

THE INFLUENCE OF BRAND ATTRIBUTES, PERCEIVED CONGRUENCE, WEBSITE IMAGE, ADVERTISING, EMOTIONAL ATTACHMENT, AND CONSUMER-COMPANY IDENTIFICATION ON CORPORATE IMAGE OF NEW MODEL SHOPPING MALL IN BANGKOK

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ABSTRACT

The corporate image of a shopping mall is a focal factor, as the holistic images for reflection on the mall's objectives, which influence customers' perceptions of a good image on the professional services and the mall's appearance. The aims of this research were to examine the influence factors of independent variables, which consisted offline brand attributes in terms of physical aspects, product-related attributes, personal interaction and reliability, perceived congruence, website image, advertising, emotional attachment and consumer-company identification that were able to impact towards corporate image as a dependent variable. Therefore, this research used descriptive research to collect data from a sample size of 500 respondents who visited a new model shopping mall in Bangkok. Meanwhile, the research methodology of sampling procedures were designed using judgment sampling to select the samples with non-probability technique, quota sampling was used to divide them into effective numbering of respondents, while convenience sampling was used for asking respondents who were available to answer the questionnaire. The data analysis comprised of descriptive analysis to evaluate the variables of independent and dependent variables from the results of mean and demographic factors, presented in frequency and percentage. Also, inferential analysis was used to test the influential factors of each hypothesis by using Multiple Linear Regression and Simple Linear Regression. Thus, the result of hypotheses found that brand attributes in terms of physical aspects, product-related attributes, personal interaction and reliability were significant influenced corporate image. Besides, perceived congruence, website image, advertising, emotional attachment, and consumer-company identification were significant influenced corporate image of a new model shopping mall in Bangkok. The results revealed that all variables were significant influenced on corporate image, which created an efficient image of the new model shopping mall. This research will offer advantages for the mall's management team, marketers, architects and interior designers, merchandisers, the operations department and other related retail sectors to imply these factors to improve and develop creativity and make strategic plans move to forward to establish a new shopping mall in the future.

INTRODUCTION

The new model of a shopping mall is rapidly extending in developing countries where people's life is dynamic with the phenomenon of emerging world-class shopping malls, including the creation of customers perceived extraordinary experience, professional decoration, a well-established design element,