Enhancing the participation of traditional retail households into the chain of convenience stores

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The purposes and objectives of the thesis:
The research “Enhancing the participation of traditional retailing business households into the chain of convenience stores in Vietnam” was expressed through three fundamental objectives. In particular, they are:

+ Objective 1: Identifying the motivation of retail households’ participation into the chain of convenience stores.
+ Objective 2: Understanding the relationship among the motivation of participation, satisfaction, and level of participation.
+ Objective 3: Proposing recommendations to strengthen the participation of retail households into the chain of convenience stores in Vietnam.

Scope of the research: The thesis focused on the participation of traditional retail households into the chain of convenience stores in Vietnam.

Research methodology:
The thesis used qualitative and quantitative research methods. Qualitative research was used to explore, adjust and add the observed variables and measure concept of the study. Quantitative research was conducted through Sociological Research Methods and used SPSS 20.0 software to test the T-test and Multiple Regression.

Findings and conclusions:
- Formalizing the theoretical basis of the participation of retailing households into the chain of convenience stores in Vietnam.
- Thesis built models from related studies, created scale and check the reliability of the scale.
- The study results showed that tradition retail households were concerned about a lot of interests called economic benefits, technological benefits, and management benefits.
- Results of the study showed that the satisfaction of traditional retail households positively affected the satisfaction level of motivation of the participation.
- The results also indicated that the motivation of retail households affected their participation level into the chain of convenience stores: the greater motivation, the higher participation.
- Results of the study showed that if traditional retail households only were satisfied about the benefits, they would tend to participate in capital contributions. If they were pleased to the benefits, the capability and the commitment of the chain, they would tend to participate in cooperative organizations. And if they were just satisfied about the capability and commitment of the chain, but not pleased to benefits, they would tend to participate in franchising.
- Results of the study showed that factors belonged to globalization such as globalization trend, the trend of modern retail development, policies of Government to support enterprises having overseas investment were the factors strongly influencing on the participation of retail households into the chain of convenience stores; besides, the changes of consumer buying behaviors were the second factor affecting the motivation of retail households’ participation into the chain of convenience stores. Environmental characteristics including culture, technology and law did not affect the motivation of retail households’ participation into the chain of convenience stores in Vietnam.
- **Implications for managers:** Basing on findings of the research, the thesis proposed some recommendations: Studying the motivation of retail households’ participation into the chain of convenience stores (building management system in accordance with the scale of development, and logistic serving systems for the entire chain; maintaining sustainable relationships between the chain and suppliers; creating trademark of the chain, standards, coordinating and focusing on training, and retraining, etc.)