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KEY WORD: SHOPPING, SHOPPING BEHAVIOR, SHOPPING DESTINATION OF ASIA, SHOPPING MALL PARTNERSHIP, DUTY FREE ZONE

SAENGDUEN RATINTHORN: THE SHOPPING BEHAVIOR OF INTERNATIONAL TOURIST SHOPPERS; CASE STUDY – SHOPPING STREET IN BANGKOK. RESEARCH PROJECT ADVISOR: ASSOC. PROF. WASIN INKAPATANAKUL, PH. D., 139 pp. ISBN 974 – 11 – 6532 – 3

The purpose of this research is to investigate and analyze the actual behavior, the perceptions and expectations of international tourist shoppers who go shopping at Siam Center, Siam Discovery, Siam Paragon and The Emporium in order to determine whether shopping activity can be an effective marketing tool to promote tourism in Thailand for the title of “Shopping Destination of Asia”

Data collects by using questionnaires which are administered to 400 survey respondents of international tourist shoppers who go shopping at Siam Center, Siam Discovery, Siam Paragon and The Emporium. The result of this study indicates that the international tourist shoppers’ rate shopping as not an important activity during the trip, but they still go shopping in general. Reputation and convenient transportation are the main shopping factors, which result is strongly consistent that BTS sky train is the easiest form of transport. Furthermore, a convenient location for mall preference influences them to shop at a mall, while language for communicating with salespersons and the lack of clothes and shoes size are their main shopping problems. Travel magazines, guidebooks and travel websites are the most useful information source for finding information about shopping in Bangkok. The average time spent shopping is 4 – 6 hours, spending \$501 or above and paying by cash, are the main outcomes of shopping budget and the most convenient method of payment. As for clothes and shoes, is the most favorite type of products that they tend to go shopping for.

In addition, offering special 5 or 10 % discounts when they show their passport while they go shopping in malls is the most influential main attraction for international tourist shoppers to come shopping in Thailand. Friendly people is the main advantage of Thailand for competing with Hong Kong and Singapore, improving transportation systems on shopping street and improving tourist facilities in shopping areas are the main expectations that Thailand should have to be the “Shopping destination of Asia”. Moreover, the t-test is being used to analyze the data; the finding result indicates that significant differences are being discovered when comparing shopping behaviors by social demographic characteristics and travel behaviors.

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