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**TRADITIONAL RETAIL BUSINESS DEVELOPMENT MODEL  
IN THE NORTHEAST REGION ALONG THE BORDER OF  
THAILAND**

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**Abstract:**

The objectives of this research were to: firstly, study the level of satisfaction in purchasing products, product quality, service quality, and money value of consumers in the traditional retail businesses in the northeast region along the border of Thailand, secondly, study the influence of variables affecting the success of traditional retail businesses in the northeast region along the border of Thailand, and thirdly, develop the traditional retail business model in the northeast region along the border of Thailand. The samples consisted of 380 people living in 7 provinces along the border of Thailand, which were Loei province, Nong Khai province, Bueng Kan province, Mukdahan province, and Amnat Charoen province; collected 54 people each, and Nakhon Phanom province and Ubon Ratchathani province; collected 55 people each. The research results indicated that the consumers' opinions towards satisfaction in purchasing products, product quality, service quality, and the value for money of consumer's perspectives were rated at a high level. In addition, factors including purchasing satisfaction, product quality, quality of service, and value for money affected the success of traditional retail businesses. Lastly, the traditional retail business model in the northeast region along the border of Thailand should focus on product quality, value for money, purchasing satisfaction, and service quality.

**Keywords:**

Product Quality, Traditional Business, Quality of Service

## Introduction

The ability to develop and make strengthen businesses for the traditional retail business to compete with other competitors in the market and create a higher market share, which is derived from customers' satisfaction, confidence, loyalty and advocacy on product and service quality, and finally drive the business successful. There are many scholars such as Kumar (2019) and O'Brien, Main, Kounkel and Stephan (2019) advocating that the traditional retail business must use marketing strategies that can be potentially changed according to the needs of consumers in order to persuade them to buy products, which can create customer's satisfaction and loyalty to products and business. By using the internet, the products and services delivered through multi-channel retailing which seems to be more responsive to the needs of retailers and consumers. An empirical assessment of businesses, which affect sustainability, is unbeatable service quality in creating value for customers. Companies with a higher market share and growing faster than competitors create higher customer satisfaction, deep connection with consumers attracts, and retains customers in the business process. Increasing market share by selling quality products at the cheapest price is important for consumers. A successful company in this market that is consistent with this idea will be able to achieve continued loyalty. Same as O'Brien, Main, Kounkel and Stephan (2019); and Sterling (2020) aimed that business success comes from the satisfaction of consumers. Prediction of retail businesses in 2020 requires innovation to change the retail process to reflect consumer behavior using E-commerce. Investments must be targeting in the supply chain and inventory optimization in order to set new customer service standards which it must be matched by traditional retailers and online retailers in fast delivery and create a customer experience with a logistics system that responds to more customers. Hanninen and Ahlbom (2019); Russell (2019); Deloitte (2020) found that retail development by using VR technology support a new opportunity for trade, the development of channels for purchasing potential products. Online purchases can watch VR, which is the purchase of virtual reality products. VR mainly presents audio and visual stimuli. Increasing decision-making information for customers.

With the retail industry trend in 2020, consumers want to buy products with the most convenience. Retailers have to provide quality service to customers in an ongoing understanding of what consumers want with precisely. Retailers must understand the methods and behavior of consumers in both aspects of product price and convenience. Moreover, a fair price transparent affects the loyalty of consumers as well as the quality and variety of products. Products allow customers to choose in many ways in all channels whether it is a traditional retail store or online retail store (Hong et al, 2017).

## Research Objectives

The objectives of this research were as follows:

- 2.1 To study the level of satisfaction in purchasing products, product quality, service quality and value for money of consumers, that are customers of traditional retail businesses in the northeast region along the border of Thailand.
- 2.2 To study the influence of variables affecting the success of traditional retail businesses in the Northeast region along the border of Thailand.
- 2.3 To develop the traditional retail business model in the northeast region along the border of Thailand.

## Literature Review

The relevant principles and theories for this research are as follows:

### *Traditional Retail Business*

Falode, Amubode, Adegunwa and Ogunduyile (2016) mentioned that traditional retailing will be a physical store for customers to see and visit, with salespeople, sometimes the store owners provide service which will be located in the community or where there are many people. Nowadays, traditional retailers are developing in order to create opportunities to reach customers more proactively in purchasing goods and services. So, now traditional retailers focus on selling products and services only. Nowadays, modern retailers are different in terms of opportunities, pros and cons for modern buying methods for buyers and sellers. Today's shopping is more than just buying but it is the experience of buyers who value convenience and choice, including receiving value for money.

### *Success of Traditional Retail Businesses*

Buying product is a part of daily life. In general, there are two types of purchases: traditional purchases and online purchases. Both of purchase types have different advantages and disadvantages. Traditional product purchase is the exchange of goods and services in person or face-to-face between buyers and sellers. Refers to buying products from traditional businesses, that have a physical existence in the form of a storefront, factory, warehouse, office, or shop in which the business is owned, agreed with the customer involves in the purchase of products from regular channels such as supermarkets, open markets, convenience stores, shopping malls, and other malls. Internet purchases use customer interaction as an important element. Traditional purchases tend to rely on face-to-face interaction with consumers, and businesses can grow based on word-of-mouth when recommending word-of-mouth for new purchases and repeat purchases by regular customers (Siddiqui and Tripathi, 2016).

### *Satisfaction in Purchasing Products*

Most successful retail businesses are the result of having good quality products. Some services can impress customers, they do not neglect or ignore the complaint by applying innovation and modern technology in order to provide services to customers and meet the changing needs of consumers. Creating customer satisfaction is an important part of creating business sustainability in the market competitions. Many scholars and involved organizations in the retail business defined the meaning of satisfaction with the purchase of the product as follows.

Castillo (2017) defined that satisfaction with shopping was empowers of customers in the retail industry. It is an important aspect of retail business in understanding consumers in order to promote the ability to buy products of consumer groups that affect the retail industry. Mishra, Sinha, and Koul (2017) aimed that satisfaction in shopping show the loyalty of customers in traditional stores and modern styles from confidence in product quality service and value for money purchased.

### *Product Quality*

Today, consumers have ways to access product information through multiple channels. Creating awareness among consumers about product quality is an important part of retail marketing. Traditional retail business operations have changed to use more innovation and technology to serve customers by increasing product quality awareness and receiving

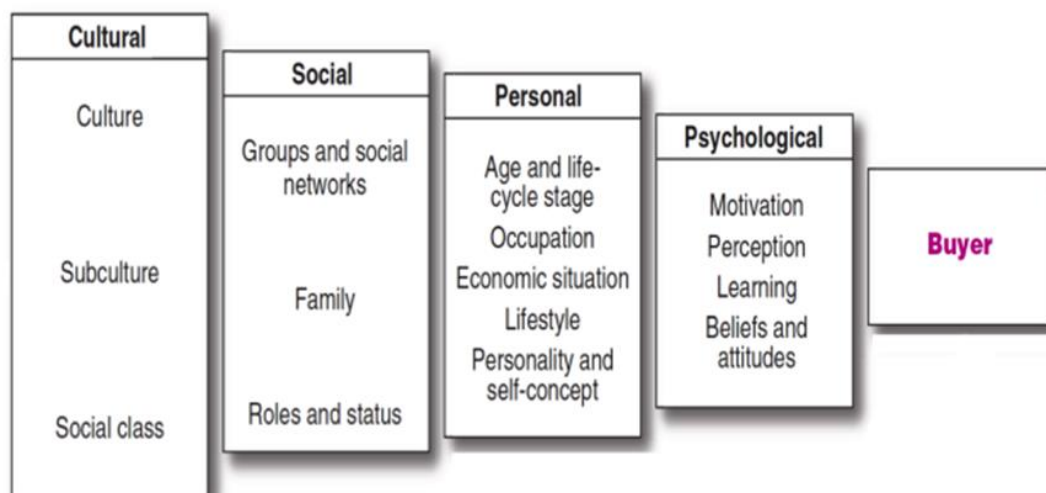
information about products that need to be purchased for convenience and fast decision-making in purchasing products. Many scholars and involved organizations involved in the retail business have defined product quality as follows.

Davis, Yue, and Davis (2017) defined that product quality was a unique feature of the product that gives benefits to users. The retail business can inform the raw materials for the production to the consumers to purchase from the online and offline retail market. Characteristics are consumer evaluation criteria for products and retailers. If it can be satisfied with the purchase, it will be able to effectively grow and expand the retail market. In addition, it has the power to compete in the market stably.

### *Service Quality*

Liu, Lobschat, and Verhoef (2018) aimed that the quality of service was a response to consumers of various retail channels which shall make changes in consumer buying habits and retailers' market expansion. Consumers and retailers will get benefits from multi-channel marketing. According to the variety of customers, multi-channel marketing from a retailer's perspective means retailers that provide customers with product information and service at least two channels at the same time and use strategy in the marketing mix which be able to impress customers. From literature review, it can be concluded that satisfaction in shopping mean a customer's positive attitude towards product quality, service quality and awareness of the value of money for customer purchases on retail. The satisfaction can create loyalty to customers, resulting in the sustainable competitive power of the retail business.

Today's retail needs to consider consumer behavior. Which is the purchase and consumption of products for basic needs. Initially, the consumer found the need and then they selected the budget for the purchase and decided to consume. Product quality, price, service, consumer mood, personal factors, situation factors, awareness of fairness, and product characteristics were factors that influence customer satisfaction while many of the factors had an influence on consumer buying behavior, as shown in Figure 1.



**Figure 1: Factors That Influence Customer Purchases**

(Source: European Institute of Publication Administration (2017))

## Scope of Research

### *Scope of Population and Sample Groups*

Quantitative samples were obtained by determining the sample size with estimation. From the observation variable (1 to 20 ratio) in this research, there were 19 observation variables, the researcher has determined the sample size of 380 people by selecting the sample easily from people living in the north-eastern region along the border of Thailand, next to Lao People's Democratic Republic and Kingdom of Cambodia, which consisted of 7 provinces: Loei province, Nong Khai province Bueng Kan province Nakhon Phanom province, Mukdahan Amnat Charoen province and Ubon Ratchathani province, totaling 380 people by stratification random sampling.

Qualitative samples were collected through in-depth interviews with traditional retail businesses in the northeast region along the border of Thailand, 21 people from 7 provinces, namely Loei province, Nong Khai province, Bueng Kan province, Nakhon Phanom province, Mukdahan Amnat Charoen province, and Ubon Ratchathani province, 3 persons per province, for a total of 21 people, by selecting the specific sample group and data analysis using content analysis.

## The Research Results

### *Results of The Study of Levels of Satisfaction in Purchasing Goods, Product Quality, Service Quality and Value for Money of Consumers Which Were Customers of Traditional Retail Businesses in The Northeast Region Along the Border of Thailand.*

**Table 1: Average, Standard Deviation and The Interpretation of Product Quality, Service Quality, Value for Money Satisfaction in Purchasing Products and The Success of Traditional Retail Businesses (n = 440)**

Variable	M	S. D	Meaning
<b>1. Quality of products</b>			
1.1 Quality raw material for production	3.76	.70	High
1.2 Modern	3.91	.64	High
1.3 Utility	3.95	.61	High
1.4 Popular	3.97	.61	High
1.5 Product efficiency	4.21	.64	High
<b>Total mean</b>	<b>3.96</b>	<b>.64</b>	High
<b>2. Quality of service</b>			
2.1 Friendly services	3.94	.74	High
2.2 Service through many channel	3.93	.73	High
2.3 Fast	3.97	.73	High
2.4 Reasonable price	4.08	.74	High
2.5 Quality of goods	4.24	.66	High
2.6 Convenient location	4.10	.64	High
<b>Total mean</b>	<b>4.04</b>	<b>.70</b>	High
<b>3. Value for money</b>			
3.1 Build pride	4.20	.63	High

3.2 Save money	4.15	.68	High
3.3 Work well	4.32	.65	High
3.4 Durable	4.30	.64	High
<b>Total mean</b>	<b>4.24</b>	<b>.65</b>	<b>High</b>
<b>4. Satisfaction in purchasing products</b>			
4.1 Satisfaction with quality of product	4.19	.78	High
4.2 Satisfaction with quality of service	4.25	.70	High
4.3 Satisfaction with value for money	4.14	.73	High
<b>Total mean</b>	<b>4.19</b>	<b>.74</b>	<b>High</b>
<b>5. The success of traditional retail business</b>			
5.1 Customer royalty	4.16	.69	High
5.2 Customer confidence	4.24	.69	High
5.3 Customer has a good image	4.06	.72	High
5.4 Business sustain	4.12	.66	High
<b>Total mean</b>	<b>4.14</b>	<b>.69</b>	<b>High</b>

## Discussion

The influence of variables on satisfaction in buying goods affects the success of traditional retail development in the northeast region along the border of Thailand, it was found that variables on satisfaction in purchasing products that come from product quality, service quality, and value for money of consumers allowed customers to recognize the value of the purchase of both good products, save money and fast service in many ways, which allows customers to buy products on demand with convenience and affect the success of the traditional retail business development in the northeast region along the border of Thailand. The result corresponded to the research results from Kelly and Sae-Young (2016); Petersen (2016); Javier (2017), who studies on consumer buying experience, and found that today's consumers want to have experience in the purchase by reducing the costs which associated with traveling to buy products such as time, effort or money and maximize the benefits such as convenience in finding the desired product. Smart shopping experience can save time, save money and make purchases as accurate as they need. To make traditional retailers grow profitable and succeed, retailers need to rethink and restructure their business from the inside to the outside with product success. It empowers retail businesses. From customer satisfaction and in accordance with Mishra, Sinha and Koul (2017); Shay (2017); Poushneh and Vasquez-Parraga (2017): Hossain, Jamil and Rahman (2018) that studied on customer loyalty in traditional retailers, it was found that the relationship between customer loyalty in the context of traditional retailers create more efficient in competition with different profits from customer satisfaction, can create true traditional retail success and enter new innovative retailing.

The customer experience from retail businesses regarding satisfaction and willingness to buy, it was found that technology had an impact on consumers' decisions. Examining the impact of virtualization (AR) technology on customer experience and the subsequent influence on customer satisfaction and the intention of customers to buy products affected the success of the business. Davis, Yue, and Davis (2017); Inman and Nikolova (2017); Shay (2017), who studied of the retail market found that in the retail market Products must be of good quality, inexpensive, and there are many ways to buy products. According to changes in consumer purchasing behavior by using technology to affect sales and profits What affects the buying behavior of consumers is the quality of products and services. Retailing has changed into more

digital ways. Contributes to the traditional retail business's success in growth and profitability throughout the year. It determines the success of the business.

### ***The Results of The Study of The Influence of Variables Affecting the Success of Traditional Retail Businesses in The Northeast Region Along the Border of Thailand***

Data analysis was performed by using the Structural Equation Model (SEM) and LISREL Version 8.72. The researchers examined the basic assumptions and the results of the data analysis according to the objectives. This part can be discussed as follows:

The influence of product quality variables that affect satisfaction in buy products from traditional retail businesses in the northeast region along the border of Thailand, it was found that product quality variables, which consisted of quality raw materials for production be modern, have utility in popularity and effective products, which affected the satisfaction in the purchase of customers' products in the northeast region along the border of Thailand. This result corresponded to the research from Jacobs (2018); Essays, UK. (November 2018), who studied retail businesses and found that the retail industry requires skills and knowledge in order to sell products professionally, and meet the needs of customers, including products, prices, delivery of goods, and worthwhile services to execute reseller and product strategy. The most innovative retail market in the world offered exotic products to affect life which it has been significantly changed in consumers. They can provide variety and convenience to buyers, increase profits and build customer loyalty. The result was in accordance with Agbonifoh and Adjaino (2019); Shruthi (2019); Kumar (2019), who studied the experiences of traditional product shoppers and purchased online, which it was found that customers had a satisfactory experience from product quality and good customer service, polite online purchases, and discounts while promotions from retailers was the most satisfying experience. Online retailers should deliver products according to buyers' specifications, avoid situations in which products are delivered to buyers that are different from product photos display in online purchases, and adjust marketing content to meet the needs and goals of consumers. It will help businesses to create marketing strategies which impact on their success. The factors that influence business sustainability were product and service quality that exceeded expectations. Creating value for customers affected the satisfaction in purchasing products.

The influence of service quality variables on the success of the traditional retail business development in the northeast region along the border of Thailand, it was found that service quality variables, which consisted of friendly service, services through multiple channels, fast, reasonable price, quality products, and convenient location, affected the success of the traditional retail business development in the northeast region along the border of Thailand. This result corresponded to Afthanorhan, Awang, Rashid, Foziah and Ghazali (2019); Srinivasan, Rolph & Lei (2019), who previously studied the evaluation of the impact of service quality on customer satisfaction, they found that improving customer satisfaction was the key to creating business success. Creating satisfaction for customers by responding to customer needs, it can build loyalty to the business. Customer perceptions and expectations related to various services, such as a promotion of service quality while awareness was an important activity for long-term profitability for the business. The success of these activities was a challenge due to the complex combination of loyalty from credibility and retail satisfaction and in accordance with Dimitrova, Rosenbloom, Andras and Kim (2019); Biswas, Nusari and Ghosh (2019). The study of international retailing found that retailing must eliminate barriers

by using strategy and efficient business operations in choosing international markets that can lead to the advancement of international retail influence of service quality on customer satisfaction on online shopping. These factors become the keys to the organization's competitiveness because satisfied customers become regular customers. Therefore, it is important to measure customer satisfaction with online purchases. Satisfied customers will repeat orders and advise others which will create profits for e-commerce companies. Especially, customer satisfaction with online purchases, which was influenced by service quality, can affect business success.

The influence of consumer value variables affecting the success of traditional retail development in the northeast region along the border of Thailand, it was found that value factor for consumers that consists of creating pride helped to save, use, and be durable. Making customers aware of value for money effected business development success for traditional retail in the northeast region along the border of Thailand.

The influence of product quality variables affecting service quality of traditional retail business in the northeast region along the border of Thailand, it was found that product quality variables that consisted of raw materials for production in modern quality, had utility in popularity and effective products which made customers have more demand for products. Therefore, entrepreneurs have to provide sincere service quickly by providing services in many channels in order to meet the needs of customers with a fair price in a place, where customers have conveniently effected the service quality of traditional retail businesses in the northeast region along the border of Thailand. This result corresponded to Sterling (2020); Robaton (2020), they studied leading traditional retail businesses and found that most retailers still have stores that had display locations to meet the satisfaction of customers who want to see products from the store and check the quality of the products from the actual experience. The retail business provided services that can meet the needs of customers with friendliness at an affordable price and they made customers satisfied quickly with the products from various retailers due to the convenience, quality of the products, and response to what the customers want. This result was in accordance with Naqvi, Asim and Manzoor (2020); Tanazacq (2020) who studied the analysis of the impact of supply chain readiness on customer satisfaction, it was found that markets often expect excellent products and services, which can make customers use in terms of many benefits. To meet the needs of the market, products should be delivered on time and in good condition and fast delivery because it is considered the quality of service that customers expect.

The influence of product quality variables that affect the value of money of consumers, it was discovered that product quality variables, which consisted of quality raw materials for production, had utility in popularity and effective products, and made customers proud to buy products. Aware of saving money products can be used as well. It was durable and affects the success of traditional retail development in the northeast region along the border of Thailand. The result corresponded to Simpson, (2019); Qu (2019); Ingram (2019) which they studied retail business and found that product efficiency allowed customers to use the product for a long time. The product was durable and works well, creating pride in the purchase of products that are worth the money and save money as well. Customers want to buy meaningful products. Especially for quality and value of a product that help to reduce the impact on the environment and society. The customer's shopping experience affected loyalty. This result was in



accordance with Larsen, Sigurdsson, Breivik, Fagerstrom and Foxall (2019), they studied about the retail market and found that customers were interested in product quality by searching from the internet. Therefore, retailers must serve customers in many ways in order to be more in line with the needs of consumers. Son, Niehm, Rusell and Lee (2019) studied about rural retailers and found that demand for quality products was the first thing customers want retail businesses to offer whether online or offline. Serving customers with convenient, fast, and at an affordable price, they have to use online. It was a multi-channel service that the retail business needs to meet the needs of its customers, aside from quality products.

The influence of service quality variables that affected customer satisfaction in consumer purchases, it was found that service quality variables, which consisted of friendly service, services through multiple channels, fast, reasonable price, quality products, and convenient location, made the customers more convenient for buying and affected the satisfaction of purchasing from traditional retail businesses in the northeast region along the border of Thailand. This result corresponded to Newman (2019), he found that the trend of digital change for the retail business in 2020 was AI. It was used in order to maintain more sales because consumers understood that they can easily buy valuable products, convenient and private. Retail businesses must use these technologies to help businesses grow and increase financial opportunities. The use of AR and VR technologies in retail businesses help retailers and consumers.

The influence of consumer value variables that affected the satisfaction with the purchase from traditional retail businesses in the northeast region along the border of Thailand, it was found that value factor for consumers, which consisted of creating pride help to save, use, and be durable, made us aware of saving money from using products that are durable, use well, with efficiency, and proudly. Value factor affected consumer satisfaction in purchasing products from traditional retail businesses in the northeast region along the border of Thailand, which corresponded to the study from Essays, UK. (November 2018); Srinivasan, Rolph and Lei (2019) which they revealed that current business has increased competition. If they want to have a sustainable competitive advantage over competitors, they should adopt location of the stores and the strategies. It will help in making a difference in the retail stores. The both of the value for money that customers pay for purchases and service quality that provides good quality products to customers, can create satisfaction, predict customer loyalty, and make long-term profits.

### **Suggestions**

Government and private businesses, including those people who have involved, should use STR MODEL in policy formulation to develop traditional retail businesses in the northeast region along the border of Thailand effectively in order to create a competitive advantage in the markets and border trades for retail businesses, starting from servicing people both within the country and neighboring countries along the border of Thailand. It will help to create Thailand's economy to be more strengthened in the ASEAN markets continuously.

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