THE SHOPPING BEHAVIOR OF INTERNATIONAL TOURIST SHOPPERS CASE STUDY – SHOPPING STREET IN BANGKOK

By

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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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Student's signature ....

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CHAPTER 1

INTRODUCTION

Shopping has become an integral part of the global tourism phenomenon and experience. In every step of the tourism experience there is an opportunity to shop, whether it is at an airport, during the flight, or at a hotel. Shopping also is one of the most popular activities for tourists and is often the most significant expenditure category on vacations and trips. As a favored and often essential component of the travel experience, shopping opportunities, like shopping malls have been increasingly developed to increase the attractiveness of a destination.

Some destinations have built their reputation for their shopping. In Europe, cities such as London and Paris have long been recognized as major shopping centers and large numbers of tourists visit department stores in those cities each year. In Asia, the great trading ports of Hong Kong and Singapore have emerged as a "tax free shopping paradise" (J.S. Perry Hobson et al, 2004)

Shopping Tourism in Thailand

In 1998, Tourism Authority of Thailand attempted to position Thailand as a shopping paradise, which put it more directly in competition with Hong Kong and Singapore. The shopping paradise image was highlighted under the "Amazing Thailand Grande Sales" promotion which stores throughout the country offered discounts of 15 to 80 percent in conjunction with the devaluation of the Thai Baht (Bangkok: TAT, 1999). This Amazing Thailand Grande Sales was continued in marketing plan of TAT from 2000 – 2004 which was set in international marketing promotional strategies. The objective of the promotion was "To promote world event marketing by presenting traditional fairs, festival and activities as tourist attraction such as Bangkok International Film Festival, Pattaya Music Festival, Song kran Festival, Loi Krathong, Thailand Grand Sale and Bangkok Count Down". Till now, all promotions have been successful (Bangkok: TAT, 2004).

In 2005, Tourism Authority of Thailand announced Thailand "Tourism Capital of Asia" and attempted to develop and promote Thai tourism to be standardized with quality and sustainable tourism, which can compete in the world market and will be able to become the tourism Capital of Asia. TAT also presented the image of Thailand as "Happiness on Earth" with implemented at theme of "Quality & Value" and aimed at offering tourism products that were worthy and good value for visiting. Related to TAT's marketing's plan in 2006, TAT still keeps as image of Thailand as "Happiness on Earth" and adds a new marketing strategy of "A Grand Invitation". For the marketing action plan 2005 – 2006, shopping has been set as the "Special interest product" by integrating it in to the oversea strategy planning and has become part of the marketing mix (Bangkok: TAT, 2006).

Bangkok: Shopping destination of Thailand

Bangkok is one of the most popular shopping locations in Asia because prices are considerably inexpensive, quality generally high and the range and variety is uncountable (Online: 2006), referring to the percentages reflect the relative number of Virtuoso travel agents who voted for each answer, based on their customers' preferences by Susan Breslow Sarfone: Luxury Travel Report – Destinations, Part 2: Top Places for Affluent Travelers. Bangkok is the fifth rank of the most popular international destination for shopping. Especially shopping on Sukhumvit Road, according to the development of BTS Sky Train on Sukhumvit Road, every business area that the BTS goes through becomes an enthusiastic area. Consequently, retailing business areas on Sukhumvit road become the most popular shopping street in Bangkok.

In December 2005, Bangkok launched a makeover to position itself as Asia's shopping paradise to attract foreign tourists and their wallets away from more established regional rivals such as Hong Kong and Singapore. The private sections: top four shopping malls such as Siam Center, Siam Discovery, Siam Paragon and The Emporium on Sukhumvit road have become a shopping mall partnership which helps boost up the image of Sukhumvit road from a shopping street to be Asia's shopping paradise, and the campaign aims to promote Thailand as a regional shopping destination (Kriengsak Tantiphipop: 2006)

Bangkok will become the main competitor in shopping destination of Hong Kong and Singapore. Currently the shopping mall partnership is working with the customs department to turn the complex into a duty-free zone where consumers, both foreigners and locals, could receive tax refunds for any goods they purchase. The process will be complete within a few months (Online: 2006). If the partnership succeeds in duty-free zone negotiation with the government, the price of brand named products will be reduced to 17-20% by comparing them with Hong Kong and Singapore.

<u>NEED TO STUDY</u>

According to the description as above, shopping as a popular tourist activity has assumed an increasingly important role in a travel destination's mixed activity of offerings. Shopping also has been an activity in which tourists frequently participate in while traveling.

In addition, the percentage of tourist attraction places in Bangkok Year 2004 which was summarized by Tourism Authority of Thailand (TAT) indicates that visiting shopping malls is the 3rd rank of nine. (See Table1)

Table 1: Bangkok Tourist Attractions (2004)

Number of tourists Segregated by Tourist Attraction Place Year 2004 January – December Bangkok			
Tourist Attraction Place	**Nine 1st Ranks Percentage of Tourist Attraction Place**		
	Thai	**Foreigner**	**Total**
1. The Temple of the Emerald Buddha	41.29	45.86	42.92
2. Wad Pho	30.98	42.73	35.17
3. Shopping Mall	***17.61***	***4.63***	***12.98***
4. Zoo	12.49	9.45	11.40
5. Jatujak	16.12	3.34	11.56
6. Suan Siam	9.66	30.50	17.10
7. Floating Market	6.43	14.19	9.20
8. Sao Ching Cha	9.14	5.03	7.68
9. Grand Palace / National Museum	7.30	2.02	5.41

Source: Tourism Authority of Thailand (TAT), Domestic Tourism Statistics Division, the percentage of tourist attraction place in Bangkok 2004, (http://www.tat.or.th/stat/idex.html : 2006)

The research project needs to investigate the actual behavior of international tourist shoppers in the area of four specific survey locations; Siam Center, Siam Discovery, Siam Paragon and The Emporium. This research project also aims to analyze the relationship between social demographics, travel behavior and shopping behavior.

Furthermore, this research project needs to discover their perception and expectation in order to determine whether or not shopping activity can be an effective marketing tool to promote tourism in Thailand. Better information and understanding of patterns and predictor factors of tourist shopping behavior can lead to improved planning, marketing and management of shopping tourism, as well as increasing opportunities of tourism in Thailand for the title of "Shopping Destination of Asia"

PURPOSE OF THE STUDY

The primary purpose of this research project 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"

OBJECTIVES

1. To investigate the actual behavior; social demographics, travel behavior and shopping behavior of international tourists who go shopping at Siam Center, Siam Discovery, Siam Paragon and The Emporium, and to analyze the relationship between social demographics, travel behavior and shopping behavior of international tourists shopping

2. To discover the attitudes and perceptions of international tourists over the main attractions, the main expectations and the advantages of Thailand for competing with Hong Kong and Singapore for the title of "Shopping Destination of Asia" and analyze the relationship between the perceptions, the expectations, travel behavior and shopping behavior

3. To inquire about the differences of product price between Bangkok and other countries, to find out whether international tourists will return to Bangkok for shopping again if Thailand offers a 20% duty free discount, and to analyze the relationship between the price of products, the interest in a 20% duty free discount offered, previous visits to Bangkok and the importance of shopping

HYPOTHESES TO BE TESTED

1. The difference of social-demographic characteristics of international tourists shopping causes the difference in behavior and tourist shopper's expenditure

2. The different travel behavior and its influence on shopping behavior of international tourists shopping

3. The perceptions and expectations of international tourists shopping 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" and also for competing with Hong Kong and Singapore. When the shopping mall partnership:

a. Develop the main attraction that will influence tourists to come shopping in Thailand i.e. offering special discount, potential to be a duty free zone, tax refund and end of year promotional grand sale.

b. Develop tourist's expectations i.e. improving tourist facilities in shopping areas, establishing an entertainment complex in Bangkok i.e. casino, gallery, luxury night club and opera house etc, and improving transportation systems on shopping streets.

c. Improve Thailand's advantage over the title of "Shopping destination of Asia" i.e. friendly people, low cost of living, tourist attractions and convenient transportation.

PROCESS OF THE STUDY

This research project will take six months or more, the process of the study is as follows;

1. Search and study any literatures and researches which relate to this topic through articles, textbooks, journals, newspapers, TAT annual reports, data base online etc.

2. Create a convenient questionnaire for data collection process

3. Data collection process by asking international tourist shoppers who go shopping at Siam Discovery, Siam Center, Siam Paragon and The Emporium

4. Analyze data by using The Statistical Package for the Social Sciences (SPSS) statistical program

5. Summarize data and write up the discussion and recommendations for Thai Government, Tourism Authority of Thailand (TAT) and Shopping Alliance

BASIC ASSUMPTIONS

Numerous studies support the notion that shopping activity is one of the most popular activities for tourists on vacations and trips and is an important factor in the destination selection process as well. The basic assumption of this study is that shopping activities contents are beneficial to Thailand destination image for the title of "Shopping Destination of Asia". The result will reflect the relationship in the difference of social demographic characteristics, travel behavior and shopping behavior of international tourists shopping.

For the purpose of this study, it is assumed that Thailand has advantages such as friendly people, low cost of living and tourist attractions that will enhance a positive image of Thailand. This positive perception of international tourists will induce people to visit the country and moreover, develop further potentials of a duty free zone, tax refund, end of year promotional sales and offering special discounts will motivate international tourists to come shopping to Thailand.

Furthermore, it is also assumed that the expectation such as improving tourist facilities in shopping areas, improving transportation systems on shopping streets, increasing various brand named shops in shopping malls and establishing entertainment complex in Bangkok can lead to improved planning, marketing and managing of shopping tourism, as well as increasing opportunities of Thailand for the title of the "Shopping Destination of Asia"

SCOPE AND LIMITATION OF THE STUDY

This research project only survey international tourists who go shopping at Siam Center, Siam Discovery, Siam Paragon and The Emporium for investigating and analyzing the actual behavior of them such as social demographics, travel behavior and shopping behavior, and also to discover their perceptions and expectations in order to determine whether shopping activity can be an effective marketing tool to promote tourism in Thailand for the title of the "Shopping Destination of Asia". The number of tourists for this research project is calculated by using the number of domestic tourist in Bangkok in March 2005 which complimented by Domestic Tourism Statistics Division (TAT).

In regards to the shopping street in Bangkok used in the case study of this research project, the study specifies four shopping malls on Sukhumvit Road where the accessibility of BTS Sky Train was developed. The Four shopping malls are Siam Center, Siam Discovery, Siam Paragon and The Emporium. This is where the study is set up to be the locations of the data collection process.

Since this study will determine sampling size by using Yamane's formula to calculate the sample size for 95% confidence level and Precision = 0.5 are assumed, also the sampling of this study is not separated by nationality of international tourists shopping but is separated by survey location only and, furthermore, this study conducts the data collection time only in March 2006. The result gains from this sample may not be representative of the international tourist shopper as a whole.

Furthermore, searching information source is one of the limitations of this study. The university's library has no books, articles and researches which relate to this topic and also academic online service is unavailable as well. So, information sources in literature review are accessed through the internet and other university's libraries.

DEFINITION

The definitions of terms used in this study are as follows:

1. **"Advantage of Thailand"** – perception of international tourist shoppers with the image of Thailand for competing with Hong Kong and Singapore for the title of "shopping destination of Asia" i.e. friendly people, low cost of living, currency exchange, tourist attraction and convenient transportation

2. **"Duty free zone"** – where consumers, both foreigners and locals, could receive tax refunds for any goods they purchase

3. **"International tourist shopper"** – foreign tourists who go shopping at shopping malls while they are traveling in Bangkok

4. **"Main Attraction"** – the campaigns and promotions to attract international tourists shopping to come shopping in Thailand i.e. potential to be a duty free zone, tax refund, end of year promotional grand sale and offering special 5 or 10 % discounts.

5. **"Main Expectation"** – perceptions and needs of international tourists shopping for the government or other related organizations to provide them with services and goods for the title of "shopping destination of Asia" i.e. increase in various brand named shops in shopping malls and improve tourist facilities in shopping areas. establish an entertainment complex in Bangkok and improve transportation systems in shopping areas

6. **"Shopping"** – is a popular tourist activity while tourists are in other countries. Shopping that differs from ordinary shopping so that it is not a necessary task of everyday life. It also implies that products are purchased for pleasure involved in buying and consuming them rather than because of their utilitarian value

7. **"Shopping behavior"** – the actual behavior of international tourists who go shopping at shopping malls i.e. The importance of shopping during their trip, shopping factors, transportation, type of product, time spent on shopping, shopping budget, method of payment, mall preference, useful information source and shopping problem

8. **"Shopping Destination of Asia"** – the place where tourists must go shopping

9. **"Shopping mall"** – the places where various shops and department stores are located for shoppers to purchase everything they want

10. **"Shopping mall partnership"** – the private section; four shopping malls on Sukhumvit road i.e. Siam Center, Siam Discovery, Siam Paragon and The Emporium which are all turning themselves into duty free zone

11. **"Shopping street in Bangkok"** – Sukhumvit road, the location of shopping malls and BTS sky train

12. **"Travel behavior"** – the actual behavior of international tourists who travel in other countries i.e. travel purpose, travel mode, travel party, length of stay in Bangkok , previous visits to Bangkok , total trip expenditure, trip arrangement and type of holiday experience that they are looking for

CHAPTER 2

LITERATURE REVIEW

This study explores four areas of shopping tourism literature: 1) destination image and shopping activity 2) tourist behavior and shopping activity 3) shopping behavior and shopping factor. In order to establish appropriate shopping tourism marketing strategies to capture an international tourists market for shopping, it is necessary to understand how a shopping destination image is formed and what the actual tourist shopper behavior is. Existing studies regarding shopping activity and shopping destination image for the title of "Shopping Destination of Asia" induce tourism in Thailand are reviewed to determine the scope of this study.

DESTINATION IMAGE AND SHOPPING ACTIVITY

The Importance of Destination Image

Tourism researchers, industry practitioners, and destination marketers have long paid increased attention to the concept of image since it differentiates tourist destinations from one another. The term "Image" has a number of meanings. An image is a set of expectations about a place or activity that exists, either voluntarily or through suggestions, before the actual experience, as defined by Metelka (1981). Many researches offer similar definitions of image. Hunt (1975) suggested that an image is the impression that people hold about a state in which they do not reside. Lawson and Baud – Bovy (1977) considered an image as the expression of all objective knowledge, impressions, imaginations and emotional thoughts that individuals have of a particular place, while Cromton (1979) regarded an image as the sum of beliefs, ideas and impressions that a person has of a destination. An image can also be developed by the consumer on the basis of a few selected impressions among the flood of total impressions that comes into being through a creative process in which selected impressions are elaborated, embellished and ordered" (Reynolds, 1985).

According to destination choice model (Woodside and Sherrell 1977), a destination marketing study is conducted to produce positive images of the destination for possible visitors. Choice destinations evolve from a set of both aware and unaware destinations. Aware destinations are further evaluated as unavailable, inept (those destinations a consumer has rejected from his purchase consideration), inert (destinations that have no positive or negative evaluation) and evoked (those destination from which a purchase decision will be made). Potential tourists base their decisions on a set of aware, available and positively perceived destinations and destination images. The awareness of a destination, or destination image, is the all – encompassing image the potential traveler has of the destination. The factors that determine the availability of destinations included time, money, distance, family factors and number of attractions among other determining factors. Consequently, the overall destination image is the deciding or key factor in the evoked as of destination choices.

In the tourism industry, the decision to travel a particular destination is often made without trial. Since it cannot be tried before a real visit, the image of a destination as perceived by potential travelers plays an important role in the destination selection process. Destination image is important since it permits tourists to generate a set of expectations about a place before that place in actually experienced defined by Metellka (1981).

The importance of destination image which defined by Baloglu & Brinberg (1997), an image differentiates tourist destinations from each other and is an integral and influential part of a traveler's decision process. Also several researchers indicated that destination image is a powerful factor within the travel decision – making process for potential travelers in the anticipation stage (Gartner, 1993; Ho & Ritchie, 1993; Tapachai & Waryszak, 2000). In the tourism marketing literature, the role of destination image in marketing strategy or market segmentation has been identified as critical (Crompton 1979; Baloglu & Mangaloglu, 2001).

Thailand's Destination Image

Thailand is positioned as a safe and friendly destination that features considerable cultural, natural, and historical attractions. According to research reported by Yau and Chan (1990) on the image of Southeast Asian countries, Thailand indeed has been perceived as a destination with beautiful beaches, reasonable prices, and various attraction, one that is often regarded as a destination of choice for European tourists. Like wise, Calantone et al (1989) found that European travelers consider Thailand to be an appealing destination.

Tapachai and Warysazk (2000) used unstructured techniques via open-ended questions to measure the image of Thailand. The results demonstrated that all beneficial characteristics of functional (shopping, food, friendliness of people, historical sites, beaches and scenery), epistemic (experience of difference culture and climate) and conditional (proximity price, and accessibility to other neighboring country) values are strong beneficial images as agreed on, or perceived, by the majority of respondents.

Furthermore, Thailand's international travel image research (Bongkorh Ngamsom Rittichainuwat, Hailin et al, 2001), conducted a study to examine the current image of Thailand as an international travel destination and assessed the effects of the destination's image on the likelihood of the travelers' returning there, by survey 510 international travelers who visited Thailand and were departing from Bangkok International Airport on June 2000, and used several statistical analyses.

The study indicates that Thailand has a positive image as a rich cultural, natural, and historical travel destination. The survey respondents also agreed that a trip to Thailand returned value for money and Thai people were friendly. At the same time, however, Thailand's image is tarnished by pollution, prostitution, and deterioration of some tourist attractions. On balance, most tourists surveyed indicated that they would consider a return visit to Thailand.

Shopping Tourism in Thailand

According to shopping tourism of Thailand in the introduction (Chapter 1), Tourism Authority of Thailand has been developing international marketing strategies which sets shopping as an activity which started in the 'Thailand Grande Sales campaign' in 1998 (Bangkok: TAT, 1999). TAT Also continued to promote 'This Amazing Thailand Grande Sales' in the year 2000 – 2004 (Bangkok: TAT, 2004). The year 2005 till now, Thailand was announced Thai tourism industry as *"Tourism Capital of Asia"* by presenting the image of Thailand as *"Happiness on Earth"* The newest TAT marketing's plan (Year 2006), TAT is attempting to reposition marketing strategies as a *"Grand Invitation"*. Tourism Authority of Thailand is still focusing on shopping activities by setting shopping as the "Special Interest Product" in a marking action plan. This special interest product has been integrated in to the oversea strategies planning and has become part of the marketing mix. (Bangkok: TAT, 2006)

Since the development of TAT marketing plan by setting shopping to be the special interest product to promote "Thailand Grand Sales" campaign. The shopping activity in the marketing plans has been developed from 1998 till now. The following table is the statistical data of the number of tourist arrivals tourist in Bangkok from 1998 to 2005. The table shows the number of tourist arrivals increased 7.53% in 1998 after TAT promoted Amazing Thailand Campaign. Then two years later, the number of tourist arrivals kept increasing to 10.50% and 10.82%. In 2001, the number of tourist arrivals in Bangkok increased only by 5.82% because of the 911 crisis in the USA. Nevertheless, in the following year (2002 and 2003), the number of tourist arrivals dropped 7.36% and 0.02% because of the Iraq War and SARS crisis. Number of tourist arrivals increased again and Tourism visitation exceeded 10 million visitations in 2004. (See table 3)

Table 2: Statistics of Tourist Arrivals in Bangkok from 2002 – 2005

Statistics of Tourist Arrivals in Bangkok			
Year	Number of Tourist Arr. (Jan – Dec)	Change (%)	Remark
1997	7,211,345	+ 0.41	
1998	7,764,930	+ 7.53	Amazing Thailand (1998 – 1999)
1999	8,580,332	+ 10.50	
2000	9,508,623	+ 10.82	
2001	10,061,950	+ 5.82	911 Crisis
2002	9,120,319	-7.36	Iraq War and SARS Crisis
2003	9,118,275	- 0.02	
2004	10,992,670	+ 20.56	
2005	8,328,635	Tsunami Crisis on end of year 2004 This is the total number of tourist arrival in Bangkok from Jan - Sep 2005	

Source: TAT, Statistic Division: Year 2005, Domestic Tourism Statistics, Statistics of Tourist Arrivals in Bangkok from 2002 – 2005, (http://www.tat.or.th: 2006)

In 2005, the number of tourist arrivals showed 8,323,635 Bangkok visitations (this is the number of tourist arriving from January – September 2005. This was the latest data from TAT for a similar time period to this study). The number seemed not to be increasing when compared with the target of tourism in Thailand and the previous year; because of the Tsunami Crisis occurred at the end of 2004. (See table 4)

Nevertheless, it should be noted that the Tourism Authority of Thailand had commemorated the "Celebrations on the Auspicious Occasion of His Majesty the King's 6th Cycle Birthday Anniversary" on December 5, 1999 to target foreign tourists. Accordingly, the increase in number of tourists could be a result of this and other TAT's campaigns as well.

No empirical study was conducted at that time to test whether those tourists who visited Bangkok were induced by "Thailand Grand Sales" or other promotional campaigns. Therefore, the best assumption for this study is to presume that of "Thailand Grand Sales" helps induce tourists to visit Bangkok; it should enhance other positive images of Thailand as well. This assumption is based on the research findings in the destination image that place with positive images are likely to be chosen (Goodrich, 1978)

Table 3: Thailand Tourist Targets 1997-2006

Year	International Tourist						
	Tourist		Average	Average Expenditure		Revenue	
	Number	Change	Length of Stay	/person/day	Change	Million	Change
	(Million)	(%)	(Days)	(Baht)	(%)	(Baht)	(%)
1997[/1]	7.22	+0.41	8.33	3,671.87	-0.92	220,754	+0.63
1998[/1]	7.76	+7.53	8.40	3,712.93	+1.12	242,177	+9.70
1999[/1]	8.58	+10.50	7.96	3,704.54	-0.23	253,018	+4.48
2000[/1]	9.51	+10.82	7.77	3,861.19	+4.23	285,272	+12.75
2001[/1]	10.06	+5.82	7.93	3,748.00	-2.93	299,047	+4.83
2002[/1]	10.80	+7.33	7.98	3,753.74	+0.15	323,484	+8.17
2003[/1]	10.00	-7.36	8.19	3,774.50	+0.55	309,269	-4.39
2004[/1]	11.65	+16.46	8.13	4,057.85	+7.51	384,360	+24.28
2005[/2]	13.38	+14.84	8.10	4,150.00	+2.27	450,000	+17.08
2006[/2]	15.12	+13.00	8.20	4,300.00	+3.61	533,000	+18.44

Source: TAT, Annual report of year 2003, Marketing Plan 2005 – 2006, (http://www.tat.or.th: 2006)

Sopping Precincts and Destination Development

The shopping related theme in the literature examines the role of shopping precincts in destination development and how tourist shopping areas can or should be developed as an attraction.

In the USA this works usually based on the premise that shopping is both a major activity in, and motivation for travel (Kent et al., 1983). The researchers demonstrated that shopping was the most commonly pursued activity among tourists to Atlanta, a finding consistent with the conclusions of a more recent survey of US travelers. This survey, conducted by the travel Industry Association of America, found that 63% of travelers in the year 2000 went shopping (Gentry, C.R. 2001). Otherwise, the other research has argued that shopping is not only a very common tourist activity, but it may also be the prime motivation for some types of travel, especially cross border trips (Timothy and Butler, 1995).

Not surprisingly, many destinations have sought to capitalize on this importance by developing shopping malls and precincts as tourist attraction and by offering various incentives such as tax-free shopping programs to encourage tourists to shop (Getz, D 1993). And also, the role of shopping that shopping has become an integral element in contemporary recreation patterns. Many people use shopping as a way of fulfilling part of their need for leisure, because shopping offers enjoyment and even relaxation. Shopping is a manifestation of consumer's lifestyle and values, and tourism episodes if varying nature and duration, as particular forms of leisure, are often used as vehicles for further not lost on destination managers in several global cities, who have geared their image-making efforts to promote themselves as shopping destination. (Tim Coles in 2004)

Shopping as a Destination Attraction

In Australia, a study was conducted to examine the role of shopping in tourists' destination choice and experience (Gianna Moscardo, 2004). This study reported on 1,630 tourists to a popular Australian tourist destination by sampling made up of shoppers, usually female only. The result of respondents were asked to rate the importance of 28 destination features in their decision to come to the far north Queensland region for a holiday. This list included services and facilities, opportunities to engage in a range of activities including shopping, environmental and cultural attractions. Examination of the mean importance scores indicated that shopping was ranked 21 out of 28 for importance in destination choice. The five most important factors were 'outstanding scenery', 'opportunities to visit the Great Barrier Reef and islands', warm sunny weather', 'opportunities to visit the rainforest' and 'a wide variety of things to do'. It is important to note that 29% of the sample gave shopping an important or very important rating. In addition, an examination of patterns of activity participation in shopping, with 49% of the sample reporting that they went shopping for local arts and crafts and 62% went shopping in general.

The result of this study is that four types of tourist shoppers were identified based on a combination of the importance of shopping to their destination choice and actual participation in shopping activities. These four groups were then compared and profiled on a series of socio-demographic, travel behavior, destination choice, activity participation and attraction visitation variable.

- The series shopper those who both sought shopping opportunities and participated in shopping activities, had high levels of participation on most of the activities available and high levels of attendance at many of the commercial tourist attractions in the region. Destination choice factors such as the fashionable status of the region, the variety of activities.

- The non-shoppers, those who did not shop at all and who did not rate opportunities to shop as an importance destination choice factor, were the most different to the serious shoppers. On most destination choice factors this group was also at the opposite end of the scale to the serious shoppers. This group had the lowest participation rates for most activities and lowest attendance at most attractions.

- The arts-and-crafts shoppers were those who shopped only for local arts and crafts and who stated that opportunities to shop were not important in their destination choice. This group had significantly greater interest in nature-based activities and attractions.

- The not-so-serious shoppers this group did not rate shopping opportunities as an important destination choice but engages in shopping as a by product of spending longer in the region.

TRAVEL BEHAVIOR AND SHOPPING ACTIVITY

Different Types of Tourism

John Swarbrooke and Susan Horner (1999) divided the types of tourism in "The history of tourist behavior" by having looked at the chronological development of tourism form a geographical perspective it is now time to consider it in terms of different type of tourism. Diving tourism up into sub – types is always subjective, but the authors believe that the way they have chosen allows interesting points to be made about the growth of tourism and the development of tourist behavior. The following types of tourism:

- ***Visiting friendly and relatives*** – This phenomenon clearly dates back to the earliest days in pre – history when migration first separated families. Notwithstanding the immense difficulties of traveling in ancient time, it is natural that, from time to time, family members would have wanted to see each other. The same is true of friends who were permanently or temporarily parted by migration and nomadic lifestyles. Wedding and religious festivals provided opportunities for the earliest from of "VFR" tourism.

- ***Business tourism*** – is a tourist trip that takes place as part of people's business occupational commitment, largely in work time, rather than for pleasure, in people's leisure time (Horner and Swarbooke, 1996) it incorporates individual business trips, attendance at meetings, training courses and conferences; visiting and organizing trade fairs and exhibition; undertaking product launches; and incentive travel. There is a blurring of business tourism with leisure tourism, particularly when a business person takes their family with them on business or extends their business trip to incorporate a relaxing holiday after their work is finished (Davidson, 1994)

- ***Religious tourism*** – is one of the oldest forms of tourism and involves people traveling often as a sense of duty rather than for pleasure and leisure. Religious tourism usually includes visiting places with religious significance, like shrines or attending religious events.

- ***Health tourism*** –is simply about exploiting natural phenomena, such as mineral springs and sea water, for their medicinal benefits. As time went on, these resorts also became centers of fashion and social activity.

- ***Social tourism*** – a broad area which is primarily concerned with providing opportunities to participate in tourism for those who would not normally be able to go on trips for financial or health reasons, primarily.

- ***Educational tourism*** – involves the tourist traveling for education. This form of tourism is not a new phenomenon, but is an important segment of the tourism business. Educational tourism has developed in a number of ways i.e. Student Exchanges – young people travel to other country to study and learn more about the culture and language of other people, Special Interest Holidays – people's main motivation for taking a trip is to learn something new such as cookery classes, gardening – themed cruise to language classes.

- ***Cultural tourism*** – this is clearly linked to the special interest tourism. Culture tourism encompasses many elements of the tourism market such as visits to heritage attraction, and attendance at traditional festivals. Holidays motivated by a sample national, regional or local food and wine, watching traditional sporting events, and taking part in local leisure activities etc.

- ***Scenic tourism*** – the desire to view spectacular natural scenery has stimulated tourists since time immemorial. The places where tourists willing to go are mountains, water – related scenery, urban areas.

- ***Hedonistic tourism*** – involves the tourist in seeking pleasurable activities; encapsulated in the now classic for "S's" of sea, sand, sun and sex. The tourism experience is based on physical pleasure and social life. The hedonistic tourist is often younger and travels in a group with other like minded people.

- ***Activity tourism*** – activity holidays are a more recent development but are a rapidly growing market. Forms of activity holidays are 1) using modes of transport to tour areas; walking, cycling and riding, 2) participating in land – based sports; golf and tennis. 3) taking part in water – based activities; diving and wind – surfing

- ***Special interest tourism*** – is a niche market acting like activity – tourism, but it differs in that it involves little or no physical exertion. The type of interests are, nevertheless, very diverse with some of the most popular being; shopping, painting, gastronomy (learning to cook and enjoying gourmet meals in restaurant), attending music festivals

Tourist Typology

In addition to a strong methodological background, this study needed a theoretical foundation for studying in travel mode. This was found in a source dealing with tourist typologies such as;

Cohen (1972), in his early studies, draws attention to the fact that all tourists are seeking some element of novelty with familiarity and strangeness while, at the same time, most also need to retain something familiar. Cohen recognized a range of possible demand combinations, from those where familiarity given priority, through the one typified by tourist, who held novelty of experience to be the most important factor. Such demands can be matched by a classification of tourists. In Cohen's initial study he recognized 4 main types which were influenced by sociologists;

1. The organized mass tourist buys a package holiday to a popular destination and largely prefers to travel around with a large group of other tourists, following an inflexible predetermined itinerary. In general such tourists tend not to stray far from the beach or their hotel.

2. The individual mass tourist buys a looser package that allows them more freedom, for example, a fly – drive holiday. They are more likely that the organized mass tourist to look for the occasional novel experience. However, they still tend to stay in the beaten track and rely on the formal tourist industry.

3. The explorer makes their own travel arrangements and sets out, consciously, to avoid contact with other tourists. They set out to meet local people but they will expect a certain level of comfort and security.

4. The drifter tries to become accepted, albeit temporarily, as part of the local community. They have no planned itinerary and choose their destinations and accommodation on a whim. As far as possible, the drifter shuns all contact with the formal tourism industry.

Shopping as part of a tourist trip

Although shopping is not usually the primary reason for travel, it forms part of the trip for many travelers within different settings (Carmichael and Smith 2004). Purchases may include necessities like grocery food items, especially for those in self-catering accommodation, souvenirs that involve a search for unique gift chosen to reflect destination attributes. It is not clear at what stage in the trip and at what frequency shopping occurs for different types of travels. Shopping may be the first and last thing visitors do on reaching and leaving a destination.

Shopping is very popular part of an urban tourism package (Dellaert et al., 1995), it also showed that it is often combined with other activities like sightseeing, taking a non guided walk and visiting a museum. This is consistent on the US shopping travelers. On trips including shopping, travelers most often visit historic place and museums. Furthermore, engaging in outdoor recreation, going to the beach, visiting national or state parks and or attending cultural events or festivals are also somewhat popular activities among shopping travelers therefore, for many travelers, shopping in the context of the overall trip act as an attractor but is not necessarily the main attraction.

Tourism styles and Shopping activities

Tourism style is one of the important variables that might determine consumer profiles of tourist shoppers by speculating that each tourism style may cultivate its own type of souvenir desired.

Categories of tourism styles based on tourists' preconceptions of the importance of various activities and the type of product purchased (Litrell et al., 1994). When age was a significant descriptor of tourists' different tourism styles, tourism styles were also closely related to types of souvenirs purchased. Tourism styles have been developed as concepts that emphasize tourists' travel activities and levels of interaction with tourist communities. This activity typology approach is useful to destination managers because planners and marketers are aware of the activities their destination offers and could match their products to tourists' profiles, while it is difficult directly to isolate motivations among travelers. The result of this study indicated that, for urban entertainment tourism: tourists are active shoppers; they observed that the wide variety of likely shopping venues attests to the importance of shopping as a form of entertainment. Alternatively, the active outdoor profile provides a more limited linkage between tourism activities and souvenir acquisition. For instance, active involvement in hiking, backpacking, camping, fishing or hunting leaves tourists far from a variety of shopping place and opportunities, and may leave little time for shopping. In addition, there is a little doubt that travels activities and souvenir purchasing behavior may be different for people on work-related trips compared to those who travel primarily for vacation purposes.

Relevant tourism literature also suggested that the patterns of tourist behavior may be based on stages in the life of cycle along with tourism style (Keown, 1989). The result of this study indicated that patterns of shopping expenditure are closely related with trip types and life cycle stages as different factors and constraints that influence tourists' level of expenditure. The study showed that per capita shopping expenditure emphasizes three groups – young singles, young couples and solitary souvenirs. For solitary shoppers make up 41.4% of their expenditure as this group of elderly tourists would spend time with families at a destination.

In Washington, D.C., The study of The Shopping Traveler, survey on U.S. shopping and travel experience was conducted by the Travel Industry Association of America (TIA) and commissioned by Taubman Centers Inc. (NYSE: TCO), 2001, a real estate investment trust that develops and manages shopping centers throughout the U.S. Based on a representative sample survey of 1,000 U.S. adults who took at least one trip in 2000, the study indicates that shopping continues to be the most popular of common activities for U.S. travelers, about 91 million people, or 63 percent of travelers in 2000, included shopping as an activity on a trip. Because people can go shopping on more than one trip away from home, TIA estimates that over 335 million U.S. person-trips include shopping (one person-trip equal's one person on one trip). Travelers most often turn to people they know and hotels where they are staying to obtain information about shopping, interestingly, 59 percent of shopping travelers obtained information about shopping areas from friends, family or co-workers. Hotels were another popular source with travelers getting information from in-room maps, brochures, a TV or the hotel concierge (25%). Fewer travelers used travel guides, books or magazines (20%), the Internet (16%), a newspaper travel section (12%) and/or a destination brochure ordered from a local tourism organization (10%). Shopping is a top priority, half (51%) of shopping travelers say that shopping was the primary or secondary purpose of one or more trips taken in the past year. Most travelers (87%) say that their most recent trip that included shopping was for leisure purposes. And nearly four in ten shopping travelers (39%) agree that a trip is not complete without going shopping during the trip. One in five shopping travelers spend $500 or more on purchases during their trip, on average, shopping travelers report spending $333, in total, on purchases on their most recent trip. Nearly one in five (22%) of shopping travelers spent $500 or more on purchases. Interestingly, on average, men outspend women ($349 vs. $319) while shopping on a trip. Travelers who shop want to visit different, rather than familiar, stores, most (73%) traveling shoppers want to shop at stores they do not have in their home city or town. This is not surprising considering that most shopping travelers are on leisure trips. Over half (53%) of traveling shoppers also say they go shopping on trips in order to find items that represent the destination they are visiting. Traditional enclosed shopping centers or malls are the most popular places to shop on a trip; the most popular place to shop on trips is traditional enclosed shopping centers or malls (62%). Half shop at major downtown shopping districts or outdoor 'main street' shopping areas (53%) and/or strip malls or plazas that are not enclosed (48%), four in ten (38%) of shopping travelers shop at outlet centers. Shopping travelers are likely to be Baby Boomers and have higher-than average household incomes; shopping travelers tend to be Baby Boomers, aged 35 to 54 (42%). One-third are Generation X or Y'ers, aged 18 to 34 (35%) and 23 percent are Matures, aged 55 or older. Over half are married (56%) and most are employed (69%). Four in ten have children at home (41%). Their average annual household income is $69,400.

SHOPPING BEHAVIOR AND SHOPPING FACTORS

Predictors of tourists' shopping behavior

This study aims to examine socio-demographic characteristics and trip typologies predict shopping behavior (Joanne Yoon-Jung Oh et al, 2004). The results indicated that there are distinct groups prevalent in certain categories of shopping activity participation. Both age and gender were significant factors influencing the preference patterns on certain categories of shopping activities. The model: gender as a predictor of tourist shopper behavior was proven to be effective – female travelers were more likely to shop in all shopping categories during trips than their male counterpart. Especially for clothes, shoes and jewelry, the odds were twice higher than male travelers. Among the categories, female travelers showed relatively lower interest in the antiques category compared to other shopping categories. The age patterns varied across the five shopping categories. As was shown in the results, traveler age 51 to 60 had the highest tendency to shop in all categories except clothes, shoes and jewelry items. Overall, the youngest group showed the least tendency to browse and shop. This group displayed a relatively higher tendency to shop for books and music, and clothes, shoes and jewelry compares to other age groups. For trip typologies as a predictor, the urban entertainment, intimacy and romance and social-with-friends groups were proved to be effective predictors across all of the five shopping categories. Urban entertainment tourists had the highest tendency in the areas of books, foods and clothes. On the other hand, active outdoor people were the least effective predictor. The active outdoor typology was only effective for shopping and browsing for gourmet foods. The people and setting group is effective only for foods and clothes, shoes and jewelry, while the history-and-parks group was not effective for foods and clothes categories. It was shown that the relax-with-family group appears to be tied only to books and clothes.

The relationship between shopping behavior, social demographics and travel behavior

There were several research studies on the relationship between social demographic characteristics and shopping behavior, the result of findings described the association among age, gender and tourists' shopping behavior. Researcher selects 6 related researches with related to this study, detail of subject or variable studies and Main conclusions and primary findings as follow;

Jansen-Verbeke 1987, "Gender and age influence in attitude toward shopping", main conclusion and primary findings; significant differences exist in gender and between age groups in attitudes towards shopping

Jensen-Verbeke 1990, "Socio-demographic influence on attitude, frequency and pattern of shopping", main conclusion and primary findings; attitude towards shopping, its frequency and pattern have been related to consumers' personal characteristics such as gender, age, family status and socio-demographic status.

Litrell, Anderson, Brown 1993, "Gender and age influence on differences in criteria for authenticity of souvenirs", main conclusion and primary findings; for both genders, authenticity is derived from uniqueness, workmanship, aesthetics, usage, cultural integrity, craftsperson, shopping experience and genuineness of souvenirs. There were no gender differences in defining authenticity. Tourists in different stages of travel career and ages adopted different criteria for souvenir.

Anderson and Litrell 1995, "Souvenir purchase behavior of women tourists of different age groups", main conclusion and primary findings; differences exist in souvenir purchasing behavior and perception of authenticity between early-adulthood women (age 22-45) and middle adulthood women (age 43-60. Early-adulthood women made most unplanned purchases in mall with their children, while middle-adulthood women made planned purchases in specialty stores and tourist shops with friends or husbands.

Otherwise, some researches did not study the relationship between social demographics and shopping behavior only, but related to travel behavior of tourist shoppers also i.e. "Examination of socio-demographic characteristics and trip attributes in relation to shopping expenditure and item preference" (Lehto, Cai and O'leary, 2004), main conclusion and primary findings; travel purpose, travel style, age and gender were significant factors influencing the amount of money travelers spent on shopping and the item the preferred. "The trip length, type of activities and expenditure pattern, accounted for the behavior differences of tourist shoppers" (Jansen – Verbeke, 1991), and "Age, marital statuses, gender, income, length of stay and accommodation type were factors impacting on shopping expenditure" (Lawson, 1991)

Shopper typologies

In 1986, Lesser and Hughes identified seven different shopping segments:

1. *Inactive shoppers* (not interested in shopping and not concerned about price, service or product assortment)

2. *Active shoppers* (looking for value for money, and interested in exclusive products and retailers with an upper middle class appeal)

3. *Service shoppers* (pay higher prices for additional services, seek convenient stores with friendly personnel)

4. *Traditional shoppers* (not enthusiastic about shopping, neither very price sensitive nor very demanding)

5. *Dedicated fringe shoppers* (continuously looking for new products and new ways of shopping, neither brand, nor store loyal, not interested in socializing)

6. *Price shoppers* (willing to give up quality, service and assortment for the lowest price)

7. *Transitional shoppers* (young people who often switch stores).

In 1994, there were four types of tourist shoppers (Littrell et al); this study demonstrated different styles of shopping behavior were associated with these different travel groups. Four types of tourist shoppers were identified by type of tourists;

1. *Ethic, arts and people travelers*, who were active tourists with an interest in the culture of the destination that they visited and were particularly attracted to local arts and crafts.

2. *History and parks travelers*, who were more interested in history and nature and who sought both souvenir if local arts and crafts and printed materials which supported their interest in history and nature

3. *Urban entertainment travelers*, who were very active and especially interested in nightlife and entertainment; this group purchased souvenirs to display at home and which often carries the logo of the visited destination

4. *Active outdoor tourists*, who enjoyed a range of active, outdoor, nature based pursuits and who sought souvenirs associated with these outdoor activities

In 1995, Boedeker segmented consumers into '*new type shoppers*' and '*traditional shoppers*'. New type shoppers are very demanding consumers valuing not only the recreational, but also the economic and convenience characteristics of a store. They prefer a good above a nearby store, value service, and often do not pre-plan purchases. Traditional shoppers, on the other hand, only buy pre-planned products and are not in for impulse buying, are not the first to buy new products, compare prices, look for bargains, and do not value recreational aspects.

In 2001, the most frequently used variables to classify consumers are personal and/or situational variables (Geuens et al.), hypothesized six different segments depending on the time that the consumer has available (time-poor or time-rich), the extent to which social interactions are important, and the extent to which experiential elements are important:

1. *Convenience shoppers* (time-poor, no social nor experiential interest)

2. *Low-price shoppers* (time-rich, neither social nor experiential interest)

3. *Social shoppers* (time-poor, social but no experiential interest)

4. *Intense social shoppers* (time-rich, social but no experiential interest)
5. *Experiential shoppers* (time-poor, experiential interest)

6. *Recreational shoppers* (time-rich, experiential interest).

Hierarchy of Shopping Needs

Joined Up North (2005) was asked to conduct a study to examine the diversity and distinctiveness of the retail environment in the North East of England and was applied Maslow's theory to their observations and experience of shopping behavior, and felt that there is also a hierarchy of shopping needs, both in deficiency needs and growth needs:

Figure 1: Hierarchy of Shopping Needs

The first four motivational areas for shopping meet Maslow's deficiency needs:

- ❒ To procure basic functional goods
- ❒ To shop in a safe environment, to be able to park or arrive and depart safely by bus, to feel safe from muggers and to be able to get the goods home safely
- ❒ To achieve reinforcement of one's belonging status through shopping with a friend or peer group
- ❒ To acquire esteem through the association of high status brands

Of the remaining four, the first three can be applied to shopping:

- ❒ To be aware of consumer rights and thus shop with confidence
- ❒ To enjoy an aesthetically pleasing environment and buy attractive merchandise
- ❒ To achieve self-fulfillment, not just in the acquisition of goods but in the act of shopping itself, which has been described as ecstasy for some, or on some occasions
- ❒ The tip of the Needs Hierarchy, self–transcendence, is about selfless-ness and thus cannot have an application in shopping.

The conclusions are that an examination of shopping motivations confirms the value of seeking distinctiveness in the shopping environment. While shopping is predominantly functional on many occasions and for most consumer groups, there is a higher level shopping experience which is culturally aesthetic as well as self indulgent and fun. If any country were able to improve in this area, it would be better placed to satisfy higher level shopping motivations among customers, and of improving the destination pull of shopping centers in the tourism market.

Needs Related to the Shopping Process

Arnould Eric et al (2006) discuss and illustrate two consumer needs related to the shopping process including deal proneness and self-sacrifice. This is not intended to comprise a comprehensive list of shopping motives, but only to suggest how shopping environments can relate to consumer needs.

Deal Proneness: Winning at the game of Shopping

- ❒ For some consumers, shopping is like a contest or game. So, a consumer may shop for hours and make many comparisons so as to make just the right purchase. This purchase may be evaluated in terms of the amount of money saved. Or, in other instances, time may be the objective function. In this sense, the deals that marketers offer can be viewed as a key motivator of behavior.

- Marketers offer deals to consumers for many reasons. Examples of deals include everything from coupons, to rebates, to free samples. From one perspective, a deal (such as a special coupon) serves to draw attention to the brand. Such a deal may stimulate or trigger purchase behavior.

- **Deal proneness** can be viewed as a kind of consumer need. When combined with other needs, it has the potential to explain the "why" of consumer behavior. Consumers' responses to deals can also be viewed as a personality variable For instance, we may say that some consumers are particularly deal prone. These consumers seek out deals for a wide variety of reasons, including saving money, having fun, or being efficient shoppers.

- Consumers often haggle over price. **Price haggling** involves *give and take by buyer and seller in order to establish a price acceptable to both.* The prevalence of price haggling varies considerably between cultures. Many economies operate on a barter system and rely heavily on haggling price. When consumers price haggle we might assume, that they are motivated to obtain a better dollar value for their purchase's that is, economic motives.

- One U.S. based study used an analysis of depth interviews to illustrate consumers can fulfill three primary needs including achievement, affiliation, and dominance, by haggling over price.

- Deal proneness and price haggling, like other needs, are shaped by the shopping culture or environment the consumer experiences. Consumers in transitional economies may be particularly motivated by sales because of the previous lack of goods and lack of price differentiation among goods.

Shopping as Self-Sacrifice

- Often we interpret shopping as a pleasure or a self-gift. People report that when they are feeling low, or want to reward themselves, they go shopping. A perspective that may be the source or rich insights for marketers interprets shopping as **self-sacrifice**. The findings are based on ethnography of lower and lower middle class women in the United Kingdom, although an ethnographic study of lower and lower middle Chicago women reports similar findings.

- Daniel Miller, an anthropologist, argues that women shop out of devotional love for their families. Their shopping is an investment in their families and relationships with family members. Purchases are rationalized not in terms of what was spent, but in terms of savings and thrift. These savings and thrift generated through shopping then constitute funds that can be given to dependents and descendants. In this perspective provisioning of the family through shopping is an important way of constituting and preserving the family. The idea that women can use purchases to show their family they love them is common in many U.S. magazines. If shopping is viewed as provisioning the family rather than a pleasurable, self-indulgent activity, then marketers would use different appeals to encourage shopping and purchase of their products.

General Tourist shopper Motivation

Several authors believe that shopping is one of the most popular tourist activities because it satisfies part of people's need for leisure and tourism (Kent, Shock and Snow, 1983). Shopping is viewed as a form of recreation that provides enjoyment and relaxation (Bussey, 1987; Gratton and Taylor, 1987, Timothy and Butler, 1995). Tourism and leisure activities are dictated by two motivational structures: (1) the wish to contrast day-to-day or ordinary life routines (2) the wish to be out-of-place. The break from everyday routine can be reached by dramatizing the ordinary as shopping malls and themed environments demonstrate. Nowadays, tourist attractions of the past like historical sites, nature and large commercial cities have been taken over by new attractions such as leisure parks and large malls (Urry, 1996; Rojek and Urry, 1997).

On the basis of an extensive review of general shopping literature Geuens et al. (2001) conclude that in general three different types of shopping motivations can be distinguished: (1) Functional motivations pertain to tangible aspects such as product assortment, product quality, convenience, price, etc. (Sheth, 1983; Westbrook and Black, 1985; Shim, Gehrt and Holikova, 1998; Dholakia, 1999; Geuens et al., 2001). (2) Social motivations reflect the need to communicate with others sharing the same interests, affiliating with peer groups, interactions with salespeople, etc (Tauber, 1972; Reynolds and Beatty, 1999; Dholakia, 1999; Geuens et al., 2001), and (3) Experiential or hedonic motivations consist of the need for sensory stimulation, and new or enjoying experiences (Tauber, 1972; Sheth, 1983; Bellenger and Korgaonkar, 1980; Dhollakia, 1999; Geuens et al., 2001).

The importance of each motive depends on personal (e.g. Some people are born to shop while others cannot appreciate it) and situational variables (e.g. Time pressure), as well as on the product category sought for (groceries evoke less experiential and hedonic motivations than apparel) and the distribution format chosen (e.g. online versus mall shopping) (Falk and Campbell, 1997; Eastlick and Feinberg, 1999; Aylott and Mitchell, 1998; Dholakia, 1999; Van Kenhove, De Wulf and Van Waterschoot 1999).

Tourist Shopping Motives

Shopping has also been studied in the field of leisure which the main focus has been on the characteristics and types of shoppers and the motives associated with shopping as a leisure activity. Early research by Lesser and Hughes (1986) for example, identified types of shoppers based on the importance given to different aspects of the shopping experience. This study distinguished between those who actively enjoyed shopping, but expressed this in different ways, those who did not enjoy shopping at all and those who shopped only because they had to.

Dholakia (1999) identified three main motives for shopping: utilitarian, family or social interaction and shopping as a pleasure activity in its own right with social and relaxation dimensions. This research also demonstrated that motives were related to choice of shopping context and shopping behaviors. In addition, Dholakia cautioned against the assumption that gender is a key variable, noting that many of the published studies had either all- female or female-dominant samples.

A major theme in the literature on shopping as a leisure activity is the distinction between shopping for necessities and shopping as recreational and leisure pursuit (Timothy and Butler, 1995)by asking people questions about their involvement in recreational or non-essential shopping;

- ❒ An active group of leisure shoppers who sought social and relaxation benefits as well as value for money
- ❒ A group of shoppers solely focused on economic aspects of shopping
- ❒ Two non-shopper groups

These researchers concluded that psychological variables such as locus of control were critical in determining the type of shopper an individual becomes.

Otherwise, shopping motives for tourists could be multifold. According to the analysis of cross-border shopping (Timothy and Butler, 1995), found that taking advantage of price differences was a motivation, but was not the sole motivation for cross-border shopping trips when taking into account the travel expenses incurred. The added value of getting away from a routine living environment and sampling a different culture accounted for the other motivation. While, the summary of shopping motivation (Jansen-Verbeke, 1994), summarized shopping motivation into four categories: taking advantage of the unique goods provided or bargaining prices offered; being motivated by the favorable exchange rate; purchasing goods and products that represent the identity of the destination that would preserve a found memory; and strengthening social and family ties by presenting gifts and souvenirs to relatives, friends or colleagues.

For individuals, vacation travel is special leisure time and an episode spent at a place apart from their ordinary everyday life settings. As a result, when she / he is a tourist, a person's shopping and purchasing behavior as a consumer often varies considerably from their normal pattern at home (Brown, G. 1992). From a consumer behavior perspective, tourist's shopping behavior calls for special interest and attention for three main reasons. First, tourist purchasing behavior differs from that of the rational and ordinary purchasing behavior at home because vacation travel is 'unordinary time', which is described as time when individuals are not working, not serious, not responsible or not thrifty, in an escape or a break from their normal routine (Cromptom, J. 1979). Secondly, destinations provide people with a unique environment and stimulation apart from those of ordinary shopping setting. Accordingly, tourists' experiences and behaviors are closely associated with the 'consumption of place'. For instance, shopping as a leisure or hedonistic activity is encouraged in may tourism locations by means of the uniqueness, attractive nature of the shops, settings, range of goods and the ambience of the stores (Jansen – Verbeke 1998). Tourist shoppers also look for excitement and pleasure, and seek opportunities to interact with people at local shops (Anderson, L.F. 1993). Thirdly, the souvenirs a traveler brings back home carry special and symbolic trip memories and the values they wish to cherish and remember. Travelers use souvenirs for social psychological reasons of identity construction and self development for symbolic meanings (Baker et al, 2003), and gift giving as a means of supporting a relationship with the others in social psychological perspectives (Park, M.K., 2000). In this situation, a souvenir represents a special acquisition and possession to individuals regardless of its type or value.

In addition, in international tourism setting consumer behavior research requires special attention for understanding the different values, attitudes, perceptions and practices of people of different nationalities and cultures. The better destination marketers and planners understand the underlying factors influencing tourist expectation and behavior, the better they are able to develop and orient product and service offering that better cater to tourists' demands, needs and experiences.

Katherine Mizerski (2004), 'The Influence of Shopping Motivation', this study focuses on the relationship between shopping motivation, optimum stimulation level and cognitive response and store patronage satisfaction. Shopping motivation focuses on the hedonic motivations for shopping while cognitive response is measured in terms of the perception of merchandise quality and the perception of service quality. The results indicate that a moderate relationship exists between shopping motivation and the perception of merchandise quality and service quality. In turn, these cognitive responses to shopping have a strong influence on store patronage satisfaction.

This study undertakes to extend the understanding of shopping behavior by identifying the role of shopping motivation and optimum stimulation level. Shopping motivation and optimum stimulation level were found to be associated with the perception of merchandise quality and the perception of service quality. Role motivation and adventure motivation appear as the most significant motivation in the perception of merchandise quality.

Meanwhile, optimum stimulation level and social motivation emerge as the most significant variable to correlate with the perception of service quality. The perception of merchandise quality and the perception of service quality were found to be related store patronage satisfaction with service quality having more influence on store patronage satisfaction than merchandise quality.

These results indicate that the respondent's view of merchandise and service quality is dependent upon their reason for shopping. Shoppers who view shopping as part of their daily activities, or have a specific motivation for shopping (part of adventure), are more likely to focus on product quality. This could be because these people view shopping as a necessity and are not looking for social interactions. On the other hand, for those shoppers who view shopping as a social activity and are trying to fulfill their need for stimulation, personal service is more relevant. The implication for retailers is that these needs are likely to be store specific.

Shopping Motivation Typology

The hedonic shopping motivation typology developed by Arnold and Reynolds (2003). These motivations are as follows:

- *Adventure shopping* – shopping is viewed as an adventure
- *Social shopping* – shoppers see the main purpose of shopping as an opportunity to socialize
- *Gratification shopping* – shopping is used as a reward ANZMAC 2005 Conference: Retailing, Distribution Channels and Supply Chain Management
- *Idea shopping* – this shopping is undertaken to provide the shopper with up-to-date information on products and trends
- *Role shopping* - shopping motive relates to the shopper's role in society
- *Value shopping* – the purpose of this activity is to find a bargain
- *Anticipated utility* - the aim of the shopping is to obtain the product. Shoppers expect to gain the utility offered by the product purchased. Optimum Stimulation Level

Shopping's Push and Pull factors

Travelers differed in factors that motivate them to shop and draw them to particular retail venues. Using push factor of shopping motivations when traveling (Kinley, T.R. et al., 2003), tourists clustered into three groups of 'shopping tourists', 'experiential tourists' and 'passive tourists'. Of the threes clusters, shopping tourists expressed strong preferences for shopping in unique or different kinds of stores where they could buy something special for others or hunt for a bargain. Experiential tourists place importance on entertainment when they traveled, including treating themselves, shopping in different kinds of stores and enjoying social interactions with friends and family. Finally, passive tourist exhibited low motivation for the majority if the push factors related to shopping.

Following formation of clusters, the three groups were compared for the pull factors attracting them to mall shopping. Not only did the three groups vary in ethnicity, income and education, but they also reacted differently to mall pull factors of merchandise and ambience, entertainment and convenience. As examples, experiential tourists had the strongest means for attraction to quality products and pleasant atmosphere (merchandise and ambience); restaurant choice and a lively atmosphere reflective of local culture (entertainment); safety, convenience parking, family friendly and well known brands (mall basics) and convenience of shopping to hotels and other stores (convenience)

Shopping mall attributes motivations

Shopping behavior is also influenced by shopping mall attributes (Swanson, 2004). Shopping mall attributes are inherent characteristics of the shopping mall used by consumers to determine at which store to shop. The objectives of good shopping mall design include visual appeal and ease of movement among other shopping attributes used to encourage buying and selling.

The study in shopping mall attributes by focusing on tourist customer and tourism providers reported on the concept of service quality (Berry, L., 1969). Twelve components to define measurable shopping malls attributes were hypothesized to motivate consumers to frequent specific businesses, including price, quality, assortment, fashion orientation of merchandise, sales personnel, location, convenience and promotion and advertising among other components. Whether customers select a particular shopping mall or not depends on how well the competitors fulfill various store attributes.

Other studies developed the criteria to evaluate service quality: consistent, helpful employees; carious payment forms accepted; safe environment; convenient hours of operation; accessible park; and area layout easily followed (Vogt and Fesenmaier, 1995), as well as the study identified unique form shopping mall hours, easy accessibility, available and free parking, proximity to lodging facilities and important environment attributes (Pysarchik, 1989).

Furthermore, the range of shopping attributes identified, there is a study in the dimensions of shopping experience (Jansen-Verbeke, 1998). This study suggested that it is important to consider both the buyer (tourist shoppers) and the seller (shopping malls) among other variable in tourist behavior research. This study modeled the shopping experience as a series of variables which included three dimensions; 1) people (tourist shoppers), 2) products (souvenirs), and 3) places (tourist destinations). Within the model, the people dimension took into consideration the motivation and behavior patterns of tourists including activities and expenditures. Variables within the product dimension included diversity of souvenir goods among other architectural design and uniqueness were among the variables considered.

The summary result indicated that location is the most importance shopping mall attribute because of the considerable amount of time first-time visitors spend orienting themselves to a tourist area. Convenience is also a major attribute in patronizing a shopping mall. Tourist shoppers are more willing to spend money on souvenirs if the displays are of high quality, imaginative and attractive. Salespeople should be courteous, initiate friendly conversation, helpful, knowledgeable and not pressure tourist shoppers into sale. They should take time to explain the item's value, relates its history and be accurate and truthful (Henthorne, 2000).

CHAPTER 3

METHODOLOGY

The primary purpose of this study is to effectively measure the shopping activity can be an effective marketing tool to promote tourism in Thailand. In order to do so, it is necessary to capture and analyze the actual behavior of international tourist shoppers such as social demographic characteristics, travel behavior, shopping behavior, and furthermore, to investigate the perception of international tourists shopping about the advantages of Thailand and the main attractions that will influence them to come shopping again, and the expectations that Thailand should have for competing with Hong Kong and Singapore, for the title of the "Shopping destination of Asia"

Accordingly, the method of determining sample size of this study uses the number of domestic tourists in Bangkok and Yamane's formula to calculate sample size of survey respondents, and also, the method of this study uses the quantitative research model and the survey instrument of this study uses convenient structured questionnaire to capture the actual behavior, the perception and expectation of survey respondents. Details of the methodology of this study are as follows.

DETERMINING SAMPLE SIZE

The survey respondents of this study are international tourist shoppers who go shopping at Siam Center, Siam Discovery, Siam Paragon and The Emporium. The total number of the sample is 400 international tourists, which is separated into 4 groups: 100 survey respondents / 1 survey location.

According to Yamane (1967:886), he provided a simplified formula to calculate sample sizes. This formula was used to calculate the sample size for 95% confidence level and Precision = 0.5 are assumed.

$$n = \frac{N}{1+Ne^{2}}$$

Where n is the sample size, N is the population size, and e is the level of precision. The sample size of this research calculated from Domestic Tourism Statistics of Tourism Authority of Thailand (TAT) statistics division.

- Total number of domestic tourists in Bangkok for 9 months, from January to September 2005, is *8,878,205* visitors.

- The average number of tourists per month is *986,467* visitors (<u>8,878,205</u>)

- In proportion, the percentage of places that tourists tend to visit when they travel to Bangkok. Ranking in third are department stores and shopping malls with 4.63% of international tourists.

- So, population size will calculate from 4.63% of international tourists who visit Bangkok and tend to go to department stores and shopping malls as an attractive place to visit. The total number which is used to calculate population size is *45,673* visitors ($\frac{986,467 * 4.63}{100}$)

The sample size is

$$n = \frac{45,673}{1 + 45,673\,(0.05)^{2}}$$

$$\mathbf{n = 396.53}$$

QUESTIONNAIRE DESIGN

The questionnaire used in this study is comprised of four parts:

Part 1: Social – Demographic Characteristics i.e.

- Gender
- Age
- Marital status
- Usual place of residence
- Approximate monthly salary

There are five questions in the first part in which the survey respondents choose only one answer of each question. (Question no. 1, 2, 3, 4 and 10)

Part 2: Travel behavior i.e.

- Trip purpose
- Travel mode
- Travel party
- Length of stay in Bangkok
- Previous visits to Bangkok
- Total trip expenditures
- Trip arrangement
- Type of holiday experience that they look for

There are eight questions in the second part. Seven out of eight questions, survey respondents choose only one answer of each question (question no. 5, 6, 7, 8, 9,11and 12). Only question no. 13 (Type of holiday experience), survey respondents choose three of five items and rank in order of importance.

Part 3: Shopping behavior i.e.

- ❒ The importance of shopping activity during the trip
- ❒ Factors that influence shopping
- ❒ The easiest form of transport
- ❒ Type of product
- ❒ Time spent on shopping
- ❒ Shopping budget
- ❒ The most convenient method of payment
- ❒ Preferences that influence people to go shopping at that mall
- ❒ Useful sources about shopping information in Bangkok
- ❒ Shopping problems

There are ten questions in the third part. Eight out of ten questions, survey respondents choose only one answer in each question (question no.14, 15, 17, 18, 19, 21 and 22). The question no. 16 (Type of product that they like to buy), survey respondents choose three of eight items and rank in order of importance, and as well as, question no. 20 (Mall preferences that influence to go shopping at mall), choose three of nine items and rank in order of importance.

Part 4: The perception and expectation of international tourists shopping i.e.

- ❒ Main attraction that will influence you to come shopping in Thailand
- ❒ The advantage of Thailand for competing with Hong Kong and Singapore for the title of the "Shopping Destination of Asia"
- ❒ Main expectation that Thailand should have to be the "Shopping Destination of Asia"
- ❒ Prices of products in Bangkok
- ❒ The interest in 20% duty free discount offers

There are 5 questions in the fourth part. Question no. 23 (The main attraction), question no. 24 (The advantage of Thailand) and question no. 25 (The main expectation), these 3 questions, survey respondents can choose more than one answer, while the question no. 26 and 27 are yes / no question, survey respondents can choose only yes or no. Question no. 26 (the price of product in Bangkok is cheaper than in their country or not) and question no 27(20% duty free discount offering will influence them to come shopping in Bangkok again or not)

SECONDARY DATA

This study will use the hierarchy of needs theory of Maslow to apply to finding result of this study in the discussion part. This theory is useful for this study because there also has an article which was conducted by Joined Up Morth to examine the diversity and distinctiveness of the retail environment in the North East of England and was applied Maslow's theory to their observations and experience of shopping behavior (in literature review) The description of Maslow's hierarchy of needs as follow;

According to the hierarchy of needs, the classic definition of motivation is derived from the word "motive", which is to cause a person to act in a certain way or stimulate interest inducing a person to act. Abraham Maslow (1971), a humanistic psychologist, believed that people are not merely controlled by mechanical forces (the stimuli and reinforcement forces of behaviorism) or unconscious instinctual impulses of psychoanalysis. Maslow focused on human potential, believing the humans strive to reach the highest levels of their capabilities. People seek the frontiers of creativity, and strive to reach the highest levels of consciousness and wisdom. People at this level were labeled by other psychologists as "fully functioning" or possessing a "healthy personality". Maslow called these people "self-actualizing" persons. Maslow set up a hierarchical theory of needs in which all the basic needs are at the bottom, and the needs concerned with man's highest potential are at the top. The hierarchic theory is often represented as a pyramid, with the larger, lower levels representing the lower needs, and the upper point representing the need for self-actualization.

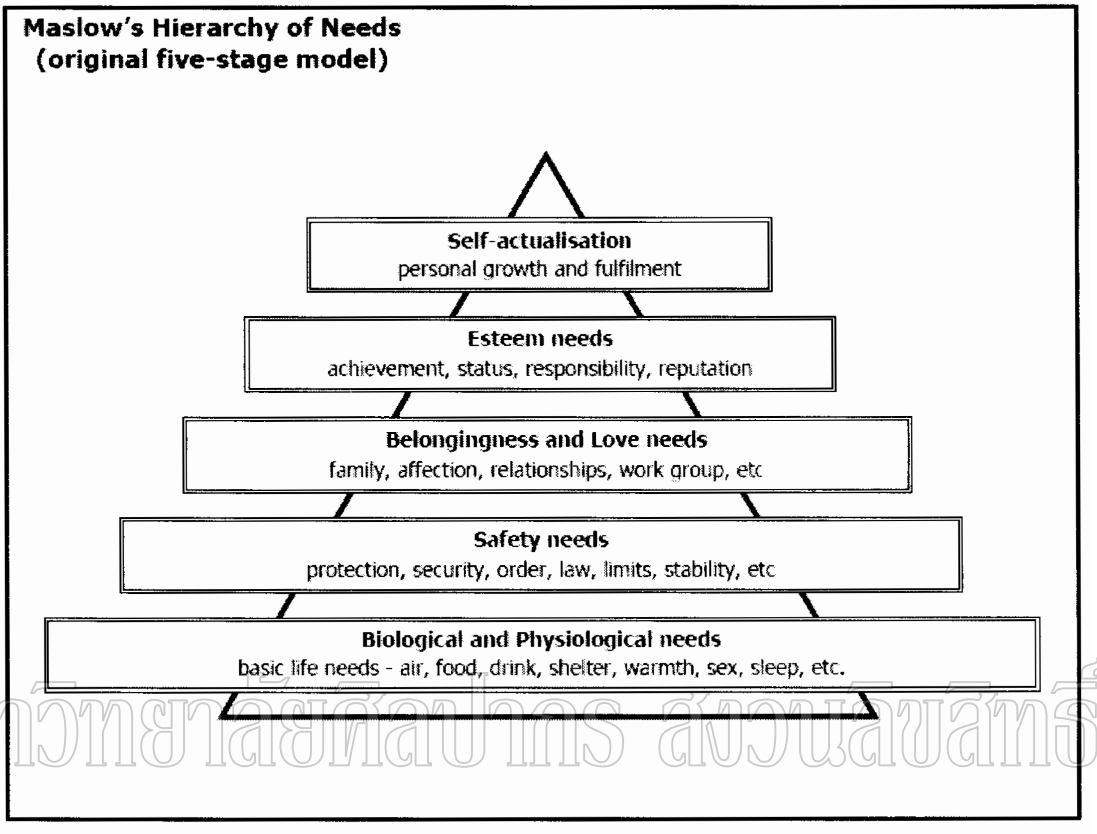

Figure 2: Maslow's Hierarchy of Needs

Each level of the pyramid is dependent on the previous level. For example, a person does not feel the second need until the demands of the first have been satisfied. Maslow Hierarchy of Needs is rephrased and summarized below:

1) Physiological: hunger, thirst, bodily comforts, etc.; and

2) Safety/security: out of danger; and

3) Belongings and Love: affiliate with others, be accepted; and

4) Esteem: to achieve, be competent, gain approval and recognition; and

5) Self-actualization: to find self-fulfillment and realize one's potential

DATA COLLECTION PROCESS

The data collection process for this study starts with the researcher collecting all the data from March 1st through 31st, 2006. Questionnaires are administered to international tourist shoppers who go shopping at Siam Center, Siam Discovery, Siam Paragon and The Emporium. 10 – 15 minutes is the approximate time for answering a questionnaire per one survey respondent. Two research assistants and a researcher conduct the survey both weekdays and weekends from 10.30 a.m. – 7.30 p.m. (See table 4)

DATA ANALYSIS

The methodology uses in this study consists of a convenient structured questionnaire. The analysis of the data comprises of five parts: 1) analysis of social demographic characteristics; 2) analysis of travel behavior; 3) analysis of shopping behavior; 4) analysis of the perception and expectation of international tourists shopping; 5) analysis of the relationship between social demographic characteristics, travel and shopping behavior

For the analysis of social demographic characteristics and travel behavior, various description provided by the respondents are classified and labeled, and then tables and graphs are used to determine the frequency and percentage of each attributes. As well as the analysis of shopping behavior, the analysis of the relationship between shopping behavior and social demographic characteristics, and also, the relationship between shopping behavior and travel behavior are described by using cross-tabulation tables. Demographic variables consider in this study are the gender, usual place of residence, marital status and approximate monthly salary. Travel variables are length of stay, trip arrangement and type of holiday experience.

For the analysis of the perceptions and expectations of international tourists shopping, various descriptions also provide by respondents are classified and labeled. Tables and graphs are also used to determine the frequency and percentage. Furthermore, the analysis of the relationship between all attributes of perceptions and expectations, social demographic characteristics (gender), travel behavior (previous visit to Bangkok) and shopping behavior (the importance of shopping) are described by using cross-tabulation tables. As for this part, The Statistical Package for the Social Sciences (SPSS) statistical program is used. The kind of testing uses varied from independent – sample T – test or one – way ANOVA analysis. All the tests are conducted using the 95% confidence level.

A T – test analysis is applied to determine whether any significant difference exited at the .05 level of significance between males and females. In order to determine the mean comparisons between the perception and expectation of international tourist shoppers and the degree of the importance of shopping activity, ANOVAs analysis is applied. The results and findings of the study are discussed in detail in the following chapter.

Table 4: Research Timetable

January – June 2006

Research Procedure / week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Research topic agreed by consultation with advisor																		
Search and study any literature and research which relate to this topic																		
Write-up research proposal																		
Submit research proposal																		
Data collection at Siam Discovery																		
Data collection at Siam Center																		
Data collection at Siam Paragon																		
Data collection at The Emporium																		
Summarize data by SPSS program																		
Analyze data and write-up report																		
Presentation and revise																		

Week		Week		Week	
1	01 Jan – 07 Jan 06	7	12 Feb – 18 Feb 06	13	26 Mar – 01 Apr 06
2	08 Jan – 14 Jan 06	8	19 Feb – 25 Feb 06	14	02 Apr – 08 Apr 06
3	15 Jan – 21 Jan 06	9	26 Feb – 04 Mar 06	15	09 Apr – 15 Apr 06
4	22 Jan – 28 Jan 06	10	05 Mar –11 Mar 06	16	16 Apr – 22 Apr 06
5	29 Jan – 04 Feb 06	11	12 Mar – 18 Mar 06	17	23 Apr – 29 Apr 06
6	05 Feb – 11 Feb 06	12	19 Mar – 25 Mar 06	18	30 Apr – 30 Jun 06

CHAPTER 4

FINDINGS AND DISCUSSIONS

The primary purpose of this study, shopping is selected as a tourism activity because international tourists are attracted to this activity while they are traveling in Thailand. Also the marketing action plan 2005 – 2006 of TAT, attempted to turn Bangkok into a shopping destination by setting shopping as the "special interest product" of the country. Furthermore, it is assumed that the understanding of patterns and predictor of tourist shopping behaviors will lead to improved planning, marketing and managing of shopping tourism. So that shopping will be an effective tool in inducing tourism as an activity in the country.

The primary purpose of this research project 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"

Moreover, this research project needs to inquire about the difference of price of product between Bangkok and their own country and also, to explore the interest in 20% duty free discount offering that will influence international tourists to return to shopping in Bangkok again or not. This chapter discusses the results of the data collection process.

<u>BACKGROUND INFORMATION</u>

Data is collected from March 1^{st} through March 31^{st}, 2006, yielding a total number of four hundred completed surveys. The survey locations are separated into four main survey locations i.e. Siam Center, Siam Discovery, Siam Paragon and The Emporium.

Sample consists of randomly select general international tourists who go shopping at these four survey locations by averaging a hundred survey respondents per each survey location. The total number of survey respondents calculate by using the number of international tourists in Bangkok of domestic tourism statistics on March 2005 (Tourism Authority of Thailand) and Yamane's sampling size formula. Detail of the finding results are discussed in the following sections and an annotated questionnaire containing results of the surveys are included as an appendix.

PART 1: SOCIAL DEMOGRAPHIC CHARACTERISTICS INFORMATION OF INTERNATIONAL TOURISTS SHOPPING

The first part describes social demographic characteristics of international tourist who go shopping at Siam Center, Siam Discovery, Siam Paragon and The Emporium. The social demographic characteristics consist of gender, age marital status, usual place of residence and approximate monthly salary. The results and descriptions of social demographic characteristics as follow; (See table 5)

Table 5: Social Demographic Characteristics

Social Demographic Characteristics	Frequency	Percent
Gender		
Male	174	43.5
Female	226	56.5
Total	400	100.0
Age		
Less than 21 years	31	7.8
21 – 30 years	167	41.8
31 – 40 years	143	35.8
41 – 50 years	32	8.0
51 – 60 years	16	4.0
61 – 70 years	6	1.5
More than 70 years	5	1.3
Total	400	100.0
Marital Status		
Married	119	29.8
Single	256	64.0
Widowed / Separated / Divorced	25	6.3
Total	400	100.0

Table 5: (continue)

Social Demographic Characteristics	Frequency	Percent
Usual place of residence		
Asia	85	21.3
Australia / New Zealand	59	14.8
Europe	199	49.8
USA / Canada	45	11.3
Others	12	3.0
Total	400	100.0
Approximate monthly salary		
$1,500 or less	79	19.8
$1,501 - $2,500	89	22.3
$2,501 - $5,000	106	26.5
$5,001 - $7,500	49	12.3
$7,501 - $10,000	23	5.8
$10,001 - $12,500	11	2.8
$12,501 and above	43	10.8
Total	400	100.0

1.1 GENDER

The survey respondents of this study consist of unequal number of males and females, totaling 400 survey respondents, which the number is 174 male survey respondents (43.5%) and 226 female survey respondents (56.5%)

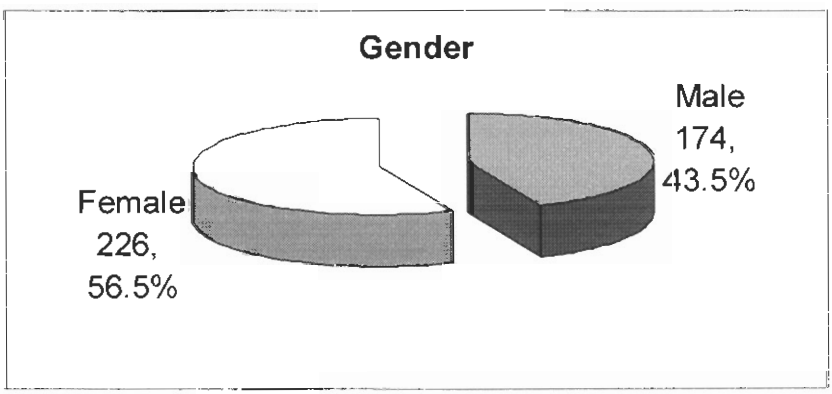

Figure 3: Frequency and Percentage of Gender

1.2 AGE

The age range of survey respondents of this study finds that most international tourists shopping who are between 21 – 40 years old account for 77.6% or 310 persons. The following ranks are those who are between 41 – 50 years old account for 8% or 32 persons, who are less than 21 years old account for 7.8% or 31 persons, who are between 51 – 60 years old account for 4% or 16 persons and over 70 years old account for 1.3% or 5 persons, respectively.

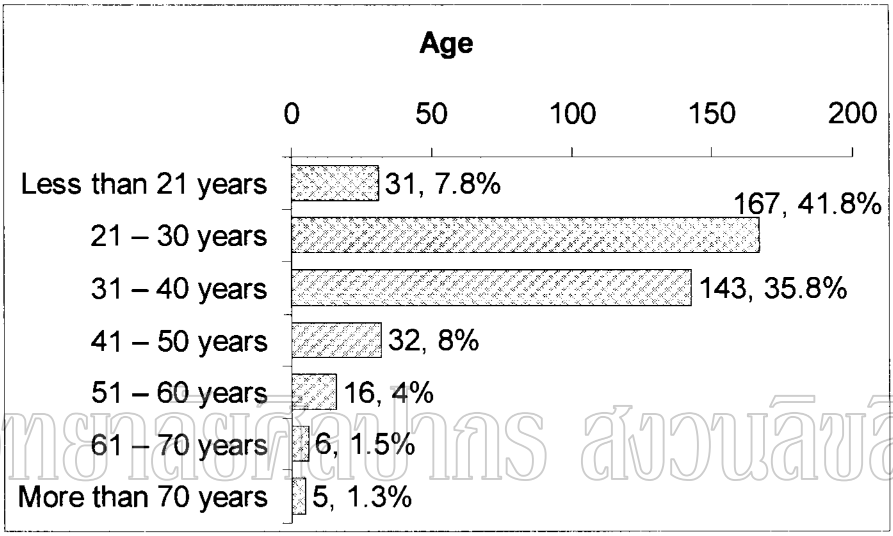

Figure 4: Frequency and Percentage of Age Range

1.3 MARITAL STATUS

The marital status of survey respondents of this study finds that most of the survey respondents are single, which account for 256 persons or 64%. The second rank is married, account for 119 persons or 29.8%. The last rank accounts for 25 persons or 6.3%, which the marital status is widowed / separated / divorced respectively.

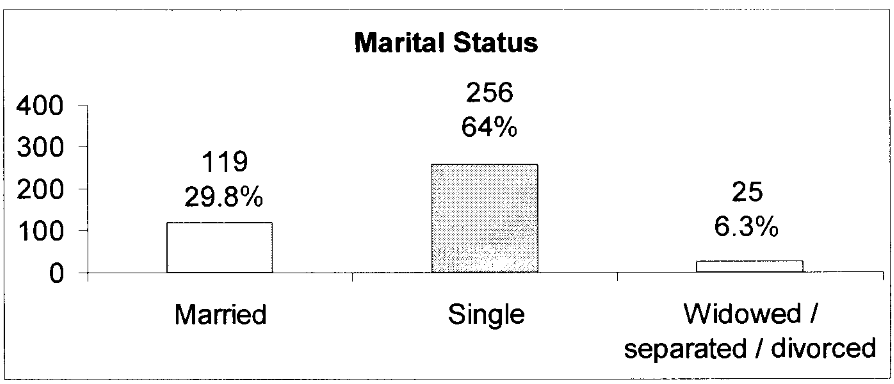

Figure 5: Frequency and Percentage of Marital Status

1.4 USIAL PLACE OF RESIDENCE

The usual place of residence of survey respondents of this study finds that Most of the survey respondents come from Europe, which account for 199 persons (49.8%). The second rank accounts for 85 persons (21.3%) of survey respondents who come from Asia. The third rank is the survey respondents who come from Australia and New Zealand which account for 14.8% or 59 persons. The fourth rank is survey respondents who come from USA and Canada which accounts for 113% or 45 persons. Only 3% or 12 persons come from others usual place of residence, all come from the Middle East.

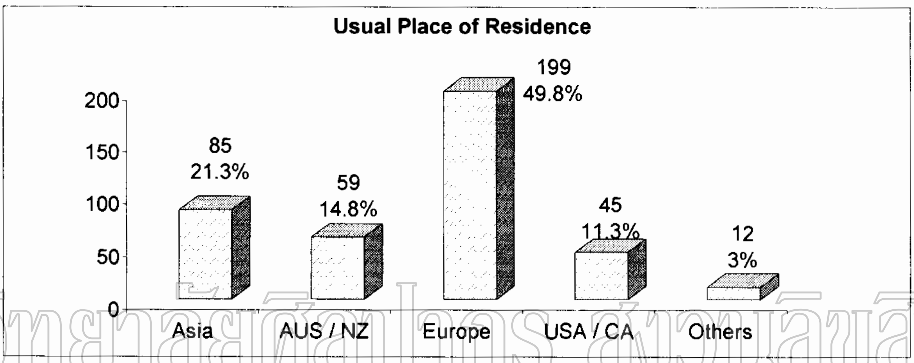

Figure 6: Frequency and Percentage of Usual Place of Residence

1.5 APPROXIMATE MONTHLY SALARY

The approximate monthly salary of survey respondents of this study finds that 48.8% or 195 persons have approximate monthly salary $1,501 - $5,000. 20.9% or 83 persons have $5,001 - $12,500 and 10.8% or 43 persons have approximate monthly salary $12,501 or above. Only 19.8% or 79 persons have an approximate monthly salary of $1,500 or less. (Exchange rate comparison is in appendix – c)

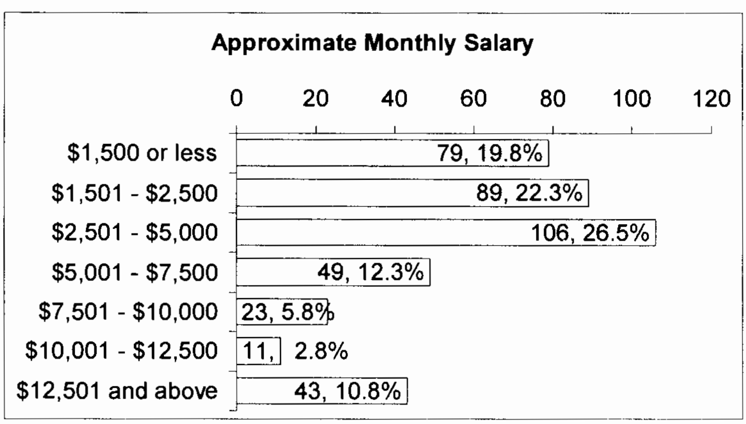

Figure 7: Frequency and Percentage of Approximate Monthly Salary

PART 2: TRAVEL BEHAVIOR PROFILES OF INTERNATIONAL TOURISTS SHOPPING

The second part describes travel behavior of international tourists who go shopping at Siam Center, Siam Discovery, Siam Paragon and The Emporium. Travel behavior consists of trip purpose, travel mode, travel party, length of stay in Bangkok, previous visits to Bangkok and total trip expenditure, trip arrangement and type of holiday experience that they look for. The results and descriptions of travel behavior as follow; (see table 6 and 7)

Table 6: Travel Behaviors Profiles

Travel Behavior	Frequency	Percent
Trip Purpose		
Leisure / Pleasure	313	78.3
Business	22	5.5
Seminar / Business Convention	15	3.8
Visit Friends or Family	36	9.0
Others	14	3.5
Total	400	100.0
Travel Mode		
Group Tour	84	21.0
Foreign Independent Tour (FIT)	172	43.0
Others	144	36.0
Total	400	100.0
Travel Party		
Alone	41	10.3
Family	66	16.5
Spouse / Partner	107	26.8
Friends	155	38.8
Tour	22	5.5
Others	9	2.3
Total	400	100.0
Length of Stay in Bangkok		
Daytrip	12	3.0
1 – 3 nights	182	45.5
4 – 6 nights	113	28.3
7 nights or more	93	23.3
Total	400	100.0

Table 6: (continue)

Travel Behavior	Frequency	Percent
Previous Visits to Bangkok		
None	198	49.5
One	83	20.8
2 – 3	52	13.0
4 – 5	17	4.3
More than 5	50	12.5
Total	400	100.0
Total Trip Expenditures		
$500 or less	67	16.8
$501 - $1,000	99	24.8
$1,001 - $2,000	97	24.3
$2,001 - $3,000	63	15.8
$3,001 and above	74	18.5
Total	400	100.0
Trip Arrangement		
Planned most things before trip	167	41.8
Planned some things before trip	124	31.0
Used information upon arrival to plan trip	27	6.8
Day to day decisions	78	19.5
Others	4	1.0
Total	400	100.0

2.1 TRIP PURPOSE

The trip purpose of survey respondents of this study finds that leisure / pleasure is the highest rank, which the frequency accounts for 313 persons (78.3%). The second rank is visit friends or family's purpose which accounts for 36 persons (9%). The trip purpose for business and seminar / business convention is the third rank which frequency accounts for 37 persons (9.3%). Only 3.5% or 14 persons choose others for their trip purposes; which are educational, training, honeymoon and transit flights.

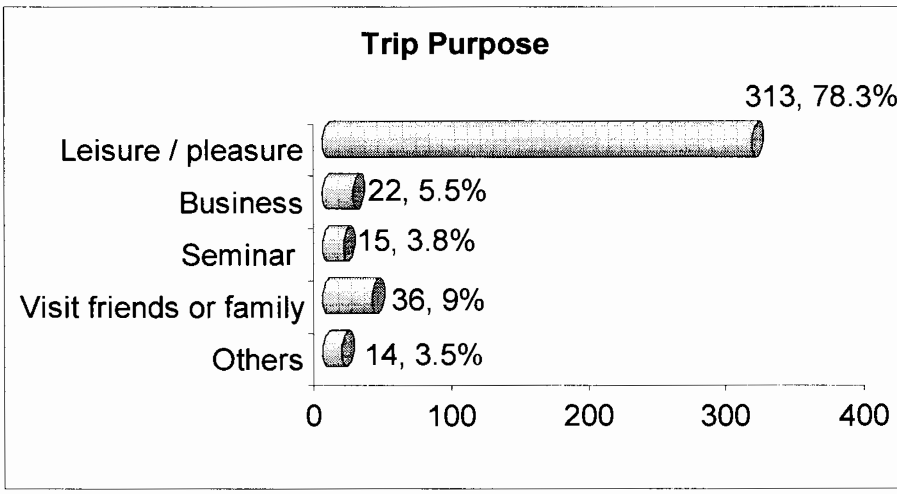

Figure 8: Frequency and Percentage of Trip Purpose

2.2 TRAVEL MODE

The travel mode of survey respondents of this study finds that Foreign Independent Tour (FIT) is the highest rank, which the frequency accounts for 172 persons (43%). The second rank is the answer of others which accounts for 144 persons (36%); the travel modes of this group are self – arrangement, seminar group arrangement, education special group arrangement, round the world tour and backpacker. The last rank of travel mode is traveling with a group tour which account for 21% or 84 persons.

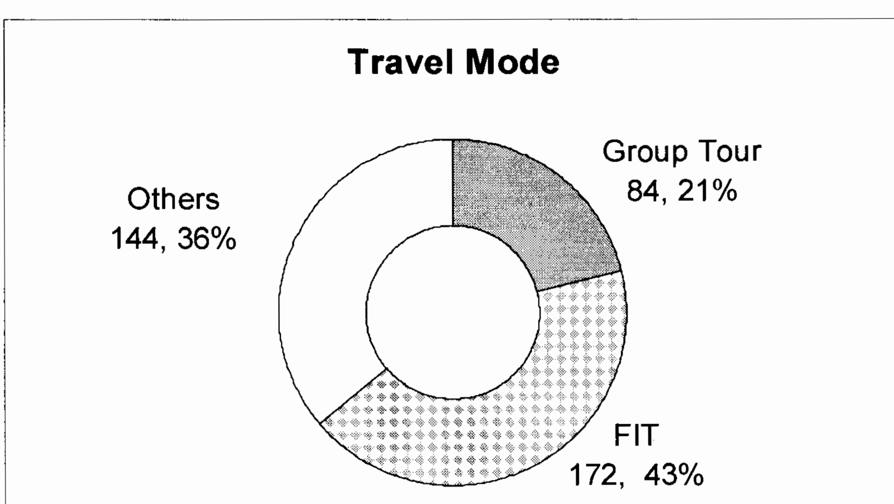

Figure 9: Frequency and Percentage of Travel mode

2.3 TRAVEL PARTY

The travel party of survey respondents of this study finds that most survey respondents are likely to travel with a friend, which the frequency accounts for 155 persons (38.8%). The following ranks are those who are traveling with a spouse / partner and traveling with family, which frequencies account for 107 persons (26.8%) and 66 persons (16.5%) respectively. Traveling alone is the fourth rank of travel party which frequency accounts for 41 persons (10.3%). The last rank is traveling with group tour, which frequency accounts 22 persons (5.5%). For others, only 2.3% or 9 persons come with colleague lecturers, groups of students and Business Company.

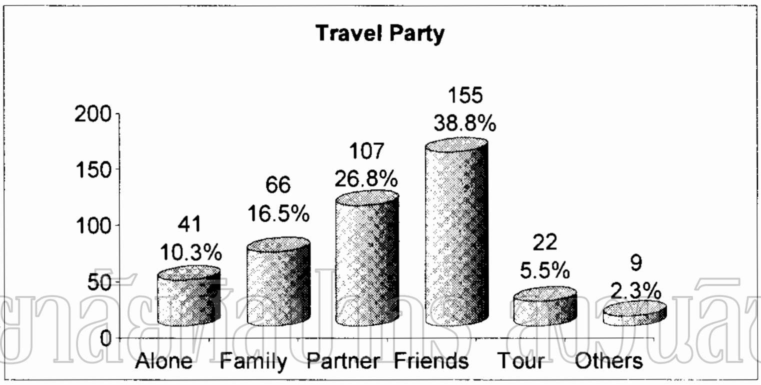

Figure 10: Frequency and Percentage of Travel Party

2.4 LENGTH OF STAY IN BANGKOK

The length of stay in Bangkok of the survey respondents of this study finds that 1 – 3 nights is the most appropriate length of stay which the frequency accounts for 182 persons (45.5%). 4 – 6 nights is the second rank and 7 nights or more is the third rank which the frequencies account for 113 persons (28.3%) and 93 persons (23.3%) respectively. Only 3% or 12 persons choose daytrips for being their length of stay in Bangkok.

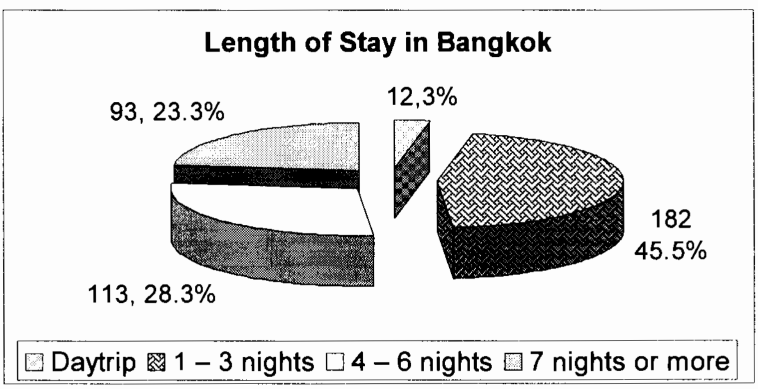

Figure 11: Frequency and Percentage of Length of Stay in Bangkok

2.5 PREVIOUS VISIT TO BANGKOK

The previous visit to Bangkok of the respondents of this study finds that most survey respondents have not visited Bangkok before, which the frequency accounts for 198 persons (49.5%). 33.8% or 115 persons have visited to Bangkok 1 – 3 times, and 76 persons (16.8%) have visited 4 times or more.

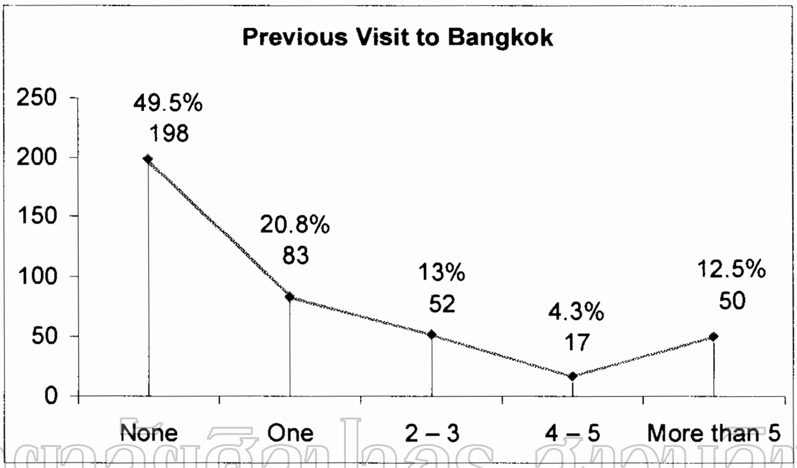

Figure 12: Frequency and Percentage of Previous Visit to Bangkok

2.6 TOTAL TRIP EXPENDITURE

The total trip expenditure of the survey respondents of this study finds that 49.1% or 193 persons provide $501– $2,000. 34.3% or 137 persons provide $2,001 or above, and 16.8% or 67 persons provide only $500 or less. (Exchange rate comparison is in appendix – c)

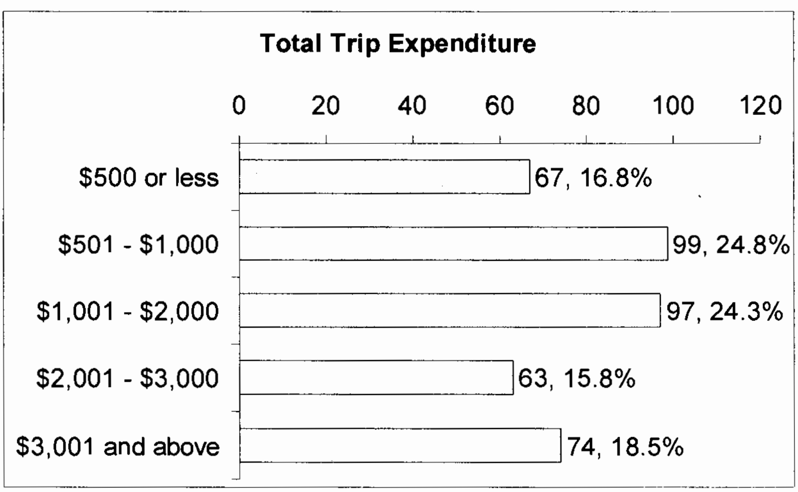

Figure 13: Frequency and Percentage of Total Trip Expenditure

2.7 TRIP ARRANGEMENT

The trip arrangement of survey respondents finds that 167 persons (41.8%) likely plan most things before the trip. 124 persons (31%) plan some things before the trip, and 105 persons (26.3%) use information upon arrival to plan the trip or made day by day decision. Only 1% or 4 persons answer others, which is a trip arrangement of seminar and education.

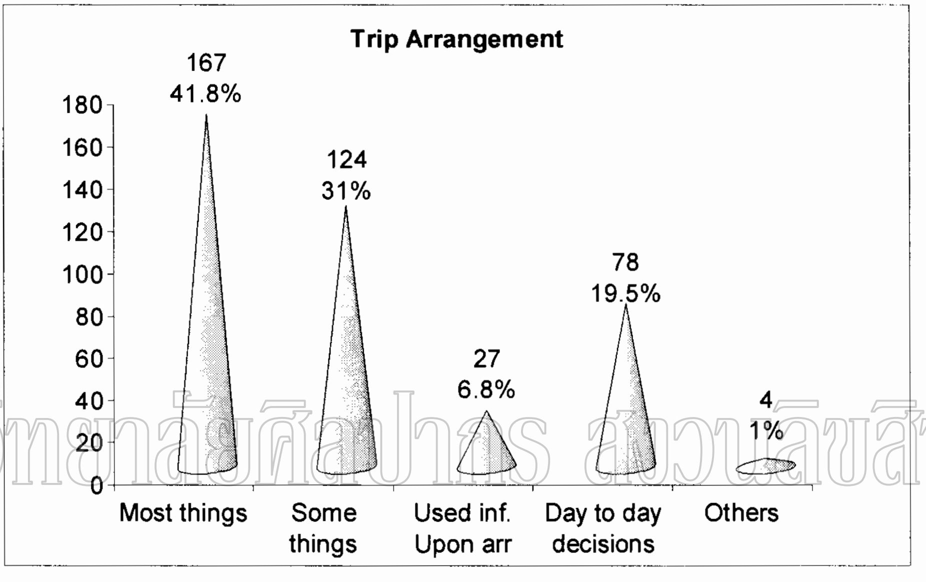

Figure 14: Frequency and Percentage of Trip Arrangement

2.8 TYPE OF HOLIDAY EXPERIENCE

The Type of holiday experience that survey respondents look for while they are traveling in Thailand; the result is the three first ranks of holiday experience that survey respondents choose and rank in order of importance.

This study finds that, culture tourism is the highest ranking in order of importance holiday experience, which the frequency accounts for 139 persons (34.8%). Entertainment tourism is second ranking, accounts for 59 persons (14.8%). The third ranking is socializing with friends or family, the number of survey respondents who choose this item, accounts for 58 persons (14.5%).

Otherwise, outdoor tourism is the last ranking of holiday experience that survey respondents choose, which the frequency accounts for 47 persons (11.8%). Only 1.1% or 4 persons choose others for being their holiday experience, which they look for educational and class training. (See table 7)

Table 7: Type of Holiday Experience *

Type of Holiday Experience	Frequency	Percent
Holiday Lifestyle	92	23
Socializing with Friends or Family	58	14.5
Entertainment Tourism	59	14.8
Outdoor Tourism	47	11.8
Culture Tourism	139	34.8
Others	5	1.1
Total	400	100.0

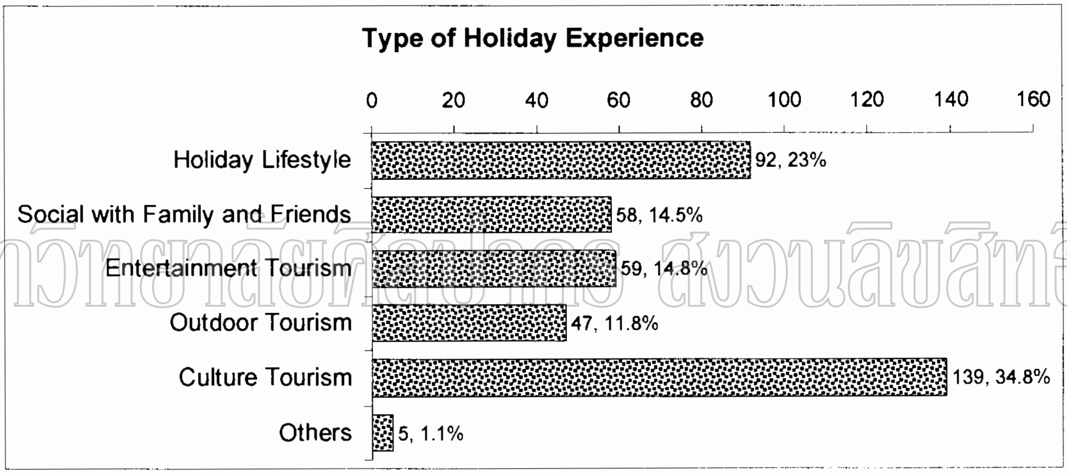

Figure 15: Frequency and Percentage of Type of Holiday Experience

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* Holiday Experience Descriptions

- Holiday lifestyle - To experience a holiday that is popular with other tourists, has some familiarity with home and is safe
- Social with families and friends - To spend time with a group of good friends / family or to visit friends or relatives who live in other cities / countries
- Entertainment tourism - To experience city life / night entertainment / shopping or to attend theatre or concerts
- Outdoor tourism - To experience in adventure activities / outdoor sports or to visit nature areas and to participate in eco-tourism
- Culture tourism - To experience different ways of life / cultural / ethnic festivals / cuisine or to visit art galleries / museums / historical places.

PART 3: THE ANALYSIS OF SHOPPING BEHAVIOR PROFILES OF INTERNATIONAL TOURISTS SHOPPING

This part describes shopping behavior of international tourists who go shopping at Siam Center, Siam Discovery, Siam Paragon and The Emporium. The shopping behavior consists of the importance of shopping activity during the trip, shopping factor, the easiest form of transport to go shopping, type of products, time spent on shopping, shopping budget, the most convenient method of payment, mall preference, the useful information source and shopping problem.

Furthermore, this part also includes analysis of the relationship between shopping behavior and social demographic characteristics as well as the relationship between shopping behavior and travel behavior. The results and descriptions of shopping behavior and the relationship analysis as follows,

3.1 THE IMPORTANCE OF SHOPPING ACTIVITY DURING THE TRIP

The importance of shopping activity during the trip of survey respondents of this study, finds that 61% or 244 persons said that shopping is very important and an important activity during the trip. Otherwise, 34% or 137 persons said that shopping is not important activity but they still go shopping in general and sometimes. Only 19 persons or 4.8% said that shopping is not important and they do not go at all. (See table 8)

Table 8: The importance of shopping activity during the trip

The importance of shopping activity	Frequency	Percent
Very Important	34	8.5
Important	137	34.3
Not important but go shopping in general or …	210	52.5
Not important and not shop at all	19	4.8
Total	400	100.0

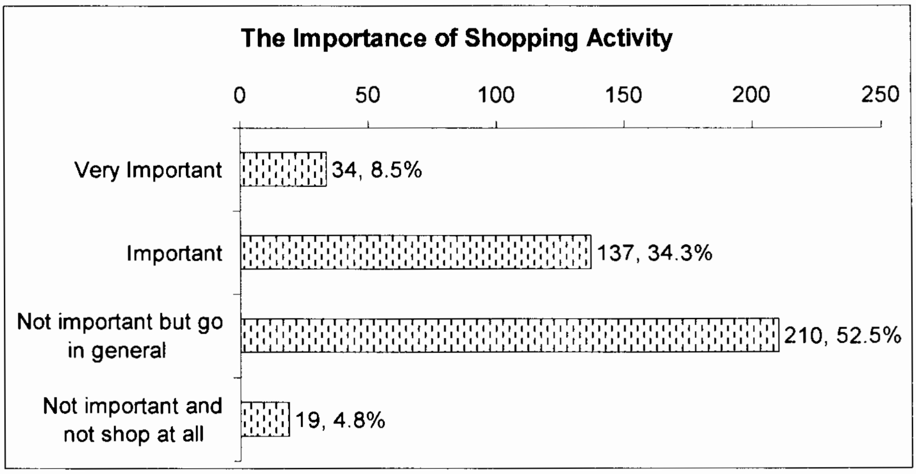

Figure 16: Frequency and Percentage of the Importance of Shopping Activity

The analysis of the relationship between the importance of shopping and usual place of residence, the result indicates that more than 50% of international tourist who come from all usual place of residence agree that the shopping is not important but they still go shopping in general or some time.

When comparing in each usual place of residence, the result finds that survey respondents who come from Asia, Europe, USA and Canada rate the shopping activity as not important but they still go shopping in general or sometimes. Otherwise, only survey respondents who come from Australia and New Zealand rate shopping activity as important. (See table 9)

Table 9: The relationship between the importance of shopping and usual place of residence

The Importance of Shopping by Usual Place of residence					
Usual Place of residence	The Importance of Shopping				Total
	Very Imp.	Imp.	Not Imp but sometime	Not imp. at all	
Asia	3.00%	8.25%	9.00%	1.00%	21.25%
Aus / NZ	3.00%	6.00%	5.50%	0.25%	14.75%
Europe	1.50%	14.50%	30.25%	3.50%	49.75%
USA / Canada	0.25%	4.00%	7.00%	0.00%	11.25%
Others	0.75%	1.50%	0.75%	0.00%	3.00%
Total	8.50%	34.25%	52.50%	4.75%	100.00%

Furthermore, when comparing in the importance of shopping by type of holiday experiences, the result indicates that the level of very important mostly is chosen by survey respondents who prefer entertainment tourism for being their type of holiday experience (See table 10)

Otherwise, important and not important but still go shopping in general or sometimes, are chosen by survey respondents who prefer culture tourism for being their type of holiday experience. Only survey respondents who prefer outdoor tourism rate shopping activity as not important.

Table 10: The relationship between the importance of shopping and type of holiday experience

The Importance of Shopping by Type of Holiday Experience					
Type of Holiday Experience	The Importance of Shopping				Total
	Very Imp.	Imp.	Not Imp but sometime	Not imp. at all	
Holiday Lifestyle	3	38	48	3	92
Socializing with family or …	10	20	23	5	58
Entertainment Tourism	14	20	24	1	59
Outdoor Tourism	1	13	26	7	47
Culture Tourism	6	46	84	3	139
Others	0	1	4	0	5
Total	34	138	209	19	400

3.2 SHOPPING FACTOR THAT INFLUENCE TO GO SHOPPING

The shopping factor influences international tourists to go shopping; the result finds that 73.1% of survey respondents rate reputation and convenient transportation for being their shopping factor shopping, which frequencies account for 147 persons and 145 persons, respectively. Location - near lodging is the third rank of shopping factor which frequency accounts for 81 persons (20.3%). Others shopping factor that survey respondents choose, which are price, quality of goods, atmosphere, needs, friends and local crafts available, which accounts for 6.8% or 27 persons. (See table 11)

Table 11: Factors that influence shopping

Shopping Factors	Frequency	Percent
Location – Near lodging	81	20.3
Reputation – Well known shopping mall	147	36.8
Convenience – Transportation	145	36.3
Others	27	6.8
Total	400	100.0

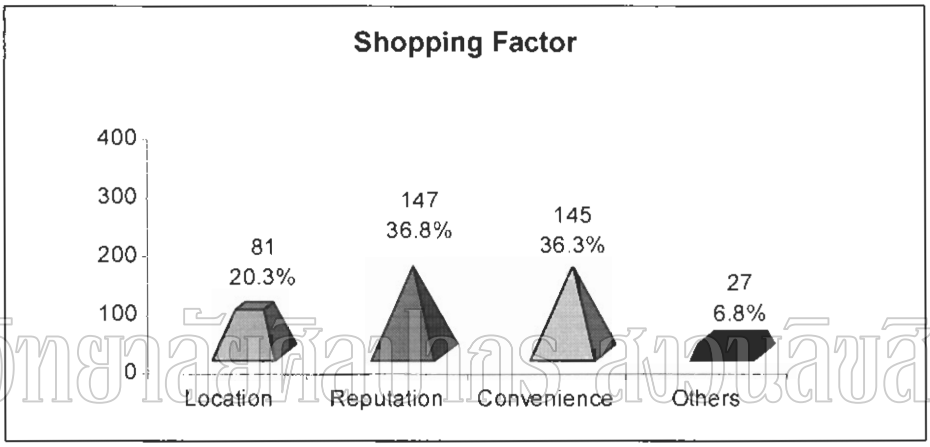

Figure 17: Frequency and Percentage of Shopping Factor

The analysis of the relationship between shopping factors and gender, the overall result indicates that reputation is the main shopping factor. Furthermore, the comparison shopping factors by gender, the result finds that convenient transportation is the main shopping factor which is mainly responds to male survey respondents. Otherwise, the result of female survey respondents is strongly consistent that females are concern about the reputation of the shopping mall. (See table 12)

Table 12: The relationship between shopping factors and gender

Shopping Factors by Gender			
Shopping Factors	Gender		Total
	Male	Female	
Location	45	36	81
Reputation	52	95	147
Convenience	69	76	145
Others	8	19	27
Total	174	226	400

3.3 THE EASIEST FROM OF TRANSPORT

The easiest form of transport of survey respondents, the result finds that most survey respondents choose the BTS sky train to be their easiest form of transport for going shopping, which the frequency accounts for 213 persons (53.3%). The following ranks are 20% for walking, 19% to go by Taxi and 2.3% to go by bus respectively. The other forms of transport such as Tuk Tuk, friend's car and water taxi accounts for 5.5% or 22 persons. (See table 13)

Table 13: The Easiest Form of Transport

The Easiest Form of Transport	Frequency	Percent
By Walk	80	20.0
BTS Sky Train	213	53.3
Bus	9	2.3
Taxi	76	19.0
Other	22	5.5
Total	400	100.0

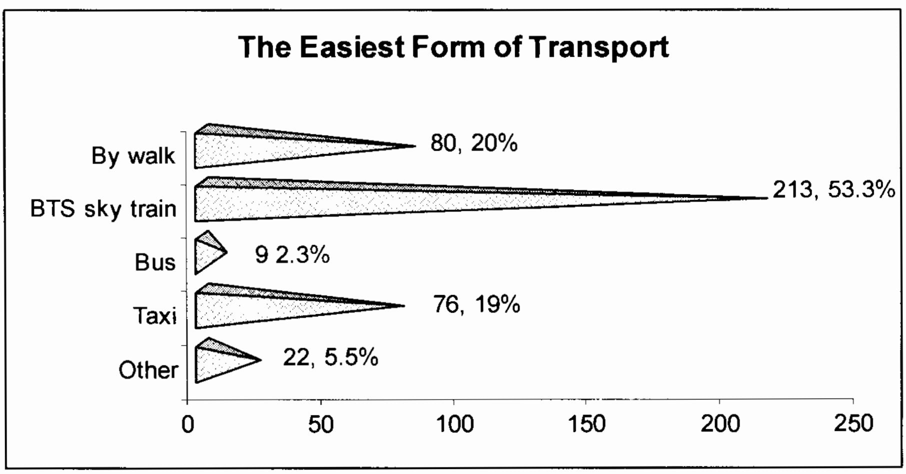

Figure 18: Frequency and Percentage of the Easiest Form of Transport

The analysis of the relationship between the easiest form of transport and gender, the overall result shows that BTS sky train is the easiest form of transport. Furthermore, when comparing the easiest form of transport by gender the result is consistent that BTS sky train is still being the easiest form of transport for both male and female survey respondents. (See table 14)

Table 14: The relationship between the easiest form of transport and gender

The Easiest From of Transport by Gender			
The Easiest Form of Transport	Gender		Total
	Male	Female	
Walk	37	43	80
BTS Sky Train	79	134	213
Bus	7	2	9
Taxi	42	34	76
Other	9	13	22
Total	174	226	400

3.4 TYPE OF PRODUCTS THAT LIKE TO FO SHOPPING FOR

Type of product that international tourists are likely to go shopping for; the result is the three types of products that the survey respondents choose and rank in order of importance.

The result indicates that the item of clothes and shoes is the highest number of the first ranking, in order of importance of product which accounts for 218 persons or 54.5%. Art and craft is the second rank accounts for 54 persons (13.5%), and the third rank is electronic product accounts for 32 persons (8%).

In the following orders are; book and music store accounts for 6.5%, antiques for 4.8%, gourmet foods for 4.5%, jewelry / watches for 4.5%, perfume and cosmetics for 2.3% respectively. The answer of other products accounts for 1.5% with other types of product including kitchen material, DVDs, CDs and software. (See table 15)

Table 15: Popular Shopping Products

Type of Products	Frequency	Percent
Book and Music Stores	26	6.5
Antiques	19	4.8
Gourmet Foods	18	4.5
Arts and Craft (2nd)	54	13.5
Clothes / Shoes (1st)	218	54.5
Jewelry / Watches	18	4.5
Electronic Products (3rd)	32	8
Perfumes and Cosmetics	9	2.3
Others	6	1.5
Total	400	100

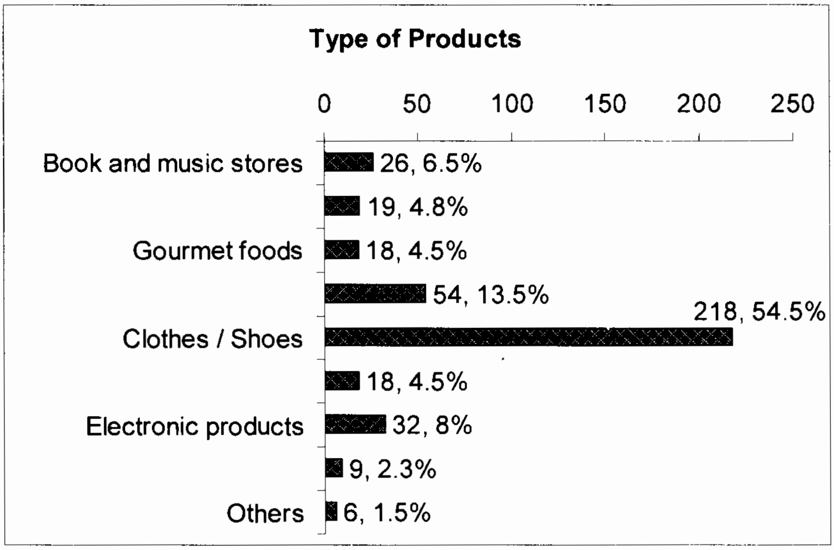

Figure 19: Frequency and Percentage of the Type of Products

The analysis of the relationship between type of products and gender, the overall result shows that the item of clothes and shoes is the most popular product of both male and female survey respondents; the second is arts and crafts and the third is electronic products.

Furthermore, the comparison type of product by gender, the result indicates that the type of products which being rated by male and female respondents is different. The top three products being rated by males are the items of clothes and shoes (the first), electronic product (the second) and arts and crafts (the third). Otherwise, the top three products being rated by females are clothes and shoes (the first), arts and crafts (the second) and gourmet foods (the third) respectively. (See table 16)

Table 16: The relationship between type of product and gender

Type of Product by Gender			
Type of Product	Gender		Total
	Male	Female	
Book and Music	16	10	26
Antiques	11	8	19
Gourmet foods	6	12 (3rd)	18
Arts and Craft	20 (3rd)	34 (2nd)	54
Clothes / Shoes	81 (1st)	137 (1st)	218
Jewelry / Watches	10	8	18
Electronic Products	26 (2nd)	6	32
Perfumes and Cosmetics	0	9	9
Others	4	2	6
Total	174	226	400

3.5 TIME SPENT SHOPPING IN BANGKOK ON EACH VISIT

Time spent shopping in Bangkok on each visit of international tourists of this study, the result shows that 4 -6 hours is the most appropriate time spent for shopping which accounts for 48.8% or 195 persons. Otherwise, 27.8% or 111 persons spend less than 3 hours for shopping, and 23.5% or 94 persons spend over 7 hours for shopping, respectively. (See table 17)

Table 17: Time Spent Shopping in Bangkok on each visit

Time Spent Shopping	Frequency	Percent
Less than 3 hours	111	27.8
4 – 6 hours	195	48.8
Over 7 hours	94	23.5
Total	400	100.0

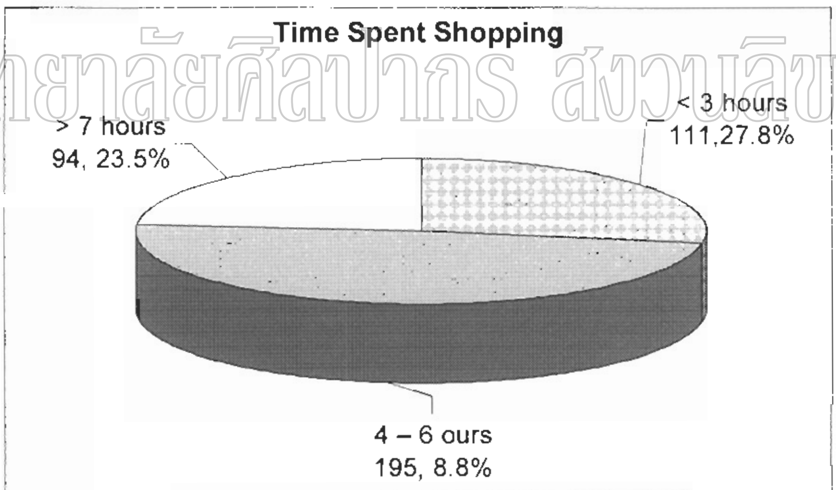

Figure 20: Frequency and Percentage of Time Spent Shopping

The analysis of the relationship for time spent shopping and length of stay in Bangkok, the overall result shows that the highest rank of appropriate time spent for shopping is 4 – 6 hours as well as the highest rank of length of stay in Bangkok is 1 – 3 nights.

When comparing time spent for shopping by length of stay in Bangkok, the result is consistent that 4 – 6 hours is still the most appropriate time spent for shopping, which being rated by three groups of survey respondents, those who choose a daytrip, 1 – 3 nights and 7 nights or more for being their length of stay in Bangkok. Otherwise, only survey respondents who stay 4-6 nights in Bangkok, they spend over 7 hours for shopping. (See table 18)

Table 18: The relationship between time spent shopping and length of stay in Bangkok

Time Spent Shopping by Length of Stay				
Length of Stay	Time Spent Shopping			Total
	< or 3 hrs	4 – 6 hrs	7 or > hrs	
Daytrip	1	**11**	0	12
1-3 nights	60	**95**	27	**182**
4-6 nights	29	40	**44**	113
7 nights or more	21	**49**	23	93
Total	111	**195**	94	400

3. 6 SHOPPING BUDGET ON EACH VISIT

The shopping budget that survey respondent spent shopping on each visit, this study finds that the range between $401 or above is the most appropriate amount of shopping budget, which accounts for 32.1%. The second is range between $51 and $200 accounts for 31%, and the last rank is range between $201 and $400 for 28.3%, respectively. Just only 8.3% rate shopping budget range between $50 and less. (Exchange rate comparison is in appendix – c). (See table 19)

Table 19: Shopping Budget on Each Visit

Shopping Budget	Frequency	Percent
$50 or less	33	8.3
$51 - $100	51	12.8
$101 - $200	75	18.8
$201 - $300	65	16.3
$301 - $400	48	12.0
$401 - $500	27	6.8
$501 and above	101	25.3
Total	400	100.0

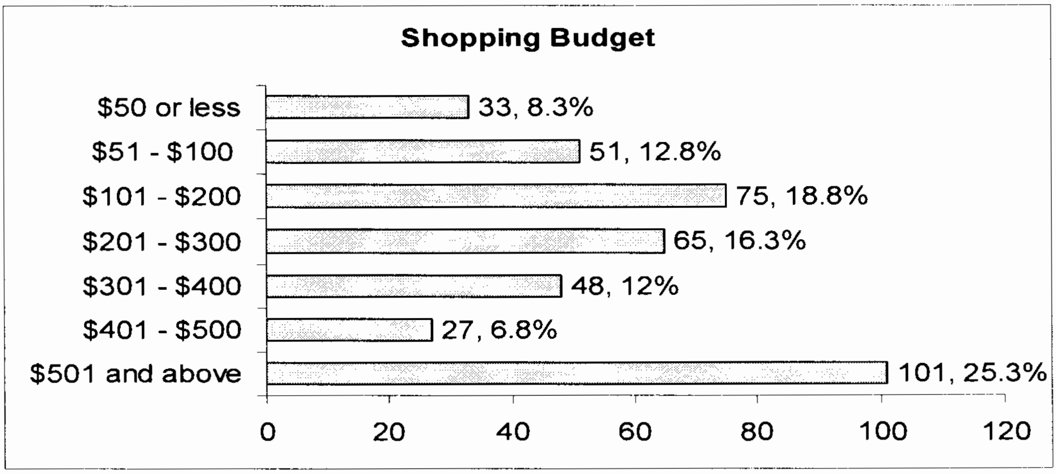

Figure 21: Frequency and Percentage of Shopping Budget

The analysis of the relationship between marital status, approximate monthly salary and shopping budget of this study, the overall result shows that most survey respondents are single. The highest rank approximate monthly salary range is between $2,501 – $5,000, as well as the highest rank of shopping budget is between $401 and above.

When comparing approximate monthly salaries by marital status, the result indicates that survey respondents who are married, most of them rated approximate monthly salary range between $2,501 – $5,000, while survey respondents who are single, most of them rate approximate monthly salary range between $1,500 or less, and survey respondents who are widowed, separated or divorced, rate approximate monthly salary range between $1,501 – $2,500.

Furthermore, the comparison shopping budget by marital status and approximate monthly salary, the result finds that, although respondents who are single and married have different approximate monthly salary but the amount of shopping budget is the same, which is $501 or above. Otherwise, only survey respondents who are widowed, separated or divorced, their approximate monthly salary and shopping budget differ from those both marital statuses, which their shopping budget is the range between $201 – $300. (See table 20)

According to the result, this study concludes that the marital status and approximate monthly salary are not affect on shopping budget of survey respondents who are single and are married, even though they have different approximate monthly salary range. They still spend the same amount on shopping.

Shopping Budget by Marital Status and Approximate Monthly Salary										
Marital Status			Shopping Budget							Total
			50 / less	51-100	101-200	201-300	301-400	401-500	501 / above	
Married	Approximate Monthly Salary	1,500 / less	5	1	1	-	1	-	6	14
		1,501-2,500	2	1	5	-	5	2	6	21
		2,501-5,000	-	7	12	5	3	2	18	**47**
		5,001-7,500	-	-	6	1	1	-	4	12
		7,501-10,000	-	-	-	-	2	3	3	8
		10,001-12,500	-	-	1	1	-	-	5	7
		12,501 / above	-	-	1	-	2	1	6	10
	Total		7	9	26	7	14	8	**48**	119
Single	Approximate Monthly Salary	1,500 / less	15	22	12	12	-	-	3	**64**
		1,501-2,500	6	12	10	9	14	2	6	59
		2,501-5,000	4	4	12	15	10	1	6	52
		5,001-7,500	1	-	4	2	-	10	16	33
		7,501-10,000	-	1	4	1	2	1	3	12
		10,001-12,500	-	-	1	2	1	-	-	4
		12,501 / above	-	-	4	-	7	5	16	32
	Total		26	39	47	41	34	19	**50**	256
Widowed	Approximate Monthly Salary	1,500 / less	-	-	1	-	-	-	-	1
		1,501-2,500	-	3	1	5	-	-	-	**9**
		2,501-5,000	-	-	-	5	-	-	2	7
		5,001-7,500	-	-	-	4	-	-	-	4
		7,501-10,000	-	-	-	3	-	-	-	3
		12,501 / above	-	-	-	-	-	-	1	1
	Total		0	3	2	**17**	0	0	3	25

Table 20: The relationship between marital status, approximate monthly salary and shopping budget

3.7 THE MOST CONVENIENT METHOD OF PAYMENT

The most convenient method of payment when they go shopping at a mall, the result finds that 36.3% or 146 persons prefer to pay by credit card with the condition that the expenses are more than 2,000 baht (≈51$) and more than 5,000 baht (≈128$). Otherwise, 33.3% or 133 persons prefer paying by cash for all expenses, as well as 30.3% or 121 persons prefer paying by credit card for all expenses, this is their most convenient method of payment. (See table 21)

Table 21: The Most Convenient Method of Payment

The Most Convenient Method of Payment	Frequency	Percent
Cash for all expenses	133	33.3
Credit card for all expenses	121	30.3
Credit card, if the expenses more than 2,000 Baht (51$)	107	26.8
Credit card, if the expenses more than 5,000 Baht (≈128$)	39	9.8
Others	0	0
Total	400	100.0

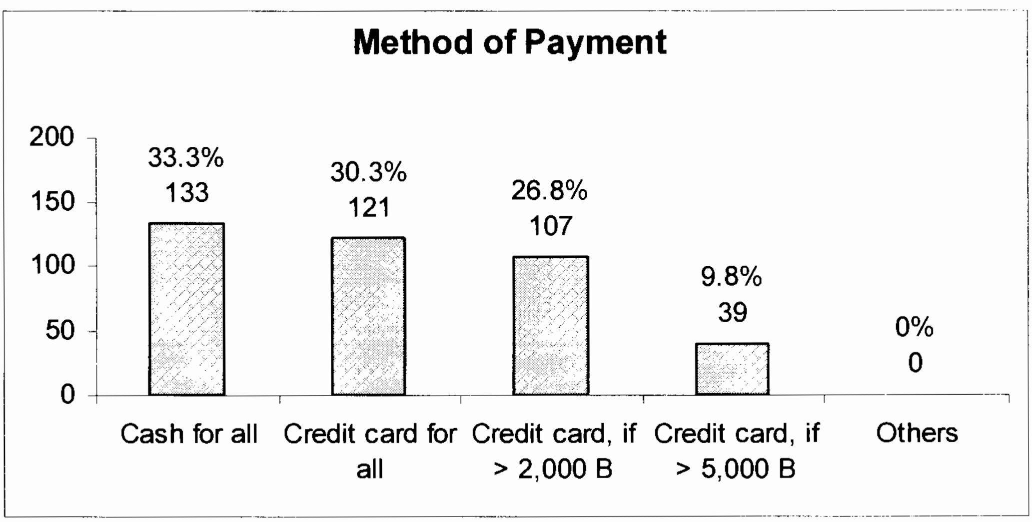

Figure 22: Frequency and Percentage of the Most Convenient Method of Payment

The analysis of the relationship between gender, shopping budget and the most convenient method of payment of this study, the overall result shows that range between $501 or above is the highest rank of shopping budget, as well as paying by cash for all expenses is the most convenient method of payment.

When comparing shopping budget, method of payment by gender, the result is consistent that both male and female survey respondents rate the same shopping budget rank, which is the range between $500 or above. They also rate paying by cash for all expenses as being their most convenient method of payment.

However, in depth comparison the highest rank for shopping budget ($501 or above), method of payment by gender, the result finds that most of male survey respondents preferred to pay by credit card with the condition if the expenses more than 2,000 Baht (≈51$), which differ from female survey respondents who mainly prefer to pay by credit card for all expenses (See table 22)

Table 22: The relationship between shopping budgets, the most convenient method of payment and gender

Shopping Budget by The Most Convenient Method of Payment and Gender							
Gender			Method of Payment				Total
			Cash for all	Credit card for all	Credit for > 2,000 B	Credit for > 5,000 B	
Male	Shopping Budget	50 / less	14	0	2	4	20
		51-100	4	11	5	0	20
		101-200	14	5	6	6	31
		201-300	7	3	9	7	26
		301-400	1	16	5	0	22
		401-500	1	4	7	0	12
		501 / above	11	10	**12**	10	**43**
	Total		**52**	49	46	27	174
Female	Shopping Budget	50 / less	7	3	1	2	13
		51-100	15	5	9	2	31
		101-200	21	11	11	1	44
		201-300	12	9	17	1	39
		301-400	5	11	9	1	26
		401-500	2	9	3	1	15
		501 / above	19	**24**	11	4	**58**
	Total		**81**	72	61	12	226

3.8 MALL PREFERENCES INFLUENCES TO GO SHOPPING

Mall preference that influences to go shopping at a mall, the result is the three of mall preferences that survey respondents choose and rank in order of importance.

The result indicates that the item of convenient location is the highest rank, in order of importance of mall preference which accounts for 139 persons or 34.8%. Overall atmosphere is the second rank which accounts for 96 persons (24%), and the third rank is design and appearance of the mall for 65 persons (16.3%).

The following ranks are; service accounts for 8%, cleanliness 5.3%, Mall has movies and restaurants 3%, Salespersons' product knowledge 1.5%, mall offers entertainment and activities for families 1.3% and exhibitions and special events also accounts for 1.3%. Other mall preferences being answered by 19 survey respondents or 4.8%, which other mall preferences are a variety of shops, specific stores in a mall and big range of products available, selection of merchandise, salesperson's attitude and cost of goods. (See table 23)

Table 23: Influences on Mall Preferences

Mall Preferences	Frequency	Percent
Design and Appearance of the mall (3^{rd})	65	16.3
Overall atmosphere (2^{nd})	96	24
Convenient location (1^{st})	139	34.8
Cleanliness	21	5.3
Salespersons' product knowledge	6	1.5
Service	32	8
Mall offers entertainment and activities for families	5	1.3
Mall has movies and restaurants	12	3
Exhibitions and special events	5	1.3
Others	19	4.8
Total	400	100

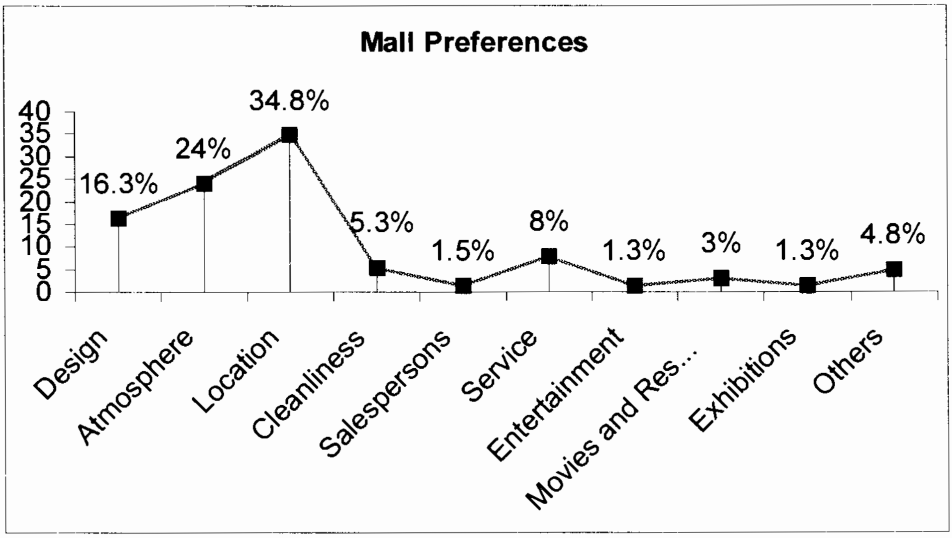

Figure 23: Frequency and Percentage of Mall Preferences

The analysis of the relationship between mall preferences and gender, the overall result shows that, three main attributes of mall preferences are convenient location (the first), overall atmosphere (the second) and design and appearance (the third) of the mall, respectively.

When comparing mall preferences by gender, the result is strongly consistent that both male and female survey respondents rate the same three main attributes of mall preference. (See table 24)

Table 24: The relationship between mall preferences and gender

Mall Preferences by Gender			
Mall Preferences	Gender		Total
	Male	Female	
Design and Appearance of the mall	30 (3rd)	35 (3rd)	65
Overall atmosphere	48 (2nd)	48 (2nd)	96
Convenient location	53 (1st)	86 (1st)	139
Cleanliness	6	15	21
Salespersons' product knowledge	2	4	6
Service	14	18	32
Mall offers entertainment and activities for families	4	1	5
Mall has movies and restaurants	6	6	12
Exhibitions and special events	1	4	5
Others	10	9	19
Total	174	226	400

3.9 THE MOST USEFUL INFORMATION SOURCE

The most useful informational source that international tourists can find information about shopping in Bangkok is travel magazines and guidebooks (the first) accounting for 23% (93 persons). Second is travel websites for 19.8% (79 persons), and recommendations by friends was third, which accounts for 19.3% (77 persons).

The following ranks are; receiving information at the hotel which accounts for 11.5%, travel agent, tour operator, tour guide 9.5%, local townspeople 6.5%, tourist brochures 6.3%, and the last rank is newspapers or magazine with articles about the area you are visiting, which accounts for 4% respectively. Only 0.3% chooses others for useful place such as getting information from a tourist information bureau. (See table 25)

Table 25: The Most useful Information Source

The Most useful Information Source	Frequency	Percent
Travel agent, tour operator, tour guide	38	9.5
Tourist brochure	25	6.3
Information at hotel (4th)	46	11.5
Travel magazines and guidebooks (1st)	92	23.0
Newspapers or magazine with articles …	16	4.0
Travel websites (2nd)	79	19.8
Local townspeople	26	6.5
Recommendations by friends (3rd)	77	19.3
Others	1	0.3
Total	400	100.0

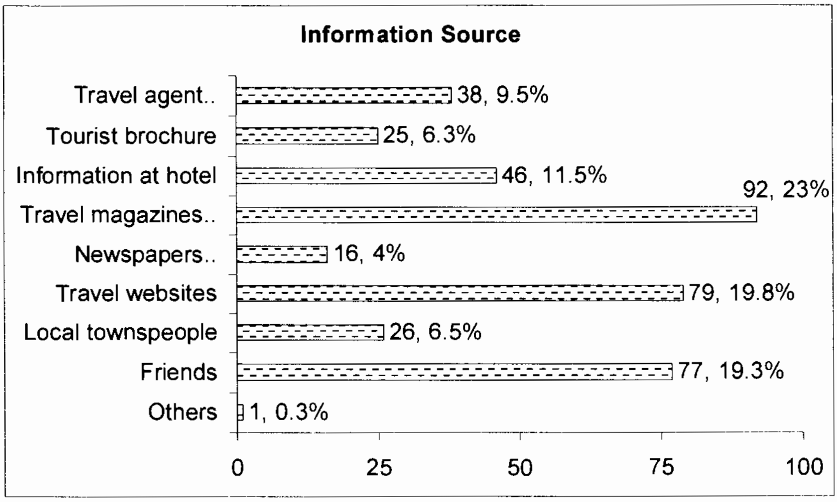

Figure 24: Frequency and Percentage of Useful Information Source

The analysis of the relationship between useful information sources and gender, the overall result indicates that the most useful information sources is travel magazines and guidebooks, followed by travel websites and recommendation by friends respectively.

When comparing useful information source by gender, the result finds that useful information source of male survey respondents differ from female respondents. Male survey respondents access shopping information from travel website (the first), recommendations by friend (the second) and travel magazines and guidebooks (the third). Otherwise, female survey respondents access from travel magazines and guidebooks (the first), travel website as same as recommendation by friends (the second) and information at hotel (the third). (See table 26)

Table 26: The relationship between the useful information sources and gender

Useful Information Source by Gender			
Useful Information Source	Gender		Total
	Male	Female	
Travel agent, tour operator, tour guide	26	12	38
Tourist brochure	9	16	25
Information at hotel	21	25 (3rd)	46
Travel magazines and guidebooks (1st)	28 (3rd)	64 (1st)	92
Newspapers or magazine with articles…	6	10	16
Travel websites (2nd)	37 (1st)	42 (2nd)	79
Local townspeople	12	14	26
Recommendations by friends (3rd)	35 (2nd)	42 (2nd)	77
Others	0	1	1
Total	174	226	400

The analysis of the relationship between useful information source and trip arrangement, the overall result shows that four rankings of useful information source are travel magazines (the first), travel websites (the second), recommendation by friend (the third) and information at hotel (the fourth). As well as ranging of trip arrangement are; plan most things before the trip (the first), plan some things before the trip (the second), day to day decision (the third) and use information upon arrival to plan the trip (the fourth).

When comparing useful information source by trip arrangement, the result shows that four of five trip arrangements rake travel magazines and guidebooks to be the first rank, i.e. plan most things before the trip, day to day decision and use information upon arrival to plan the trip. Only survey respondents who plan something before the trip, they rank travel websites to be their useful information source. The result indicates that most trip arrangements have the same useful information source which matches to the overall result.

Furthermore, there are two trip arrangements which have two first ranks i.e. travel magazines and guidebooks and travel websites for planning most things before the trip, and as for Travel magazines and newspapers or magazine with articles for other trip arrangement (See table 27)

Table 27: The relationship between useful information source and trip arrangement

Useful Information Source by Trip Arrangement						
Useful Information Source	Trip Arrangement					Total
	Planned most things…	Planned some things...	Used inf. Upon arr.	Day to day decision	others	
Travel agent, guide…	19	8	1	10	0	38
Tourist brochure	5	15	2	3	0	25
Information at hotel	30	7	4	5	0	46
Travel magazine…(1st)	**34**	24	**7**	**26**	**1**	92
Newspapers...	13	1	1	0	**1**	16
Travel websites (2nd)	**34**	**32**	4	9	0	79
Local townspeople	7	14	1	4	0	26
Rec. by friends (3rd)	25	23	6	21	2	77
Others	0	0	1	0	0	1
Total	167	124	27	78	4	400

3.10 SHOPPING PROBLEMS

The shopping problems that survey respondents confront while they are shopping in a mall, the result finds that 41.8% or 167 persons said that they never have any problems when shopping. Otherwise, 58.2% or 233 persons experienced problems.

The problems that they experienced are language for communicating with salespersons (the first), which accounts for 32.8%, size of clothes and shoes (the second) for 17% and product guarantee (the third) for 7.3% respectively. Furthermore, other problems that survey respondents experienced i.e. sign of mall, mall navigation, mall's floor plan and temperature in mall, which accounts for 1.3%. (See table 28)

Table 28: Problems when shopping

Shopping Problems	Frequency	Percent
None	167	41.8
Language for communicating with salespersons	131	32.8
Size of clothes, shoes	68	17.0
Product guarantee	29	7.3
Others	5	1.3
Total	400	100.0

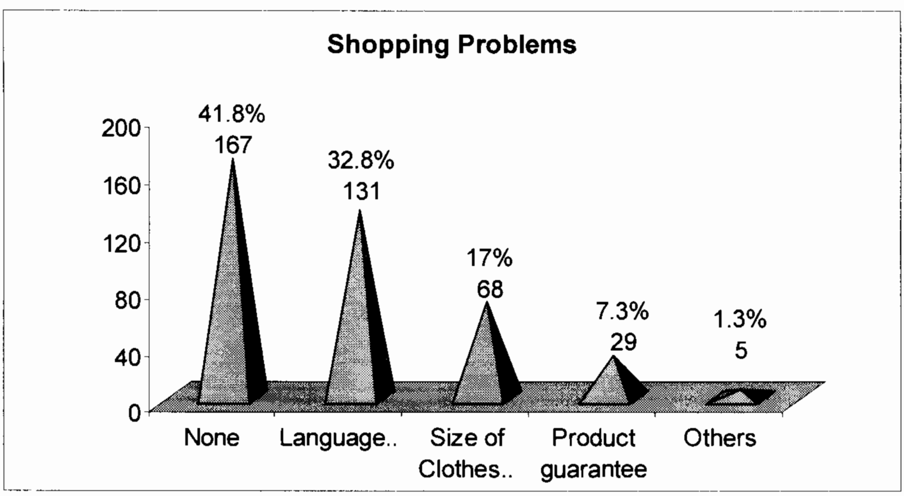

Figure 25: Frequency and Percentage of Shopping Problems

The analysis of the relationship between shopping problems and gender, the overall result shows that the main shopping problem is language for communicating with a salesperson.

When comparing shopping problem by gender, the result is consistent that the rank of shopping problem of male and female survey respondents that they experienced are the same, and also, same as the overall results above (See table 29)

Table 29: The relationship between shopping problems and gender

Shopping Problems by Gender			
Shopping Problems	Gender		Total
	Male	Female	
None	20%	21.75%	41.75%
Language for communicating… (1^{st})	15.50% (1)	17.25% (1)	32.75%
Size of clothes, shoes (2^{nd})	5.00% (2)	12.00% (2)	17.00%
Product guarantee (3^{rd})	2.75% (3)	4.50% (3)	7.25%
Others	0.25%	1.00%	1.25%
Total	43.50%	56.50%	100.00%

Part 4: THE ANALYSIS OF PERCEPTIONS AND EXPECTATIONS OF INTERNATIONAL TOURISTS SHOPPING

This part describes the perceptions and expectations of the international tourists shopping i.e. the main attractions that will influence them to come shopping in Thailand, the advantages of Thailand for competing with Hong Kong and Singapore and the main expectations that Thailand should have for the title of "Shopping destination of Asia". This part also shows the result of the opinions of international tourists shopping about the price of products in Bangkok and their interest in a 20% duty free discount offer.

This part includes in the analysis of the relationship between the main attractions, the advantages of Thailand, the expectations and previous visits to Bangkok, as well as the relationship between the price of products, their interest in a 20% duty free discount offer previous visits to Bangkok and the importance of shopping.

Moreover, a T – test analysis is being applied in this part to determine whether any significant difference exits at the .05 level of significance between males and females. In order to determine the mean comparisons between the perception and expectation of international tourists shopping and the degree of the importance of shopping activity, ANOVAs analysis is being applied. The result of the perception and expectation of international tourists shopping, and also the relationship analysis is being described as follows;

4.1 THE MAIN ATTRACTIONS OF THAILAND

The study in perception of international tourists shopping about the main attractions that will influence them to come shopping in Bangkok, the result of this question, the survey respondents can choose main attraction choices more than one item .So, the result shows the total number of answering.

The result of the main attractions of Thailand shows that the highest rank is offering special 5 or 10 % discounts when they show their passport while they are go shopping in shopping mall, which accounts for 39.8%, the second rank is tax refund for 30.3%, the third rank is potential to be a duty free zone for 28%, and the last rank is end of year for 17.5% respectively. (See table 30)

The other main attractions that will influence them come shopping in Bangkok account for 27% i.e.

- Providing unique, unusual product, offering more variety of product that international tourist shopper could not find in their own country.
- Being low overall price level than other destination for example price of product, accommodation transportation etc.

- Offering good value for money

- Offering special discount with showing passport, because there is no tourist carry passport all the time or while they go shopping

- Offering more than 20% special discount for international tourist shopper

- Offering reasonable exchange rate and fixed strength of US dollars

- Being the country where has good environment issue concerning and consistence beautiful tourist destination of South East Asia.

Table 30: The Main Attractions of Thailand

The Main Attractions of Thailand	Frequency	Percent
Potential to be a duty free zone	112	28
Tax refund	121	30.3
End of year promotional grand sale	70	17.5
Offering special 5 or 10 % discounts when you show your passport while you go shopping in shopping mall	159	39.8
Others	108	27

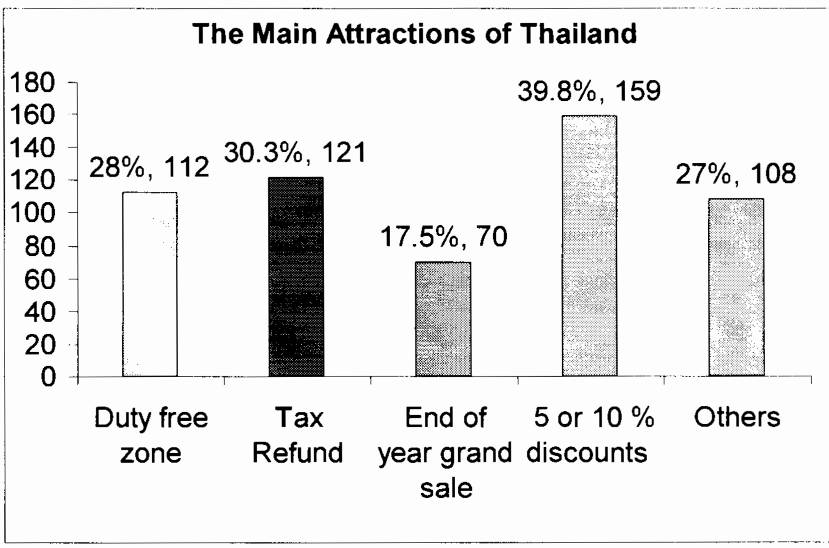

Figure 26: Frequency and Percentage of the Main Attractions

The analysis of the relationship between main attractions and previous visits to Bangkok, the result above shows that the offering special 5 or 10 % discount when they show their passport is the highest rank of main attractions. In depth comparison the main attraction by previous visit to Bangkok, the result is consistent that, this offering special 5 or 10% discount when they show passport attracts three of five groups of previous visit to Bangkok i.e. group of survey respondents who have not visited, have visited 2 – 3 times and more than 5 times. Only survey respondents who have visited to Bangkok once and have visited 4 -5 times rank tax refund to be their main attraction. The result indicates that most of the previous visit groups have the same main attraction which matches to the overall result. (See table 31)

Table 31: The relationship between the main attractions and previous visits to Bangkok

The Main Attractions by Previous Visits to Bangkok						
The Main Attractions	Previous Visits to Bangkok					Total
	None	One	2 - 3	4 - 5	> 5	
Potential to be a duty free zone (3^{rd})	56	27	14	3	12	112
Tax refund (2^{nd})	41	**43**	14	**8**	15	121
End of year promotional grand sale	29	17	3	4	17	70
Offering special 5 or 10 % disc…(1^{st})	**83**	33	**16**	6	**21**	159
Others	57	18	15	8	10	108

The testing whether gender is an important factor that affects the advantage of Thailand, the result shows that gender seems to have an impact on the main attraction that will influence international tourists to come shopping in Thailand. T-test analysis indicates that there is a significant difference in the mean of the tax refund attribute existed by gender. (See table 32)

Table 32: Significant differences and mean comparison of the main attractions by gender

Main Attraction attributes	Gender	N	Mean	t	Sig.
Potential to be a duty free zones	Male	174	.27	-.385	.439
	Female	226	.29		
Tax refund	Male	174	.33	1.177	.022*
	Female	226	.28		
End of year promotional grand sales	Male	174	.17	-.384	.441
	Female	226	.18		
Offering special 5 or 10 % discounts when they show passport	Male	174	.37	-.857	.084
	Female	226	.42		

T – Test Analysis: * $p<0.05$

Moreover, one – way ANOVA is being used to determine mean comparison between main attraction and the importance of shopping. The statistical result indicates significant differences in two out of four attributes. There are being found in Tax refund and Offer special 5 or 10 % discounts. Otherwise, two other attributes significant differences are not being found in potential to be a duty free zone and end of year promotional grand sale. (See table 33)

Table 33: Mean comparison between the main attractions and the importance of shopping

Main Attraction Attributes		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Potential to be a duty free zone	Between Groups	.622	1	.622	1.207	.272
	Within Groups	204.888	398	.515		
	Total	205.510	399			
Tax refund	Between Groups	2.573	1	2.573	5.045	.025*
	Within Groups	202.937	398	.510		
	Total	205.510	399			
End of year promotional grand sale	Between Groups	.720	1	.720	1.400	.237
	Within Groups	204.790	398	.515		
	Total	205.510	399			
Offer special 5 or 10 % discounts when you show your passport	Between Groups	5.082	1	5.082	10.092	.002*
	Within Groups	200.428	398	.504		
	Total	205.510	399			

Significant level * = .05

4.2 THE ADVANTAGES OF THAILAND

The study in perception of international tourists shopping about the advantages of Thailand for competing with Hong Kong, the result of this question, all survey respondents can choose the advantage of Thailand's choices more than one item. So, the result shows the total number of answering.

The result of the advantage of Thailand shows that friendly people is the highest rank, which accounts for 58%. The second rank is low cost of living for 55%, and the third rank is tourist attraction for 33.5%. The following ranks are currency exchange, which accounts for 18.8% and convenient transportation for 11.3% respectively. (See table 34)

The other advantage of Thailand for competing with Hong Kong and Singapore accounts for 8% i.e.

- The advantage of Thailand for competing with Hong Kong and Singapore for the title of "Shopping destination of Asia" is offering cheaper price than Hong Kong and Singapore

- Thailand has an Asian atmosphere more than Hong Kong and Singapore

- Thailand has a good life style rather than Hong Kong and Singapore

- Some international tourists who chose the others for answering those, even though they have never been Hong Kong and Singapore before.

Table 34: Thailand's Advantages

The Advantages of Thailand	Frequency	Percent
Friendly people	232	58
Low cost of living	220	55
Currency exchange	75	18.8
Tourist attraction	134	33.5
Convenience Transportation	45	11.3
Others	32	8

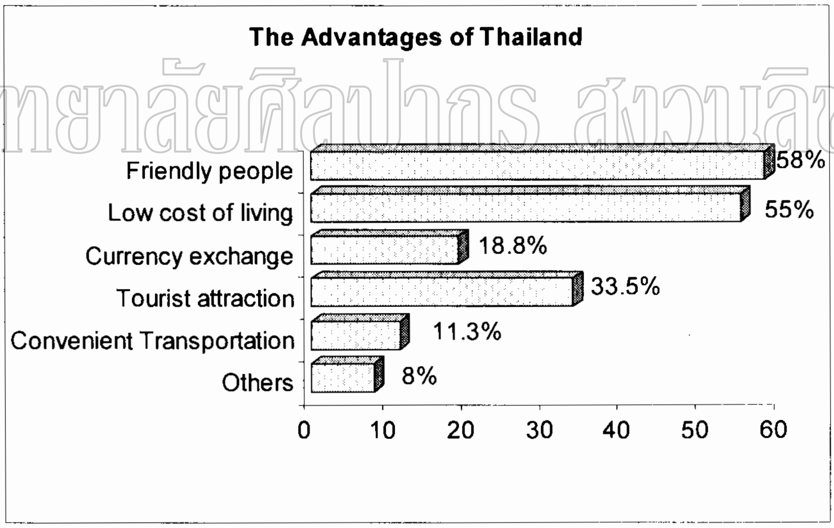

Figure 27: Frequency and Percentage of the Advantages of Thailand

The analysis of the relationship between the advantages of Thailand and previous visits to Bangkok, the result above shows the rank of the advantage of Thailand i.e. friendly people (the first), low cost of living (the second) and tourist attraction (the third). When comparing the advantages of Thailand by previous visits to Bangkok, the result indicates that this friendly people is being attracted on two out of five groups of previous visit to Bangkok i.e. group of survey respondents who have not visited to Bangkok before and who have visited once. Otherwise, other three groups of survey respondents who have visited 2 -3 times, 4 – 5 times and more than 5 times, rate low cost of living to be the main advantage of Thailand.

The result indicates that the first rank of the advantage of Thailand (friendly people) attracts on only survey respondents who have not visited or have visited once, but second rank (low cost of living) attracts on larger groups, especially the group of survey respondents who have visited two times up. (See table 35)

Table 35: The relationship between the advantages of Thailand and previous visits to Bangkok

The Advantages of Thailand by Previous Visits to Bangkok						
The Advantages of Thailand	Previous Visits to Bangkok					Total
	None	One	2 - 3	4 - 5	> 5	
Friendly people	**113**	**59**	27	7	26	232
Low cost of living	112	33	**31**	**9**	**35**	220
Currency exchange	37	20	5	0	13	75
Tourist attraction	66	45	10	4	9	134
Convenience Transportation	16	9	7	6	7	45
Others	20	3	3	5	1	32

The testing whether gender is an important factor that affects the advantages of Thailand for competing with Hong Kong and Singapore, the result shows that gender seems to have an impact on the advantage of Thailand. T-test analysis indicates that there are three significant differences in the mean of the low cost of living, currency exchange and convenient transportation attributes existed by gender (See table 36)

Table 36: Significant differences and mean comparison of the advantages of Thailand by gender

The advantages of Thailand attributes	**Genders**	**N**	**Mean**	**T**	**Sig.**
Friendly people	Male	174	.55	-1.004	.065
	Female	226	.60		
Low cost of living	Male	174	.59	1.480	.009*
	Female	226	.52		
Currency exchange	Male	174	.14	-2.237	.000*
	Female	226	.23		
Tourist attraction	Male	174	.33	-.062	.902
	Female	226	.34		
Convenient transportation	Male	174	.13	1.092	.030*
	Female	226	.10		

T – Test Analysis: * $p<0.05$

Moreover, one – way ANOVA is being used to determine mean comparison between the advantage of Thailand and the importance of shopping. The statistical result indicates that a significant difference is being found in currency exchange attribute. Otherwise, other four significant differences are not being found in friendly people, low cost of living, tourist attractions and convenient transportation attributes. (See table 37)

Table 37: Mean comparison between the advantages of Thailand and the importance of shopping

The Advantages of Thailand Attributes		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Friendly people	Between Groups	.355	1	.355	.688	.407
	Within Groups	205.155	398	.515		
	Total	205.510	399			
Low cost of living	Between Groups	1.072	1	1.072	2.086	.149
	Within Groups	204.438	398	.514		
	Total	205.510	399			
Currency exchange	Between Groups	2.413	1	2.413	4.728	.030*
	Within Groups	203.097	398	.510		
	Total	205.510	399			
Tourist attraction	Between Groups	.032	1	.032	.062	.803
	Within Groups	205.478	398	.516		
	Total	205.510	399			
Convenience Transportation	Between Groups	.029	1	.029	.056	.813
	Within Groups	205.481	398	.516		
	Total	205.510	399			

Significant level * = .05

4.3 THE MAIN EXPECTAIONS THAT THAILAND SHOULD HAVE

The study in perception of international tourists about the main expectations that Thailand should have to be the “Shopping destination of Asia”, the result of this question, survey can choose the main expectation’s choices more than one item. So the result shows the total number of answering.

The result shows that the ranking of the main expectations that Thailand should have to be the shopping destination of Asia are; improving transportation systems on shopping streets (the first), which accounts for 50.8%, improving tourist facility in shopping areas (the second) for 46.3%, increasing various brand named shops in shopping malls (the third) account for 26.3% and establishing entertainment complex in Bangkok (the fourth) for 14.3% respectively. (See table38)

The other main expectations that Thailand should have to be the “Shopping destination of Asia” account for 5.8% i.e.

- ❒ Establishing more international flights transiting through Bangkok with stopovers

- Decreasing traffic
- Having more stabilities in politics and economics
- Developing information available for example tourist information, transportation information and system
- Providing more waste disposal and trash cans
- Keeping reasonable price

Table 38: Thailand's Expectations

The Main Expectations	Frequency	Percent
Increasing various brand named shops in shopping malls	105	26.3
Improving tourist facilities in shopping areas	185	46.3
Establishing Entertainment complex in Bangkok	57	14.3
Improving transportation systems on shopping streets	203	50.8
Others	23	5.8

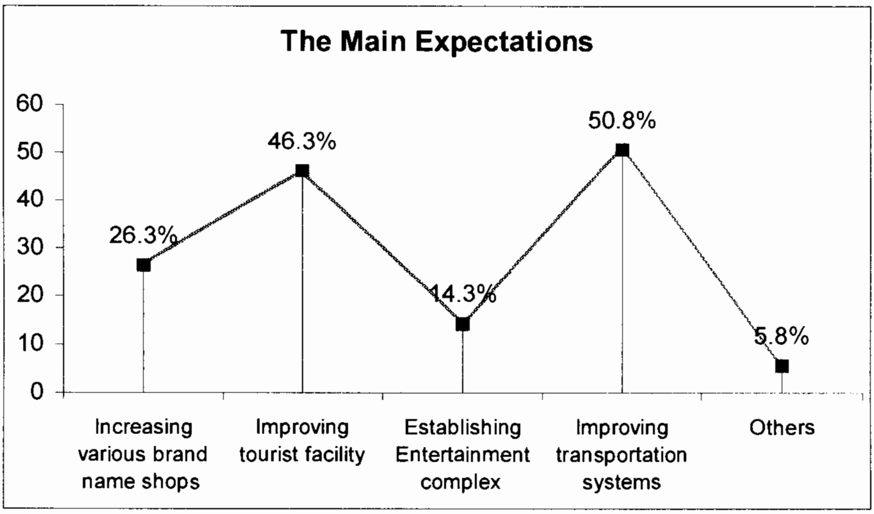

Figure 28: Frequency and Percentage of The Main Expectations

The analysis of the relationship between main expectations and previous visits to Bangkok, the result above shows that two main expectations are improving transportation systems on shopping streets (the first) and improving tourist facilities in shopping areas (the second). In deep comparison the main expectations by previous visits to Bangkok, the result is consistent that two groups of survey respondents, those who have visited to Bangkok once and have visited more than 5 times rate improving transportation systems on shopping streets to be their main expectation. Otherwise, the other prefers improving tourist facilities in shopping areas.

The result indicates that the first rank of the main expectations (improving transportation systems on shopping streets) attracts only survey respondents who have visited Bangkok once and have visited more than 5 times, but the second rank (improving tourist facility in shopping areas) attracts larger groups, i.e. the groups of survey respondents who have not visited before, have visited 2 – 3 times and 4 -5 times. (See table 39)

Table 39: The relationship between the main expectations and previous visits to Bangkok

The Main Expectations by Previous Visits to Bangkok						
The Main Expectations	Previous Visits to Bangkok					Total
	None	One	2 - 3	4 - 5	> 5	
Increasing various brand named shops in shopping malls	70	12	4	3	16	105
Improving tourist facilities in shopping areas	**82**	45	**28**	**8**	22	185
Establishing Entertainment complex in Bangkok	26	18	4	4	5	57
Improving transportation systems on shopping streets	81	**52**	27	5	**38**	203
Others	14	0	4	1	4	23

The testing whether gender is an important factor that affects the main expectations that Thailand should have to be the "Shopping destination of Asia"; the result shows that gender seems to have an impact on the main expectation. T-test analysis indicates that there is a significant difference in the mean of the establishing entertainment complex in Bangkok existed by gender (See table 40)

Table 40: Significant differences and mean comparison of the main expectations by gender

The Main Expectations attributes	**Gender**	**N**	**Mean**	**t**	**Sig.**
❒ Increasing various brand named shops in shopping malls	Male	174	.26	-.154	.757
	Female	226	.27		
❒ Improving tourist facilities in shopping area	Male	174	.43	-1.106	.050
	Female	226	.49		
❒ Establishing entertainment complex in Bangkok	Male	174	.18	2.085	.000*
	Female	226	.11		
❒ Improving transportation systems on shopping streets	Male	174	.46	-1.677	.874
	Female	226	.54		

T – Test Analysis: * $p<0.05$

Furthermore, one – way ANOVA is being used to determine mean comparison between the main expectations and the importance of shopping. The statistical result indicates that two significant differences are being found in improving tourist facility in shopping area and establishing entertainment complex in Bangkok attributes. Otherwise, other two significant differences are not being found in increasing various brand named shops in shopping malls and improving transportation systems on shopping streets attributes. (See table 41)

Table 41: Mean comparison between the main expectations and the importance of shopping

The Main Expectation attributes		Sum of Squares	df	Mean Square	F	Sig.
Increasing various brand named shops in shopping malls	Between Groups	.043	1	.043	.083	.773
	Within Groups	205.467	398	.516		
	Total	205.510	399			
Improving tourist facilities in shopping areas	Between Groups	6.785	1	6.785	13.589	.000*
	Within Groups	198.725	398	.499		
	Total	205.510	399			
Establishing Entertainment complex in Bangkok	Between Groups	2.703	1	2.703	5.305	.022*
	Within Groups	202.807	398	.510		
	Total	205.510	399			
Improving transportation systems on shopping streets	Between Groups	.314	1	.314	.609	.435
	Within Groups	205.196	398	.516		
	Total	205.510	399			

Significant level * = .05

4.4 PRICE OF PRODUCTS IN BANGKOK

The study in international tourists' opinion about the price of product in Bangkok is cheaper than the price of product in their own country or not. The result shows that 391 persons (97.8%) said that the price of product in Bangkok is cheaper. Only 9 persons (2.3%) said that the price of product in Bangkok and the price of product in their country are the same, some of them said that some product in Bangkok is cheaper and some is higher than other countries. (See table 42)

Table 42: Price of Products in Bangkok

Price of Products in Bangkok is Cheaper	Frequency	Percent
Yes	391	97.8
No	9	2.3
Total	400	100

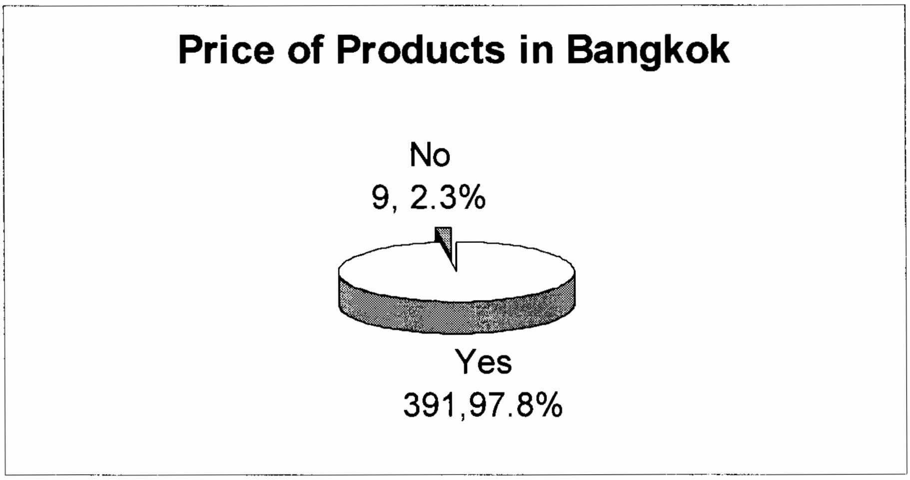

Figure 29: Frequency and Percentage of the Price of Products in Bangkok

The analysis of the relationship between price of products in Bangkok, previous visits to Bangkok and the importance of shopping, the rank of previous visit to Bangkok are none (the first), once (the second), 2 – 3 times (the third), more than 5 times (the fourth) and 4 – 5 times (the fifth), and as well as the rank of the importance of shopping are not important but go shopping in general (the first), important (the second), very important (the third) and not important and not go at all (the fourth).

When comparing the importance of shopping and previous visit to Bangkok, the result shows that three out of five groups of previous visits to Bangkok, those who have not visited before, have visited once and have visited 2 – 3 times, they rate shopping as not the most important activity during the trip but they still go shopping in general or sometime. Otherwise, other two groups of survey respondents who have visited more than 4 times, they rate shopping as the important activity.

Furthermore, in depth comparison the price of products by previous visits to Bangkok and the importance of shopping, the result is consistent with all previous visit groups, who rate shopping as the important activity and as not important, but they still go shopping in general or sometime, they all said the price of products in Bangkok is cheaper. Just only 9 persons said no, these people have not visited Bangkok before. (See table 43)

Table 43: The relationship between the prices of products in Bangkok, previous visits to Bangkok and the importance of shopping

Price of Products in Bangkok by Previous Visits to Bangkok and The Importance of Shopping					
Previous Visits to Bangkok			Price of Products in Bangkok		Total
			Yes (Cheaper)	Not Cheaper	
None	The Importance of Shopping	Very Important	15	-	15
		Important	53	5	58
		Not Important but shop in general	113	4	117
		Not important at all	8	-	8
	Total		189	9	198
One	The Importance of Shopping	Very Important	13	-	13
		Important	31	-	31
		Not Important but shop in general	39	-	39
		Not important at all	-	-	0
	Total		83	-	83
2-3 times	The Importance of Shopping	Very Important	4	-	4
		Important	17	-	17
		Not Important but shop in general	26	-	26
		Not important at all	5	-	5
	Total		52	0	52
4-5 times	The Importance of Shopping	Very Important	2	-	2
		Important	8	-	8
		Not Important but shop in general	6	-	6
		Not important at all	1	-	1
	Total		17	0	17
> 5 times	The Importance of Shopping	Very Important	-	-	0
		Important	23	-	23
		Not Important but shop in general	22	-	22
		Not important at all	5	-	5
	Total		50	0	50

4.5 INTEREST IN A 20% DUTY FREE DISCOUNT OFFER

The study in international tourists' opinion with the condition that if Thailand offered a 20% duty free discount to international tourists shopping, will it influence them to return to shop in Bangkok again or not? The result shows that 337 persons (84.3%) of all survey respondents' interest in this offer will return to shop in Bangkok again. Only 15.8% are not interest in this offer (See table 44) by giving these reasons i.e.

- 20% duty free discount is not enough to motivate them
- They are still likely come back to Thailand and go shopping in Bangkok even though Thailand does not offer the promotion
- Two of all survey respondents give the answers "no" but maybe "yes" if they have not to show their passport, because their passports are personal documents and they do not want to show anyone

.**Table 44:** Interest in a 20% Duty Free Discount Offer

Interest in a 20% Duty Free Discount Offer	Frequency	Percent
Yes	337	84.3
No	73	15.8
Total	400	100

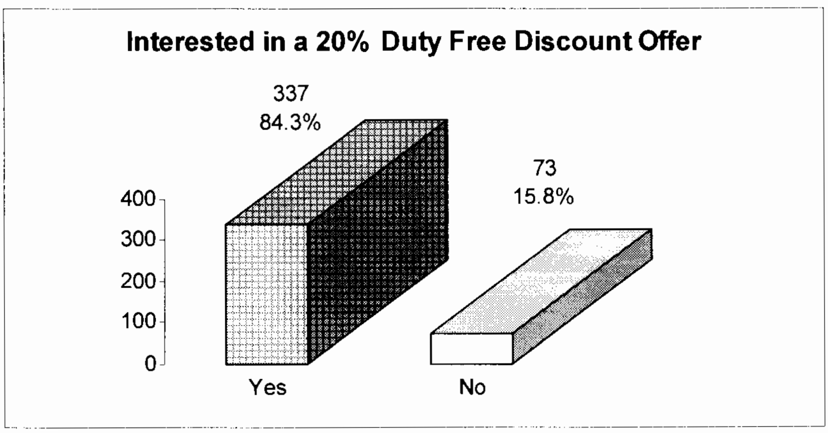

Figure 30: Frequency and Percentage of the interest in a 20% discount offer

The analysis of the relationship between the interest in a 20% duty free discount offer, previous visits to Bangkok and the importance of shopping, the rank of previous visit to Bangkok are none (the first), once (the second), 2 – 3 times (the third), more than 5 times (the fourth) and 4 -5 times (the fifth), and as well as the rank of the importance of shopping are not important but go shopping in general (the first), important (the second), very important (the third) and not important and not go at all (the forth).

When comparing the importance of shopping and previous visits to Bangkok, the result shows that three out of five groups of previous visits to Bangkok, those who have not visited before, have visited once and 2 – 3 times, they rate shopping as not the most important activity during the trip but they still go shopping in general or sometime. Otherwise, other two groups of survey respondents who have visited more than 4 times, rate shopping as an important activity.

In depth comparison, the interest in a 20% duty free discount offer by previous visits to Bangkok and the importance of shopping the result indicates that most of the survey respondents of all previous visit groups and all ranking of the importance of shopping are interest in this offer, and especially, four of five previous visits to Bangkok who rate shopping as very important i.e. survey respondents who have not visited before and who have visited once, 2 – 3 times and 4 – 5 times, they are all interest in this offer.

Furthermore, the survey respondent of all previous visit groups who rate shopping as important and not important activity during the trip but go shopping in general, they are also interest in this offer as well. Surprisingly, three of five previous visit groups i.e. survey respondents who have not visited before, have visited 2 – 3 times and more than 5 times, and those who rate shopping as not important activity during the trip at all, but are still interest in this 20% discount duty free offer. (See table 45)

Table 45: The relationship between the interest in a 20% duty free discount offer, previous visits to Bangkok and the importance of shopping

<table>
<tr><th colspan="6">Interest in a 20% Duty Free Discount Offer by Previous Visits to Bangkok and The Importance of Shopping</th></tr>
<tr><td colspan="3" rowspan="2">Previous Visits to Bangkok</td><td colspan="2">Interest in a 20% Duty Free Discount Offer</td><td rowspan="2">Total</td></tr>
<tr><td>yes</td><td>no</td></tr>
<tr><td rowspan="5">None</td><td rowspan="4">The Importance of Shopping</td><td>Very Important</td><td>15</td><td>-</td><td>15</td></tr>
<tr><td>Important</td><td>48</td><td>10</td><td>58</td></tr>
<tr><td>Not Important but shop in general</td><td>91</td><td>26</td><td>117</td></tr>
<tr><td>Not important at all</td><td>5</td><td>3</td><td>8</td></tr>
<tr><td colspan="2">Total</td><td>159</td><td>39</td><td>198</td></tr>
</table>

Table 45: (continue)

Interest in a 20% Duty Free Discount Offer by Previous Visits to Bangkok and The Importance of Shopping

Previous Visits to Bangkok			Interest in a 20% Duty Free Discount Offer		Total
			yes	no	
One	The Importance of Shopping	Very Important	13	-	13
		Important	25	6	31
		Not Important but shop in general	35	4	39
		Not important at all	-	-	0
	Total		73	10	83
2-3 times	The Importance of Shopping	Very Important	4	-	4
		Important	14	3	17
		Not Important but shop in general	19	7	26
		Not important at all	4	1	5
	Total		41	11	52
4-5 times	The Importance of Shopping	Very Important	2	-	2
		Important	8	-	8
		Not Important but shop in general	6	-	6
		Not important at all	0	1	1
	Total		16	1	17
> 5 times	The Importance of Shopping	Very Important	-	-	0
		Important	21	2	23
		Not Important but shop in general	22	-	22
		Not important at all	5	-	5
	Total		48	2	50

The testing whether gender is an important factor that affects the price of products in Bangkok and the interest in a 20% duty free discount offer, the result shows that gender do not seem to have an impact on these attributes. T-test analysis indicated that there is not a significant difference by gender (See table 46)

Table 46: Significant differences and mean comparison of price of products in Bangkok and interest in a 20% duty free discount offer by gender

Other opinion attributes	**Gender**	**N**	**Mean**	**t**	**Sig.**
Price of product in Bangkok	Male	174	1.02	-.621	.214
	Female	226	1.03		
Interest in a 20% duty free discount offer	Male	174	1.17	.441	..380
	Female	226	1.15		

T – Test Analysis: * $p<0.05$

Furthermore, one – way ANOVA is being used to determine mean comparison between the price of products in Bangkok and the interest in a 20% duty free discount offer by the importance of shopping. The statistical result indicates that a significant difference is being found in the interest in a 20% duty free discount offer attribute, otherwise the price of products in Bangkok attribute is not a significant difference. (See table 47)

Table 47: Mean comparison between price of products in Bangkok and interest in a 20% duty free discount offer and the importance of shopping

Other opinion attributes		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Price of products in Bangkok	Between Groups	.076	1	.076	.146	.702
	Within Groups	205.434	398	.516		
	Total	205.510	399			
The interest in a 20% duty free discount offer	Between Groups	3.330	1	3.330	6.556	.011*
	Within Groups	202.180	398	.508		
	Total	205.510	399			

Significant level * = .05

DISCUSSIONS

Shopping activity is a niche market of special interest tourism*, and is one of the most popular activities for tourists and is often the most significant expenditure category on vacations and trips. Some destinations have built their reputation for their shopping ((J.S. Perry Hobson 2004: 293). Thailand is attempting to position itself as the title of “Shopping Destination of Asia” by seeking to capitalize on this by developing shopping malls and precincts as tourist attraction and by offering various incentives such as tax-free shopping programs to encourage tourists to shop (Getz, D 1993). The primary purpose of this research project 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”

Background information, this study shows the result of 400 questionnaires completed by international tourists shopping at Siam Center, Siam Discovery, Siam Paragon and The Emporium. The result of actual behavior is the total numbers of -

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* Special interest tourism – is a niche market acting like activity – tourism, but it differs in that it in that it involves little or no physical exertion. The type of interest are, nevertheless, very diverse with some of the most popular being; shopping, painting, gastronomy (learning to cook and enjoying gourmet meals in restaurant), attending music festivals

international tourists shopping shows that female (56.5%) is higher than male (43.5%), most of them are between 21 – 30 year and 31 – 40 years old (the second). Over 60% are single and 29.8% are married, the approximate monthly salary was $1,501 - $5,000. Almost 50% came from Europe (the first), Asia (the second), Australia and New Zealand (the third). According to the result, this study is consistent that Thailand is a destination choice for European tourists, that they consider our country to be an appealing destination (Calantone et al, 1989 and Yau and Chan, 1990). This is being reflected in the image of Thailand, Thailand indeed has been perceived as a destination with rich cultural history evident in modern-day festivals and traditions, beautiful natural and historical travel destination, warm and friendly people, distinctive cuisine as well as the experience of different culture, climate and accessibility to other neighboring countries (Tapachai and Warysazk, 2000 and Rittichainuwat, Hailin et al, 2001)

Their main trip purpose for coming to Thailand is leisure / pleasure, and they tend to come with friends or spouse. Most of them come with the mode of being foreign independent tour (FIT) or self – arranged the trip rather than come with a group tour. Regarding this study's questionnaire in order to ask survey respondents about their travel, there are three answers: Group, FIT and others. On the data collection process, find that 36% choose others by giving the answer that they arranged their trip by themselves. The researcher will be more careful for the next study in the questionnaire design.

The outcome of the result find that this travel mode relates to the tourist typology of Cohen (1972), his studies had draw attention to the fact that all tourists are seeking some element of novelty with familiarity and strangeness while, at the same time. So, this study summarizes the relation between travel mode and Cohen tourist typology i.e. group tour (the organized mass tourist), FIT (the individual mass tourist) and self arranged (the explorer and the drifter).

More than 50% of survey respondents have experience for visiting to Bangkok before, and stay around 1 – 3 nights, the total trip expenditure is $501–$2,000. They plan most things or something before trip and look for culture tourism (the first), holiday lifestyle (the second) to be the holiday experience. Regarding to type of holiday experience that they look for while they are traveling in Thailand, shopping activity is set to be one of the experiences of entertainment tourism which is the third rank.

The result of shopping behavior indicates that the international tourist shoppers' rate shopping as not an important activity during the trip but they still go shopping in general. Reputation (the first), convenient transportation (second) are the shopping factors, as same as the convenient location for mall preference that influences them to go shopping at a mall, while language for communicating with salespersons (the first) and size of clothes and shoes (the second) are their main shopping problems. This result is consistent by the research of Berry, L., 1969, whose study in shopping mall attributes by focusing on tourist customer and tourism providers reported on the concept of service quality. The result showed that location is the most importance shopping mall attribute because of the considerable amount of time first-time visitors spend orienting themselves to a tourist area. Convenience is also a major attribute in patronizing a shopping mall.

According to the result of the importance of shopping activity's ranking, the reason why, international tourist shoppers still go shopping, although they rate shopping activity as is not important. It can be quote to, the article of hierarchy of shopping needs, the motivational areas for shopping meet Maslow's deficiency needs such as to achieve reinforcement of one's belonging status through shopping with a friend or peer group, to acquire esteem through the association of high status brands and to achieve self-fulfillment, as well as quote to the article of Daniel Miller, an anthropologist (Needs Related to the Shopping Process) argues that women shop out of devotional love for their families. Their shopping is an investment in their families and relationships with family members. Moreover, Tourist shoppers also look for excitement and pleasure, and seek opportunities to interact with people at local shops (Anderson, L.F. 1993).The souvenirs a traveler brings back home carry special and symbolic trip memories and the values they wish to cherish and remember. Travelers use souvenirs for social psychological reasons of identity construction and self development for symbolic meanings (Baker et al, 2003), and gift giving as a means of supporting a relationship with the others in social psychological perspectives (Park, M.K., 2000). In this situation, a souvenir represents a special acquisition and possession to individuals regardless of its type or value.

In addition, this study cite the Maslow's hierarchy of needs theory to be a secondary data for explain the reason why people like shopping or still go shopping even though they rate shopping as not important activity while the are traveling.

The five – stage shopping behavior model is being applied from Maslow's hierarchy of needs theory. The descriptions of each step as follow;

1. Physiological Needs – shopping products is the first stage of shopping behavior that people do when they go shopping. They might buy foods and beverage, fashionable cloths and shoes or anything they want for achieving their basic needs

2. Safety Needs – the second stage of shopping behavior that people need to shop in safe environment, to be able to park or arrive and depart safely transportation. Includes in value of money and product guarantee.

3. Belongingness and love needs – the third stage of shopping behavior that people need to be someone in their groups or family. When they achieve two stages above, they come to the next stage that they will relate with other people. For example; they need to achieve reinforcement of one's belonging status through shopping with family, friends, spouse or partner. They might shop for investing relationship with family members or friends as souvenir buying.

4. Esteem needs – the fourth stage of shopping behavior, people can acquire esteem through drawing attention to the brand named product, or product that that carry the logo of their visited destination. Or people might achieve this stage by shopping for reward themselves.

5. Self – actualization needs – The fifth stage of shopping behavior, people will achieve self-fulfillment, not just in the acquisition of goods but in the act of shopping itself. For example shopping product and give to charity, community, and / or shopping products that are sold by charity organization.

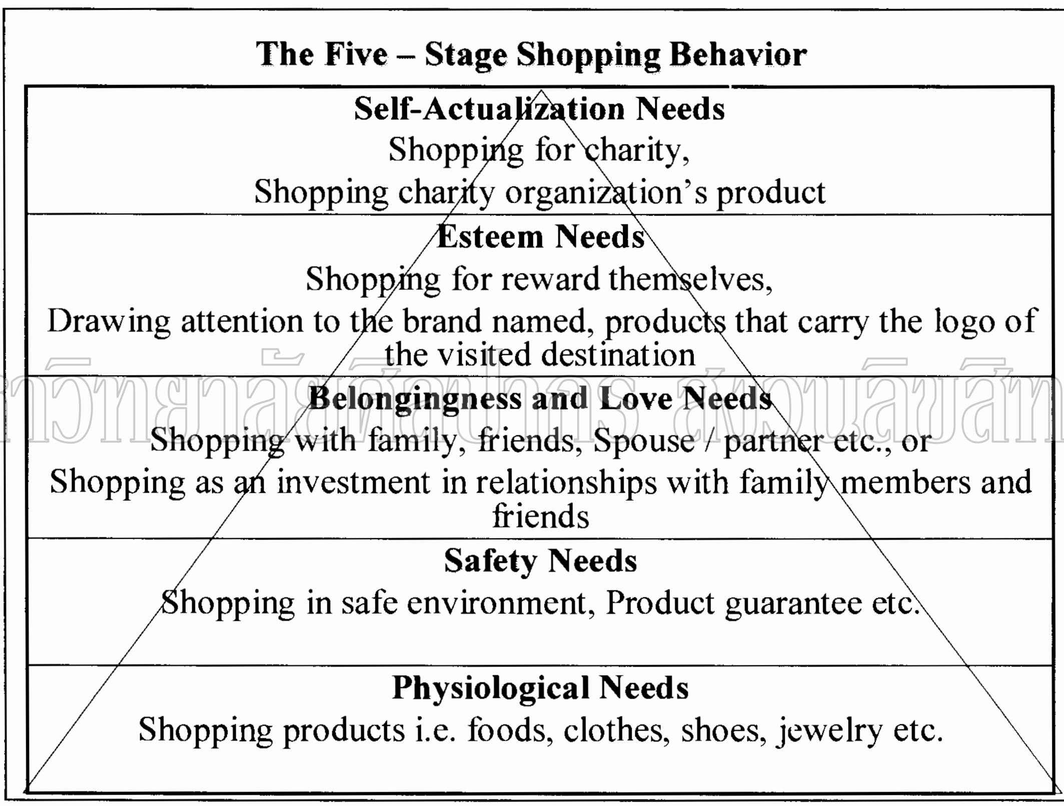

Figure 31: The five – stage shopping model

The first hypothesis: 'The difference of social-demographic characteristics of international tourist shoppers causes the difference of shopping behavior and tourist shopper's expenditure' by studying the relationship between social demographics and shopping behavior. When considering the overall result, this hypothesis was accomplished.

Results indicates significant differences were discovered when comparing shopping behavior by gender, in two shopping behavior attributes i.e. the first one is the shopping factors that influenced them to go shopping at a mall, female survey respondents rate reputation of shopping malls to be the most important factor while, male survey respondents rate convenient transportation. The second one is the useful information source for finding information about shopping in Bangkok, female survey respondents tend to find information about shopping in Bangkok from travel magazines and guidebooks, while male survey respondents prefer to search from travel websites. This finding result is consistent with the research of Joanne Yoon-Jung Oh et al, 2004 “Predictors of tourists’ shopping behavior”, which the study aim to examine socio-demographic characteristics and trip typologies predict shopping behavior. The results indicated that there are distinct group prevalent in certain categories of shopping activity participation. Both age and gender were significant factors influencing the preference patterns on certain categories of shop activities. The model: gender as a predictor of tourist shopper behavior was proven to be effective. As well as was consistency with the research of Jensen-Verbeke 1990, “Socio-demographic influence on attitude, frequency and pattern of shopping”, main conclusion and primary findings; attitude towards shopping, its frequency and pattern have been related to consumers’ personal characteristics such as gender, age, family status and socio-demographic status.

Otherwise, result also indicates that there are significant differences when comparing the importance of shopping activity by usual place of residences, the result shows that survey respondents who come from Europe, Asia, USA and Canada rate the degree of the shopping activity as is not important activity during their trip, but they still go shopping in general and or sometime and only survey respondent who come Australia rate as is important activity. This finding result relates to the research of Timothy and Butler, 1995, which has argued that shopping is not only a very common tourist activity, but it, may also be the prime motivation for some types of travel, especially cross border trips. When considering US tourists shopping, the result totally differs from the research by Gentry, C.R. 2001, which the research based on the premise that shopping is both a major activity in, and motivation for travel (Kent et al., 1983). The result demonstrated that shopping was the most commonly pursued activity among tourist to Atlanta, a finding consistent with the conclusions of a more recent survey of US travelers. This survey, conducted by the travel Industry Association of America, found that 63% of travelers in the year 2000 went shopping.

Result indicates that there is a significant difference when comparing marital status and approximate monthly salary and shopping budget, the result shows that the marital status (single and married) and approximate monthly salary do not affect their shopping budget, even through both single and married statuses have different approximate monthly salary i.e. $1,501 or less for single and $2,501 - $5,000 for married, but they still have the same average shopping budget which is $501 or above. But widowed, separated or divorced status that has different approximate monthly salary ($1,501 - $2,500) and shopping budget ($201 - $300).

The second hypothesis: ‘The different travel behavior and influence on shopping behavior of international tourists shopping by studying the relationship between travel behavior and shopping behavior. When considering the overall result, this hypothesis was accomplished. The result indicates that three significant differences were discovered when comparing;

1) Useful information source and trip arrangement, the result shows that the travel magazines and guidebooks is the most useful information source for survey respondents of three trip arrangements i.e. who plan most things before the trip, use informational upon arrival and day to day decision. Otherwise, the travel websites are the most useful information source for survey respondents who plan most things and who plan some things before the trip.

2) Time spent shopping and length of stay in Bangkok, the study finds that 4 – 6 hours is the most appropriate time spent shopping of three out of four groups of length of stay in Bangkok i.e. the group of survey respondents who have daytrips, who stay 1 – 3 nights and who stay 7 nights or more. Only one group of survey respondents who stay in Bangkok 4 – 6 nights, spent 7 hours or more shopping.

3) The importance of Shopping and type of holiday experience, the study find that, the level of very important mostly was chose by survey respondents who prefer entertainment tourism for being their type of holiday experience, and the degree level of important and not important but still go shopping in general or sometimes were chose by survey respondents who prefer culture tourism for being their type of holiday experience. Only survey respondents, who prefer outdoor tourism, rate shopping activity as not important at all. According to this results and details of activity of each type of holiday experience, this study concludes that international tourists shopping who love shopping tend to look for entertainment tourism while they are traveling in Thailand. The detail of entertainment tourism is 'to experience city life / night entertainment / shopping or to attend theatre or concerts'.

This study also relates to the research of Littrell et al, 1994, "four types of tourist shoppers". This study demonstrated different styles of shopping behavior were associated with these different travel groups. There are three types of holiday experience of this study relating to four types of tourists shopping the as follow;

- 'Entertainment tourism' - to experience city life / night entertainment / shopping or to attend theatre or concerts relates to 'Urban entertainment travelers', who are very active and especially interested in nightlife and entertainment; this group purchase souvenirs to display at home and which often carries the logo of the visited destination

- 'Outdoor tourism' - to experience in adventure activities / outdoor sports or to visit nature areas and to participate in eco-tourism relates to 'active outdoor tourists', who enjoy a range of active, outdoor, nature based pursuits and who seek souvenirs associated with these outdoor activities

- 'Culture tourism' - to experience different ways of life / cultural / ethnic festivals / cuisine or to visit art galleries / museums / historical places relates to 'Ethic, arts and people travelers', who are active tourists with an interest in the culture of the destination that they visit and are particularly attract to local arts and crafts and 'History and parks travelers', who are more interest in history and nature and who seek both souvenir if local arts and crafts and printed materials which support their interest in history and nature

The last hypothesis: 'The perceptions and expectation of international tourists shopping in order to determine whether shopping can be an effective marketing tool to promote tourism in Thailand for the title of "Shopping Destination of Asia" and also for competing with Hong Kong and Singapore' this hypothesis differs from 2 previous hypothesis. This hypothesis only assumed by sorting the perception and the expectation of international tourists shopping, and this hypothesis also compared by travel behavior, gender, and the importance of shopping. This hypothesis was slightly accomplished. There is only one out of three assumptions that reached exactly attribute arrangement, which is the advantage of Thailand's ranking. For the other, the main attraction of assumption and results alternate between the second rank and the third rank. As for the main expectation ranking, the result is totally alternate. The result of this hypothesis test is as follow;

The assumption of the main attractions that will influence them to come shopping in Thailand i.e. 1) offer special discount, 2) potential to be a duty free zone, 3) tax refund, and 4) end of year promotional grand sale. The result shows that the offer of special 5 or 10 % discounts when they show their passport while shopping in malls (the first), Tax refund (the second), the potential to be a duty free zone (the third) and end of year promotional grand sale (the fourth). When comparing the main attraction by previous visits to Bangkok the result finds that the offer of 5 or 10% discount attracts three of five groups of previous visit to Bangkok i.e. group of survey respondents who have never visited, have visited 2 – 3 times and have visited more than 5 times. Only survey respondents who have ever visited once and have visited 4 -5 times, they rate tax refund to be their main attraction. When comparing by gender, the significant difference was discovered one of five attributes i.e. tax refund (T-test), and when comparing by importance of shopping (ANOVAs), the significant difference in tax refund and offering special 5 or 10 % discounts when they show a passport were found.

The assumption of the main expectations that Thailand should have to be the "Shopping Destination of Asia" i.e. improving tourist facilities in shopping areas (the first), establishing entertainment complex in Bangkok (the second) and improving transportation systems on shopping streets (third). The result shows that improving transportation system on shopping streets (the first), improving tourist facilities in shopping areas (the second) and increasing various brand name shops in shopping malls (the third). When comparing by previous visits to Bangkok the result find that two groups of survey respondents, those who have ever visited to Bangkok once and have visited more than 5 times rate improving transportation systems on shopping streets to be their main expectation. Otherwise, the other three previous visits groups, they prefer improving tourist facilities in shopping areas. When comparing by gender, the significant difference was discovered one of five attributes i.e. establishing entertainment complex in Bangkok (T-test), and when comparing by importance of shopping (ANOVAs), the significant differences establishing entertainment complex in Bangkok and improving tourist facility in shopping areas were found.

The assumption of the advantages of Thailand for the title of "Shopping destination of Asia" i.e. friendly people (the first), low cost of living (the second) and tourist attractions (the third), the result shows all the same as the assumptions; friendly people (the first), low cost of living (the second) and tourist attraction (the third). When comparing by previous visits to Bangkok, the result shows that friendly people was attracted two out of five groups of previous visits to Bangkok i.e. group of survey respondents who have never visited to Bangkok before and who have ever visited once. Otherwise, other three groups of survey respondents who have ever visited 2 -3 times, 4 – 5 times and more than 5 times, rated low cost of living to be the main advantage of Thailand. When comparing by gender, the significant differences were found two of five attributes i.e. currency exchange and convenient transport (T-test). When comparing by the importance of shopping (ANOVAs), only one significant difference in currency exchange was found.

In term of the advantage of Thailand for the title of "Shopping Destination of Asia", this study is consistent that friendly people is the main advantage of Thailand which relates to the research of Bongkorh Ngamsom Rittichainuwat, et al. 2001, 'Thailand's international travel image'. This research aimed to examine the current image of Thailand as an international travel destination and assessed the effects of the destination's image on the likelihood of the travelers' returning there, The result indicated that Thailand has a positive image as a rich cultural, natural, and historical travel destination and Thai people were friendly.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS

The reason why Sukhumvit Road, the shopping street with the accessibility of BTS Sky Train, is chosen because of the large amount of shopping malls in a business area on Sukhumvit road. This area has become the most popular shopping street in Bangkok and also has attempted to push the image of this area, from shopping street to Asia's shopping paradise through its partnership network.

The primary purpose of this research project is to investigate and to 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". Moreover, this research project also needs to inquire about the difference of price of product between Bangkok and their own country. Also, to explore the interest in 20% duty free discount offering that will influence international tourist shoppers to return to shopping in Bangkok again or not. This chapter discusses the results of the data collection process.

The process of this study is to study any literature and research which relates to this topic and to create a convenient questionnaire for survey process. Then, to collect data by asking international tourists shopping who are in shopping malls to answer the questionnaire. 400 survey respondents are the total number of sampling size which was calculated by simplified formula of Yamane (1967:886).

Questionnaire of this study comprises four parts, which are

Part 1: Social – Demographic Characteristics i.e. gender, age, marital status, approximate monthly salary and usual place of residence

Part 2: Travel behavior i.e. trip purpose, travel mode, travel party, length of stay in Bangkok, previous visits to Bangkok, total trip expenditure, trip arrangement and type of holiday experience that they look for

Part 3: Shopping behavior i.e. the importance of shopping during the trip, shopping factors that influence to go shopping at mall, the easiest form of Transportation, type of products they like to go shopping for, time spent for shopping, shopping budget, the most convenient method of payment, mall preference influence to go shopping at mall, the most useful information source for finding information about shopping in Bangkok and shopping problem when go shopping at mall

Part 4: The perceptions and expectations of international tourists shopping for the title of “Shopping Destination of Asia” i.e. the main attractions that will influence them to come shopping in Thailand, the advantages of Thailand for competing with Hong and Singapore, the main expectations that Thailand should do for being the title of “Shopping Destination of Asia”, the opinion about the price of products in Bangkok and the interest in a 20% duty free discount offer

The data collection process of this study is that the researcher and two assistants collect all 400 data from March 1st through 31st, 2006. Questionnaires were administered to international tourist shoppers who come shopping at Siam Center, Siam Discovery, Siam Paragon and The Emporium. 10 – 15 minutes is the approximate time for answering questionnaire per one survey respondent. This study conducts the survey both weekdays and weekends from 10.30 a.m. – 7.30 p.m.

The analysis of the data comprises six parts: 1) analysis of social demographic characteristics; 2) analysis of travel behavior; 3) analysis of shopping behavior, and includes, the relationship between shopping behavior, social demographic characteristics and travel behavior; 4) analysis of the perceptions and expectations of international tourists shopping, and also the relationship between perceptions, expectations and travel behavior, shopping behavior. Furthermore, this part includes the analysis of significant difference and mean comparison by social demographic characteristic and shopping behavior.

Social demographic characteristics and shopping behavior variables considers in this study is the gender and the importance of shopping pattern which is also test to determine the significant differences and mean comparison attribute ratings occurred.

The Statistical Package for the Social Sciences (SPSS) statistical program is being used. The kind of tests being used are varied from cross – tabulation, independent – sample T – test and one – way ANOVA analysis. All the tests are conducted with 95% confidence level.

A T – test analysis is being applied to determine whether any significant difference exits at the .05 level of significance between males and females. In order to determine the mean comparisons between the perceptions and expectations of international tourist shoppers and the degree of the importance of shopping activity, ANOVAs analysis is also being applied. The summary of this study is being discussed as follows;

This study shows the result of 400 questionnaires completed by international tourists shopping at Siam Center, Siam Discovery, Siam Paragon and The Emporium. The result of actual behavior is the total numbers of international tourists shopping shows that female (56.5%) is higher than male (43.5%). Most of them are between 21 – 30 year and 31 – 40 years old (the second). Over 60% are single and 29.8% are married. The approximate monthly salary is $1,501 - $5,000.

The survey respondents come from Europe (the first), Asia (the second), Australia and New Zealand (the third). Their main trip purpose for coming to Thailand is leisure / pleasure, and they tend to come with friends or spouse. Most of them come with the mode of being foreign independent tour (FIT) or self – arranged the trip rather than come with a group tour. More than 50% of survey respondents have experience for visiting to Bangkok before, and tend to stay around 1 – 3 nights. Their most appropriate total trip expenditure is $501– $2,000. Most of them plan most things or something before trip and look for culture tourism (the first), holiday lifestyle (the second) to be the holiday experience. Regarding to type of holiday experience that they look for while they are traveling in Thailand, shopping activity is set to be one of the experiences of entertainment tourism which is the third rank.

The result of shopping behavior indicates that the international tourist shoppers' rate shopping as not an important activity during the trip but they still go shopping in general. Reputation (the first), convenient transportation (second) are the shopping factors, as same as the convenient location for mall preference that influences them to go shopping at a mall, while language for communicating with salespersons (the first) and size of clothes and shoes (the second) are their main shopping problems.

When studying the relationship between social demographics and shopping behavior, there are differences of social-demographic characteristics of international tourist shoppers causes the difference of shopping behavior and tourist shopper's expenditure. The result indicates significant differences when comparing shopping behavior by gender, in two shopping behavior attributes. The first one is the shopping factors that influenced them to go shopping at a mall, female rate reputation of shopping malls to be the most important factor while, male rate convenient transportation. The second one is the useful information source for finding information about shopping in Bangkok, female tend to find information about shopping in Bangkok from travel magazines and guidebooks, while male prefer to search from travel websites. Otherwise, result also indicates that there are significant differences when comparing the importance of shopping activity by usual place of residences. It shows that survey respondents who come from Europe, Asia, USA and Canada rate the degree of the shopping activity as is not important activity during their trip, but they still go shopping in general and or sometime. Only survey respondent who come Australia rate as is important activity. Furthermore, there is a significant difference when comparing marital status and approximate monthly salary and shopping budget. The result shows that the marital status (single and married) and approximate monthly salary do not affect their shopping budget. Even through both single and married statuses have different approximate monthly salary i.e. $1,501 or less for single and $2,501 - $5,000 for married, but they still have the same average shopping budget which is $501 or above. But widowed, separated or divorced status has different approximate monthly salary ($1,501 - $2,500) and shopping budget ($201 - $300).

When studying the relationship between travel behavior and shopping behavior, the study shows that the different travel behavior and influence on shopping behavior of international tourists shopping. The result indicates three significant differences when comparing; *useful information source and trip arrangement*, the result shows that the travel magazines and guidebooks is the most useful information source for survey respondents of three trip arrangements i.e. who plan most things before the trip, use informational upon arrival and day to day decision. Otherwise, the travel website is the most useful information source for survey respondents who plan most things and who plan some things before the trip. *Time spent shopping and length of stay in Bangkok*, the study finds that 4 – 6 hours is the most appropriate time spent shopping of three out of four groups of length of stay in Bangkok i.e. the group of survey respondents who have daytrips, who stay 1 – 3 nights and who stay 7 nights or more. Only one group of survey respondents who stay in Bangkok 4 – 6 nights, spent 7 hours or more shopping, and *the importance of Shopping and type of holiday experience*, the study finds that, the level of "very important" is mostly being selected by survey respondents who prefer entertainment tourism for being their type of holiday experience. Otherwise, the level of "important" and "not important but still go shopping in general or sometimes" are mainly selected by survey respondents who prefer culture tourism for being their type of holiday experience. Only survey respondents, who prefer outdoor tourism, rate shopping activity as not important at all.

The most influential factor that attracts survey respondents to come shopping in Thailand is the offer of special 5 or 10 % discounts when they show their passports while shopping in malls, which the result accounts for 39.8%, Tax refund (the second), and the potential to be a duty free zone (the third). When comparing the main attraction by previous visits to Bangkok, the result finds that the offer of 5 or 10% discount attracts three of five groups of previous visit to Bangkok i.e. group of survey respondents who have not visited, have visited 2 – 3 times and have visited more than 5 times. Only survey respondents who have ever visited once and have visited 4 -5 times, they rate tax refund to be their main attraction. Furthermore, when comparing by gender (T-test), there is a significant difference of five attributes i.e. tax refund, and when comparing by importance of shopping (ANOVAs), the significant difference in tax refund and offering special 5 or 10 % discounts when they show a passport were found.

The advantages of Thailand for competing with Hong Kong and Singapore for the title of "Shopping destination of Asia"; the result indicates that the top three factors are friendly people (58%), low cost of living (55%) and tourist attraction (33.5%). When comparing by previous visits to Bangkok, the result shows that friendly attitude attracts two out of five previous visit groups i.e. group of survey respondents who have not visited to Bangkok before and who have visited once.

Otherwise, other three groups of survey respondents who have ever visited 2 -3 times, 4 – 5 times and more than 5 times, rated low cost of living to be the main advantage of Thailand. When comparing by gender (T-test), there are four significant differences of five attributes i.e. currency exchange and convenient transport, and when comparing by the importance of shopping (ANOVAs), only one significant difference in currency exchange is being found.

The expectation that Thailand should have to be the "Shopping destination of Asia", the result shows that more than 50% of survey respondents rate improving transportation systems on shopping streets and improving tourist facilities in shopping areas (46.3%). When comparing by previous visits to Bangkok the result finds that two groups of survey respondents, those who have ever visited to Bangkok once and have visited more than 5 times rate improving transportation systems on shopping streets to be their main expectation. Otherwise, the other three previous visits groups, they prefer improving tourist facilities in shopping areas. When comparing by gender (T-test), there is a significant difference of five attributes i.e. establishing entertainment complex in Bangkok, and when comparing by importance of shopping (ANOVAs), the significant differences establishing entertainment complex in Bangkok and improving tourist facility in shopping areas are found.

The difference in price of products between Bangkok and other countries, the result indicates that more than 97% of the survey respondents said that the price of products in Bangkok is cheaper than the price in their own country. Otherwise, the interest of respondents in a 20% duty-free discount offer, if it will influence them to return to shop in Bangkok again or not, the result indicates that more than 84% of the survey respondents are interest in this offer and will return to Bangkok to shop. When comparing by previous visits groups and the importance of shopping; the result finds that most of survey respondents of all previous visit groups and all ranking of the importance of shopping; almost every survey respondents said the price of product in Bangkok is cheaper. Just only nine survey respondents said no, those who have not visited Bangkok before and respondents of all previous visit groups and all rank of the importance of shopping, they are interest in this offer as well. When comparing by gender (T-test), the result indicated that there was no significant difference, and when comparing between these two categories and the importance of shopping by ANOVAs analysis, only category of the interest in a 20% duty free discount offer was significantly different.

RECOMMENDATIONS

The result of this research project can be useful for shopping tourism in Thailand; the researcher also hopes that this study might be beneficial for shopping malls especially, Siam Center, Siam Discovery, Siam Paragon and The Emporium in order to study shopping behavior, the perceptions and expectations of their direct target group. Furthermore, the researcher wishes that it might be useful for Thai Government and Thailand Authority of Thailand (TAT), destination marketers and planners in order to develop shopping activity as a tourism product mix, and to market this special interest product throughout the world.

Recommendation for Thai Tourism

If Thailand needs to increase the frequency of shopping activity of international tourists, Thailand should increase its tourism promotion for motivating international tourists to travel in Thailand. Accordingly, this study finds that, shopping tourism is one of the favorite and well known activities during the trip of most international tourist shoppers. They like to go shopping while they are traveling in Bangkok. Even though, some international tourists rate shopping activity as not important but they still go shopping in general. Otherwise, there are several factors that influence and affect the development of Tourism in Thailand. The details as below describes some factors that our country should develop, some factors that we should be concern about, and some factors that should be consider to encourage and promote Thailand for the title of "Shopping Destination of Asia"

Base on the current image of Thailand, it is recommended that the Thai government should be concerned about the country's instabilities; this is the most important factor that the Thai government and TAT should keep in consideration for developing Tourism in Thailand. Furthermore, the country or destination image is one of the main factors in a tourists' decision – making process. Tourists would like to go traveling in the stable country, which does not have robbers, thieves, terrorists or any protests in a capital city or anywhere in that county. In Thailand, the instability crisis occurred due to insurgents in the three provinces in the south of Thailand and also recently politic in every part of Bangkok, especially in front of Siam Center, Siam Discovery and Siam Paragon, popular and interesting places that international tourists tend to visit and one of the main shopping areas. These are two examples of instability that reduce the number of tourists who are not certain about the current situation in Thailand.

The destination image perceived by potential travelers plays an important role in the travel decision – making process. Therefore, for changing the issue of instability crisis of our country, it is very important that the TAT should promote other tourist attractions and increase aggressive promotional campaigns to publish them, so that Thailand shows it has interesting places all over country where they can search for happiness. Moreover, TAT should distinguish the image of Thailand from other countries by emphasizing the unique features of Thailand, and make them appealing to international travelers. The TAT should also emphasize the quality of tourist attractions, transportation, accommodation, tourist information service etc. especially, safety issues since international travelers have some negative perceptions of our country.

In order to encourage shopping as a tourist activity and to be an effective marketing tool to promote tourism in Thailand for the title of "Shopping Destination of Asia", when the political situation of our country is more stable, the government should approve the duty – free zone policy as fast as possible. According to the duty free zone policy, the shopping mall partnership is attempting to push the image of Shukhumvit road from a shopping street to Asia's shopping paradise, this feature might be the efficient tool to promote shopping tourism of Tourism Authority of Thailand, and the benefit will revert to Thai people, international tourists and our country. If this policy is approved, TAT should play an important role to encourage and promote a shopping activity campaign (TAT marketing plan 2006) which is one of the most interesting schemes, by cooperating with this shopping mall partnership, to create new shopping promotional campaign i.e. "Travel in Thailand and enjoy shopping in a duty free zone".

If this campaign was a success, Thailand can announce our country to be the newest shopping destination of Asia throughout the world, and it is possible that the number of visitors will increase because of this campaign as well. According to this study, the mobilizing advertisement by using a useful promotion channel should be provided. To capture international tourist shoppers marketing segment, it would be more effective for TAT to approach them through the most commonly used source of information such as travel magazines, guidebooks, tourist brochure and internet which is being rated by 50% of the survey respondents.

This study finds the main expectations are being directly recommended by the survey respondents, that Thailand should have for the title of "Shopping Destination of Asia" i.e. improving transportation systems on shopping streets, improving tourist facilities in shopping areas, as well as facilities for wheelchair tourist such as providing elevators in every BTS sky train station. The other main expectation that survey respondents suggest such as Thailand should establish an entertainment complex in Bangkok, establish more international flights transiting through Bangkok with stopovers, solve traffic jam problem, develop information available, such as tourist information, transportation information and system, and provide more waste disposal and trash cans. As well as Offering reasonable currency exchange and prices of accommodation, transportation, entrance fee of tourist attraction place and tourism product etc could be good ideas for achieving the expectation of international tourists.

Otherwise, the advantages of Thailand should consider. This is not only the duty of the Thai Government or TAT, but also of all Thai people to give a positive image of Thailand. Based on this study, more than 58% of the survey respondents are impressed with Thai people as being "friendly people", so all Thai people should be proud and express this positive image through the world. As for low cost of living which is the second rank of the advantage of Thailand which is being rated by survey respondents, but Thai government and TAT should be keep this advantage in consideration. This advantage can be both positive and negative images. The positive image, i.e. Thailand is well known country, can reach high number of visitors as well as increase revenue of our country. On the other hand the negative image may occur, i.e. Thailand will become a cheap country in the minds of international tourists.

Even though tourist attractions and convenient transportation are being rated lower in the ranking of the advantages of Thailand, the Thai government and TAT should issue the policy or regulation to protect, maintain and improve these all the time. The other advantages that Thailand is suggested by survey respondents, and also Thailand should keep in consideration and try to make it better i.e. Thailand has an Asian atmosphere and has a good life.

Recommendation for Shopping Business

The results of this study finds that the ranking of usual place of residence of international tourists shopping who come shopping at these four particular malls came from Europe (the first), Asia (the second), Australia / New Zealand (the third) and USA / Canada (the fourth). When this study analyzes the relationship between usual place of residence and the importance of shopping activity during the trip, the result indicates that only international tourists who come from Australia and New Zealand rates shopping as the important activity, while the other three groups rates it as not an important activity but they go shopping in general. This analysis can be useful information for shopping mall marketers in order to capture continents for promoting this shopping mall alliance. So the marketer should create an aggressive advertisement campaign and publish it in every continent, especially in Australian and New Zealand.

It can be a great idea that the shopping mall partnership will cooperate with other businesses. Accordingly, these four shopping malls are the case study as well as are the place of survey locations of this study, and also all these four shopping malls locate in the area with accessibility to the BTS Sky Train which is the easiest form of transport favored by international tourist shoppers. For providing the convenient transportation for shoppers and also for increasing number of shoppers in every shopping mall as well, Shopping mall partnership might offer free sky train tickets for shoppers who spend 1,000 Baht, but this ticket should be limited for the distance between Siam Square and The Emporium only. So, the shopping mall partnership needs to negotiate with BTS sky train for asking about special discounts. This idea can be great to motivate international tourists to go shopping at every shopping mall and also increase the number of BTS sky train passengers as well.

The cooperation between shopping mall partnership and any hotels which are located in the same area by using barter account or a trade business strategy. Shopping mall partnership might trade business with hotels by asking to place the free advertising of this shopping mall partnership to promote duty free zone and these four shopping malls in hotel's website, hotels will receive a special discount coupon or voucher for their hotel guests for a special promotion with the hotel offering 10% discount coupons for every hotel guest who stays in the hotel at least one night, or offering a gift voucher of 1,000 Bath for hotel guests who stay in a suite room. When hotel guests go shopping at shopping malls, they have to show this coupon or voucher. Base on the result of this study, offering special 5 or 10% discounts when showing a passport, is an attraction to influence international tourists to go shopping. However, most of the international tourist shoppers do not carry passports all the time and they do not feel free to show their passport to anyone, by giving the reason that a passport is a personal belonging.

The cooperation with a hotel can also motivate other target groups as well, Referring to the results of the relationship between trip purposes, the importance of shopping and travel party, it finds that most of the international tourists who like shopping tend to travel with friends, family and partner, and also come for leisure or pleasure purpose. And this study also finds that, the group of business and seminar tended to come with family and partner. So, this cooperation with hotel strategy can be a good idea to expand shopping tourist target group i.e. the group of business man, seminar and business convention as well as their trip party.

The Barter account or trade business strategy can be used to cooperate with the airline business as well. The shopping mall partnership might place free advertising of this shopping mall partnership to promote duty free zone and these four shopping malls on airline's websites or any print advertisements. Otherwise, the airline will gain the special discount coupon for their passengers such as offering 10% discount coupon for first class passengers or 5% for economy class passengers, this strategy will increase the number of shoppers of shopping malls, but it will also increase the number of other business's customers as well.

Offering the impressive service by merging Thai culture with shopping activity, according to the result of this study finds that more than 80% of survey respondents like to go shopping at shopping malls, and moreover, culture tourism is the highest rank of holiday experience that international tourist shoppers look for while they are traveling in Thailand. So, shopping malls might try to merge Thai culture with shopping activity while they shop at malls.

Providing monthly Thai traditional shows, real Thai traditional lifestyle exhibitions, and real Thai custom special events, this is an idea for shopping mall alliance to present real Thai tradition to international tourists while they shop at malls. Even though this idea may not be the offering that shopping malls will increase higher revenue, it might be one of the main motivations for international tourists who want to go shopping and also want to have great opportunities to see real Thai traditions at the same time. Or, the shopping mall partnership might be able to open real Thai cuisine in shopping malls; this idea is not only to increase revenue for shopping malls but also to support the Thai tourism strategy which is expanding Thai cuisine throughout the world as well.

For achieving international tourist shoppers' satisfaction, shopping mall partnership should provide staff training and good product arrangement, according to the result of this study in terms of shopping problem, the result find that language for communicating with salespersons and size of clothes and shoes were two main shopping problems of international tourists. So, the shopping mall partnership should consider this. Even though shopping malls provide translators for customers, most of them do not know about this service or do not want to waste their time. Therefore, a shopping mall planner should provide a course of training for all staff, or hire quality staff that speak fluent English, or can speak more than two languages. In term of product arrangement, most international tourist shoppers of these shopping malls were Europeans, Americans and Australians which are physical different from Asians. So, shopping mall purchasers should keep the sizes of product's problem in mind by selecting appropriate sizes and types of product for responding to their demands as well as making them satisfied. Type of product is an important issue that we will describe in further studies.

Recommendation for Further Study

The limited scope of this study should be addressed. Since the results of this study are being obtained from only international tourists shopping, it is possible that the shopping activity on tourism industry may vary in different demographic characteristics. For reaching a wider scope of study, the subjects of the study could be expanded to include Thai tourist shopping. Base on the marketing plan of Tourism Authority of Thailand (TAT), who is attempting to increase the number of Thai tourists for traveling domestically, the further research might focus on the shopping behavior of Thai tourists shopping. The purpose of the study might be studying the actual shopping behavior of Thai shopper and seeking the way to encourage and motivate Thai people shopping in Thailand; instead of going shopping aboard, especially Hong Kong and Singapore. This further study might be beneficial for TAT in order to increase domestic tourism in Thailand as well.

The other possible area of further study that might be beneficial for tourism in Thailand might be to determine the type of products that international tourist shoppers are likely to buy. In addition, it is also interesting to find out what types of products international tourist shoppers look for, but are not available in shopping malls. Or to inquire about the type of Thai product shops that should be placed in shopping malls for international tourists shopping to buy i.e. Thai silk, Thai accessories, Thai modern clothes, Thai home decoration, for example.

The positive and negative impact of shopping destination image should be considered in further study. For further study, it is recommended that data should be collect at least two years after this promotion's release date, in order to determine how a shopping destination image affects the image of Thailand culturally. To obtain more meaningful results, this has to be done in conjunction with carefully designed questionnaires. The present study pay attention to general social demographic characteristics, travel behavior, shopping behavior, the perceptions and the expectations of international tourist shoppers only, but the study do not pay attention to the positive and negative image of Thailand when the country turns out to be the "Shopping Destination of Asia". Therefore, future study surveys should ask more details about the positive and negative image that might occur by this shopping destination image. The result will be useful for Tourism Authority of Thailand (TAT) to determine how shopping destination image induces Thai Tourism or determines how a shopping destination reduces the image of Thailand culturally.

Therefore, further studies such as those topics that are mentioned above, are recommended in order to gain deeper, clearer knowledge and information source about shopping activity to attract tourism to Thailand, both of inbound and domestic tourism. As for shopping activity – induced tourism is a complex subject with many different dimensions that must be considered when undertaking such a protection, promotional and tourism marketing strategy. Understanding these dimensions is critical in creating a sound and successful tourism marketing communication plan.

The research project also creates a basic model concept of the shopping behavior of international tourist shoppers that is supported by this study. This basic model concept distinguishes five elements that could be in turn relates to or affect shopping behavior. (See figure 32)

Figure 32: A Basic Model Concept – The Study of the Shopping Behavior of International Tourist Shopping

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APPENDIX

APPENDIX – A

QUESTIONNAIRE DESIGN

Survey Location ❒ Siam Discovery ❒ Siam Center ❒ Siam Paragon ❒ The Emporium

Questionnaire

1. **Gender**
   - ❒ Male
   - ❒ Female

2. **Age**
   - ❒ Less than 21 years
   - ❒ 21 – 30 years
   - ❒ 31 – 40 years
   - ❒ 41 – 50 years
   - ❒ 51 – 60 years
   - ❒ 61 – 70 years
   - ❒ More than 70 years

3. **Marital status**
   - ❒ Married
   - ❒ Single
   - ❒ Widowed / separated / divorced

4. **Usual place of residence**
   - ❒ Asia
   - ❒ Australia / New Zealand
   - ❒ Europe
   - ❒ USA / Canada
   - ❒ Others ______________________________

5. **Approximate monthly salary**
   - ❒ $1,500 or less
   - ❒ $1,501 – $2,500
   - ❒ $2,501 – $5,000
   - ❒ $5,001 – $7,500
   - ❒ $7,501– $10,000
   - ❒ $10,001– $12,500
   - ❒ $ 12,501 and above

6. What is your trip purpose

- ❒ Leisure / pleasure
- ❒ Business
- ❒ Seminar / business convention
- ❒ Visit friends
- ❒ Others ______________________________

7. What is your travel mode?

- ❒ Group tour
- ❒ Foreign independent tour (FIT)
- ❒ Others ______________________________

8. Travel party

- ❒ Alone
- ❒ Family
- ❒ Spouse / partner
- ❒ Friends
- ❒ Tour
- ❒ Others ______________________________

9. Length of stay in Bangkok

- ❒ Daytrip
- ❒ 1 – 3 nights
- ❒ 4 – 6 nights
- ❒ 7 nights or more

10. Previous visits to Bangkok

- ❒ None
- ❒ Once
- ❒ 2 – 3 times
- ❒ 4 – 5 times
- ❒ More than 5 times

11. Total trip expenditures

- ❒ $500 or less
- ❒ $501 – $1,000
- ❒ $1,001 – $2,000
- ❒ $2,001 – $3,000
- ❒ $3,001 and above

12. Did you arrange your trip before traveling?

- ❒ Planned most things before trip
- ❒ Planned some things before trip
- ❒ Used information upon arrival to plan trip
- ❒ Day to day decisions
- ❒ Others ______________________________

13. What types of holiday experience are you looking for? <u>Please choose 4 of these items and rank in order of importance</u>

___ **Holiday lifestyle -** To experience a holiday that is popular with other tourists, has some familiarity with home and is safe

___ **Social with families and friends -** To spend time with a group of good friends / family or to visit friends or relatives who live in other cities / countries

___ **Entertainment tourism -** To experience city life / night entertainment / shopping or to attend theatre or concerts

___ **Outdoor tourism -** To experience in adventure activities / outdoor sports or to visit nature areas and to participate in eco-tourism

___ **Culture tourism -** To experience different ways of life / cultural / ethnic festivals / cuisine or to visit art galleries / museums / historical places.

___ **Others** ______________________________

14. Do you think that shopping is the most important activity during the trip?

- ❒ Very important
- ❒ Important
- ❒ Not important but go shopping in general or sometime
- ❒ Not important and not shop at all

15. What factor influences you to go shopping at this place?

- ❒ Location – near lodging
- ❒ Reputation – well known shopping mall
- ❒ Convenience – transportation
- ❒ Others ______________________________

16. What is the easiest form of transport to travel here?

- ❒ By walk
- ❒ BTS Sky train
- ❒ Bus
- ❒ Taxi
- ❒ Others ______________________________

17. What kind of products do you like to go shopping for? <u>Please choose 3 of these items and rank in order of importance</u>

______ Book and music stores
______ Antiques
______ Gourmet foods
______ Arts and craft
______ Clothes / Shoes
______ Jewelry / Watches
______ Electronic products
______ Perfumes and cosmetics
______ Others ____________________________

18. How long do you spend time for shopping in Bangkok on each visit?

❒ Less than 3 hours
❒ 4 – 6 hours
❒ Over 7 hours

19. How much is your shopping budget?

❒ $50 or less
❒ $51 - $100
❒ $101 - $200
❒ $201 - $300
❒ $301 - $400
❒ $401 - $500
❒ $501 and above

20. What is the most convenient method of payment for you while you go shopping at a mall?

❒ Cash for all expenses
❒ Credit card for all expenses
❒ Credit card, if the expenses more than 2,000 Baht (≈51$)
❒ Credit card, if the expenses more than 5,000 Baht (≈128$)
❒ Others ____________________________

21. What preferences influence you to go shopping at a particular mall?
<u>Please choose 3 of these items and rank in order of importance</u>

______ Design and appearance of the mall
______ Overall atmosphere
______ Convenience location
______ Cleanliness
______ Salespersons' product knowledge
______ Service
______ Mall offers entertainment and activities for families
______ Mall has movies and restaurants
______ Exhibitions and special events
______ Others ____________________________

22. Where is the most useful place that you can find information about shopping in Bangkok?
Travel agent, tour operator, tour guide
Tourist brochure
Information at hotel
Travel magazines and guidebooks
Newspapers or magazine with articles about the area you are visiting
Travel websites
Local townspeople
Recommendations by friends
Others ____________________________

23. What problem do you have when you go shopping in a mall?
❐ None
❐ Language for communicating with salespersons
❐ Size of clothes, shoes
❐ Product guarantee
❐ Others ____________________________

24. In your opinion what is the main attraction that will influence you to come shopping in Thailand? ***(you can choose more than 1 item)***
❐ Potential to be a duty free zone
❐ Tax refund
❐ End of year promotional grand sale
❐ Offering special 5 or 10 % discounts when you show your passport while you go shopping in shopping mall
❐ Others ____________________________

25. In your opinion, what is the advantage of Thailand for competing with Hong Kong and Singapore for the title of "Shopping destination of Asia? *(you can choose more than 1 item)*

- ☐ Friendly people
- ☐ Low cost of living
- ☐ Currency exchange
- ☐ Tourist attraction
- ☐ Convenience Transportation
- ☐ Others ______________________________

26. In your opinion, what is your main expectation that Thailand should do to be the "Shopping destination of Asia" *(you can choose more than 1 item)*

- ☐ Increasing various brand name shops in shopping malls
- ☐ Improving tourist facility in shopping areas
- ☐ Establishing Entertainment complex in Bangkok
- ☐ Improving transportation systems on shopping streets
- ☐ Others ______________________________

27. Do you think the price of product in Bangkok is cheaper than the price in your country?

- ☐ Yes
- ☐ No

28. Do you think 20% duty free discount offering will influence you to return to shopping in Bangkok again?

- ☐ Yes
- ☐ No

APPENDIX – B

ANNOTATED QUESTIONNAIRE

ANNOTATED QUESTIONNAIRE

Survey Location

1. Siam Discovery (25%)
2. Siam Center (25%)
3. Siam Paragon (25%)
4. The Emporium (25%)

Part 1: Social Demographic Information

1. Gender

1 Male (43.5%)
2 Female (56.5%)

2. Age

1 Less than 21 years (7.8%)
2 21 – 30 years (41.8%)
3 31 – 40 years (35.8%)
4 41 – 50 years (8%)
5 51 – 60 years (4%)
6 61 – 70 years (1.5%)
7 More than 70 years (1.3%)

3. Marital status

1 Married (29.8%)
2 Single (64%)
3 Widowed / separated / divorced (6.3%)

4. Usual place of residence

1 Asia (21.3%)
2 Australia / New Zealand (14.8%)
3 Europe (49.8%)
4 USA / Canada (11.3%)
5 Others (3%)

5. Approximate monthly salary

1. $1,500 or less (19.8%)
2. $1,501 – $2,500 (22.3%)
3. $2,501 – $5,000 (26.5%)
4. $5,001 – $7,500 (12.3%)
5. $7,501– $10,000 (5.8%)
6. $10,001– $12,500 (2.8%)
7. $ 12,501 and above (10.8%)

Part 2: Travel Behavior

6. What is your trip purpose

1. Leisure / pleasure (78.3%)
2. Business (5.5%)
3. Seminar / business convention (3.8%)
4. Visit friends (9%)
5. Others (3.5%)

7. What is your travel mode?

1. Group tour (21%)
2. Foreign independent tour (FIT) (43%)
3. Other (36%)

8. Travel party

1 Alone (10.3%)
2 Family (16.5%)
3 Spouse / partner (26.8%)
4 Friends (38.8%)
5 Tour (5.5%)
6 Others (2.3%)

9. Length of stay in Bangkok

1 Daytrip (3%)
2 1– 3 nights (45.5%)
3 4– 6 nights (28.3%)
4 7nights or more (23.3%)

10. Previous visits to Bangkok

1 None (49.5%)
2 Once (20.8%)
3 2 – 3 times (13%)
4 4 – 5 times (4.3%)
5 More than 5 times (12.5%)

11. Total trip expenditures

1 $500 or less (16.8%)
2 $501 – $1,000 (24.8%)
3 $1,001 – $2,000 (24.3%)
4 $2,001 – $3,000 (15.8%)
5 $3,001 and above (18.5%)

12. Did you arrange your trip before traveling?

1 Planned most things before trip (41.8%)
2 Planned some things before trip (31%)
3 Used information upon arrival to plan trip (6.8%)
4 Day to day decisions (19.5%)
5 Others (1%)

13. What types of holiday experience are you looking for? <u>Please choose 4 of these items and rank in order of importance</u>

(1) = 1^{st} rank (2) = 2^{nd} rank (3) = 3^{rd} rank (9) = no

___ **Holiday lifestyle -** To experience a holiday that is popular with other tourists, has some familiarity with home and is safe (2.3%)
___ **Social with families and friends -** To spend time with a group of good friends / family or to visit friends or relatives who live in other cities / countries (14.5%)
___ **Entertainment tourism -** To experience city life / night entertainment / shopping or to attend theatre or concerts (14.8%)
___ **Outdoor tourism -** To experience in adventure activities / outdoor sports or to visit nature areas and to participate in eco-tourism (11.8%)
___ **Culture tourism -** To experience different ways of life / cultural / ethnic festivals / cuisine or to visit art galleries / museums / historical places. (34.8%)
___ **Others** (1.1%)

Part 3: Shopping Behavior

14. Do you think that shopping is the most important activity during the trip?

1 Very important (8.5%)
2 Important (34.3%)
3 Not important but go shopping in general or sometime (52.5%)
4 Not important and not shop at all (4.8%)

15. What factor influences you to go shopping at this place?

1 Location – near lodging (20.3%)
2 Reputation – well known shopping mall (36.8%)
3 Convenience – transportation (36.3%)
4 Others (6.8%)

16. What is the easiest form of transport to travel here?

1 By walk (20%)
2 BTS Sky train (53.3%)
3 Bus (2.3%)
4 Taxi (19%)
5 Others (5.5%)

17. What kind of products do you like to go shopping for? <u>Please choose 3 of these items and rank in order of importance</u>

(1) = 1st rank (2) = 2nd rank (3) = 3rd rank (9) = no

______ Book and music stores (6.5%)
______ Antiques (4.8%)
______ Gourmet foods (4.5%)
______ Arts and craft (13.5%)
______ Clothes / Shoes (54.5%)
______ Jewelry / Watches (4.5%)
______ Electronic products (8%)
______ Perfumes and cosmetics (2.3%)
______ Others (1.5%)

18. How long do you spend time for shopping in Bangkok on each visit?

1 Less than 3 hours (27.8%)
2 4 – 6 hours (48.8%)
3 Over 7 hours (23.5%)

19. How much is your shopping budget?

1 $50 or less (8.3%)
2 $51 - $100 (12.8%)
3 $101 - $200 (18.8%)
4 $201 - $300 (16.3%)
5 $301 - $400 (12%)
6 $401 - $500 (6.8%)
7 $501 and above (25.3%)

20. What is the most convenient method of payment for you while you go shopping at a mall?

1 Cash for all expenses (33.3%)
2 Credit card for all expenses (30.3%)
3 Credit card, if the expenses more than 2,000 Baht (≈51$) (26.8%)
4 Credit card, if the expenses more than 5,000 Baht (≈128$) (9.8%)
5 Others (0%)

21. What preferences influence you to go shopping at a particular mall?
<u>Please choose 3 of these items and rank in order of important</u>

(1) = 1st rank (2) = 2nd rank (3) = 3rd rank (9) = no

______ Design and appearance of the mall (16.3%)
______ Overall atmosphere (24%)
______ Convenience location (34.8%)
______ Cleanliness (5.3%)
______ Salespersons' product knowledge (1.5%)
______ Service (8%)
______ Mall offers entertainment and activities for families (1.3%)
______ Mall has movies and restaurants (3%)
______ Exhibitions and special events (1.3%)
______ Others (4.8%)

22. Where is the most useful place that you can find information about shopping in Bangkok?

1. Travel agent, tour operator, tour guide (9.5%)
2. Tourist brochure (6.3%)
3. Information at hotel (11.5%)
4. Travel magazines and guidebooks (23%)
5. Newspapers or magazine with articles about the area - you are visiting (4%)
6. Travel websites (19.8%)
7. Local townspeople (6.5%)
8. Recommendations by friends (19.3%)
9. Others (0.3%)

23. What problem do you have when you go shopping in a mall?

1 None (41.8%)
2 Language for communicating with salespersons (32.8%)
3 Size of clothes, shoes (17%)
4 Product guarantee (7.3%)
5 Others (1.3%)

Part 4: International Tourist Shopper's Opinion and Perception

24. In your opinion what is the main attraction that will influence you to come shopping in Thailand? ***(you can choose more than 1 item)***

(1) = yes (0) = no

___ Potential to be a duty free zone (28%)
___ Tax refund (30.3%)
___ End of year promotional grand sale (17.5%)
___ Offering special 5 or 10 % discounts when you show your passport while you go shopping in shopping mall (39.8%)
___ Others (27%)

25. In your opinion, what is the advantage of Thailand for competing with Hong Kong and Singapore for the title of "Shopping destination of Asia? *(you can choose more than 1 item)*

(1) = yes (0) = no

___ Friendly people (58%)
___ Low cost of living (55%)
___ Currency exchange (18.8%)
___ Tourist attraction (33.5%)
___ Convenience Transportation (11.3%)
___ Others (8%)

26. In your opinion, what is your main expectation that Thailand should do to be the "Shopping destination of Asia" *(you can choose more than 1 item)*

(1) = yes (0) = no

___ Increasing various brand name shops in shopping malls (26.3%)
___ Improving tourist facility in shopping areas (46.3%)
___ Establishing Entertainment complex in Bangkok (14.3%)
___ Improving transportation systems on shopping streets (50.8%)
___ Others (5.8%)

27. Do you think the price of product in Bangkok is cheaper than the price in your country?

1 Yes (97.8%)
2 No (2.3%)

28. Do you think 20% duty free discount offering will influence you to return to shopping in Bangkok again?

1 Yes (84.3%)
2 No (15.8%)

APPENDIX – C

TABLE OF EXCHANGE RATE COMPARISON

Value of 1 American Dollar		
using values from Friday, February 10, 2006		
Australian Dollar	1.37	AUD
Brazilian Real	2.15	BRL
British Pound	0.58	GBP
Canadian Dollar	1.16	CAD
Chinese Yuan	8.05	CNY
Danish Krone	6.27	DKK
Euro	0.84	EUR
Hong Kong Dollar	7.76	HKD
Indian Rupee	44.31	INR
Japanese Yen	119.07	JPY
Malaysian Ringgit	3.72	MYR
Mexican Peso	10.70	MXN
New Zealand Dollar	1.56	NZD
Norwegian Kroner	6.71	NOK
Singapore Dollar	1.63	SGD
South African Rand	6.25	ZAR
South Korean Won	979.90	KRW
Sri Lanka Rupee	102.65	LKR
Swedish Krona	7.88	SEK
Swiss Franc	1.32	CHF
Taiwan Dollar	32.47	TWD
Venezuelan Bolivar	2,144.60	VEB

Approximate monthly salary							
	$1,500 or less	$1,501 - $2,500	$2,501 - $5,000	$5,001 - $7,500	$7,501 - $10,000	$10,001 - $12,500	$12,501 and above
Australian Dollar	≤ 2,055	≥ 2,056	≥ 3,426	≥ 6,851	≥ 10,276	≥ 13,701	≥ 17,126
Brazilian Real	≤ 3,225	≥ 3,227	≥ 5,377	≥ 10,752	≥ 16,127	≥ 21,502	≥ 26,877
British Pound	≤ 885	≥ 886	≥ 1,476	≥ 2,951	≥ 4,426	≥ 5,901	≥ 7,376
Canadian Dollar	≤ 1,740	≥ 1,741	≥ 2,901	≥ 5,801	≥ 8,701	≥ 11,601	≥ 14,501
Chinese Yuan	≤ 12,075	≥ 12,083	≥ 20,133	≥ 40,258	≥ 60,383	≥ 80,508	≥ 100,633
Danish Krone	≤ 9,420	≥ 9,426	≥ 15,706	≥ 31,406	≥ 47,106	≥ 62,806	≥ 78,506
Euro	≤ 1,260	≥ 1,261	≥ 2,101	≥ 4,201	≥ 6,301	≥ 8,401	≥ 10,501
Hong Kong Dollar	≤ 11,655	≥ 11,663	≥ 19,433	≥ 38,858	≥ 58,283	≥ 77,708	≥ 97,133
Indian Rupee	≤ 66,465	≥ 66,509	≥ 110,819	≥ 221,594	≥ 332,369	≥ 443,144	≥ 553,919
Japanese Yen	≤ 178,605	≥ 178,724	≥ 297,794	≥ 595,469	≥ 893,144	≥ 1,190,819	≥ 1,488,494
Malaysian Ringgit	≤ 5,580	≥ 5,584	≥ 9,304	≥ 18,604	≥ 27,904	≥ 37,204	≥ 46,504

Approximate monthly salary (Continue)							
	$1,500 or less	$1,501 - $2,500	$2,501 - $5,000	$5,001 - $7,500	$7,501 - $10,000	$10,001 - $12,500	$12,501 and above
Mexican Peso	≤ 16,050	≥ 16,061	≥ 26,761	≥ 53,511	≥ 80,261	≥ 107,011	≥ 133,761
New Zealand Dollar	≤ 2,340	≥ 2,342	≥ 3,902	≥ 7,802	≥ 11,702	≥ 15,602	≥ 19,502
Norwegian Kroner	≤ 10,065	≥ 10,072	≥ 16,782	≥ 33,557	≥ 50,332	≥ 67,107	≥ 83,882
Singapore Dollar	≤ 2,445	≥ 2,447	≥ 4,077	≥ 8,152	≥ 12,227	≥ 16,302	≥ 20,377
South African Rand	≤ 9,375	≥ 9,381	≥ 15,631	≥ 31,256	≥ 46,881	≥ 62,506	≥ 78,131
South Korean Won	≤ 1,469,850	≥ 1,470,830	≥ 2,450,730	≥ 4,900,480	≥ 7,350,230	≥ 9,799,980	≥ 12,249,730
Sri Lanka Rupee	≤ 153,975	≥ 154,078	≥ 256,728	≥ 513,353	≥ 769,978	≥ 1,026,603	≥ 1,283,228
Swedish Krona	≤ 11,835	≥ 11,843	≥ 19,733	≥ 39,458	≥ 59,183	≥ 78,908	≥ 98,633
Swiss Franc	≤ 1,980	≥ 1,981	≥ 3,301	≥ 6,601	≥ 9,901	≥ 13,201	≥ 16,501
Taiwan Dollar	≤ 48,705	≥ 48,737	≥ 81,207	≥ 162,382	≥ 243,557	≥ 324,732	≥ 405,907
Venezuelan Bolivar	≤ 3,216,900	≥ 3,219,045	≥ 5,363,645	≥ 10,725,145	≥ 16,086,645	≥ 21,448,145	≥ 26,809,645

	Total trip expenditures				
	$500 or less	$501 - $1,000	$1,001 - $2,000	$2,001 - $3,000	$3,001 and above
Australian Dollar	≤ 685	≥ 686	≥ 1,371	≥ 2,741	≥ 4,111
Brazilian Real	≤ 1,075	≥ 1,077	≥ 2,152	≥ 4,302	≥ 6,452
British Pound	≤ 295	≥ 296	≥ 591	≥ 1,181	≥ 1,771
Canadian Dollar	≤ 580	≥ 581	≥ 1,161	≥ 2,321	≥ 3,481
Chinese Yuan	≤ 4,025	≥ 4,033	≥ 8,058	≥ 16,108	≥ 24,158
Danish Krone	≤ 3,140	≥ 3,146	≥ 6,286	≥ 12,566	≥ 18,846
Euro	≤ 420	≥ 421	≥ 841	≥ 1,681	≥ 2,521
Hong Kong Dollar	≤ 3,885	≥ 3,893	≥ 7,778	≥ 15,548	≥ 23,318
Indian Rupee	≤ 22,155	≥ 22,199	≥ 44,354	≥ 88,664	≥ 132,974
Japanese Yen	≤ 59,535	≥ 59,654	≥ 119,189	≥ 238,259	≥ 357,329
Malaysian Ringgit	≤ 1,860	≥ 1,864	≥ 3,724	≥ 7,444	≥ 11,164

Total trip expenditures (Continue)					
	$500 or less	$501 - $1,000	$1,001 - $2,000	$2,001 - $3,000	$3,001 and above
Mexican Peso	≤ 5,350	≥ 5,361	≥ 10,711	≥ 21,411	≥ 32,111
New Zealand Dollar	≤ 780	≥ 782	≥ 1,562	≥ 3,122	≥ 4,682
Norwegian Kroner	≤ 3,355	≥ 3,362	≥ 6,717	≥ 13,427	≥ 20,137
Singapore Dollar	≤ 815	≥ 817	≥ 1,632	≥ 3,262	≥ 4,892
South African Rand	≤ 3,125	≥ 3,131	≥ 6,256	≥ 12,506	≥ 18,756
South Korean Won	≤ 489,950	≥ 490,930	≥ 980,880	≥ 1,960,780	≥ 2,940,680
Sri Lanka Rupee	≤ 51,325	≥ 51,428	≥ 102,753	≥ 205,403	≥ 308,053
Swedish Krona	≤ 3,945	≥ 3,953	≥ 7,898	≥ 15,788	≥ 23,678
Swiss Franc	≤ 660	≥ 661	≥ 1,321	≥ 2,641	≥ 3,961
Taiwan Dollar	≤ 16,235	≥ 16,267	≥ 32,502	≥ 64,972	≥ 97,442
Venezuelan Bolivar	≤ 1,072,300	≥ 1,074,445	≥ 2,146,745	≥ 4,291,345	≥ 6,435,945

How much is your shopping budget?							
	$50 or less	$51 - $100	$101 - $200	$201 - $300	$301 - $400	$401 - $500	$501 and above
Australian Dollar	≤ 69	≥ 70	≥ 138	≥ 275	≥ 412	≥ 549	≥ 686
Brazilian Real	≤ 108	≥ 110	≥ 217	≥ 432	≥ 647	≥ 862	≥ 1,077
British Pound	≤ 30	≥ 30	≥ 60	≥ 119	≥ 178	≥ 237	≥ 296
Canadian Dollar	≤ 58	≥ 59	≥ 117	≥ 233	≥ 349	≥ 465	≥ 581
Chinese Yuan	≤ 403	≥ 411	≥ 813	≥ 1,618	≥ 2,423	≥ 3,228	≥ 4,033
Danish Krone	≤ 314	≥ 320	≥ 634	≥ 1,262	≥ 1,890	≥ 2,518	≥ 3,146
Euro	≤ 42	≥ 43	≥ 85	≥ 169	≥ 253	≥ 337	≥ 421
Hong Kong Dollar	≤ 389	≥ 396	≥ 785	≥ 1,562	≥ 2,339	≥ 3,116	≥ 3,893
Indian Rupee	≤ 2,216	≥ 2,260	≥ 4,475	≥ 8,906	≥ 13,337	≥ 17,768	≥ 22,199
Japanese Yen	≤ 5,954	≥ 6,073	≥ 12,026	≥ 23,933	≥ 35,840	≥ 47,747	≥ 59,654
Malaysian Ringgit	≤ 186	≥ 190	≥ 376	≥ 748	≥ 1,120	≥ 1,492	≥ 1,864

How much is your shopping budget? (Continue)							
	$50 or less	$51 - $100	$101 - $200	$201 - $300	$301 - $400	$401 - $500	$501 and above
Mexican Peso	≤ 535	≥ 546	≥ 1,081	≥ 2,151	≥ 3,221	≥ 4,291	≥ 5,361
New Zealand Dollar	≤ 78	≥ 80	≥ 158	≥ 314	≥ 470	≥ 626	≥ 782
Norwegian Kroner	≤ 336	≥ 342	≥ 678	≥ 1,349	≥ 2,020	≥ 2,691	≥ 3,362
Singapore Dollar	≤ 82	≥ 83	≥ 165	≥ 328	≥ 491	≥ 654	≥ 817
South African Rand	≤ 313	≥ 319	≥ 631	≥ 1,256	≥ 1,881	≥ 2,506	≥ 3,131
South Korean Won	≤ 48,995	≥ 49,975	≥ 98,970	≥ 196,960	≥ 294,950	≥ 392,940	≥ 490,930
Sri Lanka Rupee	≤ 5,133	≥ 5,235	≥ 10,368	≥ 20,633	≥ 30,898	≥ 41,163	≥ 51,428
Swedish Krona	≤ 395	≥ 402	≥ 797	≥ 1,586	≥ 2,375	≥ 3,164	≥ 3,953
Swiss Franc	≤ 66	≥ 67	≥ 133	≥ 265	≥ 397	≥ 529	≥ 661
Taiwan Dollar	≤ 1,624	≥ 1,656	≥ 3,279	≥ 6,526	≥ 9,773	≥ 13,020	≥ 16,267
Venezuelan Bolivar	≤ 107,230	≥ 109,375	≥ 216,605	≥ 431,065	≥ 645,525	≥ 859,985	≥ 1,074,445

What is the most convenient method of payment for you while you go shopping at a mall?		
	≈ 51$	≈ 128$
Australian Dollar	≈ 70	≈ 175
Brazilian Real	≈ 110	≈ 275
British Pound	≈ 30	≈ 74
Canadian Dollar	≈ 59	≈ 149
Chinese Yuan	≈ 411	≈ 1,030
Danish Krone	≈ 320	≈ 803
Euro	≈ 43	≈ 108
Hong Kong Dollar	≈ 396	≈ 994
Indian Rupee	≈ 2,260	≈ 5,672
Japanese Yen	≈ 6,073	≈ 15,241
Malaysian Ringgit	≈ 190	≈ 477
Mexican Peso	≈ 546	≈ 1,370
New Zealand Dollar	≈ 80	≈ 200
Norwegian Kroner	≈ 342	≈ 859
Singapore Dollar	≈ 83	≈ 208
South African Rand	≈ 319	≈ 799
South Korean Won	≈ 49,975	≈ 125,427
Sri Lanka Rupee	≈ 5,235	≈ 13,139
Swedish Krona	≈ 402	≈ 1,009
Swiss Franc	≈ 67	≈ 169
Taiwan Dollar	≈ 1,656	≈ 4,156
Venezuelan Bolivar	≈ 109,375	≈ 274,509

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