



ปัจจัย รังสีเสาวภาคย์¹

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บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษา (1) ปัจจัยและรูปแบบกลยุทธ์ทางการตลาดการบริหารงานธุรกิจโลตัสในการลงทุน (2) ปัจจัยที่มีอิทธิพลต่อการเติบโตของธุรกิจการลงทุนของผู้ค้าปลีกข้ามชาติ(3) ศึกษาพฤติกรรมผู้บริโภคในประเทศไทยที่มีต่อความพึงพอใจของผู้บริโภคต่อกลยุทธ์ทางการตลาดของธุรกิจการลงทุนของผู้ค้าปลีกข้ามชาติบริษัทโลตัส กลุ่มตัวอย่างที่ใช้ในการวิจัยคือลูกค้าร้านค้าปลีกแบบดั้งเดิมจำนวน 400 ราย และเจ้าของร้านค้าปลีก 30 ราย ผลการศึกษาพบว่าปัจจัยส่วนใหญ่ที่มีอิทธิพลต่อความสามารถในการแข่งขันของร้านค้าปลีกแบบดั้งเดิมในประเทศไทย อย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05 ได้แก่ ปัจจัยด้าน พนักงาน ($p=0.003$) ผลิตภัณฑ์มูลค่า ($p=0.040$) สถานที่วางจำหน่าย($p=0.481$) และการจัดจำหน่ายสินค้า ($p=0.141$) ความหลากหลายของสินค้าและบริการ($p=0.373$) ความรับผิดชอบต่อสังคม($p=0.983$) ความสัมพันธ์กับคู่แข่งทางธุรกิจ ($p=0.896$) การกำหนดราคาและผลกำไร($p=0.865$) การจัดเก็บสินค้าคงคลัง ($p=0.847$) การส่งเสริมและจำหน่าย ($p=0.821$) แม้ว่าเทคโนโลยีและการติดต่อสื่อสารกับลูกค้าจะส่งผลกระทบต่อลูกค้า เจ้าของร้านค้าปลีกในประเทศไทยจำเป็นต้องให้ความสำคัญกับปัจจัยเหล่านี้เนื่องจากความสามารถในการแข่งขันของร้านค้าปลีกแบบดั้งเดิมและความสามารถในการอยู่รอดในโลกค้าปลีกที่มีการเปลี่ยนแปลงตลอดเวลา

คำสำคัญ : ปัจจัยที่มีผลต่อการเติบโต, ผู้ค้าปลีกข้ามชาติ, ประเทศไทย

Abstract

The purpose of this research were (1) to study the factors and strategies of marketing, Tesco Lotus management in investment; (2) to study the factors influencing the growth of the multinational retail business; (3) to study the consumer behavior in the retail sector; Thailand's Satisfaction on Consumer Satisfaction with Marketing Strategies of Multinational Retailers, Test Go Lotus; co, th. The samples of the study were 400 traditional retail customers and 30 retailers. The research results found that most factors are influencing the competitiveness of traditional retail stores in Thailand. Factors affecting the growth of the multinational retailer in Thailand and Factors Affecting Traditional Retail store competitiveness in Thailand and the studied factors were significant. The study found that most factors are influencing the

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competitiveness of traditional retailers in Thailand. ($P=0.040$), product distribution ($p=0.040$), product distribution ($p=0.041$) and product distribution ($p= 0.041$). ($p=0.383$). ($p=0.821$). While technology and communication with customers fairly affected expected of customers. The owners of retail stores in Thailand need to focus all these factors as they were affecting traditional retail stores' competitiveness and ability to survive in this ever-changing world of retail.

Keywords: Factors affecting the growth, Multinational retailer, Thailand

Introduction

The population of nearly 70 million, Thailand is a large and attractive emerging market, drawing investments from various foreign food retailers. since the 1980s, An economic crash and currency devaluation in 1997 brought both new challenges and opportunities, and led to a renewed wave of expansion, but also calls for regulation, which had not been strictly enforced. Thailand has been host to transnational retailers from many countries, several of which ultimately withdrew. The competitive landscape has continued to evolve, with a range of new store formats, expanded services, smart phone applications and online shopping, and a push to expand both private label brands and ready-to-eat foods. However, some of these offerings appear to have potential conflicts in terms of Thai consumer behavior. Thai culture places low importance on time; few shops online, and the majority of consumers have low incomes, and thus may not be attracted to visit modern trade retailers for the same reasons as customers in the retailers' home markets. Despite this, Thailand is currently the second largest global market for 7-Eleven and Tesco's number two international markets. This presents a paradox in that Tesco operates hypermarkets, while 7-Elevens are convenience stores. [1] Do Thais want hypermarket style volume discounts, or higher priced convenience, or both? Thais traditionally have shopped in wet markets and enjoy fresh foods, which contradicts attempts by many retailers striving to sell ready-to-eat foods. Many Thais are concerned about face and status, which may be a barrier towards buying private label brands. This paper describes the history and expansion of food retailing in Thailand and also highlights how cultural differences may affect consumer behavior. As the ASEAN Economic Community (AEC) aims to open borders more broadly, there will likely be more expansion of stores and potentially more cultural differences. Whether transnational or domestic, food retailers may need to further consider aspects of culture and consumer behavior to determine whether to adapt their strategies, rather than copy and paste formats from abroad.



Literature Review

Background, The current in Thailand's lifestyle is a modern trade, serves the need for all ages range for shopping varieties of product range, daily meals, financial transactions, and hang out the place for the family members. As the Thai government wants to stimulate the GDP and aims for the growth of the economy. Therefore has set up the policy of free trade. Competition in free trade, state enterprise must not compete with private business. In developing the world democratic country, each country is focused on economic development in order to generate revenue, and grew steadily. Thus, the expansion of Modern Trade still continuously growth to serve Thai consumers' needs up to more than 8,000 branches nationwide with the traffic of users more than 5,000,0000 shoppers per day. [2] The main principle is that the increased production and consumption. Increasing employment and improve the standard of living of the people. Capitalism has entered into the free trade system; the capitalist system has been recognized as a developed economy to grow by letting market forces work perfectly. In Thailand, Tesco is a group of the most transnational capital and the fastest pace. Tesco penetrates to the downtown area. Then, expanded by opening branches in each province and district of Thailand, the Ministry of Commerce stated that in the year 2001, Tesco has 33 branches and two branches of Tesco Lotus express. In the year 2006, Tesco Lotus has added 91 branches in 72 provinces and added another 200 in the year 2007. The expansion of the cross-border retailer affected those local retailers. The local retailer had to close down, representing 40 percent of the total, and the rest have turned to other business. This is why Thailand has become a haven for foreign investors. Thai entrepreneurs, especially local retailers, are faced with a huge problem. Chief Executive of Tesco Lotus Thailand admits that Tesco Lotus is a modern trading system, the number one hypermarket in Thailand, and is the second rank of overseas sales. Total sales of 79,978 million US dollars. The total sales from Thailand are 37%. In the year 2549, total sales of Tesco Lotus are 4.8 billion baht in Thailand. As mentioned above, the researcher is realized that the importance of doing this research analyzes "Factors affecting the growth of the multinational retailer: case study Tesco Lotus," The focus of multinational retailers is expanding rapidly in Thailand. [3]

Existing of Tesco Lotus in Thailand, The retailing environment remains intensely competitive. The top key players continue to increase outlets across the country as well as adapting their strategies in line with changing consumer lifestyles. CP All continues to introduce new 7-Eleven outlets, and Tesco Lotus from Ek-Chai Distribution System is planning to open more stores. Central Group introduced the first Tops Superstore hypermarkets, establishing the positioning as premium supermarkets. New Big C and Home Pro stores are opened mostly in upcountry areas. Geographic location remains key to success. The retailing



will new outlets increase; the new modern store will match consumers' lifestyles. Digital technology will have a significant impact in terms of both sales and promotions.^[4] Tesco Lotus has a Bt17billion property fund, the largest in Thailand, with an initial public offering expected late this month and a listing on the Stock Exchange of Thailand. The Tesco Lotus Retail Growth Freehold and Leasehold Property Fund (TLGF) will earn revenue from rental fees at 17 shopping malls anchored by Tesco Lotus stores, and Tesco will lease its hypermarkets from the fund. TLGF is set to capitalize on the robust growth of the Thai retail industry and the proven track record of Tesco Lotus' successful operation over the past 17 years. The property fund also has strong growth prospects, the visible asset-acquisition pipeline of Tesco Lotus' existing and future shopping malls the fund's yield is expected to be higher than other Thai property funds, which see an average annual yield of 78 per cent. Tesco has previously raised funds from selling and leasing back British stores to finance new outlets. Tesco will own a 33 percent stake in the fund under the Securities and Exchange Commission's rules, while a 50 percent stake will be offered to retail investors and the remainder to foreign and local institutional investors. ^[5] More than 17 years, Tesco Lotus operates about 800 outlets in Thailand in various formats, including hypermarket, Talad Lotus, and Tesco Lotus Express stores in 60 provinces. Tesco Lotus has been at the forefront of the Thai retail industry, pioneering new and innovative products, services, and solutions that create value for customers and the industry.²

Tesco goes head-to-head with Thailand's wet markets, ^[6] Tesco is building an empire in Thailand. The outskirts of Bangkok are an unlikely place to find inspiration for the future of Britain's supermarkets. But the Tesco Lotus Plus shopping mall at Srinakarin provides a glimpse into the future. The mall sits in a wealthy district next to one of Bangkok's many chaotic main roads. The ground floor includes shops from Thailand's best-known consumer names, such as clothing retailer Bossini, as well as a range of family restaurants and a food hall with a KFC, McDonald's, and Starbucks. On the upper level sits a multiplex cinema run by one of the country's biggest cinema chains, Major Cineplex Group. Next door to the cinema, there is a large Tesco-selling, a range of food and non-food items, including mobile phones and televisions. It is approaching lunchtime on a weekday, but with the temperature hitting 40 degrees Celsius outside, the air-conditioned mall is buzzing with activity. As well as visiting the shops and cinema, families are attending the doctors and dropping their children off at the theatre and music schools within the mall. And, despite the range of attractions among the 170 units, four out every five people visiting the mall are expected to go into Tesco and

² www.nationmultimedia.com/.../Tesco-Lotus-launches-Thailands-biggest-property-f-3...



spend money. The supermarket is not just somewhere that customers visit to pick up food, but benefits from being part of a more comprehensive family destination. Tesco built the shopping mall itself; the company has repeated this strategy of building supermarkets within shopping malls-encouraged by the low price of land-across Thailand. It has helped Tesco to become the biggest supermarket group in Thailand and the second largest shopping center, owner. It becomes somewhere that people spend more time in, as well as shop. There are restaurants used by customers to meet friends and spend time together. People like being able to take a break and relax after their shopping trip. Tesco's two largest businesses outside the UK are South Korea and Thailand, both of which use the mini-mall model. In Thailand, the company operates as Tesco Lotus and earns more than £3bn in revenues. It has more than 1,400 shops, including Tesco Express convenience stores, and has plans to open 350 more this year. Tesco only entered Thailand in 1998 but has become one of the company's best-performing businesses. In the first half of Tesco's financial year, like-for-like sales in Thailand rose 1.7 pc. Tesco is the shopping mall model has been key to success and will become even more important to customers in Asia. Its creating 'destination malls' that cater to the growing and changing needs of customers, they meet the shopping needs of customers, they also meet leisure needs like eating out, entertainment or education, the simplicity of being able to go to one location and fulfill a range of needs. The Tesco Lotus is like markets that include dozens of stalls selling every fresh meat, fish, fruit, and vegetable imaginable from dusk to dawn, producing some of the most pungent smells, eye-opening sights and bustling streets in Bangkok. Tesco Lotus aims to compete with the fresh food offer in the wet markets. The next stage of the Tesco's expansion in Thailand-selling food online. The company will officially launch its online business in Bangkok with orders picked from a specially selected existing store. Tesco eventually hopes to roll out the online business across the country. The launch of online retailing in Bangkok is an example of how Tesco's international business benefits from the retailer's business in the UK, which leads the way on many retail innovations. Tesco has built a global empire that few British businesses can match. However, Tesco has also focused on introducing Thai shoppers to prepared food and ready meals. As well as leading the way in food, Tesco has built a formidable non-food business in Thailand. Tesco will increase our support for SMEs and OTOP operators who will be able to distribute their products through Tesco Lotus's stores and, in the future, online channels. Tesco Lotus is firmly committed to Thailand, our customers, and doing our part to contribute to the Thai economy. Further investments this year will bring about benefits not only to our customers and local communities but also Thailand as a whole," [8], [9]



Research Objectives

1. To study the factors and strategies of marketing, Tesco Lotus management in investment.
2. To study government policies those affect the investment of the people.
3. To study the factors influencing the growth of the multinational retail business.
4. To study consumer behavior in the retail sector.

Research Methodology

Population and sample; the population used in this study is the consumers who use only the service at Tesco Lotus only of Thailand. During the 20-35 years of age, the sample size was 400 at 95% confidence level $\pm 5\%$. [7] Selection of samples used in the research by using multi-stage random sampling method, as following as the first step, Cluster sampling was selected by the consumers who use only the service at Tesco Lotus only of Thailand, the second step, Quota sampling is calculated from the sample size of 400, and calculate the quota. The number of examples is as follows; this research, the researcher wants to study the factors that affect the growth of multinational retailers. The study will specifically at Tesco Lotus. The duration of the study is between 2015 - 2017.

Data Collection

Data collection the researcher collected data from the sample of 400 samples used in this study during the period from 1 to 30 April 2017. The results showed that there was 400 completed questionnaires Percentage. The research conducted in the following steps:

1. Review the literature regarding as in the documentary, website, books, official document, journal, report, observation study of Retail business in the world, gathering information on Retail Business. Study the principles of creating research questionnaires, and frameworks for research, and find the information from the books, papers, articles, and related research as a guideline to create the item of the questionnaire. Determine the scope of the questionnaire in accordance with the objectives and the benefits of research and create a draft questionnaire.
2. Developed a semi-questionnaire regarding the questionnaires about the factors and strategies of marketing, Tesco Lotus management.
3. Take a draft questionnaire. After the trial, the scores from the questionnaire for the discriminative power were analyzed. The questionnaire consisted of a checklist. The discriminative power ranged from 0.36 to 0.80, and the reliability of the questionnaire; the reliability of the questionnaire was rated with a scale of 0.05 (Try out). The questionnaire was set at 0.97. From the results of this, the questionnaires about the factors and strategies of



marketing, Tesco Lotus management. Improve the questionnaire based on the analysis of the discriminative power and the reliability of the questionnaire.

4. Collect data and interview using the questionnaire developed.

5. Analyze the data and conclude the results.

1) The instruments were the questionnaires about the factors and strategies of marketing, Tesco Lotus management.

2) An achievement test and a questionnaire to assess customers' opinions toward the questionnaires about the factors and strategies of marketing, Tesco Lotus management.

Data analysis

This research was done using computer program SPSS (Statistical Package for Social Science for Windows). The data was processed after completing the questionnaire. The data is converted into numerical code, and then save the code into the computer, and programmatic programming using statistics, respectively.

1. Questionnaire Part 1 was a questionnaire about the general status of the respondents. The questionnaire is a checklist. Frequency is used to calculate the percentage.

2. Questionnaire Part 2 was factored, affecting the growth of the multinational retailer in Thailand. The questionnaire was rated scale using the mean (x) and standard deviation (Standard Deviation: SD). This research was to study factors affecting the growth of the multinational retailer in Thailand in the issue of how Multinational retailers were expanding rapidly in Thailand? How was the Company's Vision of Multinational retailers are expanding rapidly in Thailand? How customers were can conveniently and quickly shopping? How customers were can faster find the goods they want? How don't our customers wait for a long time? Our staffs are friendly, how our staffs are friendly? Used in the one-way analysis of variance (ANOVA) and using the t-test for an analyze.

3. Questionnaire Part 3 is a questionnaire about the opinions and other suggestions of the multinational retailers who want to improve or solve the problem. The questionnaire was an open-ended question, using content analysis. Multinational retailers are expanding rapidly in Thailand. To be number one in retail business for all our promise as Our customer can conveniently and quickly shop, Our customers can find everything they want, Our customer doesn't have to wait a long time, Our staffs are friendly, to provide a great experience as a trusted shopping destination, to provide the best working environment. We built a better community. Factors affecting the customers' decision to purchase in multinational retail markets. It is divided as follows: Ideas about public policy. The concept of Free Trade Area: FTA, The impact from Free trade Area. The impact of the International Retail



Business and Wholesale. Concepts of Retail Mix, Concepts, and theories of consumer behavior. Factors influencing consumer behavior and purchasing decisions. Theory of demanding the concept of the Marketing Mixed theory. Concepts of demography.

Result of Research

The results of the research were as follows. Respectively.

1. Most male respondents are male. 61% of the respondents aged between 26 and 30 years or 43% Undergrad Degree 50.00% Income 15,001 - 30,000 baht or 52.75% of the working life 2 years - 5 years or 41.25%

2. Results of engagement level analysis Overall; there was a moderate level of engagement. The mean score was 3.39. Organizational Structure At the high level (mean 3.51 and 3.54 respectively), the quality of life was moderate (3.47, 3.21, 3.39, and 3.24, respectively).

3. The results of the analysis of the factors that affect the Multinational retailers are rapidly expanding in Thailand. There is no significant difference in the retail business. At the 0.05 level of significance.

4. Analysis of the factors affecting the factors affecting the multinational retailers is rapidly expanding in Thailand. It is found that the customers are in the overall view is different at the statistical level of 0.05 when compared. The found that the organization of personnel compensation. Quality of life there were statistically significant differences at .05 level and job characteristics and opportunities. There was no significant difference at the 0.05 level.

Table I: The multiple regressions Analysis of Factors affecting the growth of the multinational retailer in Thailand and Factors Affecting Traditional Retail store competitiveness in Thailand.

Model	ss	df	MS	f-ratio	p
Regression	217.548	10	11.825	14591.713	0.000
Residual	0.412	380	0.001		
Total	217.961	395			

Table I: The researcher showed a linear relationship between those Factors affecting the growth of the multinational retailer in Thailand and Factors Affecting Traditional Retail store competitiveness in Thailand, and the studied factors were significant. The study found that most factors are influencing the competitiveness of traditional retailers in Thailand. ($P = 0.040$), product distribution ($p = 0.040$), product distribution ($p = .041$) and product distribution ($p = .041$). ($p = 0.383$). ($p = 00.821$)



Discussions

Thailand has been host to transnational retailers from many countries, several of which ultimately withdrew. [11] The competitive landscape has continued to evolve, with a range of new store formats, expanded services, smart phone applications and online shopping, and a push to expand both private label brands and ready-to-eat foods. However, some of these offerings appear to have potential conflicts in terms of Thai consumer behavior. Thai culture places low importance on time; few shops online, and the majority of consumers have low incomes, and thus may not be attracted to visit modern trade retailers for the same reasons as customers in the retailers' home markets. Despite this, Thailand is currently the second largest global market for 7-Eleven and Tesco's number two international markets. This presents a paradox in that Tesco operates hypermarkets, while 7-Elevens are convenience stores. Thais traditionally have shopped in wet markets and enjoy fresh foods, which contradicts attempts. Many Thais are concerned about face and status, which may be a barrier towards buying private label brands. This describes the history and expansion of food retailing in Thailand and also highlights how cultural differences may affect consumer behavior. As the ASEAN Economic Community (AEC) aims to open borders more broadly, there will likely be more expansion of stores and potentially more cultural differences. Whether transnational or domestic, food retailers may need to further consider aspects of culture and consumer behavior to determine whether to adapt their strategies, rather than copy and paste formats from abroad. The multi-dimensional retail transitions in Southeast Asia against the backdrop of the ongoing globalization of retail capital. It offers a contemporary snapshot of the leading retail markets in Southeast Asia in order to highlight the considerable national variation in market conditions that exist, and literature on retail transformations in Southeast Asia, with a particular focus on three areas: deregulation and reregulation with respect to retailing, competitive impacts of foreign retailers on domestic firms, and the supply network impacts of inward investment in retailing. [11]

The factors of the strategy of Tesco Lotus can apply the results of this research as a way to transfer invests forms, which comply with strategy marketing.

1. The government policies that affect the growth of cross-border retailers according to the factors of investors can apply the results to the development of a company that complies with the strategy of Tesco Lotus with appropriateness and efficiency.

2. The factors that affect the growth of Tesco Lotus for the development of investment with efficiency and effectiveness.

3. The consumer behavior in Thailand of the satisfaction of consumers toward the strategy of Tesco Lotus according to the marketing treading.



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