

The Quality and Management Development for Traditional Community Retailers in Samut Songkhram Province, Thailand

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Abstract : The purposes of this research were to investigate the level of consumers' awareness of the traditional community retailers in terms of location, service quality, risk, shopping enjoyment, value for money, shopping satisfaction and intention to repurchase as well as to investigate the factors influenced the consumers' repurchase in Samut Songkhram Province, Thailand. The findings revealed that consumers had a high level of awareness in terms of location, and intention to repurchase. The factors influenced the consumers' level of satisfaction included value for money, shopping enjoyment, and service quality. The factors of consumers' level of satisfaction had an influence to the intention to repurchase. Moreover, the findings also revealed that the majority of respondents wanted traditional community retailers to continue to operate because of these reasons: close location, convenience, credit, as well as provide a place and time for community social gathering and activities.

Keywords : quality management, service quality, traditional retailer, consumers' awareness

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