

PERCEPTION OF INDIAN TOURISTS OF SHOPPING ATTRIBUTES IN
SAMPHENG'S SOUVENIR SHOPS IN BANGKOK

By

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A Thesis Submitted in Partial Fulfillment
of the Requirements for the Degree of

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Graduate School of Business
Assumption University
Bangkok Thailand

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ABSTRACT

Tourism contributes significantly to Thailand's economy. Tourists spend about 1,537 baht per day of their money on shopping. This study aims to identify the overall satisfaction of the tourists. This research focuses on the one customer market segment namely, the Indian Tourists.

Two hundred Indian tourists were given self-structured questionnaires. Using factor analysis, four shopping dimensions were identified from the 14 shopping attributes: Tangible Attribute, Staff Service Quality, Product and Price.

Results of multiple regression analysis reveal that Staff Service Quality has the most important effect on the tourists' overall satisfaction with shopping in Sampheng's souvenir shops, followed by Tangible Attribute, Price and Product.

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TABLE OF CONTENTS

Abstract.....	i
Acknowledgement	ii
Table of Contents	iii
List of Tables.....	vii
List of Figures	xi

Chapter 1 GENERALITIES OF THE STUDY

1.1 Introduction of the study	1
1.2 Statement of the Problems.....	6
1.3 Objectives of the Study.....	7
1.4 Scope of the Study.....	8
1.5 Limitations of the Study.....	8
1.6 Significance of the Study.....	8
1.7 Key Definition Terms	9

Chapter 2 LITERTURE REVIEW

2.1 Literature to support framework.....	12
2.2 Shopping in Bangkok, Thailand... ..	13

2.3 Shopping Attributes.....	14
2.4 Shopping Behavior.....	17
2.5 Store Atmosphere & Visual Merchandizing ...	18
2.6 Discussion of Variables.....	20
2.7 Customer Perception of Service ...	29
2.8 Type of Service Quality.....	30
2.9 The Summary of the Relevant Empirical Finding.....	33
2.10 Evaluation of the Empirical Study	36
2.11 Relation to the Study	37
2.12 Conclusion.....	37

Chapter 3 RESEARCH FRAMEWORKS

3.1. Introduction.....	38
3.2. Theoretical Framework	38
3.3 Conceptual Framework	39
3.4. Research Variables	40
3.5 Operationalization Table	41
3.5. Research Hypotheses Statements	43

Chapter 4 RESEARCH METHODOLOGY

4.1. Method of Research.....	46
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4.1.1. Research Method	46
4.2. Target Respondents & Sampling Procedures	46
4.2.1 Target Population	46
4.2.2. Sampling Method	46
4.2.3. Sampling Size	46
4.2.4. Data Collection Place	48
4.2.5. Time Period for data collection	48
4.2.6. Research Instrument	48
4.3. Measurement & Scaling Techniques	49
4.3.1. Summated Scales	49
4.3.2. Interval Scales	49
4.4. Pretesting	50
4.4.1. Reliability Test	50
4.5. Collection of Data Gathering Procedures	51
4.6 Statistical Treatment of Data	52
4.6.1. Statistical used for Data Analysis	52
4.7 Data Analysis Technique	53

Chapter 5 PRESENTATION & DISCUSSION OF DATA

5.1 Descriptive Statistics	56
5.1.1 Respondent Personal Characteristics	56
5.2 Measures of Central Tendency & Dispersion format	63

5.3 Hypothesis testing	80
5.3.1 Multiple Regression Analysis.....	80
5.3.2 Coefficient of Multiple Determination (R^2)	81
5.3.3 Coefficient of Correlation (R)	81
5.3.4 Testing the level of Significance	82
5.3.5 Hypothesis Testing Results	82
5.3.6 Reliability Test	96

Chapter 6 RESEARCH RESULTS

6.1 Conclusions drawn against the Research	99
6.1.1 Conclusions against the Research Problems	100
6.1.2 Conclusions drawn against the Research Objectives	101
6.2 Recommendations	103
6.2.1 Tangible Attribute	104
6.2.2 Staff Service Quality	105
6.2.3 Price.....	106
6.2.4 Product.....	106
6.3 Scope for Further Research	107
6.4 Conclusion	108

BIBLIOGRAPHY – List of references	110
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APPENDICES	116
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LIST OF TABLES

Table 1.1 International Tourists Expenditure Items	4
Table 1.2 Tourists arrivals to BKK: % change by region	10
Table 2.1 Store characteristics.....	16
Table 2.2 The element of the atmosphere	20
Table 4.1 Sample Sizes used in Marketing Research Studies	48
Table 5.1 (a): Classification based on Gender of Respondents.....	57
Table 5.1 (b): Classification based on Age of respondents	58
Table 5.1 (c): Classification based on Marital Status of respondents	59
Table 5.1 (d): Classification based on Occupation of respondents	60
Table 5.1 (e): Classification based on Educational Level of respondents.....	61
Table 5.1 (f): Classification based on Income of respondents.....	62
Table 5.2.1 Questions: Central Tendencies & Dispersion.....	64
Table 5.2 (a) Classification based on Lighting setting of shops by respondents .	65

Table 5.2 (b) Classification based on Physical setting of shops by respondents .	66
Table 5.2 (c) Classification based on Window displays of shops by Respondents.....	67
Table 5.2 (d) Classification based on Opening hours of shops by respondents ..	68
Table 5.2 (e) Classification based on Neatness & Cleanliness of shops by Respondents.....	69
Table 5.2 (f) Classification based on Accessibility of shops by respondents.....	70
Table 5.2 (g) Classification based on Variety of products in shops by Respondents.....	71
Table 5.2 (h) Classification based on Choice of Payment methods by Respondents.....	72
Table 5.2 (i) Classification based on Language ability of sales staffs by Respondents.....	73
Table 5.2 (j) Classification based Attitude of sales staffs by respondents	74
Table 5.2 (k) Classification based Availability of branded products by Respondents.....	75
Table 5.2 (l) Classification based Quality of products by respondents	76
Table 5.2 (m) Classification based Price of products by respondents	77

Table 5.2 (n) Classification based Value for money by respondents	78
Table 5.2 (o) Classification based Overall satisfaction with shopping by Respondents.....	79
Table 5.3.1 (a): Model Summary for Hypothesis	83
Table 5.3.1 (b): ANOVA table for Hypothesis One.....	84
Table 5.3.1 (c): Coefficients for Hypothesis One.....	85
Table 5.3.1 (d) Excluded Variables for Hypothesis One.....	86
Table 5.3.2 (a) Model Summary for Hypothesis Two.....	88
Table 5.3.2 (b) ANOVA table for Hypothesis Two	89
Table 5.3.2 (c) Coefficients for Hypothesis Two	89
Table 5.3.2 (d) Excluded Variables for Hypothesis Two	90
Table 5.3.3 (a) Model Summary for Hypothesis Three.....	90
Table 5.3.3 (b) ANOVA table for Hypothesis Three	91
Table 5.3.3 (c) Coefficients of Hypothesis Three.....	91
Table 5.3.3 (d) Excluded Variables for Hypothesis Three	92
Table 5.3.4 (a) Model Summary of Hypothesis Four	92

Table 5.3.4 (b) ANOVA table for Hypothesis Four 93

Table 5.3.4 (c) Coefficient for Hypothesis Four..... 93

Table 5.3.4 (d) Excluded Variables for Hypothesis Four 94

Table 5.3.5 (a) Coefficients for the four shopping attributes 95

Table 5.4: Summary of Result from Hypotheses Testing..... 98



LIST OF FIGURES

Figure 1.1 Trends of Indian Tourists visiting Thailand 1998-2002	5
Figure 2.1 Discriminant Analysis.....	29
Figure 3.1 Conceptual Framework	39
Figure 4.1 Reliability Test.....	51
Figure 5.1 (a) Classification based on Gender of Respondents.....	57
Figure 5.1 (b) Classification based on Age of respondents.....	58
Figure 5.1 (c) Classification based on Marital Status of respondents	59
Figure 5.1 (d) Classification based on Occupation of respondents	60
Figure 5.1 (e) Classification based on Educational Level of respondents.....	61
Figure 5.1 (f) Classification based on Income of respondents	62
Figure 5.2 (a) Classification based on Lighting setting of shops by respondents	65
Figure 5.2 (b) Classification based on Physical setting of shops by respondents	66

Figure 5.2 (c) Classification based on Window display of shops by respondents	67
Figure 5.2 (d) Classification based on Opening hours of shops by respondents	68
Figure 5.2 (e) Classification based on Neatness & Cleanliness of shops by respondents	69
Figure 5.2 (f) Classification based on Accessibility of shops by respondents	70
Figure 5.2 (g) Classification based on Variety of products in shops by respondents	71
Figure 5.2 (h) Classification based on Choice of Payment methods by respondents	72
Figure 5.2 (i) Classification based on Language ability of staffs by respondents	73
Figure 5.2 (j) Classification based Attitude of sales staffs by respondents	74
Figure 5.2 (k) Classification based Availability of branded products by respondents	75
Figure 5.2 (l) Classification based Quality of products by respondents	76
Figure 5.2 (m) Classification based Price of products by respondents	77
Figure 5.2 (n) Classification based Value for money by respondents	78
Figure 5.2 (o) Classification based Overall satisfaction with shopping by respondents	79

CHAPTER – 1

GENERALITIES OF THE STUDY

1.1 Introduction of the study – Tourism

Tourism is one of the major industry for many Asian countries, attracting much-needed foreign exchange, and stimulating economic development in industries from hospitality, construction, property development, transportation, and retail, to a mass of spin-off small business areas such as currency exchange, restaurants and bars, and tour operations. Singapore, Hong Kong and Thailand remain the "stars" of the Asian tourism destination brands, but competition is high as country brands such as Malaysia, Indo-China, South Korea, China, Philippines and Indonesia move to increase their brand recognition and brand power. (Rod Davies, 2003)

The tourism industry came to the fore when Thailand was changing from a resource-based to a labor-based economy, an adjustment that was well suited for tourism development. This was coupled with the fact that the training and material input for tourist services were not as complex or extensive as those required for other kinds of industries. The high standard of service offered in Thai hotels and restaurants has remained consistently impressive. Thai hotels are known for their reasonable prices and top quality service. Thai staffs are known for their pleasant, friendly and gentle character. (Mingsarn Santikarn Kaosa-ard, 1994)

During the post-Sept 11 2001 period, Thailand had a better median growth rate in tourist arrivals than other Asian countries, with more than seven million foreign visitor arrivals in the first eight months of 2002, a 7% increase from the same period the year before, according to the Tourism Authority of Thailand (TAT). Although, tourists level has drop due to SARs crisis in 2003 from March till May, as given in the tourism statistics. But after all that, the Scandinavian travel trade recently rated the Kingdom of Thailand the "Best Tourist Country 2003" and the prestigious "Grand Travel Award 2003" was presented to Thailand at the annual award presentation organised by "Travel News", an independent Scandinavian travel trade magazine based in Stockholm, at the Grand Hotel in Stockholm. (TAT, 2003)

But with the post-US-Iraq invasion, it had let to a slowdown in the global tourism. Despite all of the external threats, Thailand still seems to be on course to achieve its growth targets. The most affected source markets were Japan, South Africa, Australia, Singapore, Portugal and Middle Eastern countries. (Nondhanada Intarakomalyasut, 2003)

The **SARS crisis** (and secondarily international tourists concerns on effects of the **Iraq war and terrorism**) had cut a swathe through Thai business and economy, particularly as it affected Thailand's major incoming tourist market - that of East Asia including Japan, China, Taiwan and South Korea.

In 2003, growth was expected to continue with projections of 11.5 million foreign tourist arrivals and 360 billion baht in revenue, TAT said as compared with 10.9 million in 2002. China, Japan and the Middle East will be crucial targets for marketing campaigns by TAT in 2003. (Tourism Authority of Thailand, 2002)

The agency is looking to position Thailand as the "Tourism Capital of Asia" for 2003, with special emphasis on attracting growth from these three major markets. To support the plan, the government would invite 1,500 international journalists to visit Thailand in 2003 as part of its public-relations campaign. The "Amazing Thailand: Experience Variety" campaign will also be maintained in 2003, with special emphasis on attracting growth from China, Japan and the Middle East. (Tourism Authority of Thailand)

The increasing importance of shopping as a tourist activity is clearly demonstrated by the prosperity of the retail trade in various tourism markets (Jansen-Verbeke; Norman, 1998). The growth of tourism shopping is regarded as having significant implications for retail development.

Shopping is a very important part of overseas travel to the Indian. Very often it carries a higher priority than sightseeing, recreation or any other holiday activities. As seen below in the table 1.1, the revenue from the international tourists spending in Thailand rose in every market, except for South Asia (where India spends and visit the most in this region) and Africa where there was a fall in both tourist numbers and their daily expenses. Considering the growth of revenue

by means of travel, it is found that the growth was mostly caused by tourists traveling with tour companies, with a growth rate of 33.37%. (TAT, Statistical Report 2002)

Table 1.1: International Tourists Expenditure Items

Expenditure Item	2002			2001		
	Baht	% Share	% ▲	Baht	% Share	% ▲
Shopping	1,067.38	28.44	-8.05	1,160.86	30.97	-13.3
Accommodation	1,006.89	26.82	3.19	975.8	26.04	4.6
Food & Beverage	633.03	16.86	7.8	587.25	15.67	-0.02
Entertainment	458.28	12.21	3.38	443.31	11.83	9.75
Local Transport	315.81	8.41	11.49	283.26	7.56	-0.48
Sightseeing	164.56	4.38	-3.18	169.96	4.53	-3.52
Miscellaneous	107.79	2.88	-15.41	127.43	3.4	-7.28
Total	3,753.74	100	0.16	3,747.87	100	-2.93

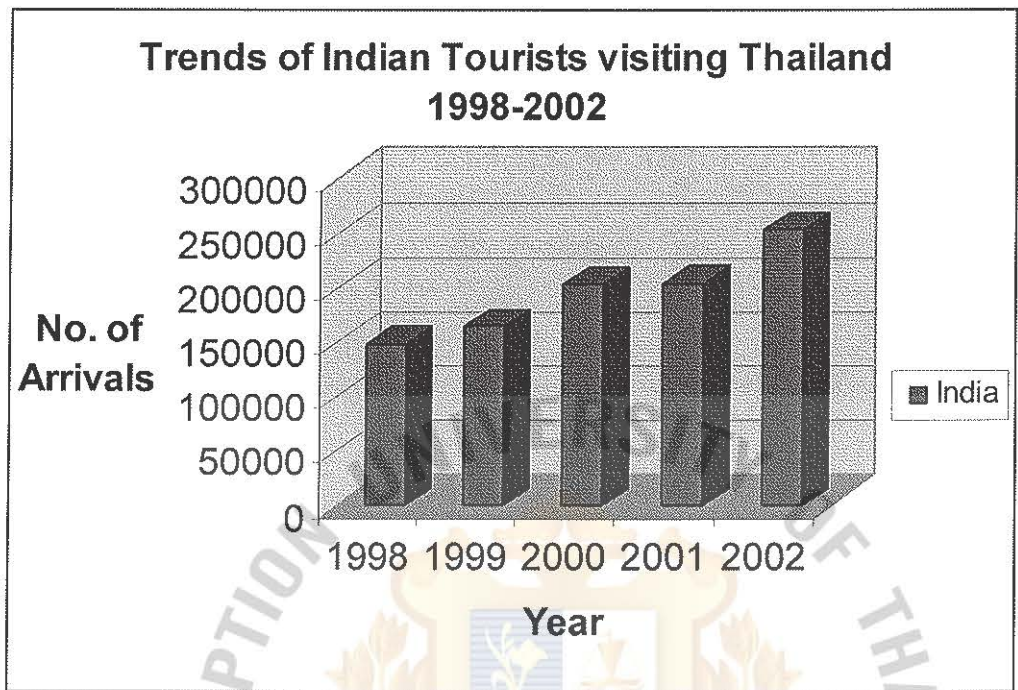
Source: Tourism Authority of Thailand, Statistical Report 2002, pg 14.

Seeing from the above, the shopping is done the most and it contributes a lot to the Thai economy as they use the services and buy Thai products.

Now to find out and classify which travelers are shopping tourists or other travelers, we can see the “*classification of travelers*” in the appendix section to have an idea how it is being classified.

The trends of Indian tourists visiting Thailand has being increasing for the 5 years from 1998 till 2002 and its expenditure as mentioned above has reduced by a little. Whereas in package & non-package tour for Indian tourists has increased tremendously. (See appendices).

Figure 1.1: Trends of Indian Tourists visiting Thailand 1998-2002



Source: Tourism Authority of Thailand, Statistical Report 2002, pg 25.

Rationale of Selecting Indian Tourists

Indian tourists are one among the international tourists in Thailand those who spend 1,537 baht per day. Source: (Tourism Authority of Thailand, Statistical Report 2002, Average Expenditure of International Tourists). India offers one of the biggest tourists' potential, for Thailand, due to its **geographical proximity**. Thailand and India has many **common cultural and shared mythological heritages**.

An Indian tourist derives **greater consumer surplus** in Thailand, than any other country. Touring and staying in Thailand makes it more enjoyable for Indian tourists to see and experience. With Thailand being a **shopper's paradise** having

promotions like the “*Amazing Thailand*” and the “*one tambon one product (OTOP)*” scheme has made Indian tourists so excited thus tempting them to spend maximum dollar per capita than any other whilst in Thailand. Source: (*Personal interview with Indian tourists and travel agent*). An average **Indian tourists aims at stretching his dollar to the maximum**, immensely enjoys it in Thailand than in any other country because Thailand offers them value for money in many aspects.

Shopping in Bangkok is a craze for Indian tourists as they get inexpensive, variety; unique and fashionable also gold price in Thailand is much reasonable to them than in their own country.

What are Sampheng Souvenir shops?

Firstly, Sampheng is known to Bangkokians as an old part of town with a distinctive character all its own. It is a Chinese district that is the birthplace of some of the city's largest and oldest businesses. Sampheng was Thailand's first commercial district, and the street is still a business centre today. All that has changed is the type of goods traded. But even if the merchandise on display reflects its era, there are many features of the district that connect its present-day appearance with its past.

Secondly, this is a long, narrow alley, covered in places; open in others, extending for seven blocks on either side of Ratchawong Road and offering an

extraordinary range of wares: gold chains and fishing supplies, wedding souvenirs, family gift souvenirs and labels for designer clothes, esoteric cooking equipment and plastic flowers, chinaware and camouflage cloth.

Lastly, Sampheng is a major tourist site of Bangkok and is among the oldest areas of the inner city. The Chinatown of Bangkok where Sampheng is one of the three intersection road is to be given a facelift to maintain its identity and develop it into a livable area. The facelift is also meant to attract more tourist arrivals to this large ethnic Chinese settlement in Thailand. (Amporn Samosorn, 2001)

1.2 Statement of Research Problems

India, the major market that Tourism Authority of Thailand had applied an aggressive marketing strategy with, experienced an increasing growth rate of 22.79% totaling 253,110 tourists especially an outstanding expansion of group tours and visitors for medical check-ups and treatments as well as visitors on business trips, which is very popular in the market. (Tourism Authority of Thailand, 2002). But for shopping, the tourists expenditure has reduced to a small extend but Bangkok is still known as the shopping paradise, which is an important factor in helping boost, the country's economic status.

The shopping experience itself is a pleasure in its own right as one explores from upscale shopping malls and department stores to high streets and

back streets and bustling markets. What's more, frequent promotions involving definitively Thai variations on myriad product themes hold out the prospect of acquiring a better selection for a lower outlay. And to top it all, foreign visitors to Thailand can often look forward to receiving a further price reduction in the form of a healthy tax refund on departure; the perfect way to round off a memorable stay. (Yeoh Siew Hoon, 2002)

“What is the perception of Indian tourist of shopping attributes in bangkok, and their relationship with Indian tourist overall satisfaction with shopping in Sampheng’s souvenir shops in Bangkok?”

1.3 Objectives of the Study:

Objectives of the study are to find out the perception of Indian tourists of shopping attributes in Bangkok. The specific objectives of the study are given as under:

- 1. To study the perception of *Indian tourists* on various dimensions of shopping attributes of Sampheng’s souvenir shops in bangkok.**
- 2. To study the relationship between the perception of shopping attributes of Sampheng’s souvenir shops in Bangkok and the Indian tourist *overall satisfaction* with shopping attribute of Sampheng’s souvenir shops in bangkok.**

1.4 Scopes of the Study

The major focus of this research is to identify the satisfaction attributes of shopping from Indian Tourists **who have already shopped** at Sampheng's souvenir shops in Bangkok and has to be 18 years of age and older.

1.5 Limitation of the Study

1) Limitation from the viewpoint of **Respondents**:

The study is limited to **only** Indian Tourists who comes from India such as Delhi, Maharashtra, Tamil Nadu, Uttar Pradesh, West Bengal & others and not the non-indian tourists. (Tourism Authority of Thailand).

2) Limitation from the viewpoint of the **Variables**:

The study is **only** limited to those questions formed in the questionnaires.

3) Limitation from the viewpoint of **Time frame**:

The study of this research is from January 2003 till September 2003. All the information is based on this time period only.

4) The questionnaire will be distributed at the exit of the Sampheng's souvenir shops.

1.6 Significance of the Study

This research has designed to identify and analyze the satisfaction attributes of shopping of Indian Tourists and to assess their relative importance in affecting the overall satisfaction.

- The results of the study will help the Shopping Establishments in Bangkok to improve its attributes and to develop effective image of Bangkok as shopper's paradise.

1.7 Key Definition Terms

1. **Attribute:** A single characteristics or fundamental feature pertaining to an object, person, situation, or issue. (Zikmund, 2000)
2. **Atmosphere:** Is the psychological feeling a customer gets when visiting a retailer (the personality of a store, catalog, vending machine or website. (Carpenter, Jr., Horace, 1978)
3. **Indian Tourist:** Are those tourist who comes from India only
4. **Perception:** The process by which people select, organize and interpret information to form a meaningful picture of the world. ("Principles of Marketing" by Philip Kolter, Gary Armstrong, 7th Edition, Pg 76)

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5. **Product:** Selling top-quality consumer goods at reasonable price in many international cities.
6. **Price:** That which is given or demanded in return for a thing, service etc. Offered for sale or for barter. ("The Grolier International Dictionary", 1990)
7. **Satisfaction:** An evaluation that the product experience was at least as good s it was supposed to be. (Hunt 1997)
8. **Shopping:** Action of someone who shops and as a way to acquire needed products and services.
9. **Shopping Attribute:** Are attributes or characteristics of the Shopping centers like decorations, lighting, window display of merchandises etc.
10. **Staff Services:** Sales staffs having the necessary communication & interpersonal skills & also being enthusiastic & service oriented.

11. **Tangibles Attribute:** Physical arrangements and accessibility of shops and its appearance also the choice of payments methods.
12. **Tourist:** Any person visiting Thailand for any reason than to exercise remunerated activity within the country. The person must stay at least one night, but no longer than 90 days and the purpose of his/her journey can be classified under one of the following: leisure (recreation, holiday, health, study, religion and sport); business; family; mission; meeting. (*Tourism Authority of Thailand, Statistical Report 2001, pg 5*)
13. **Tourism:** Is the phenomena and relationships arising from the interaction of tourists, business, host governments, and host communities in attracting and hosting tourists and other visitors. (Goeldner, R. Charles, at, *el, 2000*).

CHAPTER – 2

LITERATURE REVIEW

2.1 Introduction

Today tourism is without doubt one of Thailand's major industries. The overwhelming majority of today's visitors are still vacationers with an overall average length of stay of 7 days, but convention attendees are increasing fast and now represent almost 23 percent of the total arrivals. Recognition of this important sector is reflected in the continuing development of the convention and exhibition industry with such ventures as the government backed Queen Sirikit National Convention Center gaining worldwide acceptance and establishing Thailand as a convention and conference venue *par excellence*. (<http://www.crown-travel.com/AffordableThailand.htm>)

With the continued support of the Tourism Authority of Thailand, backed by its extensive local and international network of offices, Thailand is now poised to embark on a new era in the country's tourism industry. Today's visitors can relax in some of the finest hotels and resorts in the world and still enjoy *the magnificent diversity of attractions and shopping* for which Thailand is justly renowned. It is perhaps this very diversity of an ancient kingdom, still rich in fascinating traditions and embeds with the strength of an enduring culture and independent spirit of its people that will continue to lure new visitors and welcome back those who have previously savored its many delights.

In this chapter, the literature is based on the shopping attributes. These include the shopping behaviors, store characteristics and the different shopping dimension that gives the ultimate shopping experience to the tourists.

2.2 Shopping in Bangkok, Thailand

"Shoppers needn't feel guilty that they are not taking advantage of the cultural aspects of the city by spending their time shopping. Don't let anyone tell you that the two don't mix. In the bustling markets of Bangkok, shopping is definitely a cultural experience."

- Johan Bunger, of Sweden, from his 'Markets in Thailand Page'

Thailand is one of Asia's most popular shopping centers. With host of Gigantic Shopping Malls, Plazas, and exclusive shops, Bangkok has now joined Singapore and Hong Kong as heaven for the dedicated shopper. Shopping in Bangkok is not limited to one or two major streets, and there are many areas throughout the city affording ample choice and easy access. (<http://www.into-asia.com/bangkok/shopping/areas2.php>)

With commodities as well as markets becoming more sophisticated, the serious shopper can expect to find not only Thailand's well-known handicrafts but also a good choice of genuine luxury buys. Notably, Bangkok offers excellent opportunities for purchasing Silk, Gems and Jewellery (gold), Boutique as well as Electronic home appliances and High-tech gadget.

2.3 Shopping Attributes

Martin and Mason (1987) noted that consumers see nonessential shopping as being a leisure activity, and that the retail sector has to adapt in different ways to this trend. *Howard (1990)* added that people have more choice on where they go shopping, making it possible for retailers to attract customers through the provision of leisure opportunities and more pleasant settings.

In developing a **strategy of attracting more shopping tourists**, *Johnson (1990)* identified **three shopping models**.

1. **Ambient leisure**, which involves the creation and underpinning of a pleasant environment for shopping. The goals are to extend the duration of a shopping trip and to gain a competitive advantage over less attractive shopping areas. This approach is manifested in shopping center design and in the proliferation of specialty shopping in historical or architecturally unique areas.
2. **New generation mall**, which lures shoppers by means of added recreational attractions (and attracts purely recreational tourists).
3. **Heritage-destination leisure, which** attracts niche-position retailers & appeals to shoppers & sightseers. The aim of combining leisure with shopping is "synergy," with the specific benefits to the retailers and tourism planners being the attraction of longer staying shoppers, higher per capita spending, more targeted customers, competitive advantages & a marketable image.

Specific criteria for assessing leisure shopping environments were suggested by *Jansen-Verbeke (1991)*. These can be considered as tentative planning and design criteria for improving shopping area attractiveness:

- (1) Clustering of a wide variety of shops, catering, leisure, and other activities and attractions;
- (2) Good accessibility and parking;
- (3) Pedestrian priority over vehicles;
- (4) A positive image;
- (5) Attractive design (aesthetics);
- (6) Availability during leisure time (e.g., Sundays);
- (7) Hospitableness (visitor orientation, adequate information, symbolism identification);
- (8) Social affective value; and
- (9) Liveliness or animation, with surprises.

Store Characteristics

Type of Store	Large chains n=6	Regional chains & independents w/>20,000 total sq ft n=18	Independents w/<20000 total sq ft n=21	C-store chains (>10 stores) n=4	C-store independent n=20
Characteristics					
Distribution of Space					
Mean square footage	42,800	20,000	10,000	2,700	4,800
Percentage selling space	79%	84%	78%	79%	81%
Allocation of selling space					
Fresh produce	14%	20%	13%	2%	4%
Prepared foods	10%	9%	7%	4%	17%
Refrigerated food and beverages	14%	14%	10%	34%	28%
Frozen food and beverages	15%	13%	11%	2%	7%
Other food, beverages	29%	32%	48%	29%	18%
Non-food items	17%	12%	12%	29%	26%
Percent of respondents expecting this to	33%	28%	9%	25%	27%

As seen above **Table 2.1**, in all shopping centers, there have these characteristics but different stores depending on their land or acre have different space for the products. (*Quantum Consulting, Inc., 2000*). "Shopping centers are a great source of pride, in some cases, become the modern equivalent of the kampung for meetings and community activities, and in the absences of other options, also take a share of the entertainment market." (Antony Feeny, Theera Vongpatanasin, Arphaporn Soonsatham, 1996)

2.4 Shopping Behavior

Since the sixties, models have been developed to get insight into the main *determinants of shopping behavior* at the municipal and regional level. Several attributes of shopping facilities are taken into account, e.g. distances between residential areas and shopping centers, the attractiveness of shopping centers (supply, price levels, atmosphere, etc.), and parking facilities. In general, distance and supply seem to be the most important determinants of shopping centre choice. Traditionally, modeling shopping behavior assumed *single stop single purpose* trips. In other words, it was assumed that each shopping centre visit has the home location as both its origin and destination. More recently, models relaxing these assumptions are being developed. This may even result in shopping models as part of a more comprehensive model of activity scheduling. (M.D. Klabbers, 1997)

Models of shopping behavior assume individual or groups of consumers choosing between shopping centers. In other words, complete shopping centers or district are considered as competing destinations. In addition to this type of models, models of so-called micro behavior have been developed. These models consider individual shops within a shopping area as competing destinations.

Modeling micro shopping behavior concerns the shopping behavior of individuals or small groups of individuals within a shopping area. Micro shopping models should provide information regarding which shops will be visited, in what order, and along which route in the shopping area. Again, distances (now distances to be walked within the shopping area) and supply (now of individual

shops) seem to be the most important determinants of micro shopping behavior. (M.D. Klabbers, 1997)

Having insight into the micro behavior of consumers is of relevance for designers of shopping centers and for retailers. For designers, it may be clear that micro shopping behavior can be manipulated by means of the network of links and especially by the location of entry points to the shopping centers and the spatial relation between entry points and parking facilities. For retailers, having insight into the amount of people moving along their windows is important in order to assess the number of so called impulse stops: shop visits which were not planned beforehand. For particular types of shops, these impulse stops constitute a considerable part of a shop's turnover figures.

2.5 Store Atmosphere & Visual Merchandising

A retailer's image depends heavily on the atmosphere it establishes. For a store-based retailer, atmosphere refers to the store's physical characteristics that are used to develop an image and draw customers.

For a non-store-based firm, the physical characteristics of such retailing tools as catalogs, vending machines and Web-sites affect its image. A retailer's sights, sounds, smells and other physical attributers contribute to the image projected to consumers. "*Atmosphere*" is the psychological feeling a customer gets when visiting a retailer (the personality of a store, catalog, vending machine, or Web-site), whereas a "retailer image" is a much broader and all encompassing

term relative to the communication tools a retailer uses to position itself. (Steffen, L.T. Smith, 1995)

Many people form impressions of a retailer before entering its facilities (due to the store location, storefront, & other things) or just after entering (due to merchandise displays, the width of aisles, and other things). These people often judge a retailer prior to closely examining merchandise and prices. Atmosphere may thus influence people's shopping converse with personnel and to use facilities such as dressing rooms, their tendency to spend more money than originally planned, and their likelihood of future patronage.

When a retailer takes a proactive, integrated approach to atmospherics so as to create a certain "look", properly display products, stimulate shopping behavior, and enhance the physical environment, it engages in **visual merchandising**.

According to Cahill, an interior design firm, *"Visual merchandising is more than the enhancement of retail space for the purpose of increasing sales. With the creative use of lighting, props, and customized displays, the retail selling space can be transformed into space, which informs, stimulates the senses, entertains & ultimately reinforces the shopper's relationship with the product. Visual Merchandising Today is as much as about communicating the brand experience as it is a about selling the product."*(Source: Bolen H., William, 1988)

2.6 Discussion of Variables in a Store-Based Retailing Perspective

Store atmosphere can be divided into key elements: exterior, general interior, store layout and display. The variables are discussed as together in the elements detailed below in Table 2.2 (*Source; Bolen H., William, 1988*)

The elements of the atmosphere

Exterior	<ul style="list-style-type: none"> •Storefront •Marquee •Entrances •Display Windows •Height of Building •Size of Building 	<ul style="list-style-type: none"> •Visibility •Uniqueness •Surrounding Stores •Surrounding Area •Parking •Congestion
General Interior	<ul style="list-style-type: none"> •Flooring •Colors •Lighting •Scents, sounds •Fixtures •Wall Textures •Temperature •Width of Aisles •Dressing Facilities •Vertical Transportation 	<ul style="list-style-type: none"> •Dead Areas •Personnel •Self-Service •Merchandise •Prices (Levels, Displays) •Cash Register Placement •Technology or Modernization •Cleanliness
Store Layout	<ul style="list-style-type: none"> •Product Groupings •Traffic Flow •Allocation of Floor Space 	<ul style="list-style-type: none"> •Space/Merchandise Category •Department Locations •Arrangements with in Departments
Interior Displays (Point-of-purchase)	<ul style="list-style-type: none"> •Assortment •Theme-Setting •Ensemble •Racks and Cases •Cut Cases 	<ul style="list-style-type: none"> •Dump Bins •Posters, Signs, & Cards •Mobiles •Electronic

I. Exterior (Tangible Attribute): A store's exterior characteristics have a powerful impact on its image and should be planned accordingly.

“A **storefront** is the total physical exterior of the store itself. It includes the marquee, entrances, windows, lighting, and construction materials. With its storefront, a retailer can present a conservative, trendy, lavish, discount or other image to the consumer.” (Source: *Coltman M. Michael, 1989*) A firm should not underestimate the significance of the storefront as a component of image, especially for new customers. When passing through an unfamiliar business district or shopping center, consumers often judge a store by its exterior. Besides the storefront itself, the trees, foundations, and benches in front of the store can enhance atmosphere. These intensify consumer feelings about shopping and about the store by establishing a relaxed environment. There are various alternatives to consider in planning a basic storefront. Here are a few of them:

- *Modular structure* – a one-piece rectangle or square that may attach several stores.
- *Prefabricated (prefab) structure* – a store frame built in a factory and assembles at the store site.
- *Prototype store* – used by franchisors and chains. Because a consistent atmosphere is sought, uniform storefronts are built.
- *Recessed storefront* – lures people by being recessed from the level of other stores. In this case, the store is one of many at its locale. Customers must walk in a number of feet to examine the storefront.
- *Unique building design* - round structure, for example.

In Bangkok, tourists tend to see these factors as first impressions. But these characteristics apply differently to different shops and its design. This can be compared with their experience from other countries.

‘Display Windows have two main purposes: to identify the store & its offerings, and to induce people to enter. By showing representative merchandise offering, a store can create an overall mood. By showing fashion or seasonal goods, it can show it is contemporary. By showing sale items, a store can lure price-conscious consumers.” (*Eppli and Shilling, 1995*). By showing eye-catching displays that have little to do with its merchandise offering, a store can attract pedestrians’ attention. By showing public service messages (e.g. a window display for the Jerry Lewis Telethon), the store can indicate its concern for the community.

Considerable planning is needed to develop good display windows, which leads many retailers to hire outside specialists. Decisions include the number, size, shape, color and malls may not use display windows – and the frequency of change per year. Retailers in shopping malls may not use display windows for the side of the building facing the parking lot; there are solid building exteriors. They feel vehicular patrons are not lured to expensive outside windows, but they do invest in displays for storefront inside the malls. (*Howard, E., 1990*).

As a retailer plans its exterior, surrounding stores and the surrounding area should both be studied. Surrounding stores present image cues due to their price range, level of service, and so on. The surrounding area includes the demographics and life-styles of those who live nearby. An overall area image rubs off on the individual firm because people tend to have a general perception of a shopping center or a business district. An unfavorable atmosphere would exist if vandalism and crime are high, people living near the store are not in the target market, and the area is rundown.

II. General Interior: Once customers are inside a store, there are numerous elements that affect their perceptions. At Clarins, the American cosmetics chain that is rapidly expanding in the Thailand, the stores “a chicly decorated, easy-to-navigate passage for the sales of scores of brands of make-up and fragrance. Music is low, lighting is flattering and merchandise, much of which it helpfully arranged by category rather than brand, is out for the touching and taking. “Sales clerks leave you alone unless you need them; and if you’d prefer to avoid the staff, touch-activated video monitors can guide you through product selection. Clarins’ ambition is to create an experience that is exciting – visually, sensually, spiritually, and intellectually”. (Vandell, K. and C. Carter, 2002)

Colors and lighting affect a store’s image. Bright, vibrant colors contribute to a different atmosphere than light pastels or plain white walls. Lighting can be direct or indirect, white or colors, constant or flashing. For instance: a teen – oriented apparels boutique could be bright colors and vibrant, flashing lights to foster one atmosphere. At the children’s section of the *Warner Bros, Bangkok*, all

the comic books action heroes and others are decorated all over the ceiling and walls with its own sequences from comics which glows on a low voltage wire system with diffuse near and around the best scenes to emphasizes the heroes. This glow attracts and creates a glow to the store.

The number, manner and **appearance of personnel** reflect a store's atmosphere. Polite, well-groomed, knowledgeable personnel engender a negative one. A store using self-service minimizes its personnel and creates a discount, impersonal image. A store cannot develop a prestigious image if it set up for self-service.

The **goods and services** a retailer sells influence its image. Top-line items yield one kind of image, and bottom-line items yield another. The mood of the customer is affected accordingly.

Price

Customer use price to make a judgement about value, they use price to assess risk. Because customers use to make judgments too readily when other information is unavailable, price is a potent force in creating perception represents reality to consumers until they learn otherwise. This is because price is so visible it may be the only variable on which a judgement is made. If that judgement is negative, there is a good chance that consumers will go no further and will not buy, and their negative judgement will be a lasting one. For price, the researcher

would like to measure the customer satisfaction to the price of the products and accessories.

Store prices contribute to image in two ways. (1) Price levels yield a perception of retail image in consumer minds. (2) The way prices are displayed is a vital part of atmosphere. Prestigious stores have a few or no price displayed and rely on discrete price tags. Discount stores accentuate price displays and show prices in large print. Cash register placement is also associated with the pricing strategy used. Prestigious stores place cash registers in inconspicuous areas such as behind posts or in employee rooms. Discounters locate cash registers centrally, with big signs pointing to them.

Value for Money

When we related the value for money Chapter one, Rationale of selecting Indian tourists, it supports the fact that Bangkok fulfils the wildest dream of an average Indian, thus tempting him/her to spend maximum dollar per capita than any other whilst in Bangkok.

An average Indian tourist aims at stretching his dollar to the maximum, and immensely enjoys it in Thailand than in any other country because Thailand offers value for money in many aspects. As a country Thailand alone offers the entire Indian tourist group ultimate destination for entertainment and excitement. (Personal Interview with an authorized Travel agent)

Last, but certainly not least, there must be plan for keeping **the store clean**. No matter how impressive a store exterior and interior may be, customers will perceive an unkempt store as poor.

Classification of Store Offerings: A store's offerings are next classified into product groupings. Four types of groupings and combinations of them can be employed: (Rod Davies, 2003)

- **Functional product groupings** categorize & display merchandise by common end use. A men's clothing store might carry these functional groups shirts, ties, cuff links and tiepins; shoes, shoe tree, and shoe polish; T-shirts, under shorts, and socks; suits, and sport jackets and slacks.
- **Purchase motivation product groupings** appeal to the customer's urge to buy products and the amount of time he or she is willing to spend in shopping. A committed customer with time to shop will visit a store's upper floors; a disinterested person with less time to shop will look at displays on the first floor. A firm can capitalize on this by grouping items by purchase motivation. Look at the street level of the department store. The merchandise there includes impulse products and other rather quick purchases. The third floor has items encouraging and requiring more thoughtful shopping.
- **Market segment product groupings** place together various items appealing to a given target market A clothing store divides products into juniors', misses', and ladies' apparel. A music store separates CDs into

rock, jazz, classical, R&B, country and western, gospel, and other music sections. An art gallery places painting into different price group.

- **Storability product groupings** may be used for products needing special handling. A supermarket has freezer, refrigerator, and room temperature sections. A florist keeps some products in a refrigerator and others at room temperature; so do a bakery and fruit store.

Many retailers use a combination of product groupings and plan store layouts accordingly. In addition to the considerations just mentioned, provisions must be made for minimizing shoplifting and pilferage. This means positioning vulnerable products away from corners and doors.

Optimizing the Shopping Experience

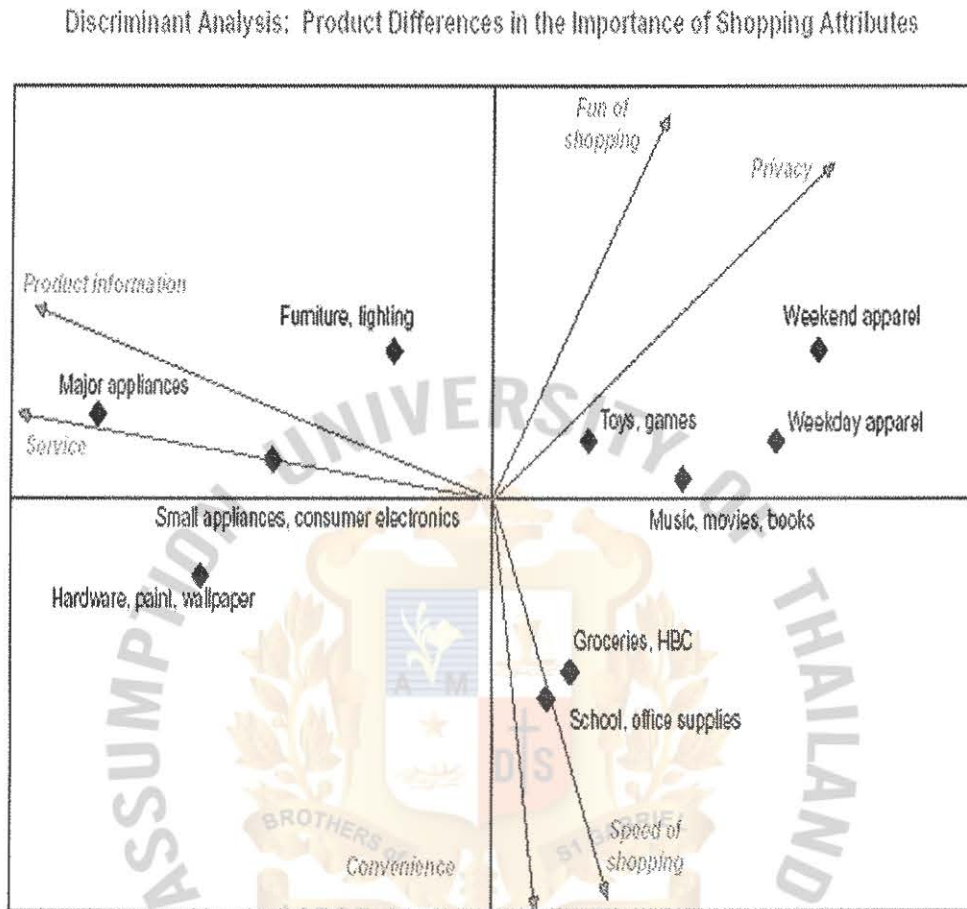
Consumers are in general agreement that three aspects of the shopping experience. *Product quality*, value provided, and product selection. Are critically important no matter what type of product is being purchased. These attributes are rated as being *very important* by 74 percent, 69 percent, and 66 percent of respondents, respectively. For most other shopping dimensions, there are distinct differences between product categories in consumer importance ratings. To explore these differences, the results of the study are examined using discriminant analysis.² (Rod Davies, 2003)

As shown in the **Figure 2.1**, the ten product categories fall into *three different groups*. The first groups, shown on the left side of the diagram, are the

infrequently purchased, durable goods: major appliances, small appliances, consumer electronics, furniture, lighting, hardware, paint, and wallpaper. When buying these items, consumers want retailers to provide *detailed product information* and *excellent service*.

A second group of products, shown in the lower-right-hand quadrant of the diagram, are the frequently purchased, nondurable goods: groceries, health and beauty care items, and school and office supplies. These shoppers emphasize the importance of having a *fast* and *convenient* shopping experience.

The third set of products cluster in the upper-right-hand quadrant, and consist of entertainment products, music, movies, books, toys and games. And weekend and weekday apparel. When shopping for these products, consumers want to have a fun and entertaining shopping experience. Shoppers also feel it's important to maintain their privacy when buying these personal and lifestyle-oriented products.

Figure 2.1: Discriminant Analysis

² This procedure generates a set of statistical functions that provide the best discrimination between the ten product categories based on linear combinations of the attribute importance ratings. Each of the arrows in the diagram represents a shopping attribute, where the attribute's importance for a particular product category is reflected by the distance of the category along the attribute dimension.

2.7 Customer perception of service

The services marketing literature tells that service quality is determined by customer perception of service [Parasuraman, 1985]. In academic terms, perception is a "process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world" [Gronroos, 1994].

According to Mitchell [1978] perceptions are those processes that shape and produce what one actually experiences.

Since perceptions are influenced by many external and internal factors such as cultural, social, psychological and economic, the ways in which the customer perceives services are highly subjective. What a customer perceives can differ from objective reality. Therefore, measuring customer perception of service is important as the customer evaluation of service and future behavior (e.g. repeat purchase) depends on the perception, not on reality itself. The perceptions of service providers are part of the overall customer perceptions of a product.

Tourism and hospitality industries rely very heavily on the development and use of positive tourist perceptions and holiday satisfaction. International and domestic visitation can be improved by the development of positive perception of service. When tourists believe the service providers are professional, friendly and welcoming they are more inclined to visit a destination.

2.8 Types of Service Quality

Grönroos (1982) distinguished two types of service quality: technical, which involves what the customer actually receives from the service and functional, which represents the manner in which the service is delivered, or the performance of the service provider. The consumer perceives this performance in

a very subjective manner. Lehtinen and Lehtinen (1982) distinguished three types of service quality: physical, which includes the physical aspects of the service (e.g. buildings); corporate, which involves the service firm's image; and interactive, which derives from the interaction between service providers and customers. According to Martin (1987), service has two qualities: procedural and convivial. The procedural depends on the mechanistic system of selling and delivering product to a customer. The convivial depends on the interpersonal contact between service provider and customer and the customer's need to be respected, pampered, welcomed, relaxed, and with the service provider's personal interest in the customer, friendliness, courtesy, enthusiasm, tactfulness and appreciation of customer's needs.

According to Martin (1987), the convivial quality may be more important to the customer than the procedural. The quality of social interaction between service provider and customer, the service provider's attitudes, behavior and verbal skills are essential in the determination of customer satisfaction with a purchased product. The high satisfaction with service providers' attributes may even compensate the low quality of mechanism of delivering service to a customer. Nelson (1974) distinguished two types of qualities that customers use to evaluate the quality of service: search and experiences qualities. Search qualities are attributes such as smell, color, etc. and can be determined prior to purchasing a product. Experience qualities are attributes such as courtesy, friendliness, etc. and can only be experienced during consumption or after purchase.

The services marketing literature also reveals that service quality is determined by customer perception of service (Parasuraman, 1985). In academic terms, perception is a "process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world" (Gronroos, 1984). According to Mitchell (1978) perceptions are those processes that shape and produce what one actually experiences. Since perceptions are influenced by many external and internal factors such as cultural, social, psychological and economic, the ways in which the customer perceives services are highly subjective. What a customer perceives can differ from objective reality. Therefore, measuring customer perception of service is important as the customer evaluation of service and future behaviour (e.g. repeat purchase) depends on the perception, not on reality itself. The perceptions of service providers are part of the overall customer perceptions of a product.

2.9 The Summary of the Relevant Empirical Finding to This Research

Researcher	Topic	Objectives	Variables	Measurement	Results	Limitation	Suggestion for further research
Vincent Hueng & Hailin Qu, 1998	Assessing tourists' satisfaction with shopping in the Hong Kong special administrative region of China.	To identify the satisfaction attributes of shopping and assess their relative importance in affecting the satisfaction levels of tourists.	Four shopping dimensions were identified from the 15 shopping attributes: Tangibles Attributes: Staff Service Quality, Product Value & Product Reliability.	Factors affecting tourists' perception and expectation and satisfaction levels in relation to shopping in Hong Kong ; a 7 point Likert scale ranging from very low expectation to very high expectation & very unfavorable perception to very favorable perception. A final question about respondent's overall level of satisfaction in Hong Kong from extremely dissatisfied to extremely satisfied.	Results of this study show that 10 attributes are categorized into satisfied shopping SSA, 3 into indifferent shopping attribute ISA & 1 into dissatisfied shopping attribute DSA. Using factor analysis, 14 shopping attributes were divided into four shopping dimensions: Staff Service Quality, Product Value Product Reliability and Tangibles Quality. The results of this study reveal that Staff Service Quality has the most important influence on tourists' shopping experience. The second is Product Value then Product Reliability & lastly Tangible Quality.	Little empirical research has investigated to tourists' shopping experience while in Hong Kong	1. Studies could measure tourists' level of shopping satisfaction by country of origin, in particular in terms of big spenders such as tourists from mainland China, Japan & Taiwan. 2. a sociodemographic approach could be taken to investigate tourists' level of shopping satisfaction by gender, age, purpose of visit occupation, & income level. 3. Studies could be applied to other countries & regions using a similar research method so that a competitive analysis of tourism of tourism shopping in different destinations can be explored.

Researcher	Topic	Objectives	Variables	Measurement	Results	Limitations	Suggestions for further research
Lars Erik Perner, 1990	Optimal Stimulation level as a moderator of "High-Low" and Everyday Low Price (EDLP) pricing effectiveness	<p>Study one explores the attitudinal bases for price-environment preference.</p> <p>Study 2 was intended to test actual behavior (the number of items purchased, the amount of money spent, & the time spent in the store) & thus establish internal validity & consisted of a laboratory study in which subjects shopped in a simulated store.</p>	Two variables are "High-low," wherein prices fluctuate between a normal price & a sale price, and <i>everyday low price (EDLP)</i> , where constant prices with no sales are maintained.	Used Questionnaire to send to 550 members of a household panel and logistic regression analysis was used.	The result is that consumers will respond more favorably to those outlets which provide a better match for their optimal level of stimulation. In terms of store pricing environments, those consumers high in need for stimulation (high OSL) will respond better to "high low" pricing, while low OSL consumers will respond more favorably to a consistent, EDLP format. This response can be manifested in terms of amounts purchased, money spent, attitudinal evaluation of the store, likelihood of returning to the store, and time spent in the store.	Lack of consistent results center on the possible existence of unidentified moderator variables, demographic limitations of the samples, and experimental limitations.	From this point, now the research can be on EDLP with other factors and see whether the effect of the EDLP has the similar effect or not.

Researcher	Topic	Objectives	Variables	Measurement	Results	Limitations	Suggestions for further research
David Foster, 2000	Measuring Customer Satisfaction in the Tourism Industry	To explore the rationale for, and difficulties of operationalising, the measurement of tourists' satisfaction with their experiences in particular destinations.	The model measures overall customer satisfaction as a latent variable. Moreover, the model involves a chain of relationships running from antecedents of overall customer satisfaction (expectations, perceived quality and value) to the consequences of overall customer satisfaction (customer complaints and customer loyalty)	Due to limited material available in the academic literature, a telephone survey of organizations that may have investigated tourist satisfaction was undertaken. Approximately 900 people were surveyed.	The customer satisfaction model can be used at the global level but the more result has to be done on individual enterprise level to measure the individual satisfaction for each factors.	There is adequate analysis of tourism satisfaction at the individual enterprise level. What is missing is a broader view that looks at the way tourists respond to the totality of their experiences in a particular destination irrespective of the particular activities that they engage in.	On the basis of a "tourism satisfaction index". In particular, customer expectations should be modified to introduce measures of customer needs and desires. While much work still needs to be done, the framework provided by the Fornell model provides a good starting point. Also there should have analysis of tourism satisfaction at the individual enterprise level

2.10 Evaluation of the Empirical Study

Different Authors have revealed different results. However, the findings of Vincent Hueng, 1998, stated the four dimensions Tangible Attribute, Staff Service Quality, Product Value and Product Reliability had a significant impact on the level of satisfaction of shopping in Hong Kong. Whereas, results from Lars Erik Perner, 1990, suggests to explores the attitudinal bases for price-environment preference and to test actual behavior (the number of items purchased, the amount of money spent, & the time spent in the store) & thus establish internal validity & consisted of a laboratory study in which subjects shopped in a store. On the other hand, David Foster, 2000, explores the rationale for, and difficulties of operationalising, the measurement of tourists' satisfaction with their experiences in particular destinations and the attributes in the stores.

With reference to the present research, the researcher does agree that the Tangible Attribute, Staff Service Quality, Price and Product (Vincent Hueng, 1998) but Lars Erik Perner, 1990 does not agree with Tangible Attribute because the researcher observed that price of the product determine the satisfaction. However, David Foster, 2000, agrees with Vincent Hueng on all dimensions.

Therefore, we use these four dimensions of shopping attribute to determine the overall satisfaction of shopping in Sampheng souvenir shops in Bangkok.

2.11 Relation to the Study

Referring to the previous studies with relation to the researcher's present study, the shopping dimensions have been applied to find out the relationship between the dimensions and the overall satisfaction of shopping in Sampheng souvenir shops in Bangkok. The researcher is keen to know, does the four shopping attributes have any effect on the overall satisfaction of shopping in Sampheng souvenir shops in Bangkok.

2.12 Conclusion

Each of the above theories and models presents a unique perspective. The entire model portrays having relationship with a tourist, shopping attributes and satisfaction. All these models will be integrated in the theoretical model of the study after scrutinizing the overlapping aspects of each model.

From the above literature review after comprehensive study on the theories and attributes associated with Shopping, the following shopping attributes have been selected for measuring the perception, importance and overall satisfaction of the shopping attributes. The attributes chosen are as the following:

1. Tangible Attribute

3. Product

2. Staff Service Quality

4. Price

CHAPTER – 3

RESEARCH FRAME WORK

3.1 Introduction

The chapter deals with formulating the Research framework, which is a combined relationship between the Independent & Dependent Variables also consisting of Operationalization table & Four Hypotheses statements.

3.2 Theoretical Frame Work:

The principle components factor method was used to generate the initial solution. The eigenvalues suggested that a four-factor solution explained 80.2% of the overall variance before the rotation. The factor with eigenvalues greater than or equal to 1.0 and attributes with factor loadings greater than 0.4 are reported. The factor analysis table in the appendix illustrates the results. The four factors are Tangible Attribute, Staff Service Quality, Product, and Price.

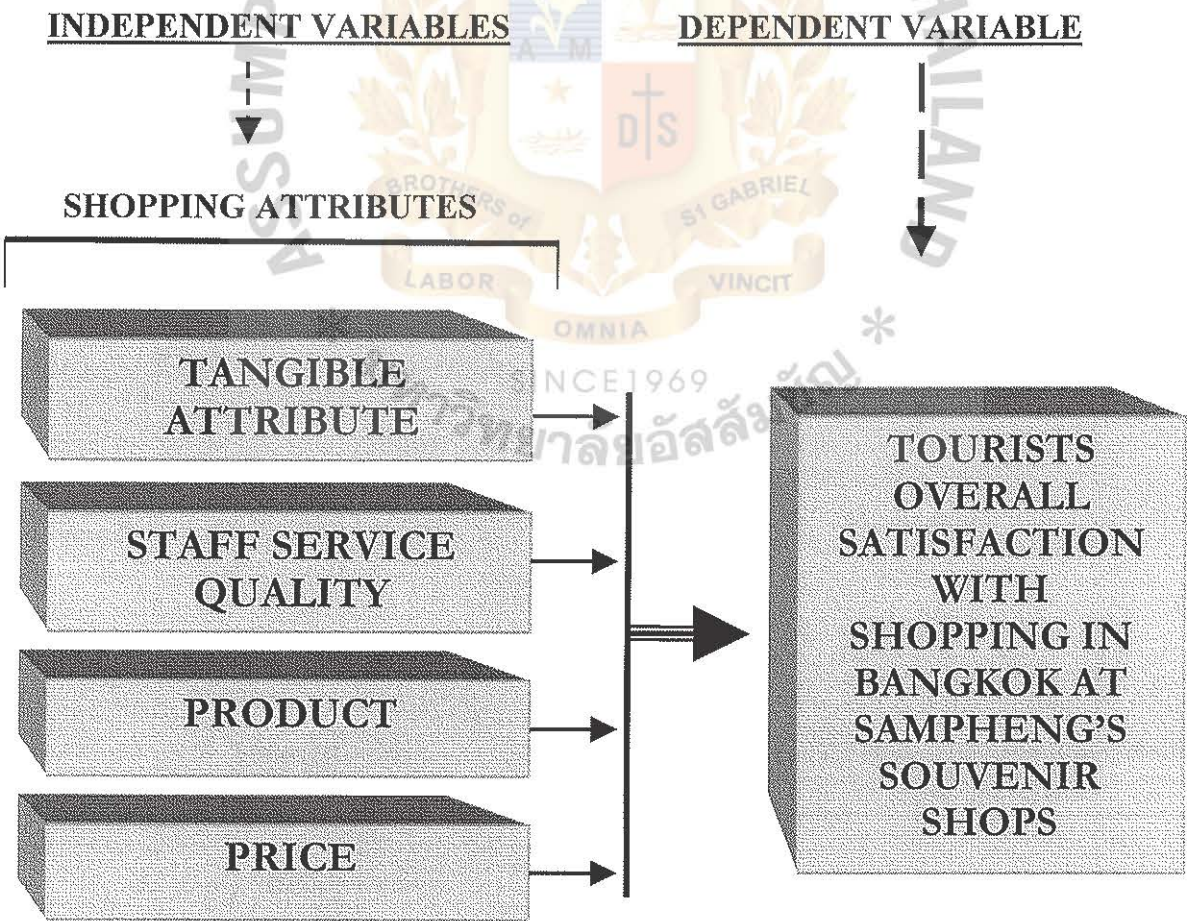
From the Varimax-rotation factor matrix, four factors with 14 variables were defined most heavily on them (loading ≥ 0.4) (see appendix). A clean factor structure with relatively higher loadings on the appropriate factors was produced. Most variables loaded heavily on one factor and did not load heavily on other factors, meaning that there was minimal overlap among these factors and that all factors were independently structured. The higher loadings showed the correlation of the variables with the factors on which they loaded. The communality of each

variable was relatively high, ranging from 0.40 to 0.96, indicating that the variance of the original values was captured fairly by the four factors.

3.3 Conceptual Frame Work:

The Conceptual Framework in this study determines the extent to which the major Independent variables namely, the Perception of Indian tourists about shopping attributes for Shopping at Bangkok influence the Dependent variable namely, The Tourists Overall Satisfaction with Shopping in Bangkok.

Figure 3.1 (Vincent C. S. Heung, 2000)



3.4 RESEARCH VARIABLES

3.4.1 INDEPENDENT VARIABLES:

Independent variables are so called because they are “independent” of the outcome itself; instead they presumed to affect or influence the outcome. In this research the Indian tourists perception about the shopping attributes in Bangkok are analyzed, where four shopping attributes namely, **Tangibles Attribute, Staff Service Attribute, Product & Price** are considered as Independent variables for analysis.

3.4.2 DEPENDENT VARIABLES:

Are Variables that are dependent on the independent variables. They are presumed to be the effect of the independent variables. In this research there exists only one Dependent Variable namely, **The Tourists Overall Satisfaction with Shopping in Bangkok.**

3.5 CONCEPTS & VARIABLES OPERATIONALIZATION

LABELING	DEFINITION	OPERATIONAL COMPONENT	LEVEL OF MEASUREMENT	QUESTION No.
SHOPPING ATTRIBUTES				
1. Tangibles Attribute	Physical arrangement & accessibility of shops its appearance also the choice payment methods.	<ul style="list-style-type: none"> ▪ Lighting setting of shops. ▪ Physical setting of shops. ▪ Windows display ▪ Opening hours of shops ▪ Neatness & cleanliness of shops ▪ Accessibility of shops ▪ Variety of products selection ▪ Choice of payment methods. 	Interval	Q3, Q4, Q5, Q6, Q7 Q8 & Q9, 10
2. Staff Service Quality	Sales staffs having the necessary communication & interpersonal skills & also being enthusiastic and service oriented.	<ul style="list-style-type: none"> ▪ Language ability of sales staffs ▪ Attitude of sales staffs 	Interval	Q11 & Q12
3. Product	Selling top-quality consumer goods at reasonable prices in many international cities.	<ul style="list-style-type: none"> ▪ Quality of the product ▪ Availability of sales label 	Interval	Q13 & Q14

LABELING	DEFINITION	OPERATIONAL COMPONENT	LEVEL OF MEASUREMENT	QUESTION No.
SHOPPING ATTRIBUTES (CONTINUE)				
4. Price	That which is given or demanded in return for a thing, service etc. Offered for sale or for barter	<ul style="list-style-type: none"> Price of products Value for the money 	Interval	Q15 & Q16
TOURISTS' OVERALL SATISFACTION WITH SHOPPING IN BANGKOK	A feeling of pleasure or disappointments resulting from comparing the shopping attributes' perceived performance in relation to his / her expectation.	Overall satisfaction of Indian tourist with the shopping experience in Bangkok.	Interval	Q17

3.6 RESEARCH HYPOTHESES STATEMENTS

❖ Hypothesis

A Hypothesis is a proposition that is stated in a testable form and that predicts a particular relation between two or more variables. It is tentative statement about things that the investigator wishes to support or to refute. Hypotheses are important, indispensable and powerful tools of scientific research. Hypothesis can express relationships between variables in three different ways: Univariate, Bivariate and Multivariate. This research study involves the relationship between three or more variables and hence it is “**Multivariate**”.

❖ Null Hypothesis: (H_0)

Is the hypothesis of “no relationship” or “no difference” – it is the one actually tested statistically. It is set up for possible rejection and is an arbitrary convention, hypothesizing that any relation or difference in the findings is due to chance or sampling error.

❖ Alternative Hypothesis: (H_a)

States the expectations of the investigator in positive terms. The probability that one dependent variable has multiple causes (Independent variables) are always greater than the probability that it is caused by a single independent variable. (Ritchie & Goeldner, 1994)

The Hypotheses for this study has been set as follows:

We use the following variables to measure the values of *Shopping Attributes* and its impact on *Indian Tourists shopping in Bangkok*. In this process, we use these variables in order to justify the relationship each variable has over the other.

HYPOTHESIS 1:

Ho1: There is **no relationship** between the **Tangible Attribute** and the overall satisfaction with *the shopping attributes in Bangkok*.

Ha1: There **is a relationship** between the **Tangible Attribute** and *the* overall satisfaction with *the shopping attributes in Bangkok*.

HYPOTHESIS 2:

Ho2: There is **no relationship** between the **Staff Service Quality** and *the* overall satisfaction with *the shopping attributes in Bangkok*.

Ha2: There **is a relationship** between the **Staff Service Quality** and *the* overall satisfaction with *the shopping attributes in Bangkok*.

HYPOTHESIS 3:

Ho3: There is **no relationship** between the **Product** and *the* overall satisfaction with *the shopping attributes in Bangkok.*

Ha3: There **is a relationship** between the **Product** and *the* overall satisfaction with *the shopping attributes in Bangkok.*

HYPOTHESIS 4:

Ho4: There is **no relationship** between the **Price** and *the* overall satisfaction with *the shopping attributes in Bangkok.*

Ha4: There **is a relationship** between the **Price** and *the* overall satisfaction with *the shopping attributes in Bangkok.*

CHAPTER – 4

RESEARCH METHODOLOGY

The Research Methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In this chapter we study the various steps that are adopted in studying the research problem, constituting areas namely: method of research used, respondents and sampling procedures, research instrument/questionnaires, collection of data/gathering procedures and statistical treatments.

4.1 METHOD OF RESEARCH

4.1 (a) Method of Research: Sample Survey

A survey will be undertaken to evaluate the perception of Indian Tourists about the shopping attributes in Bangkok.

4.2 TARGET RESPONDENTS & SAMPLING PROCEDURES

4.2 (a) Target Population:

The target population consists of Indian Tourists who are visiting Bangkok for shopping as one of the motives. The respondents are selected from the Indian tourists who are visiting Bangkok. The population statistics have been derived from the number of Indian Tourists arrivals (253,110) to Thailand during time period January 2002 to December 2002. (Tourism Authority of Thailand, 2002).

4.2 (b) Sampling Method:

- **“Probability sampling”:** are the samples that are selected by chance. It is possible to pre-specify every potential sample of a given size that could be drawn from the population as well as the probability of selecting each sample.
- **Element selection technique** is the *Simple random sampling method*.
“*Simple random sampling* is a probability sampling technique in which each element in the population has a known and equal probability of selection. Every element is selected independently of every other element and the sample is drawn by a random procedure from the sampling frame.

4.2 (c) Sample Size

In deciding the sample size, a total of **200** respondents have been selected from a weekly arrival population of Indian passengers. Since the total number of Indian tourists' arrivals population from **January 2002 to December 2002** results at the value of **253,110**, a sample of **200 respondents** is chosen as per table 4.1.

Table 4.1 Sample Sizes Used in Marketing Research Studies (Malhotra, 2000)

Type of Study	Minimum Size	Typical Range
Problem identification research (e.g. market potential)	500	1,000 – 2,500
Problem Solving Research	200	300-500
Product Tests	200	300-500
Test Marketing Studies	200	300-500
TV/Radio/Print Advertising (per commercial or ad tested)	150	200-300
Test- Market Audits	10 stores	10 - 20 stores
Focus Groups	6 groups	10 -15 groups

4.2 (d) Data Collection Place:

The data will be collected at the exit gate of Sampheng’s souvenir shops.

4.2 (e) Time Period for data collections:

The time frame using to collect data from respondents is from **8th July 2003** to **5th August 2003**.

4.2 (f) Research Instrument - Structured Questionnaire:

The study instrument using in this research consisted of a **self-administrative questionnaire** comprising of screening questions and the perception of Indian tourists of shopping attribute in Bangkok and demographics factors. Four attributes have been selected while designing the

questionnaire are **Tangible Attribute, Staff Service Quality, Product & Price.**

4.3 Measurement & Scaling Techniques:

Scaling describes the procedures of assigning numbers to various degrees of opinion, attitude and other concepts. This can be done in two ways:

- **Making a judgement** about some characteristic of an individual and then placing him directly on a scale that has been defined in terms of that characteristic.
- **Constructing questionnaires** in such a way that the score of individual's responses assigns him a place on a scale.

4.3 (a) Summated Scales (Likert Type Scales)

Likert type scaling techniques were used by constructing self administered questionnaires which include the **3 & 5 point scale ranging from 1 (Excellent) to 3/5 (Not good at all)** in analyzing level of importance of factors while making a trip.

4.3 (b) Interval Scale

In an interval scale, numerically equal distances on the scale represent equal values in the characteristics being measured. An interval scale contains all information of an ordinal scale, but in also allows you to compare the differences between each factors. The difference between 1 and 2 is the

same as the differences between 2 and 3, which is the same as the difference between 4 and 5. (Malhotra, 2000)

4.4 Pretesting

To avoid problems that most respondents misunderstood a particular question, skipped a series of questions or misinterpreted the instructions of filling out the questionnaires, pretesting are often used. (Zikmund, 1997)

Therefore pretesting refers to the testing of the questionnaires on a small sample of respondents in order to identify and eliminate potential problems. (Malhotra, 2000) The pretest involved a trail run with 30 Indian tourists. The respondents were asked to tick the questionnaire and explain their understanding of the questions. This kind of pretest helps the researcher to determine whether the questionnaire was understandable.

4.4.1 Reliability Test

To assess the **reliability of measures**, *Cronbach's alpha* was calculated to test the reliability of variables and coefficients greater than or equal to **0.60** were considered acceptable and a good indication of construct reliability. (Nunnally, 1967). The results showed that the alpha coefficients ranged from 0.71 to 0.97 for the three factors. The results are considered more than reliable, since 0.60 is the minimum value for accepting the reliability test. The summary of reliability test is shown below & details in the appendix.

Figure 4.1 – Reliability test

Variables	Cronbach's alpha α
Tangible Attribute:	0.9309
Staff Service Attribute:	0.7112
Product:	0.7465
Price:	0.9727
Overall satisfaction of shopping attribute:	0.8249

4.5 Collection of Data Gathering Procedures

The survey of this research is conducted during August 2003, to ensure that accurate data is collected. Data will be collected from Indian tourists who were leaving Bangkok. (Reliability Test). In knowing this information, I asked the Indian tourists first. In Sampheng, there are at least a hundred over shops such as souvenir or gift shops, restaurants, textile shops and tailoring shops.

Primary & Secondary data was collected for the study of this research. Primary data will be collected by the use of the Self-Administrated Structured Questionnaires. Each respondent will be asked to fill the questionnaire at the shopping mall.

Secondary Data was collected through various sources such as academic textbooks, journals & websites via libraries, bookstores & by the use of

Internet. All the sources & references from where the data is collected have been noted at the end of each defined statement & at the end of Chapter four.

4.6 Statistical Treatment of Data

After the completion of Data collection, statistical package will interpret the data for Social Sciences, or SPSS. The SPSS program is used for statistical testing. The form of data presentation from these procedures is presented in easily interpretable formats.

4.6.1 Statistics used for Data Analysis

Descriptive Statistics

Descriptive Statistics is used to describe or summarize information about the population or sample. Describing responses or observations is typically the first form of analysis. The calculation of averages, frequency distributions and percentage distributions is the most common form of summarizing data. (Zikmund, 2000).

The percentage and frequency distribution will be used to classify the demographic profile of the respondents such as age, status, personal income, education and occupational level.

4.7 Data Analysis Technique

In this research, we use the **Multivariate Analysis**, where first we do the factor analysis. *Factor analysis* is a class of procedures primarily used for data reduction and summarization (Malhotra, 2000). **Factor analysis with Varimax Rotation** was performed to explore the relationship of the fine and ultra fine particle number concentrations, the gaseous species concentration, the mean wind speed and the solar radiation. (Anderson, 1998)

The factor analysis generates solutions to which each of the attributes belongs to the four factors. The eigenvalues will suggest what the four-factor solutions are and what factor loading it has. Also the communality of each variable has to analysis. If the communality of each variable is high, it means that the variance of original values is captured well by the four factors in this case.

After having done the factor analysis, we do pretest the attributes and then the “**Multiple regression analysis**”. It is used to examine the relative importance of the shopping attributes (predicting variables), derived from the factor analysis, in contributing to Indian tourists’ overall satisfaction with shopping in Bangkok (dependent variable).

The dependent variable (Indian tourists’ overall satisfaction with shopping in Bangkok) was regressed against each of the factor scores of the

independent variables (shopping attributes). The standardized factor scores created for the orthogonal factors were used as independent variables in explaining Indian tourists' overall satisfaction with shopping attributes in Bangkok.

The factors with various degrees of significance in the regression analysis were then ranked in order of importance by beta coefficients. A factor with a higher beta coefficient suggested that the factor itself carried a heavier weight in explaining Indian tourists' overall satisfaction with shopping attributes in Bangkok.

The equation for Indian tourists overall satisfaction, based on the shopping attributes derived from regression analysis in this study, was expressed in the following equation: (Vincent C. S. Heung, 2000))

Multiple Regression Analysis is calculated as:

$$Y_5 = \beta_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4$$

Where:

Y_5 = Indian tourists' overall satisfaction with shopping in Bangkok.

β_0 = Constant (co-efficient of intercept)

X_1 = Tangible Attribute (Factor 1)

X_2 = Staff Service Quality (Factor 2)

X_3 = Product (Factor 3)

X_4 = Price (Factor 4)

B_1 B_4 = Regression coefficient of Factor 1 to Factor 4.

CHAPTER – 5

PRESENTATION & DISCUSSION OF DATA

In this chapter the data, after collection is processed and analyzed in accordance with the outline laid down in the research plan. This is essential for ensuring that the collected data is relevant for making contemplated comparisons and analysis. The term analysis refers to the computation of certain measures along with searching for patterns of relationships that exist among variables.

There are two major areas of statistics, which have been evaluated in this research, namely:

- **Descriptive statistics:** Descriptive statistics concerns the development of certain indices from raw data, which includes summarizing the data into characteristics of respondents, independent, and dependent variables.
- **Hypothesis Testing:** Wherein testing of Hypotheses is done from hypothesis one to hypothesis four. The findings are based on the results of linear regression analysis computed with the help of the SPSS software.

However, this chapter includes:

- Descriptive statistics summarizing the data of the characteristics of the respondents, independent and dependent variables.
- Reliability test shows the strength of the scale used in this study.

- Hypotheses testing start from hypothesis one to hypothesis four. The findings are based on the results of SPSS analysis, using Multiple Regression Analysis.

5.1 Descriptive Statistics

Descriptive statistics is a branch of statistics that provides researchers with summary measures for the data in their samples to provide summary measure of the data contained in all the element of a sample (Kinnear, 1991). For the purpose of analyzing the data, the analysis of descriptive statistics is as follows:

- 1 Frequency tables for respondent's personal data (i.e. gender, age, marital status, occupation, education level and personal monthly income in rupees.
- 2 Frequencies of tables show the mean and standard deviation.

5.1.1 Respondent Personal Characteristics

In this section respondent's personal characteristics or otherwise called as demography of personal information are analyzed. Demography is the study of human population in terms of Gender, Age, Marital Status, Occupation, Educational Level and Income. Demographic characteristics are of major importance in any market research study because they involve people, and people make up markets. (Kotler, 1998).

5.1.1 (a) Gender of respondents

Gender		Frequency	Percent
Valid	Male	104	52.0
	Female	96	48.0
	Total	200	100.0

Table 5.1 (a): Classification based on Gender of Respondents

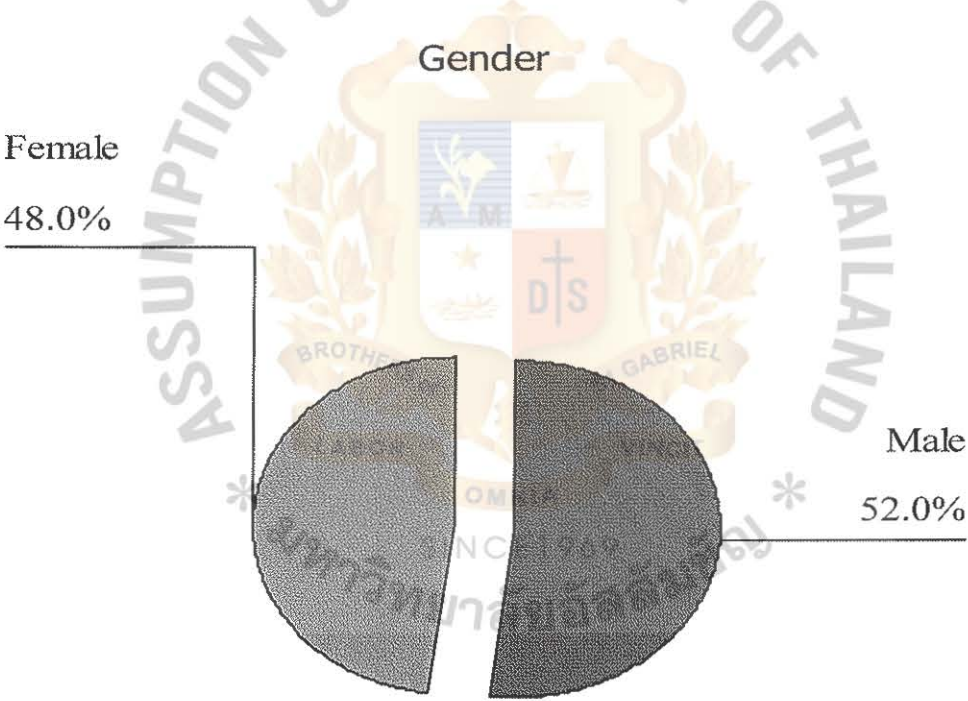


Figure 5.1 (a) Classification based on Gender of Respondents

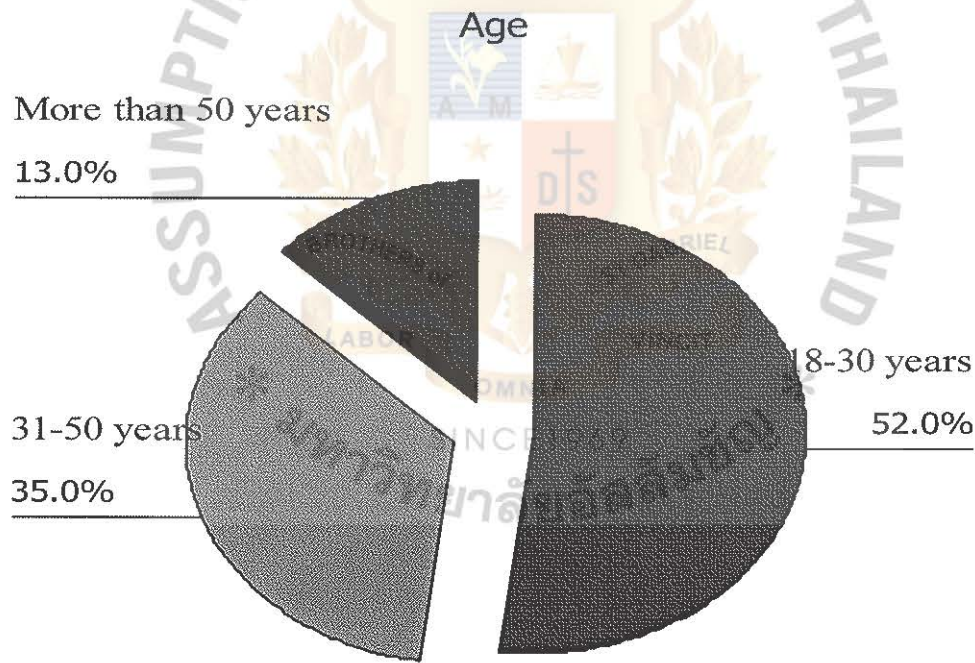
The gender distribution of the respondents was quite even, with 52% male respondents and 48% females respondents. This shows that male respondents too like to shop.

5.1.1 (b) Age of respondents

Table 5.1 (b): Classification based on Age of respondents

Age		Frequency	Percent
Valid	18-30 years	104	52.0
	31-50 years	70	35.0
	More than 50 years	26	13.0
	Total	200	100.0

Figure 5.1 (b) Classification based on Age of respondents



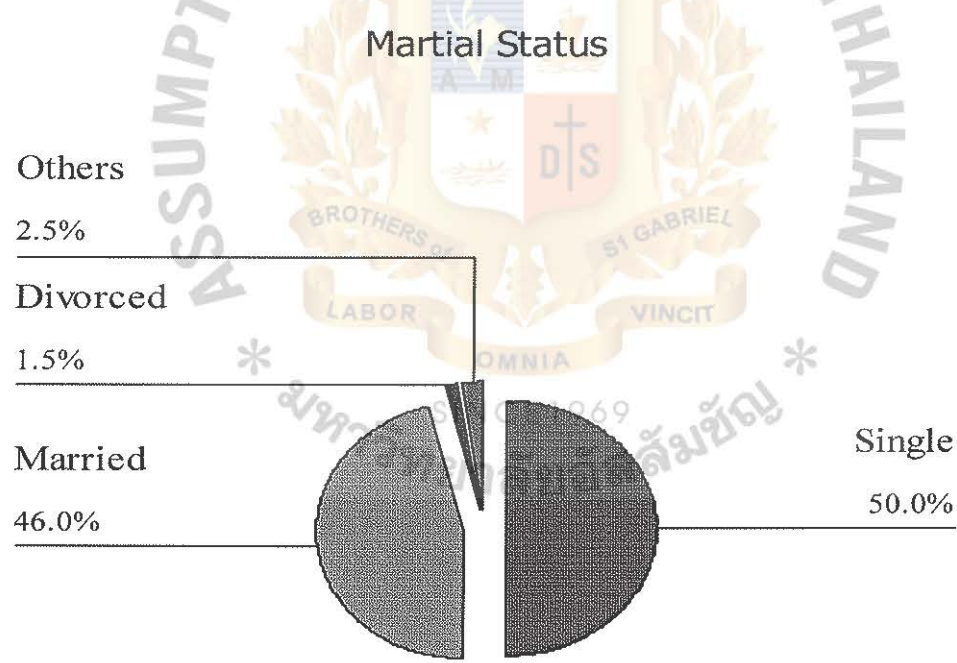
From above table & graph, the dominant age group of the respondents was 18-30 years (52%), followed by 31-50 years (35%), whereas senior travelers' age more than 50 years made up the smallest group, representing 13% of the respondents.

5.1.2 (c) Marital Status of respondents

Table 5.1 (c): Classification based on Marital Status of respondents

Marital Status		Frequency	Percent
Valid	Single	100	50.0
	Married	92	46.0
	Divorced	3	1.5
	Others	5	2.5
	Total	200	100.0

Figure 5.1 (c) Classification based on Marital Status of respondents



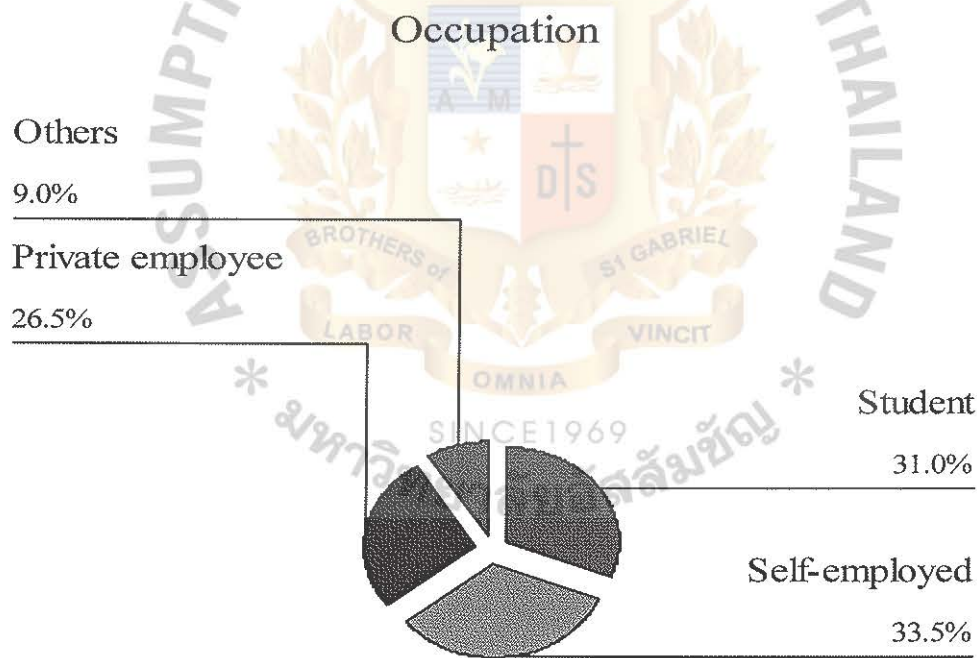
From the above table and the following graph represents the percentage of attribute “Marital Status”. Here, half of the total respondents are **Single (50%)**, **46.09%** of the total respondents are **Married** & **1.5%** are **Divorced** and **2.5%** are **Others**.

5.1.1 (d) Occupation of respondents

Table 5.1 (d): Classification based on Occupation of respondents

Occupation		Frequency	Percent
Valid	Student	62	31.0
	Self-employed	67	33.5
	Private employee	53	26.5
	Others	18	9.0
	Total	200	100.0

Figure 5.1 (d) Classification based on Occupation of respondents



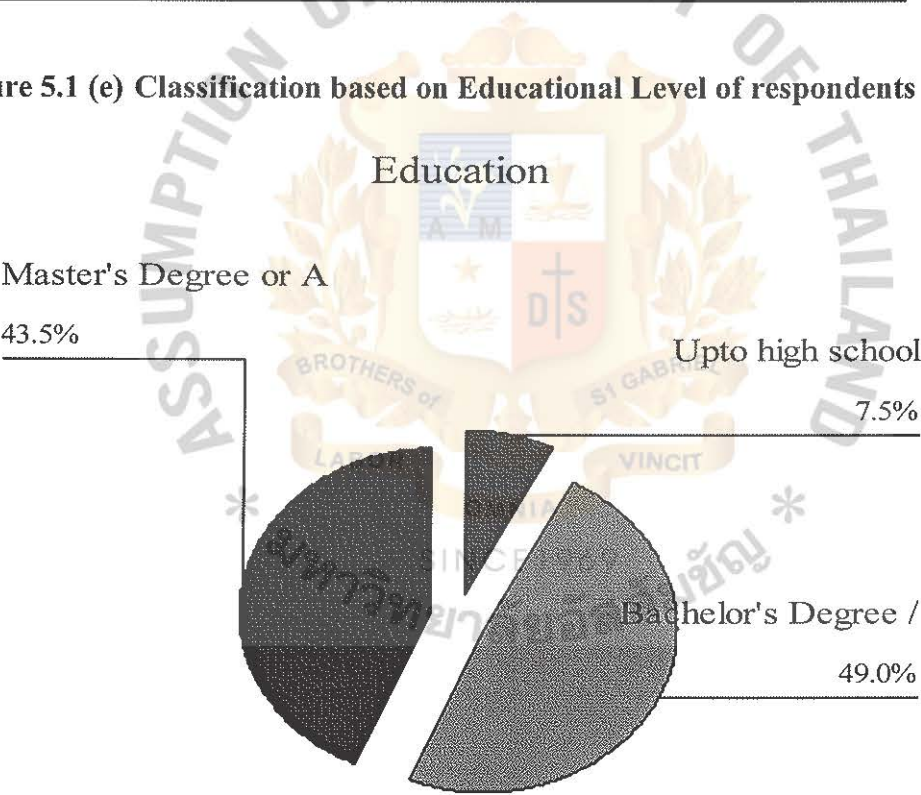
From the above table & graph, the two most significant groups were Self-employed (33.5%) and Student (31%). The third largest group was the Private employees (26.5%). Others represented 9% of the respondents.

5.1.1 (e) Educational Level of respondents

Table 5.1 (e): Classification based on Educational Level of respondents

Educational Level		Frequency	Percent
Valid	Up to high school	15	7.5
	Bachelor's Degree / Diploma	98	49.0
	Master's Degree or Above	87	43.5
	Total	200	100.0

Figure 5.1 (e) Classification based on Educational Level of respondents



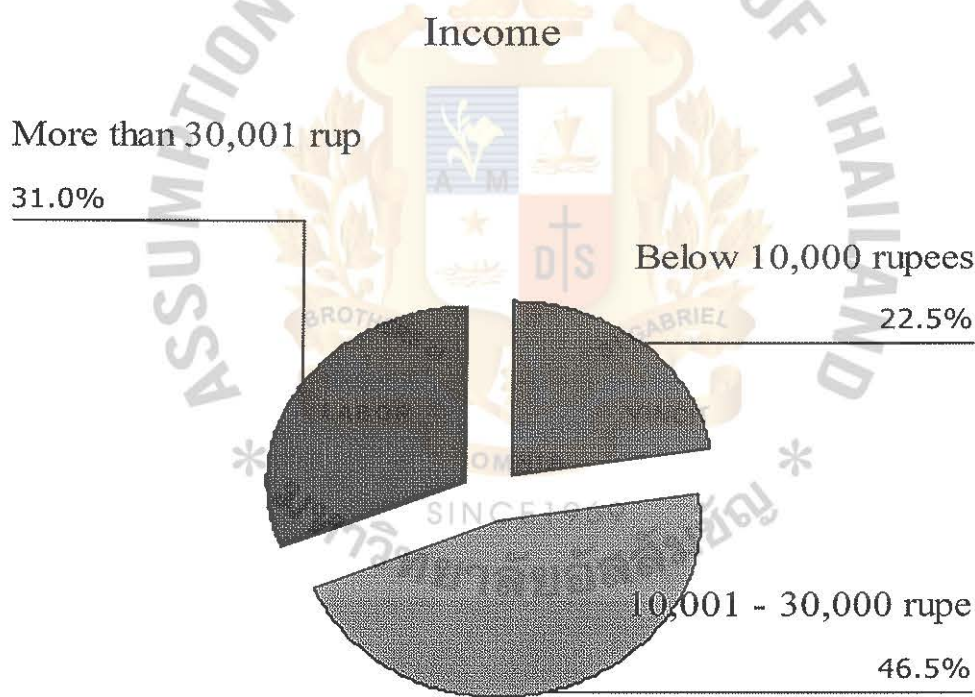
In terms of level of education, 49% of the respondents had been educated to the Bachelor’s Degree or Diploma, 43.5% had been educated to the Master Degree or above and 7.5% had been educated up to high school. This shows the relatively high educational attainment of the respondents.

5.1.1 (f) Personal Monthly Income (Rupees)

Table 5.1 (f): Classification based on Income of respondents

Income		Frequency	Percent
Valid	Below 10,000	45	22.5
	10,001 - 30,000	93	46.5
	More than 30,001	62	31.0
	Total	200	100.0

Figure 5.1 (f) Classification based on Income of respondents



With regard to respondents' personal monthly income, the largest group include those with a monthly income of 10,000-30,000 rupees (46.5%). The second largest group was More than 30,001 rupees. The last group includes those with monthly income Below 10,000 rupees (22.5%).

5.2 Frequencies presented the Measures of Central Tendency and Dispersion format.

5 = Excellent;
4 =Good;
3 = Fair;
2 = Poor;
1= Not good at all.

The scores obtained from the respondents in each question from the questionnaire will be used to calculate the means. Based on the study, the means score is weighted as follows:

Interval calculated for each weighted means score level; (Sasithorn, 1995)

Level

=

5

Range

=

Max. – Min.

=

5 - 1 = 4

Interval

=

Range / Level

=

4 / 5

=

0.8

Rating scale of average weight means score: Perception of Indian tourists of shopping attributes.

Rating Scales	Interpretation
4.20 – 5.00	= Excellent
3.40 – 4.19	= Good
2.60 – 3.39	= Fair
1.80 – 2.59	= Poor
1.00 – 1.79	= Not good at all

Table 5.2.1 Questions: Central Tendencies (Mean) & Dispersion (Standard Deviation)

Questions	Mean	Rating	S.D
Q1. Lighting setting of shops	3.6500	Good	0.76184
Q2. Physical setting of shops	3.6650	Good	0.82424
Q3. Window display of the shops	3.8050	Good	0.59052
Q4. Opening hours of shops	3.7600	Good	0.67429
Q5 Neatness & Cleanliness of shops	3.6000	Good	0.88539
Q6 Accessibility of shops	3.5700	Good	0.81141
Q7 Variety of products in shops	3.8750	Good	0.55761
Q8 Choice of payment methods	3.7150	Good	0.66784
Q9 Language ability of sales staffs	2.9900	Fair	0.72977
Q10 Attitude of sales staffs	3.4200	Good	0.71846
Q11 Availability of branded products	3.6900	Good	0.83510
Q12 Quality of products	3.8500	Good	0.59941
Q13 Price of products	3.7450	Good	0.72982
Q14 Value for money	3.8900	Good	0.65578
Q15 Overall satisfaction with shopping	4.2200	Excellent	0.57729
Total Results	3.6950	Good	0.66593

The results above show that perception of Indian tourists of shopping attributes in Bangkok are **Good** with the mean score of **3.6950**. The perception of Indian tourists of shopping attribute in Bangkok are satisfied with all the attributes which falls under the range of 3.40 - 4.19 but feel that the language ability of sales staff still need improvement as its range is 2.60 – 3.39. The overall satisfaction with shopping by the Indian tourists is Excellent ranging from 4.20 – 5.00.

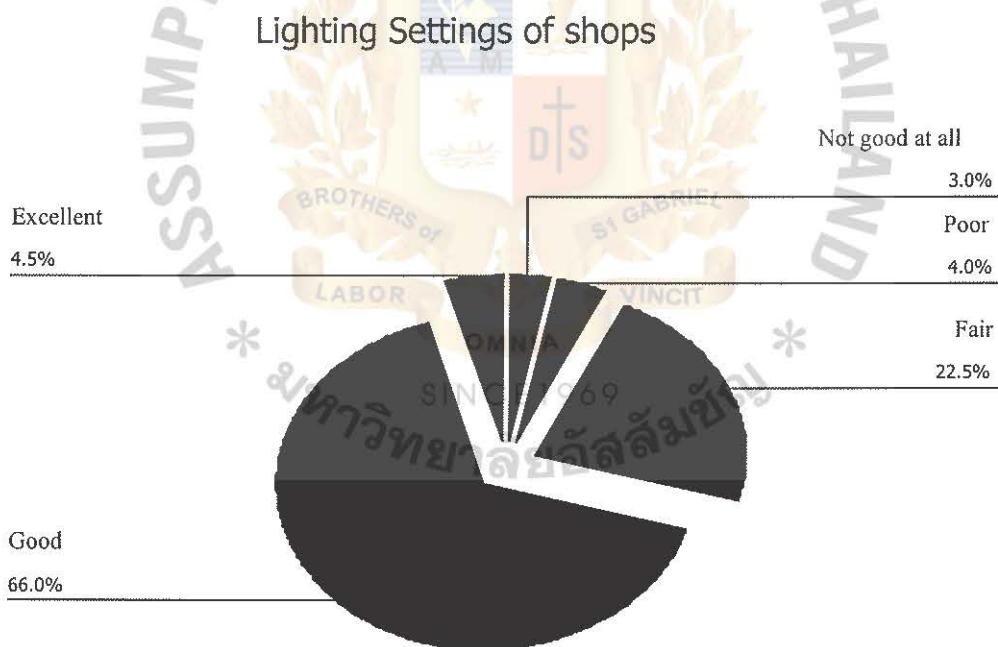
Below are the frequency tables of the shopping attributes showing clearly the results for each attribute by the respondents.

5.2.2 (a) Lighting setting of shops

Table 5.2 (a) Classification based on Lighting setting of shops by respondents

Lighting Settings of shops		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not good at all	6	3.0	3.0	3.0
	Poor	8	4.0	4.0	7.0
	Fair	45	22.5	22.5	29.5
	Good	132	66.0	66.0	95.5
	Excellent	9	4.5	4.5	100.0
	Total	200	100.0	100.0	

Figure 5.2 (a) Classification based on Lighting setting of shops by respondents



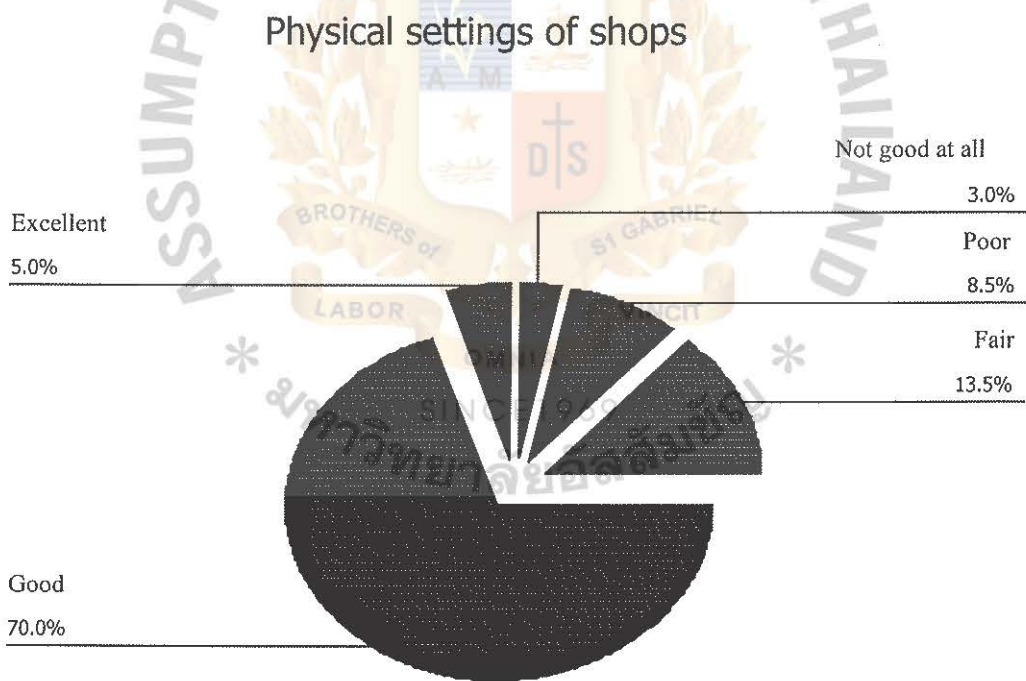
From the above results and graph, **66%** of the total respondents rated the lighting setting of souvenir shops as **Good**, **22.5%** of the total respondents think its is **Fair**, **4.5%** of the total respondents rated it as **Excellent** and others is being rated as **4%** and **3%** for **Poor** and **Not good at all** respectively. With a mean of **3.65**, which means that overall the lighting setting of shops is **Good**.

5.2.2 (b) Physical setting of shops

Table 5.2 (b) Classification based on Physical setting of shops by respondents

Physical settings of shops		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not good at all	6	3.0	3.0	3.0
	Poor	17	8.5	8.5	11.5
	Fair	27	13.5	13.5	25.0
	Good	140	70.0	70.0	95.0
	Excellent	10	5.0	5.0	100.0
	Total	200	100.0	100.0	

Figure 5.2 (b) Classification based on Physical setting of shops by respondents



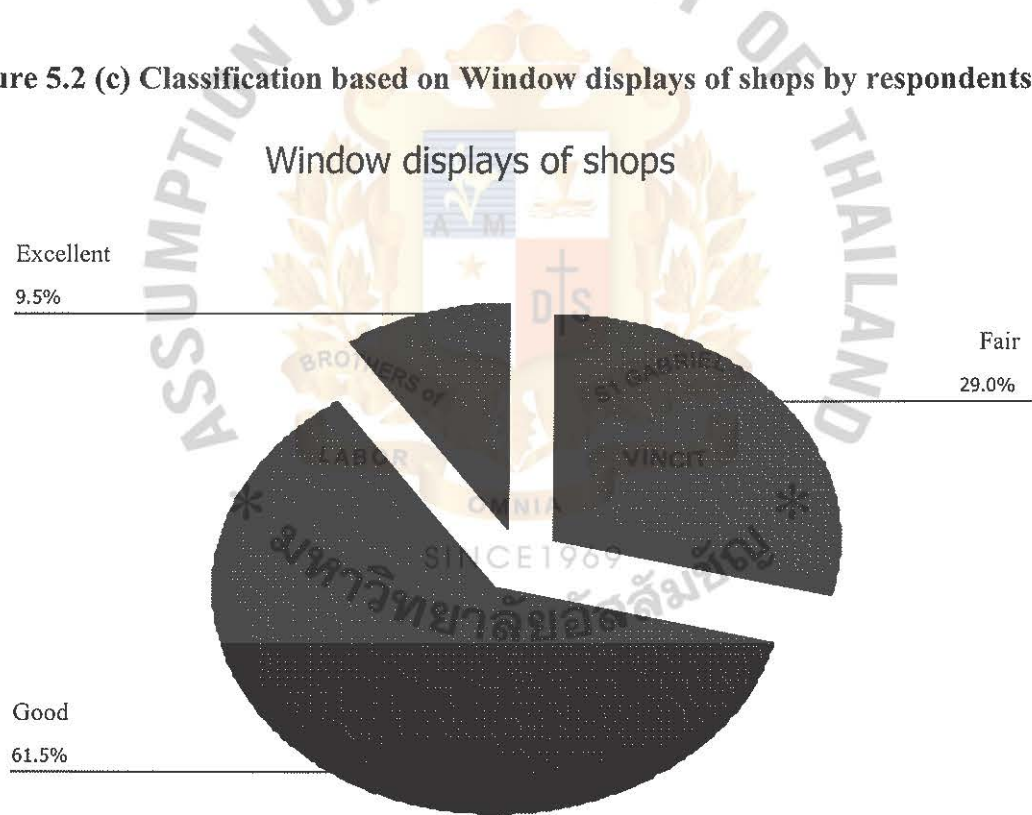
From the above table and graph, **70%** of the total respondents rated **Good** for Physical setting for souvenir shops, with other **13.5%** rated **Fair** and the rest of the respondents rated **8.5%**, **5%** & **3%** for **Poor**, **Excellent** and **Not good at all** respectively for physical setting of souvenir shops. With a mean of **3.665**, which means that overall the physical setting of shops is **Good**.

5.2.2 (c) Window displays of shops

Table 5.2. (c) Classification based on Window displays of shops by respondents

Window displays of shops		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not good at all	0	0	0	0
	Poor	0	0	0	0
	Fair	58	29.0	29.0	29.0
	Good	123	61.5	61.5	90.5
	Excellent	19	9.5	9.5	100.0
	Total	200	100.0	100.0	

Figure 5.2 (c) Classification based on Window displays of shops by respondents



From the above table and graph, **61.5%** of the total respondents rated **Good** for the Window display of the shops, **29%** of the total respondents rated **Fair** and the rest rated **9.5%** as **Excellent**. With a mean of **3.8050**, which means that overall the window displays of shops is **Good**.

5.2.2 (d) Opening hours of shops

Table 5.2 (d) Classification based on Opening hours of shops by respondents

Opening hours of shops		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not good at all	0	0	0	0
	Poor	8	4.0	4.0	4.0
	Fair	51	25.5	25.5	29.5
	Good	122	61.0	61.0	90.5
	Excellent	19	9.5	9.5	100.0
	Total	200	100.0	100.0	

Figure 5.2 (d) Classification based on Opening hours of shops by respondents



From the above table and graph, **61%** of the total respondents rated **Good** for the opening hours of souvenir shops, **25.5%** of the total respondents rated **Fair** and the rest rated **9.5%** and **4%** for **Excellent** and **Poor** respectively. With a mean of **3.760**, which means that overall the physical setting of shops is **Good**.

5.2.2 (e) Neatness & Cleanliness of shops

Table 5.2 (e) Classification based on Neatness & Cleanliness of shops by respondents

Neatness & cleanliness of shops		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not good at all	3	1.5	1.5	1.5
	Poor	28	14.0	14.0	15.5
	Fair	32	16.0	16.0	31.5
	Good	120	60.0	60.0	91.5
	Excellent	17	8.5	8.5	100.0
	Total	200	100.0	100.0	

Figure 5.2 (e) Classification based on Neatness & Cleanliness of shops by respondents



From the above table and graph, 60% of the total respondents rated **Good** for neatness and cleanliness of **souvenir** shops, 16% of the total respondents rated **Fair** and also 14% of the total respondents rated **Poor**. The rest of the respondents rated the neatness & cleanliness as **Excellent (8.5%)** & **Not good at all (1.5%)**. With a mean of 3.6, which means that overall the neatness & cleanliness of shops is **Good**.

5.2.2 (f) Accessibility of shops

Table 5.2 (f) Classification based on Accessibility of shops by respondents

Accessibility of shops		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not good at all	6	3.0	3.0	3.0
	Poor	12	6.0	6.0	9.0
	Fair	55	27.5	27.5	36.5
	Good	116	58.0	58.0	94.5
	Excellent	11	5.5	5.5	100.0
	Total	200	100.0	100.0	

Figure 5.2 (f) Classification based on Accessibility of shops by respondents



From the above table and graph, **58%** of the total respondents found the accessibility of souvenir shops **Good**, with **27.5%** rated **Fair** and the rest of the respondents rated the accessibility as follows: **Excellent (5.5%)** , **Poor (6%)** and **Not good at all (3%)**. With a mean of **3.570**, which means that overall the accessibility of shops is **Good**.

5.2.2 (g) Variety of products in shops

Table 5.2 (g) Classification based on Variety of products in shops by respondents

Variety of products in shops		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not good at all	0	0	0	0
	Poor	0	0	0	0
	Fair	45	22.5	22.5	22.5
	Good	135	67.5	67.5	90.0
	Excellent	20	10.0	10.0	100.0
	Total	200	100.0	100.0	

Figure 5.2 (g) Classification based on Variety of products in shops by respondents



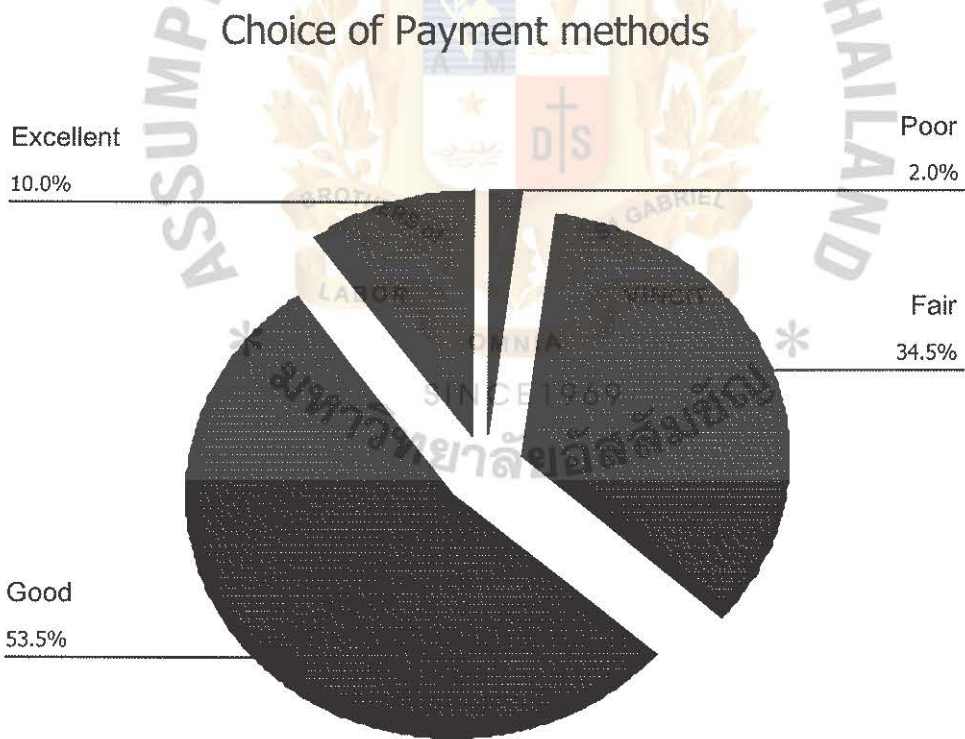
From the above table and graph, **67.5%** of the total respondents rated the variety of products in souvenir shops as **Good**, with another **22.5%** of the respondents rated it as **Fair** and the rest of the respondents rated it as **Excellent (10%)**. With a mean of **3.8750**, which means that overall the variety of products in shops is **Good**.

5.2.2 (h) Choice of Payment methods

Table 5.2 (h) Classification based on Choice of Payment methods by respondents

Choice of Payment methods		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not good at all	0	0	0	0
	Poor	4	2.0	2.0	2.0
	Fair	69	34.5	34.5	36.5
	Good	107	53.5	53.5	90.0
	Excellent	20	10.0	10.0	100.0
	Total	200	100.0	100.0	

Figure 5.2 (h) Classification based on Choice of Payment methods by respondents



From the above table and graph, **53.5%** of the total respondents felt the choice of payment method was **Good**, with **34.5%** of the respondents rated it as **Fair** and the rest of the respondents rated it as **Excellent (10%)** and **Poor (2%)**. With a mean of **3.7150**, which means that overall the choice of payment method is **Good**.

5.2.2 (i) Language ability of sales staffs

Table 5.2 (i) Classification based on Language ability of sales staffs by respondents

Language ability of sales staffs		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not good at all	0	0	0	0
	Poor	54	27.0	27.0	27.0
	Fair	94	47.0	47.0	74.0
	Good	52	26.0	26.0	100.0
	Excellent	0	0	0	0
	Total	200	100.0	100.0	

Figure 5.2 (i) Classification based on Language ability of sales staffs by respondents



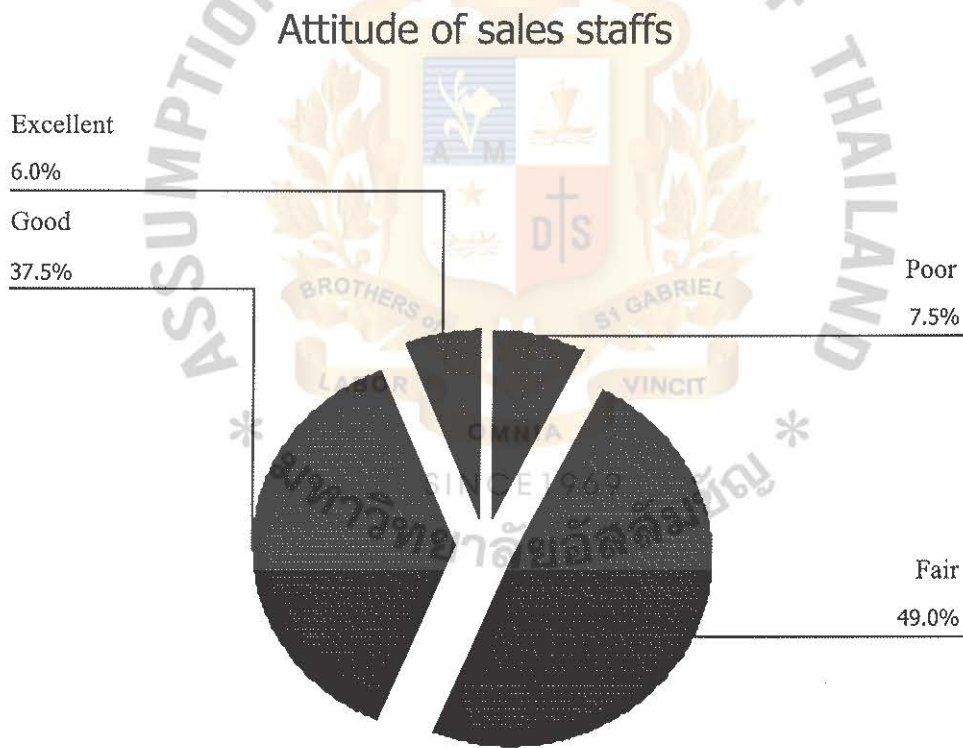
From the above table and graph, **47%** of the total respondents rated **Fair** for the language ability of sales staffs, **27%** of the total respondents rated **Poor** for language ability of sales staffs and the rest **26%** of the respondents rated the language ability of sales staffs as **Good**. With a mean of **2.99**, which means that overall the language ability of sales staffs is **Fair**.

5.2.2 (j) Attitude of sales staffs

Table 5.2 (j) Classification based Attitude of sales staffs by respondents

Attitude of sales staffs		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not good at all	0	0	0	0
	Poor	15	7.5	7.5	7.5
	Fair	98	49.0	49.0	56.5
	Good	75	37.5	37.5	94.0
	Excellent	12	6.0	6.0	100.0
	Total	200	100.0	100.0	

Figure 5.2 (j) Classification based Attitude of sales staffs by respondents



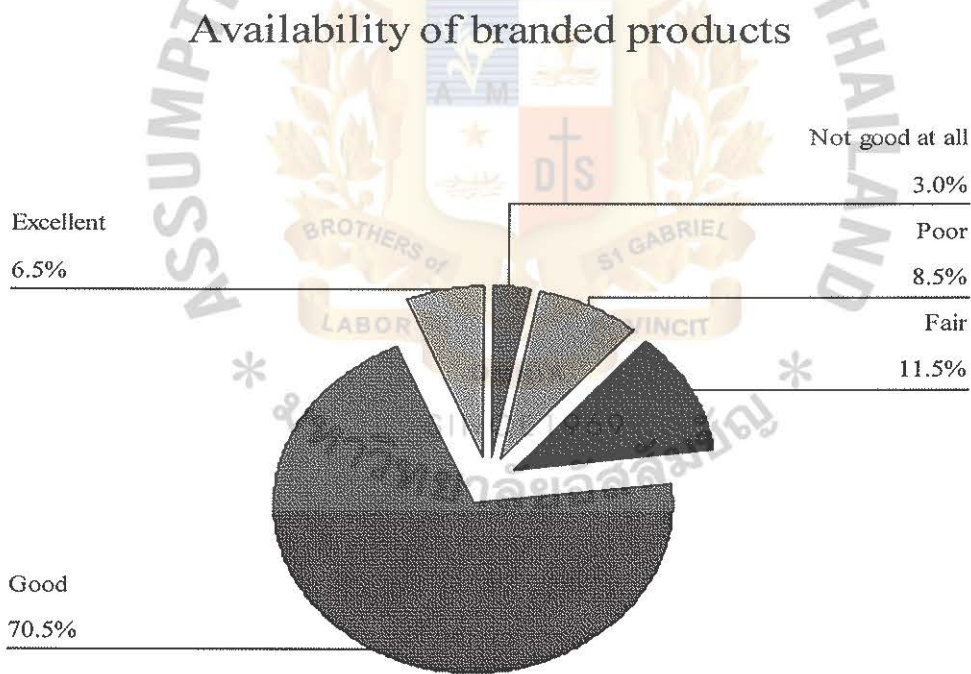
From the above table and graph, **49%** of the total respondents rated the attitude of sales staffs as **Fair**, with another **37.5%** of the respondents rated it as **Good** and the rest of the respondents rated the attitude of sales staffs as **Excellent (6%)** and **Poor (7.5%)**. With a mean of **3.420**, which means that overall the physical setting of shops is **Good**.

5.2.2 (k) Availability of branded products

Table 5.2 (k) Classification based Availability of branded products by respondents

Availability of branded products		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not good at all	6	3.0	3.0	3.0
	Poor	17	8.5	8.5	11.5
	Fair	23	11.5	11.5	23.0
	Good	141	70.5	70.5	93.5
	Excellent	13	6.5	6.5	100.0
	Total	200	100.0	100.0	

Figure 5.2 (k) Classification based Availability of branded products by respondents



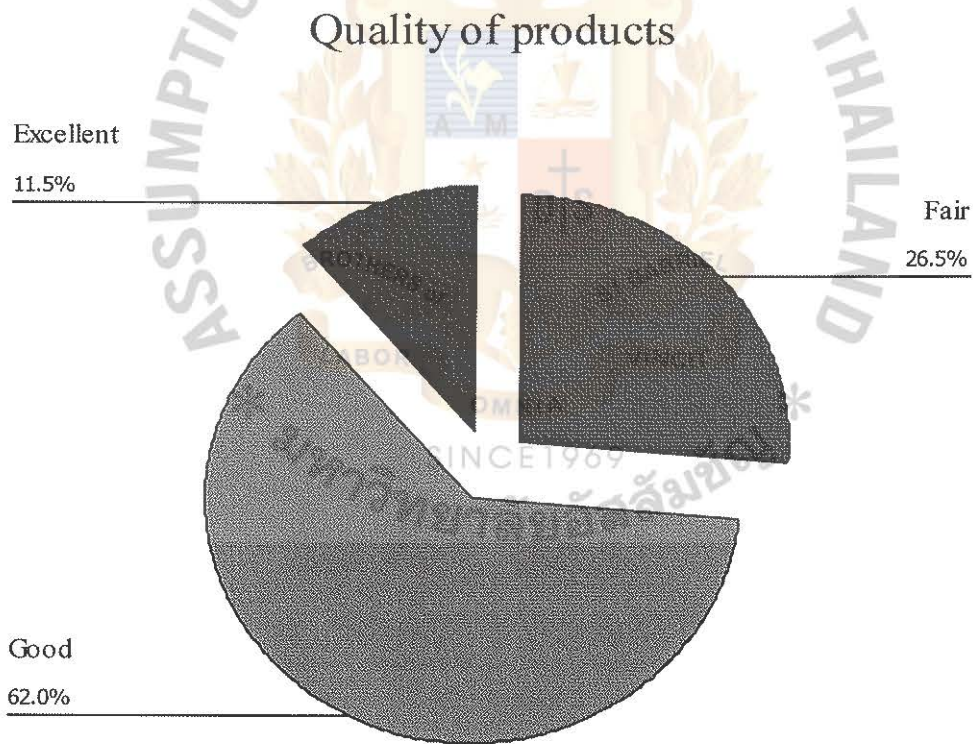
From the above table and graph, **70.5%** of the total respondents rated it as **Good**, with another **11.5%** of the respondents rated as **Fair** and other rated as **Poor (8.5%)** and **Excellent (6.5%)** and the rest of the respondents rated the availability of branded products as and **Not good at all (3%)**. With a mean of **3.690**, which means that overall the availability of branded products is **Good**.

5.2.2 (I) Quality of products

Table 5.2 (I) Classification based Quality of products by respondents

Quality of products		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not good at all	0	0	0	0
	Poor	12	6.0	6.0	6.0
	Fair	33	16.5	16.5	22.5
	Good	129	64.5	64.5	87.0
	Excellent	26	13.0	13.0	100.0
	Total	200	100.0	100.0	

Figure 5.2 (I) Classification based Quality of products by respondents



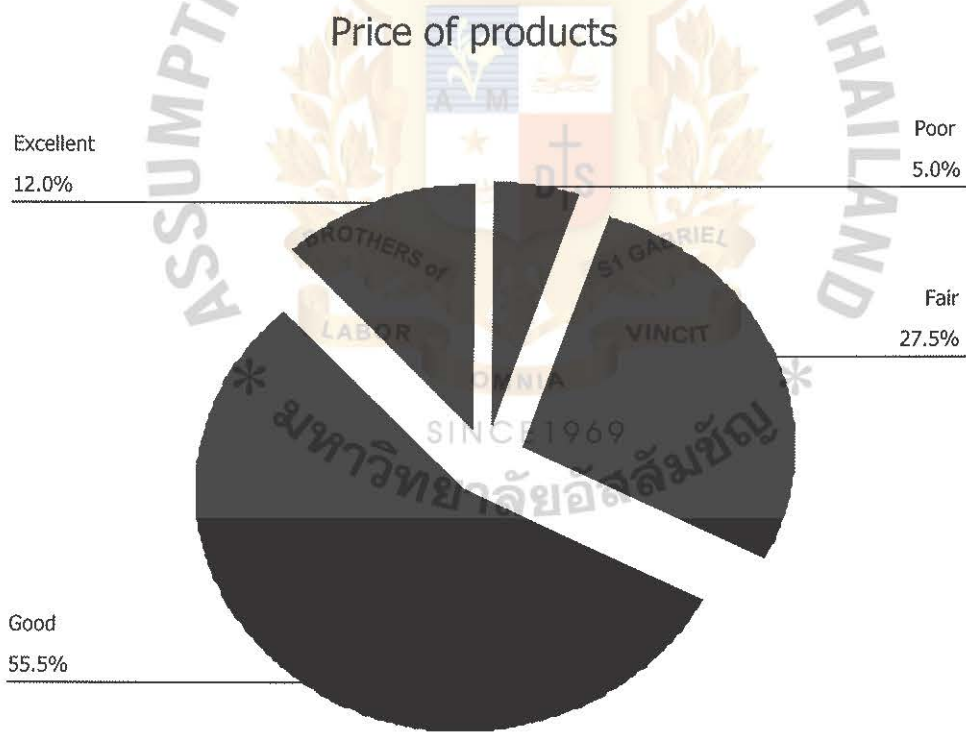
From the above table and graph, **62%** of the total respondents felt the quality of products in the souvenir shops as **Good**, with **26.5%** rated it as **Fair** and the rest **11.5%** of the respondents rated it as **Excellent**. With a mean of **3.850**, which means that overall the quality of products in the shops is **Good**.

5.2.2 (m) Price of products

Table 5.2 (m) Classification based Price of products by respondents

Price of products		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not good at all	0	0	0	0
	Poor	10	5.0	5.0	5.0
	Fair	55	27.5	27.5	32.5
	Good	111	55.5	55.5	88.0
	Excellent	24	12.0	12.0	100.0
	Total	200	100.0	100.0	

Figure 5.2 (m) Classification based Price of products by respondents



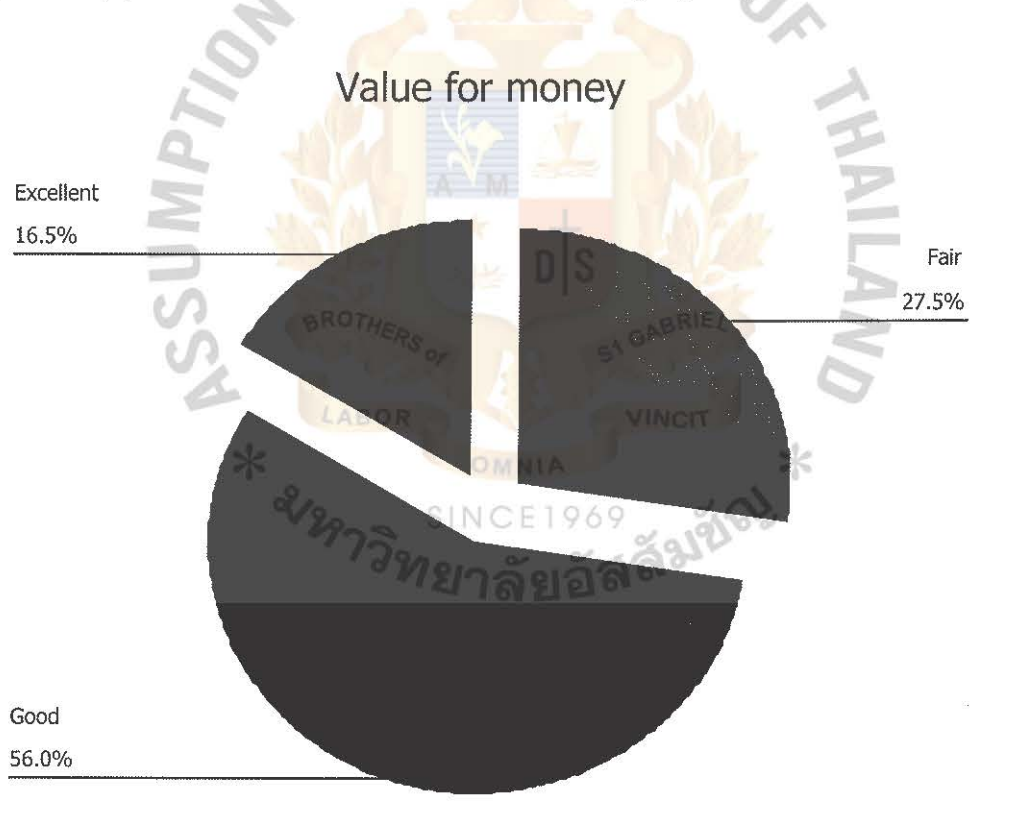
From the above table and graph, **55.5%** of the total respondents rated the price of the products as **Good**, with **27.5%** of the respondents rated it as **Fair**, also another **12%** of the respondents rated it as **Excellent** and the rest **5%** rated it as **Poor**. With a mean of **3.7450**, which means that overall the price of products is **Good**.

5.2.2 (n) Value for money

Table 5.2 (n) Classification based Value for money by respondents

Value for money		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not good at all	0	0	0	0
	Poor	0	0	0	0
	Fair	55	27.5	27.5	27.5
	Good	112	56.0	56.0	83.5
	Excellent	33	16.5	16.5	100.0
	Total	200	100.0	100.0	

Figure 5.2 (n) Classification based Value for money by respondents



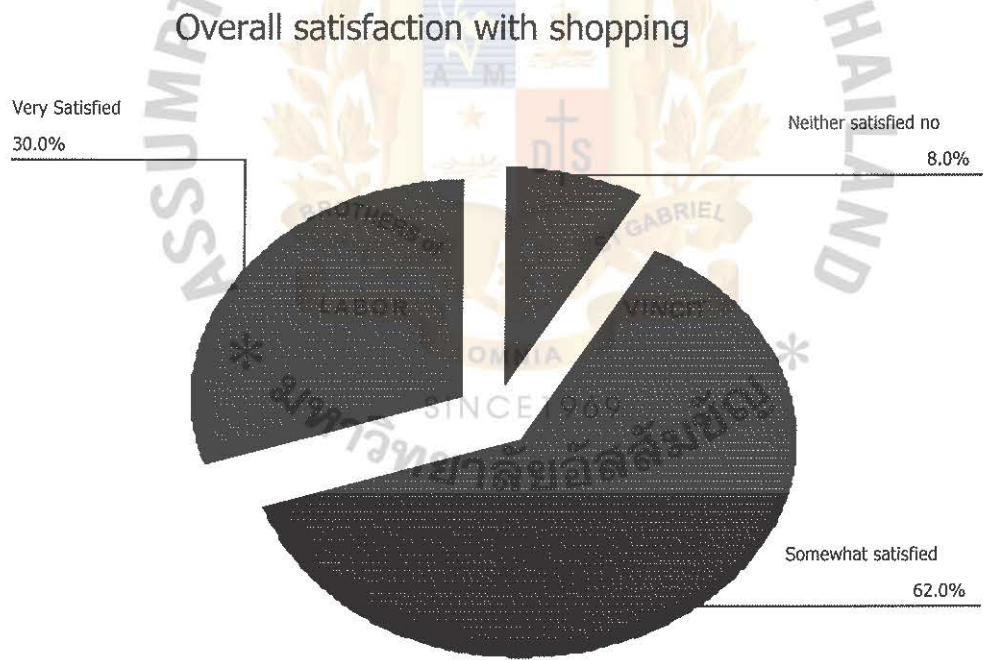
From the above table and graph, **56%** of the total respondents rated the value for money as **Good**, with another **27.5%** of the respondents rated it as **Fair** and the rest **16.5%** of the respondents rated the value for money as **Excellent**. With a mean of **3.890**, which means that overall the value for money is **Good**.

5.2.2 (o) Overall satisfaction with shopping

Table 5.2 (o) Classification based Overall satisfaction with shopping by respondents

Overall satisfaction with shopping		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Dissatisfied	0	0	0	0
	Somewhat dissatisfied	0	0	0	0
	Neither satisfied nor dissatisfied	16	8.0	8.0	8.0
	Somewhat satisfied	124	62.0	62.0	70.0
	Very Satisfied	60	30.0	30.0	100.0
	Total	200	100.0	100.0	

5.2 (o) Classification based Overall satisfaction with shopping by respondents.



From the above table and graph, **62%** of the total respondents feel **Somewhat satisfied** with shopping; with another **30%** of the respondents who are **Very Satisfied** and the rest **8%** of the respondents are **Neither satisfied nor dissatisfied**. With a mean of **4.220**, which means that the overall satisfaction with shopping is **Excellent**.

5.3 Hypothesis Testing

5.3.1 Multiple Regression Analysis

In this research, the researcher wanted to examine what “Y” (dependent variable) would be for a given value of “X” (independent variables). So that, Multiple Linear Regression (MLR) is suitable for two or more independent variables and was used in estimating a dependent variable.

In list of potential important independent variables are extremely long, and the researcher needs some objective method of screening out those that are not important. A systematic approach to building a model with a large number of independent variables is difficult because the interpretation of multivariable interaction is tedious. Therefore, the researcher used a screening procedure known as “stepwise regression”.

Weiers (1994) mentioned that stepwise regression is a method in which independent variables enter the regression analysis one at a time. The first X variable to enter is the one explaining the most variation in Y. At each step, the variable entered explains the greatest amount of the remaining variation in Y.

The equation for Indian tourists overall satisfaction, based on the shopping attributes derived from regression analysis in this study, was expressed in the following equation: (Vincent C. S. Heung, 2000). Multiple regression analysis is calculated as:

$$Y_5 = \beta_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4$$

Where:

Y_5 = Indian tourists' overall satisfaction with shopping in Bangkok.

β_0 = Constant (co-efficient of intercept)

X_1 = Tangible Attribute (Factor 1)

X_2 = Staff Service Quality (Factor 2)

X_3 = Product (Factor 3)

X_4 = Price (Factor 4)

B_1, \dots, B_4 = Regression coefficient of Factor 1 to Factor 4.

5.3.2 Coefficient of Multiple Determination (R^2)

The measure of the regression model's ability to predict is called the coefficient of determination (r^2). R^2 is a statistic that measures the degree of explanatory power achieved by the fitted regression equation. If the regression equation explains all the variation, then $R^2 = 1$. Thus, the better the explanatory power of the regression equation, the closer R^2 is to 1. (Picconi, Romano & Olson, 1993)

$$= \frac{\text{Explained portion of total variation of Y due to regression equation}}{\text{Total variation of Y}}$$

5.3.3 Coefficient of Correlation (R)

R is used to measure of the strength and direction of the linear association two quantitative variables. The possible values of R range from -1.00 to $+1.00$ and indicate the different degrees of linear association that may be found. The extreme

values such as -1.00 and +1.00 indicate perfect negative correlative and perfect positive correlation, respectively.

5.3.4 Testing the level of significance

The test of significance is made at a pre-selected probability level, indicated by alpha (α). It helps to decide whether we can reject the null hypothesis and infer that the difference is significantly greater than a chance difference. If the difference is too large for attribute to chance, we reject the null hypothesis; if not, we do accept it.

The overall test can be conducted by using the F-statistic:

$$F = \frac{MSR}{MSE}$$

MSR = Mean square due to regression;

MSE = Mean square due to error.

The decision rule can be made based on:

If significance of F < α Reject H_0

If significance of F $\geq \alpha$ Accept H_0

Therefore, the purpose of hypothesis testing is to describe which one of the two hypotheses is accepted (Zikmund, 1997).

5.3.5 Hypothesis Testing Results

In this research study the hypotheses are required to be tested. It is to test the perception of Indian tourists of shopping attribute in Bangkok. Using Multiple

Regression Analysis will test the variables for this research. The independent variables are the Tangible Attribute, Staff Service Quality, Product and Price. The dependent variable is the overall satisfaction of shopping in Bangkok.

Hypothesis One

Ho1: There is **no relationship** between the **Tangible Attribute** and the overall satisfaction with *the shopping attributes in Bangkok*.

Ha1: There **is a relationship** between the **Tangible Attribute** and *the* overall satisfaction with *the shopping attributes in Bangkok*.

Table 5.3.1(a): Model Summary for Hypothesis One

Model Summary (f)				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.201(a)	.040	.036	.56695
2	.261(b)	.068	.059	.56006
3	.328(c)	.108	.094	.54950
4	.383(d)	.147	.129	.53872
5	.413(e)	.171	.149	.53249

- a. Predictors: (Constant), Opening hours of shops
- b. Predictors: (Constant), Opening hours of shops, Variety of products in shops
- c. Predictors: (Constant), Opening hours of shops, Variety of products in shops, Window displays of shops
- d. Predictors: (Constant), Opening hours of shops, Variety of products in shops, Window displays of shops, Lighting Settings of shops
- e. Predictors: (Constant), Opening hours of shops, Variety of products in shops, Window displays of shops, Lighting Settings of shops, Physical settings of shops
- f. Dependent Variable: Overall satisfaction with shopping

Table 5.3.1(a) shows that opening hours of shops, variety of products in shops, windows display of shops, lighting setting of shops and physical setting of shops are entered in the final regression model 5 which is the best model. In this table, the sample multiple correlation coefficient (R) is equal to 0.413. R^2 is equal to 0.171 indicating that approximately 17.1percent of the variance overall satisfaction of shopping in Bangkok in the sample can be accounted for by the combination of the independent variables.

Table 5.3.1 (b): ANOVA table for Hypothesis One

ANOVA (f)						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.676	1	2.676	8.325	.004(a)
	Residual	63.644	198	.321		
	Total	66.320	199			
2	Regression	4.527	2	2.264	7.217	.001(b)
	Residual	61.793	197	.314		
	Total	66.320	199			
3	Regression	7.138	3	2.379	7.881	.000(c)
	Residual	59.182	196	.302		
	Total	66.320	199			
4	Regression	9.727	4	2.432	8.379	.000(d)
	Residual	56.593	195	.290		
	Total	66.320	199			
5	Regression	11.313	5	2.263	7.980	.000(e)
	Residual	55.007	194	.284		
	Total	66.320	199			

a. Predictors: (Constant), Opening hours of shops

b. Predictors: (Constant), Opening hours of shops, Variety of products in shops

c. Predictors: (Constant), Opening hours of shops, Variety of products in shops, Window displays of shops

d. Predictors: (Constant), Opening hours of shops, Variety of products in shops, Window displays of shops, Lighting Settings of shops

- e. Predictors: (Constant), Opening hours of shops, Variety of products in shops, Window displays of shops, Lighting Settings of shops, Physical settings of shops
f. Dependent Variable: Overall satisfaction with shopping

Table 5.3.1 (b) shows that $F = 7.980$, $P = 0.004 < 0.05$, so **Reject H_0** . The combination of shopping attributes is significantly related to overall satisfaction of shopping in Bangkok. This means that there is at least one independent variable that can explain the dependent variable (overall satisfaction of shopping Bangkok).

Table 5.3.1 (c): Coefficients for Hypothesis One

Coefficients (a)						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.573	.228		15.696	.000
	Opening hours of shops	.172	.060	.201	2.885	.004
2	(Constant)	4.136	.323		12.811	.000
	Opening hours of shops	.205	.060	.240	3.396	.001
	Variety of products in shops	-.178	.073	-.172	-2.430	.016
3	(Constant)	3.826	.334		11.458	.000
	Opening hours of shops	.138	.064	.161	2.172	.031
	Variety of products in shops	-.255	.076	-.246	-3.336	.001
	Window displays of shops	.227	.077	.232	2.941	.004
4	(Constant)	4.069	.337		12.063	.000
	Opening hours of shops	.158	.063	.184	2.515	.013
	Variety of products in shops	-.280	.075	-.271	-3.717	.000
	Window displays of shops	.335	.084	.343	3.997	.000
	Lighting Settings of shops	-.173	.058	-.228	-2.986	.003

5	(Constant)	4.198	.338		12.425	.000
	Opening hours of shops	.116	.064	.136	1.808	.072
	Variety of products in shops	-.257	.075	-.248	-3.416	.001
	Window displays of shops	.269	.087	.276	3.082	.002
	Lighting Settings of shops	-.358	.097	-.472	-3.693	.000
	Physical settings of shops	.235	.099	.336	2.365	.019

a. Dependent Variable: Overall satisfaction with shopping

Table 5.3.1 (c) shows that the unstandardized coefficient (β) of opening hours of shops, variety of products in shops, windows display of shops, lighting setting of shops and physical setting of shops are 0.116, -0.257, 0.269, -0.358 and 0.235 respectively. As shown, opening hours of shops, windows display of shops and physical setting of shops significantly affect the overall satisfaction of shopping in Bangkok but the other two, variety of products in shops and lighting setting of shops don't significantly affect the overall satisfaction of shopping in Bangkok.

Multiple Regression equation for overall satisfaction of shopping in Bangkok:

Overall satisfaction of shopping in Bangkok = 4.198 + 0.116 (opening hours of shops + 0.269 (windows display of shops) + 0.235 (physical setting of shops.

Table 5.3.1 (d) Excluded Variables for Hypothesis One

Excluded Variables (f)

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance

1	Lighting Settings of shops	-.104(a)	-1.447	.150	-.103	.924
	Physical settings of shops	.043(a)	.559	.577	.040	.831
	Window displays of shops	.141(a)	1.863	.064	.132	.830
	Neatness and cleanliness of shops	-.053(a)	-.754	.452	-.054	.980
	Accessibility of shops	-.109(a)	-1.560	.120	-.110	.989
	Variety of products in shops	-.172(a)	-2.430	.016	-.171	.948
	Choice of Payment methods	-.016(a)	-.217	.829	-.015	.943
2	Lighting Settings of shops	-.096(b)	-1.344	.181	-.096	.922
	Physical settings of shops	.049(b)	.651	.516	.046	.830
	Window displays of shops	.232(b)	2.941	.004	.206	.732
	Neatness and cleanliness of shops	-.052(b)	-.741	.459	-.053	.980
	Accessibility of shops	-.056(b)	-.756	.451	-.054	.863
	Choice of Payment methods	.042(b)	.566	.572	.040	.852
	Lighting Settings of shops	-.228(c)	-2.986	.003	-.209	.749
3	Physical settings of shops	-.087(c)	-1.008	.315	-.072	.607
	Neatness and cleanliness of shops	-.209(c)	-2.670	.008	-.188	.724
	Accessibility of shops	-.200(c)	-2.465	.015	-.174	.674
	Choice of Payment methods	.019(c)	.258	.796	.018	.841
	Physical settings of shops	.336(d)	2.365	.019	.167	.212
	Neatness and cleanliness of shops	-.085(d)	-.755	.451	-.054	.345
	Accessibility of shops	-.090(d)	-.909	.364	-.065	.444
4	Choice of Payment methods	-.020(d)	-.271	.787	-.019	.815
	Neatness and cleanliness of shops	-.092(e)	-.826	.410	-.059	.345
	Accessibility of shops	-.088(e)	-.900	.369	-.065	.444
	Choice of Payment methods	-.034(e)	-.462	.645	-.033	.810

- a. Predictors in the Model: (Constant), Opening hours of shops
- b. Predictors in the Model: (Constant), Opening hours of shops, Variety of products in shops
- c. Predictors in the Model: (Constant), Opening hours of shops, Variety of products in shops, Window displays of shops
- d. Predictors in the Model: (Constant), Opening hours of shops, Variety of products in shops, Window displays of shops, Lighting Settings of shops
- e. Predictors in the Model: (Constant), Opening hours of shops, Variety of products in shops, Window displays of shops, Lighting Settings of shops, Physical settings of shops
- f. Dependent Variable: Overall satisfaction with shopping

Hypothesis Two

Ho2: There is **no relationship** between the **Staff Service Quality** and *the* overall satisfaction with *the shopping attributes in Bangkok*.

Ha2: There is **a relationship** between the **Staff Service Quality** and *the* overall satisfaction with *the shopping attributes in Bangkok*.

Table 5.3.2 (a) Model Summary for Hypothesis Two

Model Summary (b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.280(a)	.078	.074	.55567

- a. Predictors: (Constant), Language ability of sales staffs
- b. Dependent Variable: Overall satisfaction with shopping

Table 5.3.2 (a) shows that language ability of sales staffs is entered in the final regression model one. In this table, the sample multiple correlation coefficient (R) is equal to 0.280. R^2 is equal to 0.078 indicating that approximately 7.8 percent of the variance overall satisfaction of shopping Bangkok in the sample can be accounted for by the independent variable.

Table 5.3.2 (b) ANOVA table for Hypothesis Two

ANOVA (b)						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.184	1	5.184	16.790	.000(a)
	Residual	61.136	198	.309		
	Total	66.320	199			

a. Predictors: (Constant), Language ability of sales staffs

b. Dependent Variable: Overall satisfaction with shopping

Table 5.3.2 (b) shows that $F = 16.790$, $P = 0.000 < 0.05$, so **Reject Ho2**. The language ability of sales staffs is significantly related to overall satisfaction of shopping in Bangkok.

Table 5.3.2 (c) Coefficients for Hypothesis Two

Coefficients (a)						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.559	.166		21.425	.000
	Language ability of sales staffs	.221	.054	.280	4.098	.000

a. Dependent Variable: Overall satisfaction with shopping

Table 5.3.2 (c) shows that the unstandardized coefficient (β) of language ability of sales staffs is 0.221. Therefore, it can be concluded that language ability of sales staffs significantly affect the overall satisfaction of shopping in Bangkok.

Multiple Regression equation for overall satisfaction of shopping in Bangkok:

Overall satisfaction of shopping in Bangkok = $3.559 + 0.221$ (language ability of sales staffs).

Table 5.3.2 (d) Excluded Variables for Hypothesis Two

Excluded Variables (b)						
Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Attitude of sales staffs	-.133(a)	-1.727	.086	-.122	.772

a. Predictors in the Model: (Constant), Language ability of sales staffs

b. Dependent Variable: Overall satisfaction with shopping

Hypothesis Three

Ho3: There is **no relationship** between the **Product** and *the* overall satisfaction with *the shopping attributes in Bangkok.*

Ha3: There is **a relationship** between the **Product** and *the* overall satisfaction with *the shopping attributes in Bangkok.*

Table 5.3.3 (a) Model Summary for Hypothesis Three

Model Summary (b)				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.154(a)	.024	.019	.57185

a. Predictors: (Constant), Quality of products

b. Dependent Variable: Overall satisfaction with shopping

Table 5.3.3 (a) shows that quality of products is entered in the final regression model one. In this table, the sample multiple correlation coefficient (R) is equal to 0.154. R^2 is equal to 0.024 indicating that approximately 2.4 percent of the variance overall satisfaction of shopping Bangkok in the sample can be accounted for by the independent variable.

Table 5.3.3 (b) ANOVA table for Hypothesis Three

ANOVA (b)						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.571	1	1.571	4.806	.030(a)
	Residual	64.749	198	.327		
	Total	66.320	199			

a. Predictors: (Constant), Quality of products

b. Dependent Variable: Overall satisfaction with shopping

Table 5.3.3 (b) shows that $F = 4.806$, $P = 0.03 < 0.05$, so **Reject Ho3**. The quality of products is significantly related to overall satisfaction of shopping in Bangkok.

Table 5.3.3 (c) Coefficients of Hypothesis Three

Coefficients (a)						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.649	.263		13.850	.000
	Quality of products	.148	.068	.154	2.192	.030

a. Dependent Variable: Overall satisfaction with shopping

Table 5.3.3 (c) shows that the unstandardized coefficient (β) of quality of products is 0.148. Therefore, it can be concluded that quality of products significantly affect the overall satisfaction of shopping in Bangkok.

Multiple Regression equation for overall satisfaction of shopping in Bangkok:

Overall satisfaction of shopping in Bangkok = $3.649 + 0.148$ (quality of products).

Table 5.3.3 (d) Excluded Variables for Hypothesis Three

Excluded Variables (b)						
Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Availability of branded products	.062(a)	.702	.484	.050	.641

a. Predictors in the Model: (Constant), Quality of products
b. Dependent Variable: Overall satisfaction with shopping

Hypothesis Four

Ho4: There is **no relationship** between the **Price** and *the* overall satisfaction with *the shopping attributes in Bangkok.*

Ha4: There **is a relationship** between the **Price** and *the* overall satisfaction with *the shopping attributes in Bangkok.*

Table 5.3.4 (a) Model Summary of Hypothesis Four

Model Summary (b)				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.237(a)	.056	.051	.56229

a. Predictors: (Constant), Value for money
b. Dependent Variable: Overall satisfaction with shopping

Table 5.3.4 (a) shows that quality of products is entered in the final regression model one. In this table, the sample multiple correlation coefficient (R) is equal to 0.237. R² is equal to 0.056 indicating that approximately 5.6 percent of the variance overall satisfaction of shopping Bangkok in the sample can be accounted for by the independent variable.

Table 5.3.4 (b) ANOVA table for Hypothesis Four

ANOVA (b)						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.719	1	3.719	11.763	.001(a)
	Residual	62.601	198	.316		
	Total	66.320	199			

a. Predictors: (Constant), Value for money
b. Dependent Variable: Overall satisfaction with shopping

Table 5.3.4 (b) shows that $F = 11.763$, $P = 0.001 < 0.05$, so **Reject H_04** . The value for money is significantly related to overall satisfaction of shopping in Bangkok.

Table 5.3.4 (c) Coefficient for Hypothesis Four

Coefficients (a)						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.409	.240		14.219	.000
	Value for money	.208	.061	.237	3.430	.001

a. Dependent Variable: Overall satisfaction with shopping

Table 5.3.4 (c) shows that the unstandardized coefficient (β) of value fro money is 0.208. Therefore, it can be concluded that value for money significantly affect the overall satisfaction of shopping in Bangkok.

Multiple Regression equation for overall satisfaction of shopping in Bangkok:

Overall satisfaction of shopping in Bangkok = 3.409 + 0.208 (value for money).

Table 5.3.4 (d) Excluded Variables for Hypothesis Four

Excluded Variables (b)

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Price of products	-.012(a)	-.116	.908	-.008	.454

a. Predictors in the Model: (Constant), Value for money

b. Dependent Variable: Overall satisfaction with shopping

From the result of the overall regression analysis as shown above in the Table 5.3.5 (a), to predict the goodness of fit regression model, the multiple correlation coefficient (R), coefficient of determination (R^2) and F-ratio were examined. First, the R of independent variables (X_1 TO X_4), on the dependent variable (Indian tourists' overall satisfaction of shopping in Bangkok) (Y_s) is **0.579**, which shows that the Indian tourists had positive and high overall satisfaction with the four shopping dimensions.

Second, the R^2 is 0.336, suggesting that more than 30% of the variation of tourists' overall satisfaction is explained by the four shopping dimensions. Last, the F-ratio, which explains whether the results of the regression model could have occurred by chance, by the value of 10.669 (significant at 0.0000) and is considered significant. The regression model achieved a satisfactory level goodness of fit I predicting the variance of Indian tourists' overall satisfaction in relation to the four shopping dimensions, as measured by the above-mentioned R, R^2 , and F-ratio.

In the regression analysis, the beta coefficients can be used to explain the relative importance of the four shopping dimensions (independent variables) in contributing to the variance in Indian tourists' overall satisfaction (dependent variable). As far as the relative importance of the four shopping attributes is concerned, seeing the Table 5.3.5 (b), Factor 2 (Staff Service Quality = 0.280, significance = 0.000) carried the heaviest weight for Indian tourists' overall satisfaction, followed by Factor 1 (Tangible Attribute = 0.249, significance = 0.000) also followed by Factor 4 (Price = 0.237, significance = 0.001) and Factor 3 (Product = 0.154, significance = 0.030). The results show that a one-unit increase in satisfaction with Staff Service Quality would lead to a 0.280 unit (or 28%) increase in Indian tourists' overall satisfaction with shopping in Bangkok, other variables being held constant.

Table 5.3.5 (a) Coefficients for the four shopping attributes

Variable in the equation	Unstandardized Coefficients		Standardized Coefficients	t	Significant t
	Beta	SE Beta	Beta		
1	0.620	0.422	0.249	7.255	0.000
2	0.221	0.054	0.280	4.098	0.000
3	0.148	0.068	0.154	2.192	0.030
4	0.208	0.061	0.237	3.430	0.001
Constant	3.7037	0.2517		61.919	0.000

5.3.6 Reliability Test

To test the reliability and internal consistency of each factor, Cronbach’s alpha (α) of each factor was determined. The results showed that the alpha coefficients ranged from 0.64 to 0.84 for the four factors. The overall satisfaction reliability is considered very reliable at 0.8561. The results are considered more than reliable, since 0.60 is the minimum value for accepting the reliability test. (Nunnally, 1967). Results of the factor analysis of data from the samples are summarized in the appendix.

The results of the Cronbach’s Alpha for each factor for the total population to test its reliability for further study.

Tangible Attribute	$\alpha = 0.8234$
Staff Service Quality	$\alpha = 0.6465$
Product	$\alpha = 0.7243$
Price	$\alpha = 0.8472$
Overall satisfaction	$\alpha = 0.8561$

The four factors underlying Indian tourists’ perception of shopping attributes in Bangkok are a follows: See Appendix C.

- **Tangibles Attribute (Factor 1):** This factor contains eight items & explains 41.39% of the variance in the data, with an eigenvalues of 5.79. The items

associated with this factor deal with the tangible dimensions of shopping facilities and products including “lighting setting of shops”, “physical setting of shops”, “window display”, “opening hours of shops”, neatness & cleanliness of shops”, “accessibility of shops”, “variety of products selection”, & “choice of payment methods”. The Cronbach alpha (α) of this factor is 0.9309, which is greater than 0.60.

- **Staff Service Quality (Factor 2):** Accounting for 15.62% of the variance, with an eigenvalues of 2.18, this factor is loaded with two items that refer to service quality offered by sales personnel. The two items are “language ability of sales staffs” & “attitude of sales staffs. The Cronbach alpha (α) of this factor is 0.7112, which is greater than 0.60.
- **Product (Factor 3):** Loaded with three items, this factor accounts for 13.86% of the variance, with an eigenvalues of 1.94. The two items are “quality of products”, & “availability of branded products”. The Cronbach alpha (α) of this factor is 0.7465, which is greater than 0.60.
- **Price (Factor 4):** Containing two items, this factor explains 9.34% of the variance, with an eigenvalue of 1.034. The two items are “price of the products” & “value for money”. The Cronbach alpha (α) of this factor is 0.9727, which is greater than 0.60.

Research Analysis (Results)

Table 5.4: Summary of Result from Hypotheses Testing

Hypothesis	Statistic Test	Level of Significance	F - Test	Result
Ha1: There is a relationship between Tangible Attribute & the overall satisfaction with the shopping attributes in Bangkok.	Multiple Regression Analysis	0.004	7.980	Reject Ho
Ha2: There is a relationship between the Staff Service Quality and the overall satisfaction with the shopping attributes in Bangkok.	Multiple Regression Analysis	0.000	16.790	Reject Ho
Ha3: There is a relationship between the Product and the overall satisfaction with the shopping attributes in Bangkok.	Multiple Regression Analysis	0.030	4.806	Reject Ho
Ha4: There is a relationship between the Price and the overall satisfaction with the shopping attributes in Bangkok.	Multiple Regression Analysis	0.001	11.763	Reject Ho

CHAPTER – 6

RESEARCH RESULTS

In this chapter, summaries of research results from the data analysis in the previous chapter are discussed. The chapter comprises of three main sections, **Section One** comprises of conclusions drawn for each result obtained after analyzing the Research problem and Hypothesis. The second half provides general conclusions for results from the other data analysis will also be discussed. **Section Two** presents Recommendations furnished pertaining to the present Tourism Industry & Shopping Establishments to improve their shopping attributes. Further issues pertaining to Tourism in Thailand is presented in **Section Three** where Implication for Future Research is advised.

6.1 Conclusions drawn against the Research

Conclusions are drawn against three major aspects namely:

- 1) Research Problems
- 2) Research Objectives

6.1.1 Conclusion against the Research Problems

As this research study focuses on investigating the relationship between various shopping attributes & its overall satisfaction with shopping in Bangkok when the Perception of Indian tourists comes into consideration:

“What is the perception of Indian tourist of shopping attributes in bangkok, and their relationship with Indian tourist overall satisfaction with shopping in sampheng’s souvenir shops in bangkok?”

In this research, four shopping attributes (four hypothesis statements) are tested, to examine whether the perception of Indian tourists has any association with the relationship between **the Shopping attributes and the overall satisfaction of shopping in Bangkok**. The attributes are listed below:

- 1) Tangible Attribute (Hypothesis One)
- 2) Staff Service Quality (Hypothesis Two)
- 3) Product (Hypothesis Three)
- 4) Price (Hypothesis Four)

From analyzing the collected data, it can be concluded that there is a relationship between the four shopping attributes and the overall satisfaction of shopping in Bangkok. Therefore the four shopping attributes have an impact on the overall satisfaction of shopping in Bangkok.

6.1.2 Conclusions drawn against the Research Objectives:

Objective One:

To study the perception of *Indian tourists* on various dimensions of shopping attributes of sampheng's souvenir shops in bangkok.

Conclusion:

In this process of studying the perception of Indian tourists on shopping in Bangkok in relations to the shopping attributes, the Indian tourists are somewhat satisfied with shopping in Bangkok.

The above can be inferred by the tests conducted on the Measurement of relationship between perception of Indian tourists on shopping in Bangkok and its shopping attributes.

The results proved that the *Four Shopping attributes* are considered the main factors that Indian tourists feel, are important to satisfy their shopping.

- **Tangible Attribute:** Indian Tourists feel that this attribute is the second most important attribute as each variable has a mean of average 3.7050 which means that the attribute is Good.
- **Staff Service Quality:** This attribute is the most important attribute rated by the respondents and has an average mean of 3.205, which means it is Fair and needs improve to satisfy the customers.

- **Product:** is considered the least important attribute for Indian tourists' overall satisfaction with shopping in Bangkok, but has an average mean of 3.7700, which is high and is rated as Good. This means that this factor cannot be neglected at any stage as it does make a difference to satisfying customers and visitors.
- **Price:** is the third most important factor-affecting tourists shopping satisfaction, which has an average mean of 3.8175 that stand for Good. This clearly tells that it can have an impact on the customers if this factor is not taking into careful considerations. The visitors come to Thailand on the perception that price is reasonable and cheap to a particular extent. Therefore, it is an important factor-affecting tourists shopping satisfaction.

Objective Two:

To study the relationship between the perception of shopping attributes of sampheng's souvenir shops in Bangkok and the Indian tourist *overall satisfaction* with shopping attribute of sampheng's clothing shops in bangkok.

The results pertaining to the above objective are based on the Questionnaire in the appendix, where the respondents were asked to show the extent to which they think such a shopping experience at the sampheng's souvenir shops would possess the features describes by each statement.

The results proved that the overall satisfaction of shopping in Bangkok is **satisfied (Excellent) at the mean of 4.22**. The results of the shopping attributes in relation to the overall satisfaction the lighting setting of shops are Good at the mean of 3.6500, physical setting of shops at the mean of 3.6650, window display of shops at the mean of 3.8050, opening hours of shops at the mean of 3.76, neatness & cleanliness at the mean of 3.60, accessibility of shops at the mean of 3.57, variety of products in shops at the mean of 3.8750, choice of payment method at the mean of 3.7150, language ability of sales staffs at the mean of 2.99, attitude of sales staffs at the mean of 3.42, availability of branded products at the mean of 3.69, quality of products at the mean of 3.85, price of products at the mean of 3.7450, and value for money at the mean of 3.89.

6.2 Recommendation

In all four cases, it has been observed that there is a relationship between the perception of Indian tourists on shopping attributes and the overall satisfaction on shopping in Bangkok. This reflects that, their perception about shopping in Bangkok regarding to following shopping attributes: Tangibles attributes, Staff Service Quality, Product & Price, has definitely had an impact on their overall satisfaction in each case. As concluded from the previous sections of the research, there exists a relationship between the Overall satisfaction of shopping in Bangkok and the perception of Indian tourists on shopping attributes. Recommendations contributed are to the four attributes mentioned above:

6.2.1 Tangible Attribute:

Consolidating overall results obtained we can conclude that “**Tangible Attribute**” is reflected as one of the shopping attributes that affect the shopping experiences of the Indian tourists. From the data evaluated tangible attribute is considered the second most important attribute for Indian tourists’ overall satisfaction with shopping in Bangkok. Most important attributes in this factor resulted with the high percentage of rating as a “Good” shopping attribute. The following recommendations may be contributed based on analysis.

Bangkok, Thailand should place great emphasis on the total experience received by tourists such as great service, quality assurance, variety, visual stimulation, and a comfortable and pleasant environment. This is because Thailand is a major competitor to Singapore and Hong Kong. Therefore Thailand retailers and tourism planners should not ignore the importance of positive tangible features in enhancing visitors’ and Indian tourists’ satisfaction. In fact, those tangible features such as “window displays”, “accessibility” and “physical setting of shops” can be considered as the augmented product. (Logarta, 1997)

Augmentation comprises the difference between the contractual essentials of the formal product and the totality of all the benefits and services experienced. Augmentation expresses the ideas of value added over and above the former offer (Middleton 1994). Tangible Attribute represents a vital opportunity for retailers to differentiate their own products and services from the competitors.

6.2.2 Staff Service Quality

From the results shown from the regression model, “**Staff Service Quality**” was the most important underlying dimension affecting respondents’ shopping satisfaction. This is because retailing is a service industry, it is natural that customers would have high expectations and demands in relation to the quality of services provider in terms of attitude and language ability. Therefore, retailing personnel, especially frontline sales staffs, must acquire the necessary communication and interpersonal skills and be enthusiastic and service will be important in encouraging purchasing by visitors and Indian tourists. Retailers and tourism planners could encourage frontline staffs to improve their language ability and working attitude by organizing workshops and practical training.

In this way, staffs would acquire the necessary skills to deliver excellent service to the customers. Incentives for improving staff quality could also be provided by retailers in the form of better remuneration packages and opportunities for advancement to outstanding sales staffs. Staff rewarded in this manner would no doubt work hard to gain recognition.

6.2.3 Price

The third most important factor-affecting tourists shopping satisfaction was **“Price” (Factor 3)**. Thailand is commonly regarded as a destination selling reasonable price, and has long been a magnet for bargain-hungry Indian tourists and others. So, respondents can get products cheap yet of good quality. In addition, shoppers can take advantage of the fact that most consumer goods are tax free. In Bangkok, Sampheng area is best for wholesales accessories and souvenir shops. It has a variety of products in different range of prices but they are some fixed price products.

Thailand also offers the best deal on such luxury items as CD players, cameras, and Rolex watches in many areas in Bangkok and up countries. Retailers in Bangkok area such as Sampheng and Cha laek, offer those items at prices below the average that is offered by the other areas such as Siam Square area.

6.2.4 Product:

From the data evaluated, product is considered the least important attribute for Indian tourists' overall satisfaction with shopping in Bangkok. Although this factor got the low beta, this factor should not be neglected. From the questionnaire, respondents rated the availability of branded products as 70.5% Good and the quality of product as 62% Good. This result definitely says that the products are of good quality and are available. Thailand is also commonly regarded as a destination

selling top-quality consumers goods at reasonable price. It is not surprising that for many years, visitors spending has accounted for at least 30% of tourism receipts (Tourism Authority of Thailand, Statistical Report 2002).

All the above recommendations provides suggest how the government of Thailand could improvise on conditions and shopping attributes perceived in the minds of tourists which either need to be corrected or projected in to new forms. However, the main focus should be on change. Since the markets, preferences of tourists and their expectation are constantly changing. The retailers have to be updated in its recreational ideas, services and technology.

6.3 Scope for Further Research

This thesis provides only general picture of tourists' overall shopping satisfaction in Bangkok. There is a need for more research. First, studies could measure tourists' level of shopping satisfaction by country of origin, in particular in terms of big spenders such as tourists from Mainland China, Japan, Taiwan and Malaysia. (Tourism Authority of Thailand, 2002).

Second, a socio demographic approach could be taken to investigate tourists' level of shopping satisfaction by gender, age, purpose of visit, occupation and income level. Third, studies could be applied to other countries and regions using a similar research method so that a competitive analysis of tourism shopping

in different destinations can be explored. In addition, perceptions of tourism shopping satisfaction by retailers could be measured so as to identify whether any gaps exist between tourists' and retailers' perceptions of shopping attributes.

6.4 Conclusion

In this study, using factor analysis, 14 shopping attributes were divided into four shopping dimensions: Tangible Attribute, Staff Service Quality, Product and Price. The results of this study reveal that Staff Service Quality has the most important influence on Indian tourists' shopping experience. The second most influential dimension is Tangible Attribute. The third most important dimension is Price. The fourth most influential is Product.

The tourism authority has also attempted to position Thailand as a shopping paradise, which puts it more directly in competition with Singapore and Hong Kong. The shopping-paradise image was highlighted under the "Amazing Thailand Grand Sales" promotion of recent years, when stores throughout the country offered discounts of 15 to 80 percent in conjunction with the devaluation of the Thai baht. This promotion seemed successful. For example, Germany's *Globo* magazine ranked Thailand as the second-most-attractive shopping destination in the world in 1998 (Tourism Authority of Thailand, Tourism Marketing Plan 2000, Bangkok: TAT, 1999).

These research finding can be used by retailers and tourism planners in formulating strategies to maintain or enhance their competitiveness in tourism and related industries. Because Staff Service Quality is the most important dimension, improvement in the attitude and language ability of sales staff are needed. Awareness of cultural differences between different groups of tourists could also help to improve service quality.

In addition, more and better shopping facilities should be developed to add value to the core product of shopping. It is important for retailers and tourism planners to understand the needs of tourists and the factors that affect their perceived shopping experience. To maintain its competitiveness as a shopping destination, Thailand may have to develop more shopping facilities such as shopping villages and malls, foster cooperation between the tourism and retail industries, and reformulate its marketing and promotional strategies. Taking into account the global standardization in products, the growing equalization in prices and the increasingly fierce competition between major destinations. This is because the importance of quality environment in influencing tourists' level of satisfaction with shopping has been recognized, the future attraction of Thailand to the tourism market may depend on its capacity to develop leisure and shopping facilities that can maintain its image as a unique shopping and leisure experience.

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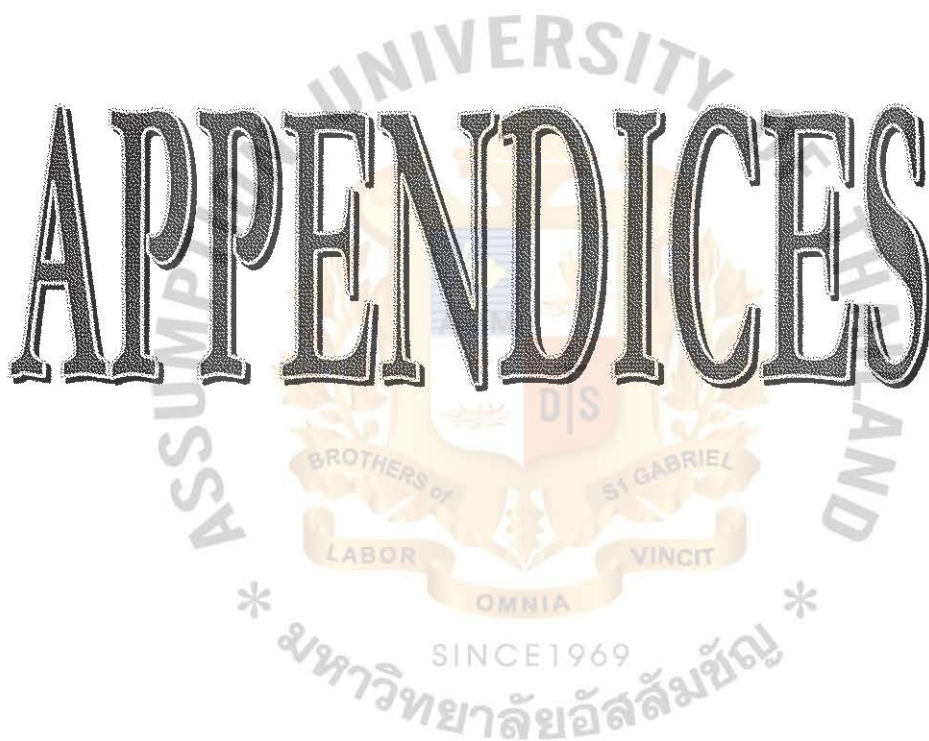
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Dear Madam / Sir,

I am an MBA student from Assumption University doing a research on the Perception of Indian Tourists of Shopping Attributes in Bangkok.

Based on your shopping experiences in Bangkok, please think and compare your shopping experiences in Bangkok with your home country. Think about its service quality and how you would like it to be and get out of it.

Please show the extent to which you think such a shopping experience at shopping place would possess the features described by each statement. There are no rights or wrong answers; all we are interested in is the number that truly reflects your feelings regarding the shopping experiences that would deliver excellent quality of services. (S: Screening Questions)

FIRST SECTION

Please answer the question below by ticking the circle ☒

Or writing in boxes given below in second section.

S1) Shopping is one of the purposes of your visit to Bangkok.

☐ Yes

☒ No (Discontinue)

S2). Are you coming from India & a citizen of India?

☐ Yes

☐ No (Discontinue)

What is your opinion about following *Shopping attributes*? **Circle** your preference.

2) What do you think about the Lighting settings of the sampheng's souvenir shops?

Excellent

Not good at all

5	4	3	2	1
---	---	---	---	---

3) What do you think about the Physical settings of sampheng's souvenir shops?

Excellent

5	4	3	2	1
---	---	---	---	---

Not good at all

4) What do you think about windows display of the sampheng's souvenir shops?

Excellent

5	4	3	2	1
---	---	---	---	---

Not good at all

5) What do you think about the opening hours of sampheng's souvenir shops?

Excellent

5	4	3	2	1
---	---	---	---	---

Not good at all

6) What do you think about neatness & cleanliness of sampheng's souvenir shops?

Excellent

5	4	3	2	1
---	---	---	---	---

Not good at all

7) What do you think about the accessibility of the sampheng's souvenir shops?

Excellent

5	4	3	2	1
---	---	---	---	---

Not good at all

8) What do you think about variety of products in sampheng's souvenir shops?

Excellent

5	4	3	2	1
---	---	---	---	---

Not good at all

9) What do you think about the choice of payment method in sampheng's souvenir shops?

Excellent

5	4	3	2	1
---	---	---	---	---

Not good at all

- 10) What do you think about the language ability of sales staffs in sampheng's souvenir shops?

Excellent

5	4	3	2	1
---	---	---	---	---

 Not good at all

- 11) What do you think about the attitude of sales staffs in sampheng's souvenir shops?

Excellent

5	4	3	2	1
---	---	---	---	---

 Not good at all

- 12) What do you think about the availability of well-known products in sampheng's souvenir shops?

Excellent

5	4	3	2	1
---	---	---	---	---

 Not good at all

- 13) What do you think about the quality of the products in sampheng's souvenir shops?

Excellent

5	4	3	2	1
---	---	---	---	---

 Not good at all

- 14) What do you think about the price of products in sampheng's souvenir shops?

Cheap

5	4	3	2	1
---	---	---	---	---

 Expensive

- 15) What do you think about the value for money in sampheng's souvenir shops?

Excellent

5	4	3	2	1
---	---	---	---	---

 Not good at all

- 16) What is your overall perception with shopping in Bangkok, are you?

Very Satisfied Very Dissatisfied

5	4	3	2	1
---	---	---	---	---

SECOND SECTION: SOCIO-DEMOGRAPHIC PROFILE OF RESPONDENT

1) Gender: ☐ Male ☐ Female

2) Age: ☐ 18 – 30 years
☐ 31-50 years
☐ More than 50 years

3) Marital Status: ☐ Single
☐ Married
☐ Divorced
☐ Others

3) Occupation: ☐ Student
☐ Self-employed
☐ Private Employee
☐ Government Employee
☐ Others

4) Educational Level: ☐ Up to High School
☐ Bachelor's Degree / Diploma
☐ Master's Degree or Above

5) Personal Monthly Income: (Rupees)
☐ Below 10,000
☐ 10,001 – 30,000
☐ More than 30,001

Thank you for your precious time.

Pilot Study

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

1. TAN1LIGH Lighting Settings of shops
2. TAN2PHY Physical settings of shops
3. TAN3WDS Window displays of shops
4. TAN4OHS Opening hours of shops
5. TAN5CNS Neatness and cleanliness of shops
6. TAN6ACCS Accessibility of shops
7. TAN7VARP Variety of products in shops
8. TAN8PAYM Choice of Payment methods

	Mean	Std Dev	Cases
1. TAN1LIGH	3.9000	.4807	30.0
2. TAN2PHY	3.9333	.4498	30.0
3. TAN3WDS	3.9333	.5208	30.0
4. TAN4OHS	3.9000	.4807	30.0
5. TAN5CNS	3.9000	.4807	30.0
6. TAN6ACCS	3.8333	.5921	30.0
7. TAN7VARP	3.8333	.4611	30.0
8. TAN8PAYM	3.6000	.5632	30.0

		N of		
Statistics for	Mean	Variance	Std Dev	Variables
SCALE	30.8333	11.0402	3.3227	8

Reliability Coefficients

N of Cases = 30.0

N of Items = 8

Alpha = .9309

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

- 1. STAFF1LS Language ability of sales staffs
- 2. STAFF2AT Attitude of sales staffs

	Mean	Std Dev	Cases
1. STAFF1LS	3.2000	.6103	30.0
2. STAFF2AT	3.5333	.7761	30.0

	Mean	Variance	Std Dev	N of Variables
Statistics for SCALE	6.7333	1.5126	1.2299	2

Reliability Coefficients

N of Cases = 30.0 N of Items = 2

Alpha = .7112

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

1. PROD1AVA Availability of branded products
2. PROD2QPS Quality of products

	Mean	Std Dev	Cases
1. PROD1AVA	4.1667	.3790	30.0
2. PROD2QPS	4.2333	.4302	30.0

	Mean	Variance	Std Dev	N of Variables
Statistics for SCALE	8.4000	.5241	.7240	2

Reliability Coefficients

N of Cases = 30.0

N of Items = 2

Alpha = .7456

Reliability

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

1. PRIC1PPS Price of products
2. PRIC2VFM Value for money

	Mean	Std Dev	Cases
1. PRIC1PPS	4.1000	.5477	30.0
2. PRIC2VFM	4.1333	.5713	30.0

Statistics for	Mean	Variance	Std Dev	N of Variables
SCALE	8.2333	1.2195	1.1043	2

Reliability Coefficients

N of Cases = 30.0

N of Items = 2

Alpha = .9727

Factor Analysis

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
Lighting Settings of shops	3.9000	.48066	30
Physical settings of shops	3.9333	.44978	30
Window displays of shops	3.9333	.52083	30
Opening hours of shops	3.9000	.48066	30
Neatness and cleanliness of shops	3.9000	.48066	30
Accessibility of shops	3.8333	.59209	30
Variety of products in shops	3.8333	.46113	30
Choice of Payment methods	3.6000	.56324	30
Language ability of sales staffs	3.2000	.61026	30
Attitude of sales staffs	3.5333	.77608	30
Availability of branded products	4.2000	.40684	30
Quality of products	4.2333	.43018	30
Price of products	4.1000	.54772	30
Value for money	4.1333	.57135	30

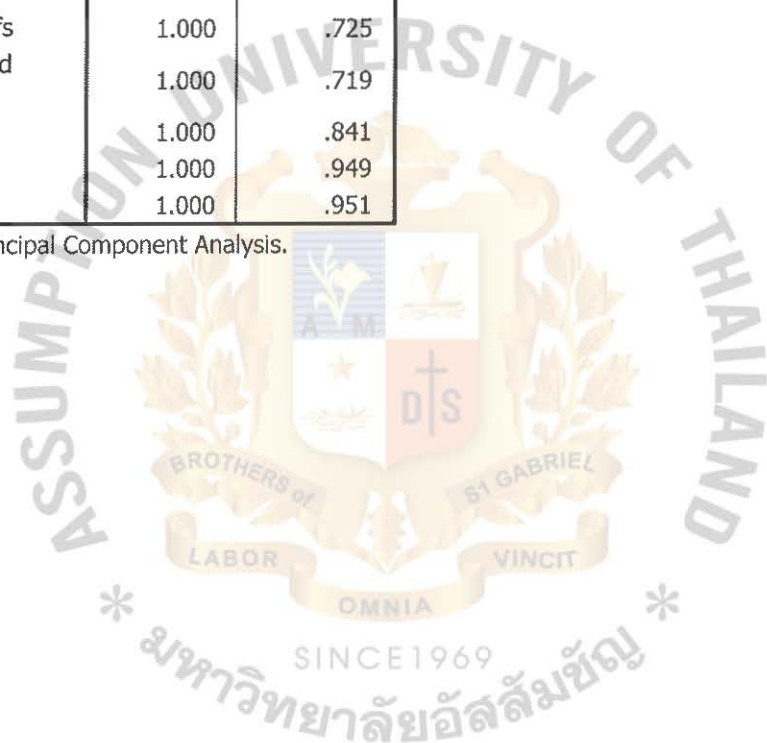
Correlation Matrix^a

a. This matrix is not positive definite.

Communalities

	Initial	Extraction
Lighting Settings of shops	1.000	.891
Physical settings of shops	1.000	.957
Window displays of shops	1.000	.807
Opening hours of shops	1.000	.838
Neatness and cleanliness of shops	1.000	.891
Accessibility of shops	1.000	.736
Variety of products in shops	1.000	.712
Choice of Payment methods	1.000	.400
Language ability of sales staffs	1.000	.814
Attitude of sales staffs	1.000	.725
Availability of branded products	1.000	.719
Quality of products	1.000	.841
Price of products	1.000	.949
Value for money	1.000	.951

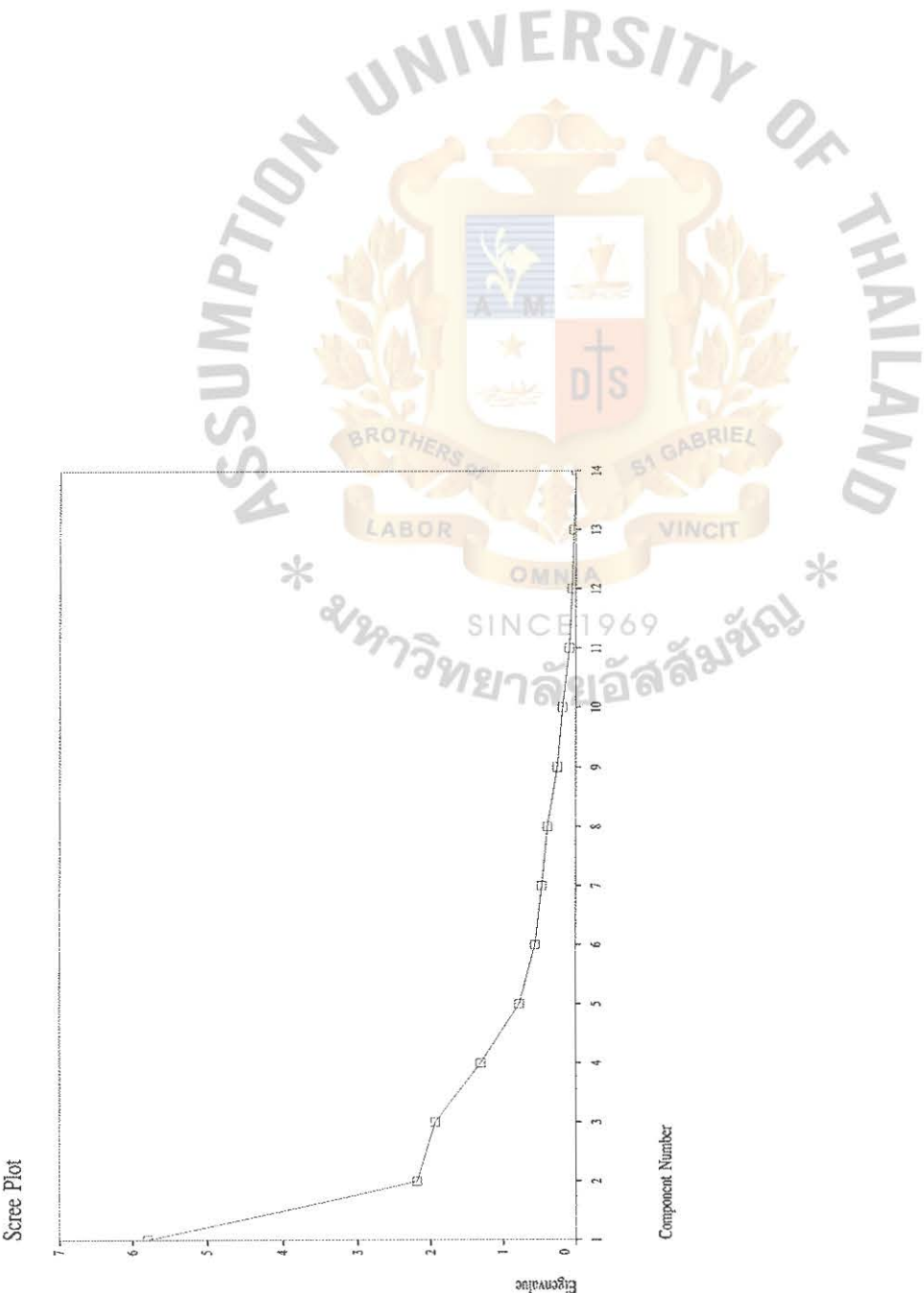
Extraction Method: Principal Component Analysis.



Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.795	41.391	41.391	5.795	41.391	41.391	5.600	40.003	40.003
2	2.188	15.629	57.020	2.188	15.629	57.020	2.079	14.851	54.854
3	1.940	13.857	70.877	1.940	13.857	70.877	1.823	13.024	67.878
4	1.308	9.345	80.222	1.308	9.345	80.222	1.728	12.344	80.222
5	.771	5.509	85.731						
6	.555	3.963	89.694						
7	.466	3.325	93.020						
8	.386	2.759	95.779						
9	.252	1.801	97.580						
10	.180	1.283	98.863						
11	.088	.625	99.488						
12	.048	.346	99.834						
13	.023	.166	100.000						
14	1.030E-16	7.357E-16	100.000						

Extraction Method: Principal Component Analysis.



Component Matrix^a

	Component			
	1	2	3	4
Physical settings of shops	.959			
Neatness and cleanliness of shops	.919			
Lighting Settings of shops	.919			
Opening hours of shops	.902			
Accessibility of shops	.806			
Window displays of shops	.743			
Variety of products in shops	.726		.405	
Choice of Payment methods	.602			
Value for money		.785	.501	
Price of products		.777	.527	
Attitude of sales staffs		.594		
Availability of branded products			.734	
Quality of products			.505	.683
Language ability of sales staffs		.526		.641

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Rotated Component Matrix^a

	Component			
	1	2	3	4
Physical settings of shops	.970			
Opening hours of shops	.907			
Neatness and cleanliness of shops	.900			
Lighting Settings of shops	.900			
Accessibility of shops	.824			
Window displays of shops	.805			
Variety of products in shops	.724			
Choice of Payment methods	.568			
Price of products		.965		
Value for money		.965		
Language ability of sales staffs			.873	
Attitude of sales staffs			.791	
Quality of products				.897
Availability of branded products				.787

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Component Transformation Matrix

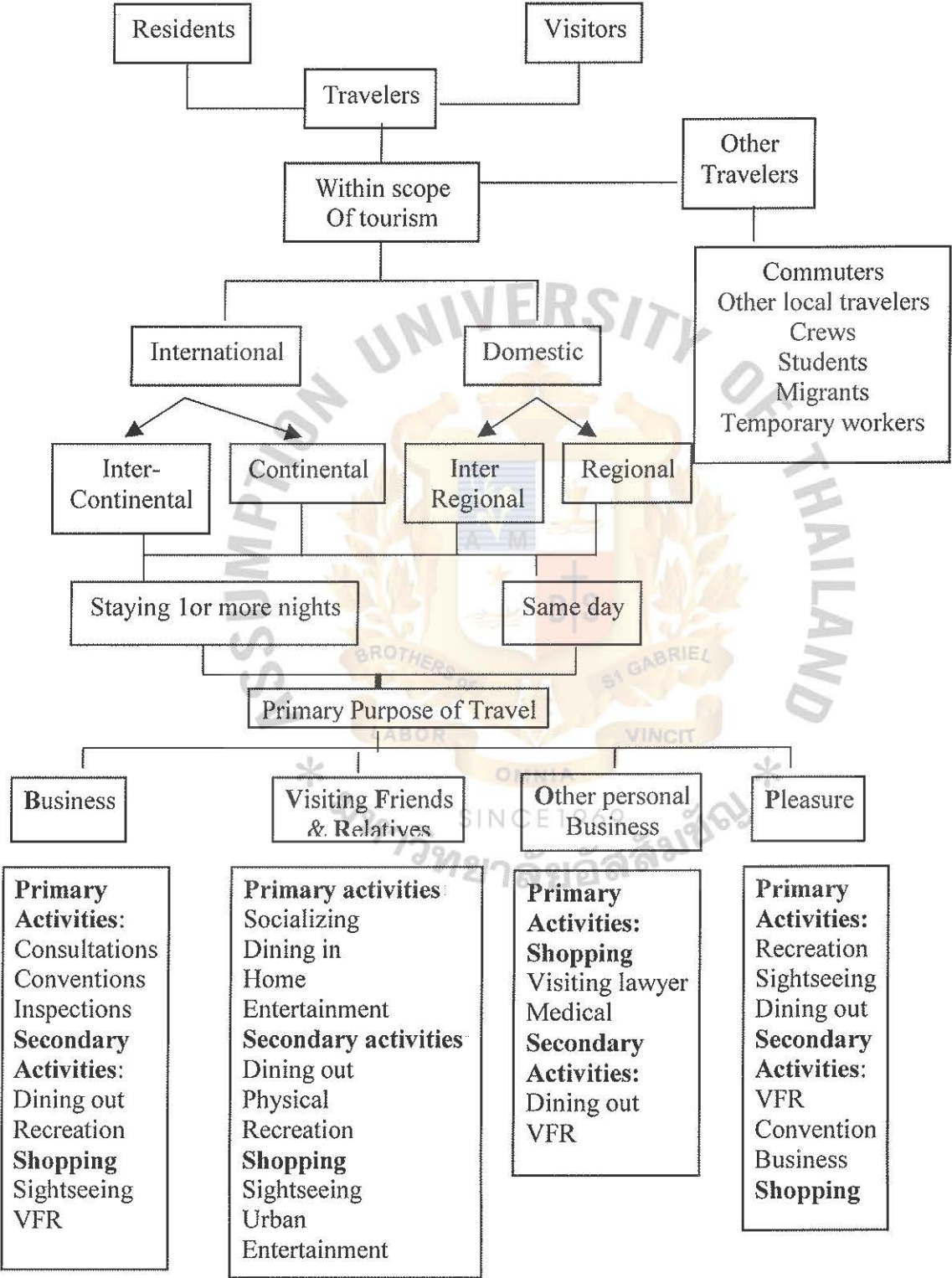
Component	1	2	3	4
1	.973	.121	.189	-.042
2	-.213	.740	.551	-.322
3	.029	.595	-.371	.712
4	-.078	-.290	.723	.622

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.



Classification of travelers



eliability

***** Method 1 (space saver) will be used for this analysis *****



RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	TAN1LIGH	3.6500	.7618	200.0
2.	TAN2PHY	3.6550	.8242	200.0
3.	TAN3WDS	3.8050	.5905	200.0
4.	TAN4OHS	3.7600	.6743	200.0
5.	TAN5CNS	3.6000	.8854	200.0
6.	TAN6ACCS	3.5700	.8114	200.0
7.	TAN7VARP	3.8750	.5576	200.0
8.	TAN8PAYM	3.7150	.6678	200.0
9.	STAFF1LS	2.9900	.7298	200.0
0.	STAFF2AT	3.4200	.7185	200.0
1.	PROD1AVA	3.6900	.8351	200.0
2.	PROD2QPS	3.8500	.5994	200.0
3.	PRIC1PPS	3.7450	.7298	200.0
4.	PRIC2VFM	3.8900	.6558	200.0
5.	OVERSATI	4.2200	.5773	200.0

liability Coefficients

of Cases = 200.0 N of Items = 15

pha = .8561

liability

***** Method 1 (space saver) will be used for this analysis *****



RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	TAN1LIGH	3.6500	.7618	200.0
2.	TAN2PHY	3.6550	.8242	200.0
3.	TAN3WDS	3.8050	.5905	200.0
4.	TAN4OHS	3.7600	.6743	200.0
5.	TAN5CNS	3.6000	.8854	200.0
6.	TAN6ACCS	3.5700	.8114	200.0
7.	TAN7VARP	3.8750	.5576	200.0
8.	TAN8PAYM	3.7150	.6678	200.0

eliability Coefficients

of Cases = 200.0

N of Items = 8

lpha = .8234

eliability

***** Method 1 (space saver) will be used for this analysis *****



RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	STAFF1LS	2.9900	.7298	200.0
2.	STAFF2AT	3.4200	.7185	200.0

eliability Coefficients

of Cases = 200.0

N of Items = 2

lpha = .6465

eliability

***** Method 1 (space saver) will be used for this analysis *****



RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	PROD1AVA	3.6900	.8351	200.0
2.	PROD2QPS	3.8500	.5994	200.0

eliability Coefficients

of Cases = 200.0

N of Items = 2

lpha = .7243

eliability

***** Method 1 (space saver) will be used for this analysis *****



RELIABILITY ANALYSIS - SCALE (ALPHA)

		Mean	Std Dev	Cases
1.	PRIC1PPS	3.7450	.7298	200.0
2.	PRIC2VFM	3.8900	.6558	200.0

eliability Coefficients

of Cases = 200.0

N of Items = 2

lpha = .8472





1.1 International Tourist Arrivals by Country of Residence 1998 - 2002

Country of Residence	1998		1999		2000		2001		2002	
	Number	%Δ	Number	%Δ	Number	%Δ	Number	%Δ	Number	%Δ
East Asia	4,583,160	+0.31	5,195,972	+13.37	5,752,871	+10.72	6,064,117	+5.41	6,531,546	+7.71
ASEAN	1,827,390	-0.19	2,017,372	+10.40	2,196,847	+8.90	2,385,528	+8.59	2,614,627	+9.60
Brunei	12,569	+81.16	9,277	-26.19	12,762	+37.57	13,912	+9.01	13,755	-1.13
Cambodia	21,300	+20.63	32,142	+50.90	43,104	+34.10	54,399	+26.20	79,219	+45.63
Indonesia	69,474	-22.04	132,216	+90.31	145,066	+9.72	153,458	+5.78	164,994	+7.52
Laos	49,738	+75.75	71,722	+44.20	74,832	+4.34	86,357	+15.40	94,052	+8.91
Malaysia	918,071	-12.23	991,060	+7.95	1,054,469	+6.40	1,159,630	+9.97	1,296,109	+11.77
Myanmar	40,602	-11.65	43,815	+7.91	47,164	+7.64	42,903	-9.03	42,266	-1.48
Philippines	76,181	+1.90	87,326	+11.70	106,724	+22.21	129,818	+21.64	142,940	+10.11
Singapore	586,113	+19.11	604,867	+3.20	655,767	+8.42	664,980	+1.40	683,296	+2.75
Vietnam	51,342	+82.57	44,947	-12.46	56,959	+26.72	80,071	+40.58	97,996	+22.39
China	571,061	+29.85	775,626	+35.82	704,080	-9.22	694,886	-1.31	763,139	+9.82
Hong Kong	517,966	+9.66	429,944	-16.99	487,151	+13.31	523,465	+7.45	526,138	+0.51
Japan	986,264	+2.16	1,064,539	+7.94	1,197,931	+12.53	1,168,548	-2.45	1,222,270	+4.60
Korea	202,841	-50.66	338,039	+66.65	447,798	+32.47	552,977	+23.49	716,778	+29.62
Taiwan	457,360	+2.03	557,629	+21.92	707,305	+26.84	724,769	+2.47	673,652	-7.05
Others	20,278	+1994.83	12,823	-36.76	11,759	-8.30	13,944	+18.58	14,942	+7.16
Europe	1,888,673	+19.09	1,990,449	+5.39	2,168,996	+8.97	2,304,640	+6.25	2,450,878	+6.35
Austria	44,678	+12.45	42,874	-4.04	44,793	+4.48	46,461	+3.72	48,067	+3.46
Belgium	46,811	+17.50	46,352	-0.98	50,374	+8.68	54,350	+7.89	56,179	+3.37
Denmark	64,266	+23.40	78,446	+22.06	79,915	+1.87	78,728	-1.49	84,617	+7.48
Finland	45,390	+33.13	49,465	+8.98	55,144	+11.48	58,530	+6.14	64,115	+9.54
France	223,495	+10.29	227,219	+1.67	239,532	+5.42	237,511	-0.84	253,463	+6.72
Germany	378,566	+10.59	375,345	-0.85	378,562	+0.86	398,034	+5.14	403,240	+1.31
Italy	122,007	+16.44	113,884	-6.66	119,677	+5.09	119,953	+0.23	126,222	+5.23
Netherlands	91,937	+18.94	105,825	+15.11	119,533	+12.95	136,929	+14.55	140,966	+2.95
Norway	45,986	+44.30	55,062	+19.74	64,550	+17.23	72,785	+12.76	74,947	+2.97
Russia	49,295	+1.61	36,574	-25.81	49,586	+35.58	58,927	+18.84	68,978	+17.06
Spain	33,257	+4.10	29,939	-9.98	33,954	+13.41	38,812	+14.31	48,491	+24.94
Sweden	132,926	+33.77	162,465	+22.22	209,092	+28.70	223,040	+6.67	220,866	-0.97
Switzerland	110,057	+13.17	108,632	-1.29	112,035	+3.13	120,507	+7.56	126,217	+4.74
United Kingdom	375,912	+30.68	425,688	+13.24	476,387	+11.91	517,974	+8.73	569,812	+10.01
East Europe	51,742	+32.21	50,973	-1.49	55,320	+8.53	58,774	+6.24	65,361	+11.21
Others	72,348	+26.10	81,706	+12.93	80,542	-1.42	83,325	+3.46	99,337	+19.22
The Americas	448,761	+15.60	514,595	+14.67	584,967	+13.68	604,041	+3.26	640,143	+5.98
Argentina	4,616	+12.39	4,989	+8.08	5,256	+5.35	5,674	+7.95	2,380	-58.05
Brazil	5,205	-16.71	3,761	-27.74	3,986	+5.98	4,255	+6.75	5,535	+30.08
Canada	66,468	+15.93	76,501	+15.09	86,279	+12.78	92,803	+7.56	101,369	+9.23
USA	361,705	+16.27	417,860	+15.53	473,285	+13.26	485,276	+2.53	509,841	+5.06
Others	10,767	+14.34	11,484	+6.66	16,161	+40.73	16,033	-0.79	21,018	+31.09
South Asia	258,815	+12.74	280,422	+8.35	339,413	+21.04	333,248	-1.82	390,745	+17.25
Bangladesh	22,061	+5.50	25,300	+14.68	29,708	+17.42	32,941	+10.88	41,145	+24.91
India	147,579	+9.22	163,980	+11.11	202,868	+23.72	206,132	+1.61	253,110	+22.79
Nepal	14,725	+4.13	16,681	+13.28	19,603	+17.52	19,009	-3.03	23,001	+21.00
Pakistan	37,232	+5.92	39,054	+4.89	49,148	+25.85	35,737	-27.29	29,902	-16.33
Sri Lanka	29,725	+56.60	26,612	-10.47	29,586	+11.18	29,147	-1.48	32,441	+11.30
Others	7,493	+42.29	8,795	+17.38	8,500	-3.35	10,282	+20.96	11,146	+8.40
Oceania	348,346	+28.33	350,555	+0.63	381,464	+8.82	427,673	+12.11	423,501	-0.98
Australia	302,820	+29.53	303,844	+0.34	323,275	+6.40	363,696	+12.50	355,529	-2.25
New Zealand	42,179	+19.05	44,183	+4.75	55,775	+26.24	61,190	+9.71	64,771	+5.85
Others	3,347	+50.09	2,528	-24.47	2,414	-4.51	2,787	+15.45	3,201	+14.85
Middle East	165,078	+30.57	175,106	+6.07	200,523	+14.52	237,268	+18.32	272,805	+14.98
Egypt	4,830	+26.14	4,920	+1.86	6,322	+28.50	6,077	-3.88	7,489	+23.24
Israel	57,481	+15.74	64,981	+13.05	73,470	+13.06	91,166	+24.09	98,629	+8.19
Kuwait	14,586	+53.83	17,203	+17.94	19,699	+14.51	22,167	+12.53	28,448	+28.33
Saudi Arabia	12,470	+46.33	12,362	-0.87	13,719	+10.98	13,593	-0.92	14,254	+4.86
U.A.E.	27,460	+34.27	29,599	+7.79	34,124	+15.29	36,692	+7.53	43,549	+18.69
Others	48,251	+39.95	46,041	-4.58	53,189	+15.53	67,573	+27.04	80,436	+19.04
Africa	72,097	+41.47	73,233	+1.58	80,389	+9.77	90,963	+13.15	89,449	-1.66
South Africa	34,800	+35.40	33,821	-2.81	37,521	+10.94	42,026	+12.01	37,721	-10.24
Others	37,297	+47.65	39,412	+5.67	42,868	+8.77	48,937	+14.16	51,728	+5.70
Sub Total	7,764,930	+7.53	8,580,332	+10.50	9,508,623	+10.82	10,061,950	+5.82	10,799,067	+7.33
Overseas Thai	77,830	+7.19	70,928	-8.87	70,203	-1.02	70,559	+0.51	73,909	+4.75
Grand Total	7,842,760	+7.52	8,651,260	+10.31	9,578,826	+10.72	10,132,509	+5.78	10,872,976	+7.31

Source of Data : Immigration Bureau, Police Department.

