FACTORS INFLUENCING THE INTENTION TO REPURCHASE OF CONSUMERS AT THE FRESH MARKET, DUSIT DISTRICT, BANGKOK

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Abstract- The purposes of this research were to investigate the awareness of consumers at the fresh market, to investigate the consumption behavior of the consumers at fresh market, and to investigate factors influencing the intention to repurchase of consumers at the fresh market, Dusit District, Bangkok. This was a quantitative research. A total of 200 samples were interviewed by questionnaire. Statistics description included multiple Regression Analysis and SPSS programs. The findings revealed that the consumers had a high level of awareness in terms of product, value for money, intention to repurchase, service quality, location. Moreover, 32.5 percent of the respondents purchased at the fresh market 2-3 days a week. There were four factors that influencing the intention to repurchase of consumers: value for money, service quality, product, and location. The coefficient correlations of value for money and service quality were less than .001 and the coefficient correlations for product and location were .003, and .004 respectively.

Keywords- Repurchase, Fresh Market, Service Quality.

I. INTRODUCTION

Fresh market is the place where Thai local community meets in order to buy and sell their products and produce since Ayuthaya period. There are many fresh market in every local community from dusk to dawn, local people come to trade and buy meat, vegetable, fruits, and etc., (S. Savetvimon, 2001, p.7). Fresh market is full with lifestyle and many different kinds of products and it is the place to create jobs, income, and interaction with community. Barry Isaac (2006) studied the relationship between buyers and sellers in the fresh market and found that buyers and sellers had a good relationship and friendship.

Since Thailand has been the members of WTO, it open the door for many foreign investors to invest in Thailand, together with the development of Thai economy, Thai economy has been growing very fast. There is a dramatic change in population structure from 18 millions in 1947to 48 millions in 1982 and increased to 65 millions in 2014 (Population Research and Society, Mahidol University, 2015). The growth rate of population resulted in the growth rate of economy where many people want a better type of market. More and more people prefer to shop in the modern shopping malls and super markets. There is a rapid growth rate of shopping malls.

Table 1
The number of shopping malls during2013 -2007

2007	2008	2009	2010	2011	2012	2013
133136	149	161	162	167	179	

Source: Bangkok information center(2014)

Table 1 revealed there is a rapid increasing of shopping malls. This growth affects the security of traditional vegetable sellers who depends on the fresh market. Many traditional fresh markets have been closed. Traditional vegetable sellers have to sell their produce to the middleman with cheap price. Even though the modern supermarket in many shopping malls has replaced most of the traditional fresh market, fresh market still remains the symbol of traditional Thai culture and lifestyle. The researcher is interested to study and enhance the standard of fresh market in Dusit district, Bangkok.

II. LITERATURE REVIEW

The idea, concept, and related researches has been studies in order to apply into this research study such as types of fresh market, consumer behavior, intention to repurchase, and factors influencing the success of retailers. The development and enhancement of fresh market means to improve the fresh market to be clean, convenient, good atmosphere, strong structure, better layout, good sanitation, good health sellers, proper wearing, fresh food, safety, no chemical residue, good quality, proper price, proper label, and overall customer satisfaction is a must (P. Sakunrat and C. Wiwatvikai, 2011). Therefore, it is imperative that sellers must be aware of consumer behavior and the process of buying and post-buying (J, Engel, R. Blackwell, and P. Miniard, 1993).

Armstrong & Kotler, 1990, stated that the buying behavior can happen by cause and stimuli. The stimuli become the behavior of consumers. There are two types of stimuli. First, are marketing mix or 4Ps which are product, price, promotion, and place or

distribution and external stimuli which are state of economy, technology, politics, and culture.

The intention to repurchase is the behavior that results from the level of satisfaction (Yi, 1990; Wanida Suwunniponth, 2014) and it is the positive relationship to reuse the service (Zahorik & Keiningham, 1994) which reveals the inspiration to success behavior (Ajzen, 1985) and behavior depends on many intention factors. As Armstorng & Kotler, (2001) stated that there are two factors influencing the repurchase decision. First is an individual factor such as personality of consumers which includes needs, motivation, attitude, information awareness, and adaptability. On the other hand, the influencing factor that can be the trigger to draw an interest, motivate buyers to have intention to purchase such as size, color, comparison to other brand, product position, and creativity, and so forth.

Good location results in the business success of retailers (Armstrong, Gary & Philip, Kotler, 1990). The management of retailers has to put a top priority on location. Chance to be success also depends upon the level of satisfaction (Lawrence J. RIngl & et. al., 1989). Good location results in profit and long term success. Many times good location can offset other weaknesses of poor management (Delbert J. Duncan & Stanley c, Hollander, 1977). Therefore, the success of retailers clearly depends on proper location for the type of retail.

III. METHODOLOGY

This is a quantitative research. The researcher collected data by using questionnaire and by using measurement from the research of the quality and management development for traditional community retailers in Samut Songkhram Province, Thailand (S. Charoenpoom, 2014). Population included 104,394 people in Dusit district, Bangkok, Thailand. Accidental sampling was conducted to obtain 200 samples. The samples were consumers with an age of 20 years old and over who could make their decision in buying goods and services in the fresh market. Data analysis was performed with the use of Multiple Regression Analysis and SPSS for windows. There were four hypotheses as follow.

H1 Location significantly influences intention to repurchase.

H2 Service quality significantly influences intention to repurchase.

H3 Product significantly influences intention to repurchase.

H4 Value for money significantly influences intention to repurchase.

IV. FINDINGS

Table 2
Level of Awareness of Consumers to Factors

Factor	$\bar{x}$	S.D.	Level
1. Location	3.60	0.80	High
2. Service Quality	3.75	0.68	High
3. Product	3.90	0.68	High
4. Value for Money	3.83	0.72	High
5. Intention to Repurchase	3.79	0.71	High
Total	3.77	0.70	High

From table 2, the consumers of Dusit fresh market had a high level of awareness in every factor: Product($\bar{x}$ = 3.90, S.D. = 0.68) Value for money ($\bar{x}$ = 3.83, S.D. = 0.72) Intention to repurchase($\bar{x}$ = 3.79, S.D. = 0.71)Service quality($\bar{x}$ = 3.75, S.D. = 0.68)and location ($\bar{x}$ = 3.60, S.D. = 0.80).

Table 3
Consumer Purchasing Behavior

Purchasing Behavior	Total (n = 200)	Percentage
Everyday	35	17.5
4 6 days per week	49	24.5
2 – 3 days per week	65	32.5
1 time per week	30	15.0
2 3 times per month	11	5.5
1 time per month	5	2.5
Less than1 time per month	5	2.5

From table 3, the findings revealed that the majority of the respondents or 65, 32.5 percent preferred to shop 2-3 days per week. The second highest were 49 respondent or 24.5 percent preferred to shop 4-6 days a week and the third highest were 35 respondents or 17.5 percent preferred to shop every day.

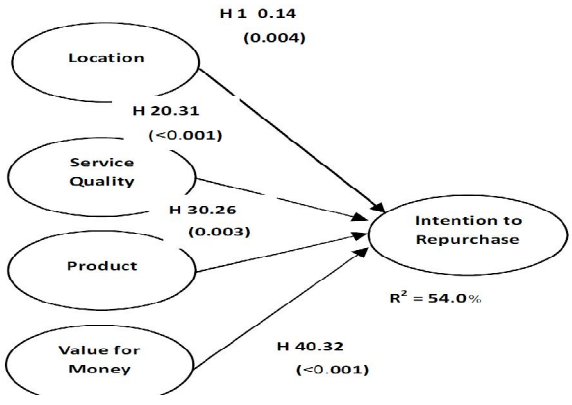


Fig. 1 the result of hypothesis analysis

The findings revealed that factors of value for money, service quality, product, and location had an influence on the consumers' intention to repurchase. The sellers of fresh market need to use these factors to draw attention from consumers to repurchase. As Armstrong & Kotler, (2001) stated that factors to influence the consumers to repurchase came from individual factors and external factors. Moreover, George Stiger, (2003) stated that consumers were willing to search for expected quality with reasonable price. Moreover, it was found that the sellers in the fresh market were very friendly and treated customers very nicely. As D. William and P. Crosby & AT & T (2006) stated that service quality was the feeling that customers could feel from the attention, fastness, enthusiasm, and the willingness to help customers solving problems. Therefore, the satisfaction of customers came from these feelings.

Also, the product factor in the fresh market offers a great variety of products. This factor concurred with Elzel, Walker & William (2001) who stated that any firm or businessman has to offer a great variety of products to make customers satisfied. Moreover, it was found that location has substantial influence customers to repurchase especially when the location of the fresh market was close to customers' home. This ideal concurred with B. Berman& J. Evans (2004) who stated that it was important for retailers to consider the location factor if it was match with the characteristic of the retailers or not. The small retailers should locate near residential areas. The findings from this study should be beneficial to the plan to enhance the traditional fresh market to compete with new supermarket or at least helps the traditional fresh market to survive and adapt themselves to fit with the new consumer behavior. It is important for fresh market sellers offers a great variety of goods and services, fair price, and use the factors of influencing the repurchase to develop a plan to gain more market share from the modern supermarket.

CONCLUSION

The fresh market can be developed and enhanced to compete with the modern supermarket by offering some good factors that can influence the consumer repurchasing behavior such as offer product variety, fair price, and service quality with fastness and attention to customers' needs and wants. Moreover, the sellers should be able to help customer solve problems about the goods and services. Since, from the awareness findings, most of the fresh market is close to customers' home, therefore, it was a great advantage to the fresh market sellers. However, the fresh market sellers still need to improve the restroom, the layout to be neat and clean. Moreover, the fresh market sellers should update their information and modern management to be able to adapt to new and changing situations.

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