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| Thesis Title | An Attitudinal study of Neighborhood retail users of shophouses : A case on sub-urban area Northern Bangkok. |
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ABSTRACT

Commercial retail concerning as a sale of goods , where are using in small quantities to the general public and it has got significant in growing up along with Thai societies. Up to now , In as much as Goods and Essential services distribution to all dispersion consumers in each parts of community. Most of them are establish in diminutive building , which a few of usefulness area and surrounding by local communities. It's call "Shophouse". As for the highly economical expanding. Its correspond to the growth rate of Bangkok's population and then result to the traffic problem. By all means The Government was attempted to reform by keeping well of traffic surface with strong regulations to park any vehicles along the main roads. There were attributed directly to several shophouse and make economical worthless to these building , because of no mobile parks and finally make abandon building problems.

This study was assessed from the shophouse resident's attitude. In this case , there are a retailers and consumer who has got some advantageous substance from them such as a pave way (Foot path) , roads , protective iron cage and criminals. Choosing from the northern sub-urban area of Bangkok as an area studying. This study was concerned with 200 examples which chose from the Northern area villagers of Bangkok , with a senses of research questionnaire and observation forms as a tools for an informational gathering , and explaining of dispersion on example groups by statistical percentage , and Chi-square test to determine the relationship between variables which difference were significant in dealing with together at the 0.05 level of confidence.

From this study could be deliberate its result for 2 sectors as following.

Operators

1. Population Aspect – The finding indicated that Male & Female Examples are equilibrium proportion. Mostly Thai 26 – 35 years old , Bachelor degree , Family Company business and average income is more than 30,000 Baht.

2. Attitudinal Aspect on shophouse retailing – It was finding that the most of operators who is an owner of the shophouse , have taken up an attitude that it worthiness for all expense of the shophouse manipulate. And half of them are nothing of pavements. Concerning of his attitude about the vendor , the ones who've got a vendors for more than 6 units around , believe that it shall be promotion to his business , not effect to his business. In the view of delivery , most of operators will settle on the 2 metre pavement or 12 – 16 metre's road. It believe that there are very comfortable to park and the shipment operators shall be satisfying on it. In the glance of security on life and property . most operator reliance that might be a crime on his unit , then it belong to the neighborhood and the group which confidence about narrow roads' shall believe that the crime might be on his units.

Consumers

1. Population Aspect – The finding indicated that Male & Female Examples are equilibrium proportion. Mostly Thai 26 – 35 years old , with Bachelor degree , and average income is 5,000 – 20,000 Baht a month.

2. Attitudinal Aspect on shophouse retailing – It was finding that the most of consumers leave for there by walks or bicycle. Most of them believe that it's an approach of pleasurable. In the prospect of goods it were found that most of consumers shall visit at the shophouse mostly everyday and most of them shall arrive at the varictics of goods shop with high quality. Most of them conceive that shophouse have got enough diversity of goods they need and high quality products.