THE FACTORS AFFECTING OF DIGITAL MARKETING STRATEGY FOR COMPETITION IN THAILAND MARKETS

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ABSTRACT

The factors determining supermarkets' competitive advantage are examined in this article. The study's objective is to create a framework for investigating the factors that may have an impact on supermarkets' competitive advantage. The competitive advantage of a supermarket is significantly influenced by seven factors. They consist of the range of goods, the size of the grocery store, the cost, the staff, the environment, the degree of trust, and the relationships between all of these factors. Both qualitative and quantitative methodologies are used in the article. Because the researcher carefully questioned each of the 134 customers, the information gleaned from the in-depth interviews conducted at 27 supermarkets in Thailand was trustworthy and objective. A total of 560 surveys were collected. The results show that a variety of elements, such as store size, product variety, and sales staff, can influence a supermarket's ability to compete.

Keywords: digital marketing strategy, retail market, mix marketing, factor

INTRODUCTION

The market economy in Thailand [1] began significantly later than the worldwide market economy, at the end of 1986. Converting macroeconomic advantages into microeconomic ones has taken some time. Thailand's retail market [2], particularly supermarket retailing, is significantly less than that of comparable regional nations. Thailand must have a number of characteristics in order to develop quickly, including a huge young population, strong economic growth, and a steadily rising standard of living [3-6]. For the capability of the Thai digital industry, investment in telecommunication networks and communications in both wireless systems from the private sector. And the government cabling system in remote areas will have a natural positive effect on the core network equipment market, smart device market, mobile commerce market, data centre market, software application market and software-enable service market, and so on. Digital content market. At present, Thailand's digital industry is quite open. Distributor Service providers that are major foreign operators and Thai entrepreneurs of many sizes. The growing digital market will benefit the whole system of entrepreneurs. But entrepreneurs in the digital industry who were born and raised in Thailand, mostly SMEs, will

be able to capture business opportunities depending on their own competitiveness. Especially the competition that is based on innovation.

Another highlight of Thailand's digital industry in the past is its strength in the export market, especially the current hardware market that mainly exports to the United States, Hong Kong and China. Equipment and components worth 512 billion baht (7.70 percent of the total export value of the country) and electrical circuits worth 2.33 billion baht (3.50 percent of the total export value) are important export products of the country. The second and sixth positions, respectively. However, the export value of digital products in the hardware market tends to continue to decline and need to urgently adapt to produce higher value-added products. Thailand's potential digital products and services include: ERP and POS software, Software Integration and Digital Content services, Game and Animation, Telecommunication in the group of telecommunication equipment television set set-top box and telecommunication services

However, even though the overall digital industry in Thailand has continued to grow every year. But there are still limitations in terms of growth. Due to the lack of funds for small and medium enterprises to expand their business and unable to borrow money easily with most digital businesses, the risks are too high for banks to accept. What's more, the industry lacks investment in innovation that leads to products. And high value services. In particular, there is no digital R&D link to the country's target industrial sectors. Increased technology [13-15] and newer developments forced companies to change their marketing strategies. Email marketing gained popularity in the early days of digital marketing. The attention shifted to search engines like Netscape, which allowed businesses to pack their items with keywords and categorize them in order to stand out. Because to the popularity of websites like Facebook, businesses may now track data to react to user habits. Thanks to smartphones and other digital devices, businesses can now more readily market themselves to customers as well as their goods and services. Studies show that people prefer using their phones to access the internet. Hence, it shouldn't be surprising that 70% of individuals make purchasing decisions before actually making a purchase (often on their phones). [15-17].

In addition to the ubiquitous street markets, Thais nowadays prefer to shop at supermarkets. The supermarket has become the most popular shopping venue in Thailand. People's new purchasing habits are greatly influenced by the sophisticated and convenient shopping methods that supermarkets provide. The supermarket system has evolved rapidly in Thailand. In the past few years, supermarkets have implemented a number of strategies to increase their competitive advantages. Specifically, supermarkets have had to improve and seek out new strategies in order to effectively compete with their rivals on the market, as both local and foreign supermarkets are present in Thailand. In the near future, there will be significantly more international retailers in Thailand, making it impossible for local stores to compete. [18, 19] Therefore, it is the time for supermarkets to enhance their capabilities and use their competitive advantages in order to thrive in the current business climate. Enhancing the competitive advantage is one of the top priorities for every organization [20-22]. During the integration process, all economies must compete hard for the best outcomes. Retail is one of the industries

that must implement digital marketing techniques to increase their competitive edge. With effective and appropriate digital marketing tactics, businesses may increase their customer base, make their products and services more appealing to customers, and produce the anticipated revenues. Given the current economic climate, retailing enterprises, particularly supermarkets in Thailand, confront serious market domination challenges. To address the issue, it is vital to examine the elements influencing the competitive advantage of supermarkets [23-25].

REVIEWS AND LITERATURES

There are a variety of definitions of competitive advantage among the world's economists and experts [26-28]. When we say that a company has a competitive edge, we mean that it possesses a special and unique quality that enables it to profit from commercial prospects. This indicates that competitive advantage is the advantage of a business or nation relative to its competitors. Musa Ahmad describes competitive advantage as the fundamental factor determining the success or failure of a business. A competitor's competition strategy is the pursuit of advantageous industrial circumstances for competition. The application of competition strategy has produced a beneficial and stable competitive environment. The solid competitive advantage is the cornerstone for ensuring the long-term viability of each enterprise. The firm should have or possess two types of competitive advantages: low cost and differentiation. Each enterprise's strengths and limitations relate to these two aspects. To properly comprehend this, apply the competitive advantages and competition strategy model. Many businesses should begin by using e-commerce platforms if they wish to conduct business in Thailand. Thai clients are acclimated to online shopping because of their hurried lifestyles, packed schedules, and enormous increase in activity. A broad epidemic and improved logistics have made e-commerce for consumers crucial for marketers to reach consumers in Thailand. It should be mentioned that 68.3% of Thai internet users conduct transactions on a weekly basis. E-commerce has become Thailand's key digital marketing strategy for 2022.

Marketers can set up shop and start selling on some of Thailand's most well-liked e-commerce platforms, including Shopee, Lazada, and JD.th, according to Chatterjee and Kumar Kar [31]. Marketers are required to optimize the content when listing their products on the website. Product Create the title, description, category, and image for a product. So each of these elements helps to improve product discovery and encourage sales. Moreover, brands Also, it is possible to create a user-friendly e-commerce website in Thai so that Thai internet consumers may easily access your content using search engines. Almost 75% of people prefer to make purchases in their mother tongue. Thus, creating a specialized e-commerce website is crucial. In addition to conversions and online sales, your brand will be able to increase brand presence and brand awareness. According to Shankar and Grewal [29], marketing is an essential component of doing business, whether offline and online, but particularly in the digital age. We must engage in online marketing, also known as online marketing, internet marketing, and other names, in order to increase sales, attract customers, and promote our business. There are many different methods as well. Examples include KOL marketing, KOC marketing, and many others, but they all have the same purpose because of the potential of internet marketing, which

is to promote your brand in the online world. A variety of current trends that have grown in number over time have caused the behaviour to change. Something is evolving so quickly. Hence, this is a question that business owners must ask themselves. You now know how to use digital marketing to increase brand profitability. Wongsansukcharoen's [30] digital marketing strategy is centred on reaching specific clientele groups. It relies on the tastes and habits of that particular clientele. In contrast to traditional marketing, this type of marketing can be measured by the response of the target audience, and immediate progress can be anticipated. It is a marketing tactic that calls for consumer involvement. Your business must be able to reach customers at any time, from any location, whether they are looking for your product, checking their email, or reading, in order to be successful. Since today's population uses cell phones or online media almost always

Shopping Mall (Shopping Centre or Shopping Mall) A building where retail goods are sold is called a shopping mall. The merchandise placement in the mall won't be nicely arranged by department. Yet, this will make it possible for other merchants to lease space to market their own goods. As a result, most items sold at shopping malls are not obtained directly from stores. Also, the positioning of the products makes it difficult to tell them apart. The retailer who leases space in the building will be responsible for recovering the retail mall's profits. The main shopping areas we are accustomed to. Examples include The Mall, Siam Paragon, Emporium, Terminal 21, and Emporium.

Clothing stores (Department Stores) Oliveira and Lizarelli [41] contend that department stores are massive retail establishments that refer to one another as "malls" in their research on customer loyalty. There are many different product choices. Each department store will make it obvious which product zones belong to which departments. To provide services that are as complete and comprehensive as possible, department store employees also assist customers at several places. Department store goods are sold at the department store, which is how department shops vary from shopping centres. There aren't any dealers at all. Department shops include places like the Robinson Department Store, a section of the Central Department Store's neighbourhood that is isolated from the retail centre, etc.

Supermarkets are substantial stores with services akin to those of a grocery store. In other words, customers who visit to make purchases must serve themselves. Fresh food, fresh vegetables, tinned food, and other necessities make up the majority of the available goods for purchase. The retail space is openly adorned without glass. Facilitating customer shopping as much as possible and offering a payment point that is clearly separated most payment locations are either near the entrance or in the middle of the store. Supermarkets like Tops, Villa Market, Foodland, etc. are ones we are familiar with.

Hypermarkets are massive stores with a wide selection of goods from several vendors. Supermarkets and department stores functioned as the forerunners of this type of store. This kind of store will incorporate elements from each of these store kinds. Moreover, hypermarkets provide a range of goods at reasonable costs. Hypermarkets like Tesco Lotus, Makro, and Big C, as an example.

Convenience stores are small retail locations that are frequently found around residential areas. Every civilization is today very interested in this. The clock is always open at convenience stores. Food, drink, home appliances, and other consumables make up the majority of the available goods. Locations that are convenient for clients are primarily the focus. Customers who want to expedite their daily tasks can choose from a range of ready-made dishes. Convenience stores, for instance, such as 7-Eleven, 7-Eleven, FamilyMart, Lawson, Lawson 108, etc. a store with a focus on selling niche goods is called a specialty shop. Compared to other sorts of stores, such stationery, flower, and cosmetic shops, this type of store sells fewer items. Building supply stores. The most specific target market exists for this kind of store. Most customers who visit stores to make purchases are already aware of the items they want to buy. Which retail stores, such OfficeMate, HomePro, Watsons Super Sports, SE-ED, Power Buy, B2SB2S, etc. are examples of specialty stores? [32].

Market, the market, which has been around from the past to the present, is thought to be the oldest collection of goods among the aforementioned retail areas. The location is close to an area with a high population density. The majority of market characteristics won't place much emphasis on how the establishments are decorated. Like in other stores, the merchandise are not arranged by department and one particular person will be in charge of running this market. Flea markets, fresh markets, etc. are examples of broad marketplaces. [33, 34].

Locals go to the supermarket to make purchases after the store receives an influx of goods from various suppliers. Locals, homeowners, and even small enterprises who need to refill on household products are among the supermarket's customers. Manufacturers of these domestic products work for supermarket retailers. This makes the supermarket the site or market that can link distant suppliers with end users. The supply chain of the store serves as its "products" in this configuration [3, 35, 36].

"Supermarket is a rather huge, low-cost, low-margin, high-volume, self-service operation geared to cover the consumer's overall grocery and household goods demands," claim Killian and McManus [14]. The supermarket "is a provider of services," claims Kopaneli [37]. It doesn't produce its own physical goods in the traditional sense.

In a word, a supermarket is a type of retail establishment that offers self-service and clear price tags on a wide range of common, everyday items [38]. Supermarkets are a well-established distribution channel in industrialized nations. The supermarket can be distinguished from the neighbourhood market by its self-service philosophy, product diversity, affordable prices, acceptable and reasonable product presentation, current infrastructure, and cutting-edge payment method. Modern business has entered a new era thanks to self-service and the art of item display in supermarkets.

The retail sector includes the supermarket industry. As a result, the most crucial aspect of supermarket operations is the level of service. Amankwah-Amoah and Khan [39] assert that dependability, responsiveness, certainty, empathy, and tangibility are the five fundamental elements of service quality. Pricing, product diversity, and comfort all have an impact on the value or quality of products, services, emotional value, and reputation value in addition to

service quality. Customers-facing facilities, the supermarket's infrastructure, and its overall square footage are also included when talking about the visible components. A company's competitive advantage, according to Sarath Kumar Boddu and Santoki [40], is derived from the value it provides to its clients in comparison to its competitors, including product, time, space, service, brand name, and price.

RESEARCH DESIGNS

The factors impacting the supermarket's competitive edge are examined in this paper using both qualitative and quantitative research methods. The qualitative approach puts less emphasis on making statistical judgments and more on describing meaning. As a result, qualitative methods frequently show what and how people feel and think. As a result, it can be inferred that qualitative researchers look at things as they actually are, trying to understand or interpret them in light of the meanings that individuals give to them.

According to Bank, Yazar [43], qualitative researchers are interested in learning about the meaning that individuals have created, or how people interpret their reality and their experiences in the world. According to Phaekwamdee and Darakorn Na Ayuthaya [16], "Qualitative research is study that employs procedures like participant observation or case studies to provide a narrative, descriptive portrayal of a scene or action." Focus groups and in-depth interviews are two essential aspects or tools of a qualitative method [44]. This method forgoes the use of percentages, statistical analysis, or extrapolation to a larger population. This is true either because the sample size is relatively small, the individuals who participated in the in-depth interviews were not randomly selected, or the participants did not fairly represent the sample.

By concentrating on numerical data, quantitative research is a technique for looking for knowledge and truth. Designing research methodologies is the goal of quantitative research to regulate the research variables tools for high-quality data collecting must be offered. Standardize pertinent circumstances and assess and derive conclusions using statistical techniques to produce the fewest discrepancies (Error)

The explanation of scientific phenomena is its goal. The display of statistical data, including percentages, means, standard deviations, etc., It is a study of society's overall state through the definition of several factors to gather statistical information Data might be either primary or secondary. A survey approach to data collection will be included in the overall presentation. It focuses on gathering information to evaluate, test, and/or develop theories. Zhang, Hartley [45] described quantitative technique as "social study employing empirical methodology and empirical assertion." Empirical assertions are presented and stated in numerical terms, and these issues are resolved using mathematically based techniques. Quantitative technique, according to Barnes, Prescott [46] mention about is "a style of research that explains phenomena by gathering numerical data and analysing them using mathematically-based procedures (in particular statistics)".

RESEARCH RESULTS

The 550 questionnaires were satisfactorily collected and the 15 questionnaires were unsatisfactory collected.

Table 1: Qualification

	Frequency	Valid Percent
School	12	22.0
University	381	70.0
Higher educational	32	8.0
Total	560	100.0

The gender composition of the sample is 245 men (44.5%) and 305 women (55.5%). In the study sample, the difference between males and females was not significant. The disparity between the percentages of men and women is influenced by East Asian culture. The majority of the study's respondents were young. From ages 19 to 35 and 36 to 55, there are two distinct groups of consumers with a high purchasing demand. The majority of interviewees are classified into three groups. The first group consists of personnel, state officials, and educators. The second group consists of businesspeople and employees, followed by laborers. They are those who generate revenue for themselves and their families, thus their purchasing power is substantial and their demand is high. Due to their industrial lifestyle, these groups frequently visit supermarkets in the evening, on weekends, or on holidays. They place a premium on reasonably priced, high-quality merchandise. For people with a high income, a supermarket with an accessible location, ample parking, and easy opening and closing hours is preferred. With 10.9%, students or pupils make for a minor proportion of supermarket buying. This group does not have a regular salary; thus, their purchasing power is limited to personal items and school supplies.

Those who are retired, housewives, or have various types of employment make up the final category of shoppers at the supermarket. 41.8 percent of consumers fall into this category. The characteristics of this type of customer are that they shop at supermarkets to satisfy both personal and family needs. They prioritize purchasing food, household goods, rice, etc. They have the freedom to visit the grocery shop whenever they choose. They place a great priority on the supermarket's accessibility. The prices of supermarket goods must be comparable to those of traditional markets. The majority of consumers have typical salaries, including workers, police officers, housewives, students, and kids. Business owners make a lot of money as customers. These two groups have various purchasing philosophies. Household goods of average quality and cost are prioritized by those with moderate incomes in order to meet their daily necessities. On the other hand, higher income groups place a premium on superior goods and services. The average monthly salary of the respondents ranged from 5 to 8 million baht. Around ten million Thai baht are earned by nearly half of those questioned on a monthly basis.

Exploratory Factor Analysis (EFA)

Exploratory Factor Analysis (EFA) is an analysis of to explore and identify common factors that can explain the relationship between Observed variables obtained from EFA can reduce the number of Variables is observed by creating new variables in the form of Common elements are often used in cases where researchers do not yet have a theory. Clear support for the relationship between. The component to be measured against the resulting score on the indicator. EFA has preliminary agreements and implementation procedures. analyse as follows Before EFA analysis, it should be examined. The basic consensus is as follows: 1) All common components are either independent or all common factors are related. 2) All observable variables are given 3) all observable variables are directly influenced by all common components. And 4) all tolerances are independent of each other and independent of all their constituents. How to analyse EFA There were 4 steps to follow: 1) Preparation of the correlation matrix. 2) Element Extraction 3) Parameter Estimation and verification of model consistency, and 4) rotation of the component axis. Preparation of correlation matrix. The matrix used in the analysis is the correlation coefficient matrix between each pair of variables. Which should be worth Correlation from zero can be tested with Bartlett's test of Sphericity being statistically significant and Kaiser-Meyer-Olkin measure of sampling adequacy: KMO that should be close to 1. 2) Element extraction is the extraction of components together with the least number of components that can be used to calculate the element weight (Factor Loading). Matrix calculation. The correlation was close to the correlation matrix of Principal Component Analysis (Principal Component Analysis). A small number of descriptive the most variance of the observed variables. Criteria for considering the number of components are 1) Eigen values greater than one 2) Percentage of cumulative variance 60 or more (Nonglak Wiratchai, 1999, page 40) 3) Parameter estimation and measurement Check the consistency of the model by bringing the parameter estimates. To calculate the correlation between variables excluding the error term. Verifying consistency between model and data Empirical by bringing. The correlation matrix can be obtained from the data if both matrices with empirical data can be obtained from the number of correlation coefficients in the matrix. Residues higher than 0.05 not more than 50% (Joreskog and Sorbom, 1996, pp. 409-426) 4) Factors Rotation There is also a grouping of elements that complex and difficult to interpret, thus requiring adjustment Make grouping easier and easier to interpret. By rotating the axis of the elements (Factors Rotation) to get the common elements that are clear, simple and uncomplicated. The method of rotating the axis can be done in 2 ways: 1) Rotation is a rotation that keeps the element's axes perpendicular to each other. or independent elements, and 2) an acute-angled axis rotation is the axis rotation at the element They don't have to be perpendicular to each other or the elements are related to each other, so EFA is suitable to check for straightness. Structurally, the case does not have a clear theoretical support. About the relationship between the elements to be measured.

Table 2: Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO and Bartlett's)

Kaiser-Meyer-Olkin Measure		.842
Bartlett's Test	Approx. Chi-Square	432.214
	Degree of freedom	7
	Sig. (0.05)	.000

Component Matrix (a)

Component	1
A4	.750
A1	.898
A2	.889
A3	.864

The reliability scale for each aspect is shown above following factor analysis, which is referred to as factors:

Table 3: Cronbach's Alpha test.

Code	Variable	Observed variables	Alpha Cronbach's value
E1	Product	10	0.873
E2	supermarket space	11	0.982
E3	Assistant and sale	8	0.872
E4	EA : Infrastructure	9	0.814
E5	Price of price	7	0.799
E6	Trust	6	0.785

Six factors have a Cronbach's Alpha coefficient that is greater than 0.6, and the observed variables have a correlation coefficient (Corrected item of total correlation) that is greater than 0.3. So, the scale is employed.

Table 4: statistically significant of variable

Coefficients[a]				
Model		Standardized Coefficients	t	Sig.
		Beta		
1	(Constant)		.859	.439
	E1	.189	3.612	.006
	E2	.190	3.490	.010
	E3	.404	5.004	.001
	E4	.212	2.457	.081
	E5	.209	-2.869	.060
	E6	.016	.480	.732

The researchers find that the six variables are statistically significant with a 95% degree of confidence after looking at the coefficients. They clearly have a big impact on supermarket comparative edge, as shown by here.

Model Summary				
Model	**R**	**R Square**	**Adj. R Square**	**Error of the Estimate**
1	.782[a]	0.522	.744	1.0425
a. Predictors: (Constant), E6, E5, E3, E4, E1, E2				

ANOVA[a]						
Model		SS	DF	MS	F	Sig.
1	Regression	186.652	7	30.254	28.145	.000[b]
	Residual	217.01	184	1.014		
	Total	441.90	198			

a. Dependent Variable: Y
b. Predictors: (Constant), E6, E5, E3, E4, E1, E2
$Y = 0.41 + .189 * E1 + .190 * E2 + .404 * E3 + .212 * E4 + .209 * E5 + .016 * E6$

The competitive advantage of supermarkets is driven by six factors, including product selection, supermarket size, pricing, sales associates, infrastructure, and customer confidence. These six traits give customers with extraordinary value. Consequently, the influence on the competitive advantage of the store is described as follows: The capacity of a supermarket store clerk to meet the needs of customers. The digital industry is a new and ever-changing industry in accordance with the dynamics of technology. Its definition and scope have evolved and expanded from the original information and communications technology (ICT) industry. The definition of industry is quite broad, meaning "manufacturing industry and services Related to digital technology or taking advantage of digital technology ", divided into 5 fields: hardware and smart devices (Hardware & Smart Device), software industry (Software), communication industry group (Communications), Digital Service Industry Group and Digital Content Industry Group.

CONCLUSIONS

In a market economy, having a competitive advantage has become one of the most important things that determines how well a company does. The firm's competitive advantage also lets it make more money for its clients and improve its own reputation. The main goal of this thesis is to look at the factors that affect competitive advantage. Through analysing the data mentioned above, the researcher came to certain conclusions. First, competitive advantages are based on a number of important factors, such as the number of products, the size of the supermarket, the prices, the shop assistant, the infrastructure, and the trust of the customers. Thai people with a middle-class income shop at supermarkets. So, the most important thing for them is to buy things they can use every day. According to the results of an analysis of the

factors that affect supermarkets' competitive advantages, all six factors affect the competitive advantage in both direct and indirect ways. In today's business world, a strong digital marketing strategy is essential to the success of an organization. Companies that do well in the digital world usually put a lot of money into creating digital marketing strategies. In this way, businesses can reach their customers on a variety of digital and social platforms, which helps them make more money, improve their conversion rates, and connect with their customers. The marketing strategy is the process of figuring out what marketing goals you want to reach. A marketing strategy as a whole sets goals that can be reached for both traditional (print, radio, and TV) and digital channels. Marketers look at the different marketing strategies and tactics that are needed to reach the goals that have already been set.

IMPLICATIONS

Second, by changing their planning and investment strategies for supermarket expansion, supermarkets strengthen their competitive advantages. They are able to maintain the value of their position as a result. The following are the areas that supermarkets should concentrate on to increase the value of price: making sure that prices accurately reflect the quality of the goods in the store; making sure that prices stay stable over time; working with distributors and manufacturers to offer sale prices for household goods; and improving post-sale service to give customers more benefits. Also, supermarkets keep a careful eye on the following investment and growth strategies: The shop offers a wide range of products, many of which are of exceptional quality and have attractive packaging. Also, supermarkets enhance the worth and reputation of the goods they sell. The supermarket should connect with its distributors, manufacturers, suppliers, and even customers through a number of channels in order to be the "shortest, quickest, and least expensive" link between suppliers and customers. The supermarket may consider partnering with suppliers who are processing/manufacturing firms, local cooperatives, or provinces in order to maintain rigorous control over the commodities that are brought into the supermarkets and to connect the supermarket to the supply chain. The supermarket is able to assure customers that the products they buy there are safe as a consequence. By working together, the retailer and its suppliers want to reduce the costs associated with building product storage facilities, running a business, and distributing items to other supermarkets and national distribution networks. This kind of cooperation might also be seen as a way for manufacturers and suppliers to share their knowledge with the grocery sector. With this alliance, the supermarket will hopefully draw in additional customers, especially high-end buyers who will continue to identify it with reasonably priced, high-quality goods. Finally, supermarkets raise the worth of their customers by leveraging both space and digital marketing. City-center supermarket infrastructure is growing and becoming more modern in the direction of multi-story supermarkets to conserve space and give consumers a pleasant place to park. Supermarkets evolved to serve as convenience stores in areas with dense populations and a high proportion of locals employed in factories or other industries. Scientists are redesigning and rearranging the inside of supermarkets to better utilize the existing space and give customers a more comfortable experience. E-commerce should be used by supermarkets to conduct business. This includes using software to manage inventory, help

customers, interact with suppliers, and carry out other grocery-related tasks. Thirdly, supermarkets need to improve the reliability and repute of their workers. Supermarkets may be able to give customers accurate, up-to-date information on bargains and promotions, especially those that are beneficial to them. For the benefit of their customers, supermarkets meticulously monitor the products that enter their stores and compile detailed information about their customers using sophisticated technologies. Retail staff members' skills develop while they work in supermarkets. To ensure that customers feel comfortable and at ease while shopping in a supermarket, supermarkets should hire more competent people and provide staff with the necessary training to improve their talents and how they interact with customers.

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