A STUDY OF CUSTOMER SATISFACTION TOWARD SHOPPING MALLS IN BANGKOK METROPOLIS

By

Ms. Jarasporn Asvasaksakul

A Survey Research Report for
MS 7000 Research/IS project
Submitted in Partial Fulfillment of the Requirements for the Degree of
Master of Science in Management

December 2008

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Submitted in Partial Fulfillment of the Requirements for the Degree of

Master of Science in Management

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ABSTRACT

Research Project Title : A STUDY OF CUSTOMER SATISFACTION TOWARD SHOPPING MALLS IN BANGKOK METROPOLIS

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This purpose of the research is to evaluate customer satisfaction by comparing the difference between customer expectation and customer perception toward shopping malls in Bangkok Metropolis. This study focuses on Atmosphere (store design, music, scent and salesperson), and Types of Merchandise and Services Offered (product variety, uniqueness of product, social interaction place, and one stop shopping place). Moreover, this research applies customer satisfaction model known as the Disconfirmation of the Expectation Model, which is the comparison process of a customer's pre-purchase expectation and perception of performance.

The methodology used in this research was survey research. A self administered questionnaire was distributed to 399 respondents who single females' ages are ranging from 28-39 years old. The researcher used descriptive statistics to measure the frequency and percentage of the result to analyze shopping behavior and

demographic profile of the respondents. The Inferential statistics used was Paired Sample T-test in order to test 10 hypothesis of the study.

The results of this study indicated that customers are satisfied with music and scent toward shopping malls in Bangkok Metropolis. In the same time, they are dissatisfied with atmosphere, store design, salesperson, product variety, uniqueness of product, social interaction place, and one stop shopping place.

The recommendations, based on the findings, are that Shopping Malls should improve the performance of atmosphere, store design, salesperson, types of merchandise and services offered, product variety, uniqueness of product, social interaction place, and one stop shopping place to be better quality in order to exceed the customer's expectation.

Finally, this study concluded with some suggestions for future research study. For example, future study should examine other variables that are also a major concern to customer satisfaction.

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CHAPTER

BACKGROUND OF THE STUDY

1.1 Introductory Notes of the Research Topic

The shopping has become a way of life for urban women. Pam Danziger, president of Unity Marketing, says that "When men get stressed, they go to bars, and women go shopping".

Shopping behavior is a distinctive form of consumer behavior (Assael, 1987). The common shopping for daily life is shopping for groceries, household items, clothing, and gifts. Shopping behaviors are different depending on specific situations, motives and behaviors of consumers. This means shopping for gifts is different from shopping for groceries. In addition, individual consumers' motives and attitudes towards shopping vary significantly.

For some consumers, shopping represents the prospect of picking up a bargain; for others it provides an opportunity to interact socially with other people or simply an opportunity for a welcome break from a tedious routine (Reid and Brown, 1996). Two consumers may shop at the same stores for similar reasons, e.g. friendly environment, convenience, courteous, good service, nice decor, etc., but one consumer's shopping behavior can be totally different from the others. A consumer may find shopping a burden, something to be done quickly with a minimum effort while another may enjoy shopping, engaging in it as an interesting activity (or interesting activities) by achieving the satisfaction of buying a desired item at a bargain price. This latter consumer does not mind spending time searching for the optimum alternatives that worth value for her. According to Underhill (1999), shopping is more than the simple,

dutiful acquisition of whatever is absolutely necessary to one's life. Once the need is recognized and defined, a consumer will most likely seek out information, evaluate competing alternatives and attribute structures, and then make the purchase (Titus and Everett, 1995). It is more than "grab and go", for example, if one need yogurt, he/she has to choose the one from many alternative yogurts, grab the yogurt, and then pay for the yogurt and go. In shopping situation today, consumers come into physical contact with stimulus via multiple senses: i.e., vision, hearing, smell, taste, and touch, as the basis for choosing or rejecting brands, products, and more generally, retail environments. After consumers have been exposed to some stimuli that provoke a needed recognition they are moved to purchase the products or services. Underhill (1999) stressed that all unplanned purchases come as the result of a shopper seeing, touching, smelling, or tasting something that creates pleasure. The shopping malls, therefore, continue to invest substantial resources creating environments they hope will attract customers and induce them to spend. The effects of these investments are measurable at an aggregate level (i.e. sales results) or at the individual consumer level, in terms of, shoppers' attitudes and motivations (East, 1997). Researchers have adopted this view of shopping as recreation. For example, Dholakia (1999) concluded that social motives were particularly important since shopping is the process of an interaction when the buyers act as spectacles, performers, and spectators at the same time. This is through the process of "seeing and being seen, meeting and being met" According to Chetthamrongchai and Davies (2000), shopping may even be a very enjoyable use of time without the purchase of goods or services for recreational shoppers. Such recreational shoppers are more likely to engage in non-planned (or impulse) shopping and are more likely to continue shopping after making a purchase. Recreational shoppers seem to value service, spend time with their families and

friends, prefer a good place to shop regardless of its distance, and seem not to hunt for bargains or a large variety of merchandise. They think they enjoy wearing fashionable clothes, shopping, eating out, tend not to pre-plan many of their purchases. They are likely to perform activities and spending time shopping than non-recreational shoppers (Boedeker, 1995). Shopping Malls represent a unique form of shopping environment (Ahmed, Ghingold and Dahari, 2007). Malls have become a social place in which customers not only to shop for the product but they can create the social experiences and activities, for example the mall can be a meeting place for friends, a place for having food with family, a place for movie goers, a place for singing the karaoke, and etc.

Taking a look at consumer's shopping perspective may offer insights: how and why a customer shops and visits a particular type of shopping malls. Knowledge of the benefits, consumers can seek when visiting shopping malls helps the mall executives to develop shopping environment, provide the variety of product assortment, and offer something extra to lure shoppers while using the optimum marketing strategies that meet the needs of targeted consumers better, This increase their satisfaction; repeat the visits, and enlarges positive words of mouth.

1.1.1 Segmenting the Single Female Market

Marketers have begun to realize that the single female group, whose ages between 28-39 years old, is the potential target group. Reasons of this study are as follows. First; this group has high education, high income, high occupation, and especially high spending power. Second; since they are not married, with only concern about themselves thus they are willing to pay for products that can satisfy their needs. In addition, they are in the heightened state of emotionalism, driving them to purchase goods and services that meet not only their physical needs but also their

emotional needs. Finally; from the ratio of Thai population the number of females, especially in this range is greater than males. In addition, Alan M. Webber, founding editor of Fast Company Magazine, stated that the single females are the major target customers of many products such as car, consumer product, beauty and cosmetics, home decorations, and etc. Moreover, as the culture changed, they can get good opportunities to be changed and earn the good opportunities to doing things as man can do. In addition, as greater numbers of women are also participating in the workforce, they have gain high incomes and opportunities to do the shopping.

As such, using segmentation is the key to reach the single female market and to achieve a better understanding of this group in order to satisfy their needs.

1.2 Statement of the Problem

Shopping mall is one of the interesting businesses to be study as it is the place that everyone can visit. Consumers can enjoy spending money and time to shop for whatever product that they want. As the choice of the consumers is complicated, varied, and emotional driven, consumers have a wide choice of shopping malls where they can choose to shop. Therefore, it is necessary for mall managers to make the best effort to understand consumer satisfaction. If they want to sustain their success in the intense competitive retailing business, it is critical for them to understand the shopping behaviors, the shopping motives in order to develop the optimum marketing strategies to satisfy the needs of their customers. Belk and Dholakia (1996) claimed that an emerging concern of the times is to understand the nature and origin of patterns of shopping behaviors.

Research has been conducted to identify behavioral dimensions of buying and a number of theories on buying behaviors have been postulated (Ahmed, Ghingold and Dahari, 2007).

However, the research on the nature of shopping behaviors toward customer satisfaction is limited. This holds true with research on the relationship between the factors influencing customer satisfaction. Even though a number of researchers have investigated the relationship between emotion in consumption and satisfaction, this occurred without the shopping mall context (Gardner, 1985; Mano & Oliver, 1993; Westbrook, 1987; Westbrook & Oliver, 1991). Since chronological consumer research has examined consumers in Western countries(Ahmed, Ghingold and Dahari, 2007), other research is still required to study consumers in Asian and developing countries, such as Thailand. Therefore, this independent study (IS) aims to study of customer satisfaction toward shopping malls in Bangkok Metropolis".

13 Objectives of the Study

The independent variables are atmosphere, and types of merchandise and services offered. The dependent variable is customer satisfaction. The objectives of this research are as follows:

1) To determine customer satisfaction toward shopping malls in Bangkok Metropolis by comparing the difference between customer expectations and customer perceptions of atmosphere (store design, music, scent, and salesperson).
2) To determine customer satisfaction toward shopping malls in Bangkok Metropolis by comparing the difference between customer expectations and customer perceptions of types of merchandise and services offered (product variety, uniqueness of product, social interaction place, and one stop shopping place).

1.4 Research Questions

1) Are there differences between customer expectations and customer perceptions of atmosphere (store design, music, scent, and salesperson) toward shopping malls in Bangkok Metropolis?
2) Are there differences between customer expectations and customer perceptions of types of merchandise and services offered (product variety, uniqueness of product, social interaction place, and one stop shopping place) toward shopping malls in Bangkok Metropolis?

1.5 Significant of the Study

This research focused on an investigation of customer satisfaction toward shopping malls in Bangkok Metropolis by comparing the difference between customer expectations and customer perceptions of atmosphere, and types of merchandise and services offered. The results would provide a comprehensive understanding of this phenomenon to many shopping malls' management and retail marketers to develop the optimum strategies that better meet the needs of target consumers in order to increase the customer satisfaction, make them repeat visits, and create positive word of mouth.

Practically, the new constructs conceptual model may help future researchers such as shopping mall executives to understand shoppers and use the effective marketing strategies to satisfy the needs of customers in order to maintain regular customers and attract new customers.

1.6 Definitions of Terms

The key terms used through out the research are defined as follow:

- "Atmospheres," – are "packaged environments" that create or reinforce the buyer's leanings toward product purchase (Kotler, Ang, Leong, and Tan, 2003).
- "Breadth," – refers to the number of generic, non-competing merchandise lines in a store (Arnold, and Capella, 1983).
- "Customer Satisfaction," – is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations (Kotler, Ang, Leong, and Tan, 2003).
- "consumers' need for uniqueness ," – is defined as an individual's pursuit of differentness relative to others that is achieved through the acquisition, utilization, and disposition of consumer goods for the purpose of developing and enhancing one's personal and social identity (Tian, Bearden, and Hunter, 2001).
- "Depth," – refers to the number of different brands, sizes, colors, fabrics, etc. (Arnold, and Capella, 1983).
- "Hedonic Value," - indicates personal gratification and self-expression associated with the shopping experience (Babin & Attaway, 2000).
- "Music," – is one of a range of physical environmental dimensions influence the behavior of consumers. This ultimately impacts on behavioural responses such as duration of stay, amount purchased, exploration of the store environment, and likelihood of return (Bitner, 1992).
- "One Stop Shopping Place," – the place that provide (almost) everything needed to satisfy customer needs or desires (www.businessdictionary.com).

- "Product variety," – defined as the range of different models/types offered within a single product line or category (Kim, 2008).
- "Scent," – the power of smelling; the sense of smell; to fill with the pleasant odor, perfume (www.thefreedictionary.com)
- "Salesperson," – a person who sales good in a shop. The primary function of professional sales is to generate and close leads, educate prospects, fill needs and satisfy wants of consumers appropriately, and therefore turn prospective customers into actual ones. (www.wikipedia.com).
- "Shopping Behavior," - involves an interaction between a consumer and a product or service that pertains not only to the object itself, but also to the consumption experience (Michon, Yu, Smith & Chebat, 2007).
- "Social Interaction Place for shopping," – shopping can provide the opportunity for a social experience outside the home. The social interaction place offers the benefit of affiliation with others like friend, or family also make mall attractive leisure sites (Ahmed, Ghingold, Dahari, 2007).
- "Store Layout," – is the spatial arrangement of selling and non selling department, aisles, fixtures, display facilities, and equipment in the proper relationship to each other and to the fixed elements of the structure. The larger the size of a facility, the greater the range of internal options and the greater their strategic significance (Davidson, Sweeney, & Stampfl., 1989).
- "Types of merchandise and services offered," - include physical goods, services, experiences, events, persons, places, properties, organization, information, and ideas, or mix of these entities (Kotler and Armstrong, 2000).
- "Utilitarian Value," - reflects task-orientation (Babin & Attaway, 2000).

1.7 Limitation of the Study

Limitations of this study are as follows:

1. Sample: the respondents of this research are single females. Therefore, the results may not be applied to other group of people such as the male group, and etc. The difference of respondents including age, education, and income may create the variety of influencing toward shopping behavior and customer satisfaction.
2. Location and Time Constraints: the respondents are chosen only from people in Bangkok. Therefore, the findings may not be generalized for consumers in other areas.

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1.8 Organization of the Research Project Chapters

This Independent Study (IS) project contains five chapters including:

Chapter 1 : Introduction

Introduction consists of the background of the study that presents an overview of the shopping behavior toward shopping mall **,** statement of the problem, objectives of the study, research questions, significance of the study, limitation of definition of terms which have been used in this research, and limitations of the study.

Chapter 2 : Literature Review

Literature Review begins with the brief introduction and follows by the literature review to present the theories and previous studies relevant to the research topic in order to develop the conceptual framework.

Chapter 3 : Methodology of the Study

Methodology of the study includes research design, research instruments, population and sampling, data collection and analysis.

Chapter 4 : Data Analysis and Results

This chapter reports the findings from data analysis, the samples profile, descriptive data analysis, testing of the hypothesis, and answering the research questions.

Chapter 5 : Conclusions and Recommendations

This chapter contains the summary of the research findings, the discussions of the research findings, the recommendations, and the suggestions for further research.

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CHAPTER 2

REVIEW OF RELATED LITERATURE

2.1 Shopping Mall and Customer Shopping Behavior

Retailing has historically been viewed as simply the "final link" or "point of contact between producers and consumers (Stampfl & Hirschman, 1980). Retailing includes all the activities involved in selling goods or services directly to final consumers for personal, family, or household use, non-business use (Kotler, Ang, Leong, & Tan, 2003). Often people think of retailing only as the sale of products in stores; but retailing also involves the sales of services (Levy & Weitz, 2001).

A retailer or retail store is any business enterprise whose sales volume comes primarily from retailing (Kotler, Mg, Leong, & Tan, 2003). The shopping mall is one of store retailing. It has been recognized as one of interesting business that revolutionized the lives of Thais consumers. Thai customers visit shopping malls many times per month, spending more times in shopping mall than anywhere else except for home and work office. The shopping mall has become a part of Thais society.

AC Nielsen surveyed that in Asian countries the majority of consumers shop just for something to do. In fact nine out of 10 of the world countries with the highest percentage of "recreational shoppers" were in Asia-Pacific, including South Korea, the Philippines, Malaysia, Thailand, China and Taiwan. AC Nielsen Malaysia's managing director Steve Watt said shopping has become a national pastime in many Asian countries. It is entrenched in lifestyles in Thailand, Hong Kong, Singapore and Malaysia. People go there to escape the worries and stress of work and home life and to meet their friends.

Shopping malls are entertainment destinations incorporating cinemas, restaurants, food courts and additional sports and entertainment facilities to suit all budgets. Nowadays, however, decade after the arrival and growing of retail business, malls have become a mature level in Thai industry. There is high intense competition in this business, therefore to being the remarkable shopping mall and successful in this business, the mall manager needs to understand the nature of competition in the retail marketplace in order to develop and effectively implement the optimum strategy to satisfy customers' needs.

As a result of the changes in lifestyle, the standard of living, and etc. make the mall managers to be concerning, developing and delivering the products or services to match and satisfy the needs and desires of consumers. There is an increasing trend of Thais shopping for pleasure and spending their leisure time in shopping malls, Therefore it is necessary for mall managers to know that what characteristics should a shopping mall have to be driven for customers to prefer shopping there. Each shopping mall has an image and positioning to draw and attract customers to make a visit and become the loyalty customers. There are several shopping malls in Thailand. This research focuses on high-end shopping mall in Bangkok Metropolis, therefore Siam Paragon, Central World, Central Chidlom, Siam Center and Siam Discovery Center, The Emporium, Gaysorn Plaza are chosen to study in this research. In addition, these malls position along the BTS and MRTA lines. All of these malls are expected to emerge as Bangkok's central "golden mile" shopping corridor and there are further aspirations to position this area as one of Asia region's top shopping mall destinations (www.cbre.com.sg/singapore/eng/document/asianretailmarket). The descriptive of these malls are as follows:

The biggest retail development was Siam Paragon, which is a joint venture between Bangkok Intercontinental Hotels Co (BIHC) and The Mall Group. It is the luxury shopping project which is worth 15 billion baht because it is built on the site of the former Siam Inter-Continental Hotel, which has been torn down (Jitpleecheep, 2002). It is one of the biggest shopping mall in Asia approximately 500,000 square metres. It is the biggest center of diamond jewelry in Asia more exceeds 50 leading brand name diamond shops. It includes a wide range of stores of Super-Brand approximately above 250 shops and wide range of restaurants as well as a multiplex movie theater and the Siam Ocean World aquarium (the largest aquarium in South East Asia) and an exhibition hall and also an opera concert hall. It also has a large bowling alley and karaoke center (wikipedia.org, & Positioningmag.com).

Central World is the largest shopping mall complex in Southeast Asia, complex include hotel and offices tower, owned by the Central Pattana. In 2006, after three years of design and renovation, the expanded 550,000 square metres, of shopping mall and 1,024,000 square metres of complex was opened, topping its nearby rival Siam Paragon in terms of size (wikipedia.org).

Central Chidlom is a large department store located in Bangkok, Thailand. It is the flagship store of the Central Group and opened it doors in 1973. The store has a total of 8 floors and sells many luxury products. It continued to grow under the adopted "one-stop-shopping" philosophy. It provides a very good selection of goods from economy items through to luxury goods and furniture. A good selection of restaurants and coffee shops throughout the store, and the pioneer of the new "higher class" food courts with The Food Loft on the top floor. In addition, it is very easy to get to with the "Sky Bridge" from Chit Lom Skytrain station(www.bangkok.com/ department-stores).

Siam Center and Siam Discovery Center are twin shopping mall in Pathum Wan district, Bangkok. Located at Bangkok Sky train' s Siam Station, the malls are part of a large shopping district being opposite Siam Square, next to Siam Paragon and adjacent to MBK Center. Both are owned by Siam Piwat Co. Ltd., which is a part owner of Siam Paragon with The Mall Group. A sky bridge connects the fourth floor of Siam Center with Siam Discovery. A courtyard between the two malls is often host to concerts and special events. Additionally, a sky bridge from the sky train's National Stadium Station and MBK center connects to Siam Discovery (wikipedia.org).

The Emporium shopping complex is located close to soi 24, Sukhumvit Road, and is easily reached by the BTS skytrain (Phrompong station). It consists of the Emporium Department Store and various retail outlets of famous brands. It started operating in 1997 (www.thaiwebsites.com). In addition, it is an up market shopping complex built adjacent to Queens Park (Benja Siri) (www. Bangkokbob.net).

Gaysorn Plaza which is the luxury retail center located near the Ratchaprasong intersection was newly re-furbished July 2002 with a new upmarket concept (Jitpleecheep, 2002). The new look Gaysorn is painted white inside. It provides many brand name shops such as Hugo Boss, Georgio Armani, Prada, and more. Direct access now from the sky bridge to Chit Lom BTS Sky train station is making it more popular (www. Bangkokbob.net).

One of the essential things to study of customer satisfaction toward shopping malls in Bangkok Metropolis is to understand the nature of the shopping behavior of consumers in order to apply it for creating customer satisfaction.

Haynes and Cloud (1994) had defined patronage behavior as an individual's choice for shopping. The shopping mall choice and patronage behavioral patterns are

based on the customer's perceptions, images, and attitudes formed from experiences, information, and needs. Furthermore, patronage behavior involves a decision process often initiated by patronage motives which determine reasons for consumer shopping and makes purchases at certain shopping malls (Moschis, 1992). The customer is a key concept in retail business so it is necessary for shopping mall to differentiate itself to be attractive and to deliver and response the needs of customers in order to survive in today's competitive marketplace and bring customers to visit it.

In the past times, much of the research regarding consumption experience during the 1970s was grounded in the information-processing approach (Bettman, 1979) that regarded the consumer to be a logical thinker, who aimed to purchase the best product from available product choices. Based on utilitarian approach, the consumer is envisioned to be a goal-directed problem solver, who searches for product-related information, weighs evidence, and arrives at a carefully considered evaluation leading to a purchase decision (Holbrook & Hirschman, 1982).

With the changing of consumers' lifestyles, the way of life, the standard of living, many shoppers are looking for more than simply fair prices and convenience, which are the main conception of utilitarian value. Retailers who understand the multiplicity of motives for shopping have the best possibilities to create value for their customers (Rintamaki, Kanto, Kuusela, & Spence, 2006).

Instead of defining motivation to shop only as a function of buying, the role of hedonic shopping motives should also be recognized (Holbrook & Hirschman, 1982; Sheth, 1983; Tauber, 1972; Westbrook & Black, 1985). The shopping experience, therefore, generates a variety of concrete and abstract benefits and sacrifices that contribute to total customer value that goes beyond the mere acquisition of physical products or core services (Rintamaki, Kanto, Kuusela, & Spence, 2006).

In order to understand shopping motives, one has to consider the satisfaction provided by both shopping activities and the utility derived from the merchandise (Rintamaki, Kanto, Kuusela, & Spence, 2006). Tauber (1972) stated that "If the shopping motive is a function of only the buying motive, the decision to shop will occur when a person's need for particular goods become sufficiently strong for her to allocate time, money, and effort to visit a store. However, the multiplicity of hypothesized shopping motives suggests that a person may also go shopping when she needs attention, wants to be with peers, desires to meet people with similar interests, has a leisure time.

"Hedonic consumption designates those facets of consumer behavior that relate to the multisensory, fantasy, and emotive aspects of one's experience with products (Hirschman & Holbrook, 1982). This term coined to describe "a new economic offering" (Pine and Gilmore, 1999) that consumers wanted to "sense, feel, think, act and relate" (Schmitt, 1999). Rintamaki, Kanto, Kuusela, and Spence (2006) said that shoppers realize hedonic value when the act of shopping is appreciated in its own right, irrespective of getting planned purchases done. In other words, shopping is an adventure, creating enjoyment from such activities as window shopping, browsing, bargain hunting, and variety seeking (Babin, Darden, & Griffin, 1994; Hausman, 2000).

To be the top of mind of customers, the shopping mall manager should develop its overall retail attributes in order to meet what the target customer needs by assessing and analyzing their shopping behavior in order to deliver and match their desires and their needs. The study of Webster (1989) showed that higher income respondents held greater disparity with the brand image and reliability of product than lower income respondents. Mall manager needs to work harder in order to meet demand expectations of high-income customers.

Over the years, the concept that men and women exhibit different shopping attitudes and behaviors has attracted considerable attention (Darley & Smith, 1995; Fischer & Arnold, 1994; Qualls, 1987). Men and women are different in almost every aspect of consumption, from their preferences for products to their responses to advertising and product positioning (Fischer & Arnold, 1994; Zeithaml, 1985). Women react more strongly than men to personal interaction with sales associates. Men are more likely to respond to more utilitarian aspects of the experience such as availability of parking, the product in-stock, and the length of the check out line. For women, they tend to be more invested in the shopping experience (Baker, 2007). In addition, Hoch (2007), mentioned that women think shopping is an interpersonal, human fashion and men treat it as more instrumental; it is a job to be done. When it comes to the retail experience, men and women both go into the shopping mall to buy something, females are walk into a store and scan for product, looking for support and collaboration in the buying process. For males want quick answer by looking for a specific aisle for buying product (Passi, 2007).

Women are more involved in the purchasing sequence (Slama & Tashchian, 1985) and seek information more actively before making purchases and spend more times in shopping malls than men do (Zeithaml, 1985). This tendency is assumed to be stronger in case of clothing shopping, and beauty shopping because it is generally agreed that although there is sociocultural pressure regarding appearance management for both men and women, the pressure is stronger for women than for men (Chang, Burns & Francis, 2005). Meeting various needs and wants of customers by providing more tailored products and services has become imperative for shopping malls' managers. As markets are increasingly fragmented, marketers put their efforts in identifying core market segments and offering more tailored products and service to

those market segments. In addition, hedonic shopping value could be useful for segmentation because hedonic shopping customers who pay attention for shopping experience is sufficient to increase sales revenues and profit margin.

According to "Men Buy, Women Shop" research at Wharton, a Toronto consulting firm found that women who tend to be more invested in shopping experience love to shopping. Moreover, Womencertified, a women's consumer advocacy and retail training organization head quartered in Hollywood studied that women spend $ 4 trillion annually and accounted for 83% of U.S. consumer spending, which makes up two-third of the nation's gross national product.

Therefore, the hedonic shopping behavior is the interesting topic that mall managers should be concerned and pay attention for in order to gain more revenues.

For this study is focus on single females in Bangkok Metropolis who age between 28-39 years old with a look of high class, well educated and good attention with health appearance and self-images. Therefore the shopping malls should draw the attention from this group by offering products and services to match with desires and needs of this group in order to gain the customers visit and revenues.

Shopping Mall today must differentiate itself by meeting the needs of customers better than the competitors. In order to create the customer satisfaction and loyalty customers, the shopping mall should have the competitive advantage which is the basic retailing strategy.

2.2 Theoretical Foundation

2.2.1 Buying Decision Process

In an early study of the buyer decision process literature, Frank Nicosia (Nicosia, F. 1966; pp 9-21) identified three types of buyer decion making models. They are the univariate model (He called it the "simple scheme".) in which only one

behavioural determinant was allowed in a stimulus-response type of relationship; the multi-variate model (He called it a "reduced form scheme".) in which numerous independent variables were assumed to determine buyer behaviour; and finally the system of equations model (He called it a "structural scheme" or "process scheme".) in which numerous functional relations (either univariate or multi-variate) interact in a complex system of equations. He concluded that only this third type of model is capable of expressing the complexity of buyer decision processes.

One of the assumptions made in consumer behavior research is that most purchases are preceded by a decision process. A decision is an act that prevails only if the consumer is faced with two or more alternative courses of action, all of which have good probabilities of bringing about a desired end result. Decision making is the process of considering, evaluating, and choosing between these alternatives. Consumers who face a no-choice buying situation are simply not exercising decision making (Hanna & Wozniak, 2001).

According to the model of Hanna and Wozniak (2001), consumer decision making involves the five steps. The first stage is the need recognition, which occurs when consumers observe a discrepancy between their actual and desired states. The second stage is searching for information. The consumers can search information either from memory, which called internal search or from the environment that can be called as external search. Next, the alternative evaluation, in which, consumers will evaluate their options in terms of the benefit derived before narrowing their choices to the preferred alternatives. Fourth is the purchase of the product itself and finally the outcome of the purchase, which will lead to the satisfaction or dissatisfaction with the product.

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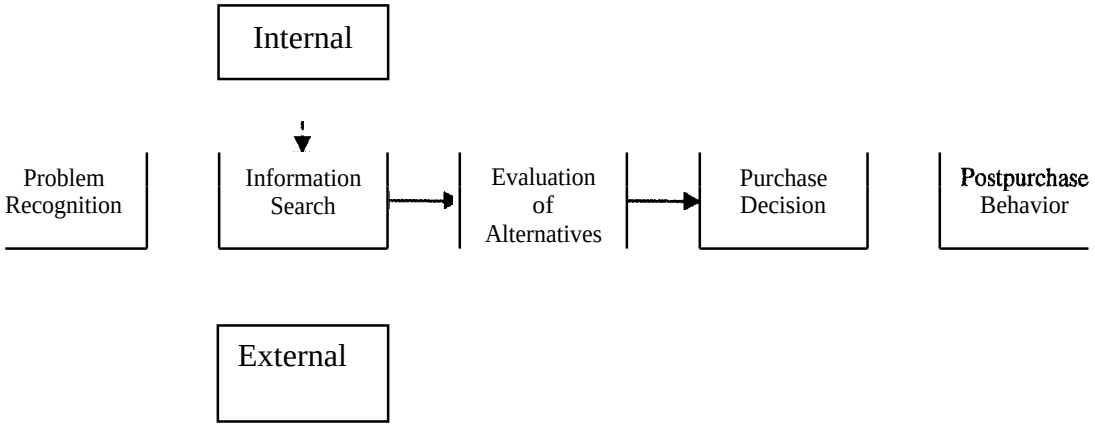

Figure 2.1: Stages of the Consumer Decision Process

Sources: Hanna, Y. M., Wozniak, D., (2001). *Customer behavior: an applied approach.* New Jersey: Prentice Hall.

2.2.2 Customer Satisfaction Model

Researchers generally agree that customer satisfaction (goods or services) results from a subjective comparison of expected and perceived attribute levels. The key elements have been described, with considerable conceptual and empirical support, by the disconfirmation of expectation model.

Patterson (1995) investigated the dominant model in customer satisfaction research known as the disconfirmation of expectations paradigm. Researchers generally agree with consumer-comparison of expected and perceive attribute levels. The key elements have been described with considerable concept and empirical support by the disconfirmation model. This models shows that satisfaction is related to the variation between a customer's pre-purchase expectations (or other comparison standard such as desire or wants) and perception of service performance. The difference between expectation and perceived performance is known as disconfirmation (i.e. comparison process which consumption and usage experiences). Figure shows: that if the perceived performance is compared with the expectation, it will get the following results:

Comparison Process	Result
Perceived Performance < Expectation	Dissatisfaction
Perceived Performance = Expectation	Mere Satisfaction
Perceived Performance > Expectation	Highly Satisfaction/ Delight

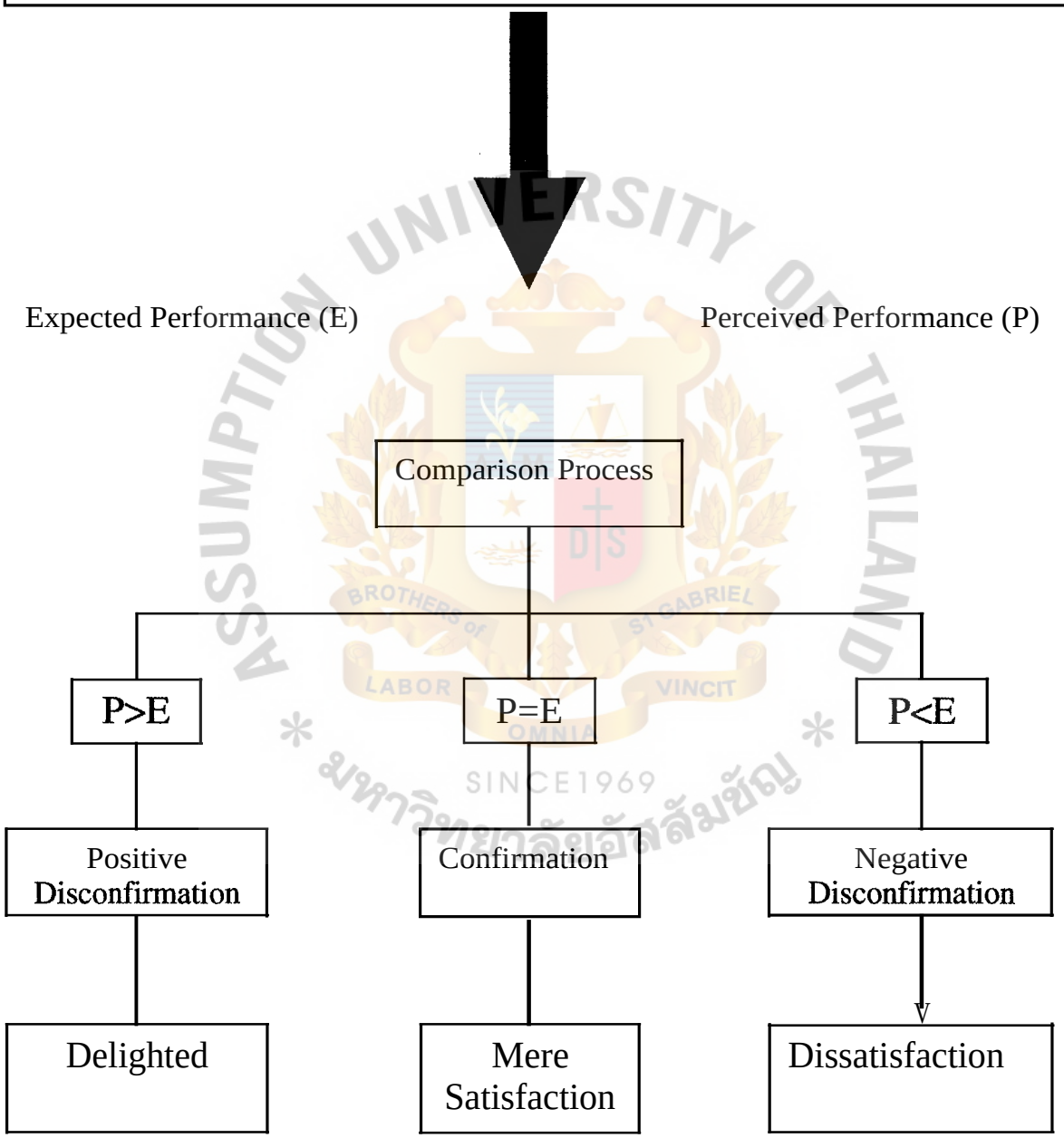

Figure 2.2 The Disconfirmation of Expectation Model

The model is constructed on the basis of comparing perceived performance and expectation. Expectations are shaped by previous service experiences, word of mouth, and marketing communication (Schnaars, 1991).

Here the disconfirmation paradigm shows how satisfaction or dissatisfaction can occur. Using an example of a shopping mall, the consumers enters the shopping mall with expectation (shopping mall provide the good atmosphere and types of merchandise and services offered). She can go to shop and evaluate it (performance). If she evaluates it has nice atmosphere and good types of merchandise and services offered equal to her expected, she will be satisfied; confirmation has occurred. If she evaluates it has nice atmosphere and good types of merchandise and services offered than she expected, positive disconfirmation has occurred and she will be highly satisfied. If the shopping mall provide below than her expectation, a negative disconfirmation and dissatisfaction result.

2.2.2.1 Factors Related to Disconfirmation of Expectation Model

Schnaars (1991) indicated that it includes 4 constructs which are central to the model of consumer confirmation and disconfirmation, as follows:

1) Expectations

It is generally recognized that customer satisfaction evaluations are developed by comparing a customer's expectations of goods or services and the actual performance of that goods or services, including customer service. Consumer expectations are pre-trial beliefs that a consumer has about the performance of a product or service. They are used as the standard or reference against which product or service performance is judged (Kurtz and Clow, 1998).

Parasuraman, Zeithaml, and Berry (1988) stated that customer expectation is

"desires or wants of consumers, i.e., what they feel a service provider should offer rather than would offer". Expectations are seen as "predictors" made by a consumer about what is possible to occur during an impending transaction (Oliver, 1981).

Customer expectations are generally defined as pre-trial beliefs about a product or service (Oliver, 1980). They are things that being perceived and formed prior to the purchase. They are anticipations of how product, brands, or services should be performed. Consumers may expect products to be cool, stylish, durable, attractive physical appearance, good taste and good brand image, and etc. There are many way to be formed the expectations toward customers. For example, the product retrieved memory from the previous experiences. The expectation can be successfully be formed by using the effective word-of-mouth communication; both directly and indirectly sources. The word of mouth communication can be anyone that the consumer comes in contact with, either directly contacts communication such as parents, sibling, friends, relatives, neighbors, colleagues, or indirectly through marketing efforts including, entertainers and athletes who can be influenced consumer's shopping decision. Kotler (2000) said that satisfaction is a function of perceived performance and expectations. If the performance falls short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted.

2) Product Performance

Boyd, Walker, & Lrreche (1995) mentioned that product is anything that satisfied a want or need in terms of use, consumption, or acquisition. Cravens (1991) mentioned that the performance and reliability of the product have an important influence on customer satisfaction. Products play a vital role in business strategy. The

importance of product quality in gaining and keeping competitive advantage is clearly established in the global business environment. He also stated that high-quality products and services favorably impact customer satisfaction. When buyers purchase a product, they actually are buying the benefits and satisfaction they think the product will provide (Pride and Ferrell, 1997).

Blythe (1997) viewed that the basis of operant conditioning is the concept of reinforcement. If a customer buys a product and is pleased with the outcome of using it, then he/she is likely to buy the product again. This means that the activity had a positive reinforcement, and the consumer has become conditioned to buy the product the next time. The greater of the positive reinforcement is occurred; it also made the greater the possibility to repeat purchase decision.

Performance measures whether the expected outcomes have been achieved (Hoyer & MacInnis, 2004). Performance can either be objective based on the actual performance, which is fairly constant across consumers or subjective based on individual feelings, which can vary across consumers (Hoyer & MacInnis, 2004). The objective performance of shopping mall may describes how well it organized, how quality of products in that malls provide to consumers, how economical of products provide at that shopping mall, whereas subjective performance might include an assessment of how decoration in that shopping mall, how wonderful of aesthetic dimensions it makes consumers feel. Research suggests that disconfirmation is based more often on subjective than objective performance (Tse & Wilson, 1988). Better than expected performance leads to a positive disconfirmation and to satisfaction (Hoyer & MacInnis, 2004). If performance is as good as expected, a simple confirmation has occurred, and this condition will also leads to satisfaction. In

contrast, if performance is lower than expected, the result is negative disconfirmation and dissatisfaction (Hoyer & MacInnis, 2004).

Actual product performance is a key component in building customer satisfaction. The actual product performance has proved to be an especially important component of customer satisfaction; therefore the continuous improvements in actual product quality may constitute better strategy than attempts to manipulate expectations (Schnaars, 1991).

David (1990) stated that product range decisions are fundamental and the role of merchandise management is to match the product offering of the shopping mall to the requirements of target customer group. It should be realized that the competitive advantage can be developed or increased. This requires an understanding of customer expectations regarding choice, quality, style, uniqueness, etc. The balance between these factors is the result of managerial decision based upon researched perceptions and expectations. It should be noted that these requirements will differ not only between target customers groups (which is obvious) but also often between purchase situations within the same target group.

3) Confirmation/Disconfirmation

This construct in theoretical examinations of consumer satisfaction results from a comparison of prior expectations and actual product performance. That comparison constitutes the central concept in satisfaction theory. Consumer expectations are either confirmed or disconfirmed when compared with actual product performance. Three outcomes are possible, two of which are disconfirmations of prior expectations and one of which is confirmation (Schnaars, 1991).

- **Confirmation of Expectation**

Schnaars (1991) mentioned that when a product can perform as expected, expectation is confirmed. What consumers thought the product would do, it did do. A product that is expected to perform well does; a product that is expected to perform poorly does that too.

- **Positive Disconfirmation**

Schnaars (1991) mentioned that the product may work better than expected a pleasant disconfirmation of prior expectations. Expectations may have been too low or product performance exceptionally high.

Rust, Zahorik, & Keningham, (1996) stated that "Expectancy disconfirmation," is the gap between perceived quality and expected quality. Expectations also have a direct effect on perceived quality. In particular, the higher expectations, the higher perceived quality. Perceived quality is then compared to expectations, resulting in a disconfirmation; it can be either positive or negative.

Figure 2.3: Positive Disconfirmation

[In Figure 2.3], Rust, Zahorik, & Keningham, 1996 showed that the perceived quality is higher than the customer's expectation; this situation will usually result in customer's satisfaction.

- **Negative Disconfirmation**

Schnaars (1991) stated that normally, the product may turn out to perform worse than expected. Expectations may have been set too high, or product performance may have been allowed to deteriorate. Just as prior expectations and actual product performance directly affect customer satisfaction, so to do they affect confirmation/disconfirmation. Negative disconfirmation leads to lower customer satisfaction.

Rust, Zahorik, & Keningham, 1996 showed the figure 2.4 that the opposite data of positive disconfirmation which perceived quality is not as good as expected so this situation will result in customer dissatisfaction.

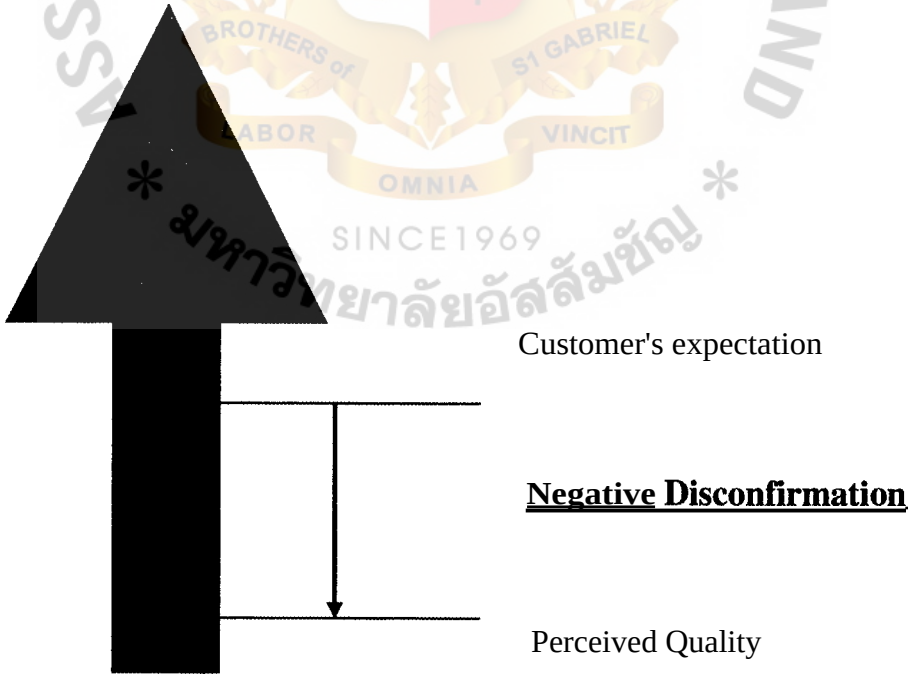

Figure 2.4: Negative Disconfirmation

4) Customer Satisfaction/ Dissatisfaction

Customer satisfaction is a critical concept in marketing management and consumer research (Evans, 1996). If consumers are satisfied with a product or service, they will be more likely to continue to purchase and use it and tell others of their favorable experiences with the product or service.

Kotler (1999) stated that "Satisfaction" is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to the person's expectations. Thus satisfaction is a function of perceived performance and expectations. Armstrong (2003) mentioned that customer satisfaction depends on a product's perceived performance in delivering value relative to a buyer's expectations. If the performance falls short of expectations, the consumer is dissatisfied. If the performance matches the expectations, the consumer is satisfied. If the performance exceeds expectations, the consumer is highly satisfied or delighted (Fournier & Mick, 1999). In other words, customer satisfaction is defined as meeting or exceeding customer expectations (Kotler & Armstrong, 1996).

Hasty and Reardon (1997) cited that customer satisfaction is created by correctly matching the needs of customers with the information, goods, and services that seller's offer. Retailers need to reassure consumers after the purchase that they made the right decision. The level of customer satisfaction also influences whether the store and its merchandise will be recommended to a friend. Retailers need to be sensitive to the uncertainties in the minds of the consumers, then work to relieve their concerns.

According to Berman and Evans (1998) said that the retailers are quite attentive to the causes of customer satisfaction and dissatisfaction because they want to optimize their strategies. A study of mall shoppers discovered that people are most

satisfied with the variety of products, friendly employees, good sales prices, and quality of products.

Mason, Mayer, and Ezell (1984) said that an understanding of the how, when, where, and what of consumer shopping behavior can help retailers be responsive to satisfy the needs of consumers. The retailers need to have the right merchandise at the right place, and at the right time, and at the right price and quality to match consumers decision and consumer satisfaction.

Kotler (1999) mentioned that many shopping mall are aiming for high satisfaction because customers who are just satisfied still find it easy to switch when a better offer come along. Those who are highly satisfied are much less ready to switch. High satisfaction or delight creates an emotional bond with the shopping mall not just a rational preference; the result is high customer loyalty.

Moreover, Rosen (1985) also referred to Wrestbrook (1981), who examined consumer satisfaction in relation to the performance of a specific retailing outlet, namely a large store. He found that satisfaction was determined by consumer evaluations of retailer-related experiences in the store and with the product. Consumer satisfaction in the context of a retail setting is an individual's reaction to his/her evaluation of the total set of experiences realized from patronizing a retail outlet. This total set of experiences is diverse because retail establishments are complex organizations causing consumers to engage in many different activities such as traveling to the store; feel relaxing with aesthetic atmosphere; learning about new trend; picking up a bargain; interacting with friends or family, and etc.

Experiences that occur during consumption or disposition, however, can be the important sources of consumer knowledge for several reasons (Hoyer & Maclnnis, 2004). First, the consumer tends to be more motivated to learn under these

circumstances. Actually experiencing an event is more involving and interesting than being told about it, and the consumer has more control over what happens. Second, information acquired from experience is more vivid and therefore easier to remember than other types of information (Pavio, 1981). Finally, information about attributes that must be experienced through taste, touch, or smell exerts a stronger influence on consumers' future behavior when it comes from experience or product trial (Smith & Swinyard, 1982).

Potential customers develop perception or images of different stores from the information they receive about the retail mix depend on the position of each stores. Therefore mall manager should implement an optimum retail strategy by developing a retail mix that satisfies the needs of its target market better than it competitors. The retail mix is the combination of factors retailers use to satisfy customer needs and influence their purchase decisions. Elements in the retail mix include the types of merchandise and services offered, merchandise pricing, advertising and promotional programs, store design, atmosphere, merchandise display, assistance to customers provided by salespeople, and convenience of the store's location (Levy & Weitz,1998; Kotler et al, 2003).

Shopping mall information can come to potential consumers through many different sources, including event marketing, advertising, display, family, friends and personal observations. Why don't all shoppers go to the same store? The reason is that different customers have different needs, different desires and different expectations about stores and different perceptions of the stores in the area, so what characteristic should a shopping mall has to be driven for customers to prefer shopping there? The answer is the shopping mall should understand and improving customer satisfaction by providing the product or service that meet the needs and desires of customers.

Therefore, the shopping mall should devise a retail mix that will be alternative to all the potential customers to visit its place. The atmosphere and the types of merchandise and services offered are also important part in the retail mix that shopping mall can use to build the good image to meet the potential customer expectation and create the customer satisfaction.

According to the theory, the most recent studies have found that expectation, disconfirmation, and product performance all combines to influence customer satisfaction.

Table 2.1 Confirmation and Disconfirmation

Customer satisfaction and Dissatisfaction

	Confirmation	**Disconfirmation**
Satisfaction	Product meets Expectations	Product exceeds Expectations
Dissatisfaction		Product falls below Expectations

Source: Schnaars, 1991

This study focuses on the shopping mall business, therefore the shopping experience pay the critical role to measure the shopping satisfaction. The shopping mall performance may or may not exceed the expectation of shoppers. To measure

customer satisfaction, this study uses 2 independent variables which consist of atmosphere and types of merchandise and services offered. The way to understand consumer insight and offer the suitable products and good experience to satisfy the needs of consumer is to find the difference between the independent variables toward customer satisfaction.

Many researchers have considered important variables that have effect toward the customer satisfaction with the shopping malls. There are several variables such as location, service, price, promotion, social influence, atmosphere, types of merchandise and services offered, emotional response, and etc. Several key attributes are involved with the retail mix; including the types of merchandise and services offered, merchandise pricing, advertising and promotional programs, store design, atmosphere, merchandise display, assistance to customers provided by salespeople, and convenience of the store's location (Levy & Weitz,1998; Kotler et al, 2003).

In addition, the study of Sivadas and Baker-Prewitt (2000) studied service quality of department stores toward customer satisfaction including interior visual appealing, merchandising display, salesperson services, convenient operating hours and up to date equipment. The atmosphere variable and the types of merchandise and services offered are also the interesting variables to study, therefore this Independent Study (IS) propose to study 2 independent variables; the atmosphere and the types of merchandise and services offered are related to today's shopping experience as they may effect customers' satisfaction that provided by shopping malls.

2.3 Review of Literatures Related to Independent Variables

In this study, independent variables consist of (1) atmosphere factors including store design, music, scents, and the kind of salesperson, and (2) types of merchandise and service offered factors including product variety, uniqueness of product, social interaction place, and one stop shopping place.

2.3.1 Atmosphere

One of the critical motive shopping recent in consumer research is the recognition that shoppers purchase decision for one kind of product beyond product itself available in the product display . The environment or more specifically its atmosphere is more influence than the product itself to create the customer satisfaction.

Atmosphere is an all-encompassing term used to describe the experience "felt" but not always seen (Milliman, 1986).

Atmospheric defined as the conscious designing of space to create certain effects in buyers (Kotler, 1973). It refers to the store's physical characteristics that are used to develop an image and draw customers (www.prenhall.com). To create the correct atmosphere in a store is vital to success in buyers.

The physical attributes, or atmosphere, of a store and its surrounding area greatly influence consumer perceptions of a retailer. Every shopping mall has a physical layout that makes it hard or easy to move around. Every shopping mall has a "look" (Kotler, Ang, Leong, Tan, 2003). The shopping mall must embody a planned atmosphere that suits the target market and draws consumer toward purchases (Kotler, Ang, Leong, Tan, 2003). Once the customers walk through the door, inside the store, layouts and displays (the arrangement and positioning of merchandise), store design, scents, music, and the kind of salesperson also contribute to store image (Bermans

and Evans, 2001). Effective store layouts encourage shoppers to purchase product. Efficiency store layouts make efficient use of the entire store's space (Schroeder, 1997).

The atmospheric in shopping malls, including elements such as store design, scents, music, and the kind of salesperson; has been found to influence consumer satisfaction. Atmospherics refers to the design of an environment via visual communications, lighting, colors, music, and scent to stimulate customers' perceptual and emotional responses and ultimately to affect their purchase behavior and customer satisfaction (Kotler, 1973). Many mall managers have discovered the subtle benefits of developing atmospherics that complement other aspects of store design and the merchandise (Levy & Weitz, 2001).

Store atmosphere moderates consumers' moods through both arousal and pleasure (Mehrabian and Russell, 1974). Arousal means the degree to which an individual feels stimulated, active or alert, while pleasure refers to the degree to which an individual feels good, happy or satisfied in a shopping environment (Michon, Yu, Smith and Chebat, 2007).

According to Underhill (1999) almost all unplanned (impulse) buying is a result of touching, hearing, smelling, or tasting something on the premises of a shopping venue, including a mall, which is why atmospheric can be more powerful.

According to Lui (1997), modern mall interiors have evolved from "comfortable" to architecturally rich with lavish materials and sophisticated design elements. Interior design actually continues the mall's image-fostering process (Loudon & Bitta, 1993). Design features (e.g. display of merchandise, carpeting, wall color, and etc.), impact assessments by consumers including with architectural

elements are being used by developers to increase the drama of mall interiors and to satisfy consumer-seeking sensory stimulation (Ahmed, Ghingold, & Dahari, 2007).

2.3.1.1 Store Design

Store Design has become increasingly important in retailing in recent years, it is one of important attributes to influence customer satisfaction. The attractive and compelling displays of merchandise in the windows and in the department of a store are often more capable for persuading customers to identity with fashion themes and styles to match with potential consumers. A linoleum entrance ways and checkout areas, subtle lighting, and soft carpeting also create a feeling of elusive and luxury. Expensive items are usually features in displays that highlight individual pieces rather than being "massed" on the shelf (Spohn and Allen, 1997). Gilbert (1999) mentioned that some types of merchandise require special facilities; showcasing a few examples of each item, with more in back stock. The more expensive the item, the fewer they should have been displayed. The color range of merchandise to be featured may inspire a store design concept. Color can stimulate interest and subsequent increase the buying power of products (Funk, and Ndubisi, 2004). Including with colors can have a great effect on consumers' liking for a product (Hoyer & MacInnis, 2004). Knowledge of consumers' color preferences is consequential because sellers who recognize which colors in their lines sell best may be able to trim product offering and reduce manufacturing costs (Trent, 1993). White-Sax (2000) stated that, "When it comes to a product design, much more importance is now being placed on how texture, patterns and specialty effects influence color. In addition, the walls of a shop usually are used to form a neural backdrop for merchandise and fixtures, for example some merchandise, however, needs a bright background to liven it up, therefore, colors must be well coordinated (Gilbert, 1999). Researchers have classified colors

into two broad categories of color hue: warm color such as red, orange, and yellow, and cool color such as green, blue, and violet (Hoyer & MacInnis, 2004). Color psychologists have discovered that warm colors generally encourage activity and excitement, whereas cool colors are more soothing and relaxing. Thus cool colors are more appropriate in places such as spas, or doctors' offices, where it is desirable for consumers to feel calm or spend time making decision (Ibid). In contrast, warm colors are more appropriate in environments such as health clubs and fast food restaurant, where high levels of activity are desirable (Ibid). Research on atmospherics indicates: that light colors impart a feeling of spaciousness and serenity and sign in bright colors create excitement (Solomon, 1994).

23.1.2 Music

Music has been one important component to influence customer satisfaction since the background music is used to attract attention, convey selling points, and influence customers' mood. Wakefield and Baker (1998), also revealed that music and layout were positively related to mall excitement and desire to stay. Moreover, Babin and Attaway (2000) stated that store atmospherics, e.g. music, lighting and layout, can enhance the shopping experience, hence shopping value. For example, store atmospherics make the shopping experience more entertaining and thus provide customer satisfaction.

Ahmed, Ghingold and Dahari (2007) mentioned that the mall itself offers experiences that are consumable beyond the products and services available for sale within the mall. From their inception, enclosed malls have offered patrons the advantage of climatic comfort and freedom from the noise and traffic that categorizes other shopping venues since a "noisy" environmental creates a different image than is characterized by silence or soft background music. In addition, Milliman (1986) states

that the background music as an atmospheric variable that could affect the atmosphere of a store. Music is employed in the background of retail stores can produce certain desires of behaviors among salesperson and consumer. For example, background music is thought to improve store image, makes salesperson happier, willing to help customer, reduce salesperson turnover, and stimulate customer purchasing. As the result of the tempo of instrumental background music can significantly influence both the pace of in-store traffic flow and the daily gross sales volume purchased by customers. With the slow-tempo background music used in the shopping mall, shoppers stay longer and continue to purchase more products.

Additionally, some malls have successfully used restful music and warm color schemes to encourage people to linger (Peter and Olson, 1994). More generally, shopping malls are trying to become more conducive to sensual shopping by offering on-premises features such as bakeries, which fill the air with warm, homey scents (Underhill, 1999).

2.3.1.3 Scent

The scent attribute is also one of the important factors on the atmospheric variable, which could effect customer satisfaction while shoppers are shopping. Like the other senses, smell produces physiological and emotional outcomes (Hoyer & MacInnis, 2004). For example, the smell of peppermint is arousing, and the smell of Lily of the Valley is relaxing (Benderly, 1988).

Of all the human senses, smell has the greatest impact on customer emotions (Ibid & McCarthy, 1992). "Smell, more than any other sense, is a straight line to feelings of happiness, hunger, disgust, and nostalgia (Levy and Weitz, 2001).

In fact, some studies report that people can feel tense or relaxed depending on whether scent is present and what it is (Kirk-Smith, Toiler & Dodd, 1983). Many

shopping malls also realize that smells can attract consumers, put customers in a better mood or make them linger in a store longer, there's mixed evidence among researchers that better smells lead to better sales (Levy & Weitz, 2001). As in the case of Kmart Corp. reconfigured its Super Kmart stores, it positioned the bakery kiosk (with its smell or freshly baked breads, pretzels, cinnamon rolls, and muffins) as the first food area customer encounter in the store. Research has found that providing a pleasant-smelling environment can have a positive on shopping behavior (Hoyer & MacInnis, 2004). In one study, Tesco, a U.K. grocery chain, seeks to stimulate coffee purchases by fitting its store-brand coffee packages with special aroma-releasing valves that let the scent waft out (Grose, 2001).

Mall managers must carefully plan the scents that they use, depending on their target market. Gender of the target customer should be taken into account in deciding on the intensity of the fragrance in a store. Research has shown that women have a better ability to smell than men (Levy & Weitz, 2001).

2.3.1.4 Salesperson

Salesperson is one important attribute to create the customer satisfaction. Like the other sense, touch has important physiological and emotion effects (Hoyer & MacInnis, 2004). Depending on how customers are touched, they can feel stimulated or relaxed. And research has shown that consumers who are touched by a salesperson are more likely to have positive feelings and more likely to evaluate both the store and salesperson positively (Hoyer & MacInnis, 2004). In addition, customers who are touched by salesperson are more likely to comply with the salesperson's requests (Hornik, 1992). Consumers generally desire to trade where store personnel, particularly salespeople, are perceived as helpful, friendly, and courteous (Loudon and Bitta, 1993). People will shop where they feel wanted and will even pay more for

the privilege (Underhill, 1999). Salesperson plays a vital role in attracting new customers and maintaining existing customers' satisfaction and loyalty (Supapol, 1999). He also stated that well-trained staffs will be able to maintain customer relationship, especially under intensifying competition.

At this, using the warm and aesthetic atmospheric will make shoppers desire to stay longer and continue to shopping more through using sensory receptors which is the process of seeing, hearing, smelling, touching, tasting something on the shopping venue. According to the above support information regarding atmosphere, can explain that atmosphere is one important part in the retail mix and influence customer satisfaction.

Mall managers should pay attention to atmospheric factor and use the shopping mall environments to be suitable for customers and differentiate the shopping mall image to match with the market target in order to create the positive impact on shopping experience satisfaction.

Atmospheric factor will be correlated with the product variety which they can create the positive mood through shopping experience consequently to affecting customer satisfaction.

2.3.2 Types of Merchandise and Services Offered

The influence of shopping mall in the daily lives is so pervasive that shopping mall is often taken for granted. The average person seldom goes more than a few days without visiting at least one shopping mall (Arnold & Capella, 1983).

Shopping mall involves more than tangible products; it also encompasses the sale of services. The consumer may desire a service as part of a purchase. The key factor that distinguishes shopping mall from other business forms is the consumer's motive for shopping (Arnold & Capella, 1983). Therefore, Types of Merchandise and Services

offered is also considered as one of the important factors that have strong impact on the shopping mall experience that lead to create customer satisfaction.

Mall manager should attempt to offer the right quantity of the right merchandise and service in the right place at the right time in order to satisfy the needs and desire of consumers while meeting the company's financial goals (Levy & Weitz, 2001). It is critical to create and deliver the best optimum types of merchandise and services offered to match and satisfy the need of customers at the first time because it does not get a second chance to satisfy the needs of its customers.

At first it is necessary to understand the meaning of product. "Product" is the term used to describe anything that can be offered to a market to satisfy a want or need (Kotler, Ang, Leong, & Tan, 2003). Broadly defined products include physical goods, services, experiences, events, persons, places, properties, organization, information, and ideas, or mix of these entities (Kotler and Armstrong, 2000). In the retail business today, there are high intense competitions. As the result of products and services become more and more commoditized so many shopping malls are trying to creating the worth value and satisfy the needs and desires of their customers in order to make them be loyalty and don't switch to visit the competitor stores. Therefore, the types of merchandise and services offered is the one important variable in the retail mix which can create customer satisfaction toward potential customers.

Watson (2004) say that consumers in such markets typically have idiosyncratic preferences over the different available styles of the good. They may need to search across multiple retailers to find the outlet that sells their preferred combination of style and price, in which case they are naturally drawn to sellers with a broader range of available varieties. A store's choice of product variety is then a strategic variable, depending endogenously on the variety choices of its competitors.

Thus the shopping mall manager choosing whether to add more products to his stock and display space to satisfy the customers needs rather than make them to visit at rival shopping mall elsewhere.

The types of merchandise and services offered in shopping malls, including elements such as the product variety, the uniqueness of product, social interaction place, and one stop shopping place has been found to influence consumer satisfaction.

2.3.2.1 Product Variety

Product variety can be defined as the range of different models/types offered within a single product line or category (Kim, 2008). The variety is the number of different merchandise categories a retailer offers and assortment is the number of different items in a merchandise category. (Levy & Weitz, 2001) Each different item of merchandise is called an SKU (stock keeping unit). Providing Assortments means offering an assortment enables their customer to choose from a wide selection of brands, designs, sizes, colors, and prices in one location (Levy & Weitz, 2001).

Variety is often referred to as the breadth of merchandise carried by a shopping mall; assortment is referred to as the depth of merchandise (Levy & Weitz, 2001). Shopping Malls vary in terms of the breadth and depth of their merchandise lines. The breadth of product refers to how many different product lines the shopping mall carries for example clothes zones, shoes zones, cosmetic zones, beauty zones, health zones, and etc. The depth of product refers to the total number of store in the shopping mall for examples for the cosmetic zones include Lancôme store, Clinique store, Oriental store, Shiseido store, and etc. Breadth is important for customers who are not sure of exactly what they want, while depth is important for customers who come to your mall knowing that you carry a particular item, expecting you to have, in stock, exactly the color, size, brand that they seek (Puthiyothin, 2004).

The key to improve the store-level availability of good match's consumer tastes may have been the depth of inventory in popular products. However the breadth of retail inventory is no doubt also an important element to create the customer satisfaction (Watson, 2004). The respondents considered important factors that stores carry various kinds and brands of product (Puthiyothin, 2004). The selection of product assortment represents the toughest and least well-performed function in retailing (Nuamkrut, 2000). Retailers typically identify a target market, and then search out the various goods being produced and purchase items that they feel will appeal to their customers (Marquardt, Maken, & Roe 1975).

In addition, Fisher (1999) stated that product variety can be defined in two dimensions: the breadth of the products that mall offers at a given time and the rate at which the mall replaces existing products with new products. Martin (1996) defined two types of variety, spatial variety and generational variety, where spatial variety indicates the variety that a mall offers the marketplace at a point in time. Moreover, Redstone (2001) mention that a retail manager should adjust the product range to be available all the times in order to create customer satisfaction in order to make them become the brand lovers and loyal customers for the shopping mall. For generational variety means variety across future generations of products.

The variety and assortment of merchandise attract more people. Therefore, the shopping mall appeals to a greater number of present and potential customers. Furthermore, the convenience of one-stop shopping and attractiveness of a great variety can serve to generate a great deal of sale volume. Therefore, the increased store traffic and sales volume generated by wider selection can contribute to increased profits (Bellenger and Goldstucker, 1983).

When consumer preferences are not directly observable the choice of optimal inventory size in such situations may become a matter of (costly) speculation. However, it is necessary to provide the variety in stores because it might substantially raise revenues by matching more customers with their most desired products (Watson, 2004). In addition, providing more product-range choices are saving the consumer travel costs (Watson, 2004).

Choosing an assortment to carry requires decisions about major categories, about which brands, styles, and in what price range. An appreciation of customer requirements, competitor's assortment, the willingness of suppliers to sell and customer expectations should drive the selection (Bell and Salmon, 1996). And the variety of merchandise will have a major impact on how the customer perceives the shopping mall (Cox and Brittain, 1996).

2.3.2.2 Uniqueness of Product

In addition, the uniqueness of product is the interesting attributes to study. Shopping mall which is the one that can deliver the attractive and uniqueness of product that cannot find in other malls will be the unique selling point to bring customers to visit it. Consumers' need for uniqueness is grounded in Snyder and Fromkin's (1977) uniqueness theory, which manifests itself in the individual's pursuit of material goods to differentiate themselves from others (Tian, 2001). It can be achieved through acquisition, utilization, and disposition of consumer goods for the purpose of developing and enhancing one's personal identity (Snyder, 1992). Consumers' need for uniqueness is demonstrated in avoidance of similarity of consumer behavior (Tian, 2001). Consumers in this group tent to select products or brands that are not likely to become too popular, but that will distinguish them from others (Knight & Kim, 2007). To avoid similarity with others, consumers may

develop a variety of strategies; for instance, they may purchase discontinued style, shop in vintage stores, or combine apparel in unusual ways (Knight & Kim, 2007). The need for uniqueness can have a significant effect on a consumer's purchase decisions (Simonson & Nowlis, 2000).As the customers seem to value the uniqueness, they will prefer to go to this store regardless of its distance and the times to go there. Moreover, if the mall can provide the variety of products and good services that will make them to create the customer satisfaction that lead to being the loyal customers who are the shopper lover for that shopping malls and don't switch to visit another malls.

2.3.2.3 Social Interaction Place

Shopping malls, in Thailand nowadays are not open stores to serve new markets anymore. They are opening stores to gain revenue and get more profit by satisfy the needs of its customers and try to steal the customers from the competitors. As a result, mall management (and mall-based retailers) must now offer something extra to lure shoppers, whether that something is an impressive experience, entertainment, excitement, or a social gathering place.

Shopping Malls have also become important meeting places, especially for young people, family meeting, and etc. Shopping can provide the opportunity for a social interaction experience outside the home (Ahmed, Ghingold & Dahari, 2007). Shoppers converge to engage not only in buying activities, but also in social activities such as having food or meal out, getting together with friends or family, going to a movie, painting colorful nails.

Shopping trips often result in planned (or unplanned) encounters with friends or family, shoppers seem to value service more, spend more time with their families and friends, prefer a good place to shop regardless of its distance, and seem not to

hunt for bargains (Ahmed, Ghingold & Dahari, 2007). Tauber (1972) have suggested that an important pleasing aspect of shopping includes the opportunity for social interaction with friends, family in shopping malls. Thus, social interaction attribute offering the benefit of affiliation with others also make malls attractive leisure sites that influence customer to create purchase decision that lead to create customer satisfaction.

2.3.2.4 One Stop Shopping Place

Ahmed, Ghingold & Dahari, (2007) also conclude that in response to intense competition and changing consumer needs, the one best way to gain loyal shoppers, malls must appeal to consumers' social motives and experiential needs, not simply provide access to desired goods. In addition, malls should be grown to be larger and being the one stop shopping place that has expanded to include service outlets and entertainments providers.

Traditionally, developers attracted consumers to malls through the promise of a wide assortment of stores and merchandise available in single location (Ahmed, Ghingold & Dahari, 2007). Maturation of the mall industry has lead to a tendency for many malls to closely resemble one another, with many offering comparable products at comparable prices (Ahmed, Ghingold & Dahari, 2007). Malls should provide various types of product, numerous stores, marvelous activities that offer within that shopping mall in order to satisfy customers' need.

In response to changing consumer lifestyle, the way of life, and consumer needs, shopping malls should provide the variety of products and activities. They should be large enough to be one stop shopping place that includes variety service outlets and entertainment providers. It should be provided the greater number of merchandises and activities appeal to match with the needs and desires of customers

in order to attract more people to visit mall. Shopping malls today offer fast-food courts, restaurants, movie theaters, beauty salon, nail painting stores, beauty clinic, dental clinic, and etc. Convenience is a key selling point for shopping malls (Ahmed, Ghingold & Dahari, 2007). According to Kaufman (1996), as shoppers sought better ways to meet their needs retailers were advised to broaden their business definitions. Shopping malls moved toward more expansive assortments typical of hyper stores, facilitating shopping that could be completed in one-stop. Having the product variety can be more powerful for shoppers to create impulse buying and continue to shopping more products that is reason why the shopping mall that can provides the wide assortment of products available in a single location can get the competitive advantage for consumers prefer to shopping there. Shoppers will tend to favor centers that enable the completion of all essential shopping and related tasks at one concentrated location (Kaufman, 1996).

Customer is one of the crucial reasons for shopping malls to be concerned. As each customer has different need, different taste, different quality value, different motive, different shopping behavior; therefore, mall managers should try to satisfy their target customers by offering tailored product that can be satisfied need of customer.

According to the above support information regarding the types of merchandise and services offered is one important part in the retail mix and influence customer satisfaction in the shopping mall field.

2.4 Presenting the Conceptual Framework of the Study

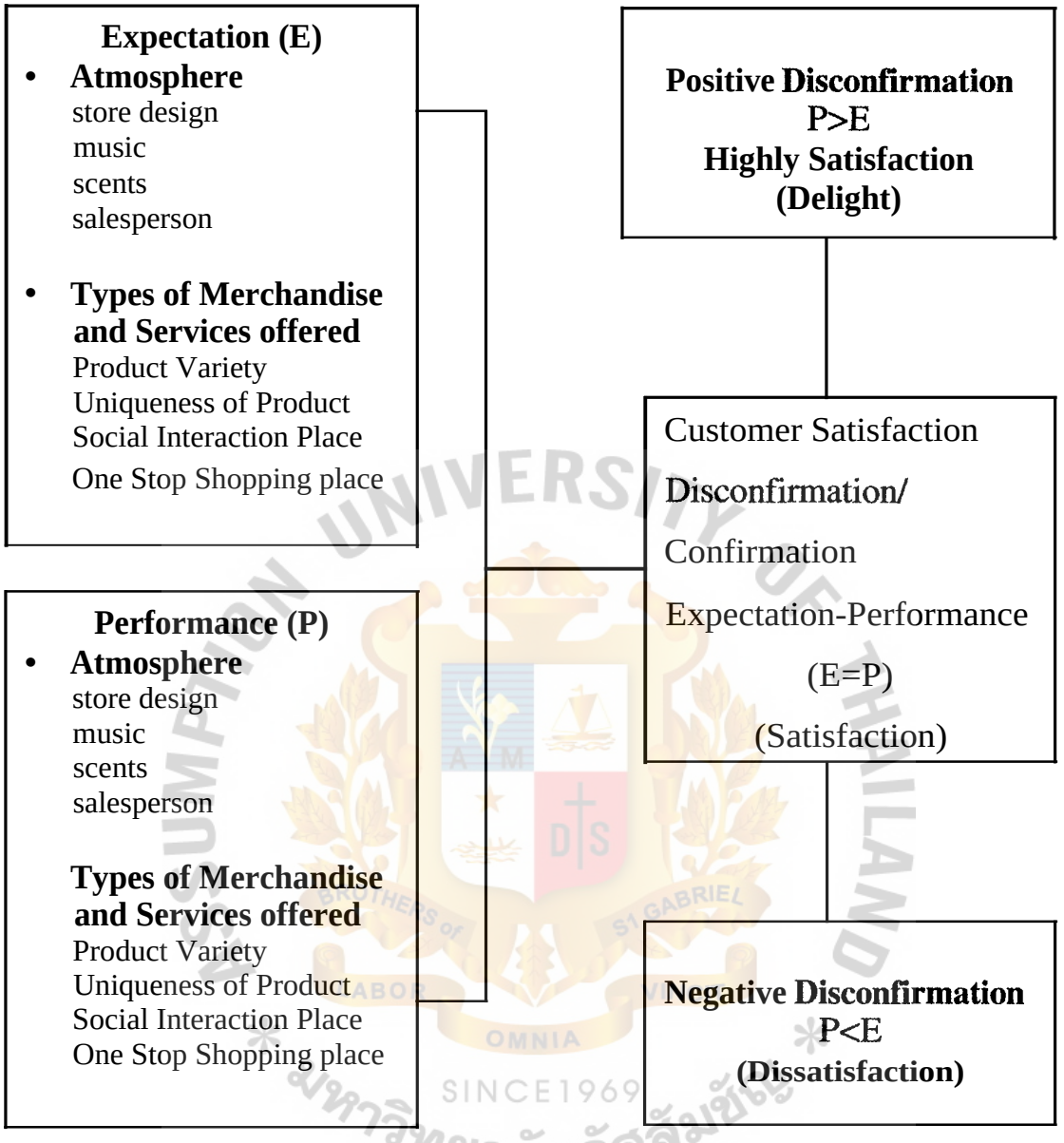

Figure 2.5: Conceptual Framework of Customer Satisfaction for Shopping Malls in Bangkok Metropolis

2.5 Explanation of the Logics Conceptual Framework

This study is investigated customer satisfaction toward shopping malls in Bangkok Metropolis by comparing the difference between customer expectations and customer perceptions of atmosphere and types of merchandise and services offered. According to the conceptual framework, it assumes that two selected independent

variables (atmosphere and types of merchandise and services offered) have been influenced toward customer satisfaction.

The comparison process of the figure 2.5 will determine the outcome of disconfirmation or the customer satisfaction or customer dissatisfaction. As the result of customer satisfaction depends on a product's perceived performance in delivering value relative to a buyer's expectations. If the performances fall shorts of expectations (P<E), consumers are dissatisfied. If the performances match the expectations (P=E), consumers are satisfied. If the performances exceed expectations (P>E), consumers are highly satisfied or delighted.

2.6 Hypotheses Statement

After defining the important variables and establishing the relationship among them through logical reasoning, hypotheses were developed from the conceptual framework depicted in Figure 2.5. The hypotheses of the study are as follows:

Hot: There is no difference between customer's expectations and perceptions toward atmosphere (store design, music, scent, and salesperson) of shopping malls in Bangkok Metropolis.

Hal: There is a difference between customer's expectations and perceptions toward atmosphere (store design, music, scent, and salesperson) of shopping malls in Bangkok Metropolis.

H_02: There is no difference between customer's expectations and perceptions toward store design of shopping malls in Bangkok Metropolis.

Ha2: There is a difference between customer's expectations and perceptions toward store design of shopping malls in Bangkok Metropolis.

H3: There is no difference between customer's expectations and perceptions toward music of shopping malls in Bangkok Metropolis.

Hai: There is a difference between customer's expectations and perceptions toward music of shopping malls in Bangkok Metropolis.

H4: There is no difference between customer's expectations and perceptions toward scent of shopping malls in Bangkok Metropolis.

Ha4: There is a difference between customer's expectations and perceptions toward scent of shopping malls in Bangkok Metropolis.

$H_0$5: There is no difference between customer's expectations and perceptions toward salesperson of shopping malls in Bangkok Metropolis.

Ha5: There is a difference between customer's expectations and perceptions toward salesperson of shopping malls in Bangkok Metropolis.

$H_0$6: There is no difference between customer's expectations and perceptions toward types of merchandise and services offered (product variety, uniqueness of product, social interaction place, and one stop shopping place) of shopping malls in Bangkok Metropolis.

Ha6: There is a difference between customer's expectations and perceptions toward types of merchandise and services offered (product variety, uniqueness of product, social interaction place, and one stop shopping place) of shopping malls in Bangkok Metropolis.

$H_0$7: There is no difference between customer's expectations and perceptions toward product variety of shopping malls in Bangkok Metropolis.

Hal: There is a difference between customer's expectations and perceptions toward product variety of shopping malls in Bangkok Metropolis.

Hob: There is no difference between customer's expectations and perceptions toward uniqueness of product of shopping malls in Bangkok Metropolis.

Ha8: There is a difference between customer's expectations and perceptions toward uniqueness of product of shopping malls in Bangkok Metropolis.

H9: There is no difference between customer's expectations and perceptions toward social interaction place of shopping malls in Bangkok Metropolis.

Hag: There is a difference between customer's expectations and perceptions toward social interaction place of shopping malls in Bangkok Metropolis.

H10: There is no difference between customer's expectations and perceptions toward one stop shopping place of shopping malls in Bangkok Metropolis.

Ha10: There is a difference between customer's expectations and perceptions toward one stop shopping place of shopping malls in Bangkok Metropolis.

2.7 Concept and Operationalization of Variables

Table 2.1 presents the conceptual definition, operational components, and scale level. Two independent variables and one independent variable were measured. Independent variables were atmosphere (store design, music, scent, and salesperson) and types of merchandise and services offered (product variety, uniqueness of product,

social interaction place, and one stop shopping place). The dependent variable was shopping mall in Bangkok Metropolis.

Table 2.2 Concept and Operationalization of Variables

Concept	Conceptual Definition	Operational Components	Scale Type
Expectation on Atmospheric	The conscious designing of space in shopping malls should create certain effects in buyers. The atmospheric in shopping malls including with store design, music, scent, and salesperson has influenced toward customers when they are shopping.	• Store design • Music • Scent • Salesperson	Interval Scale
Perception on Atmospheric	The conscious designing of space in shopping malls create certain effects in buyers. The atmospheric in shopping malls including with store design, music, scent, and salesperson has influenced toward customers when they are shopping.	• Store design • Music • Scent • Salesperson	Interval Scale

Concept	Conceptual Definition	Operational Components	Scale Type
Expectation on Types of Merchandise and services offered	The wide types of merchandise and services that the shopping malls should offer to customers including with product variety, uniqueness of product, social interaction place, and one stop shopping place.	• Product variety • Uniqueness of product • Social interaction place • One stop shopping place	Interval Scale
Perception on Types of Merchandise and services offered	The wide types of merchandise and services that the shopping malls offer to customers including with product variety, uniqueness of product, social interaction place, and one stop shopping place.	• Product variety • Uniqueness of product • Social interaction place • One stop shopping place	Interval Scale

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2.8 Variables and Related Theoretical Perspectives Operationalization

Table 2.3 Variables and Related Theoretical Perspectives Operationalization

Independent Variables

Variables	Theoretical Perspectives
Atmospheric (store design, music, scent, and salesperson)	The Retail Mix
Types of Merchandise and Services offered (product variety, uniqueness of product, social interaction place, and one stop shopping place)	The Retail Mix

Dependence Variable

Variables	Theoretical Perspectives
Customer Satisfaction	Disconfirmation of Expectation Model

CHAPTER 3

METHODOLOGY OF THE STUDY

This chapter is organized into six sections. It starts with the research design, target population and sampling procedures which including target population, sample size, and sampling procedures, questionnaire design, pretest, collection of data is presented, and the proposed data processing and analysis.

3.1 Research Design

The objective of this study refers to the customer satisfaction by comparing customer expectations and customer perceptions because customer is very critical factor for success in every business sector. This study will focus on customer satisfaction on atmosphere, and types of merchandise and services offered toward single female consumers in Bangkok Metropolis shopping malls.

Descriptive research method was used in this research to describe data in quantitative aspect and to be able to describe the characteristics of variables in a situation.

Zikmund (1997) stated that a descriptive research is one designed to describe characteristics of population or phenomenon and to determine the answers to who, what, when, where, and how questions.

The data were collected by survey method because it reaches the target group (single females at the age between 28-39 years old in Bangkok Metropolis). In addition, Zikmund (1997) stated that survey technique could provide quick, inexpensive, efficient, and accurate means of assessing information about the population.

In this research, the survey technique was used to collect data from the respondents by using a questionnaire. The data of customer's demographic, customer's expectations and customer's perception are collected. The information was gathered from a sample group of single females in Bangkok Metropolis who age between 28-39 with a look of high class, well educated and good attention with health appearance and self- images. From the questionnaire data, the distribution to determine single female consumers' satisfaction by comparing their expectations and their perceptions toward atmosphere and types of merchandise and services offered of shopping malls in Bangkok Metropolis. This research applied the cross-sectional study which is a study in which data is gathered just once, perhaps over period of days, or weeks, or month in order to answer the research question.

3.2 Target Population and Sampling Procedures

3.2.1 Target Population

The target population of this study was the respondents, who are single females in Bangkok Metropolis at the age between 28-39 years old.

As Mintel (2001) stated that females are likely to spend their money on shopping. In addition, according to the seminar issue about the Asian Diversity beyond the Great Wall in Dentsu Japan, Jiang Jee; strategic planning director of Dentsu Beijing said that there is the changing of consumer desire and lifestyle for Asian single female of Modern generation. She concluded many reasons emphasizing on this group, additional reason is the supported information from the Wharton Research, Womencertified Research, and the Department of Provincial Administration (DOPA) annual report year 2006, and they are as follows:

1. This group pays attention to the balance between the conservative Asian culture and the up to date of West thinking that make them more self-confident and belief in her confident to be success.
2. This group has the most dominated spending power for purchasing the major products such as beauty, health, mobile phone, house, and etc.
3. They are high education, high position rank in the society and have more accumulated income.
4. As they are single, self-centric, want to be accepted in their group, have high spending power, and high standard of living, consequently they will be concerned and pay attention on their self images, crazy with the brand name product. For this reason, they will be careful to choose products and find the optimum product that can be satisfied their needs and their desires.
5. According to "Men Buy, Women Shop" research at Wharton, a Toronto consulting firm found that women who tend to be more invested in shopping experience love to shopping. Including with, Womencertified, a women's consumer advocacy and retail training organization head quartered in Hollywood studied that women spend $ 4 trillion annually and accounted for 83% of U.S. consumer spending, which makes up two-third of the nation's gross national product.
6. Finally, according to the Department of Provincial Administration (DOPA) annual report year 2006, a total number of Bankok population year 2006 were 5,528,241. Males were 2,621,235. Females were 2,907,006. Single females age between 28-39 were 619,411 in which were segmented as according to age range, therefore this group is the major population in Bangkok (see Table 3.1).

According to the above reasons, single hedonic females are interesting group that the researcher is emphasizing in this study.

Table 3.1 Bangkok Population year 2006

Age	Male	Female	Approximate Population
4-15	468,693	450,468	919,161
16-27	484,187	486,116	970,303
28-39	540,816	619,411	1,160,227
40-50	515,810	604,201	1,120,011
51-62	330,787	397,217	728,004
63 and above	199,841	281,777	481,618

Source: www.dopa.go.th

3.2.2 Sample Size

To determined the size of sample in this research, the researcher has made a judgment about confidence level and the maximum allowance for random sampling error. According to the target population in Bangkok area, the sample size has used the expected rate of 95% confidence level and 5% of sampling error. Therefore, the sample size of 399 respondents is the required sample based on Yamane's calculating sample sizes formula. Yamane (1967:886) provides a simplified formula to calculate sample sizes. This formula was used to calculate the sample sizes. A 95% confidence level and P = .5 are assumed for this equation.

$$n = \frac{N}{1 + N(e)^2} = \frac{619411}{1 + 619411(.05)^2} = 399$$

Where n is the sample size, N is the population size, and e is the level of precision. According to this reason, and to protect the errors, the researcher expected to distribute 450 respondents to be the sample size of this research.

3.2.3 Sampling Procedure

For this reason, the researcher used the non-probability sampling technique to select the sample. The units of the sample are selected on the basis of personal judgment or convenience to obtain a large number of completed questionnaires to be quickly and economically (Zikmund, 2003).

Convenience sampling is considered in this study since those samples whose units of analysis are chosen in any convenient manner specified by the researcher and is often used in descriptive research where time and money are critical constraints (Davis, 1996).

Consequently, a set of questionnaire will be distributed to 450 respondents at shopping malls in Bangkok Metropolis.

3.3 Questionnaire Design

The questionnaire is used as a tool to gather information from respondents. Hence, the primary role of questionnaires is to elicit accurate information from respondents. A questionnaire can be described as a set of questions designed to generate the data necessary for accomplishing the objectives of a research project (McDaniel & Gates, 2001).

In this study, respondents were asked to complete a set of questionnaire containing four parts. To better understand by all respondents the questionnaire was prepared both in the English version (see Appendix A) the Thai versions (see Appendix B) Three parts of questionnaire are as followed:

Part 1:This part consists of two screening questions so that the information is provided by respondents who are women at the age 28-39 years old. The efficient data is necessary for accomplishing the objective of this research project.

Part 2: This part consists of 38 statements, asking the customer's expectation toward shopping malls in Bangkok Metropolis. All of these questions are measured on five-point Likert Scale where the scale ranges from 5 strongly agree to 1 strongly disagree. Hussey (1997) wrote that a further advantage of Five Point Likert-Scale is that a number of different statements provided in a list, which does not take up much space, is simple for the respondent to complete and simple for the researcher to code and analyze.

The questions represent 2 independent variables: the atmosphere variable and the types of merchandise and services offered variable toward customer satisfaction.

The questions in this part came from 2 sources one is adapted from previous journals and the other is created from the definition of each attribute. The sources of questions are as follows:

Atmosphere Variable

Store Design: Store Design has become increasingly important in retailing in recent years. It is one of important attributes to influence customer satisfaction. It is the spatial arrangement of selling and non selling department. In this paper, it consists of the interior design and equipment in the proper relationship to each other (i.e., the entrance way, checkout area, subtle lighting, soft carpeting and etc.), layouts and displays (the arrangement and positioning of merchandise), the color range of merchandise, wall color. For this attribute, it consists of 10 questions which is the question number 1-10 which is already mentioned the sources as following:

- Question numbers 1-4 are adapted from Ahmed, U.Z., Ghingold, M., & Dahari, Z. (2007). Malaysian Shopping Mall Behavior: an exploratory study. Journal of Marketing and Logistic, 19, 344.
- Question numbers 5, 6, 8, 9, 10 are created from the definition of store design.
- Question number 7 is adapted from Nguyen, T.M.T., Nguyen, D.T., Barrett, J.N. (2007). Hedonic shopping motivations, supermarket attributes, and shopper loyalty in transitional markets. Journal of Marketing and logistics, 19, 235.

Music: is one of a range of physical environmental dimensions influence the behavior of consumers. The background music is used to attract attention, convey selling points, and influence customer satisfaction. This ultimately impacts on behavioral responses such as duration of stay, amount purchased, exploration of the store environment, and likelihood of return. In this paper, it consists of soft background music, the tempo of background music has the effect toward the customer's pace of in-store traffic flow. For this attribute, it consists of 3 questions

- Question numbers 11, 12, 13 are created from the definition of music.

Scent: is also one of important factors on atmospheric variable that could effect customer satisfaction while shoppers are shopping. Smell has the greatest impact on customer emotions. It is a straight line to feelings of happiness, relax, and etc. In this paper, it consists of providing pleasant smelling environment can have a positive on shopping behavior. For this attribute, it consists of 3 questions

- Question numbers 14, 15, 16 are created from the definition of scent.

Salesperson: is one important attribute to create the customer satisfaction. Salesperson plays a vital role in attracting new customers and maintains existing customers' satisfaction. Customers generally desire to trade with helpful, friendly and

courteous salesperson. In addition, the salesperson who has the heart of service, give customer personally important, had the knowledge about products, and understand the needs of customers, can find the product that can satisfy the customers needs will make customers willing to comply with the salesperson's requests. For this attribute, it consists of 7 questions. which is the question number 17-23 which is already mentioned the sources as following:

- Question number 17 is created from the definition of salesperson.
- Question number 18, 21, 23 are taken from Parasuraman, A., Zeithaml, V.A., & Berry, L.L. (1988). "SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality," Journal of Retailing, 64,
- .Question number 19, 20, 22 are taken from Michelle Chang: Service Quality of Department Stores in London (www.my3q.com).

Types of merchandise and Services offered Variable

Product Variety: can be defined as the range of different models/types offered within a single product line or category. The variety is the number different merchandise categories a retailer offers and assortment is the number of different items in merchandise category. Providing assortments means offering an assortment enables their customer to choose from a wide selection of brands, design, size, colors, and prices in one location. In addition, a mall manager should adjust the product range to be available all the times in order to create customer satisfaction. For this attribute, it consists of 5 questions which is the question number 24-28 which is already mentioned the sources as following:

- Question number 24, 25, 27, 28 are adapted from Nguyen, T.M.T., Nguyen, D.T., Barrett, J.N. (2007). Hedonic shopping motivations, supermarket

attributes, and shopper loyalty in transitional markets. Journal of Marketing and logistics, 19, 235.

- Question number 26 is created from the definition of product variety.

Uniqueness of Product: is the interesting attributes to study. Shopping mall which is the one that can deliver the attractive and uniqueness of product that cannot find in other malls will be unique selling point to bring customer to visit it. Consumers in this group tent to select products or brands that are not likely to become too popular, enhancing personal identity, and distinguish them from others. For this attribute, it consists of 6 questions which is the question number 29-34 which is already mentioned the sources as following:

- Question number 29, 30 are created form the definition of uniqueness of product.
- Question number 31, 33 are adapted from Knight, K.D., & Kim, Y.E. (2007). Japanese consumers' need for uniqueness: effects on brand perceptions and purchase intention.
- Question number 32, 34 are adapted from Rintamaki, T., Kanto, A., Kuusela, H., & Spence, T. M. (2006). Decomposing theValue of department store shopping into utilitarian, hedonic and social dimensions. Journal of Retail & Distribution Management, 34, 18.

Social Interaction Place: is one important pleasing aspect of shopping includes the opportunity for social interaction with friends, family in shopping malls. Shopping mall has also become important meeting place, especially for friend, family meeting, and etc. Shopping can provide the opportunity for a social interaction experience outside home. Shoppers converge to engage not only in buying activities, but also in social activities such as having food, meal out, getting together with friends or family,

going to a movie, painting colorful nails, and etc. For this attribute, it consists of one question which is the question numbers 35 which is already mentioned the sources as following:

- Question number 35 is adapted from Ahmed, U.Z., Ghingold, M., & Dahari, Z. (2007). Malaysian Shopping Mall Behavior: an exploratory study. Journal of Marketing and Logistic, 19, 344.

One Stop Shopping Place: is one attribute to create customer satisfaction. It means the place that provide (almost) everything needed to satisfy customer needs or desires. In response to changing consumer lifestyle, the way of life, and consumer needs, shopping malls should provide the variety of products and activities. It should be large enough to be one stop shopping place that includes variety service outlets and entertainment providers. For example, fast-food courts, restaurants, movie theaters, bowling, karaoke, beauty salon, nail painting stores, beauty clinic, dental clinic, and etc. For this attribute, it consists of 3 questions which is the question numbers 36-38.

- Question number 37, 37, 38 is created from the definition of one stop shopping place.

Table 3.2 Variable Attributes and Questionnaire Statements

Variables and Attributes	Explanation	Questionnaire Statements
Atmosphere	The conscious designing of space to create certain effects in buyers (Kotler, 1973). It refers to the store's physical characteristics that are used to develop an image and draw customers.	The statement number 2.1-2.23
Store Design		The statement number 2.1-2.10
Interior Design	According to Lui (1997), modern mall interiors have evolved from "comfortable" to architecturally rich with	2.1 The interior design of the mall is luxurious.

	lavish materials and sophisticated design elements. Interior design actually continues the mall's image-fostering process (Loudon & Bitta, 1993). For example, a linoleum entrance ways and check out areas, subtle lighting also create a feeling of elusive and luxury. One recent study showed that architectural design had the strongest positive influence on mall excitement, while interior decor had the strongest positive effect on desire to stay (Wakefield & Baker, 1998).	
- Entrance Way	The way used for entering a shopping mall. It can create a feeling of elusive and luxury.	2.2 The luxury decoration of entrance way is attractive.
- Check out area	The place to pay money and get the product. It should be convenient for customers.	2.3 The design of check out area makes it convenient and fast for the checkout process.
- Lighting	A particular type of light with its own color and the level of light. The suitable level of light and type of light can urge consumers to purchase. For example using the optimum light is easy for customer to choose the desired product and desired brand.	2.4 The level of light is suitable for me to clearly see products.
Layout and Display		
- Window Display	Attractive, Persuasive, and identify fashion theme that matches potential customers	2.5 The window displays the fashion themes that match my style.
- In-store Display	Attractive, Persuasive, and identify fashion theme that matches potential customers	2.6 Shopping malls have attractive interior decoration and creative layout design.
- In-store Layout	Arrangement and positioning of merchandise is easy for access	2.7 The shelf is not too high for me to pick up merchandise by hands.

Color	Color can stimulate interest and subsequent increase the buying power of products (Funk, and Ndubisi, 2004).	2.8 The color of shopping malls' interior attracts my attention.
	Color psychologists have discovered that warm colors (i.e., red, orange, and yellow) generally encourage activity and excitement, whereas cool colors (i.e., green, blue, and violet) are more soothing and relaxing. Warm colors are more appropriate in environments such as health clubs and fast food restaurant, where high levels of activity are desirable (Ibid). For cool colors are more appropriate in places such as spas or doctors' offices where it is desirable for consumers to feel calm or spend time making decision.	2.9 Shopping malls use appropriate combination of warm and cool colors.
	Research on atmospherics indicates: that light colors impart a feeling of spaciousness and serenity and sign in bright colors create excitement (Solomon, 1994).	2.10 The using of bright color made me feel lively.
Music		The statement number 2.11-2.13
Background Music	The background music is used to attract attention, convey selling points, and influence customers' mood.	2.11 The background music at shopping malls makes the shopping more entertaining and enjoyable.
	Wakefield and Baker (1998), also revealed that music and layout were positively related to mall excitement and desire to stay. In addition, using music, lighting, and layout can enhance the shopping	2.12 I enjoy listening to the soft background music while shopping.

	experience, hence shopping value (Babin and Attaway, 2000).	
	In addition, Milliman (1986) states that the background music as an atmospheric variable that could affect the atmosphere of a store. With the slow-tempo background music used in the shopping mall, shoppers stay longer and continue to purchase more products.	2.13 The slow tempo background music makes me spend longer time in shopping malls.
Scent		The statement number 2.14-2.16
	Smell produces physiological and emotional outcomes (Hoyer & MacInnis, 2004). Smell, more than any other sense, is a straight line to feeling of happiness, fresh, hunger, disgust, and etc. (Levy & Weitz, 2001). As in the case of Kmart stores, it positioned the bakery kiosk with its smell or freshly baked breads, pretzels, cinnamon rolls, and muffins as the first food area customer encounter in the store. Pleasant smelling environment can have a positive on shopping behavior (Hoyer & MacInnis, 2004).	2.14 The good scent (i.e. coffee, soft flower) at shopping malls made me feel fresh.
	People can feel tense or relaxed depending on whether scent is present and what it is (Kirk-Smith, Toiler & Dodd, 1983).	2.15 The soft scent at the malls made me feel relax.
	Smells can attract consumers, put consumers in a better mood or make them linger in a mall longer, there's mixed evidence among	2.16 The soft scent at the malls made me stay longer.

	researchers that better smells lead to better sales (Levy & Weitz, 2001).	
Salesperson		The statement number 2.17-2.23
Touch	Touch has important physiological and emotional effects. Consumers who are touched by a salesperson are more likely to have a positive feelings and more likely to evaluate both the store and salesperson positively (Hoyer & MacInnis, 2004). In addition, customers who are touched by salesperson are more likely to comply with the salesperson's requests (Hornik, 1992).	2.17 The salespersons always made me feel touched by friendly conversation and good services.
	Consumers generally to trade with salesperson, who are helpful, friendly, and courteous (Loudon & Bitta, 1993).	2.18 The salespersons are always willing to help. 2.19 The salespersons are consistently polite and courteous with customer. 2.20 The salespersons value customers' best interests at heart.
	People will shop where they feel wanted and will even pay more for the privilege (Underhill, 1999). Salesperson plays a vital role in attracting new customers and maintaining existing customers' satisfaction and loyalty (i.e., well trained staff will be able to maintain customer relationship in intense competition. (Supapol, 1999).	2.21 The salespersons know the needs of customer and give the good recommendation. 2.22 The salespersons have the knowledge to answer customer's questions. 2.23 The salespersons respond to customer's requests promptly.
Types of Merchandise and services offered	Shopping Malls involves more than tangible products; it also encompasses the sale of services	The statement number 2.24-2.38

Product Variety		The statement number 2.24-2.28
Variety	Variety is the number of different merchandise categories a retailer offers. It refers to how many different product lines the shopping mall carries.	2.24 The shopping mall sells a variety of products from different manufacturers
Assortment	Assortment is the number of different items in a merchandise category. Providing assortments means offering an assortment enables their customer to choose from a wide selection of brands, designs, sizes, colors, and prices in one location (Levy & Weitz, 2001).	2.25 Several brands are available in the shopping malls.
Spatial Variety	The variety that a mall offers the marketplace at a point in time (Martin, 1996). Adjusting the product range to be available all the times (Redstone, 2001).	2.26 The products offered at shopping malls are always available anytime I want to purchase. 2.27 All popular products are sold in the shopping malls.
Generational Variety	Variety across future generationals of products (Martin, 1996).	2.28 New products are always sold in the shopping malls.
Uniqueness of product		The statement number 2.29-2.34
Uniqueness Theory	Manifest itself in the individual's pursuit of materials goods to differentiate themselves from others (Tian, 2001). It can be achieved through acquisition, utilization, and disposition of consumer goods for the purpose of developing and enhancing one's personal identity (Synder, 1992).	2.29 Shopping malls provide products that express my individuality. 2.30 Shopping malls sell products of my style. 2.31 Shopping malls sell unusual brand to create a more distinctive to my personal image.
Unique Selling Point	Mall that can deliver attractive and uniqueness of product that cannot find in other malls will be unique selling point to bring customer to visit.	2.32 Shopping malls made me feel belong at the customer segment of the malls. 2.33 Shopping malls provide a unique product that can hardly be found in

		common place. 2.34 The mall provides new and attractive product compare to other places.
Social Interaction Place		The statement number 2.35
Social Interaction Experience	Something is an impressive experience, entertainment, excitement, or a social gathering place. Shopping trips often in planned (or unplanned) encounters with friends or family, spend more time with friends, or family (Ahmed, Ghingold & Dahari, 2007). In addition, it can become important meeting place, especially for friend, family meeting (i.e., having food, watching a movie, singing the karaoke, playing a bowling, and etc.	2.35 Shopping malls are enjoyable place to meet friends or family.
One Stop Shopping Place		The statement number 2.36-2.38
	Shopping Mall should provide the variety of products and activities, and should be large enough to be one stop shopping place. It should be includes greater number of merchandises, variety service outlet and entertainment providers (i.e., fast- food courts, restaurants, movie theaters, beauty salon, nail painting stores, beauty clinic, dental clinic, and etc. (Ahmed, Ghingold & Dahari, 2007).	2.36 Shopping malls are large enough to accommodate many stores and many activities. 2.37 Shopping malls offer enough products and services which can save my time to visit. 2.38 Shopping malls are the place that everyone (friend or family) can gather.

Part 3: This part consists of 38 statements asking customer's perception toward shopping mall in Bangkok Metropolis. All of these questions are measured on five point Likert Scale where the scale ranges from 5 strongly agree to 1 strongly

disagree. The questions represent 2 independent variables: the atmosphere variable and the types of merchandise and services offered variable toward customer satisfaction.

Part 4: Demographic and shopping behavior part, for demographic part is systematic included in this study. It consists of questions that asking about their basic information (i.e., educational level, occupation, income). For shopping behavior part, consists of questions that asking basic shopping behavior; average shopping duration in shopping malls, the number of shopping per month, and the shoppers spending at shopping malls per visit).

3.4 Pretest

The objective of pre-testing is to examine the validity and reliability in the questionnaire and to find the ambiguous and misunderstanding questions.

Churchill (1996) stated that each question in the questionnaire should be carefully reviewed to ensure that it is not confusing or ambiguous, potentially offensive to the respondents, leading or bias inducing and also is easy to answer. It claimed that a questionnaire pretest is vital. It is the use of questionnaire on a trial basis in a small pilot study to determine how reliable and valid the questionnaire is. In the pretest, the interviewer can see whether some questions seem confusing or produce resistance or hesitancy among respondents for one reason or another. In order to detect the weakness and error in the instruments (Questionnaires), pre-testing is required before any actual testing is conducted. Pretests are considered essential to detect the problems of the questionnaire when obtaining information from the respondents

In this research, the researcher distributes 30 copies of the questionnaire to single females on a convenience sampling. In this research comprised of 38

expectation statements, 38 perception statements, and the information about demographic profile of customers.

The results obtained from the pretest were coded and analyze by SPSS in order to check reliability of research question by using the Cronbach's Coefficient alpha. The Cronbach's Coefficient Alpha varies from 0 to 1. According to Sekaran (1992), Cronbach's Coefficient Alpha value was above 0.60 considered to be acceptable. From the pretest, the researcher tested two scales, which were atmosphere, and types of merchandise and services offered. The results showed the acceptable reliability of the two scales (see Table 3.3).

Table 3.3 : Reliability Analysis – Scale (Cronbach's Coefficient Alpha)

Atmosphere & Types of Merchandise and Service Offered	Cronbach's Coefficient Alpha Indices	
	Expectation	Perception
Atmosphere	0.933	0.941
Store Design	0.826	0.861
Music	0.925	0.929
Scent	0.808	0.866
Salesperson	0.976	0.952
Types of Merchandise and services offered	0.920	0.916
Product Variety	0.871	0.928
Uniqueness of product	0.901	0.895
One Stop Shopping Place	0.787	0.928
Average	0.883	0.912

3.5 Collection of the Data

In this study, the researcher collected the data from the target group, females in Bangkok Metropolis who familiar with the shopping malls by using self-administered survey. The respondents were asked to complete the set of questionnaire. The design of the structured questionnaire is easy and clear for respondents to answer. The questionnaires were distributed to respondents who pass through researcher and willing to fill out the questionnaire.

The researcher used the convenience sampling technique to collect the data from the entrance way and exit way of shopping malls in Bangkok Metropolis, including with the way that linkage between BTS, MRTA lines and shopping malls. The time duration estimated for data collection is approximately 2 weeks begin from 4 November, 2008 – 17 November, 2008. Convenience sampling technique is a sampling procedure of obtaining the people or units that are most conveniently available (Zikmund, 2003).

3.6 Proposed. Data Processing and Analysis

Descriptive analysis was used to transform raw data into form that made them easy to understand and interpret. Describing responses or observations was typically the first form of analysis. Calculating averages, frequency distributions, and percentage distributions were the most common ways of summarizing data (Zikmund, 2002). In this study, descriptive analysis and frequency were selected to summarize general information of shopping behavior in the shopping mall and demographic data in part three of the questionnaire. Also, reliability test was conducted to test all scales in this study.

For H1-H5, a Pair Sample T-test will be conducted to determine customer satisfaction toward shopping malls in Bangkok Metropolis by comparing the

difference between customer expectations and customer perceptions of atmosphere factor (store design, music, scent, and salesperson). It tests the difference between the means of two groups when sample data are obtained from populations that are related (expectation and perception of the respondents). For H6-H10, a Pair Sample T-test will be performed to determine customer satisfaction toward shopping malls in Bangkok Metropolis by comparing the difference between customer expectations and customer perceptions of types of merchandise and services offered factor (product variety, uniqueness of product, social interaction place and one stop shopping place). It tests the difference between the means of two groups when sample data are obtained from populations that are related (expectation and perception of the respondents).

Table 3.4 The Summary of Statistical Method Test for Each Hypothesis: Independent Vs Dependent Variables.

Hypotheses	Independent Variables	Dependent Variable	Statistical Test
Hypothesis 1	Atmosphere factors (store design, music, scent and salesperson).	Customer Satisfaction for single female toward shopping mall at Bangkok Metropolis.	Pair Sample T-test
Hypothesis 2	Atmosphere factors in terms of store design.	Customer Satisfaction for single female toward shopping mall at Bangkok Metropolis.	Pair Sample T-test
Hypothesis 3	Atmosphere factors in terms of music.	Customer Satisfaction for single female toward shopping mall at Bangkok Metropolis.	Pair Sample T-test
Hypothesis 4	Atmosphere factors in terms of scent.	Customer Satisfaction for single female toward shopping mall at Bangkok Metropolis.	Pair Sample T-test
Hypothesis 5	Atmosphere factors in terms of salesperson.	Customer Satisfaction for single female toward shopping mall at Bangkok Metropolis.	Pair Sample T-test

Hypothesis 6	Types of merchandise and services offered factors (product variety, uniqueness of product, social interaction place, and one stop shopping place).	Customer Satisfaction for single female toward shopping mall at Bangkok Metropolis.	Pair Sample T-test
Hypothesis 7	Types of merchandise and services offered factors in terms of product variety.	Customer Satisfaction for single female toward shopping mall at Bangkok Metropolis.	Pair Sample T-test
Hypothesis 8	Types of merchandise and services offered factors in terms of uniqueness of product.	Customer Satisfaction for single female toward shopping mall at Bangkok Metropolis.	Pair Sample T-test
Hypothesis 9	Types of merchandise and services offered factors in terms of social interaction place.	Customer Satisfaction for single female toward shopping mall at Bangkok Metropolis.	Pair Sample T-test
Hypothesis 10	Types of merchandise and services offered factors in terms of one stop shopping place.	Customer Satisfaction for single female toward shopping mall at Bangkok Metropolis.	Pair Sample T-test

Table 3.5 The Summary of Statistical Method Test for Each Part of Questionnaire:

Questionnaire	Statistical Test
Part I	
Part II	Pair Sample T-test
Part III	Pair Sample T-test
Part IV	Descriptive analysis, Frequency

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CHAPTER 4

DATA ANALYSIS AND RESULTS

This chapter reported the research findings and analysis of the study in order to answer the research questions and the research hypotheses. The data for the factors associated customer satisfaction of shopping malls in Bangkok Metropolis were collected through 399 completed questionnaires. This chapter was divided into three parts as follow.

Part 1: The descriptive statistics analysis of the raw data was given to examine. (i.e., demographic profile and respondents' shopping behavior).

Part 2: Ten hypotheses were tested by using Pair Sample T-test.

Part 3: Summary of hypothesis testing result

Table 4.1.1 Response Rate of the Questionnaire Survey

Questionnaire	N	Percentage (%)
Distributed questionnaires	450	100
Completed and Returned questionnaires	399	89

4.1 Descriptive Statistics Analysis

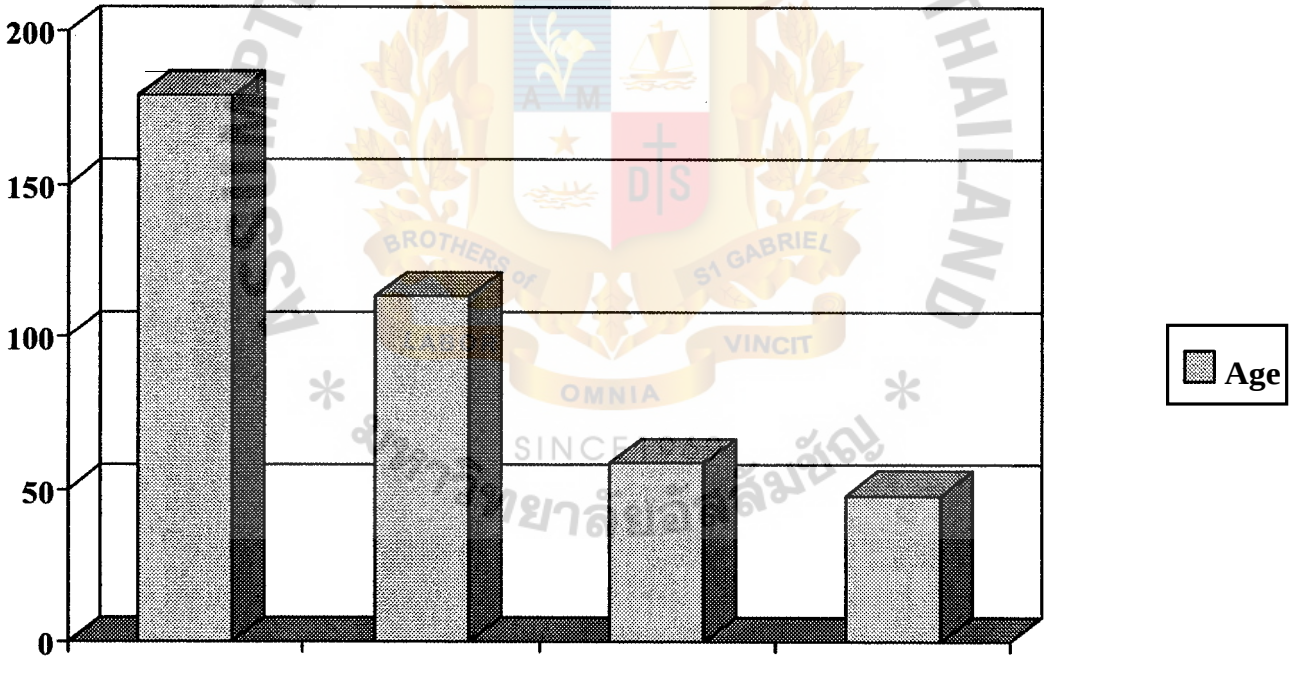
In order to summarize the research result, descriptive statistics for this research used in describing primary data of respondents' particularly demographic profile which are age, education level, occupation, and income level, and the general information of shopping behavior at the shopping malls. The data were interpreted as follow:

1.1 Demographic Characteristics

Age of Respondents

Table 4.1.2 Age of Respondents

	Frequency	Percentage
Valid 28 - 30	179	44.9
31— 33	113	28.3
34 – 36	59	14.8
37 – 39	48	12
Total	399	100



28-30 years old 31-33 years old 34-36 years old 37-39 years old

Figure 4.1 Age of Respondents

The respondents in this survey comprised 399 single females at the age between 28-39 years old in Bangkok Metropolis. The results showed that 179 respondents (44.9 %) were in the category 28-30 years old, 113 respondents (28.3 %)

were in the category 31-33 years old, 59 respondents (14.8 %) were in the category 34-36 years old, and 48 respondents (12 %) were in the category 37-39 years old. In addition, the youngest age of the respondents was 28, while the oldest age of the respondent was 39 years old.

Education Level of Respondents

Table 4.1.3 Education Level of Respondents

	Frequency	Percentage
Valid Vocational	5	1.3
Bachelor's degree	264	66.2
Master's degree	126	31.6
Ph.D.	3	0.8
Others	1	0.3
Total	399	100.0

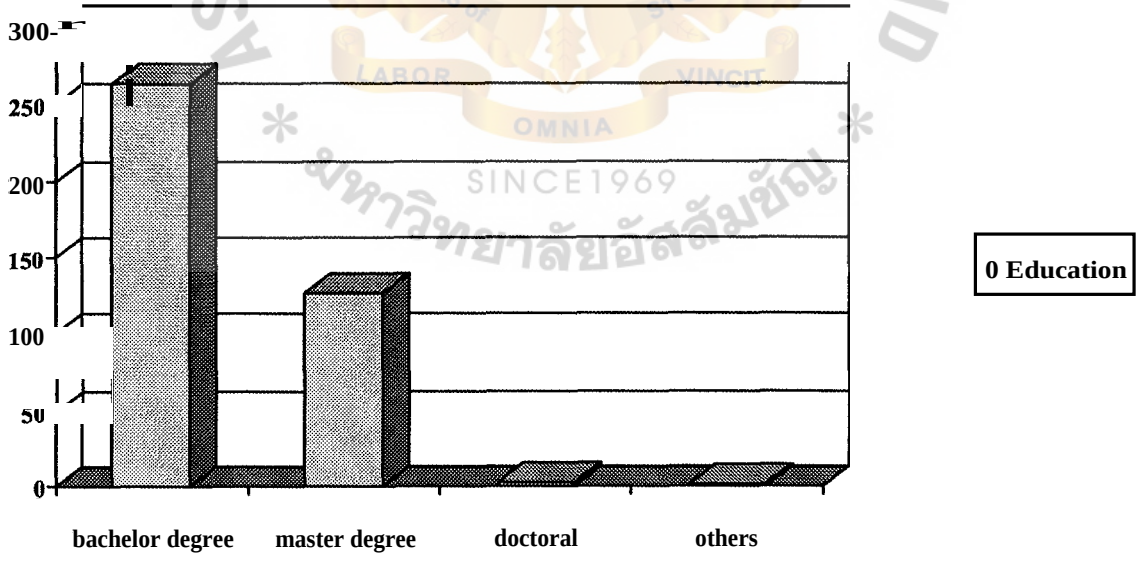


Figure 4.2 Education Level of Respondents

In terms of education level, 264 respondents (66.2 %) received a Bachelor degree, 126 respondents (31.6%) received a Master degree, 5 respondents (1.3%)

received a vocational degree, 3 respondents (0.8%) received a **Ph.D.** and only 1 respondent (0.3%) received an others

Occupation Level of Respondents

Table 4.1.4 Occupation Level of Respondents

	Frequency	Percentage
Valid Government official/state	11	2.8
Private organization official	310	77.7
Own business	33	8.3
Others	45	11.3
Total	399	100.0

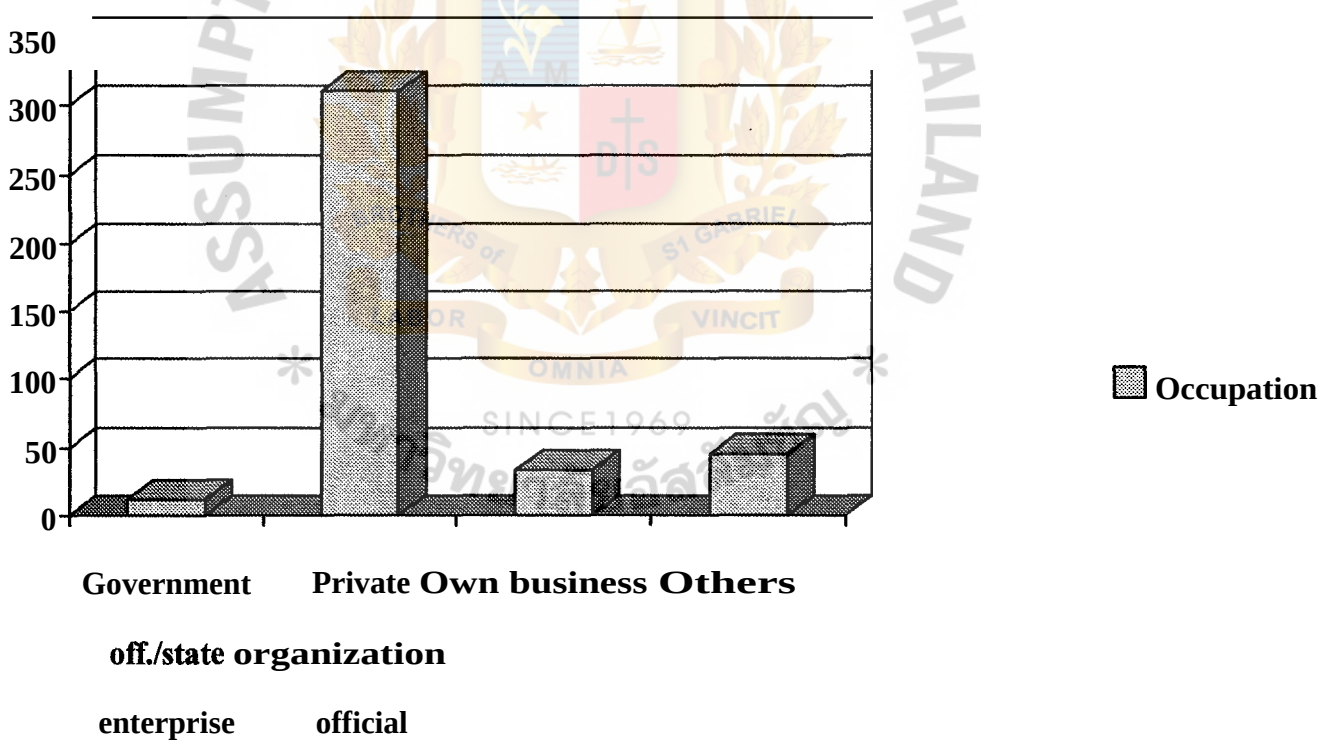


Figure 4.3 Occupation Level of Respondents

For occupation, 310 respondents (77.7%) were employees, 45 respondents (11.3 %) were others; students who are studying in Master Degree, teacher, and

freelance workers, 33 respondents (8.3 %) were business owners, and 11 respondents (2.8 %) were government officers/ state enterprise officers.

Monthly Income of Respondents

Table 4.1.5 Monthly Income of Respondents

	Frequency	Percentage
Valid less than 10,000	20	5.0
10,001-20,000	132	33.1
20,001-30,000	84	21.1
30,00140,000	79	19.8
40,001-50,000	42	10.5
More than 50,001	42	10.5
Total	399	100.0

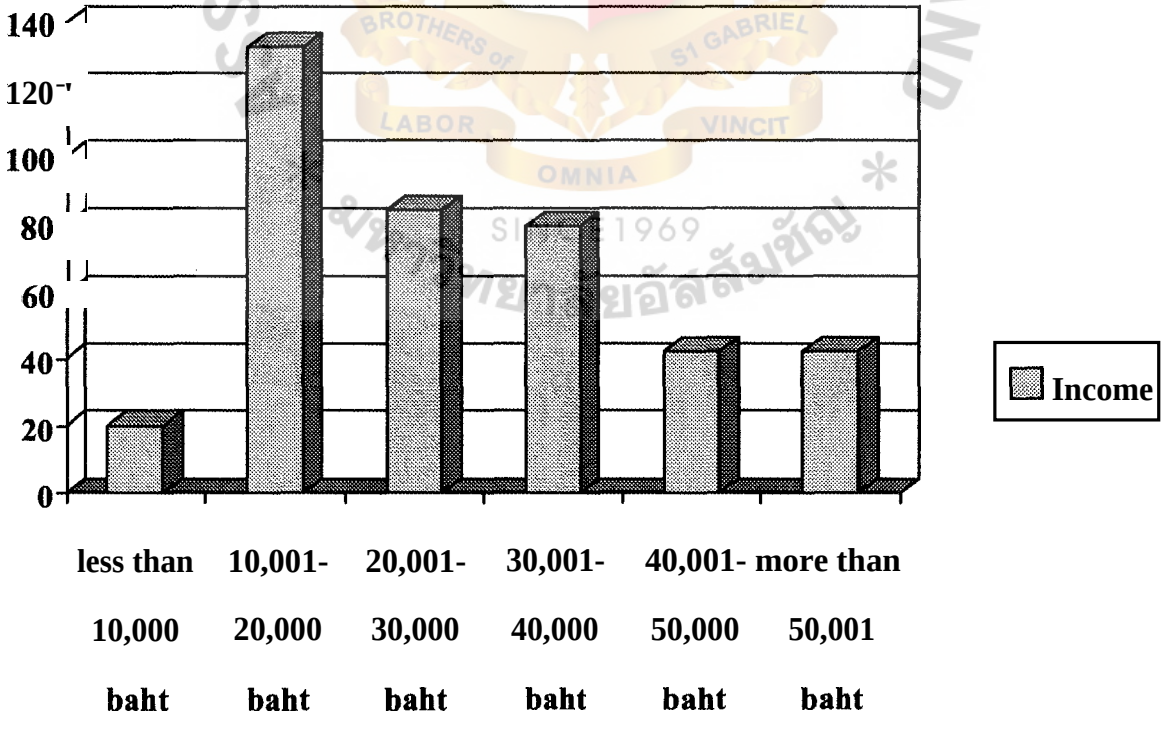


Figure 4.4 Monthly Income of Respondents

In terms of monthly income, the majority of the respondent is 132 respondents (33.1 %) had monthly income between 10,001 – 20,000 Baht, 84 respondents (21.1 %) had monthly income between 20,001 – 30,000 Baht, 79 respondents (19.8 %) had monthly income between 30,001- 40,000 Baht, 42 respondents (10.5 %) had monthly income between 40,001- 50,000 Baht, 42 respondents (10.5 %) had monthly income more than 50,000 Baht, and 20 respondents (5 %) had monthly income less than 10,000 Baht.

1.2 General Information of Shopping Behavior of Respondents

Average Shopping Duration of Respondents

Table 4.1.6 Average Shopping Duration

Shopping Duration	Frequency	Percentage
Valid 30 minutes-1 hour	34	8.5
1.5 – 2 hours	168	42.1
2.5 – 3 hours	143	35.8
3.5 – 4 hours	40	10.0
More than 4 hours	14	3.5
Total	399	100.0

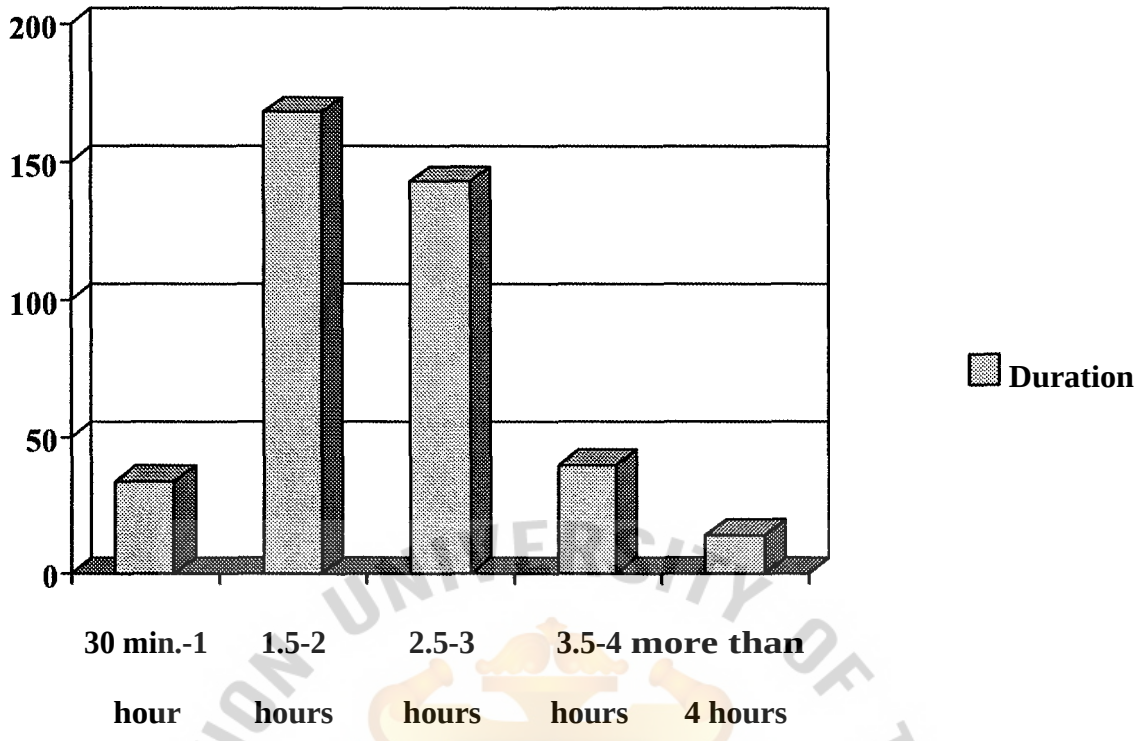


Figure 4.5 Average Shopping Duration

For average shopping duration of respondents at shopping malls indicated that the majority of respondents, 168 respondents (42.1 %) spend times 1.5 hours- 2 hours, 143 respondents (35.8%) spend times 2.5 hours- 3 hours, 40 respondents (10 %) spend times 3.5 hours- 4 hours, 34 respondents (8.5 %) spend times 30 minutes-1 hour, and 14 respondents (3.5 %) spend times more than 4 hours.

Number of Shopping per Month of respondents

Table 4.1.7 Number of Shopping per Month

	Frequency	Percentage
Valid once per month	83	20.8
2 times per month	141	35.3
3 times per month	65	16.3
4 times per month	70	17.5
More than 4 times per month	40	10.0
Total	399	100.0

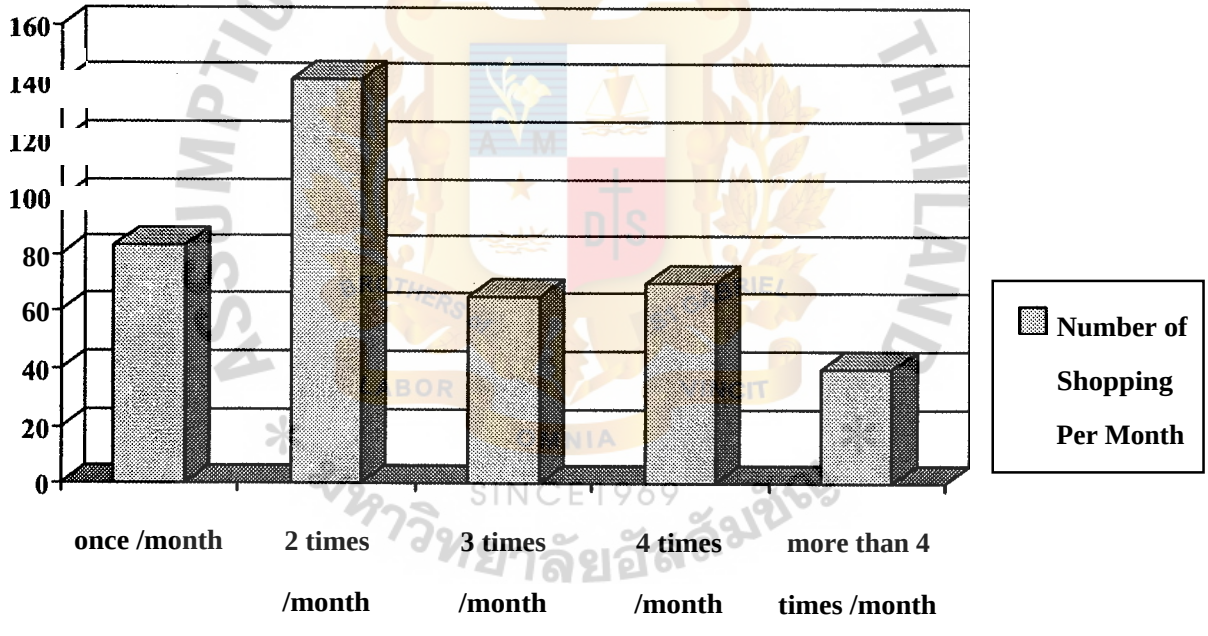


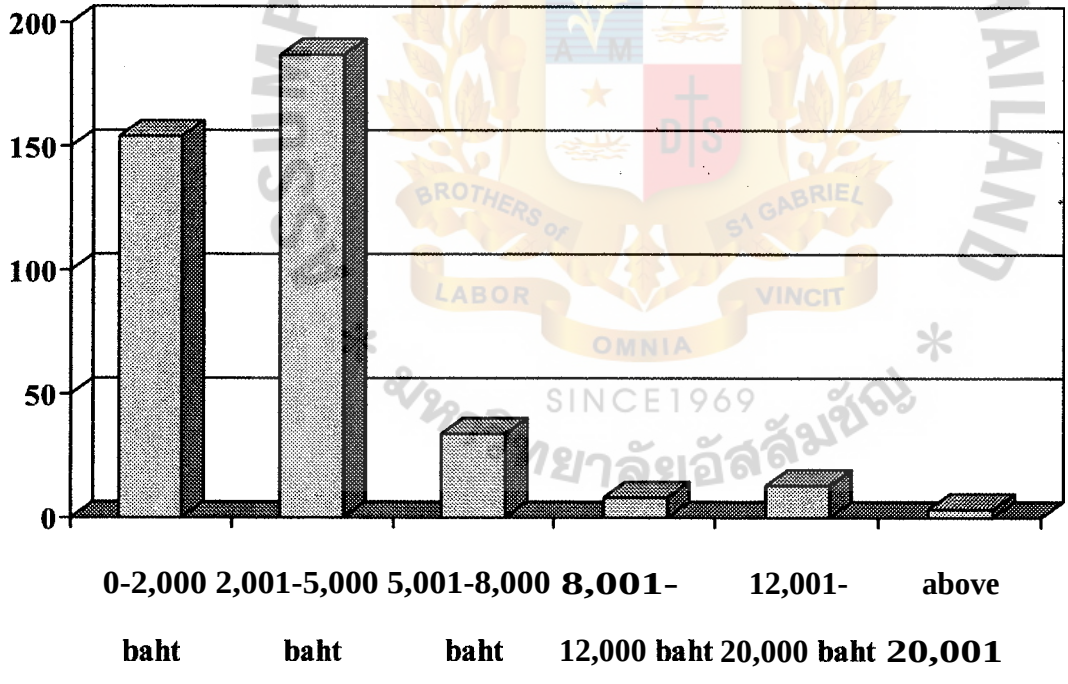
Figure 4.6 Number of Shopping per Month

For number of shopping per month at the shopping malls, Most of respondents, 141 respondents (35.3 %) shop two times per month, 83 respondents (20.8 %) shop one time per month, 70 respondents (17.5 %) shop four times per month, 65 respondents (16.3 %) shop three times per month, and 40 respondents (10 %) shop more than 4 times per month.

Shoppers Spending at Shopping Malls per Visit of Respondents

Table 4.1.8 Shoppers Spending at Shopping Malls per Visit

	Frequency	Percentage
Valid 0 – 2,000 baht	154	38.6
2,001 – 5,000 baht	187	46.9
5,001— 8,000 baht	34	8.5
8,001 – 12,000 baht	8	2.0
12,001 – 20,000 baht	13	3.3
More than 20,001 baht	3	0.8
Total	399	100.0



Spending

Figure 4.7 Shoppers Spending at Shopping Malls per Visit

From the shoppers spending at shopping malls per visit, the majority of respondents, 187 respondents (46.9 %) spent money at shopping mall between 2,001-5,000 Baht per time, 154 respondents (38.6 %) spent money at shopping mall between

0-2,000 Baht per time, 34 respondents (8.5 %) spent money at shopping mall between 5,001-8,000 Baht per time, 13 respondents (3.3 %) spent money at shopping mall between 12,001-20,000 Baht per time, 8 respondents (2 %) spent money at shopping mall between 8,001-12,000 Baht per time, and 3 respondents (0.8 %) spent money at shopping mall more than 20,001 Baht per time.

4.2 Hypotheses Testing

The second part of the questionnaire concentrated to study the customer expectations and perceptions toward shopping malls in Bangkok Metropolis from the viewpoint of atmosphere (store design, music, scent, and salesperson) and types of merchandise and services offered (product variety, uniqueness of product, social interaction place, and one stop shopping place). The questionnaire consists of 38 statements and responses were obtained on the five-point likert-scale. In this study, the researcher used Pair Sample T-test to examine the difference between respondents' expectation and respondents' perception of each variable. Table 4.2.1 shows the summary of the mean score rating of customer expectations and Customer Perceptions, and the mean difference of customer expectations and customer perceptions of Atmosphere and types of merchandise and services offered.

Table 4.2.1 Summary of the Mean Score Rating of Customer Expectations and Customer Perceptions, and the Mean Difference of Customer Expectations and Customer Perceptions of Atmosphere (store design, music, scent, and salesperson) and types of merchandise and services offered (product variety, uniqueness of product, social interaction place, and one stop shopping place).

	N	Mean	Mean Difference of Customer Expectation and Perception
Expectation of atmosphere	399	3.98	0.27
Perception of atmosphere	399	3.71	
Expectation of store design	399	3.98	0.17
Perception of store design	399	3.81	
Expectation of music	399	3.64	0.01
Perception of music	399	3.63	
Expectation of scent	399	3.60	0.07
Perception of scent	399	3.53	
Expectation of salesperson	399	4.28	0.58
Perception of salesperson	399	3.70	
Expectation of types of merchandise and services offered	399	4.03	0.22
Perception of types of Merchandise and services offered	399	3.81	
Expectation of product variety	399	4.20	0.29
Perception of product variety	399	3.91	
Expectation of uniqueness of product	399	3.83	0.19
Perception of uniqueness of product	399	3.64	
Expectation of social interaction place	399	4.01	0.09
Perception of social interaction place	399	3.92	
Expectation of one stop shopping place	399	4.15	0.21
Perception of one stop shopping place	399	3.94	

From the table 4.2.1, it shows the highest mean score of customer expectations was salesperson (4.28), product variety (4.20), one stop shopping place (4.15),types of merchandise and services offered (4.03), social interaction place (4.01),store design (3.98), atmosphere (3.98), uniqueness of product (3.83), music (3.64), and followed by scent (3.60).

From the table 4.2.1, it also shows the highest mean score of customer perceptions was one stop shopping place (3.94), social interaction place (3.92), product variety (3.91), store design (3.81), types of merchandise and services offered (3.81), atmosphere (3.71), salesperson (3.70), uniqueness of product (3.64), music (3.63) and followed by scent (3.53).

From the table 4.2.1, the mean difference score of customer expectations and customer perceptions of 10 factors are as follows: salesperson (0.58), product variety (0.29), atmosphere (0.27), types of merchandise and services offered (0.22), one stop shopping place (0.21), uniqueness of product (0.19), store design (0.17), social interaction place (0.09), scent (0.07), and followed by music (0.01).

Inferential Statistics

<u>Hypotheses Test</u>

Hypotheses are conjectural statements of testing the stated. In this research has set 10 hypotheses in order to study the difference between customer expectations and customer perceptions (atmosphere and types of merchandise and services offered) toward shopping mall in Bangkok Metropolis. Hypotheses can test the relationship between each variable as indicated in conceptual framework. It consists of 2 statistical techniques, which are Descriptive Analysis to describe on demographic profile of respondents and shopping behavior of respondents, and Pair Sample T-test to test the

difference between means of two groups when sample data are obtained from populations that are related (expectation and perception of the respondents).

Hypothesis 1

$H_0$1: There is no difference between customer's expectations and customer's perceptions toward atmosphere (store design, music, scent, and salesperson) of shopping malls in Bangkok Metropolis.

Hal: There is a difference between customer's expectations and customer's perceptions toward atmosphere (store design, music, scent, and salesperson) of shopping malls in Bangkok Metropolis.

Table 4.2.2: Using Paired Sample T-test to test the Differences between Customer's Expectations and Customer's Perceptions toward Atmosphere (store design, music, scent, and salesperson) of Shopping Malls in Bangkok Metropolis.

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Expectation of atmosphere	3.98	399	.46	.02
	Perception of atmosphere	3.71	399	.52	.02

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Expectation of atmosphere-Perception of atmosphere	.26	.64	.03	.20	.32	8.17	398	.000

From the table 4.2.2, Paired Samples t-test indicates the 2-tailed significant value of 0.000, which is less than 0.05 (0.000<0.05). Therefore, the null hypothesis is rejected. It means that there is a difference between customer's expectations and customer's perceptions toward atmosphere (store design, music, scent, and salesperson) at the 0.05 significant level.

According to the Disconfirmation of Expectation Model and because the mean score of atmosphere expectation (3.98) is higher than the mean score of atmosphere perception (3.71), it shows that expectation is higher than perception (3.98>3.71). This can be concluded that customers are dissatisfied with atmosphere toward shopping malls in Bangkok Metropolis.

Hypothesis 2

H02: There is no difference between customer's expectations and customer's perceptions toward store design of shopping malls in Bangkok Metropolis.

Ha2: There is a difference between customer's expectations and customer's perceptions toward store design of shopping malls in Bangkok Metropolis.

Table 4.2.3: Using Paired Sample T-test to Test the Differences between Customer's Expectations and Customer's Perceptions toward Store Design of Shopping Malls in Bangkok Metropolis.

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Expectation of store design	3.98	399	.48	.02
	Perception of store design	3.81	399	.48	.02

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Expectation of store design- Perception of store design	.17	.53	.02	.11	.22	6.36	398	.000

From the table 4.2.3, Paired Samples t-test indicates the 2-tailed significant value of 0.000, which is less than 0.05 (0.000<0.05). Therefore, the null hypothesis is rejected. It means that there is a difference between customer's expectations and customer's perceptions toward store design at the 0.05 significant level.

According to the Disconfirmation of Expectation Model and because the mean score of store design expectation (3.98) is higher than the mean score of store design perception (3.81), it shows that expectation is higher than perception (3.98>3.81). This can be concluded that customers are dissatisfied with store design toward shopping malls in Bangkok Metropolis.

Hypothesis 3

$H_0 3$: There is no difference between customer's expectations and customer's perceptions toward music of shopping malls in Bangkok Metropolis.

Ha3: There is a difference between customer's expectations and customer's perceptions toward music of shopping malls in Bangkok Metropolis.

Table 4.2.4: Using Paired Sample T-test to Test the Differences between Customer's Expectations and Customer's Perceptions toward Music of Shopping Malls in Bangkok Metropolis.

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Expectation of music	3.64	399	.77	.03
	Perception of music	3.63	399	.67	.03

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference Lower	Upper			
Pair 1 Expectation of music- Perception of music	.01	.82	.04	-.07	.09	.24	398	.809

From the table 4.2.4, Paired Samples t-test indicates the 2 tailed significant value of 0.809, which is more than 0.05 (0.809 > 0.05). Therefore, the null hypothesis

is failed to reject. It means that there is no difference between customer's expectations and customer's perceptions toward music at the 0.05 significant level.

According to the Disconfirmation of Expectation Model, The 2 tailed significant value of music (0.809), is more than the set criteria (0.05). This can be concluded that customers are satisfied with music toward shopping malls in Bangkok Metropolis.

Hypothesis 4

$H_0$4: **There** is no difference between customer's expectations and customer's perceptions toward scent of shopping malls in Bangkok Metropolis.

11a4: There is a difference between customer's expectations and customer's perceptions toward scent of shopping malls in Bangkok Metropolis.

Table 4.2.5: Using Paired Sample T-test to Test the Differences between Customer's Expectations and Customer's Perceptions toward Scent of Shopping Malls in Bangkok Metropolis.

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Expectation of scent	3.60	399	.75	.03
	Perception of scent	3.53	399	.72	.03

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Expectation of scent- Perception of scent	.07	.88	.04	-.01	.15	1.62	398	.106

From the table 4.2.5, Paired Samples t-test indicates the 2 tailed significant value of 0.106, which is more than 0.05 (0.106 > 0.05). Therefore, the null hypothesis is failed to reject. It means that there is no difference between customer's expectations and customer's perceptions toward scent at the 0.05 significant level.

According to the Disconfirmation of Expectation Model, The 2 tailed significant value of scent (0.106), is more than the set criteria (0.05). This can be concluded that customers are satisfied with scent toward shopping malls in Bangkok Metropolis.

Hypothesis 5

$H_0$5: There is no difference between customer's expectations and customer's perceptions toward salesperson of shopping malls in Bangkok Metropolis.

Ha5: There is a difference between customer's expectations and customer's perceptions toward salesperson of shopping malls in Bangkok Metropolis.

Table 4.2.6: Using Paired Sample T-test to Test the Differences between Customer's Expectations and Customer's Perceptions toward Salesperson of Shopping Malls in Bangkok Metropolis.

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Expectation of salesperson	4.28	399	.69	.03
	Perception of salesperson	3.70	399	.83	.04

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
				95% Confidence Interval of the Difference				
	Mean	Std. Deviation	Std. Error Mean	Lower	Upper			
Pair 1 Expectation of salesperson-Perception of salesperson	.58	1.06	.05	.48	.69	11.05	398	.000

From the table 4.2.6, Paired Samples t-test indicates the 2-tailed significant value of 0.000, which is less than 0.05 (0.000<0.05). Therefore, the null hypothesis is rejected. It means that there is a difference between customer's expectations and customer's perceptions toward salesperson at the 0.05 significant level.

According to the Disconfirmation of Expectation Model and because the mean score of salesperson expectation (4.28) is higher than the mean score of salesperson perception (3.70), it shows that expectation is higher than perception (4.28 > 3.70). This can be concluded that customers are dissatisfied with salesperson toward shopping malls in Bangkok Metropolis.

Hypothesis 6

H06: There is no difference between customer's expectations and customer's perceptions toward types of merchandise and services offered (product variety, uniqueness of product, social interaction place, and one stop shopping place) of shopping malls in Bangkok Metropolis.

Ha6: There is a difference between customer's expectations and customer's perceptions toward types of merchandise and services offered (product variety, uniqueness of product, social interaction place, and one stop shopping place) of shopping malls in Bangkok Metropolis.

Table 4.2.7: Using Paired Sample T-test to Test the Differences between Customer's Expectations and Customer's Perceptions toward Types of Merchandise and Services Offered (product variety, uniqueness of product, social interaction place, and one stop shopping place) of Shopping Malls in Bangkok Metropolis.

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Expectation of types of merchandise and services offered	4.03	399	.50	.02
	Perception of types of merchandise and services offered	3.81	399	.56	.02

Paired Samples Test

Pair 1	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Expectation of types of merchandise and services offered- Perception of types of merchandise and services offered	.22	.65	.03	.15	.28	6.77	398	.000

From the table 4.2.7, Paired Samples t-test indicates the 2-tailed significant value of 0.000, which is less than 0.05 (0.000<0.05). Therefore, the null hypothesis is rejected. It means that there is a difference between customer's expectations and customer's perceptions toward types of merchandise and services offered at the 0.05 significant level.

According to the Disconfirmation of Expectation Model and because the mean score of types of merchandise and services offered expectation (4.03) is higher than the mean score of types of merchandise and services offered perception (3.81), it shows that expectation is higher than perception (4.03 > 3.81). This can be concluded that customers are dissatisfied with types of merchandise and services offered toward shopping malls in Bangkok Metropolis.

Hypothesis 7

$11_0 7$: There is no difference between customer's expectations and customer's perceptions toward product variety of shopping malls in Bangkok Metropolis.

Hal: There is a difference between customer's expectations and customer's perceptions toward product variety of shopping malls in Bangkok Metropolis.

Table 4.2.8: Using Paired Sample T-test to Test the Differences between Customer's Expectations and Customer's Perceptions toward Product Variety of Shopping Malls in Bangkok Metropolis.

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Expectation of product variety	4.20	399	.59	.02
	Perception of product variety	3.91	399	.67	.03

Paired Samples Test

Paint	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Expectation of product variety - Perception of product variety	.28	.77	.03	.20	.36	7.33	398	.000

From the table 4.2.8, Paired Samples t-test indicates the 2-tailed significant value of 0.000, which is less than 0.05 (0.000<0.05). Therefore, the null hypothesis is rejected. It means that there is a difference between customer's expectations and customer's perceptions toward product variety at the 0.05 significant level.

According to the Disconfirmation of Expectation Model and because the mean score of product variety expectation (4.20) is higher than the mean score of product variety perception (3.91), it shows that expectation is higher than perception (4.20 > 3.91). This can be concluded that customers are dissatisfied with product variety toward shopping malls in Bangkok Metropolis.

Hypothesis 8

$H_0$8: There is no difference between customer's expectations and customer's perceptions toward uniqueness of product of shopping malls in Bangkok Metropolis.

Ha8: There is a difference between customer's expectations and customer's perceptions toward uniqueness of product of shopping malls in Bangkok Metropolis.

Table 4.2.9: Using Paired Sample T-test to Test the Differences between Customer's Expectations and Customer's Perceptions toward Uniqueness of Product of Shopping Malls in Bangkok Metropolis.

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Expectation of uniqueness of product	3.83	399	.61	.03
	Perception of uniqueness of product	3.64	399	.63	.03

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Expectation of uniqueness of product- Perception of uniqueness of product	.19	.76	.03	.12	.27	5.12	398	.000

From the table 4.2.9, Paired Samples t-test indicates the 2-tailed significant value of 0.000, which is less than 0.05 (0.000<0.05). Therefore, the null hypothesis is rejected. It means that there is a difference between customer's expectations and customer's perceptions toward uniqueness of product at the 0.05 significant level.

According to the Disconfirmation of Expectation Model and because the mean score of uniqueness of product expectation (3.83) is higher than the mean score of uniqueness of product perception (3.64), it shows that expectation is higher than perception (3.83 > 3.64). This can be concluded that customers are dissatisfied with uniqueness of product toward shopping malls in Bangkok Metropolis.

Hypothesis 9

$H_0$9: There is no difference between customer's expectations and customer's perceptions toward social interaction place of shopping malls in Bangkok Metropolis.

Ha9: There is a difference between customer's expectations and customer's perceptions toward social interaction place of shopping malls in Bangkok Metropolis.

Table 4.2.10: Using Paired Sample T-test to Test the Differences between Customer's Expectations and Customer's Perceptions toward Social Interaction Place of Shopping Malls in Bangkok Metropolis.

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Expectation of social interaction place	4.01	399	.74	.03
	Perception of social interaction place	3.92	399	.79	.03

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Expectation of social Interaction place - Perception of social Interaction place	.09	.86	.04	.00	.17	2.08	398	.038

From the table 4.2.10, Paired Samples t-test indicates the 2-tailed significant value of 0.038, which is less than 0.05 (0.038 < 0.05). Therefore, the null hypothesis is rejected. It means that there is a difference between customer's expectations and customer's perceptions toward social interaction place at the 0.05 significant level.

According to the Disconfirmation of Expectation Model and because the mean score of social interaction place expectation (4.01) is higher than the mean score of social interaction place perception (3.92), it shows that expectation is higher than perception (4.01 > 3.92). This can be concluded that customers are dissatisfied with social interaction place toward shopping malls in Bangkok Metropolis.

Hypothesis 10

H010: There is no difference between customer's expectations and customer's perceptions toward one stop shopping place of shopping malls in Bangkok Metropolis.

Ha10: There is a difference between customer's expectations and customer's perceptions toward one stop shopping place of shopping malls in Bangkok Metropolis.

Table 4.2.11: Using Paired Sample T-test to Test the Differences between Customer's Expectations and Customer's Perceptions toward One Stop Shopping Place of Shopping Malls in Bangkok Metropolis.

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Expectation of one stop shopping place	4.15	399	.64	.03
	Perception of one stop shopping place	3.94	399	.72	.03

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
				95% Confidence Interval of the Difference				
	Mean	Std. Deviation	Std. Error Mean	Lower	Upper			
Pair 1 Expectation of one stop shopping place - Perception of one stop shopping place	.21	.78	.03	.13	.28	5.35	398	.000

From the table 4.2.11, Paired Samples t-test indicates the 2-tailed significant value of 0.000, which is less than 0.05 (0.000 < 0.05). Therefore, the null hypothesis is rejected. It means that there is a difference between customer's expectations and customer's perceptions toward one stop shopping place at the 0.05 significant level.

According to the Disconfirmation of Expectation Model and because the mean score of one stop shopping place expectation (4.15) is higher than the mean score of one stop shopping place perception (3.94), it shows that expectation is higher than

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perception (4.15 > 3.94). This can be concluded that customers are dissatisfied with one stop shopping place toward shopping malls in Bangkok Metropolis.

Part 3 Summary of hypothesis testing result

Table 4.3 shows the result of hypothesis testing of independent variable: atmosphere: store design, music, scent and salesperson, types of merchandise and services offered: product variety, uniqueness of product, social interaction place, and one stop shopping place.

Table 4.3 Summary of Hypothesis Testing Result

Hypothesis	Statistical Test	Level of Significant	Result
H1: There is a difference between customer's expectations and customer's perceptions in atmosphere (store design, music, scent, and salesperson) toward shopping malls in Bangkok Metropolis	Paired Samples T-test	0.000	Rejected Ho
H2: There is a difference between customer's expectations and customer's perceptions toward store design of shopping malls in Bangkok Metropolis.	Paired Samples T-test	0.000	Rejected Ho
H3: There is no difference between customer's expectations and customer's perceptions toward music of shopping malls in Bangkok Metropolis.	Paired Samples T-test	0.809	Failed to Reject Ho

Hypothesis	Statistical Test	Level of Significant	Result
H4: There is no difference between customer's expectations and customer's perceptions toward scent of shopping malls in Bangkok Metropolis.	Paired Samples T-test	0.106	Failed to Reject Ho
H5: There is a difference between customer's expectations and customer's perceptions toward salesperson of shopping malls in Bangkok Metropolis.	Paired Samples T-test	0.000	Rejected Ho
H6: There is a difference between customer's expectations and customer's perceptions toward types of merchandise and services offered of shopping malls in Bangkok Metropolis.	Paired Samples T-test	0.000	Rejected Ho
H7: There is a difference between customer's expectations and customer's perceptions toward product variety of shopping malls in Bangkok Metropolis.	Paired Samples T-test	0.000	Rejected Ho
H8: There is a difference between customer's expectations and customer's perceptions toward uniqueness of product of shopping malls in Bangkok Metropolis.	Paired Samples T-test	0.000	Rejected Ho

Hypothesis	Statistical Test	Level of Significant	Result
H9: There is a difference between customer's expectation and customer's perception toward social interaction place of shopping malls in Bangkok Metropolis.	Paired Samples T-test	0.038	Rejected H_o
H10: There is a difference between customer's expectations and customer's perceptions toward one stop shopping place of shopping malls in Bangkok Metropolis.	Paired Samples T-test	0.000	Rejected Ho

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CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

This chapter presents the summary, discussions, and recommendations based on the results of the study. It was comprised of four parts. The first part presented the summary of the research findings. The second part contained the discussion of the research findings. The third part explained the recommendations for this study, and the last part was the suggestion for the further study.

5.1 Summary of the Research Findings

The research summary is presented as follows:

1. Summary of demographic profile and respondents' shopping behavior.

2; Summary of hypothesis analysis

5.1.1 Summary of Demographic Profile and Respondents' Shopping Behavior

This research is aimed to evaluate of customer satisfaction of shopping malls in Bangkok Metropolis toward single females age between 28-39 years old by comparing their expectations and perceptions toward shopping mall in Bangkok Metropolis. It focuses on atmosphere (store design, music, scent, and salesperson) and types of merchandise and services offered (product variety, uniqueness of product, social interaction place, one stop shopping place).

The questionnaire used was divided into four parts. Part 1 consists of two screening questions so that the information is provided by respondents who are women at the age 28-39 years old. Part 2 consists of 38 statements, asking the customer's expectations toward shopping malls in Bangkok Metropolis. Part 3 consists of 38 statements, asking the customer's perceptions toward shopping malls in Bangkok Metropolis. And the last part contained the questions on the demographic

profiles (age, education, occupation, income), and shopping behavior of respondents (average shopping duration, number of shopping per month, shoppers spending at shopping malls per visit).

The questionnaires were distributed to 450 respondents within the entrance and exit way of shopping malls in Bangkok Metropolis, including with the way that linkage between BTS, MRTA lines and shopping malls. There were a total 399 completed return questionnaires. The collected data was analyzed by using the Statistical Package for Social Science (SPSS). The statistical tools which were used in the research were descriptive statistic and Paired Samples T-test.

From a total of 399 completed survey, most of respondents were aged ranging from 28 – 30 years old (44.9%), the highest education level was Bachelor's degree (66.2%), the occupation was private organizational official (77.7%), the personal monthly income was 10,001— 20,000 baht (33.1%).

For shopping behavior, average shopping duration was 1.5 – 2 hours (42.1%), number of shopping per month was 2 times per month (35.3%), and shopper spending at shopping malls per visit was 2,001 – 5,000 baht (46.9%).

5.1.2 Summary of Hypothesis Analysis

According to Statement of Problem and Research Hypothesis, which are presented in chapter 1 in this research. Two research questions are summarized as follows:

<u>Research Question I</u>

Are there differences between customer expectations and perceptions of atmosphere (store design, music, scent, and salesperson) toward shopping malls in Bangkok Metropolis?

According to the result of hypothesis 1-5 this can show the result of hypothesis by using Paired Sample T-test as follows:

Hypothesis **1:** There is a difference between customer's expectations and customer's perceptions toward atmosphere (store design, music, scent, and salesperson) of shopping malls in Bangkok Metropolis. The 2-tailed significant value of (0.000) is less than the set criteria (0.05). Therefore, the null hypothesis is rejected. The mean score of atmosphere expectation (3.98) is higher than the mean score of atmosphere perception (3.71). It means that the performances of perceptions fall short of expectations so customers are dissatisfied with atmosphere toward shopping malls in Bangkok Metropolis.

Hypothesis 2: There is a difference between customer's expectations and customer's perceptions toward store design of shopping malls in Bangkok Metropolis. The 2-tailed significant value of (0.000) is less than the set criteria (0.05). Therefore, the null hypothesis is rejected. The mean score of store design expectation (3.98) is higher than the mean score of store design perception (3.81). It means that the performances of perceptions fall short of expectations so customers are dissatisfied with store design toward shopping malls in Bangkok Metropolis.

Hypothesis 3: There is no difference between customer's expectations and customer's perceptions toward music of shopping malls in Bangkok Metropolis. The 2-tailed significant value of (0.809) is more than the set criteria (0.05). Therefore, the null hypothesis is failed to reject. It means that the performances of perceptions matches or exceeds the expectations of customers so the customers are satisfied with music toward shopping malls in Bangkok Metropolis.

Hypothesis 4: There is no difference between customer's expectations and customer's perceptions toward scent of shopping malls in Bangkok Metropolis. The 2-tailed significant value of (0.106) is more than the set criteria (0.05). Therefore, the null hypothesis is failed to reject. It means that the performances of perceptions

matches or exceeds the expectations of customers so the customers are satisfied with scent toward shopping malls in Bangkok Metropolis.

Hypothesis 5: There is a difference between customer's expectations and customer's perceptions toward salesperson of shopping malls in Bangkok Metropolis. The 2-tailed significant value of (0.000) is less than the set criteria (0.05). Therefore, the null hypothesis is rejected. The mean score of salesperson expectation (4.28) is higher than the mean score of salesperson perception (3.70). It means that the performances of perceptions fall short of expectations so customers are dissatisfied with salesperson toward shopping malls in Bangkok Metropolis.

Research Question II

Are there differences between customer expectations and customer perceptions of types of merchandise and services offered (product variety, uniqueness of product, social interaction place, and one stop shopping place) toward shopping malls in Bangkok Metropolis?

According to the result of hypothesis 6-10 this can show the result of hypothesis by using Paired Sample T-test as follows:

Hypothesis 6: There is a difference between customer's expectations and customer's perceptions toward types of merchandise and services offered (product variety, uniqueness of product, social interaction place, and one stop shopping place) of shopping malls in Bangkok Metropolis. The 2-tailed significant value of (0.000) is less than the set criteria (0.05). Therefore, the null hypothesis is rejected. The mean score of types of merchandise and services offered expectation (4.03) is higher than the mean score of types of merchandise and services offered perception (3.81).It means that the performances of perceptions fall short of expectations so customers are

dissatisfied with types of merchandise and services offered toward shopping malls in Bangkok Metropolis.

Hypothesis 7: There is a difference between customer's expectations and customer's perceptions toward product variety of shopping malls in Bangkok Metropolis. The 2-tailed significant value of (0.000) is less than the set criteria (0.05). Therefore, the null hypothesis is rejected. The mean score of product variety expectation (4.20) is higher than the mean score of product variety perception (3.91). It means that the performances of perceptions fall short of expectations so customers are dissatisfied with product variety toward shopping malls in Bangkok Metropolis.

Hypothesis 8: There is a difference between customer's expectations and customer's perceptions toward uniqueness of product of shopping malls in Bangkok Metropolis. The 2-tailed significant value of (0.000) is less than the set criteria (0.05). Therefore, the null hypothesis is rejected. The mean score of uniqueness of product expectation (3.83) is higher than the mean score of uniqueness of product perception (3.64). It means that the performances of perceptions fall short of expectations so customers are dissatisfied with uniqueness of product toward shopping malls in Bangkok Metropolis.

Hypothesis 9: There is a difference between customer's expectations and customer's perceptions toward social interaction place of shopping malls in Bangkok Metropolis. The 2-tailed significant value of (0.000) is less than the set criteria (0.05). Therefore, the null hypothesis is rejected. The mean score of social interaction place expectation (4.01) is higher than the mean score of social interaction place perception (3.92). It means that the performances of perceptions fall short of expectations so customers are dissatisfied with social interaction place toward shopping malls in Bangkok Metropolis.

Hypothesis 10: There is a difference between customer's expectations and customer's perceptions toward one stop shopping place of shopping malls in Bangkok Metropolis. The 2-tailed significant value of (0.000) is less than the set criteria (0.05). Therefore, the null hypothesis is rejected. The mean score of one stop shopping place expectation (4.15) is higher than the mean score of one stop shopping place perception (3.94). It means that the performances of perceptions fall short of expectations so customers are dissatisfied with one stop shopping place toward shopping malls in Bangkok Metropolis.

5.2 Discussions of the Research Findings

The objective of this research is to evaluate the customer satisfaction by comparing the differences between customer expectations and customer perceptions toward shopping malls in Bangkok Metropolis. In this study, it focuses on atmosphere (store design, music, scent, and salesperson) and types of merchandise and services offered (product variety, uniqueness of product, social interaction place, and one stop shopping place).

Ten hypotheses were tested. The results revealed that there is no difference between customer's expectations and customer's perceptions toward music, and scent of shopping malls in Bangkok Metropolis. The 2 tailed significant values of music (0.809) and scent (0.106) are more than the set criteria (0.05). Therefore, the null hypothesis are failed to reject. According to, Patterson (1995) investigated the dominant model in customer satisfaction research known as the Disconfirmation of Expectation Model. It means that the performances of perceptions matches or exceeds the expectations of customers so customers are satisfied with music, and scent toward shopping malls in Bangkok Metropolis.

Because of many shopping malls in Bangkok Metropolis adopted the soft background music and good scent to make customers feel relaxed and enjoy shopping. This is consistent with the research of Wakefield and Baker (1998). They mentioned that music was positively related to mall excitement and desire to stay longer. Furthermore, Levy and Weitz (2001) stated that good scent can attract customers in better mood and make them linger to store longer. This can be concluded that customers are satisfied with music and scent toward shopping malls in Bangkok Metropolis.

Moreover, there is a difference between customer's expectations and customer's perceptions toward atmosphere, store design, salesperson, types of merchandise and services offered, product variety, uniqueness of product, social interaction place, and one stop shopping place of shopping malls in Bangkok Metropolis. The 2 tailed significant values are less than the set criteria (0.05). Therefore, the null hypotheses are rejected. According to the Disconfirmation of Expectation Model, it means that the performances of perceptions fall short of expectations so customers are dissatisfied with atmosphere, store design, salesperson, types of merchandise and services offered, product variety, uniqueness of product, social interaction place, and one stop shopping place toward shopping malls in Bangkok Metropolis.

53 Recommendation

As the results from research finding, it can help managers who are in the shopping mall business to understand customer satisfaction, especially for single female customers toward shopping malls in Bangkok Metropolis.

The results of this study can apply to retailing business, especially shopping

mall business. In the past, there are only some powerful shopping malls that sell products and services to customers and gain a big profit in the shopping mall market. Now, however, decades after their arrival of shopping malls on the retail scene, shopping malls have become a mature industry in Thai. The competition for shoppers has become intense. There are many shopping malls provider both Thai firms and foreign firms that aiming to capture the majority of market share and gain revenues in this market. From this point, customers have many choices and get more benefits from the competition. Customers also have higher expectations about the atmosphere, and the types of merchandise and services offered more than in the past. Therefore, the mall managers need to know customers' expectations and customers' perceptions in order to create customers' satisfaction which is the ultimate objective of every business to satisfy the needs by meeting and even exceeding customer expectations as much as possible.

The results from hypothesis 3 and 4, show that customers are satisfied with music and scent toward shopping malls in Bangkok Metropolis. Based on this research, shopping malls are also doing a good performance for music and scent. In addition, shopping malls should pay attention for these factors by using the advantage from music and scent in shopping malls to be driven customers to spend leisure time longer in shopping malls. The recommendations which are as follows:

For music factor, shopping malls should provide slow tempos of background music, as it can make customers are enjoyable and more entertaining while they are shopping. This result is consistent with the research of Milliman (1982). They mentioned that although music is generally thought of as an entertainment medium but it is also being the critical component to be used to affect the shopping behavior of

consumers. In particular, background music that is employed in shopping malls can improve store image and stimulate customer purchasing.

For scent factor, shopping malls should provide soft scent that makes customers feel relaxed and want to stay longer in shopping malls. This result is consistent with the research of Hoyer and MacInnis (2004). They found that providing a pleasant-smelling environment can have a positive on shopping behavior.

On the other hand, the rest of hypotheses indicate that customers are dissatisfied with atmosphere, store design, salesperson, types of merchandise and services offered, product variety, uniqueness of product, social interaction place, and one stop shopping place. Therefore, based on this research, shopping malls should improve the performance to be better quality in order to exceed the customers' expectations.

The following are the recommendations based on the study of customer satisfaction toward shopping malls in Bangkok Metropolis.

From Summary of Hypothesis Analysis, it can be concluded of the result of the mean difference score of customer expectations and perceptions which is the result of the mean score of customer expectations and customer perceptions. The highest mean difference score of customer expectations and customer perceptions is salesperson (0.58), product variety (0.29), atmosphere (0.27), types of merchandise and services offered (0.22), one stop shopping place (0.21), uniqueness of product (0.19), store design (0.17), and followed by social interaction place (0.09).

From the research result, the research highlights recommendations according to the rating point of the mean difference score of customer expectations and customer perceptions which are as follows:

Salesperson is the most powerful factor that customers have highest expectation. But from the result of the research they also feel disappointed to the performance of salesperson. Therefore, to increase customer satisfaction by exceeding the customer expectations, shopping malls should implement the attentions toward customers are highly suggested. For instance, salespersons should have the products knowledge in order to answer customers' request. This is consistent with the research at Wharton (2007). It mentioned that store loyalty related to salespersons' familiarity with products in the store and an ability to determine what products best suit for the customers. In addition, it has a direct effect to trust in salesperson as the result of customers willing to trust the person from whom they buy (Lambert, Sharma & Levy, 1997). The salespersons' politeness should be performed to all customers equally and make them feel impressive. This is consistent with the research at Wharton (2007). It mentioned that female shoppers also value salespersons who made them feel important. In addition, the positive experiences from the buyer-seller interaction induce customers to continue with good long-terms relationship (Crosby, Evans & Cowles, 1990).

Product Variety is the important factor that customer rank to be number 2 factor of expectations. To increase customer satisfaction by exceeding the customer expectations, shopping malls should sell a variety of products from different manufacturers both from Thai firm and foreigner firms. Several brands are available in the shopping malls including with the non-brand product that have the good design and good looking. For the brand product that imported from abroad, it should have the product style and feature that consistent with the abroad branch. According to the above reason, shopping malls should provide more product variety. It is consistent with the research of Redstone (2001). He mentioned that a retail manager should

adjust the product range to be available all the times in order to create customer satisfaction in order to make them become the brand lovers and loyal customers for the shopping malls. Moreover, if the shopping malls adopted the in-store media in the shopping malls, it can help to increase revenues by remind about the product category which is available in the shopping malls that can remind and stimulate customers to buy more products. This solution of in-store media can be successful in Denmark, Scandinavian, and Taiwan which is the Asian country by increase revenue to up to 400% (Jensen, 2007).

For atmosphere, managers should pay attention to the environment that make customers feel warmly and friendly to visit and buy product and stay longer, which is consistent with the research of Kotler (1973). He mentioned that atmosphere defined as the conscious designing of space to create certain effects in buyers, for example it can used to develop an image and draw customers to visit at shopping mall.

For types of merchandise and services offered factor. Shopping malls should pay attention to product variety, uniqueness of product, social interaction place, and one stop shopping place. It is consistent with the research of Levy and Weitz (2001). They found that mall manager should attempt to offer the right quantity of the right merchandise and service in the right place at the right time in order to satisfy the needs and desires of consumers while meeting the company's financial goals. It is critical to create and deliver the best optimum types of merchandise and services offered to match and satisfy the need of customers at the first time because it does not get a second chance to satisfy the needs of its customers.

For one stop shopping place factor is necessary to give the recommendation together with social interaction place factor. As the result of some customers who are prefer a good place to shop with friends or families, shopping malls managers should

pay attention more on services and provide one stop shopping place, for example providing more activities and nice restaurants because this group of customers like to enjoy meeting with friends and family and then after they finish wonderful lunch or dinner, they are likely to engage in non-planed shopping and more likely to continue shopping after making a purchase. This is consistent with the research of Ahmed, Ghingold & Dahari (2007). They mentioned that shopping malls have become important meeting places, especially for young people, family meeting, and etc. Shopping can provide the opportunity for a social interaction experience outside the home. Shopping converge to engage not only in buying activities, but also in social activities such as having food or meal out, getting together with friends or family, going to a movie, painting colorful nails. In addition, the mall managers should pay attention to community malls. As there are the growing of community malls in the market that will be the indirect competitor of shopping malls that focus on social interaction experience and one stop shopping place that provide products and services to satisfy customer needs and desires. For example, they also provide the nice atmosphere of restaurant, painting nails, beauty salon, book stores, gymnasium for kids, stores for kids, and etc. Therefore, everyone of family or group of friends can be joined together in that community malls.

For uniqueness of product factor, shopping malls should provide new and attractive products that are hardly being found in common place. For example some style or some feature of product that being selling in abroad and cannot find in Thai shopping malls, it will be unique selling point for the shopping mall that can provide the product to selling for customers. This is consistent with the research of Knight and Kim (2007). They found that consumers in this group tent to select products or brands that are not likely to become too popular, but that will distinguish them from others.

In addition, the need for uniqueness can have a significant effect on a consumer's purchase decisions (Simonson & Nowlis, 2000).

For store design, it is one important success factor for shopping malls as it is the first part of shopping malls to attract attention from customers. Shopping malls should provide the suitable arrangement of interior design including with the outstanding of product display and using appropriate combination of warm and cool colors. It is consistent with the research of Berman and Evans (2001). They mentioned that the physical attributes of shopping mall and its surrounding area greatly influence consumer perceptions. The impacts of layouts and displays (the arrangement and positioning of merchandise), wall and floor colors, lighting also contribute to store image. In addition, shopping malls should improve in part of the light to be clearly to see products and provide clearly sign to tell customers where they can find product.

5.4 Suggestions for Further Research

This research focuses attention of single females who age between 28-39 years old toward shopping malls in Bangkok Metropolis. In this study only conducted to determine customer satisfaction toward shopping malls in Bangkok Metropolis by comparing the difference between customer expectations and customer perceptions of atmosphere factors (store design, music, scent, and salesperson), and types of merchandise and services offered (product variety, uniqueness of product, social interaction place, and one stop shopping place). There are additional fruitful avenues for research that emerge from this study to extend knowledge in terms of customer satisfaction on shopping malls.

First, investigation of shopping mood across types of shopping malls would be valuable. Apparently shopping mood is related to hedonic shopping value and

shopping experience satisfaction so that investigation of differences by types of shopping malls would be beneficial.

Second, it would be interesting to explore an even broader range of consumers such as single males, university students, and baby-boomer generation. Different consumer group might have different constructs of shopping behavior. Hence, extended research is recommended.

Third, in this research, the disconfirmation model was used. Researchers conducting further studies might use other theory to study customer satisfaction toward shopping malls.

Fourth, the scope of this research focuses on customer satisfaction toward shopping malls in Bangkok Metropolis so that other research should be extended to cover the shopping malls in other major cities in Thailand.

Fifth, to better assess the impact of hedonic shopping value, a cross-cultural study would be useful. Applying measures of hedonic shopping value across different culture such as Asian culture and American culture would be particularly interesting. The structural model reflecting cultural differences would contribute to understanding and assessing differences in diverse market conditions.

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Appendix A

Figure 1: Questionnaire (English Version)

This questionnaire is used for an Independent study project entitled "A study the factors related to customer satisfaction of shopping mall at Bangkok Metropolis". by a M. Sc. in Management student from Assumption University. This questionnaire is designed to measure the consumer satisfaction when they are shopping. Therefore, please use your own experience to complete this questionnaire. Thank you very much for your precious time.

Questionnaire

Part 1 Please ☑ the answer to which represents your shopping behavior when you go to the shopping mall.

1.1 Gender

- ❑ Male (Terminate)
- ❑ Female (Continue to question 1.2)

1.2 How old are you?

- ☐ Below 28 years old (Terminate)
- n 28-30 years old (Continue to Part 2)
- n 31-33 years old (Continue to Part 2)
- ❑ 34-36 years old (Continue to Part 2)
- ❑ 37-39 years old (Continue to Part 2)
- ☐ Above 39 years old (Terminate)

Part 2 Please E the degree to which the statement represents your expectation when shopping at shopping malls in Bangkok Metropolis.

5 = Strongly agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly Disagree

Part 2.1 Expectation

What were your expectation about Atmosphere and Types of Merchandise and services offered at Shopping malls.	**Strongly agree**	**Agree**	**Neutral**	**Disagree**	**Strongly disagree**
Atmosphere	5	4	3	2	1
Store Design					
2.1 The interior design of the mall is luxurious.					
2.2 The luxury decoration of entrance way is attractive.					
2.3 The design of checkout area makes it convenient and fast for the checkout process.					
2.4 The level of light is suitable for me to clearly see products.					
2.5 The window displays the fashion themes that match my style.					
2.6 Shopping malls have attractive interior decoration and creative layout design.					
2.7 The shelf is not too high for me to pick up merchandise by hands.					
2.8 The color of shopping malls' interior attracts my attention.					
2.9 Shopping malls use appropriate combination of warm and cool colors.					
2.10 The using of bright color made me feel lively.					
Music					
2.11 The background music at shopping malls makes the shopping more-entertaining and enjoyable.					
2.12 I enjoy listening to the soft background music while shopping.					
2.13 The slow tempo background music makes me spend longer time in shopping malls.					
Scent					
2.14 The good scent (i.e., coffee, soft flower) at shopping malls made me feel fresh.					
2.15 The soft scent at the malls made me feel relax.					
2.16 The soft scent at the malls made me stay longer.					
Sales Personal					
2.17 The salespersons always made me feel touched by friendly conversation and good services.					

2.18 The salespersons are always willing to help					
2.19 The salespersons are consistently polite and courteous with customer.					
2.20 The salespersons value customers' best Interests at heart.					
2.21 The salespersons know the needs of customer and give the good recommendation.					
2.22 The salespersons have the knowledge to answer customer's questions.					
2.23 The salespersons respond to customer's requests promptly.					
Types of Merchandise and Services offered					
Product Variety					
2.24 The shopping mall sells a variety of products from different manufacturers.					
2.25 Several brands are available in the shopping malls.					
2.26 The products offered at shopping malls are always available anytime I want to purchase.					
2.27 All popular products are sold in the shopping malls.					
2.28 New products are always sold in the shopping malls.					
Uniqueness of Product					
2.29 Shopping malls provide products that express my individuality.					
2.30 Shopping malls sell products of my style.					
2.31 Shopping malls sell unusual brand to create a more distinctive to my personal image.					
2.32 Shopping malls made me feel belong at the customer segment of the malls.					
2.33 Shopping malls provide a unique product that can hardly be found in common place.					
2.34 The mall provides new and attractive product compare to other places.					
Social Interaction Place					
2.35 Shopping malls are enjoyable place to meet friends or family.					
One Stop Shopping Place					
2.36 Shopping malls are large enough to accommodate many stores and many activities.					
2.37 Shopping malls offer enough products and services which can save my time to visit.					
2.38 Shopping malls are the place that everyone - - - - (friend or family) can gather.					

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Part 2.2 Perceived Performance

What were your perception about Atmosphere and Types of Merchandise and services offered after shopping at Shopping malls.	**Strongly agree**	**Agree**	**Neutral**	**Disagree**	**Strongly disagree**
Atmosphere	5	4	3	2	1
Store Design					
2.1 The interior design of the mall is luxurious.					
2.2 The luxury decoration of entrance way is attractive.					
2.3 The design of checkout area makes it convenient and fast for the checkout process.					
2.4 The level of light is suitable for me to clearly see products.					
2.5 The window displays the fashion themes that match my style.					
2.6 Shopping malls have attractive interior decoration and creative layout design.					
2.7 The shelf is not too high for me to pick up merchandise by hands.					
2.8 The color of shopping malls' interior attracts my attention.					
2.9 Shopping malls use appropriate combination warm and cool colors.					
2.10 The using of bright color made me feel lively.					
Music					
2.11 The background music at shopping malls makes the shopping more-entertaining and enjoyable.					
2.12 I enjoy listening to the soft background music while shopping.					
2.13 The slow tempo background music makes me spend longer time in shopping malls.					
Scent					
2.14 The good scent (i.e., coffee, soft flower) at shopping malls made me feel fresh.					
2.15 The soft scent at the malls made me feel relax.					
2.16 The soft scent at the malls made me stay longer.					
Sales Personal					
2.17 The salespersons always made me feel touched by friendly conversation and good services.					
2.18 The salespersons are always willing to help					
2.19 The salespersons are consistently polite and courteous with customer.					
2.20 The salespersons value customers' best interests at heart.					
2.21 The salespersons know the needs of customer					

and give the good recommendation.					
2.22 The salespersons have the knowledge to answer customer's questions.					
2.23 The salespersons respond to customer's requests promptly.					
Types of Merchandise and Services offered					
Product Variety					
2.24 The shopping mall sells a variety of products from different manufacturers.					
2.25 Several brands are available in the shopping malls.					
2.26 The products offered at shopping malls are always available anytime I want to purchase.					
2.27 All popular products are sold in the shopping malls.					
2.28 New products are always sold in the shopping malls.					
Uniqueness of Product					
2.29 Shopping malls provide products that express my individuality.					
2.30 Shopping malls sell products of my style.					
2.31 Shopping malls sell unusual brand to create a more distinctive to my personal image.					
2.32 Shopping malls made me feel belong at the customer segment of the malls.					
2.33 Shopping malls provide a unique product that can hardly be found in common place.					
2.34 The mall provides new and attractive product compare to other places.					
Social Interaction Place					
2.35 Shopping malls are enjoyable place to meet friends or family.					
One Stop Shopping Place					
2.36 Shopping malls are large enough to accommodate many stores and many activities.					
2.37 Shopping malls offer enough products and services which can save my time to visit.					
2.38 Shopping malls are the place that everyone (friend or family) can gather.					

Part 3 Personal Data of Respondent

1.1 Educational Level

❑ Technical School/ Vocational School or Equivalent

n Bachelor Degree

☐ Master Degree

❑ Doctoral Degree

❑ Others (please specify) _____

1.2 What is your occupation?

n Government Officer/ State Enterprise

n Business Owner

❑ Employee in the company

❑ Other (please specify)_____

1.3 How much is your income per month?

❑ Less than 10,000 Baht

n 10,001-20,000 Baht

n 20,001-30,000 Baht

❑ 30,001-40,000 Baht

☐ 40,001-50,000 Baht

n50,001 and above

1.4 Average time do you spend at shopping malls?

n 30 minutes to 1 hour

n 2.5 hours to 3 hours

E 4 hours and above

n 1.5 hours to 2 hours

❑ 3.5 hours to 4 hours

1.5 How often do you go shopping per month?

❑ Once a month

n Three times per month

☐ Twice a month

☐ Four times per month

☐ More than four times please specify_____

1.6 How much do you spend per visit?

C 0-2,000 Baht

❑ 5,001-8,000 Baht

n 12,001-20,000 Baht

☐ 2,001-5,000 Baht

☐ 8,001-12,000 Baht

☐ over 20,001

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แบบสอบถามชุดนี้ จัดทำขึ้นเพื่อใช้เป็นส่วนประกอบในการศึกษาและทำงานวิจัย
ความสัมพันธ์กับความพึงพอใจของลูกค้าที่มาใช้บริการห้างสรรพสินค้า ในกรุงเทพมหานครฯ โดยเจาะกลุ่มลูกค้าที่อยู่ในกรุงเทพมหานครฯ โดยนักศึกษาปริญญาโท คณะการจัดการ มหาวิทยาลัยอัสสัมชัญ แบบสอบถามฉบบน ถูกออกแบบโดยใช้ประสบการณ์ของผู้ตอบแบบสอบถาม ผู้จัดทำขอความกรุณาท่านผู้ตอบแบบสอบถามทุกท่านโปรดตอบแบบสอบถามนี้ทุกข้อ เพื่อให้งานวิจัยฉบับนี้สมบูรณ์และ

ผู้จัดทำขอขอบพุณทุกๆท่านผู้ตอบแบบสอบถามที่ได้สละเวลา และให้ความเป็นอย่างดีในการทำแบบสอบถามชุดนี้ มา ณ.

แบบสอบถาม

1 โปรด . คำตอบลงในช่องคำตอบ

1.1 เพศ

☐ ชาย (สินสุดการทำแบบสอบถาม) ❑ หญิง (ตอบคำถามต่อ ในข้อ 1.2)

1.2 คุณอายุเท่าไร ?

28ปี (สิ้นสุดการทำแบบสอบถาม) ☐ 34-36 it (ตอบคำถามต่อในข้อ 1.3)

☐ 28-3011 (ตอบคำถามต่อในข้อ 1.3) ☐ 37-39 ปี (ตอบคำถามต่อในข้อ 1.3)

❑ 31-3311 (ตอบคำถามต่อในข้อ 1.3) ☐ มากกว่า 39 11 (สิ้นสุดการทำแบบสอบถาม)

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ส่วนที่ 2 โปรด **P** ในคำตอบที่บ่งบอกถึงระดับความคาดหวังของคุณ

5 = คาดหวังสูงมาก, 4 = คาดหวังสูง, 3 = ปานกลาง, 2 = คาดหวังต่ำ, 1 = คาดหวังต่ำมาก

ส่วนที่ 2.1 ความคาดหวัง

กรุณาระบุความคาดหวัง ต่อปัจจัย ทางด้ นบรรยากาศภายในห้างสรรพ สินค้า และ ชนิดของสินค้าและบริการในห้างสรรพสินค้าในกรุงเทพมหานคร	คาดหวังสูงมาก	คาดหวังสูง	ปานกลาง	คาดหวังต่ำ	คาดหวังต่ำมาก
Atmosphere (บรรยากาศภายในห้างสรรพสินค้า)	**5**	**4**	**3**	**2**	**1**
Store Design (การออกแบบบรรยากาศในห้างสรรพสินค้า)					
2.1 การออกแบบและตกแต่งภายในห้างสรรพสินค้าดูหรูหรามีระดับ					
2.2 การตกแต่งทางเดินเข้าที่หรูหราของห้างสรรพสินค้าสามารถดึงดูดความสนใจลูกค้า					
2.3 การออกแบบเคาน์เตอร์จ่ายเงินของห้างสรรพสินค้าคำนึงถึงความสะดวกรวดเร็วในการชำระสินค้า					
2.4 ระดับแสงไฟที่เหมาะสม ทำให้ลูกค้าสามารถมองหาสินค้าได้อย่างชัดเจน					
2.5 การโชว์สินค้าหน้าร้านเหมาะกับกระแสแฟชั่นและตรงกับรสนิยมของลูกค้า					
2.6 ห้างสรรพสินค้ามีการจัดวางสินค้าภายในร้านอย่างโดดเด่นและสร้างสรรค์					
2.7 การจัดวางสินค้าคำนึงถึงความสะดวก และง่ายในการหยิบจับสินค้า โดยที่สินค้าไม่อยู่สูงจนเกินไป					
2.8 การเลือกใช้สีของห้างสรรพสินค้ามีความน่าสนใจ					
2.9 ห้างสรรพสินค้าใช้สีสันที่สดใส และ สีสันที่เย็นตา ในการตกแต่งภายในได้อย่างเหมาะสม					
2.10 การใช้สีสันที่สว่างทำให้ลูกค้ารู้สึกมีชีวิตชีวา					
Music (ดนตรีภายในห้างสรรพสินค้า)					
2.11 เพลงในห้างสรรพสินค้าทำให้การช้อปปิ้งมีสีสันและความเพลิดเพลินใจ					
2.12 ลูกค้ารู้สึกมีความสุขที่ได้ฟังเพลงในขณะที่ช้อปปิ้ง					
2.13 ดนตรีทำนองสบายๆ ทำให้ลูกค้าใช้เวลาในการเดินในห้างสรรพสินค้าได้เรื่อยๆ					
Scent (กลิ่นในห้างสรรพสินค้า)					
2.14 กลิ่นหอมจากกาแฟ หรือ ดอกไม้ในห้างสรรพสินค้าทำให้ลูกค้ารู้สึกสดชื่น					
2.15 กลิ่นหอมที่อ่อนโยนในห้างสรรพสินค้า ทำให้ลูกค้ารู้สึกผ่อนคลาย					
2.16 กลิ่นหอมที่อ่อนโยน ในห้างสรรพสินค้า ทำให้ลูกค้าเดินในห้างได้เรื่อยๆ					
Sales Personal (พนักงานขาย)					
2.17 พนักงานขายทำให้ลูกค้ารู้สึกได้ถึงความเป็นกันเอง ด้วยการคุยอย่างเป็นมิตร และการบริการที่ดี					
2.18 พนักงานขายมีความเต็มใจที่จะช่วยเหลือลูกค้า					
2.19 พนักงานขายมีความสุภาพ และอ่อนน้อมต่อลูกค้า					
2.20 พนักงานขายมีหัวใจในการให้บริการให้กับลูกค้า					
2.21 พนักงานขายรู้ความต้องการของลูกค้า และให้คำแนะนำในการเลือกซื้อสินค้า					

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	5	4	3	2	1
2.22 พนักงานขายมีความรู้ ความเข้าใจ ในการตอบคำถามให้กับลูกค้า					
2.23 พนักงานขายตอบสนองความต้องการของลูกค้าอย่างกระตือรือร้น					
Types of Merchandise and services offered (ชนิดของสินค้า และบริการในห้างสรรพสินค้า)					
Product Variety (ความหลกาหลายของสินค้า)					
2.24 ห้างสรรพสินค้ามีสินค้าหลากหลายชนิด รวมทั้งมาจากหลากหลายผู้ผลิต					
2.25 ห้างสรรพสินค้าจัดจำหน่ายสินค้าจากหลากหลาย **brand**					
2.26 ห้างสรรพสินค้ามีสินค้าพอเพียงกับความต้องการของลูกค้า และสามารถตอบสนองความต้องการของลูกค้า					
2.27 ห้างสรรพสินค้ามีสินค้าที่เป็นที่นิยม หรือเป็นที่ต้องการ ของลูกค้า					
2.28 ห้างสรรพสินค้ามีสินค้าที่ใหม่ๆ และไม่ค้างสต๊อก					
Uniqueness of product (ลักษณะพิเศษของสินค้า)					
2.29 ห้างสรรพสินค้าที่มีสินค้า ที่แสดงถึงความเป็นตัวตนของลูกค้า					
2.30 ห้างสรรพสินค้าขายสินค้าที่ตรงกับรสนิยม (style) ของลูกค้า					
2.31 ห้างสรรพสินค้ามีสินค้าทีพิเศษ ซึ่งสร้างความโดดเด่น และเข้ากับบุคลิกของลูกค้า					
2.32 ห้างสรรพสินค้าที่ทำให้ลูกค้ารู้สึกว่า เป็นกลุ่มลูกค้าของห้างสรรพสินค้านั้น ชวนให้ลูกค้าสนใจไปซื้อสินค้า					
2.33 ห้างสรรพสินค้ามีสินค้าที่พิเศษ ที่ไม่เกร่อ, ไม่ซ้ำใคร					
2.34 ห้างสรรพสินค้ามีสินค้าที่ใหม่ และน่าสนใจ จัดจำหน่าย ก่อนห้างอื่น					
Social Interaction Place(สถานที่เสริมสร้างความสัมพันธ์ในสังคม)					
2.35 ห้างสรรพสินค้าเป็นสถานที่สร้างความบันเทิง เพื่อใช้เป็นที่นัดพบสังสรรค์กับเพื่อน หรอ ครอบครัว					
One Stop Shopping Place (grown ที่รวมทุกอย่างไว้ในที่เดียว)					
2.36 ห้างสรรพสินค้ามี หลากหลายร้านค้า และ หลากหลายกิจกรรมบริการให้กับลูกค้า					
2.37 ห้างสรรพสินค้า ที่มีหลากหลายสินค้าจัดจำหน่าย ทำให้ลูกค้าสามารถประหยัดเวลาที่จะไม่ต้องไปซื้อสินค้าที่อื่น					
2.38 ห้างสรรพสินค้าเป็นสถานที่ ที่ทุกๆคน (เพื่อน หรือ ครอบครัว) **?num 'hi join** กันได้					

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ส่วนที่ 2.2 Perceived Performance สิ่งที่ได้รับ

กรุณาประเมินสิ่งที่ท่านได้รับ หลังจากใช้บริการต่อปัจจัยทางด้านบรรยากาศภายในห้างสรรพสินค้า nal ชนิดของสินค้าและบริการในห้างสรรพสินค้าในกรุงเทพมหานคร	เห็นด้วยอย่างยิ่ง	เห็นด้วย	ปานกลาง	ไม่เห็นด้วย	ไม่เห็นด้วยอย่างยิ่ง
Atmosphere (บรรยากาศภายในห้างสรรพสินค้า)	**5**	**4**	**3**	**2**	**1**
Store Design (การออกแบบบรรยากาศในห้างสรรพสินค้า)					
2.1 การออกแบบและตกแต่งภายในห้างสรรพสินค้าดูหรูหรามีระดับ					
2.2 การตกแต่งทางเดินเข้าที่หรูหราของห้างสรรพสินค้าสามารถดึงดูดความสนใจลูกค้า					
2.3 การออกแบบเคาน์เตอร์จ่ายเงินของห้างสรรพสินค้าคำนึงถึงความสะดวกรวดเร็วในการชำระสินค้า					
2.4 ระดับแสงไฟที่เหมาะสม ทำให้ลูกค้าสามารถมองหาสินค้าได้อย่างชัดเจน					
2.5 การโชว์สินค้าหน้าร้านเหมาะกับกระแสแฟชั่นและตรงกับรสนิยมของลูกค้า					
2.6 ห้างสรรพสินค้ามีการจัดวางสินค้าภายในร้านอย่างโดดเด่นและสร้างสรรค์					
2.7 การจัดวางสินค้าคำนึงถึงความสะดวก และง่ายในการหยิบจับสินค้า โดยที่สินค้าไม่อยู่สูงจนเกินไป					
2.8 การเลือกใช้สีของห้างสรรพสินค้ามีความน่าสนใจ					
2.9 ห้างสรรพสินค้าใช้สีสันที่สดใส และสีสันที่เย็นตา ในการตกแต่งภายในได้อย่างเหมาะสม					
2.10 การใช้สีสันที่สว่างทำให้ลูกค้ารู้สึกมีชีวิตชีวา					
Music (ดนตรีภายในห้างสรรพสินค้า)					
2.11 เพลงในห้างสรรพสินค้าทำให้การช้อปปิ้งมีสีสันและความเพลิดเพลินใจ					
2.12 ลูกค้ารู้สึกมีความสุขที่ได้ฟังเพลงในขณะที่ช้อปปิ้ง					
2.13 ดนตรีทำนองสบายๆ AAAลูกค้าใช้เวลาในการเดินในห้างสรรพสินค้าได้เรื่อยๆ					
Scent (กลิ่นในห้างสรรพสินค้า)					
2.14 กลิ่นหอมจากกาแฟ หรือ ดอกไม้ในห้างสรรพสินค้าทำให้ลูกค้ารู้สึกสดชื่น					
2.15 กลิ่นหอมที่อ่อนโยนในห้างสรรพสินค้า ทำให้ลูกค้ารู้สึกผ่อนคลาย					
2.16 กลิ่นหอมที่อ่อนโยน ในห้างสรรพสินค้า ทำให้ลูกค้าเดินในห้างได้เรื่อยๆ					
Sales Personal (พนักงานขาย)					
2.17 พนักงานขายทำให้ลูกค้ารู้สึกได้ถึงความเป็นกันเอง ด้วยการคุยอย่างเป็นมิตร และการบริการที่ดี					
2.18 พนักงานขายมีความเต็มใจที่จะช่วยเหลือลูกค้า					
2.19 พนักงานขายมีความสุภาพ และอ่อนน้อมต่อลูกค้า					
2.20 พนักงานขายมีหัวใจในการให้บริการให้กับลูกค้า					
2.21 พนักงานขายรู้ความต้องการของลูกค้า และให้คำแนะนำในการเลือกซื้อสินค้า					
2.22 พนักงานขายมีความรู้ ความเข้าใจ ในการตอบคำถามให้กับลูกค้า					

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	5	4	3	2	1
2.23 พนักงานขายตอบสนองความต้องการของลูกค้าอย่างกระตือรือร้น					
Types of Merchandise and services offered (ชนิดของสินค้า และบริการในห้างสรรพสินค้า)					
Product Variety (ความหลกาหลายของสินค้า)					
2.24 ห้างสรรพสินค้ามีสินค้าหลากหลายชนิด รวมทั้งมาจากหลากหลายผู้ผลิต					
2.25 ห้างสรรพสินค้าจัดจำหน่ายสินค้าจากหลากหลาย brand					
2.26 ห้างสรรพสินค้ามีสินค้าพอเพียงกับความต้องการของ กค้า และสามารถตอบสนองความต้องการของลูกค้า					
2.27 ห้างสรรพสินค้ามีสินค้าที่เป็นที่นิยม หรือเป็นที่ต้องการ ของลูกค้า					
2.28 ห้างสรรพสินค้ามีสินค้าที่ใหม่ๆ และไม่ค้างสต๊อก					
Uniqueness of product (ลักษณะพิเศษของสินค้า)					
2.29 ห้างสรรพสินค้าทีมีสินค้า ที่แสดงถึงความเป็นตัวตนของลูกค้า					
2.30 ห้างสรรพสินค้าขายสินค้าที่ตรงกับรสนิยม (style) ของลูกค้า					
2.31 ห้างสรรพสินค้ามีสินค้าที่พิเศษ ซึ่งสร้างความโดดเด่น และเข้ากับบุคลิกของลูกคา					
2.32 ห้างสรรพสินค้าที่ทำให้ลูกค้ารู้สึกว่า เป็นกลุ่มลูกค้าของห้างสรรพสินค้านั้น ชวนให้ลูกค้าสนใจไปซื้อสินค้า					
2.33 ห้างสรรพสินค้ามีสินค้าที่พิเศษ ที่ไม่เกร่อ, ไม่ซ้ำใคร					
2.34 ห้างสรรพสินค้ามีสินค้าที่ใหม่ และน่าสนใจ จัดจำหน่าย ก่อนห้างอื่น					
Social Interaction Place (สถานที่เสริมสร้างความสัมพันธ์ในสังคม)					
2.35 ห้างสรรพสินค้าเป็นสถานที่สร้างความบันเทิง เพื่อใช้เป็นที่นัดพบสังสรรค์กับเพื่อน หรือ ครอบครัว					
One Stop Shopping Place (สถานที่ ที่รวมทุกอย่างไว้ในที่เดียว)					
2.36 ห้างสรรพสินค้ามี หลากหลายร้านค้า to หลากห ายกิจกรรมบริการให้กับลูกค้า					
2.37 ห้างสรรพสินค้า ที่มีหลากหลายสินค้าจัดจำหน่าย ทำให้ลูกค้าสามารถประหยัดเวลาที่จะไม่ต้องไปซื้อสินค้าที่อื่น					
2.38 ห้างสรรพสินค้าเป็นสถานที่ ที่ทุกๆคน (เพื่อน หรือ ครอบครัว) สามารถ 111 join กันได้					

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ส่วนที่ 3 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

1.1 ระดับการศึกษา

❑ โรงเรียนฝึกอบรมวิชาชีพ

☐ ปริญญาโท

ปริญญาเอก

El อื่นๆ (โปรดระบุ)_____

1.2

❑ รับราชการ/ พนักงานรัฐวิสาหกิจ

O ประกอบกิจการส่วนตัว

O พนักงานบริษัทเอกชน_____

☐ อื่นๆ (โปรดระบุ)_____

1.3 รายได้ต่อเดือน

D น้อยกว่า **10,000** บาท

☐ **30,001-40,000** บาท

O 10,001-20,000 บาท

0 40,001-50,000 บาท

O 20,001-30,000 บาท

☐ **50,001** บาท หรือมากกว่า

1.4 ระยะเวลาที่ใช้ในการซื้อ ง

☐ **30** นาที - **1** ชั่วโมง

☐ **1.5 - 2** ชั่วโมง

☐ **2.5 - 3** ชั่วโมง

☐ **3.5 - 4** ชั่วโมง

O 4 ชั่วโมง หรือ มากกว่า

1.5 คุณไปซื้อของที่ห้างสรรพสินค้าบ่อยขนาดไหน

☐ หนงครงต่อเดอน

O สองครั้งต่อเดือน

❑ "Du

O 4 ครั้งต่อเดือน

D มากกว่า 4 fi11 โปรดระบุ_____

1.6 คุณใช้เงินเท่าไรต่อครั้

0 0-2,000 บาท

O 2,001-5,000 บาท

O 5,001-8,000 บาท

0 8,001-12,000 mil

O 12,001-20,000 บาท

☐ มากกว่า **20,001 Ifni**

Appendix B

Reliability of Expectation of Atmosphere and Types of Merchandise and Services Offered

Case Processing Summary

		N	%
Cases	Valid	30	100
	Excluded (a)	0	0
	Total	30	100

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of items
.957	38

Scale Statistics

Mean	Variance	Std. Deviation	N of itmes
154.80	333.959	18.275	38

Reliability of Performance of Atmosphere and Types of Merchandise and Services Offered

Case Processing Summary

		N	%
Cases	Valid	30	100
	Excluded (a)	0	0
	Total	30	100

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of items
.956	38

Scale Statistics

Mean	Variance	Std. Deviation	N of itmes
151.17	320.213	17.894	38

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Reliability of Expectation of Atmosphere

Case Processing Summary

		N	%
Cases	Valid	30	100
	Excluded (a)	0	0
	Total	30	100

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of items
.933	23

Scale Statistics

Mean	Variance	Std. Deviation	N of itmes
92.33	139.333	11.804	23

Reliability of Performance of Atmosphere

Case Processing Summary

		N	%
Cases	Valid	30	100
	Excluded (a)	0	0
	Total	30	100

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of items
.941	23

Scale Statistics

Mean	Variance	Std. Deviation	N of itmes
89.93	152.064	12.331	23

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Reliability of Expectation of Types of Merchandise and Services Offered

Case Processing Summary

		N	%
Cases	Valid	30	100
	Excluded (a)	0	0
	Total	30	100

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of items
.920	15

Scale Statistics

Mean	Variance	Std. Deviation	N of itmes
62.47	54.533	7.385	15

Reliability of Performance of Types of Merchandise and Services Offered

Case Processing Summary

		N	%
Cases	Valid	30	100
	Excluded (a)	0	0
	Total	30	100

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of items
- .916	- 15

Scale Statistics

Mean	Variance	Std. Deviation	N of itmes
61.23	48.944	6.996	15

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Reliability of Expectation of Store Design

Case Processing Summary

		N	%
Cases	Valid	30	100
	Excluded (a)	0	0
	Total	30	100

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of items
.826	10

Scale Statistics

Mean	Variance	Std. Deviation	N of itmes
40.90	19.403	4.405	10

Reliability of Performance of Store Design

Case Processing Summary

		N	%
Cases	Valid	30	100
	Excluded (a)	0	0
	Total	30	100

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of items
.861	10

Scale Statistics

Mean	Variance	Std. Deviation	N of itmes
39.70	21.321	4.617	10

Reliability of Expectation of Music

Case Processing Summary

		N	%
Cases	Valid	30	100
	Excluded (a)	0	0
- -	Total - - -	30	100

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of items
.925	- 3

Scale Statistics

Mean	Variance	Std. Deviation	N of itmes
10.70	- - - - - - 7.114	2.667	3

Reliability of Performance of Music

Case Processing Summary

		N	%
Cases	Valid	30	100
	Excluded (a)	0	0
	Total	30	100

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of items
.929	3

Scale Statistics

Mean	Variance	Std. Deviation	N of itmes
11.17	6.695	2.588	38

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Reliability of Expectation of Scent

Case Processing Summary

		N	%
Cases	Valid	30	100
	Excluded (a)	0	0
	Total	- -30	100

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of items
.808	- 3

Scale Statistics

Mean	Variance	Std. Deviation	N of itmes
11.00	4.690	2.166	3

Reliability of Performance of Scent

Case Processing Summary

		N	%
Cases	Valid	30	100
	Excluded (a)	0	0
- -	Total	30	100

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of items
.866	3

Scale Statistics

Mean	Variance	Std. Deviation	N of itmes
11.43	5.495	2.344	3

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Reliability of Expectation of Salesperson

Case Processing Summary

		N	%
Cases	Valid	30	100
	Excluded (a)	0	0
	Total	30	100

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of items
- -.976	- -7

Scale Statistics

Mean	Variance	Std. Deviation	N of itmes
29.73	30.961	5.564	7

Reliability of Performance of Salesperson

Case Processing Summary

		N	%
Cases	Valid	30	100
	Excluded (a)	0	0
	Total	30	100

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of items
.952	7

Scale Statistics

Mean	Variance	Std. Deviation	N of itmes
27.63	29.757	5.455	7

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Reliability of Expectation of Product Variety

Case Processing Summary

		N	%
Cases	Valid	30	100
	Excluded (a)	0	0
	Total	30	100

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of items
.871	5

Scale Statistics

Mean	Variance	Std. Deviation	N of itmes
21.70	8.769	2.961	5

Reliability of Performance of Product Variety

Case Processing Summary

		N	%
Cases	Valid	30	100
	Excluded (a)	0	0
	Total	30	100

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of items
.928	5

Scale Statistics

Mean	Variance	Std. Deviation	N of itmes
20.67	8.575	2.928	5

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Reliability of Expectation of Uniqueness of Product

Case Processing Summary

		N	%
Cases	Valid	30	100
	Excluded (a)	0	0
	Total	30	100

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of items
.901	6

Scale Statistics

Mean	Variance	Std. Deviation	N of itmes
23.43	12.185	3.491	6

Reliability of Performance of Uniqueness of Product

Case Processing Summary

		N	%
Cases	Valid	30	100
	Excluded (a)	0	0
	Total	30	100

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of items
.895	- - - 6

Scale Statistics

Mean	Variance	Std. Deviation	N of itmes
23.37	11.482	3.388	6

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Reliability of Expectation of One Stop Shopping Place

Case Processing Summary

		N	%
Cases	Valid	30	100
	Excluded (a)	0	0
	Total	30	100

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of items
.787	3

Scale Statistics

Mean	Variance	Std. Deviation	N of itmes
13.00	3.448	1.857	3

Reliability of Performance of One Stop Shopping Place

Case Processing Summary

		N	%
Cases	Valid	30	100
	Excluded (a)	0	0
	Total	30	100

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of items
.928	3

Scale Statistics

Mean	Variance	Std. Deviation	N of itmes
12.87	4.189	2.047	3

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Appendix C

1. Paired Sample T-test between atmosphere and customer satisfaction

Paired Samples Test

	Paired Differences					t	df	Sig. (2 - tailed)
				95% Confidence Interval of the Difference				
	Mean	Std. Deviation	Std. Error Mean	Lower	Upper			
Pair 1 Expectation of atmosphere - Perception of atmosphere	.26425	.64573	.03233	.20069	.32780	8.174	398	.000

** paired sample T-test is significant at the 0.05 level (2-tailed).

2. Paired Sample T-test between store design and customer satisfaction

Paired Samples Test

	Paired Differences					t	df	Sig. (2 - tailed)
				95% Confidence Interval of the Difference				
	Mean	Std. Deviation	Std. Error Mean	Lower	Upper			
Pair 1 Expectation of Store design Perception of Store design	.17168	.53854	.02696	.11868	.22468	6.368	398	.000

paired sample T-test is significant at the 0.05 level (2-tailed).

3. Paired Sample T-test between music and customer satisfaction

Paired Samples Test

	Paired Differences					T	df	Sig. (2 - tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference Lower	Upper			
Pair 1 Expectation of music - Perception of Music	.01003	.82966	.04154	-.07163	.09168	.241	398	.809

** paired sample T-test is significant at the 0.05 level (2-tailed).

4. Paired Sample T-test between scent and customer satisfaction

Paired Samples Test

	Paired Differences					t	df	Sig. (2 - tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference Lower	Upper			
Pair 1 Expectation of scent - Perception of Scent - - -	.07185	.88594	.04435	-.01535	.15904	1.620	398	.106

** paired sample T-test is significant at the 0.05 level (2-tailed).

5. Paired Sample T-test between salesperson and customer satisfaction

Paired Samples Test

	Paired Differences					t	df	Sig. (2 - tailed)
				95% Confidence Interval of the Difference				
	Mean	Std. Deviation	Std. Error Mean	Lower	Upper			
Pair 1 Expectation of salesperson - Perception of Salesperson	.58790	1.06208	.05317	.48337	.69243	11.057	398	.000

** paired sample T-test is significant at the 0.05 level (2-tailed).

Paired Sample T-test between types of merchandise and services offered and customer satisfaction

Paired Samples Test

	Paired Differences					t	df	Sig. (2 - tailed)
				95% Confidence Interval of the Difference				
	Mean	Std. Deviation	Std. Error Mean	Lower	Upper			
Pair 1 Expectation of Types of Merchandise and services offered - Perception of Types of Merchandise and services offered - - - -	.22206	.65520	.03280	.15757	.28654	6.770	398	.000

** paired sample T-test is significant at the 0.05 level (2-tailed).

7. Paired Sample T-test between product variety and customer satisfaction

Paired Samples Test

	Paired Differences					t	df	Sig. (2 - tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference Lower	Upper			
Pair 1 Expectation of Product variety - Perception of Product variety	.28471	.77521	.03881	.20842	.36101	7.336	398	.000

** paired sample T-test is significant at the 0.05 level (2-tailed).

Paired Sample T-test between uniqueness of product and customer satisfaction

Paired Samples Test

	Paired Differences					t	df	Sig. (2 - tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference Lower	Upper			
Pair 1 Expectation of Uniqueness of Product - Perception of Uniqueness of Product	.19716	.76912	.03850	.12146	.27286	5.120	398	.000

** paired sample T-test is significant at the 0.05 level (2-tailed).

9. Paired Sample T-test between social interaction place and customer satisfaction

Paired Samples Test

	Paired Differences					t	df	Sig. (2 - tailed)
				95% Confidence Interval of the Difference				
	Mean	Std. Deviation	Std. Error Mean	Lower	Upper			
Pair 1 Expectation of Social interaction place - Perception of Social interaction place	.09023	.86349	.04323	.00524	.17521	2.087	398	.038

** paired sample T-test is significant at the 0.05 level (2-tailed).

10. Paired Sample T-test between one stop shopping place and customer satisfaction

Paired Samples Test

	Paired Differences					t	df	Sig. (2 - tailed)
				95% Confidence Interval of the Difference				
.	Mean	Std. Deviation	Std. Error Mean	Lower	Upper			
Pair 1 Expectation of One stop Shopping place - Perception of one Stop shopping place	.21136	.78842	.03947	.13377	.28896	5.355	398	.000

** paired sample T-test is significant at the 0.05 level (2-tailed).

- Frequencies (Age of respondents)

Age

	Frequency	Percentage
Valid 28 - 30	179	44.9
31 —33	113	28.3
34 – 36	59	14.8
37 – 39	48	12
Total	399	100

- Frequencies (Education level of respondents)

Educational Level

	Frequency	Percentage
Valid Vocational	5	1.3
Bachelor's degree	264	66.2
Master's degree	126	31.6
Ph.D.	3	0.8
Others	1	0.3
Total	399	100.0

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- Frequencies (Occupation level of respondents)

Occupation Level

	Frequency	Percentage
Valid Government official/state	11	2.8
Private organization official	310	77.7
Own business	33	8.3
Others	45	11.3
Total	399	100.0

- Frequencies (Monthly income of respondents)

Monthly Income

	Frequency	Percentage
Valid less than 10,000	20	5.0
10,001-20,000	132	33.1
20,001-30,000	84	21.1
30,001-40,000	79	19.8
40,001-50,000	42	10.5
More than 50,001	42	10.5
Total	399	100.0

- Frequencies (Average Shopping Duration of respondents)

Average Shopping Duration

	Frequency	Percentage
Valid 30 minutes-1 hour	34	8.5
1.5 – 2 hours	168	42.1
2.5 – 3 hours	143	35.8
3.5 – 4 hours	40	10.0
More than 4 hours	14	3.5
Total	399	100.0

- Frequencies (Number of shopping per month of respondents)

Number of shopping per month

	Frequency	Percentage
Valid once per month	83	20.8
2 times per month	141	35.3
3 times per month	65	16.3
4 times per month	70	17.5
More than 4 times per month	40	10.0
Total	399	100.0

- Frequencies

(Shoppers Spending at Shopping Malls per Visit of Respondents)

Shoppers Spending at Shopping Malls per Visit

	Frequency	Percentage
Valid 0 – 2,000 baht	154	38.6
2,001 – 5,000 baht	187	46.9
5,001 – 8,000 baht	34	8.5
8,001— 12,000 baht	8	2.0
12,001 – 20,000 baht	13	3.3
More than 20,001 baht	3	0.8
Total	399	100.0

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