. G*power version 3.1.9.2 was created by Faul, Erdfelder, Buchner, and Lang (2009) from the concepts of Cohen (1977) and approved by Wiratchai (2012) with the Power ($1-\beta$) of 0.82, Alpha (α) of 0.18, Number of Test Predictor of 8, Effect Size of 0.04613453 (Calculated by Partial R^2 of 0.0441). Based on the result of G*power calculation, it indicated that the minimum number of the total sample size was 231 (Cohen, 1977). Hence, 233 sets of the questionnaire in total would be collected from participants.

Sample respondents were selected by using Convenience Sampling method. Convenience sampling (also known as availability sampling) was a specific type of non-probability sampling method relying on data collection from population members who were conveniently available to participate in study. Convenience sampling method could be applied by stopping random people on at the target areas and asking questionnaire questions (Research-Methodology.Net, 2019).

The questionnaires were dispensed and collected at business districts, especially at offices where the most customers of hypermarkets who were working and living around Absolute Center, Meijiahua Plaza, and Fenghuang Road in Yuxi city, Yunnan Province.

All the questionnaire surveys were filled during 7 April 2018 and 1 May 2018.

The target population in this research was customers who went shopping at the hypermarket of all ages and genders. During the questionnaire collection process, 40 questionnaires were collected at the business districts, 193 questionnaires were collected online. Thus, more than 231 sets was qualified, then, the total of 233 sets of the usable survey questionnaire were collected.

3.3 Research Instrument and Content Validity

This research adopted a questionnaire as the instrument to examine and degree responses related to the research theories of which, were services and fulfillment, price, satisfaction, trust, subjective norms, interaction with staff, merchandise variety and value, interaction with other customers and customer loyalty. As for the drafting and construction of the instrument, and the finalized statement items utilized to realize the construction of each investigated variable, most of these variables came from relevant literature, previous studies and market survey institutions, and the necessary adjustments were made. All items can be found in the questionnaires that attached in Appendix B (Chinese version) and Appendix A (English version).

The questionnaire therefore written in English and Chinese vision since the targeted participants lived in China, and was printed in simple Chinese characters for gathering data from Yuxi city for the survey. A researcher and lecturer from School of Business Administration, Bangkok University, who serves as a guide in the selected variables and prepares a questionnaire before first approval.

In addition, to ensure the validity of the questionnaire, two experts dedicated to the hypermarket industry, Miss Meng Wenjie, General Manager of Walmart Hypermarket, and Miss Li YuHua, General Manager of BaiXin Hypermarket. They were asked to make suggestions on the content of the development questionnaire to

conduct further research that was suitable, intelligible and precise from their business point of views. Then, questionnaire items were modified and finalized according to the suggestions of experts and the guidance of consultants plus the advisor's guidance.

On account of those instruments mentioned above, the researcher created the questionnaire form with the related principles that could be divided into three parts with total fifty-four questions.

Part 1 There were 12 questions. 6 closed-ended response questions were about demographic and general information, such as gender, age, status, level of education, monthly income and professional status. Another 6 questions were about respondent's consumer behavior at the hypermarket. e.g., which period of waiting times for a checkout can you stand? what kind of products will you purchase? (You can select more than one choice); how often do you go to the hypermarket for consumption? What is your favorable hypermarket? (You can select more than one choice)

Part 2 Closed-ended response questions about "Factors Affecting Loyalty of Walmart Hypermarket Customers in Yuxi City in China". The purpose was to gain the attitude toward questions of each variable consisted of:

Services and fulfillment	4 Questions
Price	4 Questions
Satisfaction	5 Questions
Trust	5 Questions
Subjective norms	4 Questions
Interaction with staff	5 Questions

Merchandise variety and value	5 Questions
Interaction with other customers	4 Questions
Loyalty	5 Questions

The researcher adopted a five-point scales ranking from 1 (lowest agreeable level) to 5 (highest agreeable level) which called interval scale to evaluate this part.

Part 3 The third part included open-ended response question, which could be filled by respondents and given suggestions. These suggestions might influence consumer loyalty when they were shopping at the hypermarket.

3.4 Testing Research Instrument

The testing research instrument examined the validity and reliability of each question in the questionnaire in order to ensure that the questionnaire is appropriated to support this research by asking for 3 experts to check and verify through using an Index of item-Objective Congruence: IOC. After receiving many recommendations from experts and then revising the questionnaires, the researcher then collected 40 pilots testing of questionnaires and utilized by computing the Cronbach's Alpha Coefficient for each factor. The Cronbach's Alpha Coefficient of services and fulfillment equaled to 0.801, price equaled to 0.828, satisfaction equaled to 846, trust equaled to 0.803, subjective norms equaled to 0.835, interaction with staff equaled to 0.805, merchandise variety and value equaled to 0.807, interaction with other customers equaled to 0.883, and customer loyalty equaled to 0.854. All the result value should exceed 0.65 (Coefficient Correlations) recommended by Craig and Moores (2006), variables are reliable at this condition.

And all of the questions were kept based on the Cronbach's Alpha Coefficient result.

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

Questionnaire	n = 40	n = 233
Variable Factor		
Services and fulfillment (SF)	.801	.829
Price (P)	.828	.894
Satisfaction (ST)	.846	.893
Trust (TR)	.803	.904
Subjective norms (SN)	.835	.906
Interaction with staff (IWF)	.805	.918
Merchandise variety and value (MV)	.807	.818
Interaction with other customers (PI)	.883	.896
Independent Factor		
Loyalty (LY)	.854	.912

From this research, factor analysis was conducted based on these following factors: services and fulfillment (SF), price (P), satisfaction (ST), trust (TR), subjective norms (SN), interaction with staff (IWF), merchandise variety and value (MV), interaction with other customers (PI) and loyalty (LY) at n = 233.

The researcher used factor analysis technique to analyze questions in order to construct the validity and reliable component of the questions for each factor. However, the result of factor loading value should exceed 0.3 to ensure the reliable component of questions (Kline, 2014).

Table 3.2: Factors Positively Impacting Loyalty of Walmart Hypermarket Customers
in Yuxi City in China at n = 233

	SF	P	ST	TR	SN	IWF	MV	PI	LY
SF1	0.756								
SF2	0.759								
SF3	0.867								
SF4	0.872								
P1		0.871							
P2		0.864							
P3		0.876							
P4		0.876							
ST1			0.867						
ST2			0.819						
ST3			0.881						
ST4			0.853						
ST5			0.814						
TR1				0.831					
TR2				0.843					
TR3				0.882					
TR4				0.878					
TR5				0.821					
SN1					0.895				
SN2					0.869				

(Continued)

3.5 Statistics for Data Analysis

The researcher used statistical analysis software named SPSS version 23 to analyze the questionnaire data with statistically significant level of .01.

Descriptive statistics analysis including demographic, general information and respondent's exercise behavior were analyzed by using Frequency and Percentage; whereas the scale ranking as services and fulfillment, price, satisfaction, trust, subjective norms, interaction with staff, merchandise variety and value, interaction with other customers 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 loyalty of Walmart hypermarket customers in Yuxi City in China. Using the survey questionnaire, researcher collected data from 233 respondents, and then used SPSS version 23 to analyze data. The Cronbach's Alpha Coefficient of each factor was computed which had the result value between 0.801-0.918 as shown in table 3.1, indicating that all alpha coefficient passed the suggested level of higher than 0.65 of Nunnally (1975) and was proved to be reliable.

4.1 Summary of Demographic Data

Among 233 respondents, male respondents accounted for 25.8% and female respondents accounted for 74.2%. The respondents who were at the age between 24-29 years old accounted for 45.9%. Most of the respondents (78.1%) were singles and the majority of the population (54.1%) had bachelor degree. Besides, most of the respondents (about 30.5%) were students and 17.6% of the respondents were teachers. And the largest group of income range (45.9%) was less than 3000 RMB. The acceptable checkout time of respondents (51.5%) was 5-10 minutes. The respondents who were willing to buy bedding accounted for 76%, and 77.7% of them were willing to buy clothes, shoes and hats in Walmart, while 53.2% of them preferred to purchase housewares and furnishings. 69.1% of respondents loved to purchase toys and suppliers. 25.3% of respondents went to the hypermarket only on special occasions, and they had favorite hypermarket such as Tesco (80.7%), Carrfour (54.9%), Lian Hua (80.7%), Vanguard (77.3%) and RT-Mart (75.5%). What's more, most of the

respondents (33.5%) spent money on the hypermarket about 101 to 200 RMB per week. Finally, 72.5% of the respondents preferred lottery sales and 59.7% of the respondents preferred gift sales activities.

4.2 Results of Research Variables

The analysis of the correlation between independent variable and the dependent variable using Pearson's Correlation Coefficient of services and fulfillment, price, satisfaction, trust, subjective norms, interaction with staff, merchandise variety and value, interaction with other customers that positively impacting consumers' loyalty of Walmart Hypermarket customers in YuXi in China.

Table 4.1: Analysis of correlation between independent variable and the dependent variable using Pearson's Correlation Coefficient (Descriptive Statistic)

	Mean	S.D.	N
Services and fulfillment	3.5762	0.70048	233
Price	3.3777	0.75040	233
Satisfaction	3.4438	0.64458	233
Trust	3.6670	0.62806	233
Subjective norms	3.4367	0.68898	233
Interaction with staff	3.3974	0.73426	233
Merchandise variety and value	3.4575	0.59011	233
Interaction with other customers	3.0826	0.74270	233
Loyalty	3.4833	0.69637	233

Table 4.2: Analysis of correlation between independent variable and the dependent variable using Pearson's Correlation Coefficient of services and fulfillment, price, satisfaction, trust, subjective norms, interaction with staff, merchandise variety and value, interaction with other customers that positively impacting loyalty of Walmart Hypermarket Customers in Yuxi City in China.

Variable	SF	P	ST	TR	SN	IWF	MV	PI	LY
Services and fulfillment (SF)	1								
Price (P)	.713**	1							
Satisfaction (ST)	.612**	.724**	1						
Trust (TR)	.604**	.635**	.759**	1					
Subjective norms (SN)	.524**	.593**	.628**	.642**	1				
Interaction with staff (IWF)	.566**	.535**	.572**	.669**	.582**	1			
Merchandise variety and value (MV)	.623**	.657**	.667**	.672**	.595**	.698**	1		
Interaction with other customers (PI)	.449**	.459**	.449**	.486**	.574**	.580**	.586**	1	
Loyalty (LY)	.541**	.677**	.646*	.622*	.639**	.599**	.693**	.638**	1

* *Correlation is significant at the .01 level

* Correlation is significant at the .05 level

According to table 4.2, Hypothesis can be explained as follows:

Hypothesis 1, services and fulfillment had a positive relationship toward loyalty or not. The analysis revealed that services and fulfillment had a positive relationship toward loyalty (Pearson's Correlation = 0.541) at .01 significant level.

Hypothesis 2, price had a positive relationship toward loyalty or not. The analysis revealed that price had a positive relationship toward loyalty (Pearson's Correlation = 0.677) at .01 significant level.

Hypothesis 3, satisfaction had a positive relationship toward loyalty or not. The analysis revealed that satisfaction had a positive relationship toward loyalty (Pearson's Correlation = 0.646) at .05 significant level.

Hypothesis 4, trust had a positive relationship toward loyalty or not. The analysis revealed that trust had a positive relationship toward loyalty (Pearson's Correlation = 0.622) at .05 significant level.

Hypothesis 5, subjective norms had a positive relationship toward loyalty or not. The analysis revealed that subjective norms had a positive relationship toward loyalty (Pearson's Correlation = 0.639) at .01 significant level.

Hypothesis 6, interaction with staff had a positive relationship toward loyalty or not. The analysis revealed that interaction with staff had a positive relationship toward loyalty (Pearson's Correlation = 0.599) at .01 significant level.

Hypothesis 7, merchandise variety and value had a positive relationship toward loyalty or not. The analysis revealed that merchandise variety and value had a positive relationship toward loyalty (Pearson's Correlation = 0.693) at .01 significant level.

Hypothesis 8, interaction with other customers had a positive relationship

toward loyalty or not. The analysis revealed that interaction with other customers had a positive relationship toward loyalty (Pearson's Correlation = 0.638) at .01 significant level.

4.3 Results of Hypothesis Testing

Table 4.3: Analysis of variance (ANOVA) of services and fulfillment, price, satisfaction, trust, subjective norms, interaction with staff, merchandise variety and value, interaction with other customers that positively impacting loyalty of Walmart Hypermarket customers in Yuxi City in China

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73.561	8	9.195	52.889	0.000 ^b
	Residual	38.944	224	.174		
	Total	112.505	232			

From table 4.3 above, ANOVA analysis confirmed that independent factor comprised of services and fulfillment, price, satisfaction, trust, subjective norms, interaction with staff, merchandise variety and value, interaction with other customers had influence on loyalty because Sig. of the equation equaled 0.000 at .01 significant level.

Table 4.4: Multiple Regression Analysis of services and fulfillment, price, satisfaction, trust, subjective norms, interaction with staff, merchandise variety and value, interaction with other customers that positively impacting loyalty of Walmart Hypermarket Customers in Yuxi City in China

Dependent Variable: Loyalty, R = 0.809, R ² = 0.654, Constant(a) = 0.183						
<u>Independent Variables</u>	β	<u>Std</u> <u>Error</u>	<u>T</u>	<u>Sig</u>	<u>Tolerance</u>	<u>VIF</u>
(Constant)		0.183	.968	0.334		
Services and fulfillment (SF)	-0.086	0.060	-1.431	0.154	0.426	2.346
Price (P)	0.286**	0.063	4.236	0.000	0.338	2.956
Satisfaction (ST)	0.104	0.076	1.470	0.143	0.310	3.226
Trust (TR)	0.040	0.077	.576	0.565	0.319	3.130
Subjective norms (SN)	0.128	0.059	2.178	0.030	0.451	2.220
Interaction with staff (IWF)	0.038	0.059	0.609	0.543	0.400	2.499
Merchandise variety and value (MV)	0.206**	0.079	3.084	0.002	0.346	2.891
Interaction with other customers (PI)	0.263**	0.050	4.946	0.000	0.547	1.827

**significant at the .01 level

From Table 4.4, Multiple Regression Analysis aimed for the idea of prediction of customer loyalty towards Walmart hypermarket. The result of analysis had shown for three positive independent variables, which could be the predictors of customer loyalty, and had significant effect towards Walmart hypermarket at the .01 level. The four predictors for customer loyalty were price (Sig. = 0.000), interaction with other customers (Sig. = 0.000) and merchandise variety and value (Sig. = 0.002). On the other hand, there were another five independent variables that had no positive impact on the customer loyalty which cannot be the predictors, which were services and fulfillment (Sig. = 0.154), satisfaction (Sig. = 0.143), trust (Sig. = 0.565), subjective norms (Sig.= 0.030), interaction with staff (Sig. = 0.543).

Referred from Table 4.4 Multiple Regression Analysis result, the most predictive independent variables were price ($\beta = 0.286$), interaction with other customers ($\beta = 0.263$) and merchandise variety and value ($\beta = 0.206$) respectively. Therefore, all of them: price, interaction with other customers, merchandise variety and value could be shown as positively impacting the customer loyalty towards Walmart hypermarket at 65.4% while the rest at 34.6% could not be applied in this research. Also, the standard error was ± 0.183 by the following equation.

$$Y (\text{Loyalty}) = 0.183 + 0.286 (\text{price}) + 0.263 (\text{interaction with other customers}) \\ + 0.206 (\text{merchandise variety and value})$$

From this equation,

If price value increased by 1 point while other factors remained, loyalty would be increased by 0.286 points.

If interaction with other customers value increased by 1 point while other

factors remained, loyalty would be increased by 0.263 points.

If merchandise variety and value increased by 1 point while other factors remained, loyalty would be increased by 0.206 points.

From table 4.4 used to test the following hypothesis.

Hypothesis 9, by using Multiple Regression Analysis. The result showed that price, merchandise variety and value, interaction with other customers had positive influence on future intentions at statistically significant level of .01; but on the contrary, services and fulfillment, satisfaction, trust, subjective norms, interaction with staff had no positive influence on loyalty at .01 statistic significant.

Moreover, in statistics, Multicollinearity was a situation where the independent variables are very closely related (Statistic Solutions, 2017). High Multicollinearity indicated the high degree of correlation between independent variables which might be the reason of the deviation from the true value. Similarly, multicollinearity should not occur because it could lead to misinterpretation of multiple regression results.

Besides, Multicollinearity could be examined by Variance Inflation Factor (VIF) value or Tolerance value. Lovie (2004) mentioned that Variance Inflation Factor (VIF) value should not exceed 4 and Tolerance value should exceed 0.2.

It could be known from table 4.5 that Tolerance value of the respective variables are great than 0.2, and the minimum Tolerance was 0.310. Furthermore, Variance Inflation Factor (VIF) value of each independent variables' values did not exceed 4, the highest value was 3.226. In short, there was no Multicollinearity among the independent variables.

Table 4.5: Testing collinearity of independent variable

Independent Variables	Tolerance	VIF
Services and fulfillment (SF)	0.426	2.346
Price (P)	0.338	2.956
Satisfaction (ST)	0.310	3.226
Trust (TR)	0.319	3.130
Subjective norms (SN)	0.451	2.220
Interaction with staff (IWF)	0.400	2.499
Merchandise variety and value (MV)	0.346	2.891
Interaction with other customers (PI)	0.547	1.827

4.4 Summary of Hypothesis Testing

Multiple Regression Analysis results found that price, interaction with other customer and merchandise variety and value had positive impact on loyalty of Walmart customers in Yuxi, China, at statistical significant level of .01, while services and fulfillment, satisfaction, trust, subjective norms, interaction with staff had no positive impact on loyalty of Walmart customers in Yuxi, China, as shown in Figure 4.1 below.

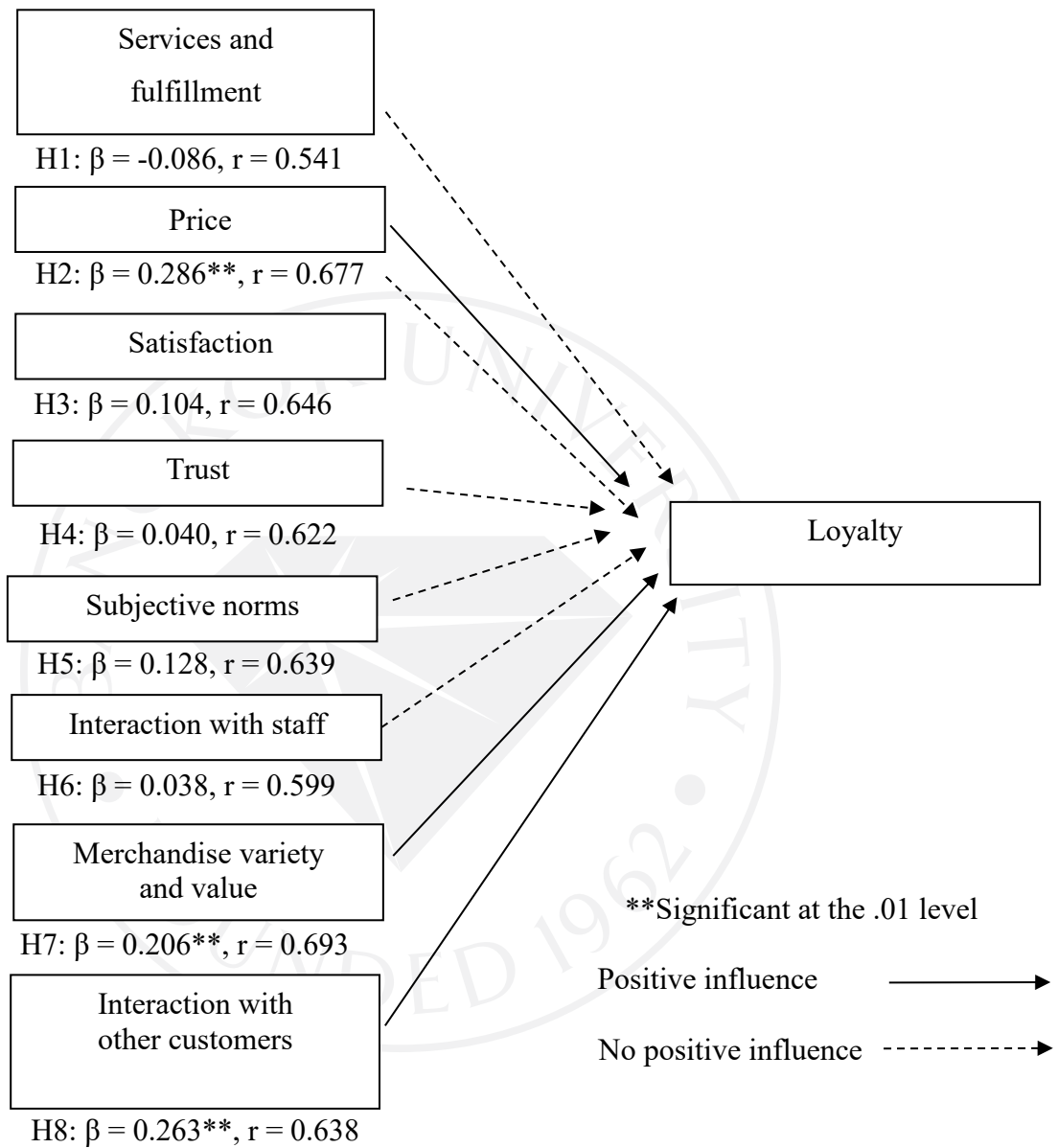


Figure 4.1: Result of Multiple Regression Analysis from scope of Research

CHAPTER 5

DISCUSSION

The purpose of this study was to describe the positive impact factors of services and fulfillment, price, satisfaction, trust, subjective norms, interaction with staff, merchandise variety and value, interaction with other customers toward loyalty to Walmart's customer in Yuxi, China. This study used quantitative research methods to collect data through questionnaire surveys.

The populations were collected from 233 respondents who were shopping at the hypermarkets in Yuxi, China. The researcher used SPSS version 23 to analyzed data with the following results.

5.1 Research Findings and Conclusion

Most respondents were females at the ages between 24-29 years old, who were single, and most of them had bachelor's degrees. Nearly everyone worked in schools with income less than 3000 RMB per month. They went to the hypermarkets on special occasions. Some of them went to the hypermarkets once a month, and bought clothes, shoes and hats and spent 101-200 RMB per week at the hypermarkets. Most of the respondents had favorable hypermarkets and their acceptable checkout time was 5-10 minutes.

Hypothesis-based analysis results can be summarized that there were three acceptable hypothesis as follows: price ($\beta = 0.286$), interaction with other customers ($\beta = 0.263$) and merchandise variety and value ($\beta = 0.206$), So it could be concluded that price, interaction with other customers and merchandise variety and value had positive influence on customer loyalty at statistically significant level of .01. In

addition, these three factors could explain positive impact on customer loyalty at 65.4% whereas other 34.6% were influenced by other variables which were not used in this research. Furthermore, the result of Variance Inflation Factor (VIF) value didn't exceed 4, which meant that there had no Multicollinearity among the independent variables. The standard error was ± 0.183 by the following equation:

$$Y (\text{Loyalty}) = 0.183 + 0.286 (\text{price}) + 0.263 (\text{interaction with other customers}) + 0.206 (\text{merchandise variety and value})$$

5.2 Discussion

This paper explored factors positively affecting loyalty of Walmart hypermarket customers in Yuxi City in China, which comprised of services and fulfillment, price, satisfaction, trust, subjective norms, interaction with staff, merchandise variety and value, interaction with other customers. According to the sample size proposal proposed by Cohen (1977), a total of 233 respondents were recruited and the survey was completed using a questionnaire survey. Using SPSS software to perform statistical analysis on the data, the following interesting conclusions were drawn.

Hypothesis 1, services and fulfillment had a positive relationship on customer loyalty. The result from Pearson's Correlation analysis revealed that services and fulfillment had positive relationship towards customer loyalty at .01 significant level which accepted hypothesis. Moriuchi and Takahashi (2018) defined customer service as the helpfulness of service representative. One study claimed that service and fulfillment was a forecast indicator of customer satisfaction (Rahman & Khan, 2014),

and it also had a positive correlation with customer loyalty (Huang, 2018). Berry et al. (2002) mentioned that excellent service and fulfillment could ensure and strengthen the relationship between service completion and customer loyalty. This criterion was also applied to the hypermarket industry.

Hypothesis 2, price had a positive relationship on customer loyalty. The result from Pearson's Correlation analysis revealed that price had positive relationship towards customer loyalty at .01 significant level which accepted hypothesis. A research indicated that consumers showed a higher level of price tolerance if they paid for his economic indicators of excess loyalty (Moriuchi & Takahashi, 2018). Diallo et al. (2015) mentioned that price images had a stronger impact on consumers for some hypermarket products, and loyal customers were less sensitive to price responses. Wieseke et al. (2014) mentioned that customer loyalty was influenced by price. Based on the study, researcher found that the price had much influence on customer loyalty in Walmart.

Hypothesis 3, satisfaction had a positive relationship toward loyalty. The result from Pearson's Correlation analysis revealed that satisfaction had positive relationship towards customer loyalty at .05 significant level which accepted hypothesis. Kitapci et al. (2013) mentioned that customer satisfaction (and value) was found to be an important determinant of loyalty. Filipe et al. (2017) pointed out that it was necessary to first gain satisfaction from consumers in order to subsequently win consumer loyalty. Meanwhile, Martínez and Rodríguez del Bosque (2013) showed that customer loyalty was directly affected by customer satisfaction.

Hypothesis 4, trust had a positive relationship with loyalty. The result from Pearson's Correlation analysis revealed that trust had positive relationship towards

customer loyalty at .05 significant level which accepted hypothesis. Filipe et al. (2017) pointed out that mutual trust was critical to the success and failure of relationships between organizations. Ganesan (1994) claimed that in the long-term positioning of buyers and their suppliers, trust played a key role. Moriuchi and Takahashi (2018) asserted that trust, integrity and credibility of suppliers could directly or indirectly affect customer loyalty. Lombart and Louis (2014) demonstrated the mediating role of trust in customer satisfaction and customer loyalty in large supermarkets, and the result was that three factors influenced each other.

Hypothesis 5, subjective norms had a positive relationship on customer loyalty or not. The result from Pearson's Correlation analysis revealed that subjective norms had positive relationship towards customer loyalty at .01 significant level which accepted hypothesis. Joshi and Rahman (2017) found there was an important causal path of subjective norms and attitudes that led to customer loyalty. Bamberg (2003) revealed a close relationship between subjective norms and customer loyalty. At the same time, another study also mentioned that subjective norm was considered to influence customer loyalty independently (Joshi & Rahman, 2017).

Hypothesis 6, interaction with staff had a positive relationship on customer loyalty. The result from Pearson's Correlation analysis revealed that interaction with staff had positive relationship towards customer loyalty at .01 significant level which accepted hypothesis. The interaction with staff was found to affect customer loyalty (Brown & Lam, 2008). One study showed that one of the important factors affected supermarkets were friendliness and expertise of salespeople (Pan & Zinkhan, 2006). In their research on supermarket customers, Terblanche (2018) determined that when customers were satisfied with the environment of the supermarket, employee

assistance was the second most important factor. And the enjoyment of in-store customer shopping experience and customer satisfaction would be further enhanced by their personal attention and timely service, which could increase customer loyalty.

Hypothesis 7, merchandise variety and value had a positive relationship on customer loyalty. The result from Pearson's Correlation analysis revealed that merchandise variety and value had positive relationship towards customer loyalty at .01 significant level which accepted hypothesis. Donovan et al. (1994) found that cognitive factors such as the type of merchandise led to positive customer behavior, for example, spending more money and time than planned in the hypermarket. That's to say, if the customers were satisfied with the merchandise category, their desire to purchase would be stimulated. Terblanche (2018) found a statement from existing research: "consumer attitude towards shopping and its purchasing probability" of a particular retailer was positively related to their perception of the types of goods available to retailers. Marques et al. (2013) determined that customer loyalty was affected by customer satisfaction, which was influenced by the important factor called various products offered by the store. Consumers would be more likely to participate in shopping in the hypermarket based on the influence of merchandise variety.

Hypothesis 8, interaction with other customers had a positive relationship on consumer loyalty. The result from Pearson's Correlation analysis revealed that interaction with other customers had a positive relationship towards consumer loyalty at .01 significant level which accepted hypothesis. Hypermarket products and increasing types of services (such as gourmet counters, take-away meals, sushi counters and local and imported wines) might lead to more interaction between customers, bringing an improved in-store shopping experience to today's hypermarket

customers. Pons et al. (2016) mentioned that other customers might contribute to a pleasant experience. And in some cases, the crowd could also activate a positive experience for the customer and bring positive returns to the business in the process. The satisfaction with their in-store shopping experience would be improved when customers experienced the feeling of being helpful to other customers (Terblanche, 2018). According to the consumers' satisfaction, the level of loyalty was increased with the interaction with other customers.

Hypothesis 9, the result from Multiple Regression Analysis showed that there were three factors impacting customer loyalty to shop in Walmart, which were price, merchandise variety and interaction with other customers at statistically significant level of .01. A research mentioned that price had an impact on satisfaction (Moriuchi & Takahashi, 2018). Another study showed that the level of consumer satisfaction was also depended on price levels. And most studies found loyal customers were less sensitive to price responses (Wieseke et al., 2014). Another significant predictor was merchandise variety, Marques et al. (2013) determined that the various products offered by the store became the most important factor affected customer satisfaction and then influenced customer loyalty. The last significant factor was interaction with other customers. When customers experienced the feeling of being helpful to other customers, it increased their satisfaction with their in-store shopping experience (Terblanche, 2018). By Combining the theories with the observation in Hypermarket of researcher, it's found that these three factors could improve the customer loyalty of shopping at the hypermarket if the hypermarket had various stuff with an appropriate price, and customers could get some useful information from other clients.

5.3 Recommendation for Managerial Implication

The research results of this paper are helpful to the investment decision of the future development of the large hypermarket industry in the out-of-stock areas. As discussed above, the most positive influence on customer loyalty was price, merchandise variety and value, interaction with other customers, respectively.

5.3.1 For price, it was a basic element for all of industries, especially in the competition of the hypermarket. For this reason, Walmart should focus on providing goods with high quality and proper price in order to meet customer satisfaction. However, the hypermarket also had the costs, and they need to guarantee the product quality when they adjusted the price by using different strategies. Consumers preferred to buy household goods. Sometimes hypermarkets could launch the promotions for the purpose of attracting people and building the satisfaction. The most important thing was to cooperate with E-commerce companies and launched their own products at low cost. These activities would bring a constant impact on customer satisfaction. Finally, it would be transferred to customer loyalty.

5.3.2 For merchandise variety and value, it was used to attract and keep customers, and improve customer loyalty gradually. It was described by needs and preference. Bedding, housewares and furnishings, clothes, shoes and hats were more attractive for elder customers. At the same time, children preferred toys, and adults were fond of daily necessities. People's purchase intention was based on their needs, and they would choose the hypermarket which possessed various merchandise. In the end, if their needs were satisfied by the hypermarket, they would choose it again. So the potential consumers would become loyalty customers.

5.3.3 For interaction with other customers, which was considered as an

indispensable factor to customer loyalty was led by the hypermarket products and increasing types of services. Customers were willing to talk about the feedback with those who also bought the same product. It was easier for them to believe customers. However, most of them were strangers and did not talk with each other directly for many factors. Thus, if the hypermarkets provided online comments and feedback using real name or anonymous name, then customers were more inclined to shop at the hypermarket with real feedback, and they would become the loyalty group gradually.

The research results can be used as a criterion for Yuxi hypermarket to develop prices, product varieties and interaction with other customers, and could operate effectively, attractively and profitably.

5.4 Recommendation for Future Research

This study examined some of information considered in loyalty of Walmart customers on hypermarket industry in Yuxi in terms of price, merchandise variety and value, interaction with other customers that are positively involved. This study identified a number of factors that limited research data collection and discovery. Some restrictions are intentionally set to limit the scope of the research, while others are used as opportunities for future research. Due to time constraints and other objective factors, this research specifically focused on Yuxi's Walmart. Even so, it was almost impossible to reach the entire Yuxi city, and the participants in the constituency might not be enough to represent the entire Walmart customer in Yuxi. Customers in the central area might behave differently about their peripherals.

Further research may need to expand the scope of the survey to cover the delivery, brand awareness mentioned by respondents in the open-end questionnaire.

Moreover, the future study could collect data from other developed cities to compare with the data in this research, such as Kunming, Shanghai, Guangzhou. And it also conducted data collection, comparison, and analysis for domestic and foreign consumers, in order to making the research more comprehensive. At last, some respondents mentioned that delivery was a key factor which influenced on customer loyalty, so this factor should be added in the future research.



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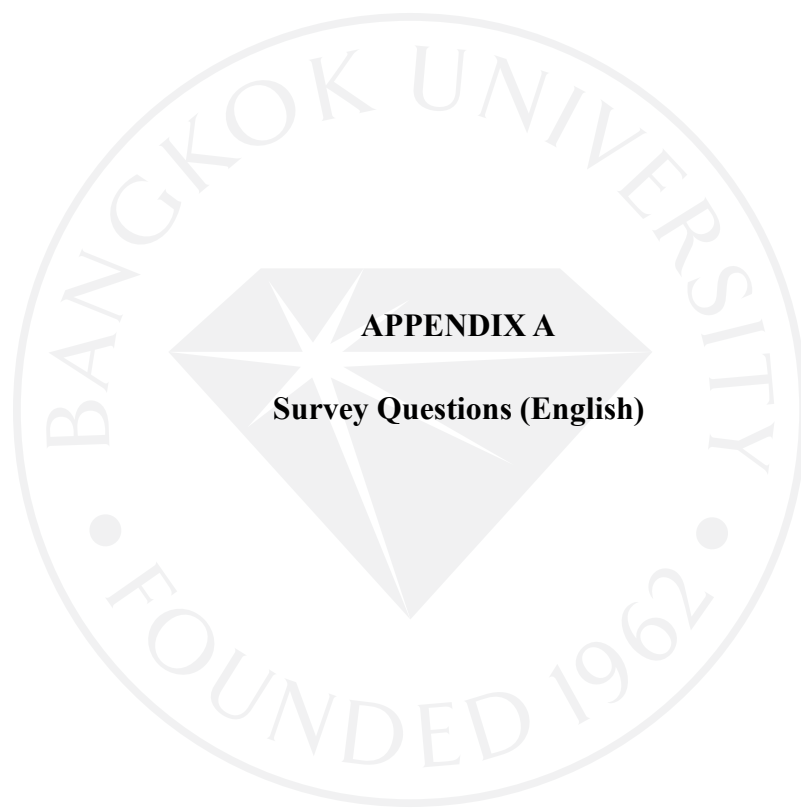
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มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

NO.....

Questionnaire

on

Factors Affecting Loyalty of Walmart Hypermarket Customers

in Yuxi City in China

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 hypermarket. In this regard, cooperation from the respondents are needed. I, Weng Xinyang, master's degree of business administration student from Bangkok University thankfully for your cooperation.

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) 50-59 years old 6) 60-69 years old
- 7) 70-79 years old

3. Status

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

4. Level of education

- 1) Under Bachelor Degree 2) Bachelor Degree
- 3) Master Degree 4) Doctorate Degree
- 5) Others, Please Specify.

5. Monthly income

- 1) Less than and equal to 3000 RMB 2) 3,001–6,000 RMB
- 3) 6,001–10,000 RMB 4) 10,001-20,000 RMB
- 5) 20,001–30,000 RMB 6) 30,001– 40,000 RMB
- 7) 40,001–100,000 RMB 8) More than 100,000 RMB

6. Professional Status

- 1) Government Employee 2) Teachers
- 3) Self-Employed 4) Searching for job
- 5) Housewives 6) Retired
- 7) Students
- 8) Others, Please Specify

7. Which period of waiting times for a checkout you can stand?

- 1) Less than 5 minutes 2) 5-10 minutes
3) 10-15 minutes 4) More than 15 minutes

8. What kind of products you will purchase? (Can select more than one choice)

- 1) Fresh food (e.g. meat, vegetables)
2) Leisure food (e.g. cookies, candies)
3) Bedding 4) Clothes, shoes and hats
5) Toys and office supplies 6) Housewear & Furnishings
7) Others, Please Specify

9. Your frequency of hypermarket consumption

- 1) Daily 2) Once a week
3) Several times per week 4) Once a month
5) Several times per month 6) Once a year
7) Several times per year 8) Only on special occasions
9) Others, Please Specify

10. Your favorable hypermarket (Can select more than one choice)

- 1) Walmart 2) Tesco
3) Carrefour 4) Lian Hua
5) Vanguard 6) RT-MART
7) Others, Please Specify

11. How much you spend on hypermarket per week

- 1) Less than and equal to 10 RMB 2) 11 – 40 RMB
3) 41 – 100 RMB 4) 101 – 2,00 RMB
5) 2,01 – 3,00 RMB 6) 3,01 – 4,00 RMB
7) 4,01 – 6,00 RMB 8) More than 6,00 RMB

12. Which promotion attract you to shopping at Walmart hypermarket from Monday to Friday? (Can select more than one choice)

- 1) Lottery sales 2) Discount sales
3) Gift Sales
4) Others, Please Specify

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

		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
Services and Fulfillment						
1	As there isn't any nearby stores, it is the most convenient for me to have Walmart as a shopping alternative.					
2	The time it takes from waiting to					

		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
	paying the products at Walmart is short.					
3	The deliver service time of Walmart is reasonable.					
4	The delivery service of Walmart is very reliable.					
Price						
1	The product prices in Walmart are lower than other hypermarkets.					
2	The products in Walmart are well priced.					
3	Walmart has a wide variety of discounted products.					
4	In comparison to other hypermarket, Walmart has the lowest prices on their products.					
Satisfaction						
1	Overall, I am satisfied with this Walmart hypermarket.					

		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
2	This hypermarket comes very close to giving me 'perfect' services.					
3	My choice for this hypermarket was right.					
4	Shopping in Walmart always meet my expectations.					
5	Walmart sets itself apart from others, because of its superior services.					
Trust						
1	Walmart is trustworthy.					
2	I feel that I can trust their safety precautions when I use credit card to pay at Walmart.					
3	I feel that I can trust Walmart's products.					
4	This Walmart hypermarket is honest with its customers.					

		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
5	This hypermarket is forthright in its dealing with consumers.					
Subjective Norms						
1	My friends expect me to shop at Walmart hypermarket.					
2	My family members expect me to buy at Walmart hypermarket.					
3	My society expect me to purchase at Walmart hypermarket.					
4	People can rely on me to make a positive contribution to Walmart hypermarket.					
Interaction with Staff						
1	Walmart's staff give me personal attention.					
2	Walmart's staff are always willing to help me.					

		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
3	Walmart's staff provide me with prompt services.					
4	Walmart's staff are courteous.					
5	Walmart's staff are knowledgeable to assist me.					
Merchandise Variety and Value						
1	Walmart offers a good selection of well-know-n brands.					
2	Walmart offers a wide variety of products.					
3	Walmart offers a variety of brand names that are available in many different sizes.					
4	Walmart's products are free from defects and flaws.					
5	Walmart's product prices represent good value.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
Interaction with Other Customers						
1	I like to speak to other customers in Walmart stores.					
2	I appreciate the suggestion-s offered by other customers at Walmart hypermarket.					
3	I enjoy the contact with other customers at Walmart.					
4	The other customers in Walmart are friendly towards me.					
Loyalty						
1	I say positive things about Walmart to other people.					
2	I consider Walmart as my first choice when I need a wide variety of products I want.					
3	I encourage friends and relatives to buy at Walmart.					

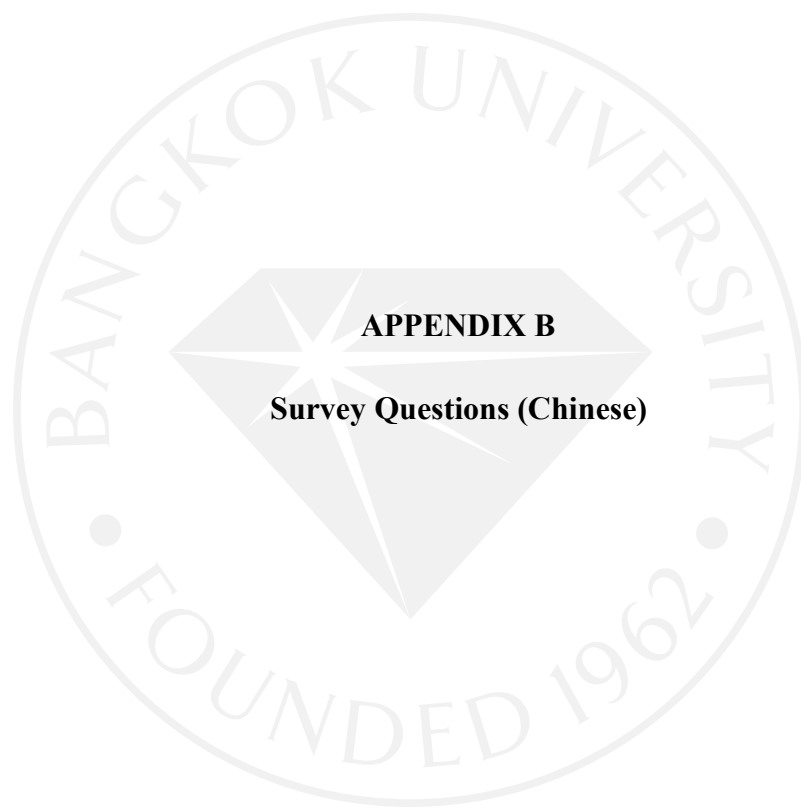
		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
4	I intend to shop more at Walmart in the future.					
5	I recommend Walmart to someone who seeks my advice.					

Please recommend for other factors that might positively affect the loyalty towards Walmart Hypermarket.

Thank you for your cooperation

Miss Weng Xinyang

E-Mail: weng.xiny@bumail.net





มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

NO.....

影响沃尔玛超市消费者忠诚度的因素问卷调查

--以中国云南玉溪为例

说明：

我是翁欣阳，曼谷大学研究生学院的一名学生，在进行研究生论文的过程中，需要使用本问卷收集数据。本次研究的结果将会对沃尔玛超市带来良好的影响，并且收集来的数据只用于硕士论文的统计分析。题目选项无对错之分，请您按自己的实际情况填写。谢谢你的真诚配合！

填写要求：请回答下面的问题，并且在最符合您的选项“□”里打钩。

1. 您的性别：

1) 男

2) 女

2. 您的年龄

1) 18-23 岁

2) 24-29 岁

3) 30-39 岁

4) 40-49 岁

5) 50-59 岁

6) 60-69 岁

7) 大于或等于 70 岁

3. 社会状态

1) 单身 2) 已婚 3) 离婚 / 寡妇 / 分居

4. 教育程度

1) 学士学位以下 2) 学士学位

3) 硕士学位 4) 博士学位

5) 其他, 请具体化

5. 月收入

1) 少于或等于 3000 RMB 2) 3,001–6,000 RMB

3) 6,001–10,000 RMB 4) 10,001–20,000 RMB

5) 20,001–30,000 RMB 6) 30,001– 40,000 RMB

7) 40,001–100,000 RMB 8) 大于 100,000 RMB

6. 职业

1) 政府工作人员 2) 教师

3) 个体经营者 4) 求职者

5) 家庭主妇 6) 退休

7) 学生

8) 其他, 请具体化

7. 你可忍受的结账排队等待时间?

1) 5 分钟以下 2) 5-10 分钟

3) 10-15 分钟 4) 15 分钟以上

8. 你喜欢在沃尔玛购买哪些类型的产品呢? (多选题)

- 1) 新鲜事物 (e.g. meat, vegetables)
- 2) 休闲食品 (e.g. cookies, candies)
- 3) 床上用品 4) 衣服, 鞋子和帽子类
- 5) 玩具及文化办公类 6) 家居用品
- 7) 其他, 请具体化

9. 你去沃尔玛消费的频率

- 1) 每天 2) 一周一次
- 3) 一周多次 4) 一个月一次
- 5) 一个月多次 6) 一年一次
- 7) 一年多次 8) 只在特殊情况下会去
- 9) 其他, 请具体化

10. 你最喜欢的超市. (多选题)

- 1) 沃尔玛 2) 乐购
- 3) 家乐福 4) 联华
- 5) 华润万家 6) 大润发
- 7) 其他, 请具体化

11. 你每周在超市花费的金额.

- 1) 少于 10 RMB 2) 11 – 40 RMB
- 3) 41 – 100 RMB 4) 101 – 2,00 RMB
- 5) 2,01 – 3,00 RMB 6) 301 – 4,00 RMB

□7) 4,01 – 6,00 RMB

□8) 多余 6,00 RMB

12. 您认为周一至周五最能吸引您到沃尔玛超市购物的促销方式是（多选题）

□1) 有奖销售

□2) 折扣销售

□3) 赠品销售

□4) 其他，请具体化

请在每一个问题后选一个最符合你现状的程度，并在后面打钩。

		同意度				
		非常同意 (5)	同意 (4)	中立 (3)	不同意 (2)	非常不同意 (1)
服务与实践						
1	虽然附近没有大商场，但是沃尔玛是一个不错的购物选择。					
2	从等待到付账的时间短。					
3	沃尔玛的送货到家服务的派送时间很合理。					
4	沃尔玛的送货服务很可靠。					
价格						
1	沃尔玛的产品价格比其他超市的产品价格低。					

		同意度				
		非常同意 (5)	同意 (4)	中立 (3)	不同意 (2)	非常不同意 (1)
2	沃尔玛的产品价格合理适中。					
3	沃尔玛有很多打折的商品。					
4	和其他超市相比，沃尔玛的商品有着最低的价格。					
满意度						
1	我对这个超市很满意。					
2	这个超市的服务几乎达到了完美。					
3	我对这个超市的选择是正确的。					
4	在沃尔玛购物能满足我的期待。					
5	由于杰出的服务，沃尔玛和其他超市不一样。					
信任度						
1	沃尔玛值得信赖。					
2	我觉得当我使用信用卡的时候，我能相信他们的安全系统。					
3	我觉得我能相信沃尔玛的产品。					

		同意度				
		非常同意 (5)	同意 (4)	中立 (3)	不同意 (2)	非常不同意 (1)
4	这个超市对它的顾客很忠诚。					
5	这个超市对它的顾客很感兴趣。					
主观因素						
1	我朋友希望我加入到超市购买行列。					
2	我家人希望我加入到超市购买行列。					
3	我的社会关系希望我加入到超市购买行列。					
4	人们能够因为受我影响，更多的参与超市购买。					
和员工的互动						
1	沃尔玛的员工会给我个人关注。					
2	沃尔玛的员工总是愿意帮助我。					
3	沃尔玛的员工愿意为我提供及时帮助。					

		同意度				
		非常同意 (5)	同意 (4)	中立 (3)	不同意 (2)	非常不同意 (1)
4	沃尔玛的员工总是有礼貌的。					
5	沃尔玛的员工都有能力帮我。					
产品价值和多样性						
1	沃尔玛提供了大量名牌的选择。					
2	沃尔玛提供了大量产品的选择。					
3	沃尔玛提供了不同种类不同牌子的产品。					
4	沃尔玛的产品总是没有缺点和缺陷的。					
5	沃尔玛的产品价格代表了好的质量。					
和其他顾客的联系和互动						
1	我喜欢和沃尔玛的其他顾客聊天。					
2	我很感激其他在沃尔玛购物的顾客提供的建议。					

		同意度				
		非常同意 (5)	同意 (4)	中立 (3)	不同意 (2)	非常不同意 (1)
3	我很喜欢和在沃尔玛购物的其他顾客联系。					
4	在沃尔玛购物的客户对我总是很友好。					
忠诚度						
1	我会像其他人说一些关于沃尔玛好的方面。					
2	当我需要买不同的产品，沃尔玛是我的第一选择。					
3	我鼓励我的亲戚朋友到沃尔玛购物。					
4	在未来几年，我倾向于沃尔玛购物。					
5	当有人寻求我的建议时，我会像他们推荐沃尔玛。					

如果还有其他的建议，请写在下面：

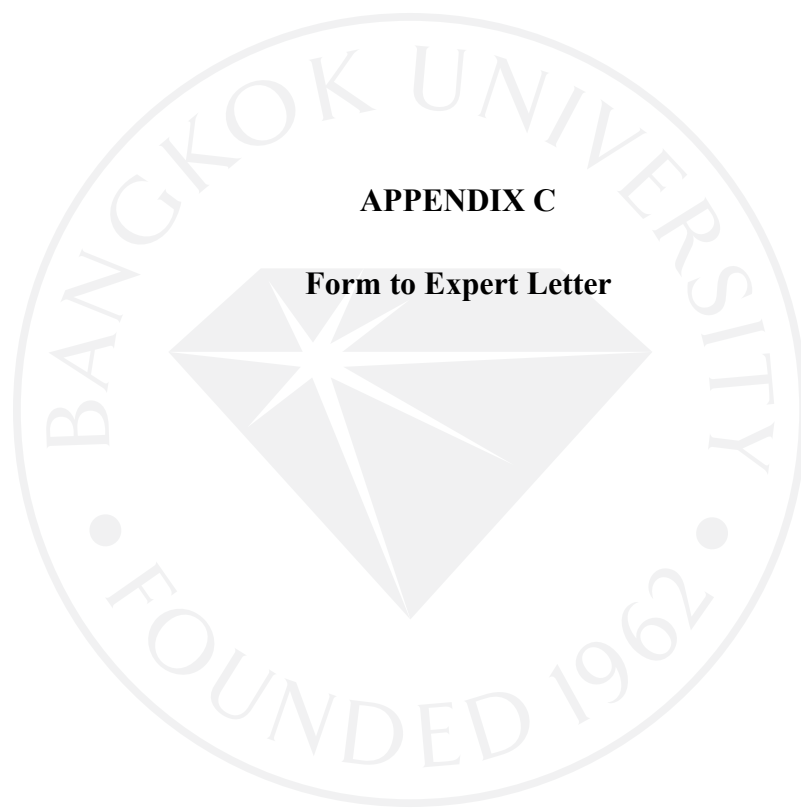
感谢您的配合！

翁欣阳

邮箱：weng.xiny@bumail.net

2604968812@qq.com





APPENDIX C

Form to Expert Letter

33/5 Signature, Soi Farnwattana, Rama 4 Rd.
Prakanong, Khlongtoey
Bangkok 10110, Thailand
Email: weng.xiny@bumail.net


January 25, 2020

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, Weng Xinyang, 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 Loyalty of Walmart Hypermarket Customers in Yuxi City in China. 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, 0 as uncertain, or -1 as incomprehensible by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature: 
(Dr. Penjira Kanthawongs)
Advisor

Signature: 
(Weng Xinyang)
Researcher

33/5 Signature, Soi Farmwattana, Rama 4 Rd.
Prakanong, Khlongtoey
Bangkok 10110, Thailand
Email: weng.xiny@bumail.net

March 13, 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 Manager Meng Wenjie
Manager, Walmart Hypermarket

I, Weng Xinyang, 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 Affecting Loyalty of 'A' hypermarket Customers in Yuxi City in China. 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**, 0 as **uncertain**, or -1 as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature

(孟文婕)

Manager

Signature

(Weng Xinyang)

Researcher

33/5 The Signature Apartment
Rama 4 Road, Khlong Toey
Bangkok 10110
Email: weng.xiny@bumail.net

March 13, 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, Weng Xinyang, 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 Affecting Loyalty of 'A' Hypermarket Customers in Yuxi City in China. 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**, 0 as **uncertain**, or -1 as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature.....

(Dr. Penjira Kanthawongs)

Advisor

Signature.....

(Weng Xinyang)

Researcher

<u>Factors</u>	<u>Original</u> <u>Eng. V</u>	<u>Adjusting</u> <u>Eng. V.</u>	<u>Adjusted</u> <u>Chinese</u> <u>V.</u>	<u>IOC</u>	<u>Comments</u> <u>From</u> <u>Experts.</u>	<u>Total</u> <u>Points</u>
Services and Fulfillment (SF) (Moriuchi & Takahashi, 2018)	SF1: As there isn't any nearby stores, it is convenient to have this online supermarket as a shopping alternative.	SF1: As there isn't any nearby stores, it is the most convenient for me to have Walmart as a shopping alternative.	SF1: 虽然附近没有大商场,但是沃尔玛是一个不错的购物选择。			
	SF2: The time it takes from placing an order to reviewing the product is short.	SF2: The time it takes from waiting to paying the products at Walmart is short.	SF2: 从等待到付账的时间短。			
	SF3: The deliver service time is reasonable.	SF3: The deliver service time of Walmart is reasonable.	SF3: 沃尔玛的送货到家服务的派送时间很合理。			

<u>Factors</u>	<u>Original</u> <u>Eng. V</u>	<u>Adjusting</u> <u>Eng. V.</u>	<u>Adjusted</u> <u>Chinese</u> <u>V.</u>	<u>IOC</u>	<u>Comments</u> <u>From</u> <u>Experts.</u>	<u>Total</u> <u>Points</u>
	SF4: The delivery service is very reliable.	SF4: The delivery service of Walmart is very reliable.	SF4: 沃尔玛的送货服务很可靠。			
Price (PC) (Moriuchi & Takahashi, 2018)	PC1: The product prices in this online supermarket is lower than other online supermarkets.	PC1: The product prices in Walmart are lower than other hypermarkets.	PC1: 沃尔玛的产品价格比其他超市的产品价格低。			
	PC2: The products in this online supermarket is well prices.	PC2: The products in Walmart are well prices.	PC2: 沃尔玛的产品价格合理适中。			
	PC3: This online supermarket has a wide variety of discounted products.	PC3: Walmart has a wide variety of discounted products.	PC3: 沃尔玛有很多打折的商品。			

<u>Factors</u>	<u>Original</u> <u>Eng. V</u>	<u>Adjusting</u> <u>Eng. V.</u>	<u>Adjusted</u> <u>Chinese</u> <u>V.</u>	<u>IOC</u>	<u>Comments</u> <u>From</u> <u>Experts.</u>	<u>Total</u> <u>Points</u>
	PC4: In comparison to other online supermarket, this online supermarket has the lowest prices on their products.	PC4: In comparison to other hypermarket, Walmart has the lowest prices on their products.	PC4: 和其他超市相比, 沃尔玛的商品有着最低的价格。			
Satisfaction (SF) (Filipe, Marques, & Salgueiro, 2017)	SF1: Overall, I am satisfied with this company.	SF1: Overall, I am satisfied with this Walmart hypermarket.	SF1: 我对这个超市很满意。			
	SF2: This company comes very close to giving me 'perfect' service.	SF2: This hypermarket comes very close to giving me 'perfect' services.	SF2: 这个超市的服务几乎达到了完美。			

<u>Factors</u>	<u>Original</u> <u>Eng. V</u>	<u>Adjusting</u> <u>Eng. V.</u>	<u>Adjusted</u> <u>Chinese</u> <u>V.</u>	<u>IOC</u>	<u>Comments</u> <u>From</u> <u>Experts.</u>	<u>Total</u> <u>Points</u>
	SF3: My choice for this company was right.	SF3: My choice for this hypermarket was right.	SF3: 我对这个超市的选择是正确的。			
	SF4: Shopping in this company always meet my expectations.	SF4: Shopping in Walmart always meet my expectations.	SF4: 在沃尔玛购物能满足我的期待。			
	SF5: This company sets itself apart from other, because of its superior service.	SF5: Walmart sets itself apart from others, because of its superior services.	SF5: 由于杰出的服务, 沃尔玛和其他超市不一样。			
Trust (TR) (Moriuchi & Takahashi, 2018)	TR1: This online supermarket is trustworthy.	TR1: Walmart is trustworthy.	TR1: 沃尔玛值得信赖。			

<u>Factors</u>	<u>Original</u> <u>Eng. V</u>	<u>Adjusting</u> <u>Eng. V.</u>	<u>Adjusted</u> <u>Chinese</u> <u>V.</u>	<u>IOC</u>	<u>Comments</u> <u>From</u> <u>Experts.</u>	<u>Total</u> <u>Points</u>
	TR2: I feel that I can trust their safety precautions when I make an online transactions.	TR2: I feel that I can trust their safety precautions when I use credit card to pay at Walmart.	TR2: 我觉得当我使用信用卡的时候, 我能相信他们的安全系统。			
	TR3: I feel that I can trust this online supermarket's website on its main website.	TR3: I feel that I can trust Walmart's products.	TR3: 我觉得我能相信沃尔玛的产品。			
(Filipe et al., 2017)	TR4: This company is honest with its customers.	TR4: This Walmart hypermarket is honest with its customers.	TR4: 这个超市对它的顾客很忠诚。			

<u>Factors</u>	<u>Original</u> <u>Eng. V</u>	<u>Adjusting</u> <u>Eng. V.</u>	<u>Adjusted</u> <u>Chinese</u> <u>V.</u>	<u>IOC</u>	<u>Comments</u> <u>From</u> <u>Experts.</u>	<u>Total</u> <u>Points</u>
	TR5: This company is forthright in its dealing with consumers.	TR5: This hypermarket is forthright in its dealing with consumers.	TR5: 这个超市对它的顾客很感兴趣。			
Subjective Norms (SN) (Joshi & Rahman, 2017)	SN1: My friends expect me to engage in sustainable purchasing.	SN1: My friends expect me to shop at Walmart hypermarket.	SN1: 我朋友希望我加入到超市购买行列。			
	SN2: My family expect me to engage in sustainable purchasing.	SN2: My family members expect me to buy at Walmart hypermarket.	SN2: 我家人希望我加入到超市购买行列。			
	SN3: My society expect me to engage in sustainable purchasing.	SN3: My society expect me to purchase at Walmart hypermarket.	SN3: 我的社会关系希望我加入到超市购买行列。			

<u>Factors</u>	<u>Original</u> <u>Eng. V</u>	<u>Adjusting</u> <u>Eng. V.</u>	<u>Adjusted</u> <u>Chinese</u> <u>V.</u>	<u>IOC</u>	<u>Comments</u> <u>From</u> <u>Experts.</u>	<u>Total</u> <u>Points</u>
	SN4: People can rely on me to make a positive contribution to the society due to my engagement in sustainable purchasing?	SN4: People can rely on me to make a positive contribution to Walmart hypermarket.	SN4: 人们能够因为受我影响，更多的参与超市购买。			
Interaction with Staff (IWF) (Terblanche, 2018)	IWF1: XYZ's staff give me personal attention.	IWF1: Walmart's staff give me personal attention.	IWF1: 沃尔玛的员工会给我个人关注。			
	IWF2: XYZ's staff are always willing to help me.	IWF2: Walmart's staff are always willing to help me.	IWF2: 沃尔玛的员工总是愿意帮助我。			

<u>Factors</u>	<u>Original</u> <u>Eng. V</u>	<u>Adjusting</u> <u>Eng. V.</u>	<u>Adjusted</u> <u>Chinese</u> <u>V.</u>	<u>IOC</u>	<u>Comments</u> <u>From</u> <u>Experts.</u>	<u>Total</u> <u>Points</u>
	IWF3: XYZ's staff provide me with prompt service.	IWF3: Walmart's staff provide me with prompt services.	IWF3: 沃尔玛的员工愿意为我提供及时帮助。			
	IWF4: XYZ's staff are courteous.	IWF4: Walmart's staff are courteous.	IWF4: 沃尔玛的员工总是有礼貌的。			
	IWF5: XYZ's staff are knowledgeable to assist me.	IWF5: Walmart's staff are knowledgeable to assist me.	IWF5: 沃尔玛的员工都有能力帮我。			
Merchandise Variety and Value (MV) (Terblanche, 2018)	MV1: XYZ offers a good selection of well-known brands.	MV1: Walmart offers a good selection of well-known brands.	MV1: 沃尔玛提供了大量名牌的选择。			

<u>Factors</u>	<u>Original</u> <u>Eng. V</u>	<u>Adjusting</u> <u>Eng. V.</u>	<u>Adjusted</u> <u>Chinese</u> <u>V.</u>	<u>IOC</u>	<u>Comments</u> <u>From</u> <u>Experts.</u>	<u>Total</u> <u>Points</u>
	MV2: XYZ offers a wide variety of products.	MV2: Walmart offers a wide variety of products.	MV2: 沃尔玛提供了大量产品的选择。			
	MV3: XYZ offers a variety of brand names that are available in many different sizes.	MV3: Walmart offers a variety of brand names that are available in many different sizes.	MV3: 沃尔玛提供了不同种类不同牌子的产品。			
	MV4: XYZ's products are free from defects and flaws.	MV4: Walmart's products are free from defects and flaws.	MV4: 沃尔玛的产品总是没有缺点和缺陷的。			

<u>Factors</u>	<u>Original</u> <u>Eng. V</u>	<u>Adjusting</u> <u>Eng. V.</u>	<u>Adjusted</u> <u>Chinese</u> <u>V.</u>	<u>IOC</u>	<u>Comments</u> <u>From</u> <u>Experts.</u>	<u>Total</u> <u>Points</u>
	MV5: XYZ's product prices represent good value.	MV5: Walmart's product prices represent good value.	MV5: 沃尔玛的 产品价格 代表了好的 质量。			
Presence of and Interactio-n with Other Customers (PI) (Terblanche , 2018)	PI1: I like to speak to other customers in XYZ.	PI1: I like to speak to other customers in Walmart stores.	PI1: 我喜欢和 沃尔玛的 其他顾客 聊天。			
	PI2: I appreciate the suggestions offered by other customers in the shop.	PI2: I appreciate the suggestion-s offered by other customer-s at Walmart hypermark- et.	PI2: 我很感激 其他在沃 尔玛购物 的顾客提 供的建议。			

<u>Factors</u>	<u>Original</u> <u>Eng. V</u>	<u>Adjusting</u> <u>Eng. V.</u>	<u>Adjusted</u> <u>Chinese</u> <u>V.</u>	<u>IOC</u>	<u>Comments</u> <u>From</u> <u>Experts.</u>	<u>Total</u> <u>Points</u>
	PI3: I enjoy the contact with other customers in the shop.	PI3: I enjoy the contact with other customers at Walmart.	PI3: 我很喜欢和在沃尔玛购物的其他顾客联系。			
	PI4: The other customer-s in XYZ are friendly towards me.	PI4: The other customers in Walmart are friendly towards me.	PI4: 在沃尔玛购物的客户对我总是很友好。			
Loyalty (LY) (Filipe et al., 2017)	LY 1: I say positive things about this company to other people.	LY 1: I say positive things about Walmart to other people.	LY 1: 我会像其他人说一些关于沃尔玛好的方面。			

<u>Factors</u>	<u>Original</u> <u>Eng. V</u>	<u>Adjusting</u> <u>Eng. V.</u>	<u>Adjusted</u> <u>Chinese</u> <u>V.</u>	<u>IOC</u>	<u>Comments</u> <u>From</u> <u>Experts.</u>	<u>Total</u> <u>Points</u>
	LY2: I consider this company first choice when I need products of categories sold.	LY2: I consider Walmart as my first choice when I need a wide variety of products I want.	LY2: 当我需要买不同的产品, 沃尔玛是我的第一选择。			
	LY3: I encourage friends and relatives to do business with this company.	LY3: I encourage friends and relatives to buy at Walmart.	LY3: 我鼓励我的亲戚朋友和沃尔玛合作。			
	LY4: I intend to do more business with this company in the next few years.	LY4: I intend to shop more at Walmart in the future.	LY4: 我倾向于未来在沃尔玛购物。			

<u>Factors</u>	<u>Original</u> <u>Eng. V</u>	<u>Adjusting</u> <u>Eng. V.</u>	<u>Adjusted</u> <u>Chinese</u> <u>V.</u>	<u>IOC</u>	<u>Comments</u> <u>From</u> <u>Experts.</u>	<u>Total</u> <u>Points</u>
	LY5: I recommend this company to someone who seeks my advice.	LY5: I recommend Walmart to someone who seeks my advice.	LY5: 当有人寻求我的建议时, 我会像他们推荐沃尔玛。			

References for Form to Expert Only

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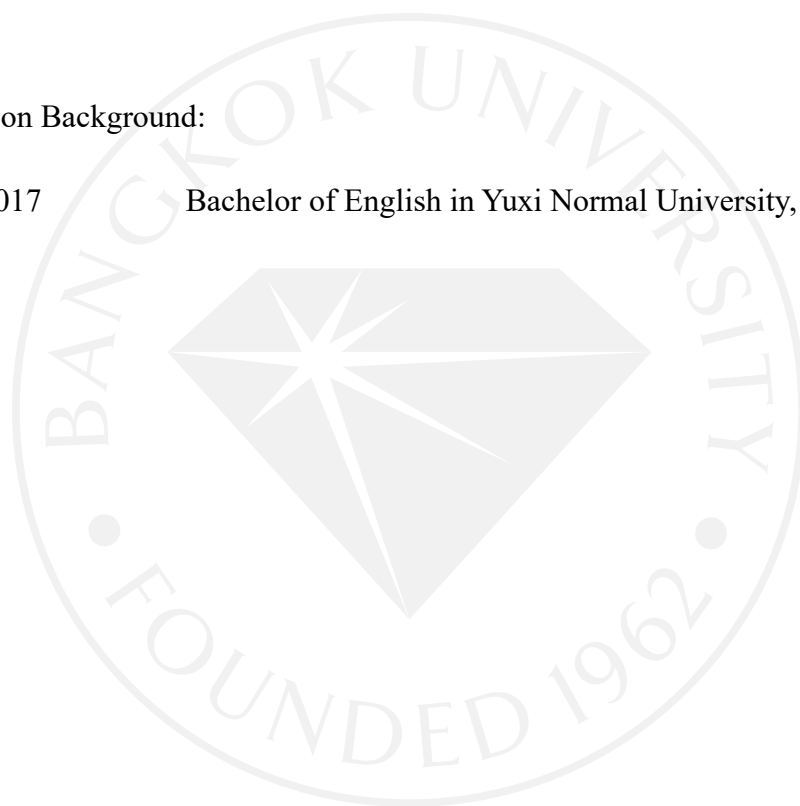
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Bangkok University

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Day 30 Month December Year 2019

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 hereafter referred to as "the licensor"

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