

ABSTRACT

Shopping as a leisure activity has become an important element in tourism. The role of shopping in leisure time has changed because variations in social, cultural and economic trends throughout the world have created new consumption, behaviour patterns and new demands. Shopping is no longer viewed only as the acquisition of daily necessities serving purely an utilitarian function. This research aims to examine residents and tourists' perceived satisfaction with local shopping culture, staff service quality, product value and reliability, physical features of shops, payment methods, and shopping attributes with special reference to Central World, Bangkok.

The data was collected from a set of questionnaires distributed to 400 respondents, 200 questionnaires were distributed resident shoppers and foreign tourists who shopped at Central World between 20th June and 31st August 2009. Descriptive statistics along with Independent t-test and one-way ANOVA were performed to analyze the perception and satisfaction.

The result of this study shows that there are significant differences between the satisfaction of residents and tourists toward attributes of shops and staff service such as staff service quality, ease of locating store. Moreover, there are significant differences between the perception of residents and tourists toward shopping attributes in Bangkok such as local shopping culture, general issues effecting shopping decision making, trustworthiness and relative shopping satisfaction elsewhere. However, the study found that there is no difference between the satisfaction and perception between Asian and Western tourist shoppers toward attributes of shops, staff attributes and shopping attributes in Bangkok.

Recommendation based on the finding would be applicable for the Tourism Authority of Thailand (TAT), Central World Group, and business organizations involved in providing various services to international tourists as well as residents for planning and implementing

to meet the taste of shoppers. The study concludes suggestions for further research.

Keywords: Shopping satisfaction, Shopping complex, Resident shoppers, Asian and Western shoppers, Central World Bangkok

