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RET 650

***A STUDY ON THE ATTITUDE TOWARDS
PATRONIZING THE SELECT STORE
AMONG THE RESIDENTS OF SS18, SUBANG JAYA***

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EXECUTIVE SUMMARY

As time and convenience has become important in this modern times, the concept of convenience stores has been accepted by the fast moving community which values the positive usage of time. The growth of convenience store industry among oil companies have been accompanied by new challenges where they have to compete closely with each other and also due to the increasing of demand as the customers are becoming more sophisticated and knowledgeable. In this modern days, beside focussing on time and convenience, it is also important to maintain a positive customer attitude in determining success in the retail industry. Therefore, certain aspects of marketing in which previously may be insignificant to the management such as customer attitudes have to be taken into consideration for today's market environment.

The study of the interrelationships between attitudes and behavior is very important to any business organisations. Organisations that can attain positive customer attitude for their company and products are enable to keep pace with the competitiveness of the market environment by drawing in more customers and maintain customer loyalty. In addition, positive customer attitude leads to the greater capitalising of opportunities that the market offers, strenghtening the organisation, and even capitalising on the competitors' weaknesses. By definition,

attitude encompasses the likelihood a person has towards objects, attributes, and benefits and thus, it affects the behaviour of an individual towards the object.

In contrast, negative attitude leads to the depletion of customer interest towards the company and its products or services. In the case of Shell, customers may be less interested to go to the Select Store. In such a situation, not only will competitors capitalise the opportunities such as attracting customers and potential customers to subscribe their offerings, but the organisation will also be losing its good image. Thus in the long term, negative customer attitude will have an impact to the store as a whole, either in term of revenue, image or reputation. Furthermore, if the store consistently maintains the negative attitude for a longer period of time, there will be a tendency that it may affect on its other offerings as well.

For the purpose of this study, the researcher had focus on one of the many Select Stores and it is located at SS18, Subang Jaya. The focus was on the customer attitude towards its general attributes such as products, customer service, credit card facilities, toilet facilities, parking space, operating hours, promotions, store ambiance and the store location, and also to see whether are any relationships between the attitudes with the interests of the respondents towards coming to the store. Appropriate measures have been taken by the researcher to maintain the validity and reliability of the data and information in order to produce reliable results and findings.