



รายงานการวิจัยฉบับสมบูรณ์

การพัฒนาแบบจำลองโครงสร้างปัจจัยเชิงสาเหตุ

การเข้าใช้บริการร้านค้าปลีกของลูกค้า

กรณีศึกษาร้านค้าปลีกขนาดใหญ่ในกรุงเทพมหานคร

Development of Structural Equation Modeling of Store Patronage

A Case Study of Hypermarts in Bangkok



E077885

นางสาววอนชนก ไชยสุนทร

สาขา.....  
เลขทะเบียน 077885  
รับเดือนปี 22 พ.ศ. 2559

b. 12804472  
i. ....

ได้รับทุนสนับสนุนงานวิจัยจากเงินรายได้ ประจำปีงบประมาณ พ.ศ. 2557

วิทยาลัยการบริหารและจัดการ

สถาบันเทคโนโลยีพระจอมเกล้าเจ้าคุณทหารลาดกระบัง

ชื่อโครงการ (ภาษาไทย) การพัฒนาแบบจำลองโครงสร้างปัจจัยเชิงสาเหตุการเข้าใช้บริการ  
ร้านค้าปลีกของลูกค้า : กรณีศึกษาร้านค้าปลีกขนาดใหญ่ใน  
กรุงเทพมหานคร

ชื่อโครงการ (ภาษาอังกฤษ) Development of Structural Equation Modeling of Store  
Patronage : A Case Study of Hypermarkets in Bangkok.

แหล่งเงิน เงินรายได้ วิทยาลัยการบริหารและจัดการ

ประจำปีงบประมาณ 2557 จำนวนเงินที่ได้รับการสนับสนุน 130,000 บาท

ระยะเวลาทำการวิจัย 1 ปี ตั้งแต่ 1 ตุลาคม 2556 ถึง 30 กันยายน 2557

### ชื่อ-สกุล หัวหน้าโครงการ

นางสาววอนชนก ไชยสุนทร

ตำแหน่งวิชาการ ผู้ช่วยศาสตราจารย์

วิทยาลัยการบริหารและจัดการ

โทรศัพท์ 02-329-8460 โทรสาร 02-329-8461

E-mail kcwornch@kmitl.ac.th

### บทคัดย่อ

ร้านค้าปลีกขนาดใหญ่ประเภทไฮเปอร์มาร์ทและซูเปอร์มาร์ทเกิดขึ้นเป็นรูปแบบใหม่ของการค้า  
ที่ทันสมัยในปัจจุบัน โดยผลพิสูจน์ที่ผ่านมาคือร้านค้าปลีกขนาดใหญ่เหล่านี้ มีความสำคัญต่อเศรษฐกิจ  
ไทยและยังมีผลกระทบอย่างมีนัยสำคัญต่อสังคมไทยอีกด้วย ดังนั้นจึงเกิดคำถามจากหลายคนว่า  
เพราะเหตุใดลูกค้าจึงเข้าไปใช้บริการในห้างค้าปลีกขนาดใหญ่เหล่านั้น ในขณะที่ร้านค้าแบบดั้งเดิม  
กลับได้รับความนิยมน้อยลง จึงเป็นเหตุให้การศึกษาครั้งนี้จึงมีวัตถุประสงค์เพื่อหารูปแบบโครงสร้าง  
ปัจจัยเชิงสาเหตุการเข้าใช้บริการร้านค้าปลีกของลูกค้าที่มีผลต่อความตั้งใจซื้อที่จะซื้อสินค้าจากร้านค้า  
เหล่านี้ โดยศึกษาจากผู้ตอบแบบสอบถามจำนวน 750 คน ที่อาศัยอยู่ในเขตกรุงเทพมหานครและได้รับ  
การคัดเลือก สำหรับการวิเคราะห์ข้อมูลนั้น ผู้วิจัยได้ใช้การสร้างแบบจำลองสมการโครงสร้าง (SEM) มา  
เพื่อทดสอบโครงสร้างของความสัมพันธ์ระหว่างตัวแปร ผลที่ได้จากการวิจัยพบว่า บรรทัดฐานอัตวิสัย  
(Subjective Norm) การรับรู้มูลค่าราคาของสินค้า การรับรู้คุณภาพของสินค้า และการรับรู้ถึงความ  
หลากหลายของสินค้านั้น ส่งผลกระทบทงตรงต่อความตั้งใจในการซื้อสินค้า ในขณะที่ระยะเวลาใน  
การเดินทางมายังห้างค้าปลีกขนาดใหญ่เหล่านั้น เป็นปัจจัยที่ส่งผลทางลบต่อความตั้งใจในการซื้อสินค้า

และในการศึกษาคั้งนี้ยังพบว่าอายุของลูกค้ามีความสัมพันธ์กับการรับรู้ถึงความหลากหลายของสินค้าด้วย โดยเส้นทางความสัมพันธ์นั้นแสดงผลในกลุ่มบุคคลที่มีอายุมากกว่ากลุ่มคนที่มีอายุน้อยอีกด้วย ในส่วนของการอภิปรายผลและข้อเสนอแนะได้แสดงไว้ด้วยแล้วในงานวิจัยนี้

คำสำคัญ : ร้านค้าปลีกขนาดใหญ่, การใช้บริการร้านค้า, แบบจำลองโครงสร้างปัจจัยเชิงสาเหตุ



**Research Title:** Development of Structural Equation Modeling of Store Patronage: A Case Study of Hypermarts in Bangkok.

**Researcher:** Miss Wornchanok Chaiyasoonthorn

**Faculty:** Administration and Management College,  
King Mongkut's Institute of Technology Ladkrabang, Bangkok, Thailand.

### ABSTRACT

Hypermarts and supermarkets are a new form of modern trade. They have been proved that they are important for the Thai economy and have made lots of significant impact on society. Several people have questioned why customers go to these kinds of stores while the traditional stores have been less popular. This study aims to find out factors that affect purchase intention to buy products from these stores. 750 respondents who lived in Bangkok were selected. Structural equation modeling (SEM) was used to test the structure of relationships. The results show that the subjective norm, perceived price value, perceived product quality and perceived store assortment provide direct positive impact on purchase intention while travel time to stores delivers a negative impact on purchase intention. The study further investigates that age can moderate the path from perceived store assortment to purchase intention; this path is stronger for older customers than for younger customers. Discussion and recommendation are provided in this research.

**Keywords :** Hypermarts, Store patronage, Structural equation modeling, SEM

## ACKNOWLEDGEMENT

I would express my sincere thanks to Administration and Management and King Mongkut's Institute of Technology Ladkrabang, for giving me a research funding, resources, support, and guidance to do this research. Also, I would like to thank the respondents of this research for providing me helpful raw data and all the people who provided me with the facilities to do this research. Last but not least, all love and care that I was given by my family members and friends were an enormous force encouraging me to complete this research project.



Wornchanok Chaiyasoonthorn

# CONTENTS

	Page
Abstract in Thai.....	i
Abstract in English.....	iii
Acknowledgement.....	iv
Contents.....	v
List of Tables.....	vii
List of Figures.....	viii
Chapter 1 Introduction.....	1
1.1 Research Background.....	1
1.2 Research Question.....	2
1.3 Research Objective.....	2
1.4 Research Scope.....	2
1.5 Research Contributions.....	3
Chapter 2 Literature Review.....	4
2.1 Theoretical Background.....	4
2.2 Purchase Intention (PI).....	5
2.3 Perceived Value Pricing (PVP).....	6
2.4 Perceived Products Quality (PPQ).....	6
2.5 Perceived Store Assortment (PSA).....	6
2.6 Travel Time (TIM).....	7
2.6 Moderating Effects.....	8
Chapter 3 Methodology.....	10
3.1 Sample Size and Sampling Method.....	10
3.2 Measurement.....	10
3.3 Reliability.....	10

## CONTENTS (CONT'S)

	Page
3.4 Construct Validity.....	11
3.5 Discriminant Validity.....	11
3.6 The Estimation.....	11
3.7 Assessing Measurement and Model Validity .....	12
3.8 Computer Software.....	12
<b>Chapter 4 Research Results.....</b>	<b>13</b>
4.1 Descriptive Statistics.....	13
4.2 The Structure of Equations.....	17
4.3 Multiple Group Moderating Effects.....	20
4.4 Multiple Effects of Age.....	21
<b>Chapter 5 Conclusions and Discussions.....</b>	<b>23</b>
5.1 Conclusions.....	23
5.2 Discussions.....	23
5.3 Recommendations for Future Research.....	25
<b>References.....</b>	<b>26</b>
<b>Appendices.....</b>	<b>29</b>
Appendix A: The Questionnaire.....	30
<b>Biography.....</b>	<b>33</b>

## LIST OF TABLES

Table	Page
4.1 Demographic characteristics of samples (n=750).....	13
4.2 Hypermart stores and supermarkets that the respondents recently visited.....	14
4.3 General statistics: mean, standardized loading and reliability.....	15
4.4 Exploratory factor analysis.....	16
4.5 Squared correlations and AVEs.....	17
4.6 Path analysis.....	19
4.7 Model fit indices.....	20
4.8 Comparison between males and females.....	20
4.9 The results of moderating effects of gender.....	21
4.10 Comparison between the younger group and the older group.....	21
4.11 The results of moderating effects of age.....	22

## LIST OF FIGURES

Figure	Page
2.1 The theory of planned behavior.....	4
2.2 The theoretical framework.....	9
4.1 The results of the structural model.....	18



# CHAPTER 1

## INTRODUCTION

### 1.1 Research Background

It is accepted that urban customers seem to buy goods or services from modern stores such as hyper-marts supermarkets, department stores, or convenience stores because these types of stores have modern designs, well-managed systems, and cheap products and services. These modern stores have high investment costs and complicated management systems.

In Thailand, there are two popular types of stores: hyper marts and convenience stores. These stores have been increasing their branches in Bangkok and other provinces. These business models came to Thailand in 1990s. However, after the recent economic crisis, several chain stores such as Siam Makro and Lotus were taken over by foreign companies

In the retail industry, competition among types of retailers is increasingly intensive. Grocery stores, supermarkets, discount stores, department stores, and convenience stores, for example, sometimes compete for the same targeted customers even though they present themselves to be different (Kotler & Keller, 2006). Making decision to buy products or services from different kind of retail stores like grocery stores, supermarkets, discount stores, large mega stores, and hypermarkets are very difficult for customers nowadays (Popkowski Leszczyc, Sinha, & Sahgal, 2004).

The losers of this competition are small traditional grocery stores and traditional department stores which are rarely to compete with gigantic discount chain stores (Johnson & Kim, 2009). Moreover, hypermarkets offer lower price and convenience for their consumers and such modern chain stores have advanced information systems and technology, logistic and supply systems, and power of bargains to suppliers (Kotler & Keller, 2006). Hence, modern trade stores decline profitability of traditional stores (Farhangmehr, Marques, & Silva, 2001). In terms of marketing, modern retail stores play in both luxury products and cheap

products so that there is no space for traditional retailers to play.

However, discount stores or hypermarkets provide benefits to Thai customers and society. For example, they provide low price products which in turn reduce living costs of the people. In addition, they can maintain their products to be higher in quality and safe for the customers than traditional stores (Cliquet, 2000).

Understanding factors that regulate customers to visit modern stores especially hyper-marts and supermarkets can help the government to provide relevant public policies but not affect the benefits of customers. Moreover, Thai entrepreneurs can use this research to mimic the success of modern traders to improve their stores becoming increasingly efficiently. Besides, the retail sector is one of the most employing industry sector. Knowledge of this research can be used to teach business students and/or entrepreneurs.

Therefore, this study aims to find out causal factors that bring hypermarkets to the forefront of the retail industry.

## 1.2 Research Question

What are the factors that affect purchase intention of Thai customers to purchase products or services from hyper-marts and super markets?

## 1.3 Research Objective

The study aims to study the structure of relationships affecting purchase intention of customers visiting hyper-mart stores.

## 1.4 Research Scope

1.4.1 This research studies only customers who live in Bangkok only since this province has the biggest number of residents who have the highest purchasing power.

1.4.2 This research studies only the stores (hyper-mart and supermarket) located in Bangkok since this province has the highest number of hypermart and supermarket stores.

1.4.3 The model in this study contains only one dependent variable-purchase intention since the ability to study purchase intention concomitantly with actual purchase is limited.

## 1.5 Research Contributions

1.5.1 The study provides the structural model of factors affecting purchase intention of customers to visit hyper-mart stores?

1.5.2 The study delivers benefits for Thai stores to understand behavior of customers. Then the executives of the stores can adjust their stores in order to respond to the customer behaviors.



## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Theoretical Background

The study aims to find out what causal factors influence customers' intention to buy products or services from a specific hypermarket. This study applies behavioral science to answer marketing research. One of well known theories in behavioral science is the Theory of Planned Behavior (TPB) used to explain why people perform a specific behavior (Ajzen, 1991; Fishbein & Ajzen, 2010). According to TPB, human behavior is directed by a structure of factors; they are behavioral intention (BI), subjective norm (SN), attitude (ATT), and perceived control behavior (PCB) shown in figure 2.1.

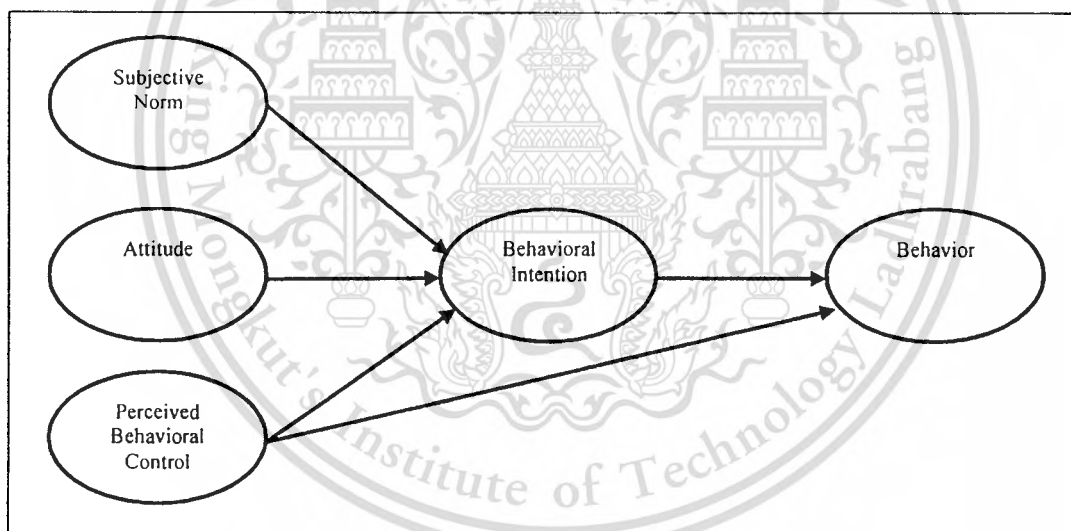


Figure 2.1 The theory of planned behavior

Source: Ajzen (1991)

TPB has been adapted in various disciplines. Studies in Information Systems replace Attitude by constructs that are relevant to the phenomenon explained. TAM, UTAUT1, and UTAUT2 (Davis, Bagozzi, & Warshaw, 1989; Venkatesh, L. Thong, & Xu, 2012; Venkatesh, Morris, Davis, & Davis, 2003) are theories in IS which predict behavioral intention by factors

This material is reserved for educational use only, not allowed for commercial use.

Forbidden to modify the content, and cite the document when use.

related to specific characteristics of systems or artifacts that consumers would like to use. Kowatsch & Maass (2010) applied TPB and TAM by using Perceived Usefulness and Perceived ease of use to explain behavioral intention. Both perceived usefulness and perceived ease of use are a kind of cognitive representation and form of attitude. In many marketing studies, the linkage between purchase intention and attitude can be replaced by linkages between purchase intention and beliefs or perceptions of consumers. Das (2014) used retail loyalty, retail awareness, retail association, and retail perceived quality as antecedents of purchase intention. Many studies in marketing have attempted to find out causal relationships what drive purchase intention of customers to buy products or services. Some of these studies apply TPB by changing attitudes to related constructs (P.-T. Chen & Hu, 2010; Hong & Cha, 2013; Pei, Paswan, & Yan, 2014; Yusof, Singh, & Razak, 2013). Here in the context of retail business, we applied suspected factors that may affect purchase intention. Perceived Product Quality (PPP), Perceived Value Pricing (PVP), and Perceived Store Assortment (PSA) are applied in the model instead of attitude while time travel to store (TS) is applied to replace perceived control behavior (PCB).

## 2.2 Purchase Intention (PI)

In marketing, Purchase intention is applied to indicate how strong intent of buyers to buy goods or services from sellers (Armstrong, Morwitz, & Kumar, 2000) in some cases it can be used to explain customer's loyalty (Juhl, Kristensen, & Østergaard, 2002).

Consumer's decision making is comprised of a structural set factors like perceive quality, perceive value, and satisfaction, which directly affect intention to buy products or services (J. Joseph Cronin, Brandy, & Hult, 2000). Intentions itself is also accepted as the cognitive component of an attitude (Fishbein & Ajzen, 1975). The cognitive part is a set of factors that indicate reasons of human to perform a specific behavior. In this study, intention is the dependent variable and several studies and theory indicate that it is a prime factor influencing human behavior (Ajzen, 1991; Chaiyasoonthorn & Suksa-ngiam, 2011; Davis, et

al., 1989; Fishbein & Ajzen, 1975, 2010; Venkatesh, et al., 2003). A study used that store brand price-image to explain purchase intention without the attitude construct (Diallo, 2012).

### 2.3 Perceived Value Pricing (PVP)

Perceived value is a cognitive dimension that can determine customers to buy or not to buy products or service. Marketing management often concerns about how to offer excellent value to customers; the evaluation process that customers evaluate products or services becomes important knowledge for companies (Ulaga & Chacour, 2001) even though this process of evaluation is normally subjective. Evaluating price value by different people from different cultures and different time yields different outcome (Sa'nchez, Callarisa, Rodri'guez, & Moliner, 2006).

### 2.4 Perceived Products Quality (PPQ)

Consumers can buy products or services from a selected brand but they do not know how products are really different or what standards or regulations that the products have. By large, some consumers cannot distinguish product quality from brands (Schiffman & Kanuk, 2000). Hence, product brands mean that the product distribution is indicative of the image quality even though in reality they may not have such good quality as the customers think. However, in financial terms, Finn & Louviere (1996) have suggested that there is a correlation between company's stock price and the perception of quality. If customers perceive that the product has good quality, the value of the product will consequently increase (Grewal, Krishnan, Baker, & Borin, 1998).

### 2.5 Perceived Store Assortment (PSA)

Store assortment is a cognitive part of customer decision. It offers freedom of choices to customers. Hyper-markets offer customers numerous opportunities to go to stores at one time and the customers can get multiple products or services (Popkowski Leszczyc, et al., 2004). Normally customers often think that product assortment is important than the store

managers think (Hansen, 2003). Moreover, customers can minimize travel costs if the store can serve them with all products they would like to purchase (Popkowski Leszczyc, et al., 2004). However, sometimes the assortment of products can be subjective than objective because the perception of customers may be shaped by the arrangement of store's shelves. A study confirms that increasing presentation of product items can improve assortment perception although attributes or the size of the assortment do not increase (Oppewal & Koelemeijer, 2005). Thus, we establish a hypothesis that store assortment will affect purchase intention.

## 2.6 Travel Time (TIM)

Locations of modern store chains are designed to be accessible to the target customers (Kotler & Armstrong, 2004). The reason behind the application of travel time as an antecedent of purchase intention is that it acts like perceived behavioral control in TPB; people do not intend to perform a specific behavior if the behavior is difficult to perform (Fishbein & Ajzen, 2010). In TPC, perceived behavioral control is a factor regulating both behavior and intention to perform behavior (Ajzen, 1991). In the case of retail stores, the more distance travel to the store, the less likelihood that customers intend to visit the stores because buyers may less likely to control their behavior to buy products or services from the store. In Bangkok, both distance measured in KM and distance measured in minutes can be used to represent this factor. However, time travel to the location in this study is more appropriate because customers who use different modes of transportation (private car vs. public transportation) may be affected by distance differently. Distance has a negative effect on how customers select a store; long distance can limit the frequency of customers traveling to a store (Hansen & Solgaard, 2004) so that several store brand decided to be located in the centre of a city since they can take advantage from closeness to customers (Finn & Louviere, 1996). In Bangkok Thailand, distance measured by time is better than distance measured by KM or miles since people in Bangkok are greatly different among

social classes. Therefore, we speculated that the distance measured by using time will affect purchase intention.

## 2.7 Moderating Effects

In this study, we investigate further than the original concept of TPC. We speculate that there might be moderating factors that may moderate the relationships among constructs. Theories applying TPC present that there are moderating factors such as age and gender. These factors can moderate antecedents of intention (Venkatesh, et al., 2012; Venkatesh, et al., 2003). Hence we applied age and gender as moderating effects in this study. We then can set hypotheses as follows:

H1: Subjective norm directly positively influences purchase intention and the path is moderated by gender and age.

H2: Perceived price value directly positively influences purchase intention and the path is moderated by gender and age.

H3: Perceived product quality directly positively influences purchase intention and the path is moderated by gender and age.

H4: Perceived store assortment directly positively influences purchase intention and the path is moderated by gender and age.

H5: Travel time directly positively influences purchase intention and the path is moderated by gender and age.

All hypotheses are depicted in figure 2

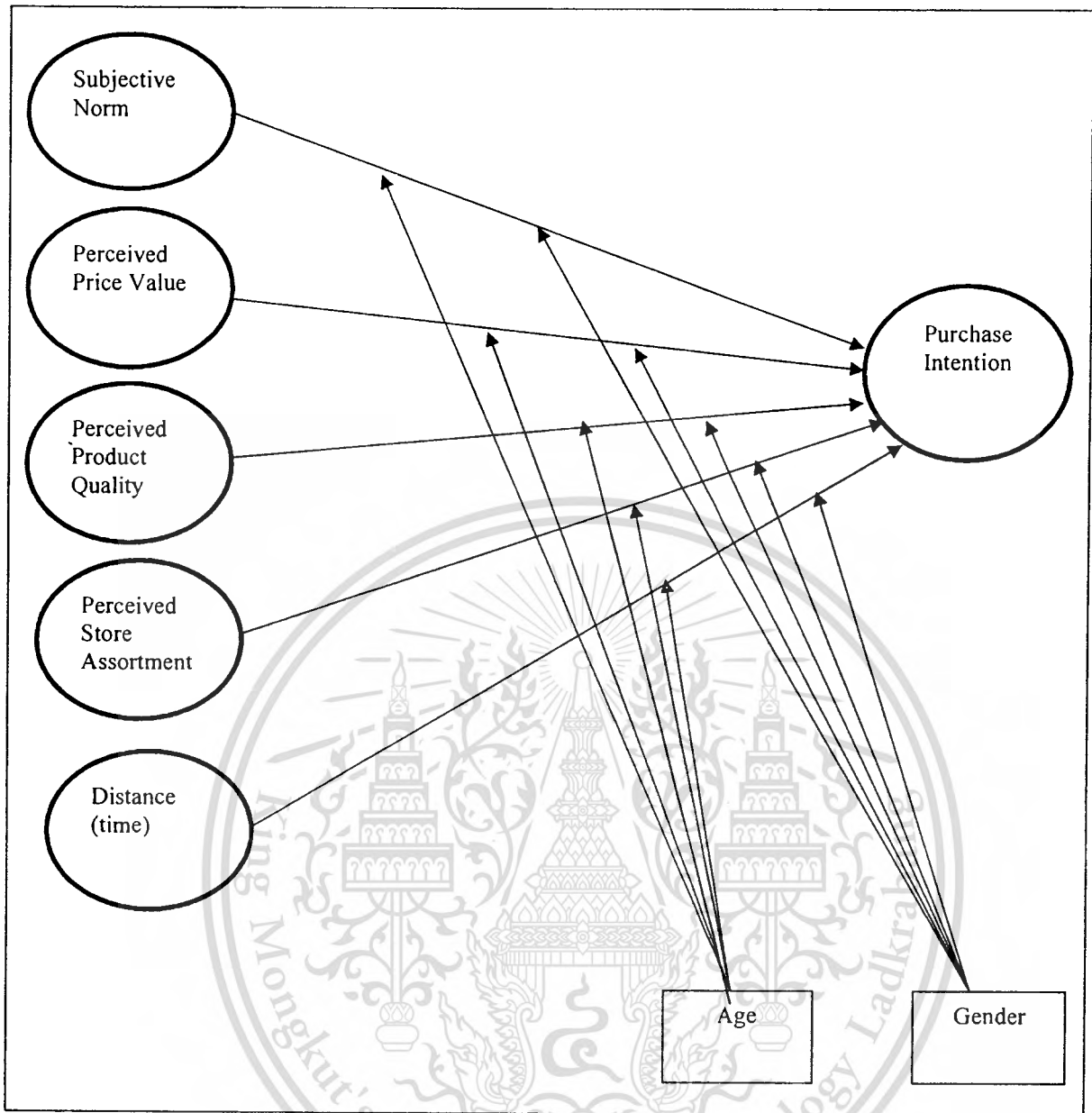


Figure 2.2 The theoretical framework

## CHAPTER 3

### METHODOLOGY

This research employs a quantitative methodology, which relies on the use of statistics.

#### 3.1 Sample Size and Sampling Method

In this research, the sampling size is determined by the numbers of both latent and observed variables. The structural model of this study consists of 6 latent and 20 observed variables; the number of respondents should be greater than 526 samples with effect size at 0.1 and power level at 0.8 (Cohen, 1988; Soper, 2012; Westland, 2010). The sample size in this study is greater than the minimum requirement. Regarding the sampling method, the data are collected by using area sampling from 15 different locations in Bangkok.

#### 3.2 Measurement

The questionnaire employed in this research is a self-report questionnaire. Purchase intention (PI), subjective norm (SN), perceived value pricing (PVP), perceived product quality (PPQ), and perceived store assortment (PSA), are comprised of bi-polar semantic differential items (strongly agree (7)-strongly disagree (1)). Travel Time (TIM) is measured in minutes (self-report); then, the numbers of TIM are transformed by logarithms, solving normality issues because there are vast different gaps among reported travel time both home and work place.

#### 3.3 Reliability

Cronbach's Alpha is used to measure reliability of constructs and it is accepted that Cronbach's Alpha should be greater than 0.7 (Hair, Black, Babin, & Anderson, 2010). All constructs have Cronbach's Alpha greater than 0.7 except TIM. The study also uses content reliability (CR) to measure reliability as shown in equation 1.

$$C.R. = \frac{(\sum L_i)^2}{(\sum L_i)^2 - \sum Var(\varepsilon_i)} \quad \text{----- (1)}$$

L = A standardized loading from an latent variable to an observed variable

Var = The error variance of an observed variable

### 3.4 Construct Validity

The value of standardized factor loading should be 0.5 (Hair, et al., 2010). All items are greater than 0.5. The average variance extracted (AVE) is used to determine construct validity. A value of AVE higher than 0.50 is prefer to represent enough construct validity (Hair, et al., 2010).

### 3.5 Discriminant Validity

The values of AVEs that are greater than the squared correlation estimate between two constructs are used to prove that the two constructs are different (Hair, et al., 2010). According to Hair, et al.(2010), the equation of AVE is shown as equation 2:

$$AVE = \frac{\sum_{i=1}^n L_i^2}{n} \quad \text{----- (2)}$$

L = A standardized loading from an latent variable to an observed variable

Var = The error variance of an observed variable

### 3.6 The Estimation

We used the maximum likelihood estimation to calculate the measurement and structural equations. When compared with ordinary least squares (OLS), maximum likelihood estimation (MLE) is more efficient and unbiased(Hair, et al., 2010). Kurtosis and skewness are measured to prove normal distribution of the data.

### 3.7 Assessing Measurement and Model Validity

In terms of goodness-of-fit, we used several Indexes to indicate goodness-of-fit; such indexes are chi-square( $\chi^2$ ), and degree of freedom (df). In the case of absolute fit, we employed  $\chi^2$  statistic, goodness-of-fit index(GFI), the root mean square error of approximation (RMSEA), standardized root mean residual (SRMR), and normed chi-square. In terms of incremental, we used the Tucker-Lewis index (TLI) and comparative fit index (CFI) to measure the incremental fit. In terms of parsimony fit, we measured parsimony fit by using adjusted goodness of fit index (AGFI), parsimony goodness-of-fit(PGFI), and parsimony normed fit index (PNFI).

### 3.8 Computer Software

IBM's SPSS and AMOS 21.0 are used in this research.



## CHAPTER 4

### RESEARCH RESULTS

#### 4.1 Descriptive Statistics

The respondents of this study were selected based on area sampling from 15 locations in Bangkok. The respondents are more female (59.6%) than male (40.4%). The respondents who are in the age between 25-35 years old are the biggest group (38.1%), followed by the respondents who are in the age below 25 years old (32.7%). In terms of education levels, the majority of the respondents are people who have undergraduate degrees (54.8%), followed by those who have degrees below undergraduate or do not have any degrees (33.9%). The distribution of the samples is shown in table 4.1.

Table 4.1 Demographic characteristics of the samples (n=750).

Categories	Samples	%
<b>Gender</b>		
Male	301	40.1
Female	447	59.6
<b>Age groups</b>		
Below 25	245	32.7
25-35	286	38.1
35-45	162	21.6
More than 45	57	7.6
<b>Level of study</b>		
Below undergraduate	254	33.9
Undergraduate	411	54.8
Graduate	85	11.3

Table 4.2 shows that Big C and Tesco Lotus brands are the most favorable brands for Thai customers.

Table 4.2 Hypermart stores and supermarkets that the respondents recently visited

Store Name	Frequency	Percent
Bigc	176	23.5
BigcExtra	71	9.5
Bigc Market	23	3.1
Tesco Lotus Hyper Mart	93	12.4
Tesco Lotus market	99	13.2
Siam Makro	74	9.9
Max Value	61	8.1
Top Market	68	9.1
Top Super	56	7.5
Others	29	3.9
Total	750	100.0

According to table 4.3, the standardized loadings of items are mostly found greater than 0.5. Content reliability (CR) and Cronbach's alpha are found greater than 0.6.

Table 4.3 General statistics: mean, standardized loadings and reliability.

Latent variables	Observed variables	Skewness	Kurtosis	Loading	C.R.	Alpha
PI	PI2	-.628	.416	.821	.782	.855
	PI3	-.582	.137	.827		
	PI4	-.523	.114	.797		
SN	SN2	-.269	.116	.796	.770	.842
	SN3	-.295	.143	.885		
	SN4	-.339	.127	.734		
PP	PP1	-.418	.209	.746	.703	.867
	PP2	-.339	.261	.768		
	PP3	-.140	-.267	.756		
	PP4	-.202	.145	.761		
PQ	PQ1	-.404	.045	.872	.738	.857
	PQ2	-.445	.051	.728		
	PQ3	-.559	.339	.726		
	PQ4	-.203	-.267	.800		
PSA	PSA1	-.461	.136	.801	.746	.852
	PSA2	-.339	.040	.806		
	PSA3	-.365	-.104	.784		
	PSA4	-.304	-.160	.761		
TIM	TIM1	-.190	1.92	.573	.607	.618
	TIM2	-.549	.704	.800		

Table 4.4 shows exploratory factor analysis (EFA) with varimax rotation, segregating the items into 6 factors according to the constructs in the literature review. The results of EFA

represent the validity of the constructs (KMO =0.909, Chi-square = 8049.230, df =190, sig = 0.00).

Table 4.4 Exploratory factor analysis

	Factors					
	1	2	3	4	5	6
PI2	.792	.219	.113	.196	.223	-.079
PI3	.804	.161	.202	.179	.190	-.054
PI4	.788	.189	.266	.126	.160	-.053
SN2	.182	.819	.098	.129	.187	.061
SN3	.227	.825	.169	.106	.204	.022
SN4	.127	.759	.235	.171	.177	-.011
PP1	.198	.094	.789	.177	.245	-.036
PP2	.190	.109	.816	.206	.195	-.025
PP3	.120	.178	.681	.279	.239	-.043
PP4	.150	.248	.708	.201	.205	-.006
PQ1	.157	.106	.318	.723	.227	-.034
PQ2	.089	.225	.106	.811	.190	-.024
PQ3	.155	.021	.158	.796	.217	-.133
PQ4	.175	.144	.316	.698	.134	.024
PSA1	.184	.137	.182	.215	.747	-.013
PSA2	.119	.149	.223	.225	.794	-.054
PSA3	.149	.211	.244	.128	.740	-.072
PSA4	.208	.198	.215	.215	.683	-.002
Log(L2)	-.021	.025	-.059	-.038	.001	.857
Log(L4)	-.099	.027	.002	-.064	-.082	.838

In the case of discriminant validity, table 4.5 shows that squared correlations are not greater than AVEs. These comparisons demonstrate that the discriminant validity is acceptable.

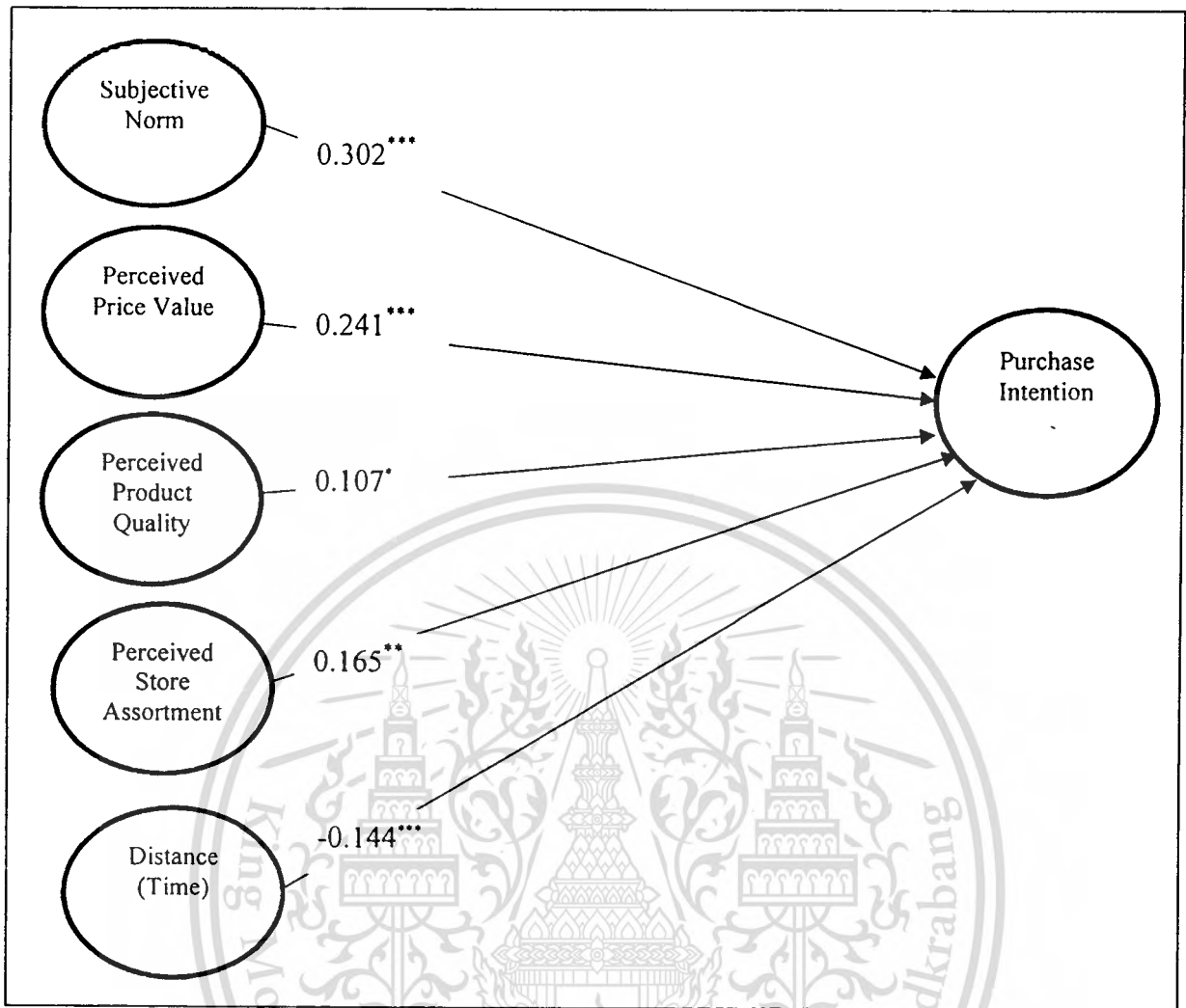
Table 4.5 Squared correlations and AVEs.

	PI	SN	PVP	PPQ	PSA	TIM
PI	0.664					
SN	0.334	0.652				
PVP	0.386	0.310	0.574			
PPQ	0.289	0.204	0.511	0.614		
PSA	0.354	0.325	0.493	0.370	0.621	
TIM	0.045	0.000	0.016	0.021	0.025	0.484

Diagonal elements are AVEs and off-diagonal values are squared correlations

#### 4.2 The Structure of Equations

Figure 4.1 shows the structural equation model. The results show that all standardized loadings are statistically significant ( $P > 0.001$ ).



\* $\geq 0.05$ , \*\* $\geq 0.01$ , \*\*\* $\geq 0.001$ ,

Figure 4.1 The results of the structural model without moderating effects

$\chi^2 = 408.681$ ,  $df = 149$ ,  $\chi^2 / df = 2.743$ ,  $P\text{-value} = 0.000$ ,

$SRMR = 0.0312$ ,  $RMSEA = 0.048$ ,  $CFI = 0.967$ ,  $TLI = 0.958$ ,

$GFI = 0.948$ ,  $PGFI = 0.673$ ,  $AGFI = 0.927$ ,  $PNFI = 0.745$

Figure 4.1 and table 4.5 show the structure of the paths based on the literature review and all the paths are statistically significant.

Table 4.6 Path analysis.

Paths	Hypothesis	Standardized beta	P	R <sup>2</sup>
SN → PI	H1	0.302	0.00	0.511
PVP → PI	H2	0.241	0.00	
PPQ → PI	H5	0.107	0.00	
PSA → PI	H3	0.165	0.00	
TIM → PI	H4	-0.144	0.00	

According to table 4.6, subjective norm is the most influential factor that positively affects purchase intention at 0.302 beta coefficient, followed by perceived price value at 0.241 beta coefficient. Travel time is a negative determinant of purchase intention with -0.144 beta coefficient. All factors together can explain the variance of purchase intention at 51.1 % ( $R^2=0.511$ ). Table 4.7 shows that even though the P-value for the model is significant (P-value = 0.000), Normed Chi-square ( $\chi^2/df$ ) is less than 3; this number is acceptable for a model (Hair, et al., 2010).

Table 4.7 Model fit indices.

Indices	Recommended Value	Results
$\chi^2 / df$	$\leq 3$	2.743
P-value	$\geq 0.05$	0.000
SRMR	$\leq 0.05$	0.0312
RMSEA	$\leq 0.05$	0.048
GFI	$\geq 0.90$	0.948
TLI	N/A	0.958
AGFI	$\geq 0.90$	0.927
PGFI	$\geq 0.50$	0.673
CFI	$\geq 0.90$	0.967

The recommended values are based on Hair et al. (2010) and Prasith-rathsint *et al.* (2008).

### 4.3 Multiple Group Moderating Effects

We analyzed the moderating effect of gender groups by employing Chi-square difference test, as shown in table 4.8 and 4.9.

Table 4.8 Comparison between male and female.

Paths	Male				Female			
	estimate	S.E.	C.R.	P	estimate	S.E.	C.R.	P
SN → PI	0.349	0.089	3.908	0.000	0.322	0.062	5.212	0.000
PVP → PI	0.09	0.157	0.573	0.567	0.391	0.104	3.774	0.000
PPQ → PI	0.2	0.089	2.249	0.024	0.089	0.076	1.176	0.240
PSA → PI	0.228	0.093	2.464	2.464	0.131	0.084	3.495	0.121
TIM → PI	-1.087	0.355	-3.061	-3.061	-0.536	0.338	5.203	0.112

This material is reserved for educational use only, not allowed for commercial use.

Forbidden to modify the content, and cite the document when use.

Table 4.9 The results of moderating effects of gender.

Constrained paths	$\chi^2$	df	P(model)	RMSEA	GFI	AGFI	CFI	$\Delta\chi^2/\Delta df$	P ( $\chi^2$ )
Default	726.054	298	0.000	0.044	0.911	0.875	0.947	N/A	N/A
SN $\rightarrow$ PI	726.117	299	0.000	0.044	0.947	0.875	0.947	0.063	0.802
PVP $\rightarrow$ PI	728.551	299	0.000	0.044	0.911	0.875	0.947	2.497	0.114
PPQ $\rightarrow$ PI	726.962	299	0.000	0.044	0.911	0.875	0.947	0.908	0.341
PSA $\rightarrow$ PI	726.647	299	0.000	0.044	0.911	0.875	0.947	0.593	0.441
TIM $\rightarrow$ PI	727.273	299	0.000	0.044	0.911	0.875	0.947	1.219	0.270

According to tables 4.8 and 4.9, gender does not moderate all paths to purchase intention. All hypotheses of gender moderating effects are rejected.

#### 4.4 Moderating Effects of Age.

We then analyzed the moderating effect of age groups by employing Chi-square difference test, as shown in table 4.10 and 4.11.

Table 4.10 Comparison between the younger group and the older group.

Paths	The older group				The younger group			
	estimate	S.E.	C.R.	P	Estimate	S.E.	C.R.	P
SN $\rightarrow$ PI	0.253	0.084	2.997	0.003	0.365	0.067	5.41	0.000
PVP $\rightarrow$ PI	0.241	0.107	2.258	0.024	0.427	0.143	2.977	0.003
PPQ $\rightarrow$ PI	0.116	0.076	1.522	0.128	0.074	0.086	0.856	0.392
PSA $\rightarrow$ PI	0.345	0.092	3.755	0.000	0.044	0.089	0.498	0.619
TIM $\rightarrow$ PI	-0.829	0.664	-1.248	0.212	-0.765	0.216	-3.541	0.000

Table 4.11 The results of moderating effects of age.

Constrained paths	$\chi^2$	df	P(model)	RMSEA	GFI	AGFI	CFI	$\Delta\chi^2/\Delta df$	P ( $\chi^2$ )
Default	666.255	298	0.000	0.041	0.919	0.885	0.955	N/A	N/A
SN $\rightarrow$ PI	667.176	299	0.000	0.041	0.919	0.886	0.955	0.921	0.337
PVP $\rightarrow$ PI	667.369	299	0.000	0.041	0.919	0.887	0.955	1.114	0.291
PPQ $\rightarrow$ PI	666.383	299	0.000	0.041	0.919	0.886	0.955	0.128	0.721
PSA $\rightarrow$ PI	671.909	299	0.000	0.041	0.918	0.885	0.955	5.654	0.017
TIM $\rightarrow$ PI	666.383	299	0.000	0.041	0.919	0.886	0.955	0.007	0.933

Table 4.10 and 4.11 show that the path from perceived store assortment to purchase intention is moderated by age; the path is stronger for older customers than for younger customers. The other paths are not found that they are moderated by age.

## CHAPTER 5

### CONCLUSIONS AND DISCUSSIONS

#### 5.1 Conclusions

The purpose of this study is to understand the structure of factors that affect purchase intention of Thai customers, who live in Bangkok, to purchase goods from Hypermart stores. This research applied the Theory of Planned Behavior (TPB)(Ajzen, 1991) to explain purchase intention of customers. Subjective norm, perceived price value, perceived product quality, perceived store assortment, and travel time affect purchase intention to buy products from Hypermart stores. In terms of moderating factors, age moderates the path from perceived store assortment to purchase intention. The path is stronger for the younger group than the older group.

#### 5.2 Discussions

This research shows that subjective norm is the strongest factor influencing purchase intention. Purchase intention of the respondent mostly relies upon the belief of important people that he or she should purchase from a specific store. Subjective norm (SN) is the most influential factor that affects purchase intention. The respondents present themselves that they purchase products from the hyper-mart stores based on their influence of important people. These finding emphasizes that Thai consumers follow recommendations of important people. The next step of understanding this factor is to understand who important people are. These people perhaps include friends, spouses, parents, siblings, colleagues, superstars, or others. For future research, it is recommended that there be a study to find out who is important for the customers of hyper-mart stores.

Another incitement of purchase intention is perceived value pricing (PVP), it is the second most influential factor affecting purchase intention. Price when compared with value is still important for customers of hypermart stores. It presents the strength of hypermart

This material is reserved for educational use only, not allowed for commercial use.

Forbidden to modify the content, and cite the document when use.

stores delivering cheaper products with high value to customers. The understanding of how customers perceive value of products or services may be a key to increase profitability and to escape the risk of losing sales (Hinterhuber, 2004). Managers might choose a number of pricing methods. However, adjusting price is dependent upon several factors such as revenue and customer satisfaction. When information is limited, managers often charge prices of products or services based on brands whereas culture, competition, and strategies are also relevant (Rusetski, 2014).

When compared with perceived value pricing, perceived product quality provides a very little effect on purchase intention. However, the path is still significant. It connotes the sense that customer use perceived value pricing to make decision more than perceived product quality and customers may see no or little differences of products sold in the stores. However, future research should be focused on this issue

Perceived store assortment is another important predecessor of purchase intention. It does significantly affect purchase intention. In addition, age can moderate the path from perceived store assortment to purchase intention. The effect of perceived store assortment is stronger for older customers than for younger customers and the path is significant for older customer while it is not significant for younger people. When the samples are pooled, the path is significant. Another test should be done to confirm this information.

Last but not least, travel time (TIM) to the store provides a negative impact on purchase intention. The longer traveling time (TIM) to stores the less likelihood the customers intend to go to the stores. The concept of including travel time to the model is that travel time is a factor that affects the ability to control behavior and it does directly affect purchase intention. The more time that customers go to the store the less purchase intention is found.

### 5.3 Recommendations for Future Research

There are issues that need to be clarified by future research. First, who are the important people that provide a high subjective norm is an important topic since understanding this issue may give a marketing campaign a way to directly persuade the important people. Then finally, this campaign then affects the targeted customers. Second, what are the reasons that perceived product quality provides a little effect on purchase intention. For example, do hypermarket stores sell no different products? Or do they perhaps use perceived value pricing strategies to adjust their prices rather than use perceived product quality. Third, we need future research to affirm that age does moderate the path from perceived store assortment to purchase intention. If there are other research findings from other research, this notion will be rigorous.

In addition, this research is a pure quantitative study. The mixed method is another alternative way to gain both deep and wide understanding of this issue. For example, we do not include some variables that may affect purchase intention such as hedonic motivation or affective motivation. Adding new variables to the model may be guided by using the mixed method approach.

Lastly, the connection between purchase intention and actual purchase is not tested in this research. Some scholars like Fishbein & Ajzen (2010) say that both intention and actual behavior can be measured concurrently.

## REFERENCES

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Armstrong, J. S., Morwitz, V. G., & Kumar, V. (2000). Sales forecasts for existing consumer products and services: Do purchase intentions contribute to accuracy? *International Journal of Forecasting*, 16(3), 383-397.
- Cliquet, G. (2000). Large format retailers: a French tradition despite reactions. *Journal of Retailing and Consumer Services*, 7(4), 183-195.
- Cohen, J. (1988). *Statistical Power Analysis for the Behavioral Sciences* (2nd ed.). Hillsdale, NJ.: Lawrence Earlbaum Associates.
- Das, G. (2014). Linkages of retailer awareness, retailer association, retailer perceived quality and retailer loyalty with purchase intention: A study of Indian food retail brands. *Journal of Retailing and Consumer Services*, 21(3), 284-292.
- Diallo, M. F. (2012). Effects of store image and store brand price-image on store brand purchase intention: Application to an emerging market. *Journal of Retailing and Consumer Services*, 19(3), 360-367.
- Farhangmehr, M., Marques, S., & Silva, J. (2001). Hypermarkets versus traditional retail stores -- consumers' and retailers' perspectives in Braga: a case study. *Journal of Retailing and Consumer Services*, 8(4), 189-198.
- Finn, A., & Louviere, J. J. (1996). Shopping center image, consideration, and choice: Anchor store contribution. *Journal of Business Research*, 35(3), 241-251.
- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley.
- Fishbein, M., & Ajzen, I. (2010). *Predicting And Changing Behavior: The Reasoned Action Approach*. New York: Psychology Press.

- Grewal, D., Krishnan, R., Baker, J., & Borin, N. (1998). The effect of store name, brand name and price discounts on consumers' evaluations and purchase intentions. *Journal of Retailing*, 74(3), 331-352.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis: A Global Perspective* (7th ed.). Upper Saddle River, New Jersey: Pearson Prentice Hall.
- Hansen, T. (2003). Intertype competition: specialty food stores competing with supermarkets. *Journal of Retailing and Consumer Services*, 10(1), 35-49.
- Hansen, T., & Solgaard, H. S. (2004). Measuring the Effect of Distance on Consumer Patronage Behavior: a structural equation model and empirical results *New Perspectives on Retailing and Store Patronage Behavior: A study of the Interface Between Retailers and Consumers*. Boston: Kluwer Academic Publishers.
- Hinterhuber, A. (2004). Towards value-based pricing—An integrative framework for decision making. *Industrial Marketing Management*, 33(8), 765-778.
- J. Joseph Cronin, J., Brandy, M. K., & Hult, G. T. M. (2000). Assessing the Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments. *Journal of Retailing*, 76(2), 25.
- Johnson, H. H., & Kim, S. M. (2009). When strategy pales: Lessons from the department store industry. *Business Horizons*, 52(6), 583-593.
- Juhl, H. J. r., Kristensen, K., & Østergaard, P. (2002). Customer satisfaction in European food retailing. *Journal of Retailing and Consumer Services*, 9(6), 327-334.
- Kotler, P., & Armstrong, G. (2004). *Principles of Marketing*. Upper Saddle River, New Jersey: Pearson Education.
- Kotler, P., & Keller, K. L. (2006). *Marketing Management* (12nd ed.). Upper Saddle River: Pearson Education, Inc. .

- Kowatsch, T., & Maass, W. (2010). In-store consumer behavior: How mobile recommendation agents influence usage intentions, product purchases, and store preferences. *Computers in Human Behavior*, 26(4), 697-704.
- Oppewal, H., & Koelemeijer, K. (2005). More choice is better: Effects of assortment size and composition on assortment evaluation. *International Journal of Research in Marketing*, 22(1), 45-60.
- Popkowski Leszczyc, P. T. L., Sinha, A., & Sahgal, A. (2004). The effect of multi-purpose shopping on pricing and location strategy for grocery stores. *Journal of Retailing*, 80(2), 85-99.
- Prasith-rathsint, S., Sookasame, K., Pongsaree, S., & Prasithimet, T. (2008). *Structural Equation Modeling Using LISREL, PRELIS and SIMPLIS*. Bangkok: Samlada Part., Limited.
- Rusetski, A. (2014). Pricing by intuition: Managerial choices with limited information (Publication no. <http://dx.doi.org/10.1016/j.jbusres.2014.02.020>). <http://www.sciencedirect.com/science/article/pii/S0148296314000952>
- Sa'nchez, J., Callarisa, L. s., Rodri'guez, R. M., & Moliner, M. A. (2006). Perceived value of the purchase of a tourism product. *Tourism Management*, 27(3), 394-409.
- Schiffman, L. G., & Kanuk, L. L. (2000). *Consumer Behavior* (7th ed.). Upper Saddle River, New Jersey: Prentice-Hall, Inc.
- Soper, D. S. (2012). A-priori Sample Size Calculator for Structural Equation Models, 13/10/2012, from <http://www.danielsoper.com/statcalc3/calc.aspx?id=89>
- Ulaga, W., & Chacour, S. (2001). Measuring Customer-Perceived Value in Business Markets: A Prerequisite for Marketing Strategy Development and Implementation. *Industrial Marketing Management*, 30(6), 525-540.
- Westland, J. C. (2010). Lower bounds on sample size in structural equation modelling *Electronic Commerce Research and Applications*, 9(6), 476-487.



This material is reserved for educational use only, not allowed for commercial use.  
Forbidden to modify the content, and cite the document when use.

# APPENDIX A

## THE QUESTIONNAIRE

Appendix: แบบสอบถามภาษาไทย

Questionnaire No

□□-□□-□□□□

### แบบสอบถามเรื่องการยอมรับการใช้งานห้างค้าปลีกขนาดใหญ่

\*\*\*\*\*

G1: ในรอบเดือนที่ผ่านมา ห้างค้าปลีกขนาดใหญ่ใดดังต่อไปนี้ที่ท่านเข้าไปใช้บริการล่าสุด (เลือกได้เพียงแห่งเดียว)

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> 1. บิ๊กซี                     | <input type="checkbox"/> 2. บิ๊กซีเอ็กซ์ตรา   | <input type="checkbox"/> 3. บิ๊กซี ตลาด  |
| <input type="checkbox"/> 4. เทสโก้ โลตัส ไฮเปอร์มาเก็ต | <input type="checkbox"/> 5. เทสโก้ โลตัส ตลาด | <input type="checkbox"/> 6. แม็คโคร      |
| <input type="checkbox"/> 7. แม็กซ์ เวลู (Max Value)    | <input type="checkbox"/> 8. ท็อป มาร์เก็ต     | <input type="checkbox"/> 9. ท็อป ซูเปอร์ |
| <input type="checkbox"/> 10. อื่นๆโปรดระบุ.....        |   |  |

คำถามต่อไปนี้เป็นคำถามที่เกี่ยวข้องกับห้างค้าปลีกที่ท่านเลือกจากคำถามข้อ G1

G2: โดยเฉลี่ยแต่ละเดือน ท่านได้ซื้อสินค้าหรือบริการจากห้างดังกล่าว คิดเป็นเงินประมาณ.....บาท ต่อ ครั้ง

G3: โดยเฉลี่ยแต่ละเดือน ท่านได้เข้าไปใช้ซื้อสินค้าหรือบริการจากห้างดังกล่าวจำนวน.....ครั้งต่อ เดือน

L2: ระยะเวลาในการเดินทางระหว่างที่พักอาศัยของท่านกับห้างดังกล่าว มีระยะเวลาโดยประมาณ.....นาที

L4: ระยะเวลาในการเดินทางระหว่างที่ทำงานของท่านกับห้างดังกล่าวมีระยะเวลาโดยประมาณ.....นาที

โปรดทำเครื่องหมาย  วงกลมลงบนตัวเลข 1 ถึง 7

โดยที่เลข 7 หมายถึง เห็นด้วยกับข้อความด้านขวามาก

1 หมายถึง เห็นด้วยกับข้อความด้านซ้ายอย่างมาก

#### มาตรวัดความตั้งใจในการซื้อสินค้า

PI2: ฉันคาดหวังว่าฉันจะซื้อสินค้าหรือบริการจากห้างแห่งนี้อย่างต่อเนื่อง

ไม่เห็นด้วยอย่างยิ่ง	1	2	3	4	5	6	7	เห็นด้วยอย่างยิ่ง
----------------------	---	---	---	---	---	---	---	-------------------

PI3: ฉันวางแผนที่จะซื้อสินค้าหรือบริการจากห้างแห่งนี้

ไม่เห็นด้วยอย่างยิ่ง	1	2	3	4	5	6	7	เห็นด้วยอย่างยิ่ง
----------------------	---	---	---	---	---	---	---	-------------------

PI4: ฉันพยายามที่จะซื้อสินค้าหรือบริการจากห้างแห่งนี้

เป็นไปได้เลย	1	2	3	4	5	6	7	แน่นอนที่สุด
--------------	---	---	---	---	---	---	---	--------------

#### มาตรวัดปัจจัยความจงรักภักดีของลูกค้า

CL1: ฉันจะพยายามที่ไปห้างแห่งนี้ทุกครั้งเมื่อคิดที่จะซื้อสินค้า

ไม่เห็นด้วยอย่างยิ่ง	1	2	3	4	5	6	7	เห็นด้วยอย่างยิ่ง
----------------------	---	---	---	---	---	---	---	-------------------

CL2: เมื่อฉันต้องการซื้อสินค้าหรือใช้บริการใด ห้างแห่งนี้คือตัวเลือกแรกของฉันเสมอ

ไม่เห็นด้วยอย่างยิ่ง	1	2	3	4	5	6	7	เห็นด้วยอย่างยิ่ง
----------------------	---	---	---	---	---	---	---	-------------------

CL3: สำหรับฉันแล้วห้างแห่งนี้คือห้างที่ดีที่สุดที่ฉันควรซื้อสินค้า

ไม่เห็นด้วยอย่างยิ่ง	1	2	3	4	5	6	7	เห็นด้วยอย่างยิ่ง
----------------------	---	---	---	---	---	---	---	-------------------

CL4: ฉันจะแนะนำหรือบอกต่อไปยังผู้อื่นให้มาซื้อสินค้าหรือใช้บริการที่ห้างแห่งนี้

ไม่เห็นด้วยอย่างยิ่ง	1	2	3	4	5	6	7	เห็นด้วยอย่างยิ่ง
----------------------	---	---	---	---	---	---	---	-------------------

มาตรวัดปัจจัยการรับรู้คุณภาพของสินค้า

PQ1: ห้างนี้จำหน่ายสินค้าหรือบริการที่มีคุณภาพดี

ไม่เห็นด้วยอย่างยิ่ง	1	2	3	4	5	6	7	เห็นด้วยอย่างยิ่ง
----------------------	---	---	---	---	---	---	---	-------------------

PQ2: ห้างนี้จำหน่ายสินค้าประเภทอาหารที่สด สะอาด

ไม่เห็นด้วยอย่างยิ่ง	1	2	3	4	5	6	7	เห็นด้วยอย่างยิ่ง
----------------------	---	---	---	---	---	---	---	-------------------

PQ3: ห้างนี้จำหน่ายสินค้าที่มีมาตรฐานรับรอง เช่น อ.ย ., มอก ., ISO., ฮาลาล หรืออื่นๆ

ไม่เห็นด้วยอย่างยิ่ง	1	2	3	4	5	6	7	เห็นด้วยอย่างยิ่ง
----------------------	---	---	---	---	---	---	---	-------------------

PQ4: ห้างนี้จำหน่ายสินค้าที่มีความคงทน ทนทาน สามารถใช้งานได้เป็นเวลายาวนาน

ไม่เห็นด้วยอย่างยิ่ง	1	2	3	4	5	6	7	เห็นด้วยอย่างยิ่ง
----------------------	---	---	---	---	---	---	---	-------------------

มาตรวัดปัจจัยการรับรู้คุณค่าราคาของสินค้า

PVP1: ราคาสินค้าหรือบริการของห้างนี้คุ้มค่าแก่งเงินที่จ่ายไป

ไม่เห็นด้วยอย่างยิ่ง	1	2	3	4	5	6	7	เห็นด้วยอย่างยิ่ง
----------------------	---	---	---	---	---	---	---	-------------------

PVP2: ราคาสินค้าหรือบริการของห้างนี้เป็นราคาที่สมเหตุสมผล

ไม่เห็นด้วยอย่างยิ่ง	1	2	3	4	5	6	7	เห็นด้วยอย่างยิ่ง
----------------------	---	---	---	---	---	---	---	-------------------

PVP3: เปรียบเทียบกับราคาในปัจจุบัน สินค้าหรือบริการของห้างนี้มีคุณค่าสูง

ไม่เห็นด้วยอย่างยิ่ง	1	2	3	4	5	6	7	เห็นด้วยอย่างยิ่ง
----------------------	---	---	---	---	---	---	---	-------------------

PVP4: สินค้าที่จำหน่ายในห้างนี้มีคุณภาพสูงเมื่อเทียบกับราคา

ไม่เห็นด้วยอย่างยิ่ง	1	2	3	4	5	6	7	เห็นด้วยอย่างยิ่ง
----------------------	---	---	---	---	---	---	---	-------------------

มาตรวัดปัจจัยด้านความหลากหลายของสินค้า

PSA1: สินค้าหรือบริการในห้างนี้ มีความหลากหลาย

ไม่เห็นด้วยอย่างยิ่ง	1	2	3	4	5	6	7	เห็นด้วยอย่างยิ่ง
----------------------	---	---	---	---	---	---	---	-------------------

PSA2: ในห้างนี้ ฉันสามารถเปรียบเทียบสินค้าได้มากมายและหลากหลาย

ไม่เห็นด้วยอย่างยิ่ง	1	2	3	4	5	6	7	เห็นด้วยอย่างยิ่ง
----------------------	---	---	---	---	---	---	---	-------------------

PSA3: ฉันเดินทางไปห้างนี้ครั้งเดียว ก็ได้สินค้าครบทุกอย่าง

ไม่เห็นด้วยอย่างยิ่ง	1	2	3	4	5	6	7	เห็นด้วยอย่างยิ่ง
----------------------	---	---	---	---	---	---	---	-------------------

PSA4: มีสินค้าหรือบริการจำนวนมากที่ถูกนำเสนอแก่ฉัน

ไม่เห็นด้วยอย่างยิ่ง	1	2	3	4	5	6	7	เห็นด้วยอย่างยิ่ง
----------------------	---	---	---	---	---	---	---	-------------------

มาตรวัดปัจจัยด้านแรงผลักดันทางสังคม

SN2: บุคคลที่มีอิทธิพลต่อพฤติกรรมของฉันคิดว่าฉันควรซื้อสินค้าหรือบริการที่ห้างนี้

ไม่เห็นด้วยอย่างยิ่ง	1	2	3	4	5	6	7	เห็นด้วยอย่างยิ่ง
----------------------	---	---	---	---	---	---	---	-------------------

SN3: บุคคลที่ฉันชื่นชอบในแนวคิด แนะนำให้ฉันซื้อสินค้าหรือบริการที่ห้างนี้

ไม่เห็นด้วยอย่างยิ่ง	1	2	3	4	5	6	7	เห็นด้วยอย่างยิ่ง
----------------------	---	---	---	---	---	---	---	-------------------

SN4: คนที่ฉันนับถือและยกย่องมักจะ.....(อ่านตัวเลือกด้านล่าง)

ขัดขวางการซื้อสินค้าหรือบริการที่ห้างนี้	1	2	3	4	5	6	7	ส่งเสริมการซื้อสินค้าหรือบริการที่ห้างนี้
--	---	---	---	---	---	---	---	---

เศรษฐกิจฐานะ

SES1: เพศ  1ชาย  2หญิง

SES2: อายุ.....ปี

SES3: ระดับการศึกษาสูงสุด

1. ประถมศึกษาตอนต้นหรือต่ำกว่า  2. ประถมศึกษาตอนปลาย  3. มัธยมศึกษาตอนต้น
4. มัธยมศึกษาตอนปลาย / ปวช.  5. อนุปริญญา/ปวส./ปวท.  6. ปริญญาตรี
7. ปริญญาโท  8. ปริญญาเอกหรือสูงกว่า

SES4: อาชีพ

1. นักเรียน/นักศึกษา  2. นายจ้างเอกชน  3. ลูกจ้างเอกชน
4. ข้าราชการ-เจ้าหน้าที่ของรัฐ  5. พนักงานรัฐวิสาหกิจ  6. อาชีพอิสระ
7. ธุรกิจครอบครัว  8. กลุ่มการทำงาน(สหกร)  9. อื่นๆ

ระบุ.....

SES5: รายได้ส่วนตัวของท่าน (จากทุกแหล่ง) โดยเฉลี่ย..... บาท ต่อ เดือน

SES6: รายได้รวมในครอบครัวของท่าน (จากทุกแหล่ง) โดยเฉลี่ย..... บาท ต่อ เดือน

# BIOGRAPHY

## ข้อมูลประวัติผู้วิจัย

### ประวัติส่วนตัว

ชื่อ-สกุล นางสาววอนชนก ไชยสุนทร

ตำแหน่งปัจจุบัน ผู้ช่วยศาสตราจารย์

### ประวัติการศึกษา

ชื่อย่อปริญญา	สาขา	สถาบันที่จบ	ปีที่จบ
วท.บ.	วิทยาการคอมพิวเตอร์	สถาบันเทคโนโลยีพระจอมเกล้า เจ้าคุณทหารลาดกระบัง	2544
วท.ม.	การศึกษาวิทยาศาสตร์ คอมพิวเตอร์	สถาบันเทคโนโลยีพระจอมเกล้า เจ้าคุณทหารลาดกระบัง	2546
Ph.D.	Human Resource Development (International Program)	Burapha University	2556

### ผลงานวิจัย/งานสร้างสรรค์

#### ผลงานวิจัย/งานสร้างสรรค์ที่ตีพิมพ์เผยแพร่(ระดับชาติและนานาชาติ)

##### หัวหน้าโครงการ

1. Thai Tourists' Satisfaction: A CASE STUDY OF Talingchan Floating Market Tourism Management, *วารสารเกษตรพระจอมเกล้า*, 2552.

2. Using Delphi Techniques in Development of Teaching and Learning Database System Management Subject in Governments' Institution in Bangkok and Boundaries, *วารสารเกษตรพระจอมเกล้า*, 2552.

3. Factors Affecting Knowledge Sharing Behavior of Students in A University, Bangkok, Thailand, RBAC International Management Conference 2011, Creative Economy, Creative Business, Creative People: Human Capital as a Key Driver for Sustainable Success 3-4 March 2011, Golden Tulip Sovereign Hotel, Bangkok, Thailand.

4. Determinants Influence Behavior of Knowledge Sharing on the Internet: A Study of Thai University Students. *International Journal of Arts and Sciences*, 4(25), 239-248.

5. Factors Affecting Customers Using Modern Retail Stores In Bangkok. Proceeding of International Conference on Business and Economics Research: ICBER 2011, Cairo, Egypt. Vol. 16, 108-112

6. Factors Influencing Store Patronage: A Study of Modern Retailers in Bangkok Thailand. International Journal of Trade, Economics, and Finance IJTEF 2011. 2(6): 520-525.

7. Classification of Facebook's Users in a Thai University" Humanities and Social Sciences Review 1(3):179–186 (2012). ISSN: 2165-6258

8. Measurement of Intention of Using Social Media. Journal of Teaching and Education. 1(6):213–224 (2012). ISSN: 2165-6266

9. The Structure of Factors Determining Purchase Intention of Pet-food. Proceedings of European Business Research Conference, Sheraton Roma, Rome, Italy, 5 - 6 September 2013, ISBN: 978-1-922069-29-0

### ผู้ร่วมโครงการ

1. ปัจจัยที่มีผลต่อความสำเร็จในการพัฒนาทรัพยากรมนุษย์ของธุรกิจเกษตรอินทรีย์เพื่อสร้างให้เป็นองค์การแห่งการเรียนรู้โดยรับการจากสาขาวิชาบริหารธุรกิจและพัฒนาการเกษตร ปีงบประมาณ 2552

2. ติดตาม ประเมินโครงการการจัดให้มีการบริการโทรคมนาคมพื้นฐานโดยทั่วถึงและบริการเพื่อสังคมโดยรับทุนจากสำนักงานคณะกรรมการกิจการโทรคมนาคมแห่งชาติ ในนามสำนักส่งเสริมและบริการวิชาการพระจอมเกล้าลาดกระบัง สถาบันเทคโนโลยีพระจอมเกล้าเจ้าคุณทหารลาดกระบัง

3. Hi Technology Acceptance Model: A Study of Thai Students Using Facebook.com Journal of Accountancy and Management (Special Issue on the Asian Forum on Business Education Conference (AFBE) 2011, No.1), 17.

4. Development of Technology Acceptance Model Explaining Thai Students Using an Online Social Network Site. International Journal of Arts and Sciences, 4(25), 249-267.

5. Measurement of the Adoption of Facebook.Com. Proceeding of International Conference on Business and Economics Research: ICBER 2011, Cairo, Egypt. vol.16, 113-118.

6. The adoption of social media by Thai university students: Multiple group moderating effects (Information Development 1-14 The Author(s) 2013 DOI: 10.1177/0266666913502800 idv.sagepub.com