BANGKOK RESIDENTS AND FOREIGN TOURISTS' PERCEPTION AND SATISFACTION ON SHOPPING : A CASE STUDY OF CENTRAL WORLD, BANGKOK

by
SUPAWADEE THONGSAK

A Thesis submitted in partial fulfillment
of the requirements for the degree of

Master of Business Administration in Tourism Management

Graduate School of Business
Assumption University
Bangkok, Thailand

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ACCEPTANCE

This dissertation was prepared under the direction of the candidate' s Advisor and Committee Members/Examiners. It has been approved and accepted by all members of that committee, and it has been accepted in partial fulfillment of the requirements for the degree of Master of Business Administration in Tourism Management in the Graduate School of Tourism Management of Assumption University of Thailand.

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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

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CHAPTER I

GENERALITIES OF THE STUDY

This chapter provides the introduction of the study, statement of the problem, research objectives, scope, limitation, and significance of the research including the definition of technical terms used in this study.

1.1 Background of the Study

Shopping is one of the most pervasive leisure activities of tourists (Choi, Chan, & Wu, 1999; Snepenger, Murphy, O'Connell, & Gregg, 2003). It carries a higher priority for some tourists than sightseeing, recreation or any other holiday activities (Reisinger & Waryzack, 1996). The role of shopping in leisure time has changed because variations in social, cultural and economic trends throughout the world are creating new consumption and behaviors patterns, as well as new demands, because no longer is shopping viewed only as the acquisition of daily necessities and serving purely a utilitarian function (Bellenger & Korgaonkar, 1980; Michalko & Timothy, 2001; Timothy, 2005). What is new is that the act of shopping in modern society is becoming materialistic and consumptive such that not only are necessities for daily needs acquired, but recreationists and tourists also acquire clothing, souvenirs, artworks and handicrafts that remind them of their visit. Thus, shopping becomes a significant part of the tourist experience while also serving as a motivating factor for travel (Timothy & Butler, 1995; Timothy, 2005). It is also now accepted that shopping opportunities are an indispensable part of tourism supply and have an important role in the success of most tourist destinations (Goeldner & Ritchie, 2000).

Jansen-Verbeke (1998) define tourism shopping as the purchasing behaviors of tourists at their destination. Excluding food and drink items, the types of tourist purchases include clothings, shoes, jewelleries, leathers, perfumes/cosmetics and watches, as well as arts and crafts and food deemed to be typical in the area. Kent, Shock, and Snow (1983) claim that tourists spend more on shopping than on accommodation and food. Furthermore, from the perspective of the destination's economic gains, shopping contributes significantly and creates job opportunities for local merchants as well as for those that make the products that they sell.

Shopping, together with visiting friends and relatives, having fun, and experiencing indigenous culture, for example, functions as a motivating factor that affects tourists' travel decisions and consumptive behaviors (Fodness, 1994). According to Law and Au (2000), shopping is a powerful force for tourism in terms of actual consumption of goods purchased and as a source of enjoyment and satisfaction. Shopping is one of the most common undertakings during the trip. For most tourists, a vacation experience would be incomplete without opportunities to shop (Keown, 1989; Turner & Reisinger, 2001).

Naturally, shopping as one of the most important tourism activities has an important economic impact on host communities as it requires money spent on leisure purposes (Jackson, 1996; Asgary et al., 1997). However, the effect of shopping may not be limited to economic gains for local, regional and national economies. The products purchased by tourists for different reasons may help the destination develop a favourable image in the mind of tourists, their friends and relatives because people, in general, and tourists, in particular, tend to share their experiences through photos, videos and items they purchased while away (Kim & Littrell, 2001). Thus, in addition to using tourism as an alternative strategy to promote economic growth, developing various components of the industry (e.g. shopping) may be used as a political tool to promote an auspicious image on international stage (Richter, 1989; Hall,1984; Tosun, 2001; Tosun & Fyall, 2005).

1.1.1 The Importance of Shopping for Thailand

Tourists come to Thailand for various reasons. Nevertheless, Thailand is not focusing on marketing strategies to attract niche-market visitors who look for holiday experiences according to their personal preferences and lifestyles. These include interests in shopping, health services, outdoor activities, religious pilgrims, visiting friends and relatives, and honeymoon. Therefore, the categories of tourists are specifically identified (PATA Compass, 2006).

Thailand ranks number one in the Country Brand Index 2007 by Future Brand Company, U.S.A. In addition, the country ranks among the top ten in five key categories which are nightlife, extend a business trip, authenticity, friendly locals and shopping (TAT, 2007).

The Amazing Thailand Grand Sale is organized annually to attract international shoppers with up to 70 percent price reduction. Thailand does not only provide world-class shopping centers but also Thai traditional products which have also been recently promoted]according to each sub-district. This project is called One Tambon One Product or OTOP. The products include clothing, souvenirs, household products, leather products and other decorative items to suit every society and lifestyle (PATA Compass, 2006). Therefore, shopping for Thailand's products is an interesting activity that attract a lot of international tourists.

In 2007, Tourism Authority of Thailand (TAT) launched "Seven Amazing Wonders" campaign which was designed to help attain the target of 14.8 million international visitor arrivals in 2007 and 15.7 million in 2008. Domestic tourism target was 82 million trips in 2007 and 83 million trips in 2008. This campaign was underpinned by the strong branding slogan "Amazing Thailand" which has been proven successful in 1998/99 and underscores the country's image as a peaceful, hospitable country and a year-round tourism destination with value-for-money products and services (Source: http://luckyingame.blogspot.com/2007/08/tat-to-launch-seven-amazing-onders-of.html).

Amazing Thailand came up with a new and attractive promotional campaign by launching " Thainess- A Rich Diversity of Unique Thai Wonders" in 2008. TAT has considered the country's ancestry to be the most attractive and effective feature for persuading more tourists world-wide to visit Thailand (Source: http://amazingthailand.tourismthailandand.org/thainess-deals.html).

This campaign is one of the most amazing collections of cultural and traditional Thai travel products that is really worthy of experience for those who visit Thailand. About 25 products includes: Top-notch Thai style accommodations offering visitors a pure Thai environment; Some of the renowned specific Thai-orientated activities; Attending, participating or learning exhilarating Thai boxing; Witnessing an exquisite Thai classical dance performance; Experiencing rejuvenating Thai massage; Learning sumptuous Thai cooking; Practicing blissful meditation; and Admiring surroundings while cruising on old style exclusive Thai boats.

As one of the steps for "E-Marketing for Amazing Thailand 2008", this campaign is expected to explore the most of what Thailand owns while expressing its ever-ready products to allow the world to experience its uniqueness. This campaign promotes the country's ancestry and anticipates a larger quantity of visitors to Thailand by year 2008 and forth coming years. Hence, a success in greater revenue coming to Thailand will be witnessed (Source: http://oknation.net/blog/sivarnee2008/06/03/entry-3).

1.1.2 Shopping trends in Bangkok

Table 1.1 Average Expenditures of International Tourist Arrival by expenses on shopping between 2000-2007

Country of residence	Average Expenditure (Baht/person/Day)							
	2000	2001	2002	2003	2004	2005	2006	2007
East Asia	1,503.05	1,436.72	1,356.25	1,315.00	1,398.74	1,210.73	1,259.87	1,176.30
Europe	855.04	752.31	738.3	756.5	876	928.87	886.82	892.01
The Americas	1,730.45	1,352.16	1,092.88	920.52	991.47	1,091.06	1,184.43	1,179.93
South Asia	2,535.68	2,161.99	1,654.08	1,547.70	1,458.42	1,366.59	1,591.89	1,539.60
Oceania	1,409.80	944.67	857.59	837.64	923.55	923.98	1,097.53	1,095.71
Middle East	2,032.27	1,490.70	1,199.24	1,306.27	1,190.89	1,440.51	1,239.83	1,271.10
Africa	3,001.58	1,809.11	1,467.15	1,358.63	1,404.53	1,238.41	1,365.51	1,473.94
Total	**1,338.74**	**1,160.86**	**1,067.38**	**1,074.08**	**1,149.20**	**1,089.86**	**1,106.47**	**1,071.78**

Source: Tourism Authority of Thailand, Tourist Expenditure Survey, 2000-2007.

According to the statistics report from the Tourism Authority of Thailand (TAT) during years 2000 – 2007 as shown in Table 1.1., expenditure by shopping is a high-growth economic benefit and international tourists shopping in Thailand are from various countries of origins. They normally have different needs and wants. Therefore, they have different preferences on items and spending styles. However, all tourists always have their own desires and expectations on the items they shop. Moreover, the Table 1.1 shows the clearance number of expenditure by shopping of international tourists from year 2000 until year 2007.

In addition, Table 1.1 shows that the amount spent on shopping of international tourists in Thailand is falling. There are many fluctuations but number doesn't show too much increase or decrease in the average expenditures. The trend shows gradual decrease from year 2000 to 2002. It then slightly rises up but then again goes down in 2005. The pattern goes up and down till year 2007.

In comparison, Table 1.2 highlights several key indicators of tourism receipts by expenditure items of tourism industry in Thailand during 2003-2007. These key indicators include shopping, accommodations, food & beverage, entertainment, local transport, sightseeing and miscellaneous, respectively. Table shows that annual tourism receipts from shopping item grow continually from year 2003 until year 2007. Tourism receipts from shopping item was 88,006.69 million Baht in the period 2003 and it increased significantly until 2007. However, tourism industries in 2005 was adversely affected by the Tsunami incident on late December 2004, causing a decrease in number of tourism receipts from shopping as well as other expenditure items. Nevertheless, the Tourism Authority of Thailand's overseas offices and other relevant agencies have developed activities to accelerate the creation of the tourists' perception of the readiness of tourist attractions and facilities in the area to support tourists in a timely manner. For example, a mega-familiarization trip was organized for the media and overseas travel agencies to witness the readiness of tourist attraction in tsunami-affected areas in the Southern coast of Thailand. In 2006, there were 131,829.06 tourism receipts from shopping items, an increase from the previous year. This clearly shows that tourism was in recovery after the Tsunami incident in 2004. Moreover, the overall tourism situation of Thailand had a sign of recovery to a normal trend of growth as in the year 2007 as Thailand enjoyed a total number of 547,781.81 tourism receipts from shopping. In addition, Table 1.2 also assures a significance measure in shopping items in Thailand tourism industry as the receipts number of annual has increased to the highest level compared to other items in the following year.

Therefore, a study of the international tourists as well as residents' preferences by comparing their level of satisfaction towards shopping experiences in Bangkok should be taken into consideration since the results of this study will assist the Thailand tourism industry to achieve a higher level of tourist satisfaction, better economics benefits, and sustained tourism development

Table 1.2 Tourism Receipts by Expenditure items 2003-2007

Expenditure Items	2003	2004	2005	2006	2007
Shopping	**88,006.69**	**108,852.00**	**102,925.43**	**131,829.06**	**142,467.37**
Accommodation	80,419.28	101,121.97	96,171.08	128,365.30	152,243.76
Food & Beverage	51,806.36	64,713.53	68,276.84	85,479.56	97,181.92
Entertainment	38,225.18	47,673.67	46,655.59	56,332.56	63,793.38
Local Transport	25,267.17	29,860.75	29,460.70	45,918.62	52,337.97
Sightseeing	16,335.56	20,895.43	15,646.83	21,563.91	23,615.17
Miscellaneous	9,208.78	11,242.42	8,243.89	12,830.16	16,142.24
Total	309,269.02	384,359.77	367,380.36	482,319.17	547,781.81

Source: Tourism Authority of Thailand, Statistical Report, 2003-2007.

1.1.3 Central World as the Shopping Paradise in Bangkok

Central World shopping complex is located in the cosmopolitan area of Ratchaprasong which is at the heart of Bangkok. With 550,000 square meters of retail space and a total area size of 830,000 square meters that is 30% larger than any other shopping centre in central Bangkok, Central World is now officially the largest lifestyle shopping complex in Southeast Asia. Like most shopping complex in Bangkok, Central World and its retail outlets open around 10.00 a.m. until 10.00 p.m., truly appeals to young at heart, affluent Thais, expatriates, and tourists (Source:http://www.bangkok.com/shopping-mall/centralworld.html).

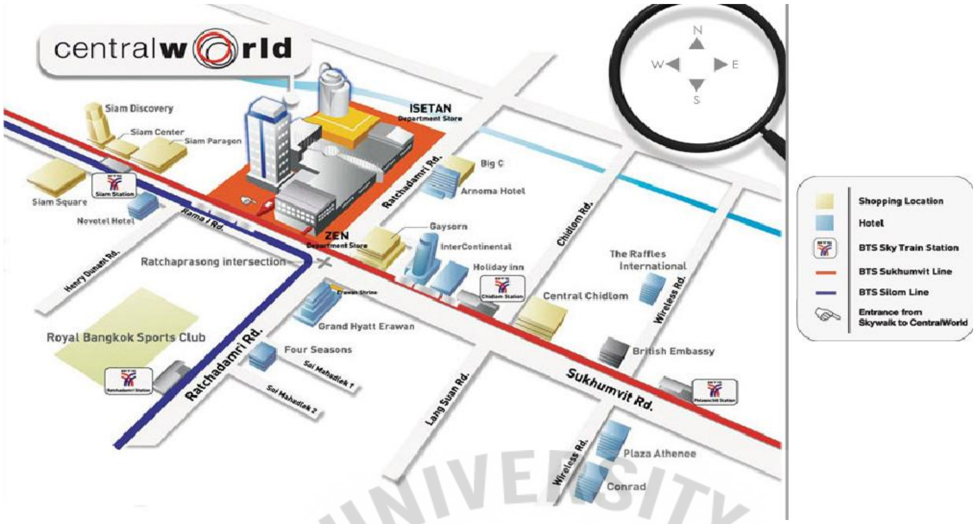
Central World consists of two anchor department stores: ZEN and Isetan. Zen is the Asia's first Lifestyle Trend Megastore. Isetan is the Japanese unique lifestyle department store in Bangkok. Central World consists of over 500 Thai and world-class stores. The space of each store is between 100-300 square meters. This is a unique concept that allows consumers to see a wide diversity of offerings without having to walk long distances. Central World is regarded as shopping heaven as it provides customers with real shopping experience. Offering 90 restaurants and cafes, 15 cinemas, six specialized stores, and Asian senses, a convenient destination for visitors to experience the spectrum of Asian cultures and traditions. The department store Zen spans seven floors, while Zen World on the 13th floor offers a fitness centre, spa, yoga, beauty centre, educational centers, world of crafts and Asian handicrafts and tourist promotion centre. Moreover, there is a Kids' Zone and learning centre and Thailand Knowledge Park (TK Park), the first living library that encourages conductive learning in a creative and fun environment. Central World also comprises the largest indoor parking lot in Thailand of 287,000 square meters and can accommodate 7,000 vehicles.

Central World is on the forefront of technological sophistication too. Two of Southeast Asia's largest LED screens, measuring 9 x 16 meters, overlook the outdoor Central World Square and are used to broadcast major events like Bangkok's official New Year countdown party. Inside, giant LED screens are also used to broadcast activities from one zone to another. More than 250 interactive LCD monitors and directories have been installed throughout to provide an estimated 150,000 shoppers daily with information and shopping directories. And the 40 ATM machines scattered around are also the largest number in any commercial complex in Thailand (Source: http://www.bangkok.com/shopping-mall/centralworld-overview.html).

The complex is on Bangkok's shopping street surrounded by several five star hotels and office buildings within walking distance. It is conveniently accessible via two main roads, Rama I and Ratchadamri, by car, coach and Bangkok Transit System- BTS which links to the MRTS Sub Way network. Central World is in close proximity to Chidlom BTS station on Onnut line and Siam interchange BTS station with the skywalk connected to the shopping complex.

There is only a few number of researches about Central World shopping complex (see Figure 1.1).

Figure 1.1 Map of Central World Shopping Complex



(Source: http://i192.photobucket.com/albums/z317/hanaga47/map-1.jpg)

1.2 Statement of the Problem

Bangkok is ranked the second best shopping destination in Asia among the Asia's top ten shopping destinations (Radiff News, 2008). Shopping malls, in particular, are major attraction of tourist shopping destinations. Tourists like to experience the one stop shopping paradise as part of their search for the authentic wide range of brands and products from traditional handicrafts, textiles, gems, jewellery and antiques as well as more contemporary items. It means shopping satisfaction and shopping experience practice should be taken into consideration. It is being observed that there are shopping discounts, special offers, festive celebrations as well as leisure and entertainment extravaganza held throughout the year in order to encourage shoppers to spend money. However, no regular attention is being given to both tourist and resident shoppers' intention to spend their money.

Considering the importance of shopping experience, it is surprising that there is a paucity of studies examining shoppers experience at Bangkok shopping malls. Local shop because they need to shop and do not buy if they really do not need to do that. While shopping, locals try to find the items that they need to look for. On the other hand, tourists may have an extremely fun and entertaining shopping experience (looking at exhibits, talking with other shoppers and shop assistants, socializing with friends) with or without making a purchase.

Shoppers with different cultural backgrounds differ in their shopping preferences (Pizam & Jeong, 1996). Temporary residents retain the culture of their original country but foreign culture also influences them, which might result in a mixture of culture and shopping preferences. However, the role of cultural adaptation in determining behavior has not been given much attention in tourism research.

Personal attributes, such as cultural and ethnic background, also influence shopping experience and behavior. There could be differences in shopping satisfaction levels among Asian and Western travelers' expectations and perceptions of shopping. Because of the changes in tourist composition and the differences between the spending patterns of Asian and Western tourists, it is important to investigate the shopping satisfaction levels of different travelers.

It is common for tourists, in particular Asian shoppers, to purchase crafts or souvenirs with reference to cultural norms of gift-giving and, as in other parts of the world, to collect authentic mementos (Littrell, Anderson, & Brown, 1993; Wang & Ryan, 1998). Little research has been done with respect to the respect to the level of satisfaction of tourists from different countries regarding solely with their shopping experiences.

Therefore, the statement of problem is how different types of shoppers seek satisfaction toward their shopping experience.

Therefore, the following research questions have been proposed.

RQ1. Are tourist shoppers more satisfied than resident shoppers with their shopping experience in Bangkok?

RQ2. What are the differences in shopping experience between Western and Asian foreign tourists in Bangkok

1.3 Research Objectives

Based on these research questions, the following research objectives are:

- To examine and compare foreign tourists and Bangkok residents' perception of shopping attributes and their satisfaction with shop and staff attributes with special reference to Central World shopping complex, Bangkok.
- To investigate and compare Asian and Western tourists perception of shopping attributes and their satisfaction with shop and staff attributes with special reference to Central World shopping complex, Bangkok.

1.4 Scope of the Research

The continually rapid increase of expenditures on shopping by foreign tourist shoppers as well as Bangkok residents at specific shopping mall motivates the researcher to further analyze their shopping purposes and shopping experiences as well as the level of shopping satisfaction which lead to an intention to spend money on shopping at Central World shopping complex. This shopping center targets both tourists and resident shoppers.

The research focuses on foreign tourist shoppers and Bangkok residents on their shopping satisfaction based on their plan to spend more or less money. It also examines the effect of cultural differences between tourists as buyers and shop operators as sellers on the shopping experience of visitors. The target respondents are Bangkok residents and foreign tourist shoppers (Asian and Western origin) who shop at Central World shopping complex.

1.5 Limitations of the Study

This study focuses on shoppers' perceived satisfactions and experience as well as shoppers' perceptions of shopping attributes in Bangkok shopping complexes. However, the multiple of stores, retail outlets, restaurants & cafes, and cinemas in shopping complex make the researcher unable to investigate stores one by one in Bangkok city.

Moreover, the responses from shoppers are only valid for the duration the researcher collected data as well as only those respondents in the shopping center who agreed to take part in the survey. Therefore, the results should not be generalized to all shoppers in Bangkok. With regard to shopping items, luxury items such as jewellery and expensive food products are excluded. Furthermore, other possible moderating effects, such as the emotion elicited by the shopping trip and situational factors including human crowding, are not explored in this study.

The time frame of conducting this research is from June 20 to August 31, 2009. Generally, the period for sampling must be long enough to encompass all the factors affecting shoppers' various behaviors. For example, the economical and political changes can affect tourist & resident shoppers behavior and decision making.

People from different parts of the world have various cultures and relevant behaviors. So it seems that the results of the research can not be generalized to shoppers from each country. Furthermore, due to time, cost and language constraints, the questionnaire could not be translated into various languages. Only English and Thai language questionnaire were used in this research.

1.6 Significance of the Study

Understanding whether shoppers can be induced to behave in certain ways based upon atmosphere of a shopping mall should be beneficial to management.

The findings of the study will be useful to the Tourism Authority of Thailand (TAT) and business organizations involved in providing various services to international tourists as well as residents and, especially, Central World. It will provide useful information on various critical issues required for effective planning related to the shopping promotions for international tourism and services to be provided to tourist shoppers as well as resident shoppers. Knowing differences among shoppers' perception towards shopping in Bangkok will benefit planning of marketing strategies which aim to increase the number of visitors.

This will help service providers to know the levels of expenditures and satisfaction of shoppers and use relevant information to formulate and implement their business plans to meet the taste of shoppers.

1.7 Definition of Terms

The following terms are central to this study:

Country of origin: The nationality and country of residence determines the country of origin of an international tourist. For determining the country of origin of an international tourist, the country of residence in addition to nationality is important to record. It is done because there are many people who are living permanently in countries different than their passport nationalities and significant numbers of expatriates living outside their countries of nationalities for long period of time throughout the world (Inskeep, 1991).

International tourist: An international visitor who travels to a country for at least one night and whose main purpose of visit may be classified under one of the following three groups: (a) leisure and holidays; (b) business and professional; (c) other tourism purposes (Medlik, 2003). In this study, international tourists are divided into two groups: Asian and Western tourists.

Asian Tourist: Tourist whose origin is from the country in the Far East or Southeast Asia, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Island, Thailand, and Vietnam (http://wordnet.princeton.edu).

Western Tourist: A collective term for tourist from the countries of Western Europe and North America, as distinct from the countries of Eastern Europe and Asia (Medlik, 2003).

Perception: the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world. It can be described as 'how we see the world around us' (Schiffman & Kanuk, 2004).

Preference: The selecting of someone or something over another or others (http://dictionary.reference.com/browse/preference).

Resident: A person who is considered to be a resident in a country (place) if that person has lived in that country (place) for at least twelve (six) consecutive months prior to his/her arrival in another country (place) for a period not exceeding one year (six months) (Goeldner, Ritchie & Mclntosh, 2000). In this study, resident means people who live in Bangkok Metropolitan city. This study does not include domestic tourists.

Satisfaction: For the purpose of this research, satisfaction is defined as satisfaction (positive attitude or good feeling) gained by Bangkok residents and foreign tourists during their shopping time at Central World, Bangkok, Thailand.

Shopping: A contemporary recreational activity involving looking, touching, browsing and buying, which helps fulfill people's need for enjoyment and relaxation and which helps tourists escape from their daily routines (Timothy, 2005).

Tourism: The activity in which people spend a short period of time away from home for business or pleasure (Horner & Swarbrooke, 1996).

Tourist shopping experience: the sum of tourist satisfaction or dissatisfaction gained from the individual attributes of products and services purchased (Pizam & Ellis, 1999).

CHAPTER II

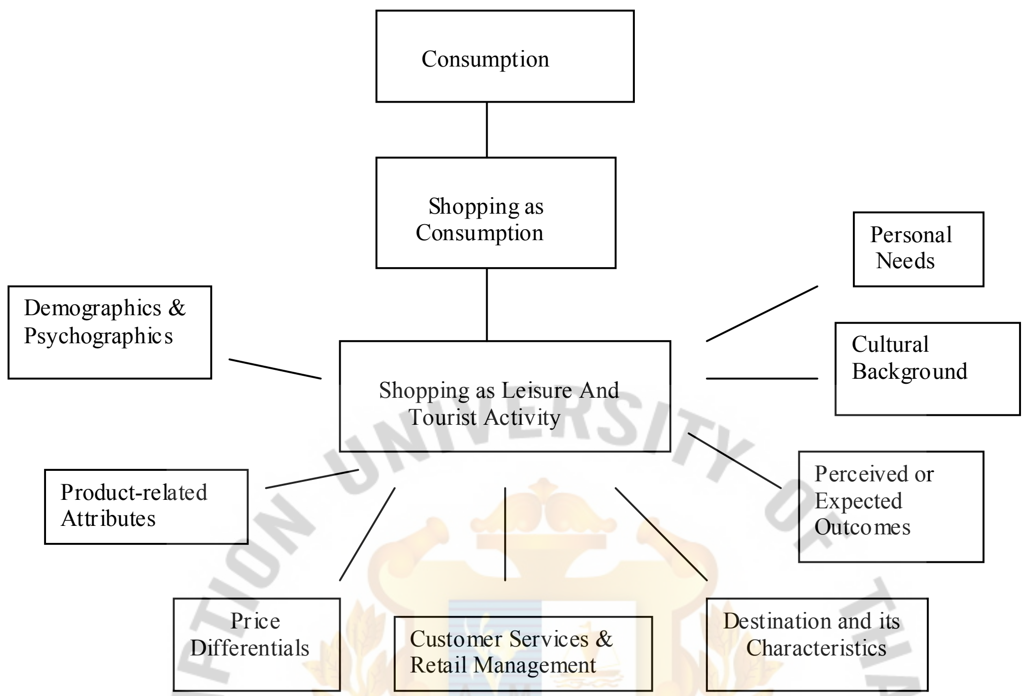
REVIEW OF RELATED LITERATURE AND STUDIES

This chapter reviews the relevant literature and studies and has the following content and topics: Tourist shopping, Tourism and Tourist Shopping Behavior, Tourist Shopping Experiences, Attitude toward shopping experiences, Shopping Satisfaction, Store Attributes, Product Attributes, Staff's selling behavior, The culture-based differences between Asian and Western shopping habits, The Resident and Tourist Shopping Habits, Shoppers' country of origin and Empirical research.

2.1 Tourist shopping

Tourism, one of the greatest industries in the world, is considered to include all activities related to the temporary short-term movement of people to certain destinations outside the places where they live and work normally, and all the activities they do during their stay at these destinations (The Tourism Society, 1979), which are for leisure, business, or other purposes (Paci, 1992). One of these activities is shopping. Shopping as a travel activity has become an increasing important aspect of tourism industry because of its fundamental economic contribution to the retail trade in various tourism markets throughout the world (Kent, Shock, & Snow, 1983; Jansen-Verbeke, 1991). Here is a model that shows several intrinsic and extrinsic variables for tourist shopping.

Figure 2.1 The Elements of Leisure and Tourist Shopping



Source: Timothy, 2005

The most important intrinsic variables include shoppers' demographic and psychographic features (e.g. age, gender, behavior, level of affluence), cultural background (e.g. nationality, race, traditions), and expected outcomes (e.g. acquiring authentic products, finding new experiences and merchandises, buying some gifts for their family members). The extrinsic influences are comprised of retail place characteristics (e.g. store environment, size, type), the setting and its features (e.g. old cities, communities beside beach and rural areas), customer service and retail management (e.g. providing services to needs of foreign visitors, providing customer comforts), price (e.g. relative prices, special prices, cost differentials in different countries), and people related qualities (e.g. quality, authenticity, variety). These items are the most important influential factors that cause leisure and tourist shopping to vary from other forms of consumption and profitable purchasing. Some of these issues are most important and they get more attention. (Timothy, 2005).

Since the synergy of tourism and shopping is substantial, a number of studies pertaining to tourist shopping have, therefore, been undertaken. Besides a number of studies focusing on the economic contribution of shopping resulting from the tourist spending (Heung & Cheng, 2000); Turner & Reisinger, 2001), most of the studies in tourism shopping are concerned with shopping motivation and satisfaction.

The shopping motivation of a tourist, as stated by Jansen-Verbeke (1994), can be divided into three categories: (1) economic reasons such as cost-saving by way of bargaining or taking advantage of favourable exchange rate, (2) psychological effects pertaining to the identification of the destination, and (3) strengthening social ties. By nature, shopping motives for tourists are diversified as leisure and functional (Wang, 2004), and are further extended to include symbolic motives (Lehto et al., 2004). Leisure shopping is one of the most popular tourist activities in global tourism (Law & Au, 2000). Some researchers even argue that shopping itself is a tourism activity that satisfies people's needs for leisure (Kent et al., 1983; Wang, 2004). With reference to the functional motives as recognized in a rational shopping behaviour, lower prices, more varieties, and better quality are included. For some tourists, souvenir shopping often carries a psychological meaning that recalls pleasant time spent at specific destinations (Anderson & Littrell, 1995).

As further illustrated by Moscardo (2004), a number of various reasons exist for tourist shopping such as instrumental and expressive motives. The former indicates the following: (1) shopping as an activity meets social obligation, (2) shopping for necessities associated with travel, and (3) shopping is a way of experiencing local culture. The expressive motives reflect the need to relax, to have a change of the life pace, etc. Similarly, Geuens, Vantomme & Brengman (2004) suggest that three different types of shopping motives include functional motivation (e.g. product attributes), social motivation (e.g. affiliation with peer group), and experiential motivation such as sensory stimulation.

With respect to the shopping satisfaction for tourists, Reisinger & Turner (2002) stress that the importance of product purchased (e.g. alcohol, cosmetics, electrical appliances, etc.) determines the importance of product attributes such as value for money, good quality, and availability. The importance of product attributes, in turn, determines tourist satisfaction. For instance, Japanese tourists often place more weight on shop presentation and also feel satisfaction with a product when they travel to both Hawaii and Gold Coast, Australia (Reisinger & Turner, 2002).

2.2 Tourism and Tourist Shopping Behavior

For travelers, shopping is the number one trip activity for both domestic and international tourists (Kent *et al.*, 1983; Goeldner *et al.*, 2000; TIA, 2003), and for many a trip is not complete without having spent time shopping (Hudman and Hawkins, 1989). Tourism is the activities of people who travel to and stay in place outside their usual environment. Tourists are temporary visitors to a destination (Paci, 1992) and will return to their permanent residencies after traveling.

Tourists like to take something home from the trip (Gordon, 1986), and therefore, they Go shopping. A tourist's shopping behavior is very different from his/ her normal shopping activity. "They spend money on small foolish items because it is not an ordinary time" (Gordon, 1986). As a tourist, a person does not have to think about their job or any other obligations they have at home. Tourist also gains satisfaction from shopping experience, separate from the purchase of the product (Buttle, 1992; Christiansen & Snepenger, 2002). Tourist shopping does not only limited to souvenirs but also purchases of clothing, jewelry, books, arts and crafts, and electronics (Timothy & Butler, 1995). Typically, tourists do not go shopping with a specific list; rather shopping becomes a by-product of their travel experience (Thomas & LeTourneur, 2001). Tourists spend approximately one-third of their total expenditures on shopping (Grattan & Taylor, 1987; Littrell et al., 1994) only spending more on their accommodations (Turner & Reisinger, 2001).

When shopping, tourists base their purchase decisions on several factors. Researches find that tourists look for high-quality, well-designed products (Costellon& Fairhurst, 2002; Littrell et al., 1994; Paige & Littrell, 2003; Reisinger & Turner, 2002). Many tourists spend more money on purchasing an item while they are away from home, so they want to secure the highest quality item possible. Tourists feel that purchasing an item by a well-known manufacturer is very important (Littrell et al., 1994), and therefore, look to find well-known brand names or logos when shopping (Gee, 1987). These well-known products are brands with which they are familiar with; thereby they feel confident in their purchase decisions.

2.3 Tourist Shopping Experiences

Experience is a complex combination of factors that shape tourists' feelings and attitudes towards their visiting and spending time at a destination. Shopping as an important component of travel is a mixture of perceptions of products, services and places. In fact, a tourist shopping experience is a sum of tourist satisfaction or dissatisfaction gained from the individual attributes of products and services purchased (Pizam & Ellis, 1999). Service and merchandise provided by retailers and vendors are an important part of the destination experience (Murphy et al., 2000). In this regard, shopping refers to a contemporary recreational activity involving looking, touching, browsing and buying, which helps fulfill people's need for enjoyment and relaxation and which helps tourists escape from their daily routines (Timothy, 2005).

Research shows that various factors influence tourists to shop or not to shop and make their experience satisfying or not. According to Keown (1989), cultural, economic and lifestyle factors clearly affect tourists' propensity to buy. According to some research, the most important variable in stimulating tourist shopping is price differentials between home and the destination (Timothy & Butler, 1995; Cheng, Heung & Hobson, 2000). For example, Hong Kong and Singapore are well known shopping destinations, particularly for duty-free goods, owing largely to their price advantage on both imported and locally made products (Hobson & Christensen, 2001).

Cultural structure of destination community and other characteristics of places are also seen as a factor affecting tourists' shopping behaviours and experiences (Murphy et al., 2000; Kim & Littrell, 2001; Timothy, 2005). Although shopping functions as a leisure tourist activity, it also creates a significant opportunity for visitors to become exposed to the host culture. In particular, locally made handicrafts and souvenirs designed as tourist products may reflect elements of indigenous cultures. In fact, despite changes in artworks sought by tourism, through long term shopping patterns and behaviours of tourists, these items can become symbols of local culture (Graburn, 1976; Cohen, 1989; Smith & Olson, 2001).

Majority of tourism products are intangible, but shopping provides tangible ways to experience the destination vis-à-vis the purchasing of souvenirs and gifts for friends and relatives, with these items even contributing to the satisfaction of travelers' psychological needs (Fodness, 1994). Part of the experience also deals with aesthetics, where tourist shoppers are able to examine, feel and think about shopping items even if shopping is not a principal reason for their travels (Snepenger et al., 2003).

Tourists typically commemorate their experiences with souvenirs. Souvenirs become a symbol, or a memento, of their travels for themselves and others. Many tourists also exhibit self gift-giving so that they can position their trophies at home or at work to remember and remind others of their visit to interesting destinations (Anderson & Littrell,1995; Spencer et al., 1999; Scarce, 2000).

It has also been noted that product selection and in-store atmosphere should match target shoppers' expectations (Kotler & Armstrong, 1997) since these can influence tourists' emotions and behaviours related to shopping (Arnold and Reynolds, 2003; Timothy, 2005).

Retailers endeavour induction of positive consumer reactions by changing in-store environment that titillate the senses, such as music, scent, climate, employee appearance and colour (Christiansen & Snepenger, 2002; Babin et al., 2003). Likewise, attractive and high quality retail displays and designs can make the tourist shopping experience more enjoyable and motivate visitors to spend more on shopping (Bellenger & Korgaonkar, 1980; Christiansen & Snepenger, 2002). Alterations in retail settings and design are carried out to provide satisfying shopping experiences, to protect a favourable store image, and to alter consumers' mood, perceptions and satisfaction levels (Backer et al., 1994; Machleit & Eroglu, 2000). Thus, retailers tend to prepare their stores as theatres that carry customers into different, extraordinary and exciting shopping environments (Kotler & Armstrong, 1997).

Mehrabian & Russell (1974) argue that all responses to an environment can be considered as an approach or avoidance behaviours. Approach behaviours include all positive behaviours that might be directed to the environment; for example, a desire to remain in a store and explore its offerings could be started as an approach behaviour. Avoidance behaviours reflect contracting responses; that is, a desire to leave a store or not to browse represents avoidance behaviours (Spangenberg, Crowley, & Henderson, 1996). Approach behaviours are suggested by increased willingness to interact with others (including salespeople) in an environment, increased willingness to spend time and return to an environment, and an increased willingness to spend money. Individuals are expected to have greater approach behaviours in pleasant environment which creates positive affects, and greater avoidance behaviours in unpleasant environments which creates negative affects (Mehrabian & Russell, 1974).

Shopping environment can be divided into two categories: in-store and out-store environments. Researchers have generally investigated aspects of in-store environment This has produced a significant body of information describing various customer reactions caused by specific ambient cues. In a review of 60 experiments manipulated portions of a store's complex atmosphere, Turley & Milliman (2000) noted that each of these studies found some statistically significant relationship between atmospherics and shopping behaviour. For example, colour has been found to affect liking of the store and perceptions of the merchandise (Bellizzi, Crowley, & Hasty, 1983; Bellizzi & Hite, 1992). Clutter in the environment brought out negative effects on satisfaction and attributions made concerning services (Bitner, 1990). Crowding can change the use of in-store information, satisfaction and enjoyment of the shopping environment (Eroglu & Machleit, 1990).

Tourist shoppers may seek unique products and souvenirs and they may be concerned about brand names and logos, product and package size, price, product attributes and location of stores (Gee, 1987; Turner & Reisinger, 2001). The range of goods purchased by tourists is large and it does not just consist only of souvenirs and necessary personal items. It includes items such as clothes, jewellery, books, art and craft, duty-free goods and electronic goods (Turner & Reisinger, 2001). The items bought may differ from culture to culture and also between young and senior travelers (Kim & Littrell, 2001). Tourists may also view shopping experiences as entertainment or recreation without purchasing a product (Jones, 1999). Hence, they are expected to seek both utilitarian and hedonic benefits from shopping, but to varying degrees.

2.4 Attitude toward Shopping Experiences

The definition of the term "Attitude" has been proposed in various ways during the previous decades (Mowen, 1995). Fishbein and Ajzen (1975) define attitude as a learned predisposition to a respond in a favorable or unfavorable manner with a given object. Attitude, positive or negative feeling regarding a particular behavior, is associated with some intentions because people will perform their behaviors intentionally. Hence, tourists' shopping experiences involve selecting products, which are very closely related to their attitude toward possessions and acquiring possessions. It is the major contributor to tourists' identity (Csikszentmihalyi & Rochberg-Halton, 1981). It may also serve as a means of preserving memories and feelings from travels (Belk, 1988). Shopping in another country may be totally different from daily shopping experiences because tourists usually act and behave in a different context from the environment of their normal everyday life (Oh et al., 2004). The holiday leisure experience of a tourist has these features (Ryan, 1999): the tourist has a strong emotional involvement in the tourism experience and shopping; the tourist has a strong motivation to have a successful and satisfaction outcome from the tourism experience; there is a long period of interaction between the tourist, the place and the people at the holiday destination. During this period tourists can usually manipulate their environment to earn satisfactory outcome, tourism products and services. Therefore, tourists themselves have many different key roles during tourism experience, each one contributes separate determinants of satisfaction.

In a tourism destination, tourists can have a new situation in which they can experience new things and environment that are different from their ordinary daily lives at home. Because of this, it is clear that shopping and purchasing experience of tourists often differ from their regular purchasing and shopping experiences at home. During shopping, tourists may or may not have a shopping list of something specific for purchase, but they just simply look for excitement and pleasure and they want to find some funny and attractive souvenirs to experience local culture of that place and interact with local people (Timothy, 2005).

2.5 Shopping Satisfaction

Satisfaction can be defined as a consumer's fulfillment response and the customer's judgement as to whether a product or service provided (or is providing) a pleasurable level of consumption related fulfillment (Oliver, 1997). This study measures overall service satisfaction with shopping, which is customer's overall satisfaction with the organization based on all encounters and experiences with that particular organization (Bitner & Hubbert, 1994).

Despite a wide range of satisfaction research over most industries, there is no consistent operational definition or measurement of satisfaction (Yi, 1990; Woodruff, Clemons, Schumann, Gardial & Burns, 1991; Millan & Esteban, 2004). Both single and multiple measures have been used to measure satisfaction with goods and services although it is generally agreed that a single item measure of satisfaction does not give any insight into the antecedents of the customer's satisfaction while multiple measures provide greater validity and reliability (Danaher & Hadrell, 1996). Furthermore, Oliver (1997) suggests that satisfaction response is comprised of both a cognitive (disconfirmation of expectations and attribution) and affective substrata. Satisfaction is seen to be a similar evaluation to an attitude (Cronin & Taylor, 1992, 1994; Dabholkar, 1995; Ryan, 1995) and it is widely accepted that attitudes consist of cognitive, affective and conative elements (Widing, Sheth, Pulendran, Mittal & Newman, 2003).

Marketing concept suggests that satisfying customers should be the primary goal for firms because satisfaction leads to profitability. "One key measure of whether retailers are fulfilling the marketing concept is that of customer satisfaction" (Ellis & Marino, 1992). Satisfaction with a shopping experience encourages re-patronage intentions and customer loyalty (Hallowell, 1996). For retail organizations, whether a retail store or a shopping center with multiple retail tenants, offering appropriate mix of products, services, and experiences enhances customer satisfaction. Brown (1978) identifies relevant attribute categories through which retail organizations attempt to satisfy customers: merchandise, service, physical characteristics, employees, and other shoppers. Assessment of customer attitudes relating to such retail attributes allows management to modify strategies and increase shopping satisfaction (Ellis & Marino, 1992).

As well as satisfaction, respondent's intention to spend money during the current shopping trip is a variable of interest. Tourism research finds tourist shoppers spending more than other shoppers (McCormick, 2002). If so, shopping center managers may modify center attributes to increase tourists' satisfaction if they target them as part of the overall marketing strategy.

2.6 Store Attributes

Store image is reflected in the store's physical environment, perception related to merchandise, and perceived service quality (Semeijin, van Riel & Ambrosini, 2004). Customers will select a store based on their perceptions of store attributes considered important. Store preferences may result from the perceived importance of store and/or product attributed (Eckman, Kotsiopulos & Bickle, 1997). Berry (1969) pioneered store attribute research determines that store image is based on the composite value of 12 components: price, quality, assortment, fashion of merchandise, sales personnel, location convenience, other convenience criteria, services, sales promotions, advertising, store atmosphere, and reputation on adjustments. Thang & Tan (2003) proposed that the possession of certain strong attributes increase the ability of the store to attract customers. Their results revealed that merchandising (merchandise mix, value for money, availability) was the most important attribute contributing to consumer preference for stores followed by accessibility (ease of travel, parking, duration of travel) (Thang & Tan, 2003).

Consumers base store selection on how well competing retailers fulfill differing aspects of store attributes. According to Pysarchik (1989), location is the most important retail characteristic in a tourist area. Because tourists may lack automobile transportation, convenience is also a major attribute in patronizing a store. Further considerations are uniform store hours, accessibility, availability of free parking, and proximity to lodging facilities as positive store attributes (Pysarchik, 1989). Goeldner et al. (2000) proposed that tourists are more willing to spend money on souvenirs or special gifts if displays are of high quality, imaginative, and attractive. In addition, salespeople should be courteous and should not pressure tourist into a sale. Salespeople should also take time to explain the value of an item, relate its history, and be accurate and truthful (Goeldner et al. 2000). Thus, retailers wanting to attract tourists must be aware of and improve store attributes to create a positive shopping environment for consumers.

2.7 Product Attributes

Customers make purchasing decisions based on the composite value they have on various product attributes (Swanson & Horridge, 2002). Perceived product attributes affect the attitude of consumer towards merchandise (DelVecchino, 2001). Selective nature of products that tourists buy leads to a selective list of product attributes that are important (Turner & Reisinger, 2001). Standardized lists of product attributes are based on market research. Graburn (1976) stated that preferred souvenir product attributes are: easily portable, relatively inexpensive, understandable, cleanable, and usable upon returning home. Pysarchik (1989) noted that size, fragility, and manageability are important product attributes to air travelers.

In further research, Kim & Littrell (1999) identified ethnic and recreational tourists. Ethnic tourists are motivated to visit ethnic communities, attend ethnic festivals, and meet people different from themselves. Ethnic tourists hold favorable attitude toward aesthetic product attributes and portability of souvenirs. Recreational tourists are motivated to shop, visit theme parks, bring home souvenirs from the trip, and participate in night entertainment. Recreational tourists hold favorable attitudes toward aesthetics, uniqueness, and portability product attributes.

Three product attributes found to be important by Turner & Reisinger (2001) are: value (range, quality), product display characteristics (color, display, packaging, size) and uniqueness (memory of the trip). More importantly, they concluded that product attributes in general are found to be important to tourists in determining overall purchase satisfaction. Tourists follow a shopping pattern when making purchases. Product choice determines the importance of product attributes, and in turn, satisfaction results from the importance of product attributes (Turner & Reisinger, 2001).

2.8 Staff's Selling Behavior

Shopping is a social phenomenon and involves much more than simply the acquisition of products. As a result, salespeople play an important role in creating shopping experience. Jones' (1999) study found that salespeople help create an enjoyable experience by being courteous and helpful. Likewise, the results of a study by Heung and Cheng (2000) indicated that staff service quality has the most important effect on tourists' levels of satisfaction with shopping in Hong Kong, followed by product value and product reliability.

Selling behavior is the most important task for salespeople. For instance, Tauber (1972) posited that social motivation such as salespeople's behaviour might trigger shoppers impulsive buying. Reisinger and Waryszak (1994) claimed that the interaction between salespeople and shoppers is a vital component of product delivery and thus influences shoppers' consumption motives and satisfaction (Yuksel, 2004). A friendly and helpful salesperson can really make the shopping experience enjoyable. On the other hand, as reported by Jones (1999), some overbearing salespeople who provide unsatisfactory services often deprive enjoyment out of shoppers' experiences. For instance, Japanese tourists are likely to complain if salespeople's manner is not polite or if their services are too slow (Reisinger & Turner, 2002).

2.9 The Culture-based Differences between Asian and Western Shopping Habits

As culture provides the framework for social interactions, social rules and customer expectations that are related to service encounters are likely to vary from culture to culture (Pucik & Katz, 1986). For example, the international travelers least satisfied with airline in-flight service are likely to be Japanese, as indicated by customer satisfaction surveys conducted by international airlines (Zeithaml & Bitner, 1996). A better understanding of the ways to adapt service delivery behavior to the values of major cultural groups would be highly beneficial to hospitality managers.

Cultural differences play an important role in understanding differences in preferences between travellers (Poon & Low, 2005). According to Choi and Chu (2000), the spending patterns of Asian and western travelers are rather different. Asian travellers tend not to spend as much as western travelers do. Western tourists, the so-called long haul customers, are willing to spend more of their budget on accommodations. Over the same period, tourists of Asian origin, the short haul customers, by contrast, are willing to spend more of their budget on shopping and less on accommodations. Another difference between Asian and non-Asian travellers is their demands for a wide range of hotel facilities. Asian travellers appear to want more entertainment facilities such as karaoke and are also more likely to emphasise on value for money for hotel rooms, food and beverages, ambience and reputation of the hotels.

However, western travellers consider room quality as the most influential factor in determining their overall satisfaction with hotels. Therefore, hotel industry should consider additional resources to maintain and improve the quality of hotel rooms, including room set-up, cleanliness, quietness, and room temperature control.

The cultural differences in service determine expectations of service and the required standards. Tourism marketers and service providers should respond to the culturally accepted standards of the market they serve (Reisinger & Turner 1999). Analyzing perceptions of service quality, particularly with respect to different customer segments, can help hoteliers to develop and formulate marketing strategies that meet the needs of each specific segment more effectively. Once customers' requirements are clearly identified and understood, hotel managers are more likely to be able to anticipate and cater to their customers' desires and needs, rather than merely reacting to their dissatisfaction. Hoteliers can plan effective marketing strategies to target both Asian and western travellers, satisfying them during they first visit, and then developing customer loyalty for the hotel's service and facilities thereafter (Choi & Chu, 2000).

Personal attributes, such as cultural and ethnic background, also influence shopping experience and behaviors. According to a study of differences in shopping satisfaction levels between Asian and Western travelers' expectations and perceptions of shopping in Hong Kong (Wong & Law, 2003), there is a significant difference between the two groups. It was found that Western travelers are more satisfied with all the individual attributes than Asian travelers. Western travelers might in fact be better treated as a result of their relatively higher level of purchasing power than Asian travelers. Kozak (2001) also reported that nationality and demographic features could impact tourists' levels of satisfaction as consumers. Others have noted similar cultural influences on types of merchandise purchased, amounts of money spent and levels of enjoyment (e.g. Moeran, 1983; Mok & Lam, 1997; Thompson & Cutler, 1997; Wong & Law, 2003).

In Asia, the key ingredient of good service seems to be personal attention or customization and not the efficiency and time savings that appear so highly valued in the West (Schmitt & Pan, 1994). This service concept, institutionalized in Asia, is a crucial element of overall quality to the Asian consumer. For example, in many Asian luxury hotels, a bellboy accompanies a guest to the departing car and waits until the guest has departed.

(Hall, 1984) for some 40 years, has studied dimensions of culture in consumer behavior and marketing contexts and observed that some cultures prefer communications that are explicit, direct, and unambiguous (low-context communication), whereas other cultures prefer a more nonverbal mode of communication (high-context communication). Most Asian cultures prefer high-context communication, whereas Western cultures prefer low-context communication. American consumers particularly rely on concrete evidence, such as data, in their evaluations of services (De Mooij, 1998). Service consumers from cultures preferring low-context communication tend to focus their evaluations on task completion and efficient delivery, whereas consumers from cultures that prefer high-context communication tend to focus on the quality of the interactions between employees and customers (Riddle, 1992).

Hofstede's typology of cultures has been confirmed empirically and has been heavily cited in social science, international, and cross-cultural business studies as the most important popular theory of culture types (Donthu & Yoo, 1999). Power distance (Hofstede, 1980, 1991) refer to the extent to which status differences are expected and accepted within a culture. Prior research has established that the cultures of most Asian countries (e.g., Hong Kong, India, Singapore, Thailand, etc.) are characterized by large power distances. Conversely, the cultures of many Western countries (i.e., Canada, Germany, the United Kingdom, the United States, and the Scandinavian nations) are less accustomed to status differences and score low on the power distance dimension (Hofstede, 1991). In cultures characterized by large power distance, the lower status of service employees requires them to provide customers with a high level of service. In general, service styles in Asia are more people-oriented than in the West, where the efficiency of the service delivery is highly valued (Riddle, 1992). In the service culture of Asia, even consumers of low-cost services expect a relatively high level of service (Schmitt & Pan, 1994).

Based on their culture norms, Asian customers tend to have higher expectations for the interaction quality in a service encounter. Conversely, Western travelers are more likely to focus on the outcome rather than the process component of the service delivery (Mattila, 2000).

Cultural differences and stage of consumer society evolution create difference in attitudes to shopping. Research indicates that the new middle class shoppers of Asia are more likely to regard shopping as a leisure activity. The world's biggest shopaholics (in term of shopping for pleasure) are in India. Both in US and Asia, shopping malls are viewed as "hang-out" place for different reasons. In the US, the reason may be providing a focus and leisure amenity center for widely spread communities, while in congested Indian cities where earning consumers may live with extended families, the mall is an escape and a place to socialize as well as shop. This is less true in Europe. Asian consumers are still, however, more likely to shop in markets than US or European consumers (Source: www.euromonitor. com/Articles.aspx?).

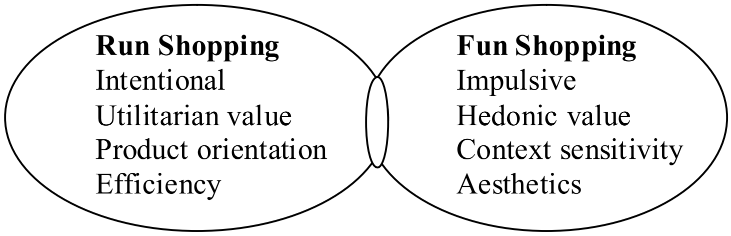
2.10 The Resident and Tourist Shopping Habits

A high quality shopping experience is an essential condition to create synergy between shopping and tourism. It's necessary to distinguish the shopping experience of intentional shoppers with a mainly utilitarian function from that of the leisure or fun shopper with mainly a hedonic function. The utilitarian value of the shopping experience is particularly important for shoppers who know what they are looking for, who are mainly focused on the quality of particular goods they want to buy and on the efficiency in terms of time and money of their purchases. This experience is different from the shoppers who are mainly looking for some excitement, having some fun and bargaining, and enjoying the browsing around as a leisure activity. The aesthetics of the products and the environment lead to impulsive shopping behaviour. It is well known that impulsive shopping is very sensitive to the context.

Two types of shopping experiences can be distinguished- the run shopping and the fun shopping- and tourists are assumed to rather engage in the last category. However, a particular shopping experience can belong rather to the one or the other type, whereas other shopping experiences combine both the utilitarian and the hedonic value.

Resident and tourist shoppers might have significant differences in regard to shopping habits. Resident shoppers have many advantages over tourist shoppers as they are already known well about location; they know exactly how to reach shopping mall. In addition, they have no language communication barrier with sales staff in regard to traditional bargaining, advance shopping information such as the venue of exhibition and seasonal sales along with seasonal product. Furthermore, residents know well about product reliability which is one of the most important influential factor in purchasing decision. On the other hand, tourist shoppers may have little information on location and souvenir. Travel agents or tour guides might assist them concerning information of shopping. Lack of these information are disadvantageous to them. Even though tourist shoppers seem to have more intention to purchase product than resident shoppers, communication barrier and lack of information would affect their purchasing decision. Tourist shoppers do not know exactly where the specialized product can be purchased, what the appropriate time is, and how to bargain. The characteristics of shopping experience can be studied in a series of variables (shown in Figure 2.2).

Figure 2.2: The shopping experience: analysis model



PEOPLE Motivation and behavior pattern Travel distance Length of stay Time of visit Activities Expenditures PRODUCT FUNCTION Diversity of goods Specialized goods/souvenirs Animation and 'leisure ambiance' Tourist attractions
PLACE FORM Diversity of shops Environment qualities Architectural design Uniqueness Sense of place

Source: Anderson & Littrell, 1995

2.11 Shoppers' Country of Origin

As visitors include locals, intrastate, interstate and international visitors, the total population that may visit a built tourist attraction should theoretically be global. This is possibly the reason why many tourism bodies have chosen the objective measure of geographical segmentation of locals, intrastate, interstate and international visitors as the easiest base for marketing activities. It is suggested that more researches need to be conducted to establish the difference between these segments (McLung, 1991). While the origins of visitors are traditionally collected in surveys measuring visitor satisfaction, the most common categorizations of origin are domestic and international visitors, with only a few studies categorizing visitors into local, intrastate, interstate and international (Pearce et al., 1997; Pearce & Moscardo, 1998).

A few number of researches have been conducted on the differences between satisfaction experienced by local and non-local (intrastate, interstate and international) visitors. In general, the previous research hints that locals may be more satisfied with local attractions than non-locals (Pearce et al., 1997). Only one study compared local visitors with others and found that a large number (42%) of locals, rather than non-local residents, intended to return to the attraction though this percentage is even higher for non-local visitors (58%) if they returned to the region (Pearce & Moscardo, 1998). There is no other empirical research that specifically compares local and non-local visitor satisfaction. This finding is surprising given that local visitors constitute an important market segment to tourist operators and are said to be their main or 'bread and butter' market (Marketing Manager, Australia Zoo, personal communication, September 23, 2002). In general, local visitors require less expense and travel time to reach the attraction and therefore they should experience a lower degree of risk and involvement than non-local visitors. This is supported by Pearce and Moscardo (1998) who found that repeat visitors, many of whom would be locals, experienced significantly higher satisfaction levels than new visitors. Therefore it is likely that local visitors generally experience higher levels of satisfaction than non-local visitors.

2.12 Empirical Studies

LeHew & Wesley (2007): Tourist shoppers' satisfaction with regional shopping mall experiences

This study investigates whether tourist shopper segments are an attractive market for shopping centers. The study explores whether or not tourist shoppers are more satisfied than resident shoppers with their shopping experience and whether tourist shoppers have the intention to spend more than their resident shopper counterparts.

The data for the study were gathered from personal face-to-face mall intercepts of shoppers that included 578 respondents in two new generation malls (West Edmonton Mall and Mall of America in Bloomington) and two heritage-destination (Pier 39 in San Francisco and Forum Shops in Las Vegas) centers.

The purpose of the research is to investigate the attractiveness of targeting a tourist market by examining key difference in shopping satisfaction and behavioral intentions. From the finding of this study, there is a significant difference in overall satisfaction with the shopping center between resident and tourist shoppers. Tourist shoppers are not experiencing greater satisfaction. Moreover, the results do not show a significant difference in the amount of money that tourist and resident shoppers were planning to spend in the shopping centers. Tourist shoppers were not more satisfied with the shopping center and did not intend to spend more money while visiting the center. The analysis indicates that although the shopping center and retail industry place increasing emphasis on leisure shopping and tourism, the results of this study suggest that tourist shopper market may not be the most valuable customer group. Resident shoppers of tourist-focused shopping centers are more satisfied than tourist shoppers of those centers. These findings encouraged shopping center managers to use caution when modifying strategies to meet the needs of the tourist segment, as well as to not forget the importance of resident shoppers to their profitability.

Swanson & Horridge (2006): Travel motivations as souvenir purchase indicators

The objective of this study is to analyze what travel motivations influence the type of souvenirs tourists purchase, attributes of the souvenir, and attributes of the store where the souvenir is purchased. Structural equation modeling (LISREL 8) was used to test the causal relationships between travel motivations and souvenir products, product attributes, and store attributes. Data were collected from 398 tourists who had traveled to Arizona, Colorado, New Mexico, and Utah using factor analysis dimensions of Likert-like scales.

The population for this study is tourists, defined as temporarily leisured persons who voluntarily visit a different geographical location to experience a change. Tourists (n = 1100) in this study had visited Arizona, Colorado, New Mexico, or Utah and had purchased souvenir goods. From the finding of this study, travel motivations have a positive impact on souvenir product: Aesthetic Clothing and Jewelry. Aesthetic Clothing and Jewelry are described as "other artistic or authentic clothing" "costume jewelry and accessories" and "find jewelry or jewelry native to the region." Second finding is travel motivations have an influence on product attributes that indicate Aesthetic and Unique attributes. Aesthetic attribute are described as "appealing design and color," and "items that can be worn or displayed at home." Unique attributes are described as "new, innovative, clever, or made by a well-known craftsperson or artisan from the area." Final finding is travel motivations have an influence on store attributes including location, promotion, image and sales associate attributes.

Tosun, Temizkan, Timothy & Fyall (2007): Tourist shopping experiences and satisfaction

This study examines tourists' perceived satisfaction with local shopping culture, staff service quality, product value and reliability, physical features of shops, payment methods, tourists' pre-and post shopping experience, their expectation from overall shopping experience, shoppers' individual characteristics as consumers which contribute differently to overall shopping satisfaction and experience of tourists, and other shopping and shop attributes with special reference to the region of Cappadocia, which is located in the Central Anatolia region of Turkey. It also examines the effect of cultural differences between tourists as buyers and shop operators as sellers on the shopping experience of visitors.

According to statistical figures from the Tourism Ministry of Turkey (2003), 343,331 foreign tourists stayed in Cappadocia in 2002. Tourists taking at least a one-day tour in the region arranged by one of the local travel agencies were called as the sample. There were no statistical figures on what percentage of foreign tourists visited Cappadocia by local tour. Therefore, the sample size was 384 by employing the formula utilized by Ryan (1995). The survey questionnaires were distributed to foreign tourists. Data was collected in July and August 2003, the highest tourism season in the region. The principle investigators visited almost all of the local travel agencies and gave them survey questionnaires to be distributed to the tourists taking a local tour through their firms.

The main findings were that the respondents recorded different levels of satisfaction with various attributes of shops and shopping experience. The analysis indicates that although shopping is the third most important reason for visiting the region, product authenticity is the most important factor in motivating respondents to shop. Also, relatively low price in the region is not in fact the most important influential factor on respondents' decision to purchase.

Table 2.1: Summary of the Empirical Studies

Author (year)	Objectives	Respondents and Data Collection	Key Findings
LeHew & Wesley (2007)	To investigate whether tourist shopper segments are an attractive market for shopping centers and whether tourist shoppers have the intention to spend more than their resident shopper counterparts	Personal face-to-face mall intercepts of shoppers that included 578 respondents in two new generation malls (West Edmonton Mall and Mall of America in Bloomington) and two heritage-destination (Pier 39 in San Francisco and Forum Shops in Las Vegas) centers	No difference is found in overall satisfaction with the shopping center between resident and tourist shoppers. The results do not show a significant difference in the amount of money that tourist and resident shoppers were planning to spend in the shopping centers. Tourist shoppers do not intend to spend more money while visiting the center.

Swanson & Horridge (2006)	To analyze what travel motivations influence the type of souvenirs tourists purchase, attributes of the souvenir, and attributes of the store where the souvenir is purchased.	An eight-part mail questionnaire conducted with 398 tourists who had traveled to Arizona, Colorado, New Mexico, and Utah.	Travel motivations had a positive impact on souvenir product, product attributes and store attributes that included location, promotion, image and sales associate attributes.
Tosun, Temizkan, Timothy & Fyall (2007)	To investigate tourists' perceived satisfaction with local shopping culture, staff service quality, product value and reliability, physical features of shops, payment methods, and other shopping and shop attributes with special reference to the region of Cappadocia, Turkey.	384 tourists of respondents with the survey of questionnaires were distributed. Data was collected in July and August 2003, the highest tourism season in the region	The respondents recorded different levels of satisfaction with various attributes of shops and shopping experiences. The analysis indicates that although shopping is the third most important reason for visiting the region, product authenticity was the most important factor in motivating respondents to shop.

Summarize of the Literature Reviewed

Shopping opportunities are considered as the major attraction causing tourists to travel to many less developed countries where goods with low price are abundant. They often are ready to pay more money on shopping than on food, lodging, or other entertainments. It is a usual activity for tourists, especially Asian shoppers, to purchase products regarding the cultural norms of gift-giving, or in other parts of the world, to collect unique memorials and mementos. Shopping for good value can attract consumers like smart shoppers and is an important part of entertainment-based shopping. The feelings are heightened when people discover participating in a good bargain or in major sales event. Three major factors are found to be the most clearly driving forces behind shopping as a primary reason for travel: 1) the merchandise to be sought, 2) the selected destination, and 3) price advantage.

From previous empirical researches, literature that was search did not find any difference in overall satisfaction towards shopping in shopping center between resident and tourist shoppers. There is also including no difference in the amount of money planned to spend. However, there are different levels of satisfaction with local shopping culture, staff service quality, product value and reliability, physical features of shops, payment methods, tourists' pre- and post- shopping experience, expectation from overall shopping experience, shoppers' individual characteristics and tourist experience, and other shopping experiences and shop attributes. Product authenticity is the most important factor that motivates foreign tourists to shop in the studies reviewed. Travel motivations have a positive relationship to souvenir products purchasing such as aesthetic clothing and jewelry. Aesthetic and unique attributes and store attributes could influence travel motivations.

CHAPTER III

RESEARCH FRAMEWORK

This chapter is divided into four sections consisting of theoretical framework, conceptual framework, hypotheses, and operationalization of the independent and dependent variables. The theoretical section includes the theories which have been discussed in chapter II. This chapter also includes the conceptual framework that shows the whole picture of the study on Bangkok residents/ foreign tourists satisfaction and their spending pattern on shopping at Central World, Bangkok. Consequently, the research hypotheses regarding the conceptual framework determine the relationship of each variable. Finally, this chapter covers the operationalisation of the independent and dependent variables.

3.1 Theoretical Framework

A theoretical framework is a conceptual model of how one theorizes the relationship among several factors that have been identified as important to the problem. It discusses the relationship among the variables that are deemed to be integral to the dynamics of the situation being investigated (Zikmund, 1997).

The theoretical framework includes the main literature presented in chapter II which focused on Bangkok resident and foreign tourist shoppers' satisfaction level and their spending pattern on shopping. The theoretical framework of this study is based mainly on two previous studies. LeHew and Wesley (2007) investigated whether or not foreign tourists segments are an attractive market for shopping centers. The analysis reveals no significant difference in the amount of money that foreign tourists and resident shoppers planned to spend in the shopping centers. Swanson and Horridge (2006) analyzed what travel motivations influence the type of souvenirs tourists purchase, attributes of the souvenir, and attributes of the store where the souvenir is purchased. The two sets of variables from both studies were combined along with inputs from the study of Tosun, Temizkan, Timothy and Fyall (2007) to propose the following framework.

3.2 Conceptual Framework

A conceptual framework is any high-formalized representation of a theoretical framework, which is usually designed through the use of symbols or other such physical analogues (Zikmund, 1997).

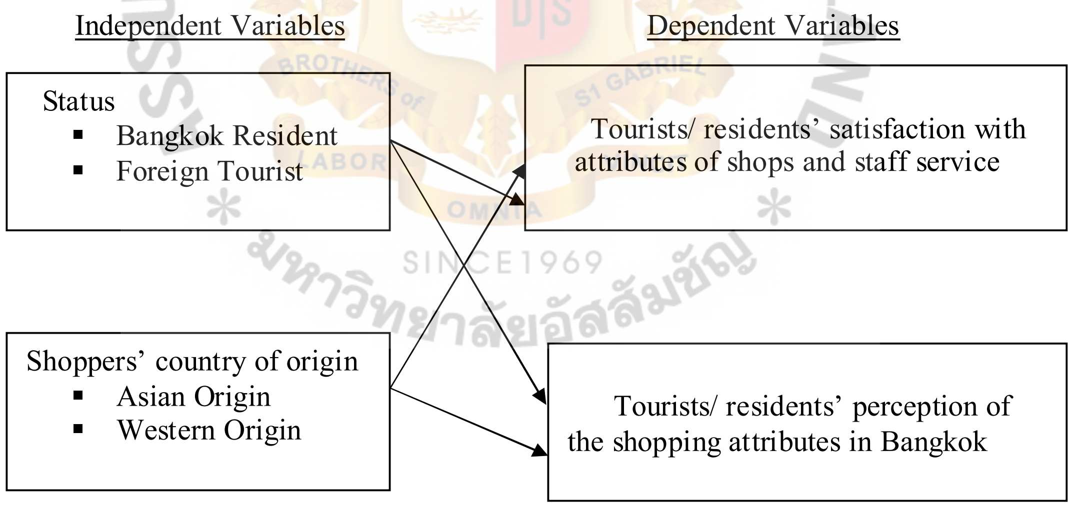
In this study, the model is concerned with two set of variables:

(a) status (independent variable) (b) shoppers' country of origin (independent variables)

(c) tourists' satisfaction with attributes of shops and staff service (dependent variable),

and (d) tourists' perception of the shopping attributes in Bangkok (dependent variable).

Figure 3.1 Conceptual Framework



Source: Adopted and modified from Tosun et al. (2007) and LeHew & Wesley (2007)

3.2.1 Dependent and Independent Variables

3.2.1.1 Independent Variables

Independent variable is a variable that is expected to influence dependent variable. Its value may be changed or altered independently. In an experimental design, a variable that can be manipulated to be whatever the experimenter wishes (Zikmund, 2003). In this research, status and shoppers' country of origin are the independent variables.

Status: In this research, there are Bangkok resident shoppers and foreign tourist shoppers. Bangkok residents are one group of shoppers who visit Central World and live in Bangkok. Foreign tourists are another group of shoppers that travel or come for businesses in Thailand subsequently visit Central World in Bangkok.

Shoppers' country of origin: This includes shoppers of different nationality e.g. Asian Origin and Western Origin.

3.2.1.2 Dependent Variables

Dependent variable is a criterion or a variable that is to be predicted or explained. The criterion or standard by which the results of an experiment are judged. It is so named because it is expected to be dependent on the experimenter's manipulation of the independent variable (Zikmund, 2003). Tourists' satisfaction with attributes of shops, staff service and tourists' perception of the shopping environment are the dependent variables in this research.

Tourists' satisfaction with attributes of shops and staff service: According to previously discussed literature review, satisfaction with shopping experience encourages re-patronage intentions and customer loyalty (Hallowell, 1996). It means that satisfied customers should be the primary goal for the firms because satisfaction leads to profitability when tourists intend to spend money during the current shopping trip. Customers will select a store based on their perceptions of the store attributes which they consider as important.

The interaction between salespeople and shoppers is also a vital component of product delivery and thus influences shoppers' consumption motives and satisfaction (Yuksel, 2004). A friendly and helpful salesperson can really make shopping experience enjoyable. Therefore, tourists' satisfaction should be studied to understand the tourists and to achieve higher level of shopping satisfaction which leads to economic benefits.

Tourists' perception of the shopping attributes: Shopping environment deserves attention as the exterior climate (e.g., building architecture, the surrounding area, storefronts, activities, density, noise level, social temperature, etc.), is the first set cues normally seen by tourist. If these variables are not managed well, the rest of the atmosphere may not matter. Delivery of ambient leisure, which involves the creation and underpinning of a pleasant environment for shopping is suggested as competitive strategy to attract more shopping tourists (Heung & Cheng, 2000). Babin et al. (2004) identified that when perceptual environmental appropriateness is diminished, customers reported lower positive affect, lower product quality ratings, lower perceptions of personal shopping value and fewer approach behaviours. Favourable perceptions of the mall environment as a whole are found to increase shopper's spending (Chebat & Michon, 2003).

3.3 Research Hypotheses

Foregoing on the literature review, in the section, the hypotheses were established in order to test the relationship between each variable depicted in the regarding to the conceptual framework.

The research yearns to examine as to whether there are differences in the tourists' satisfaction with attributes of shops and staff service and tourists' perception of the shopping attributes based on shoppers' country of origin and status as variables. For this reason, the following hypothesis statements have been constructed.

Ho1: The difference in satisfaction between Bangkok residents and foreign tourist shoppers with regard to attributes of shops and staff service is not significant.

Ha1: The difference in satisfaction between Bangkok residents and foreign tourists shoppers with regard to attributes of shops and staff service is significant.

Ho2: The difference in perception between Bangkok residents and foreign tourist shoppers with regard to shopping attributes in Bangkok is not significant.

Ha2: The difference in perception between Bangkok residents and foreign tourist shoppers with regard to shopping attributes in Bangkok is significant.

Ho3: The difference in satisfaction between Asian and Western origin tourist shoppers with regard to attributes of shops and staff service is not significant.

Ha3: The difference in satisfaction between Asian and Western origin tourist shoppers with regard to attributes of shops and staff service is significant.

Ho4: The difference in perception between Asian and Western origin tourist shoppers with regard to shopping attributes in Bangkok is not significant.

Ha4: The difference in perception between Asian and Western origin tourist shoppers with regard to shopping attributes in Bangkok is significant.

3.4 Operationalisation of the Independent and Dependent Variables

Davis and Consenza (1993) stated that before operationalization take place, concepts must be defined. Concepts are abstract ideas generalized from particular facts. The operational definition given by Zikmund (2003) is a definition that gives meaning to a concept by specifying the activities or operations necessary in order to measure it. The operational definition specifies what must be done to measure the concept under investigation. Two major forms of operationalisation of variables, namely Operationalisation of independent variables and Operationalisation of dependent variables, are mentioned in this part.

Table 3.1: Operationalisation of Independent Variables

Independent Variables	**Conceptual Definition**	**Operational Components**	**Level of Measurement**	**Question No.**
Status	Based on the origin of shopper whether they belong to the place of shopping opportunities or outside.	• Bangkok residents • Foreign tourists	Nominal Scale	44
Shoppers' country of origin Asian tourists	Tourists having origins in any of original places in the Far East Southeast Asia.	Cambodia, China, India, Pakistan, the Philippine Islands, Thailand, and Vietnam, Japan, Korea, Malaysia Tourists	Nominal Scale	41
Western tourists	Tourists from western area especially Europe and US.	For example: Includes North & South America & Europe tourists as well as Australia or New Zealand.	Nominal Scale	41

Table 3.2: Operationalisation of Dependent Variables

Dependent Variables	Conceptual Definition	Operational Components	Level of Measurement	Question No.
Tourists' satisfaction with shops and staff service attributes	Tourists' satisfaction with a shopping experience in regard to shops and staff service attributes	• Shop opening hours • Neatness and cleanliness • Lighting and ambiance • Accessibility • Authenticity • Choice of payment methods • Location • Staff knowledge of products • Language ability • Attitude in regard to deliver positive service • Variety of stores • Number of retail stores • Number of food retailers • Number of entertainment retailers • Parking facilities • Fashionability of merchandise	Interval	22-37

Table 3.2: Operationalisation of Dependent Variables (Cont.)

Dependent Variables	Conceptual Definition	Operational Components	Level of Measurement	Question No.
Tourists' perception of shopping attributes	The ways tourists understand and belief in shopping attributes by using their senses to notice	• Positive impression from shopping experience • Over-commercialized of the shopping area • Aggressiveness of sales staff • Level of likert for traditional of bargaining • Bargaining reduces trust in merchants • Lack of price labels on products reduces confidence • Lack of shopping information • Product reliability • Quality of the products • Different shop visits in order to compare products and prices • Prefer shopping place where local people shop • Prefer to shop alone or in a group • Low price is major factor in shopping decision • Prefer to shop at shopping centers more than single shops • Take advice of friends about shopping	Interval	1-21

Table 3.2: Operationalisation of Dependent Variables (Cont.)

Dependent Variables	Conceptual Definition	Operational Components	Level of Measurement	Question No.
		• Generally shop for consumer products • Satisfaction on information given by sales people about shopping • Hesitancy about shopping in a department store before coming • Honesty of shopkeepers • Prefer shops with well-known trademarks • Level of satisfaction on shopping in Bangkok compares to previous shopping experience elsewhere		

CHAPTER IV

RESEARCH METHODOLOGY

The researcher investigated Bangkok resident/ foreign tourist shoppers' satisfaction with attributes of shops and staff service and their perception of shopping attributes at Central World, Bangkok. This chapter presents the methodology used in this research study. It covers Methods of used, Respondents and Sampling Procedures, Research Instrument/Questionnaire , Collection of Data/ Gathering Procedures, Pretesting and Statistical Treatment of Data, respectively.

4.1 Methods of Research Used

Descriptive research is used in this research. It is the transformation of raw data into a form that made them easy to understand and interpret. It is used to describe the characteristics of certain groups and to estimate the proportion of people in a specified population who behave in a certain way.

To accomplish the research objectives, survey was used in order to collect primary data for this study. Zikmund (2003) stated that survey is the research technique in which information is gathered from sample of people by use of questionnaire; a method of data collection based on communication with a representative sample of target population. Survey research allows the researcher to assess the accurate information quickly and in an inexpensive way.

In this research, primary data was collected from respondents to secure the desired information with the use of questionnaires. The researcher conducted the study by distributing the questionnaire to the respondents in which they would indicate their opinion on 5 point scales, in order to obtain a representative sample of the target population (Zikmund, 2003).

4.2 Respondents and Sampling Procedures

4.2.1 Respondents

Zikmund (2003) defined respondents as the persons who answer interview questions or persons who provide answer to written questioning self – administered surveys. In this study, Bangkok residents and foreign tourist shoppers, irrespective of gender.

4.2.2 Target population

Davis and Cosenza (1993) mentioned that a population is defined as the complete set of units of analysis that are under investigation. The target population is a specific group relevant to the research project. In this study, the research focuses on the target population as Bangkok residents/ foreign tourists who visit Central World, Bangkok for shopping purpose were chosen by selecting a convenient sample of tourist shoppers who come from Asian and Western countries.

4.2.3 Determining Sampling Size

A sample is a subset or some parts of a larger population. The large samples are more precise than small samples but the proper probability sampling is implemented, a small proportion of the total population will give a reliable measure of the whole (Zikmund, 2003).

According to statistical figures from the Tourism Authority of Thailand (2007), 14,464.228 international tourists visited to Thailand. Tourists who took at least a one-day tour in the region arranged by one of the local travel agencies and residents could be called sample. There is no statistical figure on the percentage of foreign tourists visited Bangkok by local tour. Therefore, from the population of 14,464,228 international tourists, the sample size is 384. The figure derived from the formula utilised by Ryan (1995).

According to the above formula, the calculated sample size of 384 is the required number for a representative sample. So, by utilizing a purposive sampling approach, 400 questionnaires were distributed to respondents to strengthen the representativeness of the population.

4.2.4 Sampling Procedures

For this research, non-probability sampling technique is used for selecting samples. Zikmund (2003) mentioned that the probability of any particular member of the population in a non-probability sampling being chosen is unknown, i.e. non-zero probability. The researcher cannot use probability sampling because it is very difficult to count the number of residents/ foreign tourists visiting Central World, Bangkok per day. Therefore, the researcher used non-probability sampling method.

4.2.5 Sampling Plan

Questionnaires were distributed to foreign tourists and Bangkok residents departing from the Central World through the exit gates. Using an intercept technique, researcher asked tourists and residents to participate in the study as they exited the main shopping area. Respondents were asked an initial screening question so foreign tourists and Bangkok residents were the sample population.

Data was collected from foreign tourists and Bangkok residents who have done shopping on the day of questionnaire administration during peak hours (10 a.m. – 18 p.m.) over the course of two-three weeks. Participants were to designated area (a desk, shade and banks to sit) and the form was given on the spot. Self – administered questionnaires were distributed to 200 foreign tourists and 200 Bangkok residents. The consented respondents were expected to complete the survey on an average of seven to ten minutes.

4.3 Research Instruments/Questionnaire

A questionnaire is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents.

This research used questionnaires to gather the information from the respondents. The formation of questionnaire was based on the theoretical framework and previous study.

Therefore, questionnaire was used as the instrument to investigate the foreign tourists' satisfaction with attributes of shops and tourists' perception of the shopping attributes at Central World, Bangkok. In order to achieve the research objectives, closed ended questionnaire has three parts as follows:

Part I: Tourists' Perceptions of shopping attributes in Bangkok

This part consists of 21 questions and which is divided into 6 different sections: 1) six questions focusing on local shopping culture; 2) one question focusing on local shopping information; 3) two questions focusing on product reliability; 4) seven questions focusing on general issues affecting shopping decision making; 5) four questions focusing on trustworthiness; and 6) one question focusing on relative shopping satisfaction abroad/ elsewhere. Likert scale is used to measure their opinions from the strongly agree (5 marks) to strongly disagree (1 mark). It also includes a set of instruction, which gives the directions to the respondents to answer the questionnaire properly.

Part II: Tourists' satisfaction with shops and staff attributes

This part contains 16 questions, including Bangkok resident/ foreign tourist shoppers' opinions with regard to their satisfaction with shops and attributes at Central World, Bangkok on a 5-point Likert Scale, where 5 – highly satisfied, 4 – satisfied, 3 – cannot decide, 2 – dissatisfied, 1 – highly dissatisfied.

Part III: Socio-demographic information

Respondent's personal datum such as gender, age, level of income, nationality, marital status, number of times visited, status, main reasons to buy goods and spending patterns were examined in the last part of questionnaire (nine questions) in multiple-choice questions.

4.4 Collection of Data/Gathering Procedures

There are two sources of data in this study, Primary data and Secondary data. Saunders, Lewis, and Thornhill (2003) stated that primary data is collected specifically for the research project being undertake; secondary data is the data used for a research project that is originally collected for some other purposes.

4.4.1 Primary data

Primary data includes information collected through survey by using self-administered questionnaire distributed to 400 respondents whose main reason for coming was to shop at Central World, Bangkok. Initially, researcher asked for research approval to distribute questionnaires inside Central World shopping mall. However, with approval of marketing manager, researcher could distribute all 400 questionnaires around the department store main gate for data collection using the mall intercept technique.

There are some reasons that account for limitations of data collection. Above all, investigation couldn't be conducted inside the department store. It was also hard to get approval to distribute all 400 questionnaires inside the department store. For interviews, the company's policy prohibits researcher to access customers' information because visitor's privacy is extremely. Managers explained that the department store provides relaxation, fun shopping environment, and privacy.

Secondly, the number of both resident and tourist shoppers kept declining from June to August, 2009. Most of the managers complained about decreasing number of shoppers because of political turmoil in Thailand and economic recessions throughout the world. Therefore, collection of data was more difficult and time consuming.

Lastly, foreign tourists were hard to distinguish at the department store. Some tourists shoppers mistook the researcher and her team as sellers trying to sell products. The researcher stated to the respondents that distribution of questionnaires was only for educational purpose.

Researchers, along with assistants, were positioned in front of the main outdoor open space on the ground floor of Isetan department store and at the skywalk entries towards Zen department store along with the informational sign card details. Shoppers were asked to participate in the study as they passed by. Most of the respondents were intercepted while they were free from their shopping, while they were taking a rest, or while waiting for transport to leave the area. Respondents were approached personally and the survey purpose was explained in detail by the researcher. Unfortunately, there were few replies per day, especially from Asian shoppers. Therefore, the researcher went to sit in bakery and café shops located inside the department store frequented by tourist shoppers in Central World. The process was carried out during June 20 to August 31, 2009. The respondents spent about 5 – 7 minutes to fill out the questionnaire. Each respondent was given a pen and a key ring as a complementary for participating in the research process.

The questionnaire was assessed using Statistical Package of Social Science (SPSS) program to analyze and interpret the output data.

4.4.2 Secondary data

The researcher obtained informative datum to support this research from many sources such as textbooks, academic tourism research journals, e-news, statistics from the Tourism Authority of Thailand's website, computerized databases, and on-line researches.

4.5 Pretesting and Reliability Test

Saunder et al., (2003) stated that 'A pilot test is small-scale study to test a questionnaire or interview checklist, to minimize the likelihood of respondents having problems in answering the questions and of data recording problems as well as to allow some assessment of the questions' validity and the reliability of the data that will be collected'

The reliability of a measure is established by testing for both consistency and stability. Consistency indicates how the items measuring a concept hang well together as a set. Cronbach's alpha is a reliability coefficient that reflects how well the items in a set are positively correlated to one another. Cronbach's alpha is computed in terms of the average intercorellations among the items measuring the concept. Reliability less than .60 is generally considered to be poor, while .70 range, is acceptable and .80 is considered as good. Hence, the closer the reliability coefficient gets to 1.0, the better (Sekaran, 1992).

The researcher conducted a pre-test by distributing 30 sets of questionnaire to Bangkok residents/ foreign tourists at Central World, Bangkok to assess the reliability of the questionnaire on 18^{th}- 19^{th} April 2009. Raw data obtained from the pre-test study were decoded and processed by the Statistical Package of Social Science (SPSS) programme to find validity and reliability level.

Reliability assessment was carried out by using the Cronbach's Coefficient Alpha Scale. The outcome of reliability analysis-scale or alpha of 37 items were .903, which is greater than 0.6. Hence, it could be concluded that the questionnaire of this study has adequate reliability and met the research objective.

Table 4.1: Reliability Analysis-scale (alpha) of Pre-test Result

Items	Numbers of Items	Reliability Coefficents (ALPHA)
Tourists/ residents' perceptions of shopping attributes in Bangkok	21	.797
Tourists/ residents' satisfaction with shops and staff attributes	16	.894
Average Reliability Coefficients	**37**	**.903**

4.6 Statistical Treatment of Data

To analyze the data collected from the respondents, the Statistic Package for Social Science (SPSS) was utilized to summarize the data. Statistical procedures, both descriptive statistics and hypotheses testing, were used in this research.

4.6.1 Descriptive Statistics

Descriptive Statistics is used for Exploratory Data Analysis to describe and compare variables numerically. The aspects of frequency distribution, Central Tendency (Arithmetic Mean, Median and Mode), Dispersion (Range, Mean Deviation and Standard Deviation) and correlation are measured. It provides summary measures of the data contained in all elements of a sample. The calculation of averages, frequency distributions, and percentage distributions is the most common form to summarize data (Williams, 1997). Descriptive Statistics is used for describing the primary data about the sample frequency table and percentage in the following primary data about demographic characteristics: gender, age, status, income, length of residency, educational level and occupation.

Descriptive statistics enable researchers to describe the aggregation of raw data in numerical terms (Neuman, 2000). Descriptive statistics are used to describe the basic features of the data in the study. They provide simple summaries about the sample and the measures.

Together with simple graphic analysis, they form the basis of virtually every quantitative analysis of data. With descriptive statistics it is simply describing what is or what the data shows. The descriptive statistics are simply used to describe what is going on in data (Trochim, 2001).

In this research, all variables were measured by frequency and percentage.

4.6.2 Hypotheses Testing

In this research, the researcher applied two statistical treatments of data: Independent Sample T-test and One-way ANOVA.

Independent Sample t-test

T-test is a technique used to test a hypothesis stating that the mean scores on some variables will be significantly different for two independent samples or groups. It is used when the number of observations (sample size) is small and the population standard deviation is unknown. T-value is a ratio with the information about the difference between means (provided by the sample) in the numerator and the random error in the denominator (Zikmund, 2003).

Figure 4.1: Formula of calculation of t value

$$t = \frac{\overline{X}_1 - \overline{X}_2}{\sqrt{\frac{S_1^2}{n_1} + \frac{S_2^2}{n_2}}}$$

Where

$\overline{X}_1$ = mean for group 1

$\overline{X}_2$ = mean for group 2

$$S_{\bar{x}1 - \bar{x}2} = \sqrt{\left(\frac{(n_1 - 1)S_1^2 + (n_2 - 1)S_2^2}{n_1 + n_2 - 2}\right) \cdot \left(\frac{1}{n_1} + \frac{1}{n_2}\right)}$$

Where: X_1 = Mean of group 1

X_2 = Mean of group 2
S_1^2 = Variance of group 1
S_2^2 = Variance of group 2
n_1 = Sample size of group 2
df = Degree of freedom

Source: Zikmund, (2003)

ANOVA (Analysis of Variance)

Cooper and Schindler (2003) identified that Analysis of Variance (ANOVA) is the statistical method for testing the null hypothesis that the means of several populations are equal. One-way analysis of variance is described in this section. It uses a single factor, fixed-effects model to compare the effects of one factor on a continuous dependent variable. ANOVA uses squared deviations of the variance so computation of distances of the individual data points from their own mean or from the grand means can be summed. The total deviation of any particular data point may be partitioned in to between groups' variance and within-groups variance. The test statistic for ANOVA is the F ratio. It compares the variance from the last two sources:

Figure 4.2: Formula of calculation of ANOVA

$$F = \frac{\text{Between-groups Variance}}{\text{Within-groups Variance}} = \frac{\text{Mean square between}}{\text{Mean square within}}$$

Where

$$\text{Mean square between} = \frac{\text{Sum of squares between}}{\text{Degrees of freedom between}}$$

Mean square within = Sum of squares within

Source: Cooper and Schindler (2003)

If the null hypothesis is true, there should be no difference between the populations and the ratio should be close to 1. If the population means are not equal, the numerator should manifest this difference, and the F ratio should be greater than 1. The F distribution determines the size of ration necessary to reject the null hypothesis for a particular sample size and level of significance.

4.7 Statistical Tests Used

Table 4.2: Summary of Statistical Tests Used

Hypothesis	Statement	Statistical Test
Hypothesis 1	The difference in satisfaction between Bangkok residents and foreign tourist shoppers with regard to attributes of shops and staff service is significant.	Independent Sample t-test
Hypothesis 2	The difference in perception between Bangkok residents and foreign tourist shoppers with regard to shopping attributes in Bangkok is significant.	Independent Sample t-test
Hypothesis 3	The difference in satisfaction between Asian and Western origin tourists with regard to attributes of shops and staff attributes is significant.	One-way ANOVA
Hypothesis 4	The difference in perception between Asian and Western origin tourists with regard to shopping attributes in Bangkok is significant.	One-way ANOVA

CHAPTER V

DATA ANALYSIS AND FINDINGS

This chapter focuses on data analysis and findings of this research study. It consists of two sections. The first section presents the data analysis which summarizes the findings from the data collected from 400 questionnaires. The second section illustrates the hypothesis testing results involving independent and dependent variables.

5.1 Data Processing and Analysis

Data was analyzed and summarized in a readable and easily interpretable form. The Statistical Package for Social Science (SPSS) version 15 was utilized to summarize the data.

Descriptive analysis was used to derive the frequency tables and percentage in order to observe the distribution of variables within the populations classified by status and shoppers' country of origin among the dependent variables, namely 1) tourists' satisfaction with shops and staff service attributes and 2) tourists' perception of shopping attributes.

5.1.1 Respondents' Demographic Characteristics

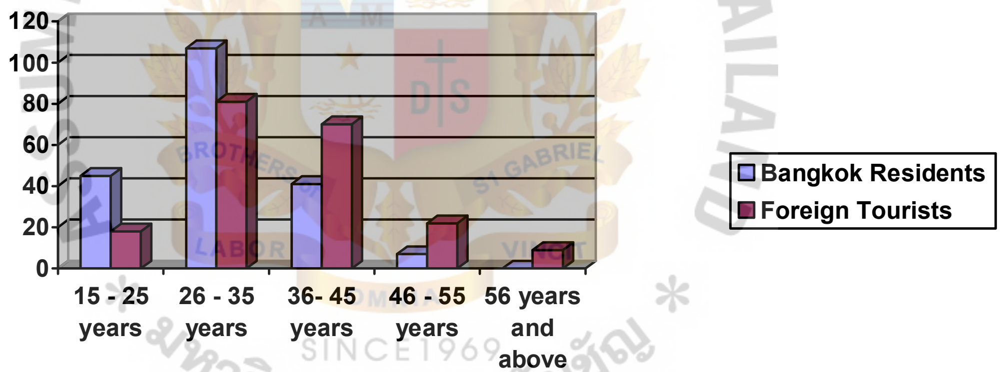
5.1.1.1 Respondents' Age

Table 5.1 and Figure 5.1 demonstrate that the majority of respondents in this research study is in the range of '26-35 years old' group, represented by 107 or 53.5% Bangkok residents and 81 or 40.5% foreign tourists. There are 41 or 20.5% Bangkok residents and 70 or 35.0% foreign tourists in the age range of '36-45 years old' group, followed by '15-25 years old' group which composed of 45 or 22.5%Bangkok residents and 18 or 9.0% foreign tourists, and '46-55 years old' group, which composed of 7 or 3.5% Bangkok residents and 22 or 11.0% foreign tourists. The age range of '56 years and above' is not represented by any Bangkok resident and 9 foreign tourists or 4.5% respectively.

Table 5.1 Age distribution of the respondents

Age	Bangkok Residents		Foreign Tourists	
	Frequency	Percentage	Frequency	Percentage
15 – 25 years old	45	22.5	18	9.0
26 – 35 years old	107	53.5	81	40.5
36 – 45 years old	41	20.5	70	35.0
46 – 55 years old	7	3.5	22	11.0
56 years old and above	0	0.00	9	4.5
Total	200	100.0	200	100.0

Figure 5.1 Frequency of respondents' characteristics distributed by age



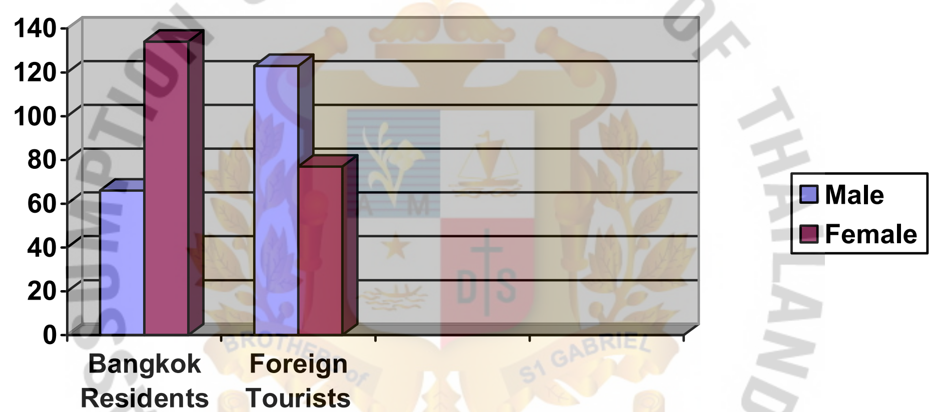
5.1.1.2 Respondents' Gender

Table 5.2 and Figure 5.2 demonstrate that the gender of respondents is primarily 'female'. There are 134 females (67.0%) as Bangkok residents and 77 females (38.5%) as foreign tourists, whereas for 'male' respondents composed of 66 male Bangkok residents (33.0%) and 123 male foreign tourists (61.5%), respectively.

Table 5.2 Gender distribution of the respondents

Gender	Bangkok Residents		Foreign Tourists	
	Frequency	Percentage	Frequency	Percentage
Male	66	33.0	123	61.5
Female	134	67.0	77	38.5
Total	200	100.0	200	100.0

Table 5.2 Figure 5.1 Frequency of respondents' characteristics distributed by gender



5.1.1.3 Respondents' monthly income level

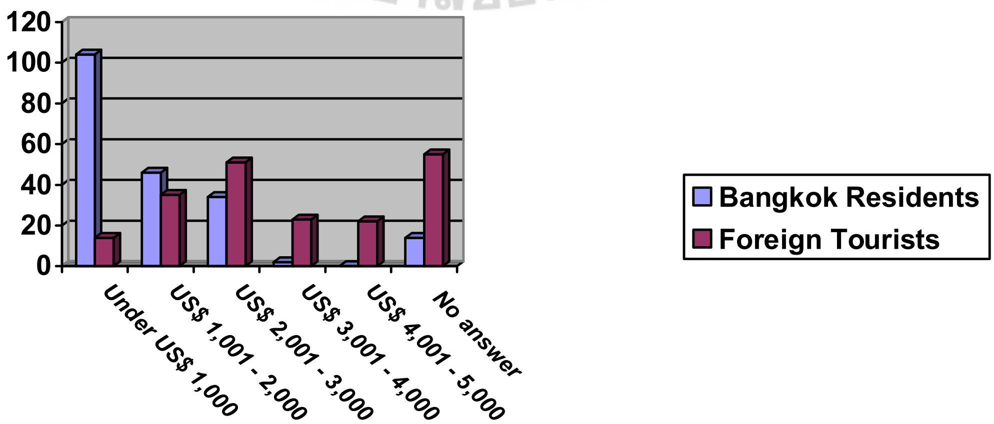
Table 5.3 and Figure 5.3 demonstrate that the majority of average monthly income of respondents is in the range of 'under US$ 1,000 (Under THB 35,000)', composed of 104 respondents (52.0%) Bangkok Residents and 14 respondents (7.0%) foreign tourists, followed by income range of 'US$ 2,001 – 3,000 (THB 70,035 – 105,000)', composed of 34 Bangkok residents (17.0%) and 51 (25.5%) foreign tourists, and income range 'US$ 1,001 - 2,000 (THB 35,035 – 70,000)', composed of 46 Bangkok resident (23.0%) and 35 (17.5%) foreign tourists. 'No response' group composed of 14 respondents (7.0%) as Bangkok residents and 55 respondents (27.5%). While income range of 'US$ 3,001 – 4,000 (THB

105,035 – 140,000)' has 2 respondents (1.0%) as Bangkok residents and 23 respondents (11.5%) as foreign tourists, and 'US$ 4,001 – 5,000 (THB 140,035 – 175,000)' was not identified by any Bangkok resident and 22 respondents (11.0%) as foreign tourists, respectively.

Table 5.3 Average monthly income level distribution of the respondents

Average monthly income	**Bangkok Residents**		**Foreign Residents**	
	Frequency	Percentage	Frequency	Percentage
Under US$ 1,000 (UnderTHB35,000)	104	52.0	14	7.0
US$ 1,001 – 2,000 (THB 35,035 – 70,000)	46	23.0	35	17.5
US$ 2,001 – 3,000 (THB 70,035 – 105,000)	34	17.0	51	25.5
US$ 3,001 – 4,000 (THB 105,035 – 140,000)	2	1.0	23	11.5
US$ 4,001 – 5,000 (THB 140,035 – 175,000)	0	0.00	22	11.0
No answer	14	7.0	55	27.5
Total	200	100.0	200	100.0

Figure 5.3 Frequency of respondents' characteristics distributed by average monthly income level



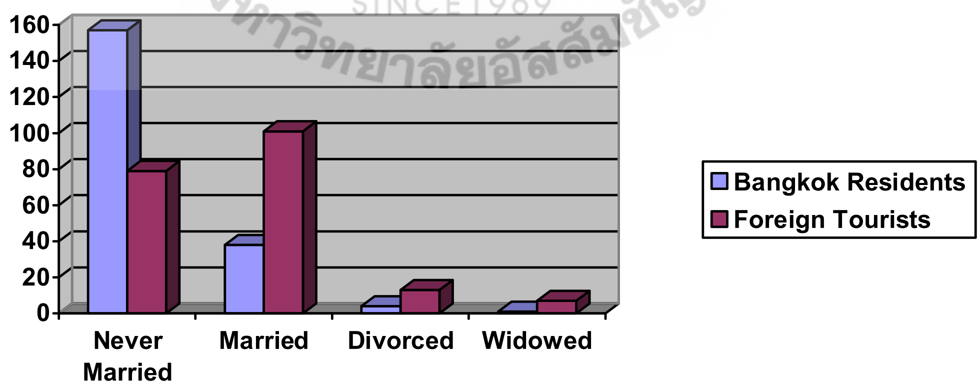
5.1.1.4 Respondent' s marital status

Table 5.4 and Figure 5.4 demonstrate that the majority of the respondents marital status in this research study indicated as 'never married' by 157 or 78.5% Bangkok residents and 79 or 39.5% foreign tourists, followed by 'married' by 38 or 19.0% Bangkok residents and 101 foreign tourists 50.5%, 'divorced' by as 4 Bangkok residents (2.0%) and 13 foreign tourists 6.5% and 'widowed' by 1 resident respondents (.5%) and 7 by foreign tourists (3.5%), respectively.

Table 5.4 Marital Status distribution of the respondents

Marital Status	Bangkok Residents		Foreign Tourists	
	Frequency	Percentage	Frequency	Percentage
Never Married	157	78.5	79	39.5
Married	38	19.0	101	50.5
Divorced	4	2.0	13	6.5
Widowed	1	.5	7	3.5
Total	200	100.0	200	100.0

Figure 5.4 Frequency of respondents' characteristics distributed by Marital Status



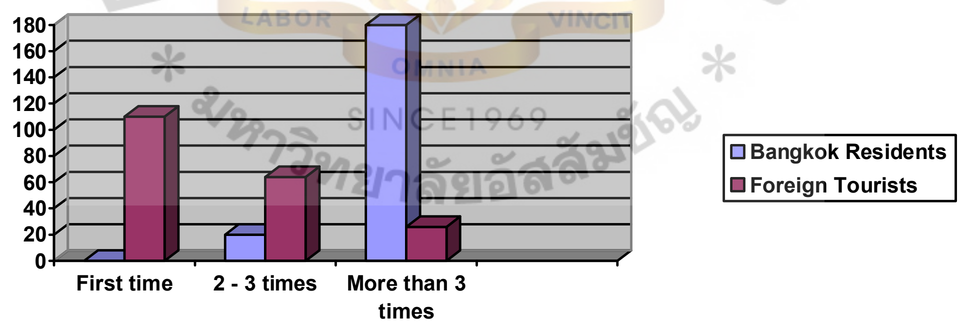
5.1.1.5 Respondents' frequency of visit to Central World

Table 5.5 and Figure 5.5 demonstrate that out of 400 respondents, 180 Bangkok residents or 90.0% visit Central World 'more than 3 times' and the remaining 20 residents (10.0%) paid their 'second or third' visit. While 110 foreign tourists (55.0%) paid their 'first' visit to Central World, 64 tourists (32.0%) paid their 'second or third' visit and the remaining 26 tourist (13.0%) have visited Central World for 'more than three times', respectively.

Table 5.5 Frequency of visit distribution of the respondents

Frequency of visit to Central World	**Bangkok Residents**		**Foreign Tourists**	
	Frequency	Percentage	Frequency	Percentage
First time	0	0.00	110	55.0
2 – 3 times	20	10.0	64	32.0
More than 3 times	180	90.0	26	13.0
Total	200	100.0	200	100.0

Figure 5.5 Frequency of respondents' characteristics distributed by frequency of visit



5.1.1.6 Respondents' reason to buy goods in Bangkok

5.1.1.6.1 Residents main reason to buy goods in Bangkok

Table 5.6 and Table 5.6.1 demonstrate that the reason most residents buy goods in Bangkok is "variety of goods" (69 respondents- 34.5%), followed by "fashion/novelty" (49 respondents – 24.5%), "attractive price" and "good quality" (41 respondents each 20.5%), "unique/ special/ attractive" (57 respondents – 28.5%), and "not available in his/her own country" (150 respondents – 75.4%), respectively.

Table 5.6 Reason to buy goods among Bangkok residents

Factors		Rank						Total
		1st	2nd	3rd	4th	5th	6th	
Attractive price	Frequency	31	34	**41**	**41**	32	21	200
	Percent	15.5	17	20.5	20.5	16	10.5	100
Fashion/novelty	Frequency	43	**49**	36	31	29	12	200
	Percent	21.5	24.5	18	15.5	14.5	6	100
Variety of goods	Frequency	**69**	42	33	19	29	8	200
	Percent	34.5	21	16.5	9.5	14.5	4	100
Unique/Special/Attractive	Frequency	18	30	39	**57**	49	7	200
	Percent	9	15	19.5	28.5	24.5	3.5	100
Good quality	Frequency	36	44	41	**45**	33	1	200
	Percent	18	22	20.5	22.5	16.5	0.5	100
Not available in his/her own countries	Frequency	3	2	10	7	28	**150**	200
	Percent	1.5	1	5	3.5	14	75	100

Table 5.6.1 Descriptive analysis of reason to buy goods among Bangkok residents using Mean

Items	**Mean**	**Rank**
Attractive price	3.36	4th
Fashion/novelty	2.95	2nd
Variety of goods	**2.61**	**1st**
Unique/Special/Attractive	3.55	5th
Good quality	2.99	3rd
Not available in his/her own countries	**5.53**	**6th**

5.1.1.6.2 Tourists main reason to buy goods in Bangkok

Table 5.7 and Table 5.7.1 demonstrate that tourists' main reason to buy goods in Bangkok is "attractive price" (69 respondents – 34.5%), followed by "not available in his/her own country" (43 respondents – 21.5%), "unique/ special/ attractive" (40 respondents – 20.0%), "good quality" (45 respondents – 22.7%), "variety of goods" (51 respondents – 25.5%) and "fashion/ novelty" (79 respondents – 39.5%), respectively.

Table 5.7 Reason to buy goods in Bangkok among the tourists

Factors		Rank						Total
		1st	2nd	3rd	4th	5th	6th	
Attractive price	Frequency	**69**	60	40	13	14	4	200
	Percent	34.5	30	20	6.5	7	2	100
Fashion/novelty	Frequency	22	11	26	32	30	**79**	200
	Percent	11	5.5	13	16	15	39.5	100
Variety of goods	Frequency	20	27	37	25	**51**	40	200
	Percent	10	13.5	18.5	12.5	25.5	20	100
Unique/Special/Attractive	Frequency	19	37	40	**54**	41	9	200
	Percent	9.5	18.5	20	27	20.5	4.5	100
Good quality	Frequency	13	23	31	**45**	**45**	43	200
	Percent	6.5	11.5	15.5	22.5	22.5	21.5	100
Not available in his/her own countries	Frequency	**57**	43	26	29	19	25	200
	Percent	28.5	21.5	13	14.5	9.5	12.5	100

Table 5.7.1 Descriptive analysis of reason to buy goods in Bangkok among the tourists

Items	**Mean**	**Rank**
Attractive price	2.28	**1st**
Fashion/novelty	4.37	**6th**
Variety of goods	3.90	4th
Unique/Special/Attractive	3.44	3rd
Good quality	4.08	5th
Not available in his/her own countries	2.92	2nd

5.1.1.7 Tourists country of origin

Table 5.8 Country of origin distribution of the tourists' respondents

Asian Origin			Western Origin		
Country name	Frequency	Percentage	**Country name**	Frequency	Percentage
Japan	16	16.0	France	19	19.0
China	13	13.0	Australia	14	14.0
Korea	11	11.0	Germany	9	9.0
Malaysia	11	11.0	USA	9	9.0
Others	49	49.0	Others	49	49.0
Total	100	100.0	Total	100	100.0

Table 5.8 demonstrate that among 200 foreign tourists respondents in this study, 100 respondents (50%) are of Asian origin (Japan – 16.0%, China – 13.0%, Korea – 11.0%, Malaysia – 11.0%, Others – 49.0% and 100 (50%) are of Western origin (France – 19.0%, Australia – 14.0%, Germany – 9.0%, USA – 9.0%, Others – 49.0%).

5.1.1.8 Foreign tourists (Asians & Westerns) spending patterns on shopping in Bangkok

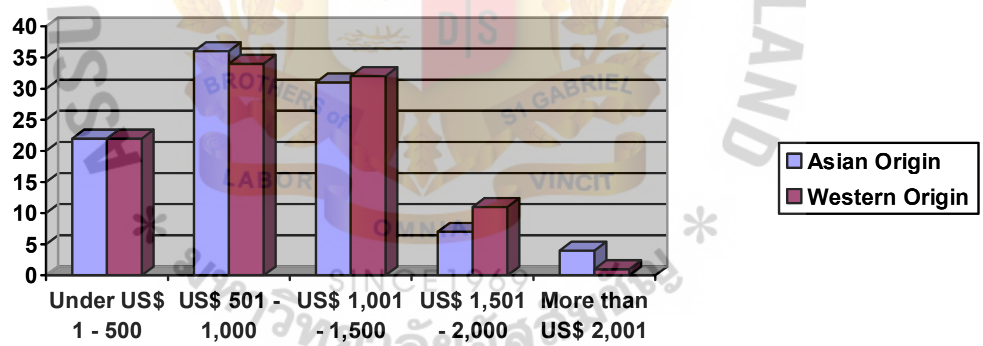
Table 5.9 and Figure 5.6 demonstrate Asian origin respondents have the highest spending pattern on recent trip to Bangkok represented by 36 respondents (36.0%) in the income range 'US$ 501 – 1,000 (THB 17,535 – 35,000)', followed by 'Under US$ 1 – 500 (Under THB 35 – 17,500)' represented by 22 respondents (22.0%), 'US$ 1,001 – 1,500 (THB 35,035 – 52,500)' represented by 31 respondents (31.0%), 'US$ 1,501 – 2,000 (THB 52,535 – 70,000)' represented by 7 respondents (7.0%) and 'More than US$ 2,001 (More than THB 70,035)' represented by 4 respondents (4.0%), respectively.

While the majority of Western origin' respondents have their spending pattern on recent trip to Bangkok in the range of 'US$ 501 – 1,000 (THB 17,535 – 35,000)' represented by 34 respondents (34.0%), the next spending pattern of respondents is in the range 'US$ 1,001 – 1,500 (THB 35,035 – 52,500)' which is 32 respondents (32.0%), followed by the spending pattern range 'Under US$ 1-500 (Under THB 35 – 17,500)' represented by 22 respondents (22.0%), the range of 'US$ 1,501 – 2,000 (THB 52,535 – 70,000)' represented by 11 respondents (11.0%) and the range of 'More than US$ 2,001 (More than THB 70,035)' represented by 1 respondent (1.0%), respectively.

Table 5.9 Spending pattern distribution of the tourists

Spending pattern on shopping	**Asian Origin**		**Western Origin**	
	Frequency	Percentage	Frequency	Percentage
Under US$ 1-500 (Under THB 35 – 17,500)	22	22.0	22	22.0
US$ 501 – 1,000 (THB 17,535 – 35,000)	36	36.0	34	34.0
US$ 1,001 – 1,500 (THB 35,035 – 52,500)	31	31.0	32	32.0
US$ 1,501 – 2,000 (THB 52,535 – 70,000)	7	7.0	11	11.0
More than US$ 2,001 (<THB 70,035)	4	4.0	1	1.0
Total	100	100.0	100	100.0

Figure 5.6 Frequency response of tourists' characteristics by spending pattern



5.1.2 Dependent Variable

5.1.2.1 Respondents' perception of the shopping attributes in Bangkok

Based on this study, descriptive statistics is used to examine the arbitrary level used in stating the respondents rating of both residents and foreign tourists, average weighted mean on the perception of shopping attributes in Bangkok and satisfaction with attributes of shops and staff service at Central World was weighted by Likert scale for measurement of attitude.

The average score is interpreted as follows:

Arbitrary Level	Scale Value	Descriptive Rating
4.21 – 5.00	5	Strongly Agree (SA)
3.41 – 4.20	4	Agree (A)
2.61 – 3.40	3	Cannot Decide (CD)
1.81 – 2.60	2	Disagree (D)
1.00 – 1.80	1	Strongly Disagree (SD)

Table 5.10 Residents' perception towards shopping attributes in Bangkok (n = 200)

Residents' perception of shopping attributes in Bangkok	Mean	Std. D	Level of perception
Local Shopping Culture			
I've a positive impression from my shopping experience in Bangkok	3.73	.735	A
I found the region (shopping area) over commercialized in general*	2.00	.783	D
Sales staff behaves in an aggressive manner to capture locals spending*	2.03	.782	D
I like the tradition of bargaining	3.85	.831	A
The tradition of bargaining reduces my trust in the merchants	3.18	.964	CD
Lack of price labels on the products reduces my confidence*	1.97	.904	D
Local Shopping Information			
There is a lack of information about shopping*	2.53	.808	D
Product Reliability			
I am satisfied with product reliability	3.52	.820	A
I am satisfied with the quality of the products	3.64	.765	A
General Issues effecting shopping decision making			
I usually visit different shops to compare products and prices	4.33	.722	SA
I prefer shopping places where local people shop	3.83	.798	A
I prefer shopping alone to shopping in a group	2.96	1.162	CD
Low prices are major factor in my shopping decision	3.46	1.079	A
I prefer shopping centers to single shops	3.21	1.078	CD
I take into account the advice of friends about shopping	3.73	.850	A
I shop generally for customer products (cosmetics, clothes, foods, electronic goods, and etc.)	3.98	.760	A
Trustworthiness I am satisfied with the information given by the sales people about shopping	3.37	.798	CD
I was hesitant about shopping in a department store before coming*	3.06	1.038	CD
Shopkeepers are honest (disclose information about product quality, after sales services)	3.01	1.030	CD
I choose shops with well – known trademarks	3.44	.944	A
Relative shopping satisfaction elsewhere			
I am more satisfied with my shopping experience in Bangkok than previous shopping experience elsewhere	3.29	1.025	CD

* Negative attributes have not been reverse-scored

According to the outcome shown in table 5.10, overall the residents express high level of perception toward shopping attributes in Bangkok. This implied that residents had a positive perception of shopping attributes in Bangkok. However, every nine items was rated in the “agreed level” with the mean values varying from 3.44 to 3.98. Moreover, there were seven items which the residents rated in the “cannot decided level”. There were: “The tradition of bargaining reduces my trust in the merchants”, “I prefer shopping alone to shopping in a group”, “I prefer shopping centers to single shops”, “I prefer shopping centers to single shops”, “I am satisfied with the information given by the sales people about shopping”, “I was hesitant about shopping in a department store before coming”, “shopkeepers are honest (disclose information about product quality, after sales services)”, and “I am more satisfied with my shopping experience in Bangkok than previous shopping experience elsewhere”. In contrast, there were four items which residents rated in the “dissagreed level”. There were “Lack of price labels on the products reduces my confidence”, “I found the region (shopping area) over commercialized in general”, “Sales staff behaves in an aggressive manner to capture locals spending” and “There is a lack of information about shopping”, with the means of 1.97, 2.00, 2.03 and 2.53 respectively. In addition, there was only one item “I usually visit different shops to compare products and prices”, which respondents rated in the “strongly agreed level”, which had the highest mean, equal to 4.33. This can implied that residents have strong positive perception in comparing products and prices in different shops before they made a purchase.

Table 5.11 Tourists' perception towards shopping attributes in Bangkok (n = 200)

Tourists' perception of shopping attributes in Bangkok	Mean	Std. D	Level of perception
Local Shopping Culture			
I've gain a positive impression from my shopping experience in Bangkok	3.80	.765	A
I find the region (shopping area) over commercialized in general*	2.21	.858	D
Sales staff behaves in an aggressive manner to capture tourist spending*	2.89	.968	CD
I like the tradition of bargaining	3.33	1.027	CD
The tradition of bargaining reduces my trust in the merchants	3.19	1.118	CD
Lack of price labels on the products reduces my confidence*	2.41	1.064	D
Local Shopping Information			
There is a lack of information about shopping*	2.70	.941	CD
Product Reliability			
I am satisfied with product reliability	3.44	.831	A
I am satisfied with the quality of the products	3.43	.813	A
General Issues effecting shopping decision making			
I usually visit different shops to compare products and prices	3.84	.873	A
I prefer shopping places where tourists shop	3.00	.995	CD
I prefer shopping alone to shopping in a group	3.44	1.212	A
Low prices are major factor in my shopping decision	2.94	1.191	CD
I prefer shopping centers to single shops	3.43	.901	A
I take into account the advice of tour guide about shopping	2.70	1.125	CD
I shop generally for souvenirs (arts, crafts, antiques, Thai silk, local food and etc.)	3.43	1.082	A
Trustworthiness			
I am satisfied with the information given by the tour guide about shopping	3.05	.947	CD
I was hesitant about shopping in Bangkok before coming*	2.71	1.035	CD
Shopkeepers are honest (disclose information about Product quality, durability and after sales services)	3.05	.890	CD
I choose shop with well – known trademarks	3.38	.964	CD
Relative shopping satisfaction abroad/ elsewhere			
I am more satisfied with my shopping experience in Bangkok than previous shopping experience abroad/ elsewhere	2.89	.838	CD

* Negative attributes have not been reverse- scored

According to the outcome shown in Table 5.11, overall the perception of tourists towards shopping attributes in Bangkok was rated in the "cannot decided level". This implied that residents had an undecided perception of shopping attributes in Bangkok. However, every twelve items was rated in the "cannot decided level" with the mean values varying from 2.70

to 3.38. Moreover, there were seven items which the residents rated in the "agreed level". The mean score of all agreed items range between 3.43 to 3.84. The details of perception items are as followed: "I shop generally for souvenirs (arts, crafts, antiques, Thai silk, local food and etc.", "I prefer shopping centers to single shops", "I am satisfied with the quality of the products" which have the equal mean score of 3.43. "I satisfied with product reliability" and "I prefer shopping alone to shopping in a group" which have the same mean score of 3.44. Then followed by "I've gain a positive impression from my shopping experience in Bangkok" (3.80), and "I usually visit different shops to compare products and prices", which had the highest mean score of 3.84. In contrast, there were two items which residents rated in the "dissatisfied level". There were "Lack of price labels on the products reduce my confidence" (2.41), and "I find the region (shopping area)over commercialized in general", which had the lowest mean score of 2.21.

5.1.2.2 Respondents' satisfaction with attributes of shop and staff service at Central World

To measures the overall satisfaction toward attributes of shop and staff service at Central World attributes by Bangkok residents and foreign tourists, the arbitrary level was used as follows:

Arbitrary Level	Scale Value	Descriptive Rating
4.21 – 5.00	5	Highly satisfied (HS)
3.41 – 4.20	4	Satisfied (S)
2.61 – 3.40	3	Cannot Decide (CD)
1.81 – 2.60	2	Dissatisfied (D)
1.00 – 1.80	1	Highly dissatisfied (HD)

Table 5.12 Residents' satisfaction towards attributes of shop and staff service (n = 200)

	HS (%)	S (%)	CD (%)	D (%)	HD (%)	Mean	S.D.
Tangible qualities of shops							
Opening hours	6.5	76.5	12.5	4	0.5	3.85	0.61
Neatness and cleanliness	15.5	67	9.5	8	-	3.90	0.75
Lighting and ambiance	16	75.5	4.5	3.5	0.5	4.03	0.63
Accessibility	15.5	64	11	8.5	1	3.85	0.82
Authenticity	11	58.5	26	4	0.5	3.76	0.72
Choice of payment methods	12	75.5	12	0.5	-	3.99	0.51
Location	13.5	68.5	10.5	5.5	2	3.86	0.79
Staff Service Quality							
Knowledge of products	6	50.5	25	18.5	-	3.44	0.86
Language ability	4.5	56.5	30.5	8.5	-	3.57	0.71
Attitude	6.5	50	34.5	7	2	3.52	0.80
Ease of locating stores							
Variety of stores	19	66	10.5	4	0.5	3.99	0.71
Number of retail stores	16.5	58.5	14	11	-	3.81	0.84
Number of food retailers	15	62.5	14	8	0.5	3.84	0.79
Number of entertainment retailers	10.5	67	18	4.5	-	3.84	0.66
Parking facilities	3	27.5	27.5	33.5	8.5	**2.83**	1.02
Fashionability of merchandise	19	67	12.5	1.5	-	**4.04**	0.61

HS – highly satisfied; S - satisfied; CD – cannot decide; D - dissatisfied; HD - highly dissatisfied.

According to outcome shown in Table 5.12, overall, the residents satisfaction towards attributes of shop and staff service at Central World was rated in "satisfied level". This indicated all 16 items under this factor have mean score varying from the lowest mean, which is 2.83 (rank equals to 16) to the highest mean, which is 4.04 (rank equal to 1). The higher mean score, the higher the level of satisfaction. "Fashionability of merchandise" was scored highest (4.04), followed by "lighting and ambiance" (4.03). Other variables were ranked in the following order: "choice of payment methods", "variety of stores" and "neatness and cleanliness" which have the same mean score of 3.990, "location" (3.86), "opening hours" and "accessibility" which have the same mean score of 3.85, "number of food retailers" and "number of entertainment retailers" which have the same mean score of 3.84, followed by "number of retail stores" (3.81), "authenticity"

(3.76), “language ability” (3.57), “attitude” (3.52), and “parking facilities” (2.83) respectively.

This could imply that the residents held positive satisfaction on overall attributes of shop and staff service. While “parking facilities” were rated in the “cannot decide” represented the lowest mean score of 2.830.

Table 5.13 Tourists’ satisfaction towards attributes of shop and staff service (n = 200)

	HS (%)	S (%)	CD (%)	D (%)	HD (%)	Mean	S.D.
Tangible qualities of shops							
Opening hours	14	66.5	15	4.5	-	3.90	0.68
Neatness and cleanliness	19.5	61.5	9.5	9	0.5	3.91	0.83
Lighting and ambiance	13.5	71.5	8.5	6.5	-	3.92	0.69
Accessibility	24.5	64	11	0.5	-	4.13	0.60
Authenticity	8.5	42	34	13	2.5	3.41	0.91
Choice of payment methods	14.5	73	8.5	4	-	3.99	0.63
Location	28.5	52.5	15	4	-	4.06	0.77
Staff Service Quality							
Knowledge of products	3	39	28.5	27	2.5	3.13	0.93
Language ability	4	26.5	10	50	9.5	**2.66**	1.09
Attitude	9	48.5	27	13	2.5	3.49	0.92
Ease of locating stores							
Variety of stores	12.5	76.5	6	5	-	3.97	0.62
Number of retail stores	9.5	62.5	6.5	21.5	-	3.60	0.93
Number of food retailers	27	64.5	5	3.5	-	**4.15**	0.66
Number of entertainment retailers	7	39	46.5	7.5	-	3.46	0.74
Parking facilities	0.5	3	92	3.5	1	2.99	0.35
Fashionability of merchandise	6	56.5	31	6.5	-	3.62	0.70

HS- highly satisfied; S- satisfied; CD – cannot decide; D- dissatisfied; HD - highly dissatisfied

According to outcome shown in Table 5.13, overall, the tourists satisfaction towards attributes of shop and staff service at Central World was rated in “satisfied level”. This represented by all 16 items under this factor have mean score varying from the lowest mean, which is 2.66 (rank equal to 16) to the highest mean, which is 4.15 (rank equal to 1). The highest mean score, the higher the level of satisfaction. “Number of food retailers” was scored highest (4.15), followed by “accessibility” (4.13), “location” (4.06), “choice of payment methods” (3.98), “variety of stores ‘ (3.97), “lighting and ambiance” (3.92), “neatness and cleanliness” (3.91), “opening hours” (3.90), “fashionability of merchandise” (3.62), “number of retail stores” (3.60), “attitude” (3.49), “number of entertainment retailers” (3.46), “authenticity” (3.41), “knowledge of products” (3.13), “parking facilities” (2.99) and “language ability” was scored lowest, that is 2.66.

This could imply that the tourists held positive satisfaction on overall attributes of shop and staff service. While “parking facilities” and “language ability”, were rated in the “cannot decide” represented the lowest mean score of 2.985 and 2.655 respectively.

5.2 Hypothesis testing

Hypothesis is a statement about a population parameter developed for the purpose of testing. (Lind, Marchal & Wathen, 2005).

Hypothesis Testing is a procedure based on sample evidence and probability theory to determine whether the hypothesis is a reasonable statement. The hypothesis, which is developed for the purpose of testing, is called the *null hypothesis*, designated Ho. The alternate hypothesis is the statement that is accepted if the sample data provide sufficient evidence that the null hypothesis is false. It is designated H1 (Lind, Marchal & Wathen, 2005).

Level of significance or sometimes called the level of risk is the probability of rejecting the null hypothesis when it is true. It is designated as α (Lind, Marchal & Wathen, 2005). The significance level determines the probability level 0.05 or 0.01 – that is to be considered too low to warrant support of the null hypothesis. If the probability of occurrence of the observed data is *smaller than* the level of significance, then the data suggest the null hypothesis should be rejected (Zikmund, 2003).

This research study consists of four hypotheses. One-way ANOVA and Independent sample t-test were used to test the hypotheses. The significance level used in this research study is 0.05 or 95% level of confidence.

Testing hypothesis 1- 2

In this part, the Independent sample t-test was used to determine the difference between shopper's status and satisfaction attributes. The null hypothesis was rejected when Sig. or p-value is less than or equal to α significance level.

5.1.2 Hypothesis 1

Ho1: The difference in satisfaction between Bangkok residents and foreign tourist shoppers with regard to attributes of shops and staff service is not significant.

Ha1: The difference in satisfaction between Bangkok residents and foreign tourist shoppers with regard to attributes of shops and staff service is significant.

Table 5.14 Difference in shoppers' status on satisfaction attributes on shops and staff attributes

Satisfaction with shops and staff attributes	Mean		S.D.		p-value
	Residents	Tourists	Residents	Tourists	
Tangible qualities of shops	3.89	3.90	0.37	0.41	0.797
Staff service quality	3.51	3.09	0.58	0.74	0.000*
Ease of locating store	3.72	3.63	0.49	0.38	0.035*
Satisfaction with shops and staff attributes	3.76	3.65	0.34	0.34	0.001*

* p- value < 0.05

The independent sample t-test analysis in Table 5.14 indicates that in terms of 'tangible qualities of shops', p-value is equal to 0.797, which is more than 0.05. The null hypothesis (Ho1) was failed to be rejected. Therefore, the difference in satisfaction between Bangkok residents and foreign tourist shopper in terms of tangibles of shop is not significant.

For 'Staff service quality' and 'ease of locating store, p-value is equal to 0.000 and 0.035, respectively. The significance level is less than 0.05. So, the null hypothesis (Ho1) was rejected. Satisfaction with shops and staff attributes, p-value is equal to 0.001, which is less than 0.05 significance level. The null hypothesis (Ho1) was rejected, and the alternative hypothesis (Ha1) was accepted. Therefore, the difference in satisfaction between Bangkok residents and foreign tourists shoppers in terms of staff service quality and ease of locating store is significant.

5.2.2 Hypothesis 2

Ho2: The difference in perception between Bangkok residents and foreign tourist shoppers with regard to shopping attributes in Bangkok is not significant.

Ha2: The difference in perception between Bangkok residents and foreign tourist shoppers with regard to shopping attributes in Bangkok is significant.

Table 5.15 Difference in shoppers' status on perception of shopping attributes

Perception of shopping attributes in Bangkok	Mean		S.D.		p-value
	Residents	Tourists	Residents	Tourists	
Local shopping culture	2.79	2.97	0.37	0.35	0.000*
Local shopping information	2.53	2.70	0.81	0.94	0.061
Product reliability	3.58	3.44	0.72	0.73	0.058
General issues effecting shopping decision making	3.64	3.25	0.45	0.46	0.000*
Trustworthiness	3.22	3.05	0.56	0.54	0.002*
Relative shopping satisfaction elsewhere	3.29	2.89	1.03	0.84	0.000*
Perception of shopping attributes in Bangkok	3.24	3.11	0.30	0.30	0.000*

* p- value < 0.05

The Independent sample t-test analysis in Table 5.15 indicates that there is a statistical significance between the perception of Bangkok residents and foreign tourists about shopping attributes in Bangkok. As the p-value shown in the table 5.15 is equal to 0.000, which is less than 0.05 significance level, the null hypothesis (Ho1) was rejected.

In terms of local shopping information and product reliability, p-value is equal to 0.061 and 0.058, respectively. The significance level is more than 0.05 the null hypothesis (Ho1) was failed to reject. Therefore, the difference in perception between Bangkok residents and foreign tourist shoppers in terms of local shopping information and product reliability is not significant.

In terms of local shopping culture, general issue effecting shopping decision making, and relative shopping satisfaction elsewhere have the same p-value is equal to 0.000, which less than 0.05. In addition, in terms of trustworthiness, the p-value equal to 0.002, which less than 0.05. Therefore, the difference in perception between Bangkok residents and foreign tourist shoppers with regards to attributes of shops and staff service is significant.

Testing hypothesis 3 - 4

One – Way ANOVA was used to determine the difference in satisfaction and perception between Asian and Western origins tourist shoppers when segmented by attributes of shops, staff attributes, and shopping attributes. The null hypothesis will be rejected when significance or p-value is less than or equal to α 0.05 significance level.

5.2.3 Hypothesis 3

Ho3: The difference in satisfaction between Asian and Western origin tourist shoppers with regard to attributes of shops and staff attributes is not significant.

Ha3: The difference in satisfaction between Asian and Western origin tourist shoppers with regard to attributes of shops and staff attributes is significant.

5.16 Difference in terms of country of origins on satisfaction attributes

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Asians	100	**3.62**	.34	.03425	3.5495	3.6855	2.88	4.56
Westerners	100	**3.68**	.33	.03310	3.6093	3.7407	3.00	4.75
Total	200	3.65	.34	.02384	3.5992	3.6933	2.88	4.75

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.165	1	.165	1.458	**.229**
Within Groups	22.455	198	.113		
Total	22.621	199			

The one-way ANOVA analysis in Table 5.16 indicated that country of origins doesn't have any significant impact on satisfaction attributes. As the p-value displayed in the table was equaled to 0.229 which was greater than the significance level of 0.05. Therefore the null hypothesis (Ho3) was failed to be rejected. Therefore, the difference in satisfaction between Asian and Western origin tourist shoppers with regard to attributes of shop and staff attributes is not significant.

5.2.4 Hypothesis 4

Ho4: The difference in perception between Asian and Western origin tourist shoppers with regard to shopping attributes in Bangkok is not significant.

Ha4: The difference in perception between Asian and Western origin tourist shoppers with regard to shopping attributes in Bangkok is significant

5.17 Difference in terms of country of origin on perceptions attributes

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Minimum	Maximum
Asians	100	**3.14**	.31	.03134	3.0735	3.1979	2.33	3.81
Westerners	100	**3.07**	.28	.02826	3.0183	3.1305	2.38	3.62
Total	200	3.11	.30	.02116	3.0633	3.1468	2.33	3.81

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.188	1	.188	2.108	**.148**
Within Groups	17.628	198	.089		
Total	17.816	199			

The One –Way ANOVA analysis in Table 5.17 indicates that country of origins doesn't have any significant impact on perception attributes. As the p-value displayed in the Table 5.17 was equal to 0.148 which is more than the significance level of 0.05. Therefore the null hypothesis (Ho4) was failed to be rejected. Therefore, the difference in perception between Asian and Western origin tourists shoppers with regard to shopping attributes in Bangkok is not significant.

CHAPTER VI

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter is composed of three main sections. The first section contains the summary of findings. It summarizes the demographic profile of respondents, residents and foreign tourists perception towards shopping attributes and satisfaction with attributes of shops and staff service in Bangkok and hypothesis testing. The second section focuses on conclusion and recommendations. Finally, directions for future research are suggested.

6.1 Summary of the findings

6.1.1 Respondents' demographic characteristics

According to the findings shown in Table 6.1, based on the data collected from 400 respondents, the two groups of respondents were categorized into Bangkok residents and foreign tourist shoppers. The study found that the majority of respondents are female (67.0%) for residents and male (61.5%) for foreign tourists. Also, the respondents were in the age between 26 – 35 years old for both residents (53.5%) and foreign tourists (40.5%). The majority average monthly for income level of residents is under $ 1,000 (52.0%), while the majority for income level of tourists who gave no answer or equivalent (27.5%). As for the majority marital status for residents are 'never married' (78.5%), while the majority marital status of tourist are 'married' (50.5%). As for the majority frequency of visit of respondents, 90% of residents have visited more than 3 time and 55% of tourists have visited Central World for the first time.

Table 6.1 Summary of respondents' demographic characteristic (n = 400)

Demographic characteristics	Bangkok residents		Foreign tourists	
	Frequency n = 200	Percentage %	Frequency n = 200	Percentage %
Gender				
Female	**134**	67.0	77	38.5
Male	66	33.0	**123**	61.5
Age group				
15 – 25	45	22.5	18	9.0
26 – 35	**107**	53.5	**81**	40.5
36 – 45	41	20.5	70	35.0
46 – 55	7	3.5	22	11.0
56 and above	0	0.00	9	4.5
Average monthly income level				
Under $ 1,000	**104**	52.0	14	7.0
1,001 – 2,000	46	23.0	35	17.5
2,001 – 3,000	34	17.0	51	25.5
3,001 – 4,000	2	1.0	23	11.5
4,001 – 5,000	0	0.00	22	11.0
No answer	14	7.0	**55**	27.5
Country of origin				
Asian origin (n = 100)				
- Japan	-	-	16	16.0
- China	-	-	13	13.0
- Malaysia	-	-	11	11.0
- Korea	-	-	11	11.0
- Others Asian	-	-	49	49.0
Western origin (n = 100)				
- France	-	-	19	19.0
- USA	-	-	9	9.0
- Germany	-	-	9	9.0
- Australia	-	-	14	14.0
- Others Western			49	49.0
Marital status				
Never married	**157**	78.5	79	39.5
Married	38	19.0	**101**	50.5
Divorced	4	2.0	13	6.5
Widowed	1	.5	7	3.5
Frequency of visit				
First time	0	00.0	**110**	55.0
2 – 3 times	20	10.0	64	32.0
More than 3 times	**180**	90.0	26	13.0

6.2 Summary of hypotheses testing

The hypothesis testing results presented in Table 6.2 shows the statistical relationship between the dependent and independent variables. In this study, there are four hypotheses, two hypotheses were set to test the perception of shopping attributes in Bangkok, while the other two hypotheses were set to test the differences between satisfaction with regard to attributes of shops and staff attributes.

Table 6.2 Summary of hypothesis testing results (Hypothesis 1 – 4)

Hypotheses statements	Statistical test	Hypothesis testing results
Hypothesis 1 **Ho1:** The difference in satisfaction between Bangkok residents and foreign tourist shoppers with regard to attributes of shops and staff service is not significant		
- Tangible qualities of shops	Independent t-test	Failed to reject Ho1
- Staff service quality	Independent t-test	Rejected Ho1
- Ease of locating store	Independent t-test	Rejected Ho1
Hypothesis 2 **Ho2:** The difference in perception between Bangkok residents and foreign tourist shoppers with regard to shopping attributes in Bangkok is not significant.		
- Local shopping culture	Independent t-test	Rejected Ho2
- Local shopping information	Independent t-test	Failed to reject Ho2
- Product reliability	Independent t-test	Failed to reject Ho2
- General issues effecting shopping decision making	Independent t-test	Rejected Ho2
- Trustworthiness	Independent t-test	Rejected Ho2
- Relative shopping satisfaction elsewhere	Independent t-test	Rejected Ho2
Hypothesis 3 **Ho3:** The difference in satisfaction between Asian and Western origin tourist shoppers with regards to attributes of shops and staff attributes is not significant.	ANOVA	Failed to reject Ho3
Hypothesis 4 **Ho4:** The difference in perception between Asian and Western origin tourist shoppers with regards to shopping attributes in Bangkok is not significant.	ANOVA	Failed to reject Ho3

6.3 Conclusion of the research study based on the objectives

In this section, the researcher wraps up the research findings to achieve the two objectives mentioned in chapter I.

Objective 1: To examine and compare foreign tourists and Bangkok residents' perception of shopping attributes and their satisfaction with shop and staff attributes with special reference to Central World shopping complex, Bangkok.

Hypothesis 1 tested the difference in satisfaction between Bangkok residents and foreign tourist shoppers with regard to attributes of shops and staff service.

According to the hypothesis testing, there is no difference in satisfaction with regard to attributes of shops and staff service at Central World between Bangkok residents and foreign tourists in terms of tangible qualities of shops.

However, there is a significant difference in satisfaction between Bangkok residents and foreign tourists with regard to attributes of shops and staff service in terms of staff service quality. The results show that Bangkok residents experienced greater satisfaction than foreign tourist shoppers based on mean score. The findings reveal that Bangkok residents were more likely than tourist shoppers to better understand the knowledge of products. In addition, residents' marketing and personal communication in same language can result form prior visits to shopping complex as well as visits to others similar destinations. Moreover, residents and staff employed in the mall shops have the same nationality and culture reflect a more likely chance for them to have the same attitude towards service quality. It was an interesting result because Ellis & Marino (1992) described assessment of customer attitudes relating to such retail attributes allows management to modify strategies and increase shopping satisfaction.

In addition, there is a significant difference in satisfaction between Bangkok residents and foreign tourists with regard to attributes of shops and staff service in terms of ease of locating store. The results show that resident shoppers experienced greater satisfaction than foreign tourist shoppers. The findings shows that resident shoppers might have sufficient information about shopping opportunities as well as the variety of retail opportunities in the shopping complex prior to their visit. In contrast, foreign shoppers are more likely to be first time visitors, or to have visited on few occasions. Shopping opportunities only become evident only after arriving at the shopping complex. In addition, resident shoppers are found to be frequent shoppers and are likely to visit the shopping complex for other, non-specified reasons such as entertainment and socializing, whereas tourist shoppers visit solely for shopping as their time spent in the shopping complex may not be enough for other purposes.

Table 6.3 Comparison of satisfaction with regard to shops and staff services

<table>
<tr><td colspan="2">Comparison of satisfaction with regard to shops and staff service at Central World</td></tr>
<tr><th>Bangkok residents</th><th>Foreign tourists</th></tr>
<tr><td colspan="2">1. No difference in satisfaction with regard to attributes of shops and staff service in terms of tangible qualities of shops.</td></tr>
<tr><td colspan="2">2. Significance difference in satisfaction with regard to attributes of shops and staff service between Bangkok residents and foreign tourists in term of staff service quality, ease of locating stores</td></tr>
<tr><td>Bangkok residents experienced greater satisfaction
- more likely than tourist shoppers to have the knowledge of products as resident shoppers and sale staff communicate in the same language
- same nationality and culture reflected same attitude towards service quality</td><td>Foreign tourists experienced lower satisfaction
- less likely than Bangkok residents to understand the knowledge of products as language communication barrier
- different nationality reflected different attitude toward service quality</td></tr>
</table>

Hypothesis 2 tested the difference in perception between Bangkok residents and foreign tourist shoppers with regard to shopping attributes in Bangkok.

According to the hypothesis testing, there is no difference in perception with regard to shopping attributes in Bangkok in terms of local shopping information and product reliability.

However, there is a significant difference in the perception between Bangkok residents and foreign tourists with regard to shopping attributes in terms of local shopping culture, general issues affecting shopping decision making, trustworthiness, and relative shopping satisfaction elsewhere. Tourist shoppers have more positive perception of local shopping culture than resident shoppers. The finding reveals that tourist shoppers are more likely to gain a positive impression from shopping experience than resident shoppers as they were less likely than residents to find the shopping area over commercialized in general. Nevertheless, tourist shoppers cannot decide whether sales staff behave aggressively to capture tourists. Either because they may not be enough time for them to experience or they may be other cultural difference. It is noticed that in many shops sales people are walking right behind shoppers. It makes tourists feel very uncomfortable. Shoppers may also think that they are guilty of shoplifting. In Bangkok culture, for instance, when a shopkeeper trails shoppers through the store, it is an indicator of kindness and paying special attention. However, for tourists, this may create an uncomfortable feeling because they may feel that the clerks do not trust them or suspect them of shoplifting. Interestingly, the tourist shoppers are less likely to appreciate the tradition of bargaining than residents. Residents feel that shopping is not a principle reason of their visit but leisure purpose. Moreover, tourist shoppers viewed tradition of bargaining as exaggeration by giving very high prices and then lowering them considerably. The differences in shopping culture between residents and tourists create difference in opinion.

In terms of general issues effecting shopping decision making, residents had more positive perception of tourist shoppers. Residents can devote more time than tourist shoppers. As a result, they have enough time to visit different shops to compare products and prices before making decision. This finding contradicts with the research of Hobson & Christensen (2001) which describes that relative price between countries is the most important motive for tourists to shop. The finding demonstrates that the relatively low prices in the region do not in fact have the most important influence on tourists' decision to purchase.

In terms of trustworthiness, residents have more positive perception of tourist shoppers. Tourist shoppers are less likely to choose shops with well – known trademarks than residents. It is an interesting result because Thomas & LeTourneur (2001) described that typically, tourists do not go shopping with a specific list, but shopping rather becomes a by-product of their travel experiences. As tourist shoppers, they don't have sufficient knowledge and reputation towards specific products. Then, they tend to have less experience with various shops. Contrary to this idea resident shoppers require less expense and travel time to reach the shopping area. Therefore they experience a lower degree of risk and involvement than tourist shoppers.

In terms of relative shopping satisfaction elsewhere, residents have more positive perception than tourist shoppers. Tourists are less frequent shoppers who visit and patronize shopping complex as part of their activities on their trip and preconceived expectations may not be well formed. In contrast, resident shoppers appear to be repeat visitors, backed by experience and knowledge of shopping complex led which lead to increased satisfaction.

The results of the study matches with the research of LeHew and Wesley (2007) which targeted resident and tourist shoppers. The findings reveal that there is a significant difference in overall satisfaction with shopping complex between both groups. Moreover, tourist shoppers are not experiencing greater satisfaction than resident shoppers.

Table 6.4 Comparison of perception with regard to shopping attributes in Bangkok

<table>
<tr><td colspan="2">Comparison of perception with regard to shopping attributes in Bangkok</td></tr>
<tr><td>Bangkok residents</td><td>Foreign tourists</td></tr>
<tr><td colspan="2">1. No difference in perception with regard to shopping attributes in terms of local shopping information and product reliability</td></tr>
<tr><td colspan="2">2. Significance differences in perception with regard to shopping attributes between Bangkok residents and foreign tourists in term of local shopping culture, general issues effecting shopping decision making, trustworthiness, and relative shopping satisfaction elsewhere</td></tr>
<tr><td>Bangkok residents express higher level of perception toward general issues effecting shopping decision making, trustworthiness and relative shopping satisfaction elsewhere
- more likely than tourist shoppers to have positive perception as can have enough time to visit different shops to compare products and prices before making purchase
- Resident shoppers require less expense and travel to reach shopping area, they experience a lower degree of risk and involvement than tourist shoppers
- Resident shoppers appear to be repeat Visitors, backed by experience and knowledge of shopping complex lead to increase satisfaction</td><td>Foreign tourists expressed higher level of perception toward local shopping culture
- gained much positive impression from shopping experience than Bangkok residents
- However, foreign tourists cannot decide whether sales staff behaved aggressively to capture tourists spending because it may not be enough time to experience or may be other culture</td></tr>
</table>

Objective 2: To investigate and compare Asian and Western tourist shoppers' perception of shopping attributes and their satisfaction with shop and staff attributes with special reference to Central World shopping complex, Bangkok.

Hypothesis 3 tested the difference in satisfaction between Asian and Western origin tourist shoppers with regard to attributes of shops and staff service.

According to the hypothesis testing, there is no difference in satisfaction between Asian and Western origin tourist shoppers with regard to attributes of shops and staff service. This finding contradicts with results of previous study of Wong & Law (2003) who found that there are significant differences in shopping satisfaction level between Asian and Western travelers. It was found that Western travelers are more satisfied with all the individual attributes than Asian travelers. It was noted that Western travelers might in fact be better treated as a result of their relatively higher level of purchasing power than Asian travelers. This finding also contradicts with research by Choi & Chu (2000); Kozak (2001) which found that nationality and demographic features could impact tourists' level of satisfaction as shoppers.

This finding indicates that tourist first time as shoppers to shopping complex, does not appear to have been previously correlated with shoppers satisfaction. This may indicate that tourist shoppers reset their expectations for every new visit to shopping complex and do not just rely on past experiences. Mean score measuring satisfaction for both Asian and Western tourists appears cannot decided in terms of knowledge of product, language ability, and parking facilities. This is an indication that while satisfaction is not initially significantly influenced by previous experience, if the shoppers are highly satisfied with various shopping complex, they may expect more, and thus their satisfaction decreases. Tourists with different nationality with demographic features could differ in their attitude, cultural, belief, and religion but not in terms of shopping satisfaction.

Hypothesis 4 tested the difference in perception between Asian and Western origin tourist shoppers with regard to shopping attributes in Bangkok.

According to the hypothesis testing, there is no difference in perception between Asian and Western origin tourist shoppers with regard to shopping attributes in Bangkok. The finding indicates that there are certainly many variables that influence Asian and

Western tourists' perception viewed in the same way. In terms of shopping information, tourist shoppers who have different nationalities with demographic features but when they come to the same shopping complex, they start feeling the same in-store shopping experience. The shopping complex promotion materials such as media advertising, promotional campaign, store directory, information sign, event & activities and others facilities are normally presented in Thai language. This can indicate that there is not enough information about shopping opportunities for tourists in shopping areas. This could be obvious reason because tourists cannot understand local language even through some tourists have similar culture. Moreover, in terms of reliability, some tourists buy tour packages from travel agents while coming to Thailand. They interact in group and experience new destination catering to the same advice of tour guide. It's not surprising the power of perception in individual can strongly influence other tourists within the same trip. In terms of general issues that affect shopping decision making, crowds at shopping places lead to the same perception towards shopping attributes because they have the limited time to process atmospheric cues. In addition, tourists may not have planned to purchase and they are not familiar with shopping layout area. Thus, tourists tend to have the same perception even though they differ in nationality. According to Eroglu & Harrell (1986), the effect of crowd on consumer's perceptions, emotions, and satisfaction varies depending on shoppers' motivations or personal goals. In additions, Brehm (1966) found that consumers' perception of human density is relative to their expectations, past experiences, and personality traits.

Accessibility is an important component that can influence tourists to have the same perception. As tourists, they travel outside their usual environment and unfamiliar conditions, they experience a higher degree of risk and involvement. The accessibility to shopping complex by different kind of transportations enhances the perception by giving the tourist a memory about their trip, allowing them to positively or negatively perception about the experience they have while travelling. Thus, their perception with shopping attributes would be similarly influenced by the cognition of present experiences. Tourists with different nationality with demographic features could differ in their attitude, cultural, belief, and religion but not in term of shopping perception.

6.4 Recommendations

Shopping complex has increased emphasis on leisure shopping and tourism, but this research reveals that the tourist shopper market may not be the most valuable customer group. Resident shoppers of tourist-focused shopping complex are more satisfied than tourist shoppers. These findings should encourage shopping complex managers of Central World Group to use caution when modifying strategies to meet the needs of tourist segments, as well as to not forget the importance of resident shoppers to their profitability. Moreover, encourage TAT to develop shopping promotional campaigns and promoting Bangkok as an attractive shopping destination.

6.4.1 Recommendations for the managers of Central World group

The differences in satisfaction and perception of resident and tourist shoppers are interesting. The finding shows that, tourist shoppers were cannot decided with various sales staff service quality. This can implies that staff service is an important factor influencing tourists' purchasing decision. Thus, educating sale staff through various job-training courses about communication skills, product knowledge, and relevant cross-cultural issues in the context of shopping is strongly recommended. By doing so, effective communication and useful information can be delivered to tourist shoppers. Moreover, shopping complex can be promoting Central World as a place with high-quality sales services. Owing to the tight time schedule, many tourists would depend greatly on salespeople's assistance. Shop employee should be strongly advised that tourist satisfaction, which is necessary for them to maintain their own employments, can only be provided by delivering high quality services and appropriately priced and quality products. This could increase the level of satisfaction among tourists involved in shopping activities in the shopping complex.

In addition, in an attempt to satisfied resident shoppers, it is important to take into account the problems they perceived. Residents rated cannot decided on the item 'parking facilities'. Thus, suggestions for the service standard of parking management is recommended. The layout of parking facilities should be planned more sensibly to contribute to shoppers' convenience and shopping enjoyment. Moreover, with respect to the parking and traffic issues, modern parking garages should be built to accommodate shoppers. Consistent and aesthetic outdoor signs, stand designs should be developed by managers. If theses things are done, Central World will become the primary shopping complex for international shoppers as well as resident shoppers.

6.4.2 Recommendations for the travel agents

This research found that tourists rated "cannot decided" on the item 'I am satisfied with the information given by the tour guide about shopping'. This may suggest that travel agents need to provide professional training to their tour guides who will serve tourists from different cultures and backgrounds in order to satisfy the tourists and thus generate reliable shopping information which is which could potentially lead to a sense of enthusiasm, confidence and optimism for the target tourists. In terms of the implications of these factors, travel agents in Thailand perhaps need to improve the composition of the tour packages and training of tour guides. They may set up different kinds of tour routes and packages based on the market needs as well as allowing tourists to select them randomly.

6.4.3 Recommendations for the Tourism Authority of Thailand

Among Asian cities, there are numerous travel destinations for shoppers to choose. In order to differentiate Bangkok from other shopping attractions/ venues, destination branding should be adopted to promote Bangkok. This is important as the degree of similarity between countries is increasing (e.g., most countries claim to have unique culture, and an excellent service-oriented tourism industry). In order to establish a competitive edge for shopping destinations, shopping opportunities in Bangkok should be promoted and strengthened. According to the research finding, this may suggest that shopping opportunities in Bangkok have not been promoted sufficiently to the international tourism market. This result is supported by the responses given to the item 'lack of information about shopping opportunities in the region'. It is the fact that shopping is often one of the main appeals of visiting a tourist destination and is among the most persuasive of tourist activities (Keown, 1989; Turner & Reisinger, 2001; Timothy, 2005). Thus, sufficient information should be provided about shopping opportunities in the region through various media to create more enjoyable travel experiences in general and better shopping experiences in particular. This is not only necessary for improving tourist satisfaction, but it is also vital for authorities to sustain the region as a competitive tourist destination and increase the area's economic benefits.

Moreover, owing to natural resources, historical sites and unique Thai culture that can attract international tourists, the Tourism Authority of Thailand (TAT) may challenge itself by taking into consideration. Clearly, cultural tourism appeals to a larger segment of the international tourism market than shopping tourism alone does. Therefore, shopping complex opportunities should be promoted as part of cultural tourism rather than a core product itself.

6.5 Suggestions for further Research

This study is limited only to a survey conducted at Central World shopping complex. Future research may apply the finding from this to study other significant shopping destinations in Bangkok such as Chatuchak market and Lumpini Night Bazaar, not necessarily to be shopping complex but also applicable to the other shopping attractions.

Furthermore, it is possible for the other further studies to explore the link between satisfying tourist shoppers and the impact on profitability through customer loyalty. Investigate tourist shoppers' loyalty to shopping complex outside of their residential areas and examine the significance factor constitutes loyalty for tourist shoppers. Moreover, to examine how many visits per year are necessary to be considered as a loyal tourist shopper, can be conduct as well.

Additionally, a more thorough investigation on the effects of ambient odors on shoppers' emotion, perception of retail environment, and perception of product quality under various levels of retail density are also suggested topics. Future research will provide a richer understanding of the tourist shopping phenomenon and provide shopping center managers with information that can help better satisfy these customers as well as to improve the management's strategic performance.

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APPENDIX A

QUESTIONNAIRE

(ENGLISH VERSION)

มหาวิทยาลัยอัสสัมชัญ
ASSUMPTION UNIVERSITY

Grad. 1049 / 2009

June 8, 2009

To Whom It May Concern

This letter is to introduce ***Ms.Supawadee Thongsak*** *(ID.483-9610) tel.081-3991793*. She is currently completing a Master of Business Administration in Tourism Management at the Graduate School of Business, Assumption University. As a part of the course requirements, our students are assigned to undertake research in various fields related to tourism studies.

Ms.Supawadee Thongsak has selected a topic which relates to your organization. The study will be used for academic purposes only. In order to get relevant information for the completion of this study/research, we would appreciate your kind assistance and kindly ask for your permission to collect data from different key informants within your organization.

If you need further information, please do not hesitate to contact me directly or our programme coordinator, Ms.Nattakan at 02-7191515 ext. 1310 or Fax. 02-7191521

Thank you for your attention.

Your faithfully,

Dr.Soonthorn Pibulcharoensit
Director
Office of Graduate Studies

ABAC, Ramkhamhaeng 24,
Huamark, Bangkapi,
Bangkok 10240
Tel. 02-3004543 or 7191515 ext. 1360-61

No. ……..

Questionnaire

Dear Respondents:

This questionnaire is part of a Master of Business Administration (MBA)'s thesis in Tourism Management, Graduate School of Business, Assumption University, Thailand. The purpose of this survey is to seek first-hand information for analysis purposes in a thesis entitled '**Bangkok Residents and Foreign Tourists perception and satisfaction on shopping: A case study of Central World, Bangkok**'.

Your answers are very valuable and your information will be strictly used for educational purpose and kept confidential. Your cooperation and precious time spent in answering this questionnaire is highly appreciated.

Screening question:

Please continue if:

a) You are a shopper come for shopping at Central World, Bangkok; otherwise stop here!

b) Is Central World, Bangkok a reason for you to shop here?

O It is the ONLY reason. O It is the MAIN reason.

O It is ONE but NOT MAIN reason. O It is NOT a reason at all.

Part I: Tourists' perceptions of shopping attributes in Bangkok

Instruction: please tick (√) the one, which represents your level of agreement on the following statements.

(1-5 scale: where 5 – Strongly agree 4 – Agree 3 – Cannot decide

2 – Disagree 1 – Strongly disagree)

Tourists' perception of shopping attributes in Bangkok	Strongly agree	Agree	Cannot decide	Disagree	Strongly disagree
Local Shopping Culture					
1. I have gain a positive impression from my shopping experience in Bangkok	5	4	3	2	1
2. I found the region (shopping area) over- commercialized in general	5	4	3	2	1
3. Sales staff behave in an aggressive manner to capture tourist spending	5	4	3	2	1
4. I like the tradition of bargaining	5	4	3	2	1
5. The tradition of bargaining reduces my trust in the merchants	5	4	3	2	1
6. Lack of price labels on the products reduces my confidence	5	4	3	2	1
Local Shopping Information					
7. There is a lack of information about shopping	5	4	3	2	1
Product Reliability					
8. I am satisfied with product reliability	5	4	3	2	1
9. I am satisfied with the quality of the products	5	4	3	2	1
General Issues effecting shopping decision making					
10. I usually visit different shops to compare products and prices	5	4	3	2	1
11. I prefer shopping places where tourists shop	5	4	3	2	1
12. I prefer shopping alone to shopping in a group	5	4	3	2	1
13. Low prices are major factor in my shopping decisions	5	4	3	2	1
14. I prefer shopping centers to single shops	5	4	3	2	1

Part I: Tourists' perceptions of shopping attributes in Bangkok (cont)

Tourists' perception of shopping attributes in Bangkok	Strongly agree	Agree	Cannot decide	Disagree	Strongly disagree
15. I take into account the advice of tour guide about shopping	5	4	3	2	1
16. I shop generally for souvenirs (arts, crafts, antiques, Thai silk, local food and etc.)	5	4	3	2	1
Trustworthiness					
17. I am satisfied with the information given by the tour guide about shopping	5	4	3	2	1
18. I was hesitant about shopping in Bangkok before coming	5	4	3	2	1
19. Shopkeepers are honest (disclose information about product quality, durability and after sales services)	5	4	3	2	1
20.I choose shops with well – known trademarks	5	4	3	2	1
Relative shopping satisfaction abroad/ elsewhere					
21. I am more satisfied with my shopping experience in Bangkok than previous shopping experience abroad/ elsewhere	5	4	3	2	1

Part II: Tourists' satisfaction with shops and staff attributes

Instruction: These following statements are about your degree of satisfaction for the following items with regard to shops and staff attributes at Central World, Bangkok.

Please rate your level (✓) of agreement for the following statements where, 5 – Highly satisfied, 4 - Satisfied, 3 – Cannot decide, 2 – Dissatisfied and 1 – Highly dissatisfied.

Continuous to next page…

Tourists' satisfaction with shops and staff attributes	Highly satisfied	Satisfied	Cannot decide	Dissatisfied	Highly dissatisfied
Tangible qualities of shops					
22. Opening hours	5	4	3	2	1
23. Neatness and cleanliness	5	4	3	2	1
24. Lighting and ambiance	5	4	3	2	1
25. Accessibility	5	4	3	2	1
26. Authenticity	5	4	3	2	1
27. Choice of payment methods	5	4	3	2	1
28. Location	5	4	3	2	1
Staff Service Quality					
29. Knowledge of products	5	4	3	2	1
30. Language ability	5	4	3	2	1
31. Attitude	5	4	3	2	1
Ease of locating stores					
32. Variety of shops	5	4	3	2	1
33. Number of retail stores	5	4	3	2	1
34. Number of food retailers	5	4	3	2	1
35. Number of entertainment retailers	5	4	3	2	1
36. Parking facilities	5	4	3	2	1
35. Fashionability of merchandise	5	4	3	2	1

Continuous to next page…

<u>Part III:</u> Respondent's Information

Instruction: Following questions are about your socio-demographic information.

Please tick (✓) answers that matches best with you.

38. Gender

O Female O Male

39. Age group

O 15-25 years O 36-45 years O 56 years and above

O 26-35 years O 46-55 years

40. Approximated monthly income

O Under US$ 1,000 (Under THB 35,000)

O US$ 1,001- 2,000 (THB 35,035- 70,000)

O US$ 2,001- 3,000 (THB 70,035- 105,000)

O US$ 3,001- 4,000 (THB 105,035- 140,000)

O US$ 4,001- 5,000 (THB140,035- 175,000)

O No answer

41. Country of Origins

<u>Asian Origin</u>	<u>Western Origin</u>
O Japan	O USA
O China	O France
O Korea	O Germany
O Malaysia	O Australia
O Others (Please specify) ________	O Others (Please specify) ________

42. Marital status

O Never married   O Married

O Divorced   O Widowed

43. Number of times visited the region/area?

O First time   O 2-3 times   O More than 3 times

44. Spending patterns on your recent trip to Bangkok on shopping

O US$ 1- 500 (THB 35 - 17,500)

O US$ 501- 1,000 (THB 17,535-35,000)

O US$ 1,001- 1,500 (THB 35,035- 52,500)

O US$ 1,501- 2,000 (THB 52,535- 70,000)

O More than US$ 2,001 (More than THB 70,035)

1 U.S. dollar = 35 Thai baht as of April' 2009

45. <u>List main reasons to buy goods in Bangkok</u>

(Rank them in the orders of priority 1, 2, 3…etc.)

O Attractive price   O Fashion / novelty

O Variety of goods   O Unique / special / attractive

O Good quality   O Not available in his / her own countries

Thank you very much for your time and co-operation

APPENDIX B

QUESTIONNAIRE

(THAI VERSION)

No. ……..

Questionnaire

Dear Respondents:

This questionnaire is part of a Master of Business Administration (MBA)'s thesis in Tourism Management, Graduate School of Business, Assumption University, Thailand. The purpose of this survey is to seek first-hand information for analysis purposes in a thesis entitled '**Bangkok Residents and Foreign Tourists perception and satisfaction on shopping: A case study of Central World, Bangkok**'.

Your answers are very valuable and your information will be strictly used for educational purpose and kept confidential. Your cooperation and precious time spent in answering this questionnaire is highly appreciated.

Screening question:

Please continue if:

a) You are a shopper come for shopping at Central World, Bangkok; otherwise stop here!

b) Is Central World, Bangkok a reason for you to shop here?

O It is the ONLY reason. O It is the MAIN reason.

O It is ONE but NOT MAIN reason. O It is NOT a reason at all.

Part I: Residents' perceptions of shopping attributes in Bangkok

Instruction: please tick (√) the one, which represents your level of agreement on the following statements.

(1-5 scale: where 5 – Strongly agree 4 – Agree 3 – Cannot decide

2 – Disagree 1 – Strongly disagree)

Residents' perception of shopping attributes in Bangkok	Strongly agree	Agree	Cannot decide	Disagree	Strongly disagree
Local Shopping Culture					
1. I have a positive impression from my shopping experience in Bangkok	5	4	3	2	1
2. I found the region (shopping area) over- commercialized in general	5	4	3	2	1
3. Sales staff behave in an aggressive manner to capture locals spending	5	4	3	2	1
4. I like the tradition of bargaining	5	4	3	2	1
5. The tradition of bargaining reduces my trust in the merchants	5	4	3	2	1
6. Lack of price labels on the products reduces my confidence	5	4	3	2	1
Local Shopping Information					
7. There is a lack of information about shopping	5	4	3	2	1
Product Reliability					
8. I am satisfied with product reliability	5	4	3	2	1
9. I am satisfied with the quality of the products	5	4	3	2	1
General Issues effecting shopping decision making					
10. I usually visit different shops to compare products and prices	5	4	3	2	1
11. I prefer shopping places where local people shop	5	4	3	2	1
12. I prefer shopping alone to shopping in a group	5	4	3	2	1
13. Low prices are major factor in my shopping decisions	5	4	3	2	1
14. I prefer shopping centers to single shops	5	4	3	2	1

<u>Part I</u>: Residents' perceptions of shopping attributes in Bangkok (cont)

Residents' perception of shopping attributes in Bangkok	Strongly agree	Agree	Cannot decide	Disagree	Strongly disagree
15. I take into account the advice of friends about shopping	5	4	3	2	1
16. I shop generally for customer products (cosmetics, clothes, foods, electronic goods and etc.)	5	4	3	2	1
<u>Trustworthiness</u>					
17. I am satisfied with the information given by the sales people about shopping	5	4	3	2	1
18. I was hesitant about shopping in a department store before coming	5	4	3	2	1
19. Shopkeepers are honest (disclose information about product quality, durability and after sales services)	5	4	3	2	1
20.I choose shops with well – known trademarks	5	4	3	2	1
<u>Relative shopping satisfaction elsewhere</u>					
21. I am more satisfied with my shopping experience in Bangkok than previous shopping experience elsewhere	5	4	3	2	1

Part II: Residents' satisfaction with shops and staff attributes

Instruction: These following statements are about your degree of satisfaction for the following items with regard to shops and staff attributes at Central World, Bangkok.

Please rate your level (✓) of agreement for the following statements where, 5 – Highly satisfied, 4 - Satisfied, 3 – Cannot decide, 2 – Dissatisfied and 1 – Highly dissatisfied.

Continuous to next page…

Residents' satisfaction with shops and staff attributes	Highly satisfied	Satisfied	Cannot decide	Dissatisfied	Highly dissatisfied
Tangible qualities of shops					
22. Opening hours	5	4	3	2	1
23. Neatness and cleanliness	5	4	3	2	1
24. Lighting and ambiance	5	4	3	2	1
25. Accessibility	5	4	3	2	1
26. Authenticity	5	4	3	2	1
27. Choice of payment methods	5	4	3	2	1
28. Location	5	4	3	2	1
Staff Service Quality					
29. Knowledge of products	5	4	3	2	1
30. Language ability	5	4	3	2	1
31. Attitude	5	4	3	2	1
Ease of locating stores					
32. Variety of shops	5	4	3	2	1
33. Number of retail stores	5	4	3	2	1
34. Number of food retailers	5	4	3	2	1
35. Number of entertainment retailers	5	4	3	2	1
36. Parking facilities	5	4	3	2	1
35. Fashionability of merchandise	5	4	3	2	1

Continuous to next page…

<u>Part III:</u> Respondent's Information

Instruction: Following questions are about your socio-demographic information.

Please tick (✓) answers that matches best with you.

36. Gender

O Female O Male

37. Age group

O 15-25 years O 36-45 years O 56 years and above

O 26-35 years O 46-55 years

44. Approximated monthly income

O Under US$ 1,000 (Under THB 35,000)

O US$ 1,001- 2,000 (THB 35,035- 70,000)

O US$ 2,001- 3,000 (THB 70,035- 105,000)

O US$ 3,001- 4,000 (THB 105,035- 140,000)

O US$ 4,001- 5,000 (THB140,035- 175,000)

O No answer

45. Marital status

O Never married O Married

O Divorced O Widowed

46. Number of times visited the region/area?

O First time O 2-3 times O More than 3 times

41. <u>List main reasons to buy goods in Bangkok</u>

(Rank them in the orders of priority 1, 2, 3…etc.)

O Attractive price O Fashion / novelty

O Variety of goods O Unique / special / attractive

O Good quality O Not available in his / her own countries, Bangkok

เลขที่แบบสอบถาม……..

แบบสอบถามประกอบวิทยานิพนธ์

เรียน ผู้ตอบแบบสอบถามทุกท่าน

แบบสอบถามฉบับนี้เป็นส่วนหนึ่งของวิทยานิพนธ์หลักสูตรปริญญาโท คณะบริหารธุรกิจ สาขาการจัดการการท่องเที่ยว มหาวิทยาลัยอัสสัมชัญ จัดทำขึ้นเพื่อเก็บข้อมูล โดยจะนำมาประมวลผลงานวิทยานิพนธ์ในหัวข้อเรื่อง "ความพึงพอใจและการรับรู้ของประชาชนที่อาศัยอยู่ในกรุงเทพมหานครและนักท่องเที่ยวชาวต่างชาติในการช้อปปิ้ง : กรณีศึกษาของห้างสรรพสินค้าเซ็นทรัลเวิลด์ กรุงเทพมหานคร"

การตอบแบบสอบถามของท่านจะเป็นประโยชน์อย่างมากต่อการศึกษา โดยข้อมูลจากแบบสอบถามของท่านจะถูกเก็บเป็นความลับอย่างดีและจะนำไปใช้ประโยชน์เพื่อการศึกษาเท่านั้น

จึงเรียนมาเพื่อขอความกรุณา และขอขอบพระคุณเป็นอย่างสูงที่ท่านสละเวลาและให้ความร่วมมือในการกรอกแบบสอบถามฉบับนี้

คำถามทดสอบ/คัดเลือก

กรุณา<u>ตอบแบบสอบถามต่อ</u>

ก) หากท่านมีวัตถุประสงค์เพื่อมาช้อปปิ้งในห้างเซ็นทรัลเวิลด์ กรุงเทพฯ

ข) หากห้างเซ็นทรัลเวิลด์เป็นเหตุผลหนึ่งที่ท่านตัดสินใจเดินทางมาช้อปปิ้ง

O เป็นเหตุผลเดียว **O** เป็นเหตุผลหลัก

O เป็นหนึ่งในเหตุผล แต่ไม่ใช่เหตุผลหลัก **O** ไม่ใช่เหตุผล

ส่วนที่ 1: การทราบถึงทัศนคติในการช้อปปิ้งของประชาชนที่อาศัยอยู่ในกรุงเทพมหานคร

คำแนะนำ : กรุณาทำเครื่องหมาย √ ที่ตรงกับคำตอบของท่านมากที่สุด

5 – เห็นด้วยอย่างยิ่ง 4 – เห็นด้วย 3 – ยังตัดสินใจไม่ได้

2 – ไม่เห็นด้วย 1 – ไม่เห็นด้วยอย่างยิ่ง

ทัศนคติในการช้อปปิ้งของประชาชนที่อาศัยอยู่ในกรุงเทพฯ	เห็นด้วยอย่างยิ่ง	เห็นด้วย	ยังตัดสินใจไม่ได้	ไม่เห็นด้วย	ไม่เห็นด้วยอย่างยิ่ง
วัฒนธรรมการช้อปปิ้งภายในประเทศ					
1. ข้าพเจ้าได้รับประสบการณ์ดีๆ จากการช้อปปิ้ง ในกรุงเทพฯ	5	4	3	2	1
2. ข้าพเจ้ารู้สึกว่าในภูมิภาคนี้ (พื้นที่ช้อปปิ้ง) เน้นประโยชน์ทางการค้ามากเกินไป	5	4	3	2	1
3. พนักงานขายแสดงออกอย่างเห็นได้ชัดว่าต้องการขายสินค้าของตน	5	4	3	2	1
4. ข้าพเจ้าชื่นชอบประเพณีในการต่อรองราคาสินค้า	5	4	3	2	1
5. ประเพณีในการต่อรองราคาสินค้าทำให้ความน่าเชื่อถือของข้าพเจ้าที่มีต่อคนขายของลดลง	5	4	3	2	1
6. การไม่มีป้ายราคาสินค้าลดความมั่นใจในการซื้อของข้าพเจ้า	5	4	3	2	1
ข้อมูลเกี่ยวกับการช้อปปิ้ง ในท้องถิ่น					
7. การให้บริการข้อมูลในการช้อปปิ้งไม่เพียงพอ	5	4	3	2	1
ความน่าเชื่อถือของสินค้า					
8. ข้าพเจ้าพึงพอใจกับความน่าเชื่อถือของสินค้า	5	4	3	2	1
9. ข้าพเจ้าพึงพอใจในคุณภาพของสินค้า	5	4	3	2	1
ผลกระทบที่มีต่อการตัดสินใจในการช้อปปิ้งโดยทั่วไป					
10.ข้าพเจ้าชอบเดินดูหลายๆร้านเพื่อเปรียบเทียบสินค้าและราคาก่อนตัดสินใจซื้อ	5	4	3	2	1
11. ข้าพเจ้าชื่นชอบสถานที่เลือกซื้อสินค้าที่คนท้องถิ่นนิยมไปกัน	5	4	3	2	1
12. ข้าพเจ้าชอบไปเลือกซื้อสินค้าคนเดียว	5	4	3	2	1
13.ราคาถูกเป็นปัจจัยหลักในการตัดสินใจในการเลือกซื้อสินค้าของข้าพเจ้า	5	4	3	2	1
14. ข้าพเจ้าชอบเลือกซื้อสินค้าที่ศูนย์การค้ามากกว่าร้านค้าเล็กๆ	5	4	3	2	1

ส่วนที่ 1: การทราบถึงทัศนคติในการช้อปปิ้งของประชาชนที่อาศัยอยู่ในกรุงเทพมหานคร (ต่อจากหน้าแรก)

ทัศนคติในการช้อปปิ้งของประชาชนที่อาศัยอยู่ในกรุงเทพฯ	**เห็นด้วยอย่างยิ่ง**	**เห็นด้วย**	**ยังตัดสินใจไม่ได้**	**ไม่เห็นด้วย**	**ไม่เห็นด้วยอย่างยิ่ง**
15. คำแนะนำของเพื่อนๆ เกี่ยวกับการช้อปปิ้งมีผลต่อการตัดสินใจของข้าพเจ้า	5	4	3	2	1
16. ข้าพเจ้ามักจะซื้อสินค้าอุปโภคบริโภค เช่น เครื่องสำอาง เสื้อผ้า อาหาร เครื่องใช้ไฟฟ้า และอื่นๆ	5	4	3	2	1
ความน่าเชื่อถือ					
17. ข้าพเจ้าพึงพอใจกับข้อมูลที่พนักงานขายให้เกี่ยวกับการช้อปปิ้ง	5	4	3	2	1
18. ข้าพเจ้ารู้สึกลังเลเมื่อต้องไปช้อปปิ้งในศูนย์การค้าใหญ่ๆ	5	4	3	2	1
19. เจ้าของร้านยินดีเปิดเผยข้อมูลเกี่ยวกับคุณภาพของสินค้ารวมถึงความคงทนและบริการหลังการขายอย่างตรงไปตรงมา	5	4	3	2	1
20. ข้าพเจ้าเลือกซื้อสินค้าจากร้านที่มีชื่อเสียง และเป็นที่รู้จักของคนทั่วไป	5	4	3	2	1
ความพึงพอใจในการช้อปปิ้งในห้างสรรพสินค้าอื่นๆที่เกี่ยวข้อง					
21. ข้าพเจ้ามีความพึงพอใจในการช้อปปิ้งในกรุงเทพมหานครมากกว่าที่อื่นๆ	5	4	3	2	1

ส่วนที่ 2 : ความพึงพอใจของนักท่องเที่ยวต่อลักษณะร้านค้าและพนักงาน

คำแนะนำ : กรุณาจัดอันดับความเห็นของท่านถึงระดับความพึงพอใจเกี่ยวกับลักษณะร้านค้าและพนักงานใน

ห้างสรรพสินค้าเซ็นทรัลเวิลด์ กรุงเทพ โดยที่

5 – พึงพอใจอย่างยิ่ง 4 – พึงพอใจ 3 – ยังตัดสินใจไม่ได้

2 – ไม่พึงพอใจ 1 - ไม่พึงพอใจอย่างยิ่ง

ความพึงพอใจของนักท่องเที่ยวต่อลักษณะร้านค้าและพนักงาน	พึงพอใจอย่างยิ่ง	พึงพอใจ	ยังตัดสินใจไม่ได้	ไม่พึงพอใจ	ไม่พึงพอใจอย่างยิ่ง
<u>**คุณภาพที่เป็นรูปธรรมของร้านค้า**</u>					
22. เวลาเปิดทำการ	5	4	3	2	1
23. ความเป็นระเบียบเรียบร้อยและความสะอาด	5	4	3	2	1
24. ความสว่างและสภาพแวดล้อม	5	4	3	2	1
25. ความเข้าถึงได้ง่าย	5	4	3	2	1
26. ความน่าเชื่อถือ	5	4	3	2	1
27. ทางเลือกในวิธีการชำระเงิน	5	4	3	2	1
28. สถานที่ตั้ง	5	4	3	2	1
<u>**คุณภาพในการบริการของพนักงาน**</u>					
29. ความรู้เกี่ยวกับสินค้า	5	4	3	2	1
30. ความสามารถด้านภาษา	5	4	3	2	1
31. ทัศนคติ	5	4	3	2	1
<u>**ความสะดวกสบายในการหาแหล่งที่ตั้งของร้านค้า**</u>					
32. ความหลากหลายของร้านค้า	5	4	3	2	1
33. จำนวนของร้านค้าปลีกที่ให้บริการลูกค้า	5	4	3	2	1
34. จำนวนร้านค้าปลีกขายอาหารที่ให้บริการลูกค้า	5	4	3	2	1
35. จำนวนร้านค้าปลีกสินค้าด้านความบันเทิงที่ให้บริการลูกค้า	5	4	3	2	1
36. ความสะดวกในการจอดรถ	5	4	3	2	1
35. ความทันสมัยของสินค้า	5	4	3	2	1

ส่วนที่ 3 : ลักษณะทางประชากรของผู้ตอบแบบสอบถาม

กรุณาเลือกคำตอบในการแสดงถึงข้อมูลทางประชากรของท่านโดยทำเครื่องหมาย (√) ในช่องสี่เหลี่ยม

47. เพศ

□ หญิง □ ชาย

48. อายุ

□ 15-25 ปี □ 36-45 ปี □ 56 ปีหรือมากกว่า

□ 26-35 ปี □ 46-55 ปี

40. รายได้เฉลี่ยต่อเดือน (โดยประมาณ)

□ ต่ำกว่า 1,000 ดอลลาร์สหรัฐ (ต่ำกว่า -35,000 บาท)

□ 1,001-2,000 ดอลลาร์สหรัฐ (35,035- 70,000 บาท)

□ 2,001-3,000 ดอลลาร์สหรัฐ (70,035-105,000 บาท)

□ 3,001-4,000 ดอลลาร์สหรัฐ (105,035-140,000บาท)

□ 4,001-5,000 ดอลลาร์สหรัฐ (140,035-175,000 บาท)

□ ไม่มีคำตอบ

41. สถานภาพการสมรส

□ โสด □ แต่งงาน

□ หย่าร้าง □ หม้าย

42. จำนวนครั้งที่ท่านเดินทางมาที่ห้างเซ็นทรัลเวิลด์ กรุงเทพฯ

□ ครั้งแรก □ 2-3 ครั้ง □ มากกว่า 3 ครั้ง

43. ระบุเหตุผลหลักสำคัญของท่านในการเลือกซื้อสินค้าในกรุงเทพฯ

(โปรดเรียงลำดับตามความสำคัญ 1, 2, 3…เป็นต้น)

☐ ราคาน่าดึงดูด ☐ ทันสมัย / แปลกใหม่

☐ สินค้าหลากหลาย ☐ เป็นเอกลักษณ์ / พิเศษ / ดึงดูดใจ

☐ คุณภาพดี ☐ ไม่มีจำหน่ายในกรุงเทพมหานครฯ

ขอขอบคุณเป็นอย่างสูงสำหรับความร่วมมือของท่าน