CONSUMER BEHAVIOR AND ATTITUDE TOWARD NEIGHBORHOOD SHOPPING CENTER IN SENANIKOM AREA

by

Mr. Aekaraj Lopetcharat

A Final Report of the Three - Credit Course
CE 6998 Project

Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Science
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Project Title Consumer Behavior and Attitude toward Neighborhood Shopping Center in Senanikom Area

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ABSTRACT

The study is focused on the investigation of characteristics, behavior, and attitude of the customer of the neighborhood shopping center in study area: Wanghin shopping center (Jusco), Tops (Kasetsart U.), and Sena Center (Foodlion). The research objectives encompass: search the information about characteristics and behavior of the customer of the neighborhood shopping center in focused area, identify the trading area of focused neighborhood shopping center, measure the importance of shopping center's attributes, measure the performance of shopping center's attributes, and measure the attractiveness of shops for customer of Sena Center.

Research methodology, discussed in chapter three, encompasses; sampling survey, the research technique used in this study. Data collection tools involve structured interview, in which 300 sets of questionnaire were used. Quota sampling and Systematic sampling is choosen.

The result and research summary, discussed in chapter four and five, show the characteristics, behavior and trading area of each shopping center and indicate the importance of each shopping center's attribute and how well the shopping centers perform. For Sena Center, the result shows the attractive shops are food center, pet shop, book rental, dentist, used book shop, sporting goods, and beauty care clinic.

The suggestions for the marketers or executives of Sena Center are to add the attractive shops, and promotion activities and to reduce the rental rate for those highly attractive shops as well as to improve facilities.

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I. INTRODUCTION

This chapter aims at providing an overview of topics and problems of this study. Section one covers the background related to the topic. Section two focuses on the current situation. Section three is research objectives. Section four emphasizes on the scope of study and explains the limitation of this study. Section five provides the structure of this study report and section six provides the definition terms.

1.1 Background Relating to Topic and Problem

Neighborhood shopping center or community shopping center is a small mall with typically one anchor store (usually a supermarket or discount store) and between 20-40 smaller shops serving a neighborhood's normal needs for groceries, hardware, laundry, etc. The neighborhood shopping center is the smallest type of shopping center and will have approximate theoritically 50,000 square feet in gross leasable area. The target group of neighborhood shopping center is the people living in 1-2 k.m. around the shopping center.

This research is emphasized on the neighborhood shopping centers in Senanikom and neighbor area (see Figure 1.1. Map of study area). The study area covers 53.802 Square Kilometers (estimated population is 278,604, source: National Statistic Office). In this research, the area is devided into 30 blocks (Al, A2, A3, ..., F4, F5), one block covers approximately 1.79 Square Kilometers (estimated population is 9,287).

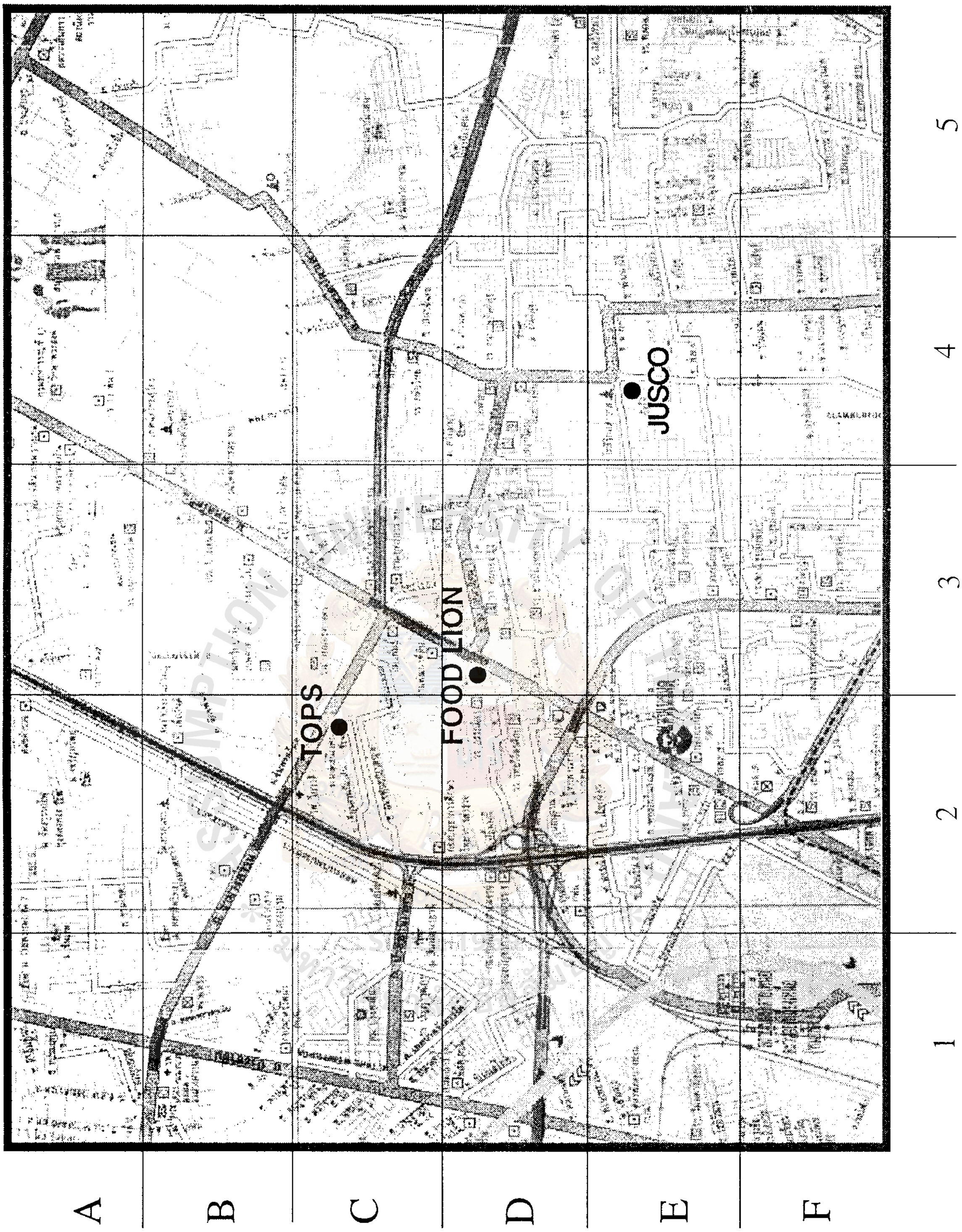


Figure 1.1. Map of Study Area.

In the study area, there are three neighborhood shopping centers and indirect competitors (such as Fresh market, Flea market, Car booth sales) as seen on the table below. However, under time and budget constraints, the researcher has to conduct research only on the direct players.

Table 1.1. Neighborhood Shopping Center and Indirect Competitors in Senanikom Area.

Shopping Center	Location	Anchor tenant I Magnet
Direct players		
1. Sena Center	Soi Paholyothin 37	Foodlion supermarket
2. Wanghin shopping center	Bor Pla Intersection (near Wang Hin Intersection)	Jusco super store
3. -	In front of Kasetsart U.	Tops supermarket
Indirect players and nearby shops		
1. Amornbhun	Kaset intersection in front of Kaset. U.	Fresh Market and DK. book
2. Bankhen market	Near Soi Senanikom (Paholyothin 32)	Fresh Market
3. Sena Plaza	Next to Mayo Hospital	Family mart, Food Center, and small monthly contract booths (Chatuchak style)
4. Wang Hin Market	Wang Hin Intersection	Fresh market

Our project, "Sena center" (see Figure 1.2), is the first Neighborhood shopping center in Senanikom area since 1986. This shopping center consists of supermarket (as an anchor tenant), restaurants, laundry, salon, and others serving people in Senanikom area (Table 1.2 List of shops in Sena Center). At year one to year eight, the anchor tenant was "Jusco supermarket". At that time, there were no other neighborhood shopping centers in 2 km. around this site and the competition was very low (there were only two indirect competitors: Amornpan market and Bangkhen market).

Table 1.2. List of Shops in Sena Center.

Shop	Business Type
1. Foodlion	Supermarket (Anchor tenant)
2. Newton Suki	Sukiyaki
3. Hot Shoppe	Restaurant
4. Born to be	Pub & Restaurant
5. S&P	Bakery
6. Korkaew	Gift shop
7. Just Hair	Beauty Salon
8. Praiwatana Paisuj	Drug store
9. Columbia Sound	Car Audio
10. Rao	Cocktail Lounge
11. KFC	Fastfood
12. Seefah	Restaurant
13. Neat & Charming	Laundry
14. Kaiyang Hadao	Grilled Chicken (take home)
15. Bangkok Bank	ATM
16. Thai Fanner Bank	ATM
17. Siam Commercial Bank	ATM
18. Power Three	Giftshop

Table 1.2. List of Shops in Sena Center. (Continued)

Shop	Business Type
19. Baby mini	Children Clothes
20. Oy ka.	Clothes
21. Kubduk Phun	Art work
22. Sena Huttavej	Thai Massage
23. Klong Sai Bai Suay	Pub & Restaurant
24. Tsutaya	Video Rental
25. MatoomCofe	Coffee shop and Bakery
26. Big smile Clinic	Dental service
27. Pammy	Dog Grooming
28. Lion wash	Car wash
29. Other shops	Art & Decor

At year nine, 1994, Sunny Supermarket (subsidiary of CP) was replaced as the new anchor tenant. Jusco moved to open the new branch at "Wang Hin intersection" with the new concept "super-store". This was the first direct competitor who significantly devided market share. The latest direct player was Tops supermarket, established in front of Kasetsart University 3-4 years after Jusco Wanghin.

Since 1995, Thai economic was faced with recession and went on for a second crisis in 1997 (the money exchange policy was changed from "basket of currency" into be the "managed float"). This economic downturn affected every sector in economy. This causes a sham drop in consumer purchasing power and a large change in Sena. Center.

In August 1999, because of the economic turmoil, Sunny supermarket (subsidiary of CP) was taken over by Bel-Thai supermarket Co., Ltd. and changed into Foodlion supermarket, one of the biggest supermarket chains from Belgium.

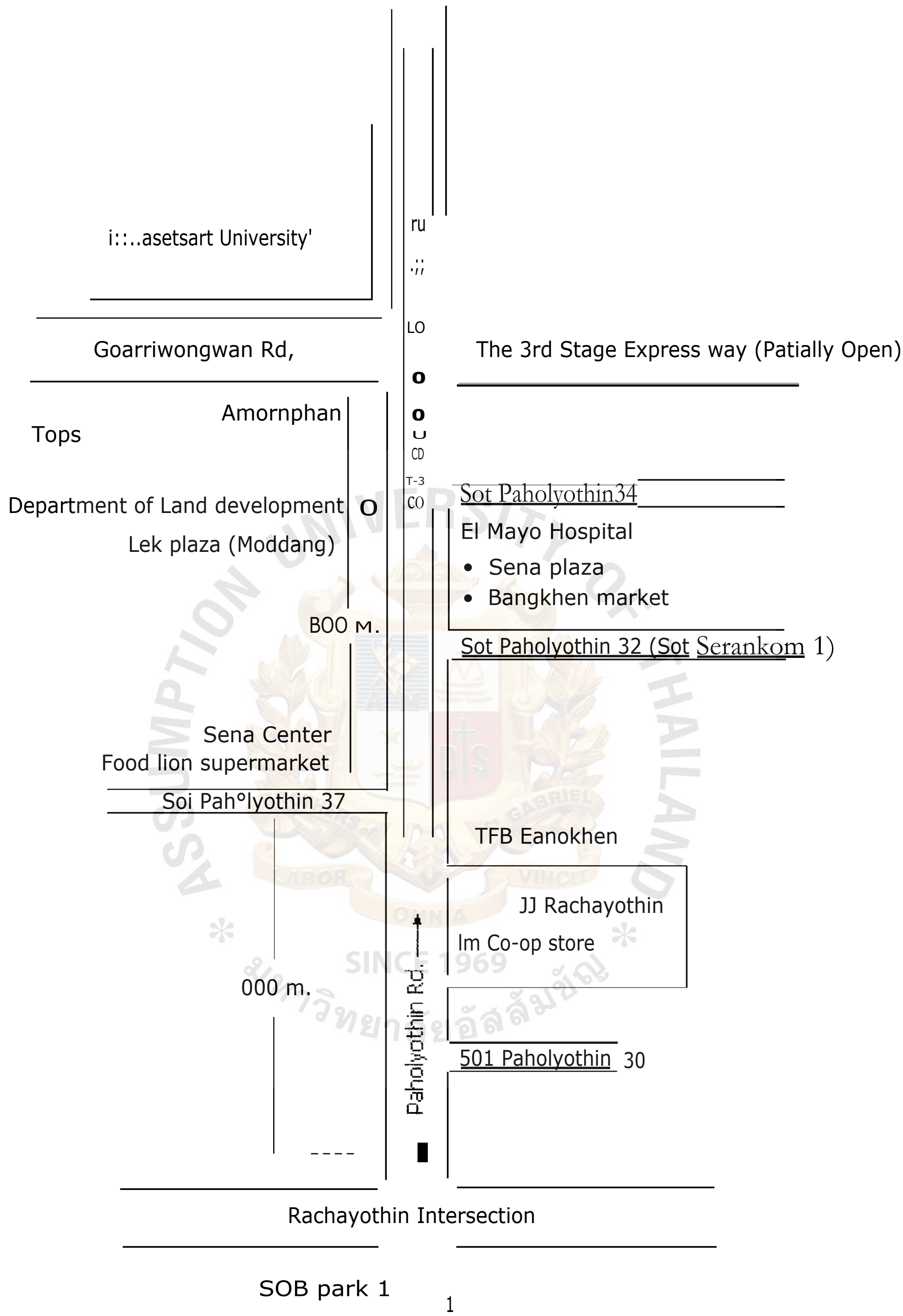


Figure 1.2. Sena Center and Its Neighboring Area.

1.2 The Current Situation

After the economic crisis in 1997, the business environments forced us to review our situation and make something different from the old way. This section aimed at describing the current situation of the business environments and Sena. Center itself. The key environments that confronted the business consist of the external enviromnents such as economic condition, the government projects, competition in the study area and the internal environment of the shopping center such as the change of anchor tenant.

External Environments

Economic Condition

Thai economic was faced with recession and went on for a second crisis in 1997 (collapse of the baht, which triggered a crisis that devastated economies across the region). Thailand's exchange rate system has become a managed float and 58 fmancial institutes were closed. This economic downturn affected all sectors in economy, many firms were closed leading to the lay off of their workers and income reduction (Table 1.3 average household monthly income and expenditure in Greater Bangkok: 1990-1999), and caused a sharp drop in Gross Domestic Product (Figure 1.3).

Table 1.3. Average Household Monthly Income and Expenditure in Greater Bangkok (National Statistic Office).

Year	Income	%Change	Expenditure	%Change
1990	11,724	48.84%	10,357	31.55%
1992	15,951	36.05%	13,479	30.14%
1994	16,418	2.93%	13,667	1.39%
1996	21,947	33.68%	17,418	27.45%
1998	24,929	13.59%	19,820	13.79%
1999	26,742	7.27%	20,284	2.34%

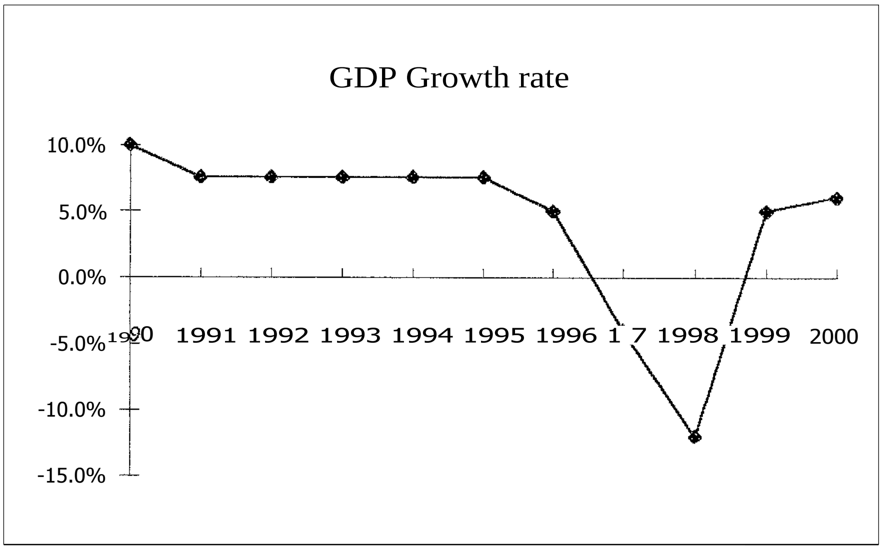


Figure 1.3. GDP Growth Rate of Thailand between 1990 and 2000 (Bank of Thailand).

The Government Project:

There is the goverment project in the study area (see Figure 1.1 Map of Study area), the third stage expressway system from Kaset intersection to Sukhapibal 3 road. This goverment project is not far from Tops (KU.) and Foodlion (Sena Center) and partially opened in May 2000. The current customers may change their route, that means the number of customers decrease.

Competition among Shopping Center in the Study Area

Retailing business is highly competitive today. In the study area, the players can be classified into 3 groups: (a) Direct competitors: Jusco Wanghin, Tops Kasetsart University (b) indirect competitors e.g. Amornpan market, Bangkhen market, Sena Plaza, convenience stores and other shops around. (c) threats of new comer "Lotus supercenter" that will be located at Damieramit.

Internal Environment

Change of Anchor Tenant

In August 1999, Sunny's supermarket was taken over by Bel-Thai supermarket Co., ltd. and changed into Foodlion supermarket.

Table 1.4. The Different Policy between Sunny's and Foodlion's.

Policy	Sunny's	Foodlion
Target group	Middle to High	Middle to Low
Store Positioning	High Price, High Quality	Discount Supermarket

Consider the table above, the new anchor store has a different policy in target group and its store positioning that may affect the shopper's attitude and behavior, and impact the other shops in the shopping center. The points of study that the executive board would like to know are as follows: (a) the present customer behavior (b) their attitude toward the shopping center.

The last internal factor affecting the business is the shopping center itself in terms of services, variety of stores in the shopping center, convenient parking lot, security, location and other criteria.

From the basic information above, today, all shopping centers and markets in the study area are affected from several factors: economic recession, lack of purchasing power, and high competition in retail business. It's time to improve this site in terms of marketing and physical functions. To make a decision, the company board need updated information about the current customer and the people in the focused area (their profile, behavior, attitude and suggestion).

To measure the attitude toward the shopping center, the consumer attitudes are classified in terms of the shopping center's attributes and measured the importance of each attribute in the eyes of the consumer and how well the consumer feels the shopping center performed on these attributes.

1.3 Objectives

The Managerial Objectives

(1) Increase number of customers from 5,000 persons / day to 6,000 persons! day (20% change).

(2) Stop tenant turnover and maintain occupancy rate at lease 80% of leasable area without reducing the rental rate.

To acheive these managerial ends, the executives have to gather the necessary information for site improvement planning and implement, thus the research objectives are generated as follows:

(1) To search and compare the customer characteristics and their purchasing behavior among three neighborhood shopping centers.

(2) To find out the major criteria of choice evaluation of customer on shopping place selection (Importance measurement of shopping center's attributes).

(3) To measure attitude among neighborhood shopping centers in competitive area in term of performance of each shopping center's attributes.

(4) To measure the size of trading area of each neighborhood shopping center.

(5) For Sena Center, to investigate potential interest shops for enhancing the customer satisfaction and improving the site.

1.4 Scope and Limitation of Study

(1) Scope of study

(a) Geographic scope: This study is conducted in three neighborhood shopping centers: Sena Center, Tops KU., and Wanghin shopping center (illustrated in Figure 1.1 Map of study area).

(b) The target respondents are the customers who come to one of these shopping centers at least once a month.

(c) According to executives's policy, nightlife entertainment customers (e.g. pub, cocktail lougne, bar, massage) are not considered as the target respondents in this research.

(2) Limitation

One of the facts in conducting marketing research is that no research is perfect. It implies that eveiy research has to has its limitations which might cause a bias in the information. Thus, it is necessary to discuss these limitations for a better understanding of the outcomes of the study.

(a) Time and budget constraints determine scope and methodology of this study e.g. sampling size, geographic scope, sampling method, etc.

(b) The second bias occurs from the unwillingness on the part of the respondents to answer the questionaire. The researcher has to cancel some incomplete questionaires.

(c) The other bias occur from the fact that the respondents are shoppers who usually come to one of these shopping centers, thus they will give bias answer in evaluation of the site.

(d) The last bias occurs from the fact that the interviewers are conducting the interview in the shopping center area and that give the people a feeling that we are from the shopping center so they will give bias evaluations.

(e) Finally, one of incompleteness, led by above constraints, is being unable to compare some data, such as peiforinance measurement and interesting shops, with the competitors in the same area. Thus, this research is focused on only respondents who are the customers of each site. The other data that are able to compare are demographic data, size of trading area, consumer behavior and Importance measurement.

1.5 Structure of the Report

The remainders of the report are structured as follows:

Chapter two provides the literature review, including (1) the introduction of retail business especially the major types of modern trade retail store in Thailand, (2) the basic types of shopping center, and (3) consumer behavior, attitudinal analysis and size of trading area.

Chapter three presents the methodology or process of the study using the survey method with questionaire to gathering data.

Chapter four presents research results and data analysis.

Chapter five proposes conclusion and recommendation of the research.

1.6 Definition Terms

Anchor tenant or Anchor Store - A major store (generally a department store) which is expected to draw customers to the shopping center. (Dunne)

BMA - Bangkok Metropolitan Authority.

Central Business District (CBD) - An unplaned shopping area around the geographic point at which all public tranportation systems converge. (Dunne)

Community shopping center - small mall with typically one anchor store (usually a discount store or supermarket) and between 20-40 smaller shops serving a neighborhood's normal needs for groceries, hardware, laundry, etc. (Kotler)

Consumer behavior - The behavior that consumers display in searching for purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs (Schiffman and Kanuk)

Customer service - All the activities performed by the retailer which influence (1) the ease with which a potential customer can shop or learn about the store's merchandise, (2) the ease with which a transaction can be completed once the customer attempts to make a purchase, and (3) the customer's satisfaction with the service or merchandise after the transaction. (Dunne)

Gross Domestic Product (GDP) - The total value of all the goods and services produced in the country during one year. Theoritically, economists want the GDP to grow at a moderate and steady rate (between 3 and 5 percent annually). Too-rapid growth in GDP will produce inflation (a decline in buying power due to prices rising faster than income and cause the "bubble situation") and too-slow growth or no growth will result in reduced consumer spending. For business, GDP growth rate can be translated into a growth in sales. (Dunne)

Neighborhood Shopping Center - A shopping center that provides for the sales of convenience goods and personal services to satisfy the day-today living needs of the immediate neighborhood. The major anchor store is usually a supermarket. (Dunne)

Retailing — The final activities and steps needed to place merchandise in the hands of the consumer or to provide services to the consumer. (Dunne)

retail life cycle — A retail-store type (such as department store) emerges, enjoys a period of accelerated growth, reaches maturity, and then declines. (Kotler)

S.K.U. — Stockkeeping Unit: a distinct unit within a brand or product line that is distinguishable by size, price, appearance, or some other attribute. (Kotler)

Store image — The mental representation an individual has of a store. (Dunne)

Store positioning — Identification of a well-defined market segment using demographic or lifestyle variables and appealing to this segment using a clearly defined approach. (Dunne)

Super-center — The newest form of retail competition which handles groceries as well as a wide variety of hard and soft goods in a 160,000 square feet facility. (Dunne)

II. LITERATURE REVIEW

The purpose of this chapter is to review all literatures related to conduct a research. Section one is an Introduction to Retailing business and type of store retailer. Section two is the literature review about consumer behavior, attitudinal analysis and size of trading area.

2.1 Types of "Store Retailer" and Retailing Business

2.1.1 What Is Retailing?

Dunne said "Retailing" can be defined as the final activities and steps needed to place merchandise in the hands of the consumer or to provide services to the consumer. Quite simply, any firm that sells merchandise or provides services to the final consumer is performing the retailing function. Regardless of whether the firm sells to the consumer is a store, through the mail, over the telephone, through a cable television shopping network, door to door, or through a vending machine, it is involved in retailing.

2.1.2 Store Retailers/Nonstore Retailing

(1) Store Retailers: Consumers today are familiar with purchasing goods and services in several forms of stores. We will discuss about the basic types of store retailers in section 2.1.3, all of which are found in Thailand. Retail-store types, like products, pass through an identifiable cycle. This cycle includes four stages: (1) introduction, (2) growth, (3) maturity, and (4) decline that can be described as the retail life cycle. For example, in year 2000, many department stores (e.g. Robinson, Central, Merry King, etc.)

Carrefour, BigC) that are going to replace department stores and still increase in market share for longer years (see Table 2.1 and Table 2.2). However, this research is involved with supermarket.

Table 2.1. Market Share of Each Retail-store Types in 1999 and 2004.

	Market Share	
	1999	2004
Specialty Store	2.91 %	2.27 %
Superinarket	8.72 %	8.44 %
Convenience Store	12.59 %	10.37 %
Discount Store	38.74 %	48.53 %
Department Store	37.02 °Ni	30.39 %

Table 2.2. The Trend of Sales Volume of Each Retail-store Types from 1998 to 2004 (Faculty of Economics Chulalongkorn University Estimated by SCB Research Institute).

Unit: Million Baht

	1998	1999	2000-f	2001-f	2002-f	2003-f	2004-f
Specialty Store	6,000	6,300	6,550	6,850	7,115	7,450	7,805
Supermarket	16,000	18,900	20,100	21,800	23,800	26,200	28,955
Convenience Store	22,000	27,300	28,500	29,900	31,278	33,200	35,600
Discount Store	56,000	84,000	95,000	108,500	125,650	144,800	166,500
Department Store	100,000	80,280	87,325	90,105	94,615	99,345	104,310
Total	200,000	216,780	237,475	257,155	282,458	310,995	343,170

(2) Nonstore Retailing: Since the economic crisis, this type of retailing is growing very fast in Thailand and going to play more important role in distribution system. The major types of nonstore-retailing are as follows:

(a) Direct selling e.g. Avon, Amway, Aviance, Big Planet, Giffarine, Kanok silver, Missteen, Nu skin, Pharinamex, Lamino, Saha Direct International (SDI, subsidiary of SAHA group), Suprederm, etc.

(b) Direct marketing e.g. TV media, TV direct, Quantum, MOG, Mail-order, Phone delivery, On-line shops, etc.

(c) Automatic vending e.g. ATM, Soft drink, cigarettes, drinking water, tissue paper, condom, tickets, etc.

2.1.3 Major Types of Store Retailer Found in Thailand

(1) Specialty store: A specially store carries a narrow product line with a deep assortment within that line. Examples of specialty retailers are apparel stores, sporting-goods stores, furniture stores, florists, and bookstores. Specialty stores can be subclassified by the degree of narrowness in their product line. A clothing store would be a single-line store; a men's clothing store would be a limited-line store; and a men's custom-shirt would be a superspecialty store. Some analysts contend that, in the future, superspecialty stores will grow the fastest to take advantage of increasing opportunities for market segmentation, market targeting, and product specialization. The example of specialty stores that are found in Thailand: By design (furniture), DK. (book store), Dokya (book store), Watson (Health and beauty), Boots (Health and Beauty), Mark and Spencer's, etc.

(2) Category Killer: Specialty stores carry such a large amount of merchandises in a single category at such low prices that can destroy the competitors. The examples of category killers found in Thailand: Toys-R-Us (Toys), Super Sport (Sporting goods), Power Buy (Electronic Equipments), Power Mall (Electronic Equipments), Office Depot, Makro Office center (stationery and office automation).

(3) Department store: A department store carries several product lines, typically clothing, home furnishings, and household goods, where each line is operated as a separate department managed by specialist buyers or merchandisers. Examples of department stores in Thailand are Central, The Mall, Emporium, Imperial, Robinson, JC, Merry King, Banglumpoo, Welco, Pata, Isetan, Sogo, Tung Hua Seng, Tokyu, Thai-Daimaru, Amporn (Ayutthaya), Big Jiang (Nongkai), Diana (Hadyai), etc. Since the second crisis in 1995, this economic downturn has affected every department store. Most of them have financial problem, they have to close down some branches and sell their assets to support their liquidity. In addition, in year 2000, department stores in Thailand were in the declining stage of the retail life cycle, they were faced with the new form of store "Discount store".

(4) Supermarket: A supermarket is a relatively large (more than 1,000 sq.m.), low-cost, low-margin, high-volume, self-service operation designed to serve the consumer's total needs for food, laundry, and household-maintenance products. Examples of supermarket in Thailand are Tops, Foodlion, Foodland, Villa, Seiyu, Jusco (Rachada, Srinakarin), etc. In Thailand, there are two major types of supermarket categorized by location:

Table 2.3. Type of Supermarket Location (SCB Research Institute).

Type of Location	Percentage
1. Locate in Department store	71%
2. Stand alone superrnartket	29%
Total	100%

(5) Superstore: They are the retail stores that aim at meeting the consumers' total needs for routinely purchased food and nonfood items. They usually offer services such as laundry, dry cleaning, shoe repair, check cashing and bill paying, and bargain lunch counters. The difference (between Supermarket and Superstore) is more variety in the product assortment. An example of Superstore in Thailand is Jusco-superstore (in some branches such as Wang Luksi, Rattanatibet).

(6) Convenience store: Convenience stores are relatively small stores located near residential areas (not more than 150 sq.m.), open long hours (usually 24 hours) and carry a limited line of high-turnover convenience products (not more than 3,000 SKU.). Their long hours and their use by consumers mainly for "fill-in" purchases make them relatively high-price operations. Many have added sandwiches, coffee, hotdog, chinese steam bun, dimsum, and other foods for takeout. They fill an important consumer need, and people seem willing to pay for the convenience. Examples of convenience stores found in Thailand are 7-eleven (as a leader, there are more than 1,000 branches), am-pm, Big 7, V-shop, Family-mart, Fresh mart, Daily Fresh, etc.

(7) Discount store: A discount store sells standard merchandise at lower prices by accepting lower margins and selling higher volumes (everyday low price).

The use of occasional discounts or specials does not make a discount store. A true discount store regularly sells its merchandise at lower prices, offering mostly national brands, not inferior goods, and located in sub urban area. Early discount stores cut expenses by operating in warehouselike facilities in low-rent but heavily traveled districts. They cut prices, advertised widely, and carried a reasonable breadth and depth of products. The core strategy of this kind of store is cost leader. The success of this kind of business depends on 4 criteria points:

(a) Lower Management Cost (The Most Important)

(b) High Volume Purchasing (Negotiation)

(c) Category Management

(d) Supply chain Management

In recent years, many discount stores have "traded-up." They have improved their decoration, added new lines and services, event marketing, and open in CBD region (e.g. Rajadurnri, Praram IV. Sathorn), the distinction between discount and department stores has blurred.

Super Center: the newest form of retail competition which is about two-thirds the size of a hypermarket and handles groceries as well as a wide variety of hard and soft goods. These cavernous, one-stop combination supermarkets and discount department store carry over 80,000 to 100,000 products ranging from televisions to peanut butter to fax machines.These stores offer the customer one-stop shopping (and as a result are capable of drawing customers) and lower cost in terms of time and miles traveled without sacrificing service and variety. This is exactly what the time-pressed consumer needs. Examples of Super center found in Thailand is Tesco-Lotus (Tesco group-England).

(9) Hypermarket: is the retailer who combines supermarket, discount, and warehouse retailing principles. Product assortment goes beyond routinely purchased goods and includes furnitures, large and small appliances, clothing items, and many other items. Bulk display and minimum handling store personnel, with discounts offered to customers. The key success factors are nearly the same as the discount store but the difference is the more variety in the product assortment. Hyper markets originated in France. Example of Hypermarket found in Thailand: Big C (Casino group- France), Carrefour (France), Auchan (France) and Home Fresh Mart (Korat branch).

(10) Recycled Merchandise Retailers: As a result of the economic recession, recycled merchandisers have experienced renewed growth. These shops are established to sell "used" products such as clothing, furniture, sporting goods, collectibles, electronic equipments and even computers - include pawn shops, thrift shops, consignment shops, and even flea markets. In USA., shoppers fmd it difficult to distinguish between today's recyclers and small specialty shops. Because so much of the merchandise if new or nearly new, the old appearance of looking is no longer appropriate. Recyclers have been developed or even specific merchandise, such as books, toys, sporting goods, including camping and backpacking, outerwear, or jewehy. Example of recycled shop in Thailand: "Used shop" (the modem recycled at Fortune town), Kiong Thom, Sapan Lhek, Chatuchak.

(11) Wholesale Center: sells a limited selection of brand-name grocery items, appliances, clothing, and a hodgepodge of other goods at deep discounts to members who pay annual membership fee. It operates in huge, low-overhead, warehouselike facilities and offers few frills. Their costs are lower because they buy on deals and use less labor for stocking. Today, the differences between discount stores and wholesale center are blurred, wholesale center is traded up to serve the end customer while discount stores use "back-pack" option to reduce their price. An example of wholesale center in Thailand is "Makro".

Table 2.4 shows "cost and expense" and "average margin" of each type of store retailer in Thailand (source: Siam Makro).

Table 2.4. Average Margin in Each Type of Store.

	Cost & Expense (°.'6)	Average margin (%)
Department Store (High level)	35-40	40-45
Department Store	30-35	35-40
Supermarket	16-22	20-25
Discount Store/Hyper market	13-15	16-18
Wholesale center (Makro)	8-10	11-13

2.2 Shopping Center / Mall (Dunne)

2.2.1 What Is a Shopping Center?

Dunne said, "shopping center" can be defined as a centrally owned and/or managed shopping district which is planned, has balanced tenancy (the stores complement each other in merchandise offerings), and is surrounded by parking facilities. A shopping center has one or more anchor stores or anchor tenant (a major store, generally department store, which is expected to attract customers to the shopping center for example Robinson and Lotus in Seacon Square) and a variety of smaller stores (Figure 2.1 Relationship of shopping center, tenant, and customers and Table 2.5 Examples of Shopping center in Thailand). To ensure that these smaller stores complement each other, the shopping center often specifies the proportion of total space that can be occupied by each type of retailer. Similarly, the center's management places limits on the merchandise lines that each retailer may carry. A unified, cooperative advertising and promotional strategy is followed by all the retailers in the center.

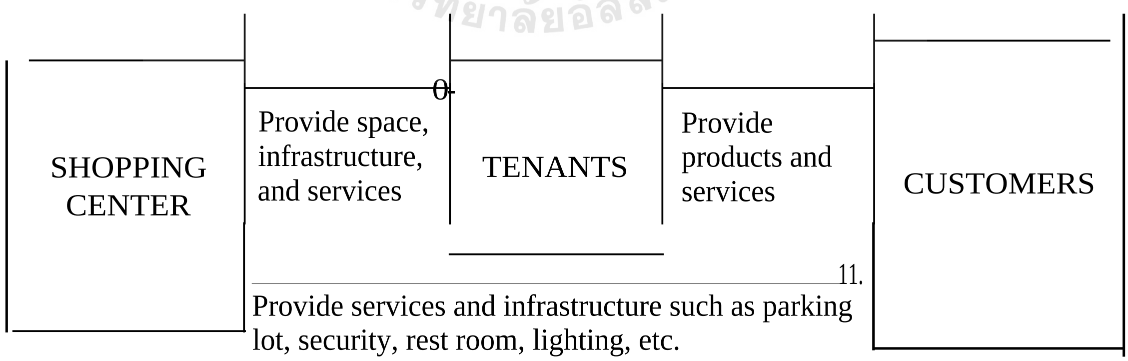


Figure 2.1. The Relationship of Shopping Center, Tenants, and Customers.

Table 2.5. Examples of Shopping Center in Thailand.

SHOPPING CENTER	DEVELOPER	ANCHOR STORE / MAGNET SHOPS
Future Park Rungsit	Rungsit plaza Co., ltd.	Robinson, Big C, Homepro, Office Depot
Seacon Square	Seacon Development	Lotus, Robinson, Makro office, IT
MBK Center	MBK Properties and Development Plc.	Tokyu, Tops, SF cineplex, IT
Central Plaza.	Central Patana (CPN)	Central department store, Tops, Power buys
Ayutthaya park	Klong Suan Flu Co.,ltd.	Lotus, water market, Sea world

Shopping center image, shopping center preferences, and shopping center personaW, all attract various subsets of consumers giving retailers located at these centers a competitive advantage over other retailers. Therefore, it is extremely important that a retailer considering a shopping center location be aware of the makeup, image, preferences, and personality of the center under question.

2.2.2 Basic Types of Shopping Center

There are six different types of shopping centers, each with a distinctive function.

(1) A neighborhood shopping center provides for the sale of convenience goods (foods, drugs, groceries, household equipment, counter service, newstand, Video rental, etc.) and personal services (laundry, barbering, shoe repairing, etc.) to satisfy the day-to-day living needs of the immediate neighborhood. In the past, there were between 20-40 smaller shops built around the supermarket as the principal tenant. Now, the supermarket is replaced by home-improvement centers, discount department store and so forth. The

neighborhood center is the smallest type of shopping center and as a rule of thumb will have approximately 50,000 square feet in gross leasable space. This research is focused on this type of shopping center.

(2) The community shopping center is next in size. In addition to the convenience goods and personal service, community shopping center provides a wider range of facilities for the sale of soft wood lines (clothing for men, women, and children) and hard good lines (hardware, furniture, and appliances). Community shopping centers are also built around a junior department store, a variety store, or discount department store as the major tenant, in addition to a supermarket. In theory, the typical size is 150,000 square feet of gross leasable area, but in practice the size may vary.

(3) The regional center provides for a wide range of general merchandise, apparel, furniture, and home furnishings, as well as a range of services and recreational facilities. The regional center is built around one or more full-line department stores of generally not less than 100,000 square feet. In theory, its typical size is considered to be 400,000 square feet of gross leasable area. The regional center is the second-largest type of shopping center. As such, the regional center provides services typical of a business district yet not an extensive as the super-regional center. Therefore, some experts predict that many of these centers may reposition themselves and use discount stores as anchors.

(4) The super-regional center provides for an extensive variety of general merchandise, apparel, furniture, and home furnishings, as well as a variety of services and recreational facilities. The super-regional center is built

at least three major department stores of generally not less than 100,000 square feet each. The typical size of a super-regional center is between 600,000 and 1,400,000 square feet of gross leasable area. Example of this type of shopping center found in Thailand is Seacon Square, Central Airport Plaza (Chiang Mai).

Theme centers are shopping centers located in places of historical interest and where a lot of tourist traffic is generated. Theme centers vary in size but are usually at least 100,00 square feet and less than 500,000 square feet. Theme centers often consist of specialty stores and have no anchor tenant such as a department store. Merchandise is heavily concentrated on intercept merchandise and especially the type of items that people will purchase on vacation, such at T-shirts, low-to-moderate-priced jewelry and vare, sports clothing, souvenir, and specialty foods.

Factory outlet center specialize in manufacturer's outlets that dispose of over-production of current merchandise lines, factory seconds (which are clearly marked), and leftovers from last season. Traditionally, factory outlet stores were freestanding locations near their respective manufacturer's factory. However, they begin to locate in special designed malls or in shopping area far away from the factories.

2.3 Literature Review about Consumer Behavior and Consumer Attitude

2.3.1 Consumer Behavior

Schiffman and Kanuk said, "consumer behavior" can be defined as the behavior that consumers display in searching for purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. The study of consumer behavior is the study of how individuals make decision to spend their available resources (money, time, effort) on consumption-related items. It include the study of what they buy, why they buy it, how they buy it, when they buy it, where they buy it, how often they buy it, and how often they use it.

The starting point for understanding the buyers is the stimulus-response model (S-R model) shown in Figure 3.1. Marketing environmental stimuli enter the buyer consciousness. The buyer's characteristics and decision process lead to certain purchase decisions. From this fact, the marketer's task is to understand what happen in the customer's consciousness between the arrival of outside stimuli and the buyer's puschase decisions.

Marketing and other Stimuli	
Marketing Stimuli	Other Stimuli
4P	Economic Technology Politic Culture

Buyer's black box	
Buyer's Characteristic	Buyer' s decision process
-Cultural -Social -Personal -Psychological	-Need recognition -Information search -Evaluation -Decision -Postpurchase-behavior

Buyer's response
Buyer's decision
Product choice Brand choice Dealer choice Purchase timing Purchase amount

Figure 2.2. Model of Buyer Behavior (Kotler 1994).

For a better understanding of Kotler's model (slightly apply for shopping center business), the researcher would like to discuss and Ow the examples of shopping center and retail-store as follows:

(a) Stimulus

(I) Marketing stimulus: This is the internal stimulus that marketers can control and provide to the consumer. This stimulus is concerned with the market positioning and marketing mix that consist of:

(a) Positioning the shopping center / store concept or personality: one of the most important processes in developing a shopping center is "Determining the store concept/ Conceptual design". This is the begining process that influences the other steps e.g. lay out planning, architectural design, decoration, seeking for a. capital, advertising, pre-sales, sales, construction, etc. The store position must be attractive and clear in the customer's mind. The right concept leads the project to the right direction and success, for example, to show the importance of clear concept, Punthip plaza (computer and IT center), Major cineplex (Entertainment complex), etc.

(b) Physical attributes: these stimuli are focused on the atmosphere and facilities of the shopping center such as lay-out planning, land scape, interior and exterior decoration, parking lot, air conditioning system, ventillation system, lavatory, fire alarm, lighting, elevators, conveyor, communication lines, etc. that are based on the shopping center concept.

(c) Service is one of the key factors that affect customer satisfication such as security, information service, traffic control, door man, etc. The quality of services depends deeply on "people".

(d) Place or Location: One of the key success factors (in my opinion this is the most important factor) for shopping center is "Location or site selection", there are many shopping centers and stores, with good concept and high promotion, but they are not successful because they are located in the wrong place.

(e) Promotion: The most popular promotion programs in many shopping centers are special discount (loss leader strateu), special coupon, event marketing (the special activities purposed to attract customers to the shopping center such as Free concert, Pet Contest, Collectibles show, Car booth sales, and so on).

(f) Communication: we have two roles in communication process:

(1) sender: sending messages to the customers through several media such as brochure, leaflet, hand bills, bill board, radio, etc.

(2) receiver or listener: listening to the voice of customers to response their needs and satisfy them.

(2) Other stimulus is the external factor that is uncontrolable.

(a) Economic: As discussed in chapter 1, the economic condition can significantly influence the individual need and purchaing behavior. An example is the economic downturn that affects the consumer income and their purchasing decision.

(b) Technology trend especially E-commerce technology that certainly will be the new choice of distribution chanel and media. It impacts the new generation consumer purchasing behavior e.g. DST mart, an on-line supermarket provides consumer products through web site, catalog, news paper and call center and deliver to the customers in Bangkok Metropolitan Region.

(c) Law and Politics such as an increasing or decreasing of VAT can affect the buyer's purchasing decision.

(d) Government's Project: such as the expressway project near store location. This factor has a direct impact on the convenience of customers especially ones having car, for examples, the expressway project along Ramkamhang road has negative effect to many department stores that the way passes through, another good example is Luksi Plaza that shows the negative effect to the shopping center after the cross over bridge passes thru.

(e) Culture: Custom and tradition in any festivals can influence the consumer's need to visit the stores or shopping centers e.g. during eating-Jay period, every supermarket has to prepare Jay-food to serve the consumers' need.

(b) Buyer's Black box is the thing that marketers can not know or expect so they have to pay attention to investigate the buyer's conciousness and thought.

(1) Buyer's charateristics: They are influenced by several factors such as cultural factors, social factors, personal factors, psychological factors.

(2) Buying's Decision Process: It consists of Need recognition, Information search, Evaluation, Decision, Postpurchase behavior.

(c) Buyer's Response

According to Figure 2.2, the shoppers will have the decision process as follows:

(1) The process begins with the shoppers recognize what products or services they want to buy.

(2) They search the information about the product, price, and places to buy, there are many choices of shopping place that they can spend their time.

(3) The next step is evaluating and selecting the store from. the alternative places. Choosing the time period such as morning, lunch time, or after work to purchase products or services.

(4) Making decision (Select/not Select).

(5) Post purchase evaluation of the store, satisfy or not satisfy.

2.3.2 Measuring Consumer Attitude

(1) What is Attitude

Attitude - An enduring disposition to consistently respond in a given manner to various aspects of the world; composed of affective, cognitive, and behavioral components. (Zigmund) or

Attitudes are an expression of inner feelings that reflect whether a person is favorably or unfavorably predisposed to some "object" (e.g., a brand, a. service, or a retail establishment). Because they are an outcome of psychological processes, attitudes are not directly observable but must be inferred for what people say or what they do. (Schiffman & Kanuk)

(2) Attitudinal Analysis (Expectation/Importance vs Performance)

Consumer attitudes toward the retailer's store or shopping center can be a significant determination of patronage behavior. Changing attitudes can foresign the executives of opportunities or problems. It is useful to break consumer attitudes down in terms of the store's attributes by measuring the importance of each attribute in the eyes of the consumer and how well the consumer feels the store performed on that attribute (Expectation versus Perfortnance). The result of the study can be illustrated in two formats: a) The four quadrants in Figure 2.3 or b) Snake plot in Figure 2.4.

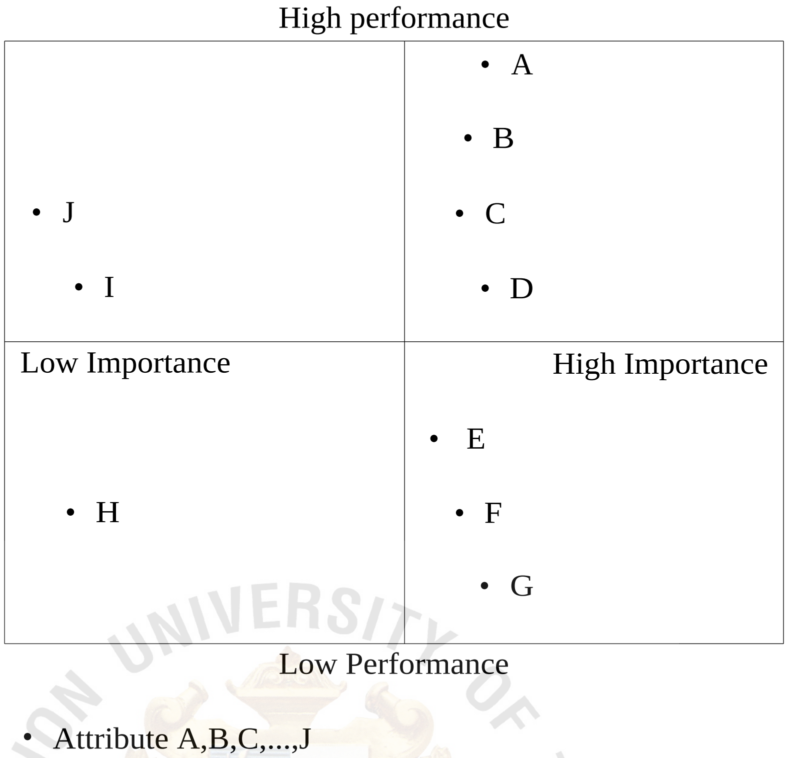


Figure 2.3. Importance / Performance Attitudinal Analysis
Using the Four-quadrant.

Consider Figure 2.3 (The four quadrants), the upper-right corner represents attributes of above-average importance where the retailer is doing an above-average job. Here we want to continue as is. The bottom-right quadrant addresses attributes that are important to the customers, but the failing in performance. Here serious improvement is needed in attribute G,F,E respectively. The bottom-left corner is an area of below-average performance and importance. This area is not serious, we usually work on more important attributes. Finally, the upper-left quadrant is an area of above-average performance and below-average importance. Here management should consider deemphasis or reallocating some effort to more important attributes. This format is comfortable to use to compare between two variables e.g. Importance or Expectation vs the store Performance but it's difficult to score and compare in case of more than two candidates.

Attribute	Importance of each attribute				
	very low	low	average	high	very high
A					
B				O •	Zi
C				• O O	
D				0 MI	a
E		O	•	O	
	O		Ei a	a	a
H		• O		a	
I		a	a	O	
J	a		Et	O	
	very low	low	average	high	very high
	Performance				

• Importance or Customer's expectation
El Performance of shop A
L) Performance of shop B

Figure 2.4. Snake Plot.

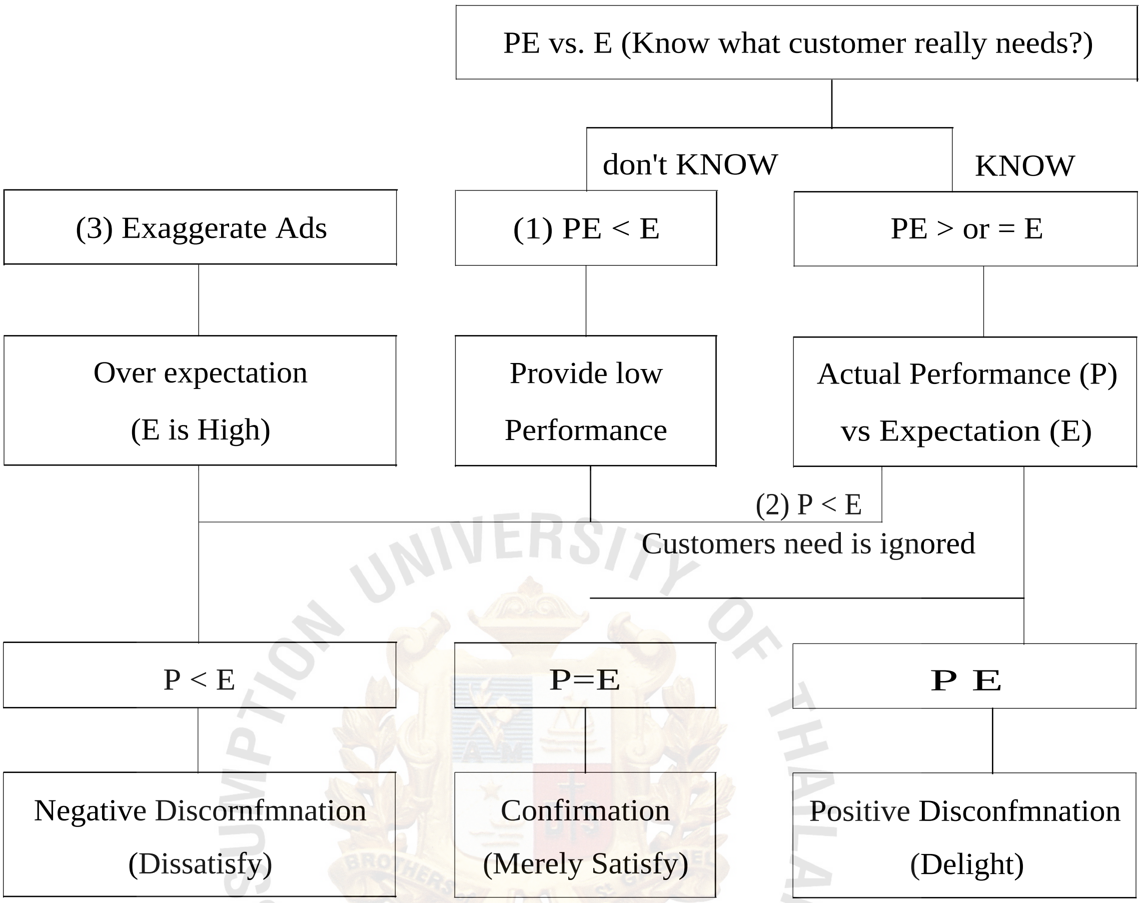
Figure 2.4 illustrates the snake plot format and attitudinal analysis. The snake plot is more simple to use than four-quadrant format in scoring, comparing among several candidates (Expectation vs Our store vs other competitors) , and easy to understand the research result. Consider an example in Figure 2.4, the executives can easily and quickly conclude that the performance of shop A is above expectation in many attributes and shop B has to try harder to compete with shop A.

Information on customer satisfaction will indicate whether the customer's visit to the store was rewarding (a good experience) or unsatisfying (a bad experience). If there is disatisfaction then the customer is less likely to choose that store in the future, thus decreasing sales. Retailers have found that customer dissatisfaction is usually the result of discrepancies between:

(a) What the consumer actually expected and what the managers thought the consumer wanted in terms of product and service.

(b) What the managers thought the consumer wanted and what the company or shop really delivered to their customer in terms of product and service.

(c) What the company or shop promises in their promotional messages (e.g. advertisement, saleforce, etc.) and what is really delivered.



PE = Predicted customer's expectation (what the managers thought the consumer wanted in terms of product and service)

E = Customer actual expectation (customer really wants and needs in terms of products and services)

Performance of products and services delivered to the customers

(1) = The first type of discrepancy (have not sufficient information about customer's needs and wants)

(2) = The second type of discrepancy (have sufficient information but ignore to response the customer's need because of ranking customer after profit)

(3) = The third type of discrepancy (The shops do not practice what they say in their ads)

Figure 2.5. The Three Types of Discrepancy.

In an effort to decrease or eliminate these discrepancies, the managers have to spend their time "on the floor," interacting with customers and checking to see if their expectations of what customers want is correct. When placing top management "on the floor" is impossible, the management should at least visit regularly with the customer-contact personnel in order to have management's expectations of customers' wants shaped by the personnel with the hands-on experience.

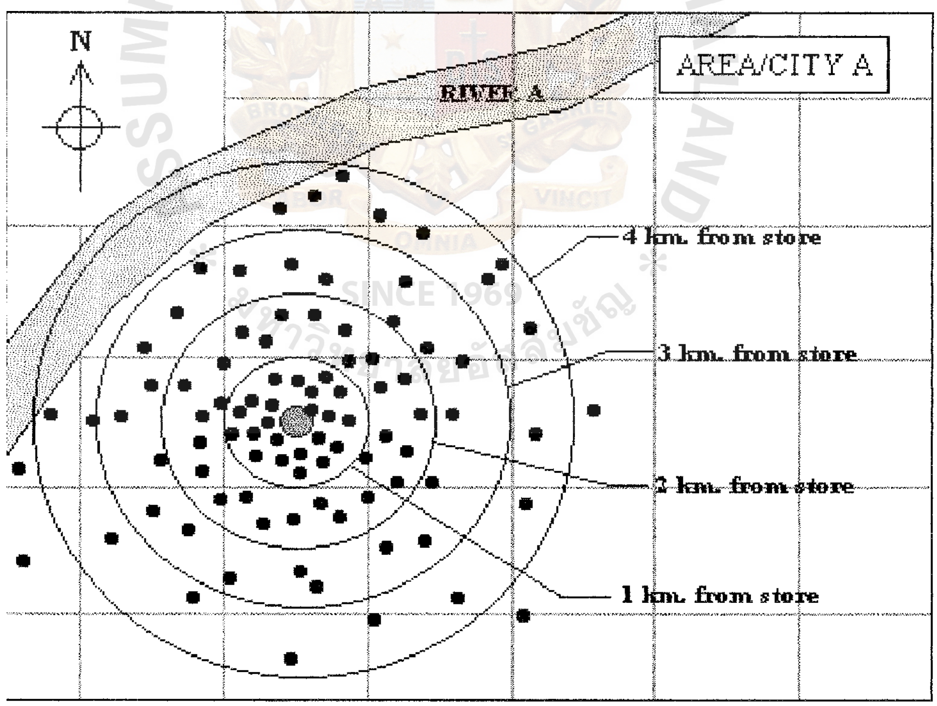
The second type of discrepancy is the result of a lack of management's commitment to the customer by ranking the customer after profits, the expected service or merchandise should not be delivered unless the first objective (profit) is not acheived. To avoid this discrepancy, for example, many restaurants and hotels ask their patrons to fill out a brief questionnaire on how satisfied they were with their visit or meal. They are able to obtain information on customer satisfaction/dissatisfaction at a relatively low cost and take corrective actions if dissatisfaction is seen to be rising.

The fmal discrepancy occurs when shops/companies exaggerate the quality of their merchandise or sevices in their ads or saleforce, resulting in the customers expecting more than the company can provide. The managements have to be aware of this type of discrepancy by doing the same things recommended for handling the first type of discrepancy and spend more time on the floor.

2.3.3 Size of Trading Area

Trading Area: the geographic area from which a retailer, group of retailers, or community draws its customers, in which the retailer could locate.

There are many techniques to measure the size of trading area but in this study the researcher applies the William Applebaum method for determine and compare the size of trading area among the neighborhood shopping center in the study area. This technique is designed specifically for determining and evaluating trading areas for an individual existing site. Applebaum's technique is based on "customer spottings", a customer is randomly selected or "spotted" for an interview. These spottings usually require short time since the interviewer only requested demographic information, shopping habits, and some pertinent consumer attitudes toward the store and its competitors. After the home addresses of the shoppers were plotted on the maps, the analyst could make some inferences about trading area size. Figure 2.6 is an example of a map generated using customer spottings. This technique is easy to define the trading area of an existing store, however, pratically the task is not so easy because the respondents are unwilling to spot their address in the map.



• STORE or SHOPPING CENTER

Figure 2.6. An Example of Spotting Map.

III. RESEARCH METHODOLOGY

The purpose of this chapter is to provide an overview of methodology that will be used in this research. The phases of research process are illustrated in Figure 3.1. Section one explains the process of identify problems. Section two covers the research technique which is used in this study. Section three explains the sampling design of this study. Section four shows sample size determination. Section five explains data processing and data analysis.

Problem Discovery and Definition

Planing a research design (Selection of basic research method)

Documentary Research (Collect and Analyse Secondary data)

Competitors Survey

Develop the Questionnaire and Pretest

Design Sample and Collect data

Data Editing, Coding and Analysing

Summarize data and preparing project report

Figure 3.1. The Research Process.

3.1 Problem Identification

The research begins with searching executives basic requirement for information that has an influence on strategic planning for site improvement. In general, the environments that the executives usually pay attention to eye on are as follows:

(1) Information and signal from their customer that are the primary data conducted in this study.

(2) Information and signal from their tenants especially anchor tenant and magnet shops influencing the number of customers who come to shop in the shopping center.

(3) Information and signal from direct/indirect competitors and the new corners shown in competitors survey result.

(4) Other changes that may be affect our business e.g. the government project, BMA regulation, macro economic condition, etc.

In conclusion, this research is focused on searching information about consumers: their characteristics habits, attitudes and suggestion for site improvement.

3.2 Technique

3.2.1 Documentary Research

Secondary data collection is from several sources such as newspaper articles, marketing and consumer behavior text books, business magarzines, research reports, and documents from National Statistic Office. The information derived about theories, concepts, definition terms, demographic data, economic indicators, and other marketing data.

3.2.2 Selection of Basic Research Method

There are four basic design techniques for descriptive and causal research: survey, observation, secondary data study (usually used to develop a mathematical model), and experiments (Zigmund 1997: 49). The objectives of the research, the availability of data sources, the urgency of the decision, and the cost of obtaining the data will determine which design technique is chosen. The survey is applied in this research, survey is a design that usually depends upon the use of questionnaire for the primary purpose of describing and/or predicting some phenomenon. The survey is probably the most used type of design in business and marketing research endeavors because they allow the researchers to study and describe large populations fairly quickly at relatively low cost.

3.2.3 Structured Interview by Questionnaires

In this research, primary data was collected via personal interviews with structured-undisguished questionnaires on customers who come to shop at least once a month in the the focused neighborhood shopping center. This approach is the most flexible method of data collection, is easy to provide and interpreted by computer.

3.2.4 Pre-testing

The data collection instrument was pretested in order to test the questionaire by distributing 20 copies of questionnaire to the respondents in focused neighborhood shopping center (Sena Center). Mistakes were corrected and adjusted in terms of sequencing, wording, structure so that communications between the researcher and the respondents were not biased.

3.3 Sampling Design

3.3.1 Sampling Technique

For this research, there are two stages of sampling techniques, the first sample design is non-probability samples, Quota sampling which is a sampling procedure that ensures that certain characteristics of a population sample will be represented to the exact extent that the investigator desires (Zigmund 1997: 429). In this research, 100 respondents are randomly selected for each neighborhood shopping center in the study area: Wanghin Shopping Center, Tops (KU), and Sena Center.

The second stage is Systematic Sampling which is a sampling procedure in which an initial starting point is selected by a random process, and then every nth number on the list is selected (Zigmund 1997: 432). In this study, the first respondent is randomly selected and the remainders are selected from every 10th person of the customers walking into the entrance of the shopping centers.

3.3.2 Target Population

The target respondent in this research is a set of male or female who are the shoppers of the shopping center and come to shop at least once a month. According to the executive board's policy, nightlife customers are not considered as target respondents in this study.

3.4 Determining Sample Size

To calculate the sample size, the following specifications are required: specification of the acceptable level of sampling error (E) or (B), specification of the acceptable level of confidence in standard error or Z value, and an estimate of the population standard deviation. To calculate the required sample size for problems involving proportions is that:

$$n = Z^2 \sigma^2 / B^2 \text{ for mean} \quad \text{.................................} (1)$$

$$n = Z^2 pq / B^2 \text{ for proportion} \quad \text{......................} (2)$$

In this research, sample size is determined by estimating proportion, the second formula was used on the rationale of a previous research about purchasing behavior conducted by SCB research institue. The result indicated that the people in Bangkok shopping in supermarket located in department store is 79% and shopping in stand alone supermarket is 21 %. These results were used in setting the p and q value.

$$n \quad z^2 pq / B^2$$

$$(1.96)^2 p(1-p) (0.05)^2$$

$$(1.96)^2 p(1-p) / (0.(j5)^2$$

$$(1.96)^2 0.29(0.71) / (0.05)^2$$

$$316.39$$

Thus $n = 317$

where n = sample size

σ^2 = population variance (or estimate)

B = allowable error (precision) let its 0.05

Z = Z score based on level of confidence assuming at 95% that is $Z = 1.96$

p = population proportion for the respondents who shop in stand alone supermarket = 29%

q = 1-p respondents who do not shop in stand alone supermarket 71% of people in Bangkok shopping in supermarket located in Department store

From the calculation, 317 is the number of samples required for the study. In this research, 300 samples (quota sampling at 100 samples for each neighborhood shopping center) are used for collecting the primary data via questionnaire.

3.5 Data Processing and Data Analysis

Once the gathering data process is fminshed, the raw data are edited and coded, and then they are summarized in an easily readable and interpretable form. The Statistical Package for Social Science (SPSS) software package is used in order to summarize and analyse the data where needed.

The research outcomes are illustrated in. an easily interpretable format. After collecting raw data from 300 copies of questionnaires, the data are inspected and coded into the symbolic form that are used in SPSS software. The data are tabulated in the form of simple tabulation and cross tabulation. Finally, the data are presented in frequency tables, Bar charts, Map of Trading area, and Snake plot.

IV. DATA ANALYSIS AND FINDING

The study on, "Consumer behavior and attitude toward neighborhood shopping center in Senanikom area" had collected the primary data through 300 questionnaires with target respondents (100 questionnaires from each neighborhood shopping center). This chapter emphasizes on the analysis of all gathered data. The data analysis and finding of this research is divided into six parts, as follows:

(1) Competitor Survey

(2) Frequency Analysis of the Personal Information

(3) Size of Trading area of Each Neighborhood Shopping Center in the Study Area

(4) Frequency Analysis of Consumer Behavior

(5) Attitudinal Analysis: Importance / Performance Measurement

(6) Potential Attractive Shops for Sena. Center

4.1 Competitors Survey

This stage of research processes aims at gathering data from and comparing information among direct competitors in the study area. The interesting data are anchor tenant, building and layout, area size, facilities, products and services of each shopping center. The outcome of this survey is shown in Table 4.1.

Table 4.1. Information from the Competitor Survey.

	Player in Competitive Area		
	Sena Center	Tops (Kaset)	Wang Hin Shopping Center
Facilities			
Anchor tenant	Food Lion	Tops	Jusco
Building	Row rise building with 3 storey shops	3 Storeys Building (The 3rd floor is closed) Tops is located on the second floor	2 Storeys building with 2 Storeys shops
Area size	9-10 rais	2-3 rais	4-5 rais
Parking	Outdoor (300 cars) and Limit parking time	2 Storey Indoor parking (200)	Out door (200)
W.C.	Yes	Yes	Yes
Elevator	No	Yes	No
Escalator	No	Yes	No
Products and Services			
Food Center	No	Yes	Yes
Fastfood	Yes	Yes	Yes
Family Restaurant	Newton Suki Seefah	NIK. Suki	MX. Suki
Night life	Rao Pub & Louge	No	No
Laundry	Yes	Yes	Yes
Kids corner	No	No	Yes
Pharmacy	Yes	Yes	Yes
Video Rental	Tsutaya	No	Tsutaya
Electrical goods	No	No	Operated by Jusco
Apparel	small shop	small shop	Operated by Jusco
Book shop	News stand	SE-ED	Book & Music

4.2 Frequency Analysis of the Personal Information

In this part, the researcher is going to analyze the descriptive statistics of the personal information of the respondents. This part consists of the result of personal attributes, these are grouped by shopping place, as follows:

(a) Gender

(b) Age

(c) Education

(d) Marital Status

(e) Household Size

(f) Occupation

(g) Household Income

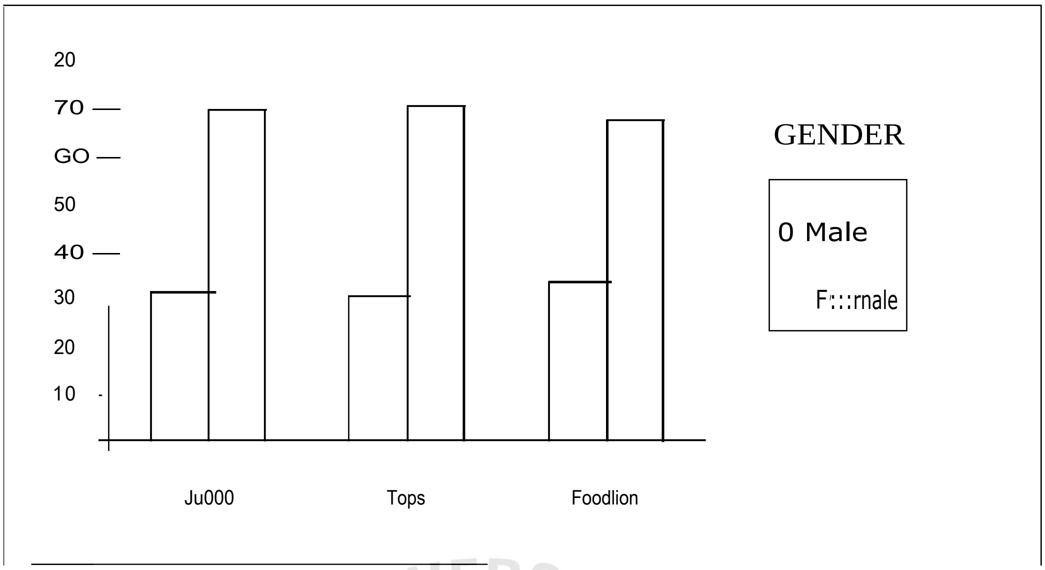


Figure 4.1. Number of Respondents Based on Gender.

Table 4.2. Number of Respondents Based on Gender (Grouped by Shopping Place).

	Number of Respondents in each Shopping Place			
Gender	Wang Hin Shopping Center (JUSCO)	TOPS (KU)	Sena Center (Food Lion)	Total
Male	31	30	33	94 (31.33%)
Female	69	70	67	206 (68.67%)
Total	100	100	100	300

From the research trading, there are totally 300 respondents in this study, 31.33% is male and 68.67% is female. There is not remarkably different male:female proportion among shopping places.

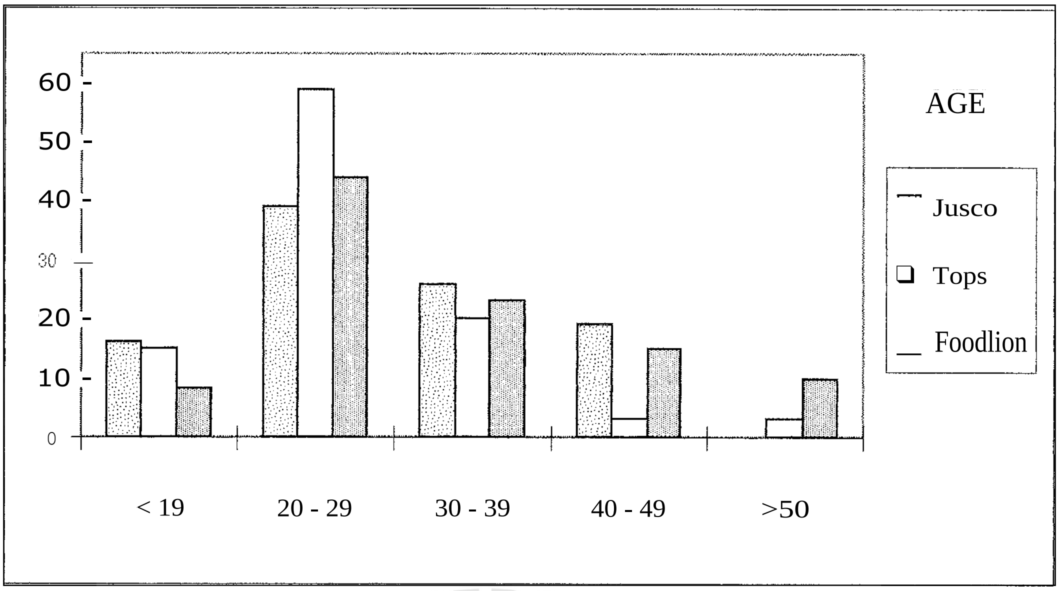


Figure 4.2. Number of Respondents Based on Age.

Table 4.3. Number of Respondents Based on Age (Grouped by Shopping Place).

	Number of Respondents in each Shopping Place			
Age	Wang Hin Shopping Center (JUSCO)	TOPS (KU)	Sena. Center (Food Lion)	Total
Not more than 19	16	15	8	39 (13.00%)
20 - 29	39	59	44	142 (47.33%)
30 - 39	26	20	23	69 (23.00%)
40 - 49	19	3	15	37(12.33%)
50 years up	-	3	11	14 (4.67%)
Total	100	100	100	300

Table 4.3 represents the age of the respondents. The major age group of the respondents in each shopping place is between 20 to 39 years old (more than 60% of total respondents of each shopping center). According to the demographic data of

Chatuchak district, this age group is the majority of population in Chatuchak district (source: National Statistic Office).

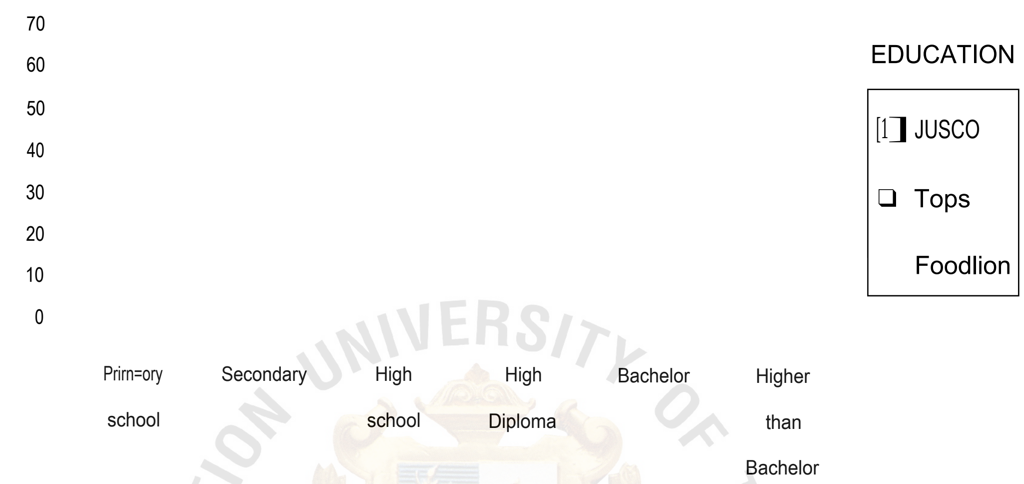


Figure 4.3. Number of Respondents Based on Education.

Table 4.4. Number of Respondents Based on Education (Grouped by Shopping Place).

Education	Number of Respondents in each Shopping Place			
	Wang Hin Shopping Center (JUSCO)	TOPS (KU)	Sena Center (Food Lion)	Total
Primary school	6	2	14	22 (7.33%)
Secondary school	5	2	9	16 (5.33%)
High school or Diploma	16	5	16	37 (12.33%)
Associated degree	15	8	11	34 (11.33%)
Bachelor	45	70	40	155 (51.67%)
Higher than Bachelor	13	13	10	36 (12.00%)
Total	100	100	100	300

Table 4.4 shows the Education level of the respondents. The majority and minority of Education level is Bachelor degree which are 51.67% and Secondary school is 5.33% of total respondents. Noticeably, respondents in Tops (KLT.) are 85% Bachelor degree and higher because its lacation is opposite Kasetsart University.

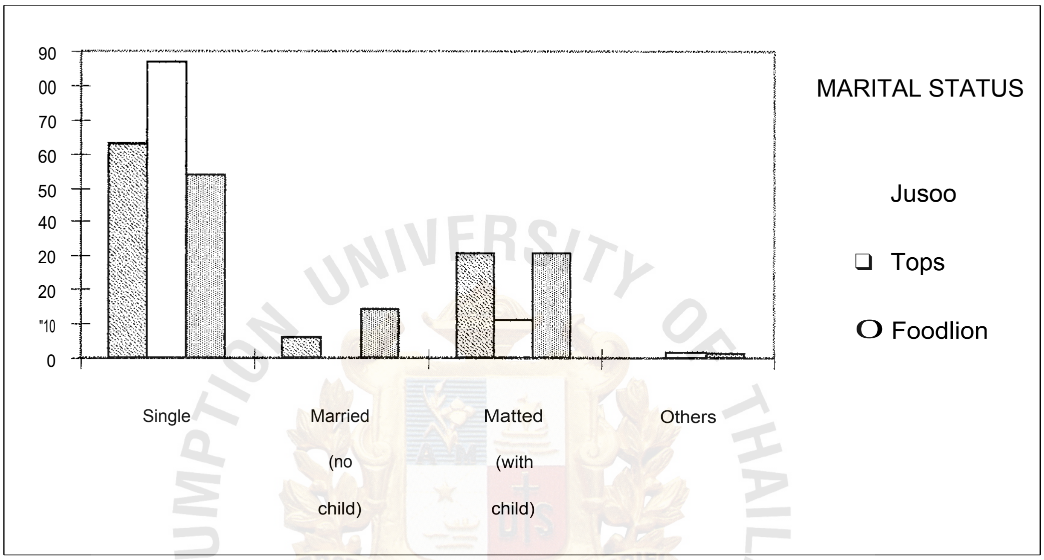


Figure 4.4. Number of Respondents Based on Marital Status.

Table 4.5. Number of Respondents Based on Marital Status (Grouped by Shopping Place).

	Number of Respondents in each Shopping Place			
Marital Status	Wang Hin Shopping Center (JUSCO)	TOPS (KU)	Sena Center (Food Lion)	Total
Single	63	87	54	204 (68.00%)
Married (no child)	6	-	14	20 (6.67%)
Married (with child)	31	11	31	73 (24.33%)
Others		2	1	3 (1.00%)
Total	100	100	100	300

Table 4.6 illustrates the household size of the respondents of this study. From this table, it can be seen that the household size of the respondents in each shopping place are as follows: Wanghin Shopping Center are 4 to 5 persons per household (47.0%) and 2 to 3 persons per family (37.0%) respectively, Tops (KU.) are 4 to 5 persons per household (40.0%) and 2 to 3 persons per household (32.0%) repectively, and the different one, Sena Center, are 2 to 3 persons per household (53.0%) and 4 to 5 persons per household (26.0%) respectively.

*Note: average household size of Bangkok Metropolis 1999 is 3.3 (source: National Statistical Office).

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*Note: average household size of Bangkok Metropolis 1999 is 3.3 (source: National Statistical Office).

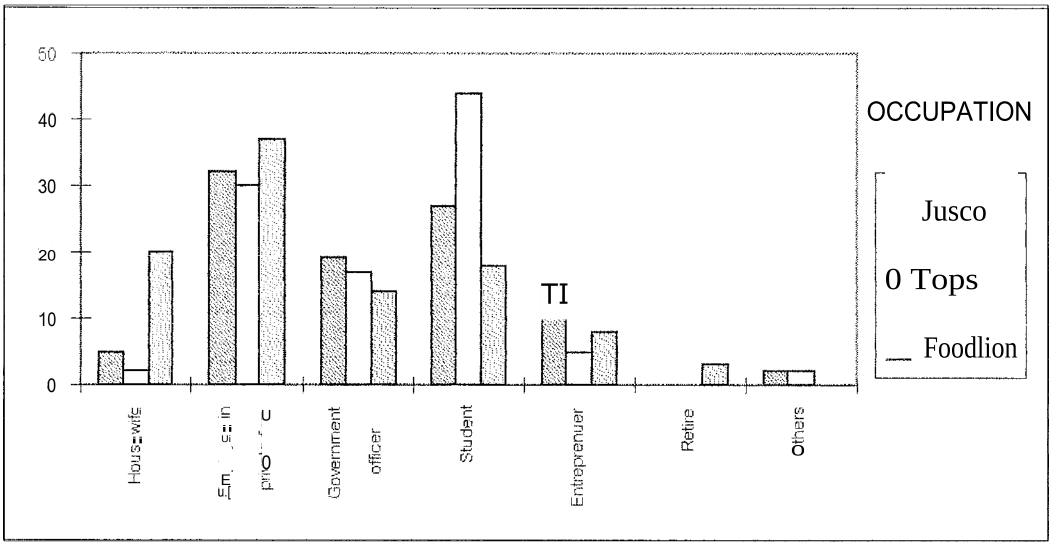

Figure 4.6. Number of Respondents Based on Ocupation.

Table 4.7. Number of Respondents Based on Ocupation (Grouped by Shopping Place).

Ocupation	Number of Respondents in each Shopping Place: Wang Hin (JUSCO)	TOPS (KU)	Sena Center (Food Lion)	Total
Housewife	5	2	20	27 (9.00%)
Employee (Private firm)	32	30	37	99 (33.00%)
Govern officer	19	17	14	50 (16.67%)
Student	27	44	18	89 (29.67%)
Entreprenuer	15	5	8	28 (9.33%)
Retire	0	0	3	3 (1.00%)
Others	2	2	0	4 (1.33%)
Total	100	100	100	300

Table 4.7 shows the occupational groups of the respondents. The majority of overall respondents are employees in private firms (33.0%) and students (29.67%). Breakdown to each shopping place, the major occupational groups of respondents in Wanghin Shopping Center are emplyees in private firms (32.0%) and students (27.0%) respectively, the major occupational groups of respondents in Tops (KU.) are students (44.0%) and employees in private firms (30.0%) respectively, the major occupational groups of respondents in Sena Center are employees in private firms (37.0%) and housewives (20.0%) respectively.

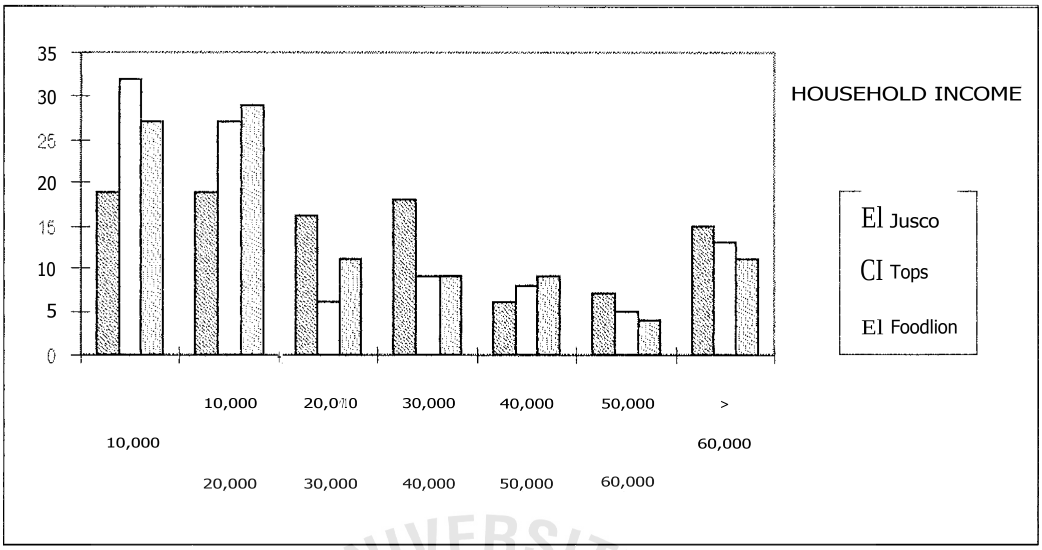

Figure 4.7. Number of Respondents Based on Household Income.

Table 4.8. Number of Respondents Based on Household Income (Grouped by Shopping Place).

	Shopping Place			
Household Income/month	Wang Hin Shopping Center (JUSCO)	TOPS (KU)	Sena. Center (Food Lion)	Total
Not more than 10,000	19	32	27	78 (26.00%)
10,000 - 20,000	19	27	29	
20,000 - 30,000	16			
30,000 - 40,000	18	9	9	36 (12.00%)
40,000 - 50,000	6	8	9	23 (7.67%)
50,000 - 60,000	7	5	4	16 (5.33%)
',- 60,000	15	13	11	39 (13.00%)
Total	100	100	100	300

Table 4.8 shows the ranges of household monthly income of the respondents. From this table, it can be concluded that majority of the respondents of this survey fall within the household monthly income ranges of "not more than 10,000 Bahts" and "10,000 - 20,000 Bahts" which are constitute 26.00% and 25.00% of total respondents respectively.

*Note: Average household monthly income of Bangkok Metropolis: 1990-1999 is shown in Table 1.3 (source: National Statistic Office)

4.3 Size of Trading Area of Each Neighborhood Shopping Center

Trading area is the geographic area from which a retailer, group of retailers, shopping center, or community draws its customers, in which the retailer could locate. In this research, the focused area, shown in Figure 1.1, is divided into 30 blocks (Al.. AS, B 1. .B5, Cl..C5, Di.. D5, El..E5, and Fl..F5). Each block represents the geographic residential area of the customers. The number that filled in each block is the number of respondents of each shopping center who living, studying, or working in each block. By this method, the executives can see how far each shopping center can attracts its customers, where the customers come from, and the area occupied by each shopping center. The trading area of the neighborhood shopping centers in this study: Wanghin shopping center, Tops (KU), and Sena Center are shown in Figures 4.8, 4.9, and 4.10 respectively.

* Wang Hin Shopping Center (Jusco): Located in Block E4

BLOCK	1	2	3	4	5
A					
B			4		5
C			2	4	2
D		2	7	15	
E		2	4	*24	
F		2	2	9	4
Other areas	10 from Nonthaburi, Chang Watana, and others				
Total	100				

Figure 4.8. Trading Area of Wanghin Shopping Center.

* Tops (Kasetsart University): Located in Block C2

BLOCK	1	2	3	4	5
A	5				
B					
C	2	* 55	17		
D		2	3		
F					
F			2		
Other areas	6 from Nonthaburi, Charansanitwong, and Chang Watana				
Total	100				

Figure 4.9. Trading Area of Tops (Kasetsart University).

* Sena Center (Food Lion): Located in Block D3

BLOCK	1	2	3	4	5
A					
B			3		
C		3	1		
D		55	* 29		
F		4			
F					
Other areas	5 from Chang Watana and others				
Total	100				

Figure 4.10. Trading Area of Sena Center.

From Figures 4.8, 4.9, 4.10, and the map shown in Figure 1.1, geographical area can be seen from which each neighborhood shopping center can attracts its customers.

Figure 4.8 shows the trading area of Wanghin Shopping Center that covers 16 of 30 blocks of the study area. It's location is in block E4 (Borpla intersection), the majority of respondents come from block E4 (24%) and D4 (15%, Wanghin intersection), the other blocks cover soi Senanikom, Ladplakow, Mooban Senanives, a part of soi ChokChai 4 and the outside area from Nonthaburi, Chang Watana.

Figure 4.9 shows the trading area of Tops (KU.). This shopping center is located in block C2 (opposite gate 1 of Kasetsart University) and covers 11 of 30 blocks, the major respondents come from block C2 (55.0%) and C3 (17.0%, Kaset intersection), the remain occupied blocks cover some part of soi Senanikom, Ladplakow, and Don Muang and the outside area from Nonthaburi, Chang Watana, Charun sanitwong.

Figure 4.10 shows the trading area of Sena Center located in block D3 (Soi Phaholyothin 37), This shopping center covers 6 of 30 blocks of the study area. The majority respondents come from block D2 (Soi Phaholyothin 37-Mooban Cholwicham) and D3 (the entrance of Soi Phaholyothin 37, a part of Soi Senanikom, the area from Ratchayothin intersection to Kaset Intersection) which percentage is 55.0% and 29.0% respectively. The other blocks cover some part of Kaset intersection, Soi Senanikom, Soi Aladin, etc.

4.4 Frequency Analysis of Consumer Behavior

This part consists of the result of consumer habits of the respondents of each shopping center, as follows:

(a) Shoppers Activities in Each Shopping Center

(b) Types of Vehicle that Customer uses to come to Shopping Center

(c) Frequency of Shopping

(d) Length of Time Spent

(e) At What Time the Customers Come

(f) Day Preference

(g) Budget per Time

(h) The Persons Who Come with the Customers

(i) Source of Information

Table 4.9. Shoppers Activities in Each Shopping Center.

Activities	Number of respondents in each Shopping Place			Total
	Wang Hin (Jusco)	Tops (KU)	Sena Center (FoodLion)	
1. Shopping	87	94	94	275
2. Relax with Family	11	7	1	19
3. Lunch or Dining	42	51	24	117
4. Meeting	8	4	1	13
5. Buying Book	21	34	8	63
6. Video Rental	11	6	21	38
7. Just 'Walking	24	13	13	50
8. Others		1		

note: respondents are able to choose 1-3 choices of activities.

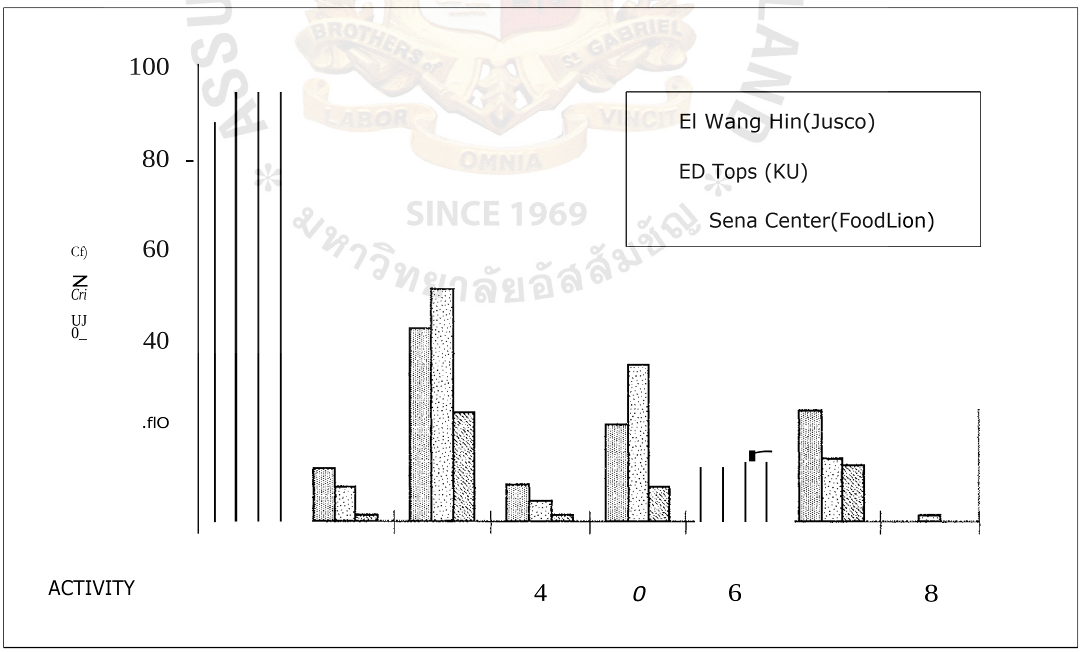

Figure 4.11. Shoppers Activities in Each Shopping Center.

According to the survey, the researcher found that there are a lot of purposes of coming to each neighborhood shopping center as seen on Table 4.9 and Figure 4.11. For overall respondents, "Shopping" is an activity choice selected by the majority of respondents, the following activities are Lunch or Dining, Walling around, Buying book, Renting Video, and Other activities respectively. For each shopping center, the five most active activities are as follows:

Wanghin shopping center: Shopping - Lunch or Dining - Just walking - Buying Book - Video renting and Relax with family

Tops Kasetsart U. branch: Shopping - Lunch or Dining - Buying Book - Just walking - Relax with family

Sena Center (Foodlion): Shopping - Lunch or Dining - Video renting - Just walking - Buying book.

Table 4.10. Types of Vehicle that Customers Use to Come to Shopping Center.

Vehicle	Shopping Place			
	Wang Hin (Jusco)	Tops (KU)	Sena Center (Food Lion)	Total
Walk or Bike	15	33	65	113 (37.67%)
Taxi, Tuk Tuk	13	2	3	18 (6.00%)
Own Vehicles	55	29	24	108 (36.00%)
Bus,SongTaew	17	36	8	61 (20.33%)
Total	100	100	100	300

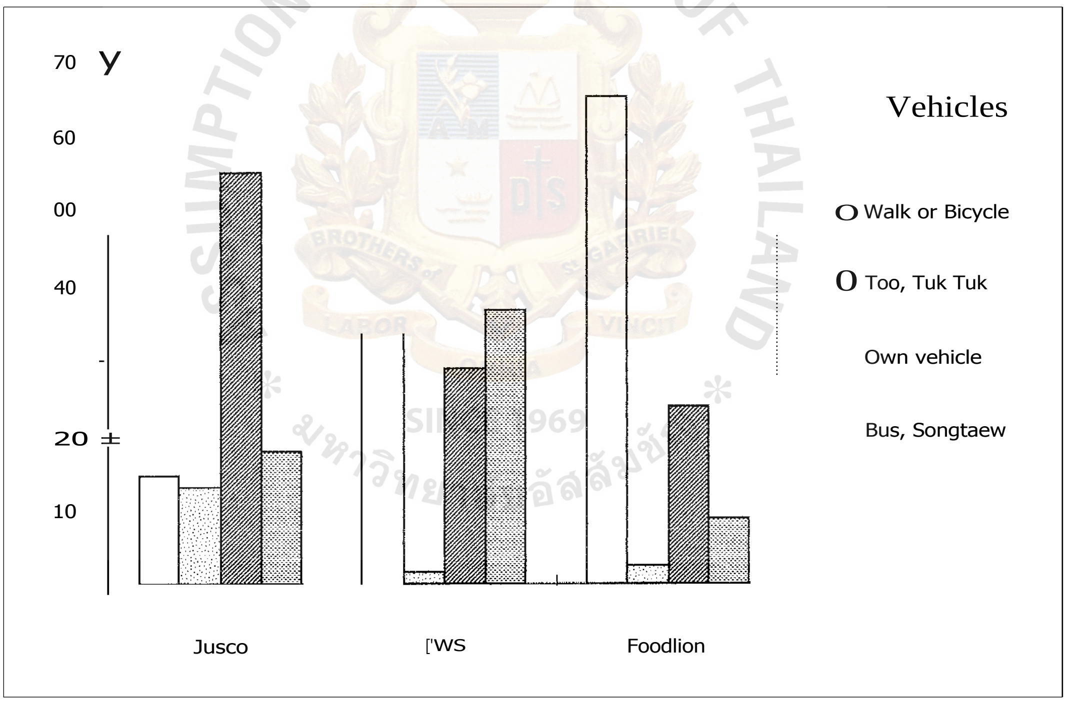

Figure 4.12. Types of Vehicle That Customers Use to Come to Shopping Center.

From Table 4.10 and Figure 4.12, the researcher found that majority of respondents (55%) at Wanghin shopping center use their own vehicles when they come to this shopping center. Consider the other shopping centers, the majority of customers of Tops (KU.) come to Tops by bus, on foot or bicycle, their own vehicle, and taxi or tuk tuk which are 36%, 33%, 29%, and 2% respectively (note: there is a bus stop in front of Tops, but no bus stop near Wanghin and Sena Center). At Sena Center, most customers (65%) walk or bike to shop, the others use their own vehicle (24%), bus (8%), and taxi (3%).

Table 4.11. How Often the Respondents Come to Each Shopping Center.

Frequency	Number of Respondents in each Shopping Place			
	Wang Hin (Jusco)	Tops (KU)	Sena Center (Food Lion)	Total
at lease 5 times a week	16	18	35	69 (23.00%)
3-4 times a week	15	15	21	51 (17.00%)
1-2 times a week	45	53	26	124 (41.33%)
2-3 times a month	11	10	14	35 (11.67%)
once a month	13	4	4	21 (7.00%)
Total	100	100	100	300

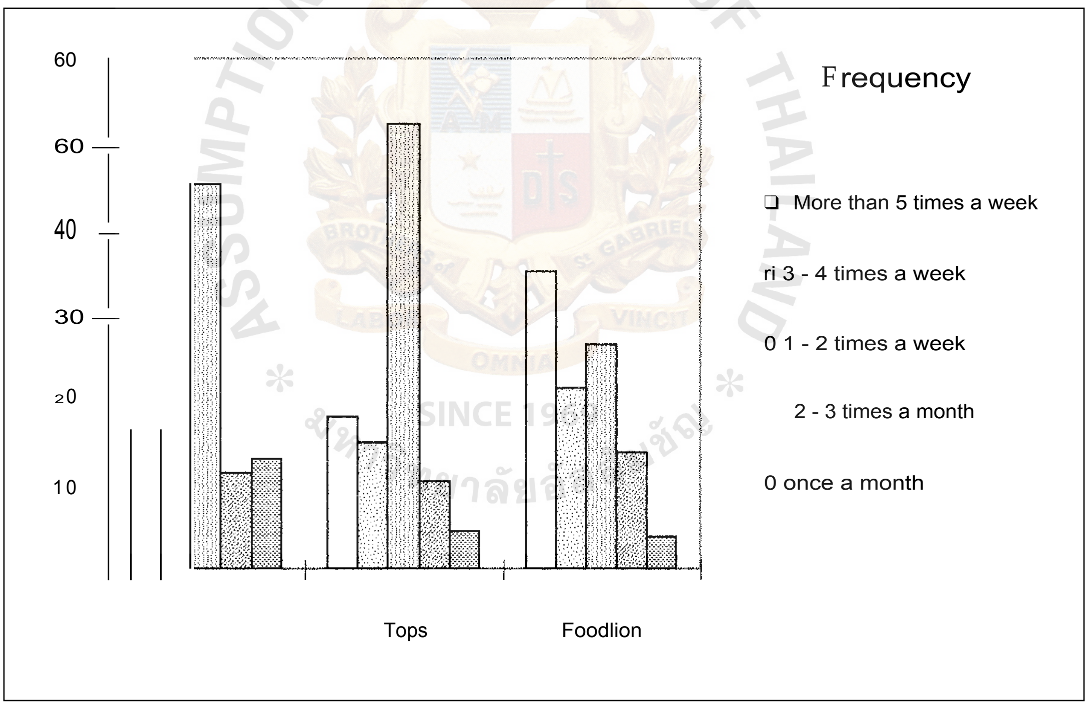

Figure 4.13. How Often the Customers Come to Shopping Center.

From Table 4.10 and Figure 4.13, the majority of respondents of Wanghin Shopping center and Tops (KU.) usually come to the shopping center 1-2 times a week which are 45% and 53% respectively, At Sena Center, the major respondents (35%) come to the shopping center at least 5 times a week (almost eveiyday).

Table 4.12. Lenght of Time Spent.

	Number of Respondents in each Shopping Place			
Lenght of Time	Wang Hin	Tops	Sena Center (Food Lion)	Total
In 1 Hour	47	39	59	145 (48.33%)
1-2 Hours	40	54	33	127 (42.33%)
2-3 Hours	10	4	4	18 (6.00%)
Longer than 3 Hours	3	3	4	10 (3.33%)
Total	100	100	100	300

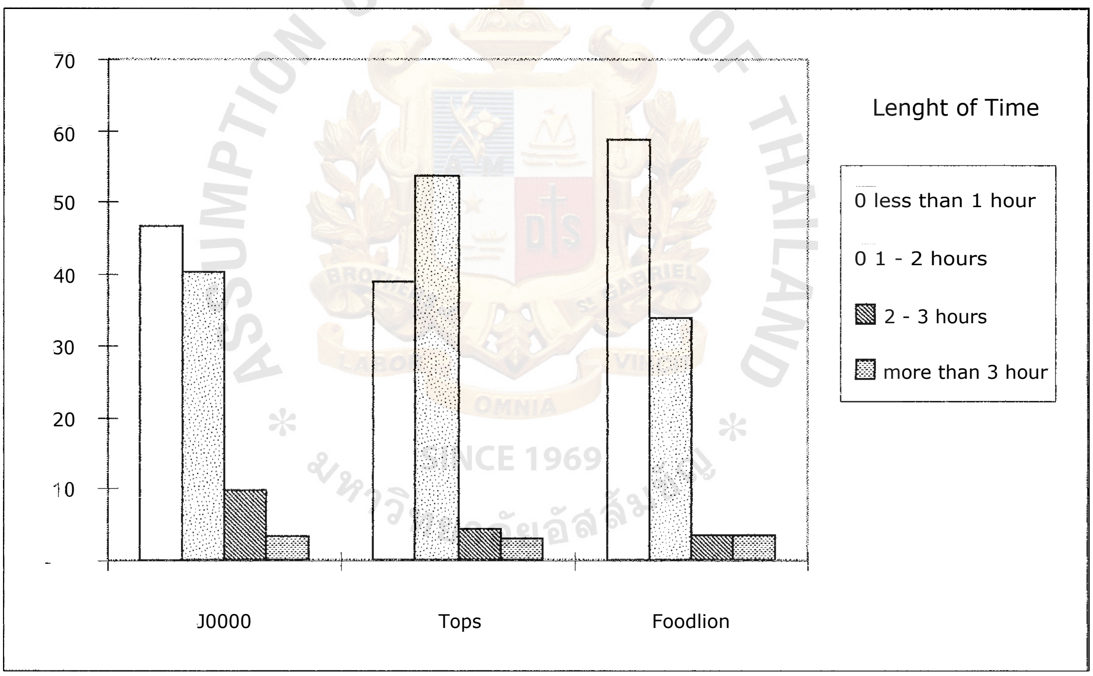

Figure 4.14. Lenght of Time Spent in the Shopping Center.

From the table and figure above, more than 80% of respondents of all neighborhood shopping center spend their time not more than two hours. At Wanghin Shopping Center, 47% of respondents spend less than an hour, 40% spend 1-2 hours. At Tops (KU), 39% of respondents spend less than an hour, 54% spend 1-2 hours. At Sena Center, 59% of respondents spend less than an hour, 33% spend 1-2 hours (Note: parking time at Sena Center is limited not more than two and half hours).

Table 4.13. At What Time the Customers Come to the Shopping Center.

	Number of Respondents in each Shopping Place			
Time preference	Wang Hin (Jusco)	Tops (KU)	Sena Center (Food Lion)	Total
Before noon	3	2	9	14 (4.67%)
12.00 - 16.00	26	25	28	79 (26.33%)
16.00 - 20.00	68	67	49	184 (61.33%)
after 20.00	3	6	11	20 (6.67%)
Can not Exact time	-	-	3	3 (1.00%)
Total	100	100	100	300

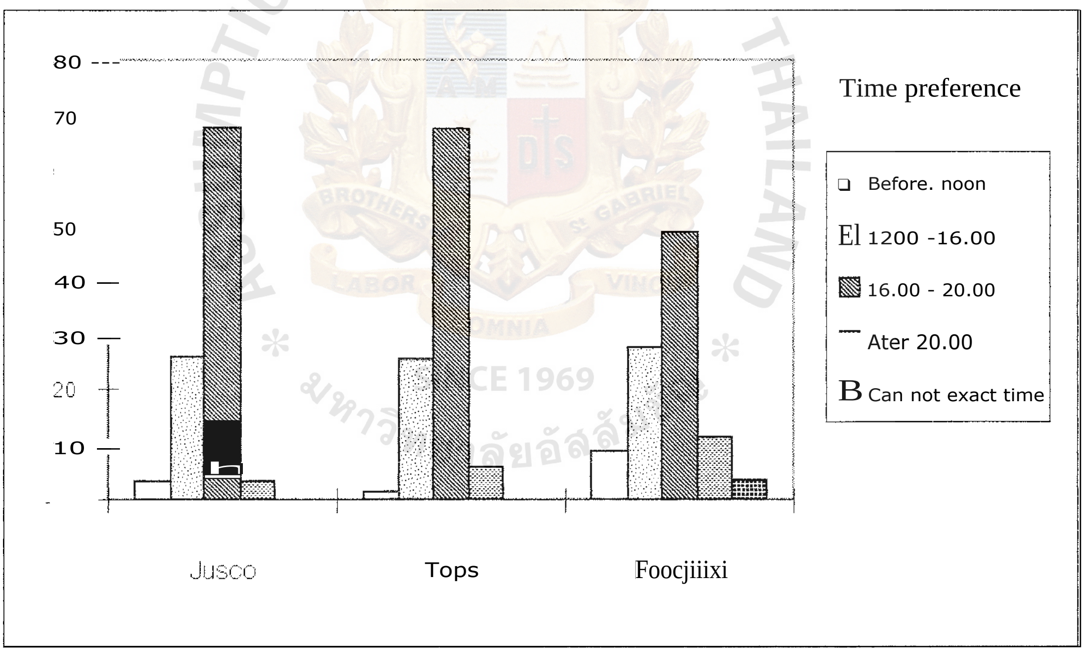

Figure 4.15. At What Time the Customers Come to the Shopping Center.

From Table 4.13 and Figure 4.15, the majority of respondents of all shopping centers come to the shopping place between 16.00-20.00 and the second rank is between 12.00-16.00.

Table 4.14. Day Preference.

	Number of Respondents in each Shopping Place			
Day preference	Wang Hin (Junco')	Tops (KU)	Sena Center (Food Lion)	Total
Monday to Friday	34	48	60	142 (47.33%)
Holidays	63	49	30	142 (47.33%)
Promotion day	3	3	5	11 (3.67%)
Can not exact day		-	5	5 (1.67%)
Total	100	100	100	300

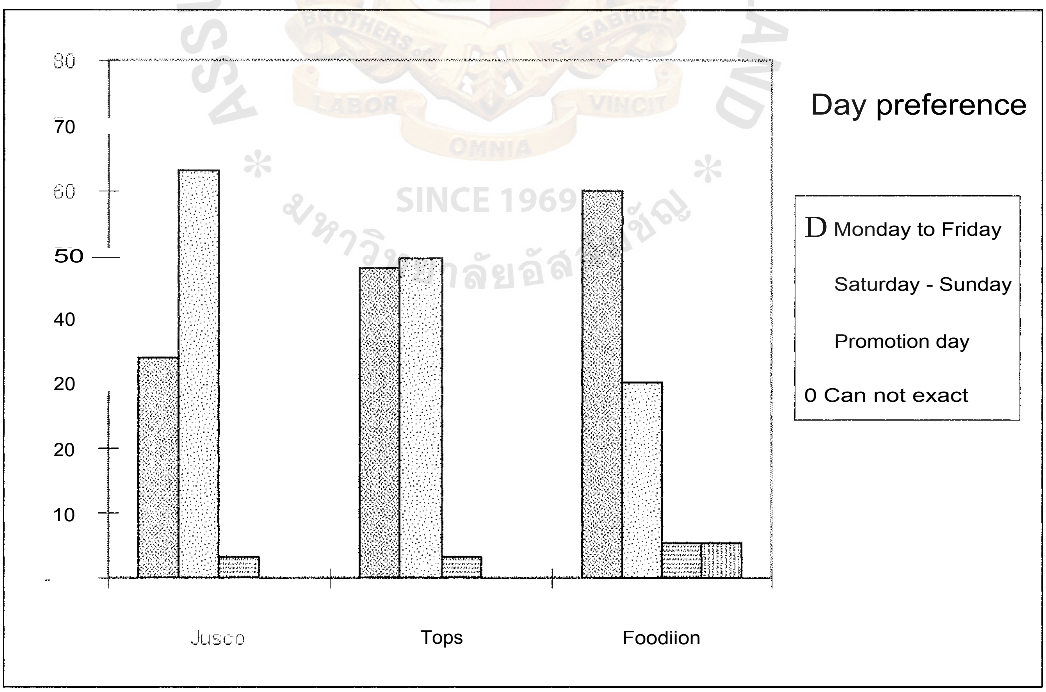

Figure 4.16. Day Preference.

From Table 4.14 and Figure 4.16, the outcomes can be concluded that, 63% and 34% of respondents of Il7anghin shopping center come to this shopping center on holiday and Monday to Friday respectively. In contrast with Sena Center, 30% and 60% of respondents come to Sena Center on Monday to Friday and Holiday respectively. At Tops (KU), the number of respondents who come to Tops on Monday to Friday is nearly the same as the number of respondents who come to Tops on holiday.

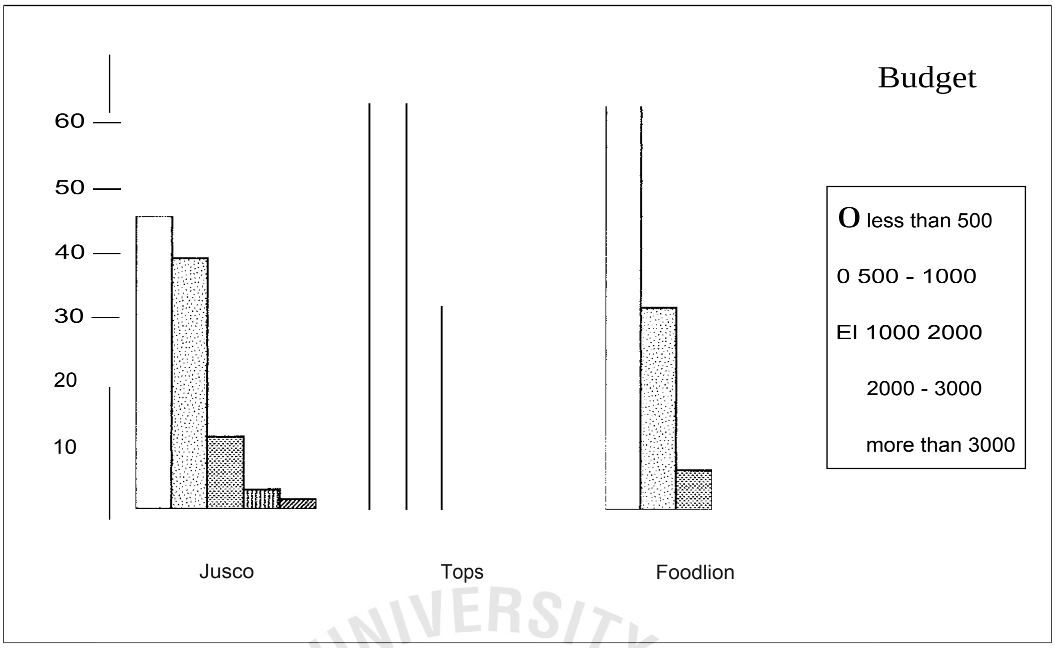

Figure 4.17. Budget per Shopping Time.

Table 4.15. Budget per Shopping Time.

Budget	Number of Respondents in each Shopping Place			
	Wang Hin (Jusco)	Tops (KU)	Sena Center (Food Lion)	Total
less than 500	45	62	63	170 (56.67%)
500 - 1,000	39	31	31	101(33.67%)
1,000 - 2,000	11	5	6	22 (7.33%)
2,000 - 3,000	3	2	-	5 (1.67%)
snort than 3,000	'-)	-	-	2 (0.67%)
Total	100	100	100	300

From the table above, the results can be concluded that more than 90% of respondents of Tops (KU.) and Sena Center spend per time less than 500 Bahts and between 500 and 1,000 Bahts. 84% of respondents of Wanghin shopping center spend per time less than 500 Bahts and between 500 and 1,000 Bahts.

Table 4.16. The Persons Who Come with the Respondents.

	Number of Respondents in each Shopping Place			
Media	Wang Hin (Risco)	Tops (KU)	Sena Center (Food Lion)	Total
Come alone	35	27	48	110 (36.67%)
Come with family	42	19	30	91 (30.33%)
Come with friends	19	48	13	80 (26.67%)
Couple	4	6	9	19 (6.33%)
Total	100	100	100	300

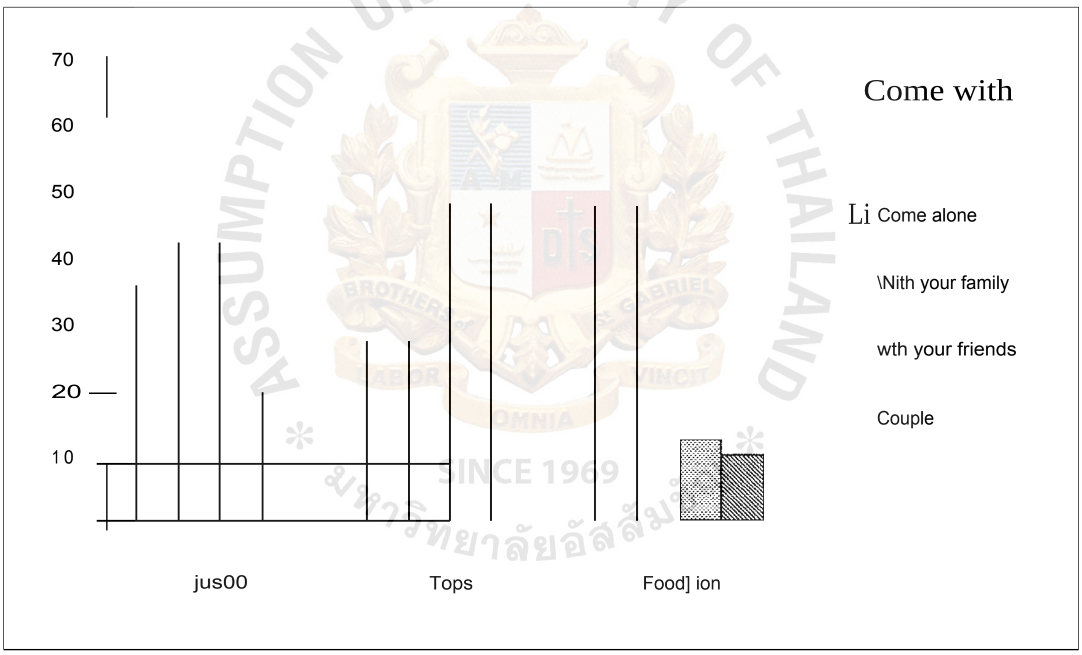

Figure 4.18. The Persons Who Come with the Respondents.

From Table 4.16 and Figure 4.18, the majority of respondents, 77% and 78%, of Wanghin shopping center and Sena center respectively come to the shopping center alone and come with their family. At Tops (KU.), the major respondents (48%) come to the supermarket with friends.

Note: Tops is located in front of Kasetsart University. The major respondents are students or employees working near the supermarket (Table 4.7 Occupation of the Respondents Grouped by Shopping Place).

Table 4.17. Source of Information.

Source of Information	Number of Respondents in each Shopping Place			
	Wang Hin (Fusco)	Tops (KU)	Sena Center (Food Lion)	Total
Leaflet at Home	26	10	41	77 (25.67%)
Billboard	2	5	10	17 (5.67%)
News or Magazines	2	12	-	14 (4.67%)
Passing by	63	60	44	167 (55.67%)
From Friend or Family	5	5	5	15 (5.00%)
Radio or TV.	1	4	-	5 (1.67%)
Others	1	4	-	5 (1.67%)
Total	100	100	100	300

From Table 4.17, most respondents receive information by passing by. The most effective medium for Sena Center and Wang hin Shopping center is leaflet at home (41% and 26% respectively). The most effective media for Tops are News paper & Magazine (12%) and Leaflet at home (10%).

4.5 Attitudinal Analysis

4.5.1 Importance Measurement

This section is aimed to provide the outcome of measuring the respondents attitude toward the focused neighborhood shopping center, the consumer's attitudes are classified in tenns of the shopping center's attributes, that are selected from the outcome of Direct interview stage. The importance of attributes indicate how and what customers expect from the shopping center. Performance measurement indicates how well the customers feel the shopping center worked on these attributes.

Table 4.18. Means Score of Importance of Each Shopping Center's Attribute.

Attribute	Means Score			
	Wang Hin (Jusco)	Tops (KU)	Sena Center (Food Lion)	Overall
Variety of products and services	3.95	4.02	4.26	4.08
Importance of Price	3.95	4.02	4.15	4.04
Quality of goods and services	4.37	4.23	4.46	4.35
Numbers of shops in shopping center	3.79	3.52	3.97	3.76
Brandname of shops in shopping center	3.37	3.09	3.46	3.31
Accesscibility	4.15	4.33	4.41	4.30
Parking comfortable	4.18	3.74	3.96	3.96
Decoration, Clean, Atmosphere	4.02	4.18	4.15	4.12
Security in shopping and parking area (Guard, Lighting, etc.)	4.21	4.32	4.33	4.29
Familiarity to the shop owner / shopkeeper	2.76	2.91	3.13	2.93

To measure the importance of shopping center's attributes, in the questionaire, the respondents have to mark the answer choice that is the most applicable to their case. The questions have five choices: number 1 to 5 representing the meaning as follows: 1 = the least imortant ... 5 = the most important. After all questionaire are completely coded in SPSS format, the means scores are cross tabulated as seen on Table 4.18, and then, the ranking numbers of the attributes of each shopping place are shown in Table 4.19.

Table 4.19. Ranking of Importance of Each Shopping Center's Attribute.

	Ranking			
Attribute	Wang Hin (Jusco)	Tops (KU)	Sena Center (Food Lion)	Overall
Variety of products and services	6.5	5.5	4	5
Importance of Price	6.5	5.5	5.5	6
Quality of goods and services	1	3	1	1
Numbers of shops in shopping center	8	8	7	8
Brandname of shops in shopping center	9	9	9	9
Accesscibility	4	1	2	2
Parking convenience	3	7	8	7
Decoration, Clean, Atmosphere	5	4	5.5	4
Security in shopping and parking area (Guard, Lighting, etc.)	2	2	3	3
Familiarity to the shop owner I shopkeeper	10	10	10	10

From Table 4.19, number 1 represents the highest means score and number 10 represents the lowest means score of the importance of attributes in the same shopping place, in case of equal means score, the average ranking number is calculated, for example in Table 4.18 means score of "variety of product" and "importance of price" are equal, then the average ranking number is calculated from (6+7) 7 2 = 6.5.

According to the result in Table 4.19, for total respondents, "Quality of goods and services" is the most important attribute, the following are Accessibility, Security, Decoration-clean-atmosphere, and Variety of product and service. For each shopping center the three most important attributes are as follows:

Wanghin shopping center: Quality of goods and services - Security in shopping and parking area - Parking comfortable

Tops Kasetsart U. branch: Accesibility - Security in shopping and parking area - Quality of goods and services

Sena Center (Foodlion): Quality of goods and services - Accessibility - Security in shopping and parking area

Consider Table 4.10, 55% of the respondets at Wanghin Shopping Center use their own vehicle to come to the shopping center, so parking convenience becomes the third important attribute for Wanghin Shopping Center.

4.5.2 Performance Measurement

Table 4.20. Means Score of Performance of Each Shopping Center's Attributes That Delivered to the Customers.

Attribute	Means Score			
	Wang Hin (Jusco)	Tops (KU)	Sena Center (Food Lion)	Overall
Variety of products and services	3.10	3.47	3.45	3.34
Price Attractiveness	3.15	2.94	3.35	3.15
Quality of products and Services	3.35	3.44	3.53	3.44
Numbers of shops in shopping center	2.63	2.36	2.76	2.58
Brandname of shops in shopping center	2.21	2.45	2.29	-).-y,
Accesscibility	3.84	4.31	4.40	4.18
Parking comfortable	3.34	3.68	3.71	3.58
Decoration, Clean, Atmosphere	3.60	3.65	3.73	3.66
Security in shopping and parlsing area (Guard, Lighting, etc.)	3.16	3.28	3.41	3.28
Familiarity to the shop owner / shopkeeper	2.46	2.33	2.78	2.52

Table 4.20 shows the means score of performance of shopping center's attributes, the process of performance measurement is similar to the importance measurement, only the meaning of answer choices is different (1 - least satisfy... 5 = most satisfy), these means scores are ploted compared with the means score of the importance of each attribute.

In Figures 4.19, 4.20, and 4.21, attributes are represented by the letter A to J:

A: Variety of Products and Services in the shopping center

B: The importance of Price / Price Attractiveness

C: Quality of products and Services

D: Number of shops in the shopping center

E: Brandname of shops in the shopping center

F: Accessibility

G: Parking convenience

H: Decoration, Clean, and Atmosphere

Security in shopping and parking are such as lighting, guard,..

Familiarity to the shop owner / shopkeeper

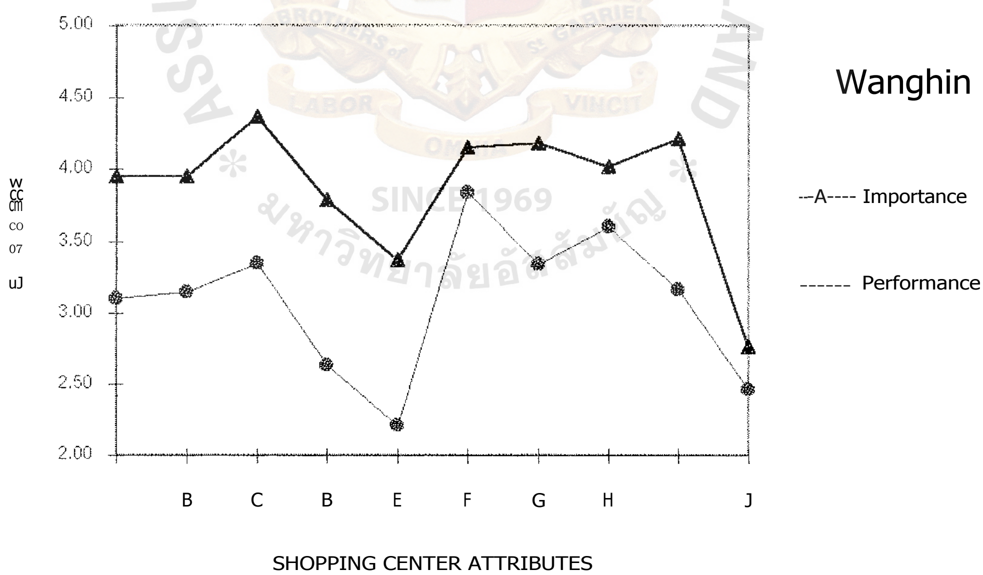

Figure 4.19. Importance/Petfonnance Measurement of Wanghin Shopping Center.

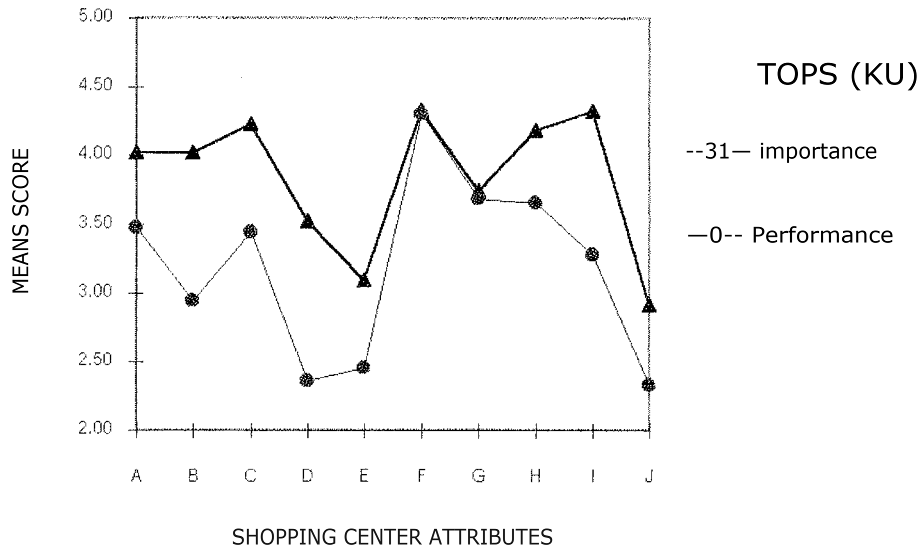

Figure 4.20. Importance/Performance Measurement of Tops (KU).

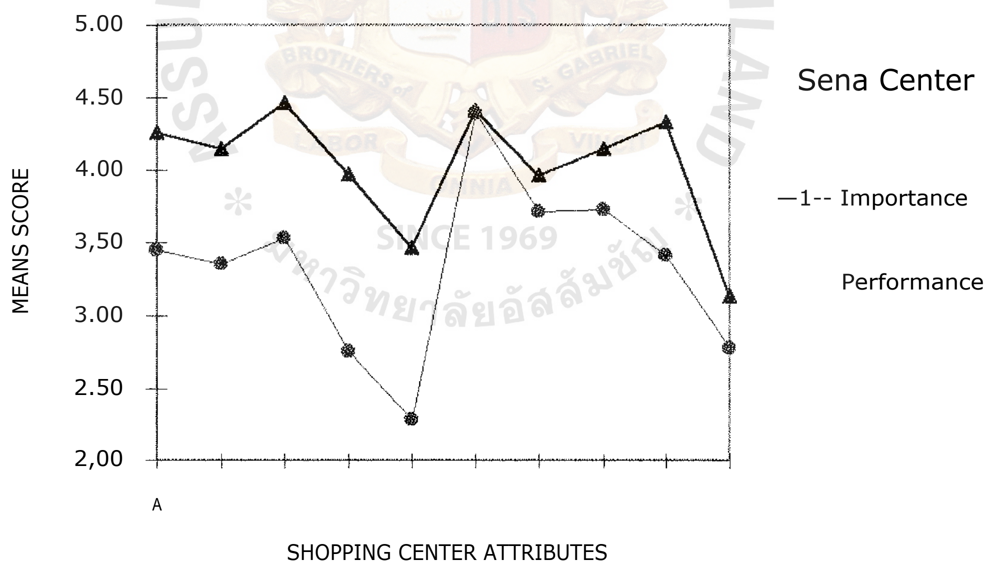

Figure 4.21. Importance./`Performance Measurement of Sena Center.

Figures 4.19, 4.20, and 4.21 show the snake plot (Importance/Peiformance measurement) of Wanghin Shopping Center, Tops (KU), and Sena Center respectively. As explianed in limition (Chapter 1), bias occurs from the fact that the respondents are shoppers who usually come to one of these shopping centers thus they will ve bias answer in evaluation of the site, so that, the means scores of performance evaluated in each shopping center are unable to compare, thus, the data plated in each snake plot are the means score of each shopping center.

From the snake plated, we can see what attributes in each shopping center can meet the customer's expectation, e.g. Accessibility and Parking convenience of Tops can meet the customer's need.

4.6 Potential Attractive Shops for Sena Center

Table 4.21. Mean Scores of Attractiveness of Business Types for the Respondents of Sena Center.

Business Type	Number of customers whose their interesting score are ... (n = 100)		Means	Ranking
	4 - 5	3 - 5		
Food Center	54	84	3.46	1
Pet shop	54	78	3.28	2
Book rental	48	72	3.27	3
Dentist	48	75	3.24	4
Used Book	46	73	3.20	5
Sporting goods	39	75	3.08	6
Beauty care clinic	38	73	3.03	7
Electrical Appliance	37	70	2.99	8
Vetenary	34	65	2.85	9
Internet shop	36	56	2.70	10
Vietnamese food	31	55	2.62	11
Game center	18	60	2.56	1^{2}
Janpanese food	28	54	2.48	13
Karaoke	$^{2}4$	50	2.40	14
Steak & Wine House	18	49	2.37	15
Goff Shop	11	32	1.89	16

This section provides the attractiveness measurement of potential business types. The list of business types is generated from the process of direct interview and pre-testing. Similar to the importancelpeifoimance measurement, the questions for attractiveness measurement have five choices represented by number 1 to 5 (1 = not attractive.. 3 = medium attractive..5 = most attractive).

In Table 4.21, attractivenesses are indicated in terms of mean scores and the number of respondents whose interesting score are 4-5 and 3-5, the business types in this table are rank by mean score, it can be seen that Food center is the most attractive business type, follow by Pet shop, Book rental, Dentist, and others.

The number of respondents whose interesting score are 4-5 and 3-5 are useful to estimated sales volume and evaluate the feasibility of the business type but the further research for customer's budget is required.

V. RESEARCH SUMMARY AND RECOMMENDATIONS

This chapter aimed at explaining the outcomes of this study conducted in this research in terms of the previously stated research objectives and considering the possible areas for site improvement.

5.1 Review of the Research Objectives

As stated in Chapter 1, there are five main research objectives of this study. The study on the "Consumer behavior and attitude toward nieghborhood shopping center in Senanikom area" has the research objectives as follows:

The first objectives is to search and compare the customer characteristics and their purchasing behavior among three neighborhood shopping centers.

The second objectives is to fmd out the major criteria of choice evaluation of customer on shopping place selection.

The third objectives is to measure attitude among neighborhood shopping centers in competitive area in term of performance of each shopping center's attributes.

The fourth objectives is to measure the size of trading area of each neighborhood shopping center.

The fifth objectives is to investigate the potential attractive business for site improvement at Sena Center.

5.2 Research Summary

In this research, questionnaires were used as a tool for collecting the primary data employed in the survey research. There were 300 copies of questionnaires distributed to the neighborhood shopping centers in the study area (100 copies for each shopping center). The outline of research summary is presented as follows:

(1) Summary of the characteristic of overall respondents

(2) Summary of the behavior of overall respondents

(3) Importance / Peiformance measurement for Sena Center

(4) Size of Trading area of Sena Center compared with the other competitors

(5) Attractive shops for the respondents of Sena. Center

5.2.1 Summary of the Characteristic of Respondents

The sample size of all shopping centers is 300 respondents. The gender of respondents consist of 31.33% male and 68.67% female. Majority of age is between 20 to 29 years consist of 47.33%. While the respondents age 30-39 years consist of 23%, 40 years up is 17% and not more than 19 years is 13%.

The majority group of respondent's education is bachelor degree consist of 51.67%, the following are High school and Higher than Bachelor degree which consist of 12.33% and 12% respectively, the other groups of education are 24%.

The majority of respondents are Single (68%), the others are married with children (24.33%), married without children (4.67%), and other status (1%).

The household size of respondents consist of 2-3 persons per household (40.67%), 4-5 persons (37.67%), more than 5 persons (13.33%), and living alone (8.33%).

The majority occupational group of respondents is employee in private film consist of 99 persons (33%), the following groups are student (29.67'%), government officers (16.67%), own business (9.33%), housewife (9%), and retire (1%).

The majority of respondents household monthly income falls within the range of "not more than 10,000 Bahts" and "10,000 to 20,000 Bahts" which consist of 26% and 25% respectively. The following groups are the respondents whose household monthly income falls within the range of "more than 60,000 Bahts", "30,000 to 40,000 Bahts", "20,000 to 30,000 Bahts", "40,000 to 50,000 Bahts", and "50,000 to 60,000 Bahts" which consist of 13%, 12%, 11%, 7.67%, and 5.33% respectively.

5.2.2 Summary of the Behavior of Overall Respondents

According to the survey results, there are a lot of purposes for coming to Shopping Center as follows: to shop (275 persons), to lunch or dine (117), to rent videos (38), just walking (50), buying book (63), meeting (13), and relaxing with family (19). 37.67% of them walk or bike to shopping center, the other ones use their own vehicles (36%), Bus (20.33%), and taxi or tuk tuk (6%).

From the research results we found that, the majority of respondents come to shopping center 1-2 times a week which is 41.33%. The others usually come to shopping center almost everyday (more than five times a week) 23%, 3-4 times a week (17%), 2-3 times a month (11.67%), and once a month (7%). At Sena center, the majority of respondents come to shop almost everyday (35%) and 1-2 times a week (26%).

From the survey, 48.33% of respondents spend their time in the shopping center less than 1 hour, the others spend their time between 1-2 hours (42.33%), 2-3 hours (6%), and longer than 3 hours (3.33%).

The majority of respondents of Shopping centers usually come to shop in the range of time 16.00-20.00 (61.33%) and 12.00-16.00 (26.33%), the minority usually come before noon (4.67%), after 20.00 (6.67%), and do not have exact time (1%).

The majority of customers come to the shopping centers on "Monday to Friday" (47.33%) and "Holiday" (47.33%), the others come to the shopping center on "promotion day" (3.67%) and "do not have exact day" (1.67%). At Sena Center, the majority usually come to shop on "Monday to Friday" and "Holiday" which is 60% and 30% respectively. At Wanghin shopping center, the majority usually come to shop on

"Monday to Friday" and "Holiday" which is 34% and 63% respectively. At Tops supermarket, the proportion of "Monday to Friday" and "Holiday" is 48 : 49.

From the research results, we found that the respondents usually purchase per time less than 500 Bahts (56.67%), between 500 to 1,000 Bahts (33.67%), between 1,000 to 2,000 Bahts (7.33%), and more than 3,000 Bahts (0.67%). Among three shopping centers, the budget of customers of Wanghin shopping Center is higher than the others.

36.67% of customers usually come to the shopping center alone, 30.33% come with their family, 26.67% come with friends, and 6.33% are couples. At Wanghin shopping center, the majority of respondents come with family (42%). At Tops, the majority of respondents come with friends (26.67%). At Sena Center, the majority of respondents come alone (48%).

The respondents of this research receive information thru passing by (55.67%), leaflet at home (25.67%), billboard (5.67%), from friends or family (5%), news and magazines (4.67%), and the other media (3.32%).

5.2.3 Importance / Performance Measurement for Sena Center

According to the Importance measurement means score (Table 4.18), the importance of attributes of shopping center (Sena center) can be arranged as follows: Quality of goods and services - Accessibility - Security in shopping and parking area - Variety of products and services - hnportance of price / Decoration, clenliness,and atmosphere - Number of shops in the shopping - Brandname of shop - Familiarity to the shop owner / shopkeeper.

The snake plot in Figure 4.21 indicates the areas of improvement, only "Accessibility" can meet the customer's expectation but the others can not. The management should pay attention on improving performance to meet the customer's need especially in very important attribute such as Quality of products and services, Security in shopping and parking area, and so on.

5.2.4 Size of Trading Area of Sena Center Compare with the Other Competitors

From Chapter 4, the trading area of focused neighborhood shopping centers are shown and can be compared that Wanghin shopping center occupy 16 of 30 blocks of the study area, Tops occupy 11 of 30 blocks of the study area, and Sena Center occupy only 6 of 30 blocks of the study area. This result indicates that the trading area of Sena Center is very small, 84% of respondents come from block D2 and D3, that means the number of customers is limited too.

2.5 Attractive Shops

From Table 4.21, the seven most attractive business types, means score is higher than 3.00, for the respondents of Sena Center are as follows:

(1) Food center

(2) Pet shop

(3) Book Rent

(4) Dentist

(5) Used book

(6) Sporting goods

(7) Beauty care clinic

5.3 Recommendations

5.3.1 Review of the Problem of the Shopping Center

According to the situation information stated in Chapter 1, the main factors affecting the shopping center business are economic recession and competition in retailing business, both factors affect the purchasing power and the number of customers who visit the shopping centers in the focused area.

In general, the problem begins when the number of visitors and their purchasing power decline, this causes decreasing of sales volume of the shops in the shopping center. Some shops can not survive and must be closed, this causes the fmancial problem to the shopping center.

From the paragraph stated above, we can conclude that the number of visitors and how much they purchase is the key factor to solve the problem. Thus, the basic objective of marketer is to fmd out their need and turn that need into profitable opportunity.

5.3.2 The Possible Areas of Problem Solving

The current managerial objectives of Sena Center, stated in chapter one, consist of increasing the number of visitors from the current count (5,000 persons a day) to be 6,000 persons a day, maintain occupancy rate at least 80% of leasable area without reducing the rental rate, and one of the important policy is the nightlife businesses are ignored.

To acheive these managerial goals, the potential target groups are defmed as follows:

(1) the current customers of the shopping center: make them visit us more often.

(2) the same group of customers who have the similar charateristic and living, studying, or working out of our trading area, that means the shopping center has to try to draw the customers of competitors.

(3) the new group of customers (market development) such as nightlife customers, that are ignored by the executive policy, are one of the potential groups of customers who are different from the other competitors target group. However, this research finding is concerned about the current customer, the executives have to study the new group of customers in terms of their need, characteristic, behavior, and attitude.

To attract the target groups to the shopping center the possible area of site improvement are as follows:

(1) Attractive shops: one of the strenghts of Sena Center is its area size. There is available area that can be developed and invites the attractive business types to locate at this shopping center. This can increase the variety of products and services in the shopping center. The examples of attractive shops are stated in section 5.2.5 of this chapter.

(2) Facilities: from the competitor survey and the research outcomes, there are a lot of facilities that should be improved such as increasing the size of w. c., adding lighting in parking area to make the customers feel secure, prolonging or canceling the parking time limitation that makes the visitors feel comfortable and spend their time longer, etc. However, the further research , such as focus group or direct interview, is required to search the detail of facilities improvement.

(3) Activities: To draw the customers to visit the shopping center more often, promotion activities are the most popular alternatives to entertain and activate them to shop here, the example of activities are car booth sales, every piece 10 Balls, etc.

(4) Flexible Rental rate and Free rent period: according to the second managerial objective, the researcher suggests the executives to relax their policy about rental rate and, if possible, provide some free rent period for the highly attractive business types.

5.3.3 Further Research

This research using survey technique which can provide only the wide perspective of the customer's attitude. To extent the customer's mind and search the information about site improvement in detail, in-depth interviewing of respondents by using focus group discussion is recommeded for further research.

APPENDIX A

QUESTIONNAIRE

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Dear Si r/Madam

This questionnaire was designed to obtain the information on the "Consumer behavior and attitude toward neighborhood shopping center in Senanikom area". This questionnaire was developed to gather the information for academic purpose. It m.vas the part of final research project of Computer and Engineering Management course of Assumption University. Thank you for your co-operation in responding to all items in this questionaire.

Definition term

Shopping Center, In this questionnaire, means neighborhood shopping center that can be defined as a small mall with typically one anchor store (usually supermarket or discount store) and between 20-40 smaller shops such as laundry, drug store, family restaurant serving people in neighboring area.

Part 1 Consumer behavior

1. Which choice is the shopping center that you usually visit (at least once a month).

   O 1) Wanghin Shopping Center (JUSCO) 0 2) TOPS (KU)

   O 3) Sena Center (Food Lion)

2. Look at the map, please select the block that represents the area that you live, study, or work and is close to the shopping center you choose in question no. 1 ....

3. What type of vehicle you usually use to go to the shopping center?

   O 1) on foot or bike O 2) Taxi, Tuk. tuk

   0 3) by your own vehicles O 4) bus or song taew

4. How much do you usually spend per time in the shopping center?

   O 1) not more than 500$ O 2) 500-1,0001

   O 3) 1,000- 2003 O 4) 2,000 - 3,000$

   O 5) more than 3,000$

5. With whom do you usually go to the shopping center?

   O 1) alone 0 2) with family

   O 3) with friends 0 4) couple 0 4) Others...

6, What do you USUalk/ do at the shopping center____ (select not more than 3 choices)

O 1) shopping
0 2) relaxing after vvork or holiday
O 3) lunching or dining
0 4) meeting with friends
O 5) buying books
0 6) rent no video
O 7) just walking..................................
0 8) others......................

7 110\A/ often do 'Aciu usually go to the poind center?

O 1) at least 5 times a week
0 2) 3-4 times a week
O 3) 1-2tirne-:: a vveek
0 4) 2-3 times a rnorith
O 5) once a month

8. I-1 ow Icn do o uswally spend in the shopping center?

O 1) in one hour
0 2) between 1-2 hours
O 3) hetAieen 2-3 hours
0 4) longer than 3 hours

2, At \A/hat time do you usually go to the shopping center?

O 1) before noon
0 7) 1'"00- 1600
O 3) 16.00-20.00
0 4) after 20.00
O 5) can not _..x.ract time

10,E Which choice is the day ':/OU usual) go to the shopping center'?

O 1) Monda\„/ - Friday
0 2) Holiday
O 3) the promotion day
0 4) can not specify

11 What is the mist impact information source (choose only one choice)

O 1) Leaflet at home
O 2) Leaflet at shopping /:enter
O 3) Ne\Ais paper or ma azine
O 4) Billboard
O 5) Passing lay
O 6) Froni your friends or family
O 7) Radio, TV
O 8) Others„......

Part 2 Importance measurement

Instruction : Please mark "0" on the ansvi,/er that is the rnost applicable to your case. Each question has free answers: number 1 to 5 which represents the meaning as number 1 = the least important r unikcr 5 = the most in iburtarit.

Attributes	least important				most important
'1, Variety of products and services	1	2	3	4	5
2. Importance of price	1		3	4	
3. Quality of products and services	1	2	3	4	5
4. Number of shops in the shopping center	1	=,	3	4	
F Branciname of shops in the shopping center				4	fir)
6. Ais essibility	1		3	4	
7. Parking convenience	1	2	3	4	5
P Decoration, Cleanliness and Atmosphere	1	7		4	r
9. Security in shopping and parking area (Guard, Lighting, etc.)	1	2	3	4	
1)3. Familiarity to the shop ˉ",vIˉ1r r(shc pkeeper			3		

Part 3 Performance measurement

Instruction : Please mark "0" on the answer that is the most applicable to your case. Each question has five answers: number 1 to 5 which represents the meaning as number 1 = the least satisfy .... number 5 = the most satisfy.

Attributes	Least satisfy				Most satisfy
1. Variety of products and services	1	2	3	4	
2. Price attractiveness	1	2	3	4	5
3. Quality of products and services	1	'	3		5
4. Number of shops in the shopping center	1	2		4	
5. Bra.ndna.me of shops in the shopping center			3	4	5
& Accessibility	1		3		
7. Parking convenience				4	5
8, Decoration, Cleanliness,and Atmosphere				4	5
9. Security in shopping and parking area (Guard, Lighting, etc.)					5
10. Familiarity to the shop owner/ shopkeeper	1		3	4	

Part 4 Shop Attractiveness (For Sena Center only)

Instruction : Plea:se mark 55 on the answer that is the most applicable to your case. Each question has five answers number 1 to 5 which represents the meaning as number 1 = the least interest ,..,. number 5 = the most interest.

	Business type	Least interest				most interest
1.	Food Center	1	2	3	4	5
2.	Japanese food	1	2	3	4	5
3.	,lietnanfiese food					
ꞏ	Steak 8,. Vi,/ine Hsi	'l	2	3	4	5
	Book rental	1	2.	3	4	5
6.	Used book	1	2	3	4	5
	Eiectrical Appliance	1	2	3	4	5
8.	Sporting gisicds	'l	7	3	4	
9.	Colf shop	1	2	3	4	5
11.	Karaoke	.1	2	3	4	5
12	Veterinary	1	2	3	4	5
1:3.	Pet shop	1	2	3	4	15
14.	Dental	1	2	3	4	5
	Beauty care	1	2	3	4	5
1di	Came center	1	2	3	4	5
17.	Others.............................	1	2	3	4	5

Part 5 Personal Data

1. C-3ender0 1) Male O 2) Female

2. Marital Status

O 1) Single O 2) Married (no child)

O 3) Married (with child) O 4) others

3. How many persons in your household

O 1) 1 person O 2) 2 - persons

O 3) 4 - 5 persons O 4) more than 5 persons

4. Age 0 1) not more than 19 O2) 20 - 29 years

O 3) 30-39 years O 4) 40 - 49 years

O 5) 50 years old up

Rducation

O 1) Primary school O 2) Secondary school

O 3) High school Diploma O 4) Associate degree or equal

O 5) Bachelor degree O 6) Higher than bachelor degree

6. Household monthly income (in case of living alone please declare your personal income)

O 1) not more than 10,001₽, O 2) 1U,C00 - 20,000B

O 3) 20,000 - 30,000B O 4) 30,000 - 40,000E

b) 4b,b0u - 5u,b00$ O 6) b0,030 - bU,UUU$

O 7) more than 60,000B

7. Occupation

O 1. Housewife 0 2. Employee (in private firm)

O 3. Government officer/state enterprise

O 4. Student 0 5. Entreprenuer

O 6. Retire 0 7. Others

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