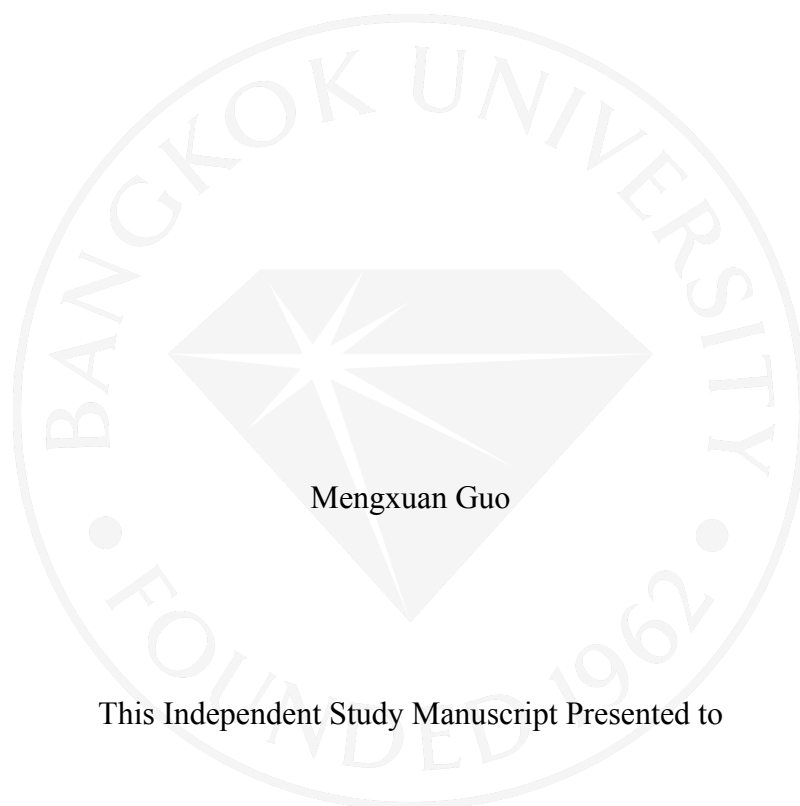


A STUDY OF MALL CHOICE DECISION FOCUSING ON SIAM PARAGON,  
TERMINAL 21, AND CENTRAL WORLD, BANGKOK, THAILAND



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This Independent Study Manuscript Presented to

The Graduate School of Bangkok University

in Partial Fulfillment of the Requirements for the Degree

Master of Business Administration

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**This Independent Study has been approved by  
the Graduate School  
Bangkok University**

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A Study of Mall Choice Decision focusing on Siam Paragon, Terminal 21, and Central World, Bangkok, Thailand(67pp).

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### **ABSTRACT**

The purpose of this study is to study mall choice decisions focusing on Siam Paragon, Terminal 21 and Central World, Bangkok, Thailand. The researcher used a quantitative research based on the following choice criteria including the concept of marketing mix 7Ps, brand equity, customer behavior and lifestyle. Sample data are gathered from the visitors/shoppers of Siam Paragon, Terminal 21 and Central World using online Google - form questionnaire as a tool to collect all data randomly. Multinomial logistic regression is used to test all hypotheses. The result showed the following significant influential factors including marketing mix 7Ps, brand equity, customer behavior and lifestyle.

*Keywords: Shopping mall, Choice decisions, Marketing mix, Brand equity, Brand awareness, Brand personality, Brand identity, Brand loyalty, Brand experience, Customer behavior, Beliefs, Attitude, Behavioral intention.*

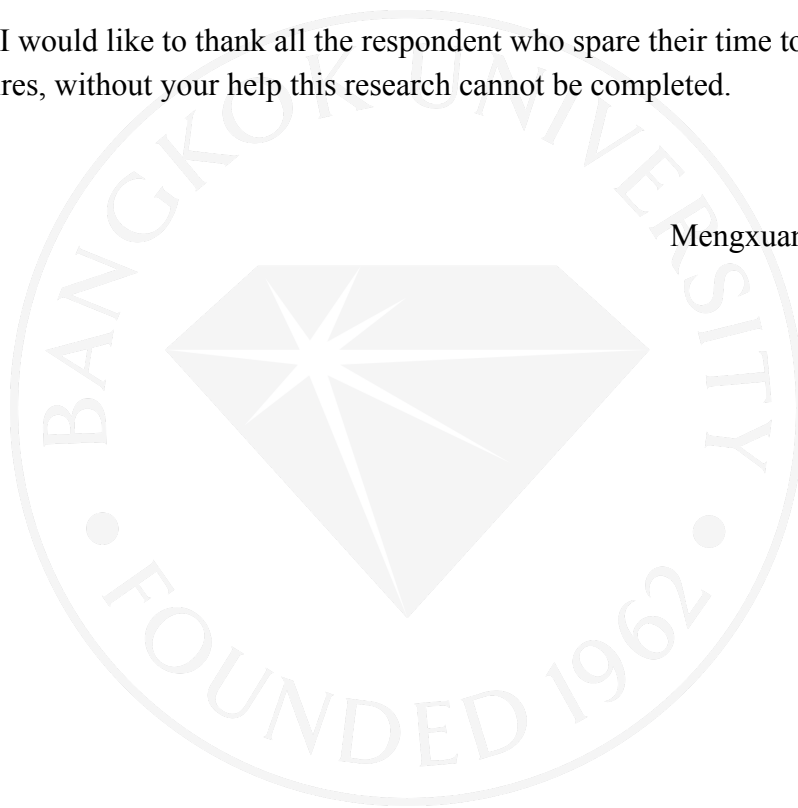
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Mengxuan Guo



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## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of the research problems

At present, people have plenty of choices to go for shopping in different malls. The new shopping mall becomes more famous comparing with the original shopping malls. This may be because of the promotions and marketing strategies offered by the new shopping mall.

Over the years, Bangkok has established itself as one of the shopping greats of the world. From luxury megamalls to local, historical outdoor markets, shopping in Bangkok is an experience like no other in the world. Bangkok has plenty of shopping malls that suit all kinds of lifestyles and budgets. With onsite facilities like food courts, supermarkets, cinemas, games arcades, and multiscreen cinemas, it's quite easy to spend an entire day exploring a single mall in Bangkok. The city's best shopping malls offer unforgettable shopping experiences, in terms of diversity of products, accessible location in downtown areas, and overall shopping satisfaction. Whether you are looking for the most upscale, the trendiest, the funkiest, or the most special, you'll find them in Bangkok.

Many consumers agree that they can have more fun in new shopping mall, therefore it is not necessary for them to go far for shopping. Undoubtedly, the needs for Chinese tourists travel and shopping in Thailand is increasing until now (reference). During the past few years, the retail business in Thailand has been expanded in market rapidly at the rate of 15-30 percent annually, due to growth of consumer shopping demand and intense competition. (Bank of Thailand, 2015). Referring to AEC, retailers are preparing the malls to expand and gain high competitive advantage over foreign retailers the business in several high- potential locations, particularly in the border provinces and tourism cities for the Asean Economics Community AEC, which will attract more customers (Kwanchai, 2014)

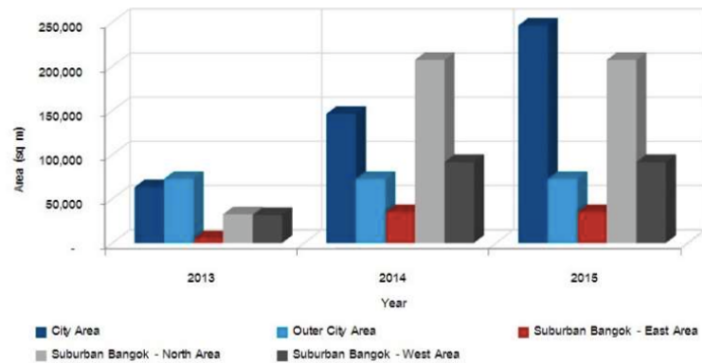


Figure 1.1: Cumulative Future Supply in Bangkok and Surrounding Areas by Year and Location, 4Q 2012

Source: Colliers International Thailand Research. (2015). *Cumulative Future Supply in Bangkok and Surrounding Areas by Year and Location*. Retrieved from [https://www.colliers.com/-/media/files/apac/thailand/market-reports/q4-2018/bangkok-retail-4q-2018\\_eng.pdf](https://www.colliers.com/-/media/files/apac/thailand/market-reports/q4-2018/bangkok-retail-4q-2018_eng.pdf)

According to cumulative future supply in Bangkok and surrounding areas scheduled for completion in 2013, the number is totals over 204,700 square meters, with nearly 128,000 square meters in community malls. Community malls are still fashionable in 2013 – 2014, though many projects have opened their doors during the past few years; there is an opportunity for growth. The successful community malls is depended on the concept of project, location, tenants, design and sizing. Some projects are not popular because the developer has not paid enough attention of these factors. As the result, some of shopping malls, weakening to attract enough customers to be practicable.

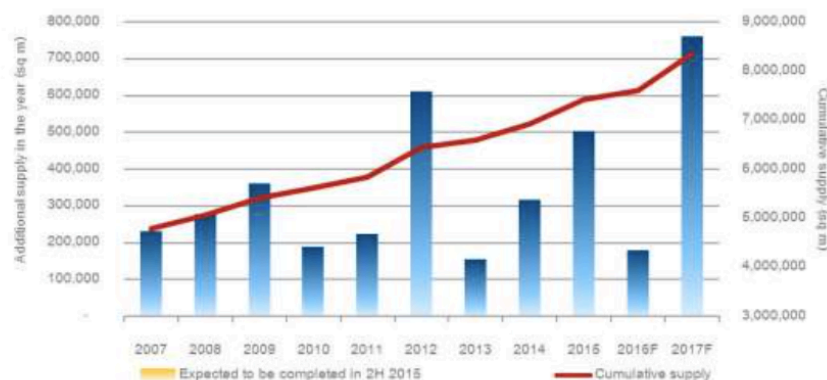


Figure 1.2: Cumulative Supply as of 4Q 2015 of retail market

Source: Colliers International Thailand Research, 2015

According to Figure 1.2 shows the result in 4Q 2015, the square meter of new retail space in market is increasing in Bangkok area. In addition, the expected square meter of 178,870 square meters will be completed in 2016. The number of community mall projects will continue to increase in the next few years. In 2016, the retail shopping malls are expected to be opened and the schedule in 2017, many large – scale shopping mall is plan to opened with a total more than 760, 900 sq. m. Shopping malls will turn into the most successful layout and being the fashionable place in the retail market in Bangkok, Thailand especially economic zone during past few years. The retail developers or operators in Thailand are looking to invest in bordering provinces around Thailand, especially the provinces which is economic zone because of looking for foreign buyers from neighboring countries in the future (Bangkokpost.com, 2016).

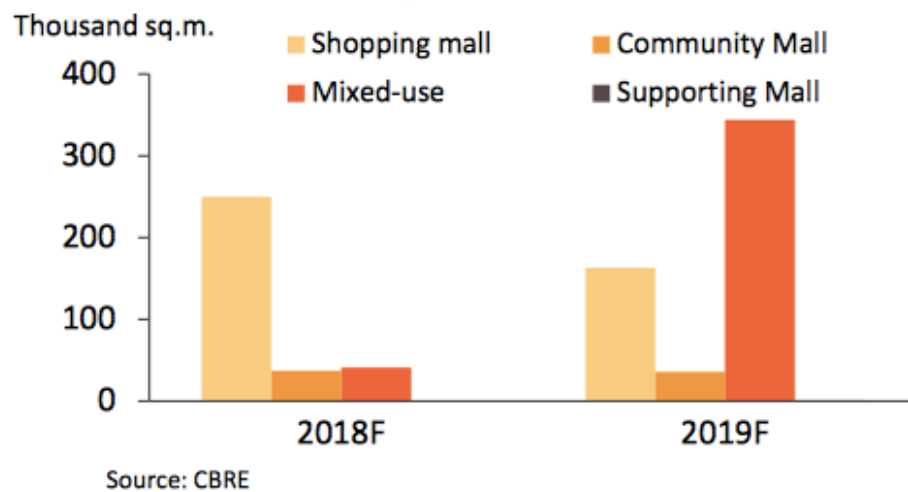


Figure 1.3: New Supply of Retail Space in BMR during 2018-2019F

New supply in BMR, over 900,000 sq. m. of new rented retail space are forecast to come to the market over the next three years, including major projects such as Ikea At Central Westgate, The Market by Platinum, Gateway Bangsue, Century the Movie Plaza 2, Smile Square and Wisdom 101. Annual new supply is therefore expected to be slightly above the median for the previous five years, when new retail space coming to the rental market averaged under 270,000 sq. m. per year (Figure 14). This new supply may cause the occupancy rate to fall slightly (Figure 15) but will likely remain above 90%. Indeed, demand for rental space is forecast to grow, both from domestic retailers and from international chains looking to expand their presence in malls in Bangkok. Retail space in central business and shopping districts within Bangkok that is easily accessible through good communications links and which has high footfall is likely to experience notably high demand and these advantages will present an opportunity for increased income for operators. Nevertheless, the

expanding total supply of retail space, coupled with consumers' changing lifestyles, will tend to increase competition between players to modernize and to renovate their operations, and while they will be able to increase rents.

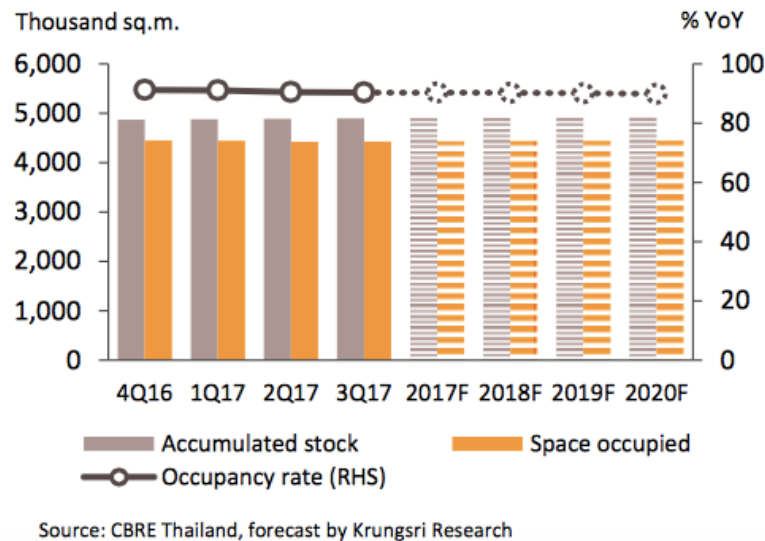


Figure 1.4: New Supply of Retail Space in BMR during 2018-2019F

Over the long-term, competition in the sector will stiffen, driven by trends in real estate development that are emphasizing a move to mixed-use projects<sup>3/</sup> since they help to meet demand from middle-class consumers, who have a wide range of different lifestyles. Many these developments are now in the pipeline and CBRE estimates that the combined floor space of large mixed-use projects incorporating offices, hotels, serviced apartments, condominiums and retail units that will come to the market by 2025 will exceed 1 million sq. m. reflecting supply of new retail space that will expand considerably.

There are some big shopping malls in Bangkok as below: Siam Paragon, Siam Paragon is a glass-and-steel luxury megamall with over 250 shops, one of Southeast Asia's largest aquariums, a 16-screen Cineplex, and plenty of gourmet cafés and restaurants. You'll find flagship stores of Louis Vuitton, Prada, and Versace on the ground floor, while IT stores and Thai bespoke stores occupy 4th floor. You can also catch a movie at the luxurious Paragon Cineplex. The mall is in front of the Siam BTS Sky Train Station, and within walking distance of popular malls such as Siam Center, Siam Square One, and Siam Discovery. Central World, Central World has a well-rounded collection of shops and entertainment centers catering to the modern lifestyle. The mall is always buzzing with life, hosting live events and concerts on special occasions such as Christmas and Songkran Festival. You can also find the

15-screen SF World Cinema, Zen and Isetan department stores, and over 100 restaurants and cafés. MBK Center, MBK Center is known as a heaven for all things affordable, with some 2,000 shops occupying 7 floors of retail spaces. One of its main selling points is its extensive range of products, particularly mobile phones, photo equipment, video games, luggage, streetwear, and gold ornaments. Prices are negotiable – MBK is probably the only mall in Bangkok where you can put your bargaining skills to the test. If you're shopping wholesale, prices tend to get even more competitive. EmQuartier, EmQuartier is one of Bangkok's upmarket shopping malls, offering around 1,000 local and international stores, fancy restaurants and cafes, a fitness center, and a Cineplex. It has 3 zones, one of which is within a separate building connected by several walkways. The Helix Quartier offers almost 50 restaurants, while The Waterfall Quartier is an open-air atrium with a modestly-sized waterfall. EmQuartier has a covered walkway to the Phrom Phong BTS Sky Train Station and Emporium Shopping Mall. Central Embassy Shopping mall, Central Embassy in Bangkok is an ultra-luxury lifestyle mall with an impressive collection of high-end designer stores and fine-dining restaurants. Part of Park Hyatt Bangkok, the complex has a futuristic design and minimalist white interior, as well as a direct link to the Ploen Chit BTS Sky Train Station. Open House on Level 6 of Central Embassy is an impressive space for dining, co-working and shopping. You can find an open-air bookstore stocking a wide range of topics in Thai and English, as well as food kiosks such as Broccoli Revolution, The Meat Bar, and ATM Tea Bar. Siam Discovery, Siam Discovery Mall offers a pleasant and leisurely shopping experience in Bangkok, thanks to its sophisticated concept of how it presents the items on display. Each floor, or Lab, follows a specific theme like women's fashion, digital appliances, and homeware. Goods are laid out naturally, as you expect to see them in someone's home. Head to the highest floor of Siam Discovery to find the Madame Tussauds Wax Museum, a stylish food hall with multi-national outlets, and the Virgin Active fitness center. Siam Center, Siam Center is one of Bangkok's trendiest fashion malls, attracting mostly young and fashion-forward shoppers. There are dozens of boutiques by up-and-coming and renowned Thai designers, along with international fashion brands such as Steve Madden, Adidas, Victoria's Secret, and Pull & Bear. The mall is quite fun to explore – you'll find branches emerging from canvases and trees made from blonde wooden blocks, as well as LEDs, TV screens and stairways that light up in a series of bright colors. Terminal 21, Terminal 21 Shopping Mall has a unique concept that places several world-famous cities under one roof. The 9-storey complex has around 600 shops, a Cineplex, Gourmet Market (supermarket), and fitness centre. A food court on the 5th floor offers authentic Thai and Asian cuisine at very affordable prices. The 3rd floor (Istanbul) is for gifts, jewellery, fashion accessories, toys, beauty products and home décor. With an eclectic collection of shops, this floor has a look and feel of a Middle Eastern souk but with a modern twist. Located in



Sukhumvit, Terminal 21 Shopping Mall has a direct link to the Asok BTS Skytrain Station.

There are also many new shopping malls coming up in Bangkok. Icon Siam, Icon Siam Mall is called the "Mother of All Malls", it includes one of the largest shopping mall in Asia, which opened to the public on 10 November 2018, with 500 shops and 100 restaurants from more than 30 different countries. Icon Siam Mall has 525,000  $m^2$  of retail floor space, developed by the same tycoons behind Siam Paragon and EmQuartier, Icon Siam offers high-end brands, an indoor floating market, an art gallery, exhibition space, and a beautiful riverside location with views of downtown Bangkok. Dusit Thani,

According to TripAdvisor, the number of Chinese users researching trips to Thailand jumped 56% in 2016, and this growth rate reached 84% in the peak summer shopping season between June and August, 2017. The GDP growth rate of the country is 0.8% while in 2015 the GDP of the country was \$396 Billion. The GDP per capita was \$5732 in 2015. (Focus Economics, 2016). According to World Travel and Tourism Council the contribution of tourism to the country GDP is around 8.6% of the total GDP (Turner, 2015). A lot of foreign national was drawn in to Thailand to work for the multinational company as well as many Thai who got the opportunity to work these company. King Power Mahanakhon, King Power Mahanakhon is Thailand's new architectural landmark, located in the heart of Bangkok's central business district at Chong Nonsi BTS station. A place where luxury meets privilege, the 78-story mixed-use development is also home to the Ritz-Carlton Residence, King Power Retail and Duty-Free, and King Power Mahanakhon SkyWalk—a state-of-the art observation deck boasting the city's most epic views at 314 meters. King Power Mahanakhon Building was conceived to reflect the ambition and excitement of one of the world's most dynamic cities. It is a showcase of one of the most significant examples of contemporary architecture and urban design in all of Thailand. Designed by an award-winning architect, the Mahanakhon Building spirals up through the urban jungle of Bangkok, representing this vibrant city. Bangkok, with its contrasting mix of traditional temples and modern skyscrapers, has developed an eclectic skyline and the Mahanakhon Building fits right in. At 314 meters and 78 floors, it is recognized as Thailand's Tallest Building (2016 – 2018), certified by the Council of Tall Buildings and Urban Habitat in April 2016. Its luxury 'mixed-use' development is specifically designed to complement the city's existing skyline and gives Bangkok an iconic architectural landmark. Central village, Bangkok's first luxury outlet, Central Village. The establishment is Thailand's first international luxury outlet and it's only a 10-minute cab ride from the airport. Central Village boasts that they'll be the shopping paradise of Thailand. The mall occupies a vast expanse of 40,000 square



feet, which is only slightly smaller than a soccer field. Prepare to shop till you drop, since it will include a total of 235 local and international retail stores. Besides popular luxury brands, there will also be shops for appliances, kitchenware, kid's toys, and accessories. Just like everything else in Bangkok, their offerings will be sold at lower prices. Shoppers can expect discounts from 35% to 70% off every day, plus additional promotions.

The researcher conducts the study by concerning mainly on the three shopping malls, i.e. Siam Paragon, Central World and Terminal 21.

### **1.2 Statement of the research problems**

According to the shopping mall landscape nowadays, the tourists in Thailand are increasing rapidly, more and more choose to go to different shopping malls for shopping in Thailand. Those strategies are established by focusing on how to encourage the tourists and local people to come back again because of their trust in brand of the low price. To deeply understand about consumer mall choice behavior towards shopping mall aspect especially among Siam Paragon, Terminal 21 and Central world, will be beneficial for investors and operators as their decision to build new malls and improvement on existing ones. To response to this research study, the researcher set the statement of problems as followed:

- Which factors influence consumer choice decision about where to shop among Siam Paragon, Terminal 21 and Central world

### **1.3 Purposes of Study**

The purposes of this present study are demonstrated as follows:

1. To study to see what aspects of marketing mix (7P's) including product, price, place, promotion, people, process and physical evidence which significantly influence consumer's mall choice decision among Siam Paragon, Terminal 21 and Central world.
2. To study to see what aspects of brand equity, consumer behavior and life style significantly influence consumer's mall choice decision among Siam Paragon, Terminal 21 and Central world.
3. To study consumer segment characteristics of each shopping mall brand.

#### **1.4 Contribution of Study**

The findings of this present study can be contributed to the individuals, and the related organizations in terms of academic performance and business managerial implication as follows:

1. According to business practices, the findings of the research can help developers in three ways. First, to attract more visitors to come to the mall and turn them into loyal shoppers. Second, to increase number of visitors/shoppers to their new mall development to breakeven much faster than without knowing/understanding shopper's criteria in mall selection. Third, knowing customer profile and know what make them choose to come to their malls enables mall operators to come up with much more effective and efficient marketing campaigns.
2. The investors can use this knowledge in better deciding where and when to build what kind of shopping malls.

#### **1.5 Summary**

As mentioned, the researcher would like to study the reasons that influence choice decisions in choosing where to shop among Siam Paragon, Terminal 21 and Central world, Thailand. The researcher can understand what factors among marketing mix, brand, consumer behavior and lifestyle really matter when it comes to choose where to shop in Bangkok. Moreover, the research findings are also contributed to the shopping mall for establishing its competitive strategies to generate the customer's loyalty eventually.

## CHAPTER 2

### LITERATURE REVIEW

The researchers have conducted the documentary reviews from the related issues including the theories and previous researches to describe the characteristics of the research variables, and investigate the relationship among variables. Regarding these concerns, the contents of questionnaire, the research hypothesis and the conceptual framework were generated from this review.

#### 2.1 Literature review

Regarding a study by Roy & Jerry at U. of Illinois, Urbana-Champaign on topic: 'Research into Shopping Mall Choice Behavior, they found that atmosphere, personnel, fashion, advertising and accessibility are all significant with  $p\text{-value} < .01$ , but not for convenience and proximity.

Regarding a study by Vidiyani at Eindhoven University of Technology, geboren te Bandung, Indonesië on topic: 'Shopping Behavior in Malls, they found that a store variety, merchandise selection and quality one attribute, namely the variety of leisure facilities are all significant with  $p\text{-value} < .01$ , but not for convenience and proximity.

Regarding a study by Jasveen kaur & Chandandeep Kaur at University Business School, Guru Nanak Dev University, Amristar on topic: 'Customer Mall Shopping Behavior, they found that Entertainment facilities, Crowding, Other Mall Related Factors, Personal values, Shopping motives, Demographics are all significant.

Regarding a study by Peter J.Batt at Curtin University of Technology on topic: 'Factors influencing the consumer's choice of retail store: Good quality produce, fresh produce, clean, good value for money, competitive price, all product is clearly priced, close to my home, customer service are all significant.

Regarding a study by Seyed Ali Alavi, Sajad Rezaei, Naser Valaei & Wan Khairuzzaman Wan Ismail at University of Lethbridge on topic: 'Examining shopping mall consumer decision-making style, satisfaction and purchase intention: brand consciousness/price, fashion conscious style, price conscious/value of money with  $p\text{-value} < .005$ .

Regarding a study by Ms. Rashmi B.H & Dr. Suresh Poojary & Mr. Deepak M.R at School of Arts and Management Studies, Rai Technology University on topic: 'Factors Influence Customer behavior and its impact on Loyalty towards Shopping Malls Bangalore City, they found that atmosphere, property management, promotions, shopping experience, entertainment, reachability and customer satisfaction & loyalty are all significant with  $p\text{-value} < .01$ .

Regarding a study by Matti Rainio, Lund University, Campus Helsingborg on topic: 'Study on shopping centre: Consumer behavior and environmental factors – Case Skanssi, they found that design factors, background factors, social factors all significant with  $p\text{-value} < .01$ .

## **2.2 Choice theory**

### **2.2.1 Consumer Choice**

The theory of consumer choice is focused in microeconomics, relating to preferences for consumer expenditure, which in turn impacts on consumer demand curves. For instance, one use of consumer theory is to showcase why the demand curve for many goods slopes downward. However, moving on from these basic principles, consumer choice, and so consumer behaviour have far greater implications. In business, consumer behaviour theories are used by firms to consider why a consumer purchasing a car may place a greater value on safety over fuel mileage; it could be used by some businesses when it comes to determining their strategy. For example, Ryanair dominates the low-cost airline market with a focus on price, however other airlines, be it British Airways continue to offer the same product but at a higher price, using consumer choice theories to understand the added value which they can generate for their products from added services.

Observations will tell us that consumer choices differ widely, be it between countries/ demographics, or just between one consumer and another. Economists base their analysis on general propositions; making three general assumptions. The first assumption is that consumer preferences are complete, meaning that they can rank all market baskets in the order of their choice. So, considering Coca Cola and Pepsi, a consumer could either say that they prefer Coca Cola to Pepsi, Pepsi to Coca Cola, or are indifferent between the two.

The second assumption would be that preferences are transitive. This can be explained simple with the following example. Assume that a consumer prefers

product A to B, and product B to C; then logically, the consumer must prefer product A to C.

Finally, the third assumption is that the consumer will prefer more goods to less. So, in the case of a holiday, the consumer will prefer two holidays to one. This assumption will later lead into a discussion on utility maximisation. However, the third assumption has always been up for discussion, with some arguing that this idea that a consumer prefers more goes against businesses which may seek to sell luxury products.

We can now consider 'Indifference Curves' (pictured below), the chart will plot all the combinations of the two goods which offer the consumer the same utility. In this case, they would be indifferent when it comes to choosing any one of them given that the utility received is the same.

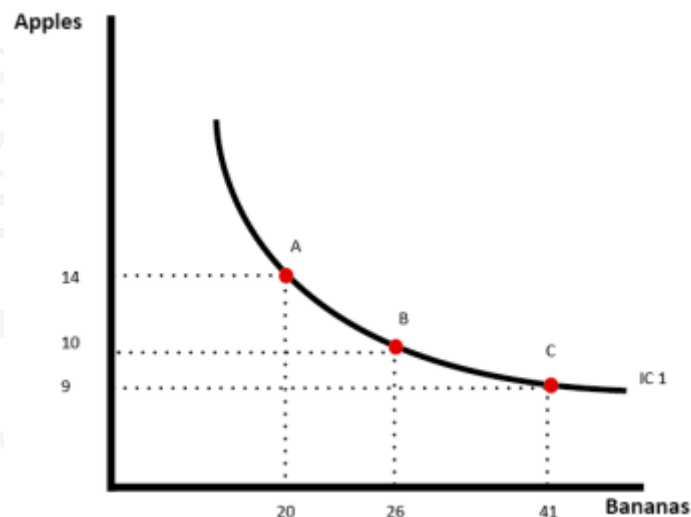


Figure 2.1: Example Indifference Curve for Apples vs. Banana's

From analyzing these curves, we can note several assumptions. The first is that the indifference curve must slope downward if the consumer views these goods as desirable. The main reason behind this is that all baskets of goods which are equally satisfactory to the consumer must contain less of one good, replaced in turn by more of another; creating this downward slope. The second assumption is that a consumer will always prefer a basket of goods towards the Northeast of the slope given the expectation of higher utility. On other hand, any basket of goods which lies below the indifference curve will be viewed as less desirable; we should always remember that a consumer will look to maximize their utility given the resources they have; i.e. income.

### 2.2.2 Brand Choice

The theory of brand choice is one of the fundamental elements of marketing science. Virtually all decisions made by marketing managers involve assumptions – explicit or implicit – about how consumers make purchase decisions and how strategic marketing variables (such as price, advertising and distribution) impact these decisions. To support this effort, the goal of research in brand choice is to create models that both reflect the behavioral realities of consumer choice and allow accurate forecasts of future choice behavior.

The history of research in brand choice is a complex blend of research drawn from psychology, economics and statistics. Because brand choice covers many distinct topics, it is best to think of the area in terms of a slow evolution from fundamental research in psychology in the 1950's to applied micro-economic theory in the 2000's. In Figure 1, we have organized this evolution under six general research themes: Theoretical Foundations, Single Choice, Consumer Heterogeneity, Multiple Decisions, Economic Theory, and Choice Dependence. These headings are listed in rough chronological order, with arrows denoting paths of influence. For the most part, the arrows are intended to show the relationships between subtopics, not between individual articles. However, chronology is important: earlier work almost always informs later work. For example, research on logit models (in the 1980's) and on consumer response parameter heterogeneity (in the 1990's) made possible later work on spatial choice (in the 2000's).

The theoretical foundations of choice model across all disciplines can be easily summarized below:

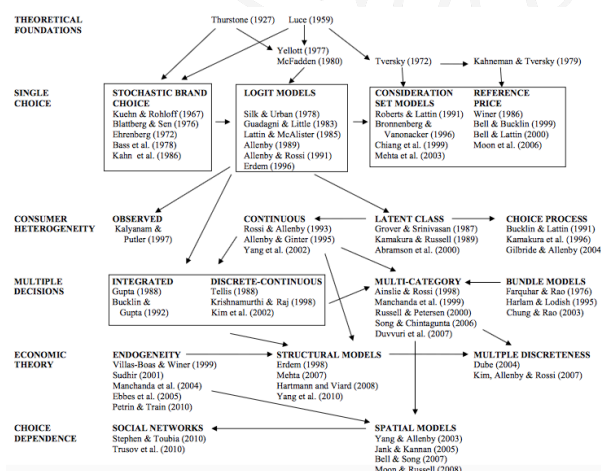


Figure 2.2: Theoretical foundations

### 2.2.3 Rational Choice Theory

In a perfect world, humans would always make prudent decisions that would yield the most possible benefits. All options would be carefully considered, and the choice that provides the most satisfaction and advances our self-interest would be chosen. This is the premise of rational choice theory, which is widely discussed in economics and marketing and states that people tend to make decisions that maximize benefits while minimizing risks. So, this sounds logical, right? Here's where it gets a little fuzzy - a rational decision can also be justified not just by monetary gain, but also by the level of emotional satisfaction it delivers. A balancing act between the heart and brain in the decision-making process is possible.

Rational choice theory also states that consumers should behave in a consistent, predictable manner and exhibit control over their behavior, but we know that doesn't always happen. A good example is when snack food companies put snacks in large containers and people eat more even when they know they shouldn't. A more vivid description of a food item makes it more emotionally appealing than a generic description of the same food. We assume a crowded restaurant is good because of the crowd, and an empty restaurant must not be as good.

**Individual Decision Making** - Individual decision-making forms the core for nearly all microeconomic analysis. These notes summarize the standard economic model of rational choice in decision making. In the standard view, rational choice is defined as the process of regulating what options are available and then choosing the most preferred one according to some consistent criterion. In a certain sense, this rational choice model is already an optimization-based approach. We will find that by adding one empirically unrestrictive assumption, the problem of rational choice can be represented as one of maximizing a real-valued utility function (Levin & Milgrom, 2004).

### 2.2.4 Utility-maximization theory

Utility maximization refers to the concept that individuals and firms seek to get the highest satisfaction from their economic decisions.

For example, when deciding how to spend a fixed sum, individuals will purchase the combination of goods/services that give the most satisfaction.

Utility maximisation can also refer to other decisions – for example, the optimal number of hours for labour to supply their labour. Working more increases income, but reduces leisure time.



Utility maximisation is an important concept in classical economics. It developed from the utilitarian philosophers of Jeremy Bentham and John Stuart Mill. Early economists such as Alfred Marshall incorporated utility maximisation into economic theory.

An important assumption of classical economics is that the price consumers are willing to pay is a good approximation to the utility that they get from the good. If people are willing to pay £800 for an iPhone X, then this suggests the consumer must get a utility of at least £800.

A consumer will consume a good up to the point where the marginal utility is greater than or equal to the price. If you feel a sandwich gives you more utility than the cost of buying then you will continue to buy.

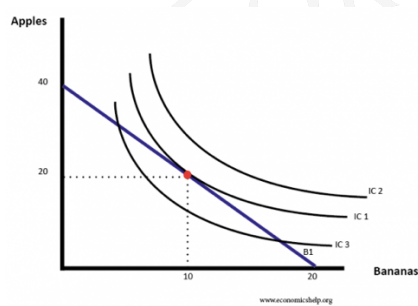


Figure 2.3: Optimal choice of goods for consumer

### Limitations of utility maximization

**Ordinal utility.** Ordinal utility states consumers find it hard to give exact values of utility, but they can order by preference – e.g. I prefer apples to bananas. This theory of ordinal utility was developed by John Hicks and gives less precise but rough guides to utility of consumers.

**Irrational behavior.** Classical economics generally assumes individuals are rational and seek to maximize utility. However, in the real world, this may not be the case. Other factors affecting choice

The utility-maximization approach to choose has several characteristics that help account for its long and continuing supremacy in economic analysis. First, from its earliest development, it has been deeply attached to principles of government policy making. Second, many of the comparative statics prophecy of the choice theory – the qualitative prophecy concerning the ways in which choices change as people's environments change – tend to be confirmed in empirical studies. Third, the optimization approach (including utility maximization and profit maximization) has



an extremely wide scope. Fourth, the optimization approach provides a compact theory that makes experiential predictions from a relatively scanty model of the choice problem. (Levin & Milgrom, 2004)

### 2.2.5 Multinomial logistic regression theory

Multistorey nominal (unordered) outcome. Examples of such an outcome might include “yes”, “no”, and “don’t know”; “Apple iPhone”, “Android”, and “Samsung Galaxy”; or “walk”, “bike”, “car”, “public transit”. The most common form of the model is a logistic model that is a generalization of the binary outcome of standard logistic regression involving comparisons of each category of the outcome to a referent category. There are total categories of the outcome, indexed by the subscript  $j$ , and the number of comparisons is then  $J-1$ . The equation for the model is written in terms of the logit of the outcome, which is a comparison of a category to the referent category, both denoted  $\pi_j$  here

$$\ln\left(\frac{\pi_j}{\pi_1}\right) = \alpha_j + \beta_j X$$

The natural log of the ratio of the two proportions is the same as the logit in standard logistic regression where  $\ln(\pi_j/\pi_1)$  replaces  $\ln[\pi/(1-\pi)]$ , and is sometimes referred to as the generalized logit. The binary logistic model is therefore a special case of the multinomial model. In generalized linear modeling terms the link function is the generalized logit and the random component is the multinomial distribution. The model differs from the standard logistic model in that the comparisons are all estimated simultaneously within the same model. The  $j$  subscript on both the intercept,  $\alpha_j$ , and slope,  $\beta_j$ , indicate that there is an intercept and a slope for the comparison of each category to the referent category. Note that in the ordinal logistic model, there is only one slope coefficient for each predictor. Odds ratios for each coefficient (for predicting the difference of one category response from the referent) are computed as usual, with  $OR = e^{\beta_j}$ , and represent the odds increase (or decrease) for category  $j$  compared with the referent category for each unit increase in  $X$ .

The predicted probabilities can be computed from the model parameters for a specific value of  $X$ . For the standard logistic regression, we used the logistic transformation to find the probability according to the logistic cumulative distribution function (cdf; see the “Logistic Regression” handout). For a simple logistic regression with one predictor, we use

$$\pi = \frac{1}{1 + e^{\alpha + \beta X}}$$

Entering in a specific value of  $X$  and the model estimates of  $\alpha$  and  $\beta$  and using the exponential function, the estimate of the expected probability can be computed for the specific value of  $X$ . (For additional predictors, the values for  $X$  and  $B$  for those variables are added to the exponent in the denominator. Predicted probabilities y-axis) are then often plotted with a separate line for each comparison as a function of the  $X$  variable values(x-axis).

The cdf transformation for the multinomial distribution must add the exponent functions of the intercepts and the coefficients for each of the comparisons to the referent category. For a single predictor, the predicted probability can be computed by generalizing the above equation for standard logistic, using the following equation with as many additional -1 terms in the denominator for every comparison to the referent category.

$$\pi_j = \frac{1}{1 + e^{\alpha_j + \beta_j X} + e^{\alpha_{j-1} + \beta_{j-1} X} \dots e^{\alpha_{j-1} + \beta_{j-1} X}} = \frac{1}{1 + \sum e^{\alpha_j + \beta_j X}}$$

The result is the estimated proportion for the referent category relative to the total of the proportions of all categories combined (1.0), given a specific value of  $X$  and the intercept and slope coefficient(s).

Maximum likelihood is the most common estimation used for multinomial logistic regression and as with logistic regression, model fit tests, such as the likelihood ratio test with degrees of freedom equal to  $J-1$ , are used to determine whether together all the comparisons to the referent are significant.

The multinomial logistic models assume that there is independence of irrelevant alternatives(IIA). The assumption is that if an additional category was to be added to the outcome, the proportions for the original categories would be equally affected by adding the new category (e.g., adding a third-party candidate would equally impact votes for the two major party candidates). As this example suggests, the (IIA) assumption is not particularly realistic in many situations, even though it is needed for truly unbiased estimates of the observed and predicted proportions. Although tests have been suggested to investigate violation of the assumption, they do not appear to perform well (e.g., Cheng Long, 2005; Fry Harris, 1996)

The basic idea behind logits is to use a logarithmic function to restrict the probability values between 0 and 1. Sometimes a probit model is used instead of a logit model for multinomial regression. The following graph shows the difference between a logit and a probit model for different values. Both models are commonly used as the link function in ordinal regression. However, most multinomial regression

models are based on the logit function. A noticeable difference between functions is typically only seen in small samples because probit assumes a normal distribution of the probability of the event, whereas logit assumes a log distribution.

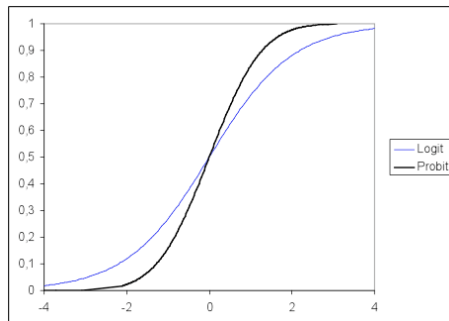


Figure 2.4: Multinomial logistic regression theory

Using Multinomial logistic regression in choice model, marketing the data was collected. The normal estimation of technique is the multinomial logit choices which represent the categories of dependent variable and each characteristic level is an explanatory variable (Mario, 2008). The logit of transformation is a link function of logistic regression which can explain below;

- The logit transformation is the log of the odds that  $y=1$  relative to  $y=0$
- The logit link allows to transform the binary variable  $y$  into a continuous variable  $z$
- The final equation is a regression model with a continuous variable on the left- hand side
- The only difference of standard regression model is that the distribution of the error is not normal but logistic.
- Estimation of  $a$  and  $b$  can be obtained by maximum likelihood which works with any known probability distribution of the errors and returns the maximum likelihood estimates (the most probable values for the parameters) (Mario, 2008).

Multinomial logistic regression uses correlation between two things for computing the data which are an independent variable and dependent variable and interaction. Multinomial logistic regression is an arrangement method that simplifies logistic regression to multiclass complications, i.e. with more than two possible separate results. The model is used to estimate the likelihoods of the unlike possible results of categories in distributed dependent variable, assumed a set of an

independent variables (which may be real-valued, binary-valued, categorical-valued, etc.). Multinomial regression is a multi-equation model, like multiple linear regressions. For a nominal dependent variable with  $k$  categories the multinomial regression model estimates  $k-1$  logit equations. In addition, the multinomial logit model can be used to model choices among the latent dependent variable regression and dependent variables, which is a nominal variable.

## **2.3 Independent Variables**

### **2.3.1 Marketing Mix 7P's — Product**

Sometimes people assume marketing is just about advertising or selling, but this is not the whole story. It is a key management discipline that ensures producers of goods and services can interpret consumer desires and match, or exceed them. (Marketing and the 7Ps – © CIM 2015) There is no point in developing a product or service that no one wants to buy, yet many businesses decide what to offer first, then hope to find a market for it afterwards. A product does not have to be tangible – an insurance policy can be a product. – The perfect product provides value for the customer. This value is in the eye of the beholder.

### **2.3.2 Marketing Mix 7P's — Price**

The theories of marketing mix say that the price of the product is basically the amount that a customer pays for to enjoy it. Price is a very important component of the marketing mix definition. It is also a very important part of a marketing plan as it determines the firm's profit and survival. Changing the price of the product has a big impact on the marketing strategy as well as greatly affecting the sales and demand of the product.

### **2.3.3 Marketing Mix 7P's — Place**

Shopping malls are located on main arterial roads which are accessible from many suburbs located in the area. In many cases, customers are prepared to drive or take public transportation to these shopping malls for shopping. Those shopping malls usually including national clothing stores, boutiques, shoe shops, cosmetic brand, and some other comparative shops will also be of this mix. Restaurants, take-away facilities and service like medical facilities, banks and cinemas might also be part of the mix (Abratt, Fourie, & Pitt, 1985).

### **2.3.4 Marketing Mix 7P's — Promotion**

The promotion concept is applied for products or services and to the business. The promotion includes all communications a marketer used in the market for his products of service to create awareness, persuade the customers to buy and retain in future also. For promotion, different methods of communication can be used.

Shopping malls use different sales promotion tactics and coupons, patronage reward, point-of purchase displays, premiums, price packs, samples, and trade shows.

Sales promotion is giving the customer something extra, rewarding them for their behavior on this purchasing occasion. Operant conditioning suggests the response of the individual is likely to be affected by positive reinforcement.

1. Discounts are reductions that are made from the regular price of a product or service to obtain or increase sales.
2. Doing promotion by organizing event is a great way to promote products and services, also interact with customers, and position the brand as a leading brand in its field.
3. Rewarding points are no-monetary promotions which results in customers purchasing goods or services at the regular price and then receive courtesy or privilege that cannot easily be converted into cash.

#### 2.3.5 Marketing Mix 7P's — People

People are the most important part of any service or experience. Some service tends to be produced and consumed at the same moment, and aspects of the customer experience are altered to meet the individual needs of the person consuming it. People will buy the products they like, also the attitude, skills and appearance of the staff will influence their mind. People have an important role in service delivery, they are relied upon to deliver and maintain transactional marketing and people play an important part in the customer relationship. If staff are to be selected, trained and motivated to keep the customer very happy. So, people are very important role in service marketing. It should be management very well.

#### 2.3.6 Marketing Mix 7P's — Process

For purchasing and service certain activities are to be performed. For sale the products, mechanism and flow of activities by which service are delivered are to be decided. Without service or delivered cannot be good, we would maintain the standard format for availing the service. This is called process. For example, someone want to apply a bank account and save money in bank, he or she has applied for opening an account. After this he will get the pass book and ATM card would be issued and service can be availed after this.

#### 2.3.7 Marketing Mix 7P's — Physical Evidence

Shopping mall atmospherics: The atmospherics literature seeks to tie physical components of the environment to emotions, cognitions, and behavioral reactions. Most studies in this group focus on the store level (Turley & Milliaman, 2000). However, recent studies have shifted their attention to the mall level (Dennis, Newman, Michon, Brakus, & Wright, 2010). The atmospherics literature examines environmental variables ranging from specific components such as scent and color to the overall physical environment; the realm of emotions, feeling, and affect, including pleasure, arousal, and excitement; the cognitions of perceived mall environment, mall image, and choice of shopping mall; and the behaviors of out shopping, spending and unplanned purchasing. The mall atmospherics literature is close to the notion of experience.

#### 2.3.8 Brand Effect

In marketing theory, the "brand" is the idea that customers have in their heads about the product, service, or company. The company uses its marketing communications to try to influence that idea that people have about the brand. The perceived value and consequently the price people will be prepared to pay for a product or service is closely related to their perceptions of the brand.

Brand effect implies to costumers' perception and cognitive reaction to a condition or event.

Brand effect include Brand preference, Brand Personality, Brand Identity, Brand loyalty and Brand Experience.

Brand as Organization – it consists of organizational attributes, local workings versus global activities.

Brand as Person – it consists of brand personality and consumer brand relationships.

Brand as Symbol – it consists of audio and visual imagery, metaphorical symbols and brand heritage.

The motive of the Aaker Model is to help in making a brand strategy comprising of various brand components or patterns, in order to illuminate, advance and separate a brand from its rivals. An organization deliberately utilizes a few of these components to impart to the buyers what their brand stands for.

### **5 Components of Brand value as per Aaker Brand Equity Model.**

Aaker states that brand value is controlled by associated five components. We will understand the brand value in the next section in details but before that let's understand these components and how are they integrated with brand value. This is essential for understanding the general picture of brand equity.

These components are:

Brand Loyalty – The extent to which people are loyal to a brand

Brand Awareness – The extent to which a brand is known among the public

Perceived Quality – The extent to which a brand is considered to provide good quality products

Brand Associations – The associations triggered by a brand

Other Proprietary – Assets like patents and intellectual property rights, relations with trade partners. The more proprietary rights a brand has accumulated, the greater the brand's competitive edge in those fields.

#### **2.3.9 Consumer Behavior**

Consumer behavior is “The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.”

Behavior can occur for the individual, and in the groups (e.g., friends influence what kinds of lunch or dinner they have) or an organization (people on the job impact to their decisions of shopping)

#### **2.3.10 Lifestyle**

Lifestyle is the way people live their lives. The purpose of exploring lifestyle is to obtain more precise pictures of how consumers think and act than may be available from demographics alone. Marketers in many industries focus on lifestyle to better connect with their markets. For example, drug retailers' strategies based on



consumer profiles that combine a variety of psychological and personality aspects with traditional demographics.

Consumers often choose products, service and activities over other because they are connecting with their lifestyle. So, lifestyle- marketing strategies attempt to position a product by fitting it into an existing pattern of consumption.

## 2.4 Maslow's Need Model

Consumer are driven by the need and desire to achieves something which lead to the purchase of the product or the service. This needs which slowly move a person to act in such behavior is called Motivation (Wilkie, 1994). Motivation drive consumer to buy product, and it is very difficult to measure one motivation. As motivation is associated with need and it is very important for every business firm to understand the motivation of their customer (Perreau, 2012). Many scientists have studied about motivation and thus proposed different theory but the most well know is Freud and Maslow Theory.

Freud Psychoanalytic Theory: The theory was provided by Sigmund Freud who suggest that a person behavior is affected by sub conscious motive that even the buyer do not understand (Kotler & Armstrong, 2006)



Figure 2.5: Maslow's Need Model

## 2.5 Dependent Variables

Dependent Variable is Mall Choice Decision for Shopping at Siam Paragon, Terminal 21, and Central world, Bangkok, Thailand

## 2.6 Hypothesis Preposition

Hypotheses Testing:

H1o: Product does not significantly impact mall choice decision.

H1a: Product does significantly impact mall choice decision.

H2o: Price does not significantly impact mall choice decision.



- H2a: Price does significantly impact mall choice decision.  
H3o: Place does not significantly impact mall choice decision.  
H3a: Place does significantly impact mall choice decision.  
H4o: Promotion does not significantly impact mall choice decision.  
H4a: Promotion does significantly impact mall choice decision.  
H5o: People does not significantly impact mall choice decision.  
H5a: People does significantly impact mall choice decision.  
H6o: Process does not significantly impact mall choice decision.  
H6a: Process does significantly impact mall choice decision.  
H7o: Physical Evidence does not significantly impact mall choice decision.  
H7a: Physical Evidence does significantly impact mall choice decision.  
H8o: Brand does not significantly impact mall choice decision.  
H8a: Brand does significantly impact mall choice decision.  
H9o: Consumer Behavior does not significantly impact mall choice decision.  
H9a: Consumer Behavior does significantly impact mall choice decision.  
H10o: Life style does not significantly impact mall choice decision.  
H10a: Life style does significantly impact mall choice decision.

## 2.7 Conceptual Framework

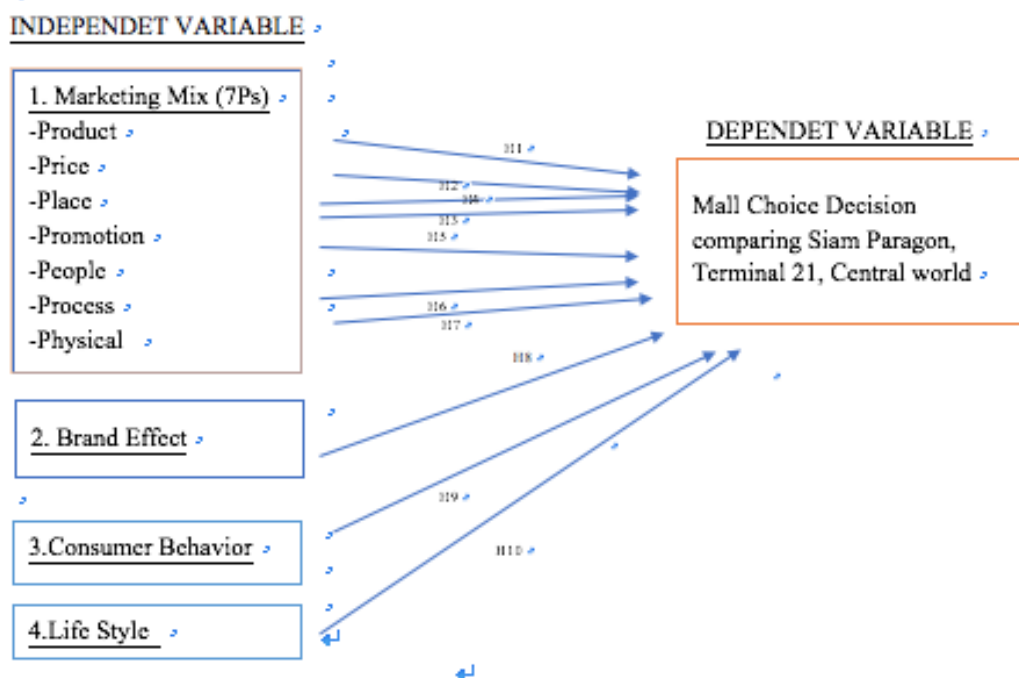


Figure 2.6: Conceptual framework of the research

## CHAPTER 3

### RESEARCH METHODOLOGY

The research of this study is survey research distributed by using questionnaires through google form. The research design, population and sample selection, research instrument, reliability and validity assessment, data collection and statistic for data analysis, which is described below. The questionnaire, which was used as the research instrument, was constructed by applying the related theories and was approved by the expertise. The samples of the research were selected from the population which included the people who had the direct experiences of this study. The details as mentioned above were described as these followings:

#### 3.1 Research Instrument

This study used questionnaire as an instrument tool to gather a primary data for examination and explanation, which influence consumer's' decision at shopping mall as 5 parts in this questionnaire.

Part 1: This part refers to the name of shopping mall in Bangkok, Thailand, which is your most favorite consumers' choice for shopping.

Table 3.1: Level of information measurement and criteria

| Variable   | Level of Measurement | Criteria Classification                      |
|--|----------------------|--|
| 1. Which one is your most preferred shopping mall? | Nominal              | Siam Paragon<br>Terminal 21<br>Central world |

Part 2: This part refers to all potential independent variables including Marketing Mix 7Ps, Brand Effect and Consumer Behavior which influence customer's choice criteria in shopping at Shopping Mall among Siam Paragon, Terminal 21, Central world, Thailand that weight the score by using seven point Likert scale.

All items are ranged by targeted respondents on a seven-point Likert scale. In each question, number "0" indicate as "No effect" to number "7" indicate as "Maximum effect".

The scores are fixed in each level as below

|                |           |
|----------------|-----------|
| No effect      | = 0 point |
| Minimal effect | = 1 point |
| Mild effect    | = 2 point |

.....

Maximum effect = 7 point

The questions of second part include questions about Marketing Mix 7Ps, Brand Effect, Consumer behavior and Life style.

Part 3: This part refers to potential features / dimensions of each independent variables that could influence consumers decision in Part1 / Q1 by using 5 point likert scales.

Product part comprises 3 questions which are

- 18. Shopping mall is interesting
- 19. Merchandise mix(Tenants)
- 20. Brand mix (Brand name and local shop, clothes and restaurants.)

Price part comprises 3 questions which are

- 21. The price of product is suitable compared to its quality.
- 22. Product price is lower than another mall.
- 23. Price is indicated in currencies, clearly and understandable.

Place part comprises 3 questions which are

- 24. Convenience to go
- 25. Various Branches
- 26. Located near workplace and house

Promotion part comprises 3 questions which are

- 27. Discount
- 28. Event
- 29. Reward points

People part comprises 5 questions which are

- 30. Friendliness
- 31. Politeness
- 32. Helpful
- 33. Knowledge and skill
- 34. Public officials

Process part comprises 3 questions which are

- 35. Staff always concern and arrange the queuing up for payment properly.
- 36. Timing of the open and closing of shopping mall are fixed properly.
- 37. Products are fulfilled without outing of stock.

Physical Evidence part comprises 6 questions which are

- 38. Layout
- 39. Ambiance
- 40. Design
- 41. Parking area

42. Safety and Cleanliness

43. Restroom

Brand preference part comprises 1 question which is

44. You tend to prefer to shop at this mall

Brand Personality part comprises 2 questions which are

45. This mall has a strong brand personality that seems to fit with me.

46. This mall has unique brand personality.

Brand Identity part comprises 2 questions which are

47. This mall has a strong identity that seems to fit with me.

48. This mall has unique brand identity

Brand Loyalty part comprises 3 questions which are

49. I will keep buying the product at Shopping mall, no matter what.

50. You will recommend the other to buy the product at Shopping mall.

51. If you want to purchase the product, you will intend to go shopping at Shopping mall as first decision.

Brand Experience part comprises 2 questions which are

52. You always feel good shopping there.

53. Staff's shopping mall make me impressed and keep coming back for shopping at Shopping mall.

Beliefs part comprises 2 questions which are

54. The product and service of shopping mall have value for money.

55. You believe that product and service of shopping mall are high quality.

Attitude part comprises 2 questions which are

56. The shopping mall is an attractive place for you.

57. The shopping mall is a famous shopping place and trendy.

Behavioral Intention part comprises 2 questions which are

58. Your intention to buy product and service from this shopping mall.

59. The shopping mall makes you want to shop and spend your free time with friend and family

60. You always visit a shopping mall regularly.

For collecting data, this study used five point likert scales in this research. The agreement level with the statements in the questionnaires ranked is from (1) Strongly disagree, (2) Somewhat disagree, (3) Neutral, (4) Somewhat agree, (5) Strongly agree which are set in each level as followed:

Strongly disagree = 1

Somewhat disagree = 2

Neutral = 3

Somewhat agree = 4

Strongly agree = 5

Part 4: This part refers to consumers' lifestyle toward shopping mall toward shopping at shopping mall comprise of relaxing style at shopping mall no.61, studying style at shopping mall no.62, meeting friends in shopping mall no.63, working style at shopping mall no.64, influencing by advertising no.65.

Part 5: This part refers to demographic information which includes gender no.66, age no.67, statues no.68, education level no.69, occupation no.70, monthly income no.71.

### 3.2 Reliability and Validity Assessment

The questionnaires of this research are examined with two major aspects which are content validity and reliability to certify that respondents understand the point of information in questionnaires correctly.

#### 3.2.1 Content validity

The questionnaires are surveyed by the review from previous work and literature however, to make sure content validity of questionnaires, the researcher submitted the questionnaires to an independent adviser who has experience as an expert which related in field to ensure content validity which are

1. Miss Weilin Chen – Assistant shop manager of Sky Platanus Interactive Co.,Ltd
2. Miss Freya Zhao – Creative manager of Lert Global Co.,Ltd
3. Miss Chawwane Hongrachadanon – CEO of Blue Maxi Co.,Ltd

To verify the consistency of question, the researcher uses Index of Item Objective Congruence (IOC) method to calculate the objective and content or question and objective.

$$IOC = \frac{\sum R}{N}$$

Where:

IOC = consistency between the objective and content or questions and objective.

$\sum R$  = total assessment points given from all qualified experts.

N = number of qualified experts.

The consistency index value must have the value 0.5 or above to be accepted.

After getting total results, the questions have selected and adapted to ensure that each question has the constancy index value more than 0.5.

Thus,

$$\begin{aligned} \text{IOC} &= \frac{76}{79} \\ &= 0.96 \end{aligned}$$

Because of IOC of 79 questions in the questionnaires has significance index of item objective congruence (IOC) which equals to 0.96 without any question that is less than 0.5. Therefore, the questions are realistic.

### 3.2.2 Reliability

The questionnaires are launched as 30 samples as an experiment test to examine the questionnaire reliability. The test of reliability of this study is proceeded on SPSS statistic program by using Cronbach's alpha coefficient.

Though, the result of Cronbach 'alpha coefficient is more than 0.70, the questionnaire reliability is acceptable. (Cronbach, 1951; Olorunniwo et al., 2006).

Table 3.2: The result of Cronbach's alpha test with 30 try – out questionnaires.

| Variables         | Cronbach's Alpha | Number of Item |
|-------------------|------------------|----------------|
| All Part          | 0.726            | 43             |
| Marketing Mix'7Ps | 0.828            | 26             |
| Brand Effects     | 0.762            | 10             |
| Customer Behavior | 0.842            | 7              |

The value of Cronbach's alpha coefficient of pre-test 30 questionnaires is 0.726 with N of item = 43. According to Olorunniwo et al., (2006) the effective value of alpha must be 0.70. Cronbach' salpha coefficient value is higher than acceptable

value 0.70 therefore, the quality and accuracy of questionnaire is high in reliability level and desirability level is good (Cronbach, 1951; Olorunniwo et al., 2006). Due to the result, all 43 items with 3 variables of this research based on alpha value are significant consequence.

Table 3.3: The result of Marketing Mix (7Ps) with Cronbach's alpha test

| Marketing Mix (7Ps) | Output Reliability |
|---------------------|--------------------|
| All Part            | 0.843              |
| Product             | 0.917              |
| Price               | 0.831              |
| Place               | 0.925              |
| Promote             | 0.868              |
| People              | 0.799              |
| Process             | 0.878              |
| Physical Evidence   | 0.867              |

Table 3.4: The result of brand equity with Cronbach's alpha test.

| Brand Effects                             | Output Reliability |
|---|--------------------|
| All Part                                  | 0.758              |
| Brand Preference                          | 0.819              |
| Brand Personality                         | 0.846              |
| Brand Identity                            | 0.865              |
| Brand Loyalty                             | 0.848              |
| Brand Experience (Experiential Marketing) | 0.738              |

Table3.5: The result of consumer behavior with Cronbach's alpha test.

| Consumer Behavior    | Output Reliability |
|----------------------|--------------------|
| All Part             | 0.796              |
| Beliefs              | 0.845              |
| Attitude             | 0.827              |
| Behavioral Intention | 0.836              |

According for the result of reliability in the of table 2, 3 and 4 that the result, with 16 variables consist of product, price, place, promotion, people, process, place, physical evidence, brand awareness, brand personality, brand identity, brand loyalty, brand experience, beliefs, attitude and behavioral intention of this research, all alphas are higher 0.7 therefore, questionnaire is reliable.

### 3.3 Population and Sample

#### 3.3.1 Population

Population in this research is costumers who know about the shopping mall business and usually go shopping in shopping malls, and like shopping in shopping mall and tourists in Shopping Malls among Siam Paragon, Terminal 21, Central world, Thailand.

#### 3.3.2 Sample Size

The sample size in the study is from 400 customers who go shopping at Siam Paragon, Terminal 21, Central world, Thailand. The author collected the sample from actual population and simplified formula for proportions as following (Yamane T, 1973):

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

Which:

n is the sample size



N is the population size

e is the acceptable sampling error

At 95% confidence level and  $e = 1 - 0.95 = 0.05$

So:

$$n = \frac{84,128}{1 + 84,128(0.05)^2}$$

$$= 398.10$$

Referring to formula calculating, the result of sample size for conducting research is 398.10 respondents. However, to make reliability efficiently, the author will collect the sample size with 400 shopping mall's customers by using at 95% confidence level to avoid deviation.

### **3.4 Data collection and Analysis**

#### **3.4.1 Data Collection**

In this research, all gathered data are used from primary data collected from questionnaire instrument, which use random sampling focusing on shoppers who normally go to these three malls (Siam Paragon, Terminal 21, Central world) by distributing questionnaire to visitors visiting each mall of interest by way of google form.

Data collection process has done on June 2019- July 2019 by issuing self-administered questionnaire to sample group with online questionnaire.

#### **3.4.2 Data Analysis**

Data analyzed process of this research is process on a SPSS program and shown on a format in each table with description. The researcher uses multinomial logistic regression statistic for data analysis.

1. Multinomial Logistic Regression method is used for all hypotheses testing through analysis of all factors which could influence customer's choice decision in shopping at shopping malls.
2. Crosstab analysis is used for customer profiling of each mall.

## CHAPTER 4

### RESEARCH FINDINGS AND DATA ANALYSIS

In this chapter, the researcher presents the analytical results in each part which is to classify related factors that effect on the customer choice decision in shopping mall among these shopping malls: Siam Paragon, Terminal 21, Central world, Thailand through SPSS program by using 400 respondents' data based on the conceptual framework.

Because of analysis, the data is shown in separated parts which are follows:

Part 1: The analysis of hypotheses testing by using multinomial logistic regression to study the influential in Marketing Mix(7Ps), Brand Effects and consumer behavior.

Part 2: The analysis of crosstab method for demographic toward shopping at each shopping mall.

#### 4.1 Part 1: The analysis of hypothesis test by using multinomial logistic regression to study the influential in Marketing Mix(7Ps), Brand Effects and consumer behavior.

Table 4.1: Multinomial of Marketing Mix(7Ps), Brand Effects and consumer behavior.  
(7 Likert Scale)

| <b>Likelihood Ratio Tests</b> |                                    |                        |          |             |
|-------------------------------|------------------------------------|------------------------|----------|-------------|
| Effect                        | Model Fitting Criteria             | Likelihood Ratio Tests |          |             |
|                               | -2 Log Likelihood of Reduced Model | Chi-Square             | df       | Sig.        |
| 2.Product                     | 721.685                            | 5.803                  | 6        | .446        |
| <b>3.Price</b>                | <b>730.677</b>                     | <b>14.795</b>          | <b>6</b> | <b>.022</b> |
| 4.Place                       | 719.361                            | 3.480                  | 4        | .481        |
| 5.Promotion                   | 717.416                            | 1.534                  | 6        | .957        |
| 6.People                      | 719.505                            | 3.623                  | 4        | .459        |
| 7.Process                     | 719.420                            | 3.538                  | 6        | .739        |
| 8.Physical Evidence           | 718.709                            | 2.827                  | 4        | .587        |
| 9.Brand Preference            | 718.339                            | 2.457                  | 6        | .873        |
| 10.Brand Personality          | 726.285                            | 10.403                 | 6        | .109        |

(Continued)

Table 4.1(Continued): Multinomial of Marketing Mix(7Ps), Brand Effects and consumer behavior. (7 Likert Scale)

|                                |         |        |   |      |
|--------------------------------|---------|--------|---|------|
| <b>11.Brand Identity</b>       | 719.067 | 3.185  | 6 | .785 |
| <b>12.Brand Loyalty</b>        | 721.167 | 5.285  | 8 | .727 |
| <b>13.Brand Experience</b>     | 725.205 | 9.324  | 6 | .156 |
| <b>14.Belief</b>               | 724.580 | 8.698  | 6 | .191 |
| <b>15.Attitude</b>             | 721.483 | 5.601  | 6 | .469 |
| <b>16.Behavioral Intention</b> | 726.319 | 10.437 | 6 | .107 |
| <b>17.Relaxing style</b>       | 722.325 | 6.443  | 6 | .375 |

According to the table 4.1, when compare across all independent variables, price is the only one variable significantly influences mall choice decision. (p-value = .022 < .05)

Therefore, the hypothesis can explain as following.

- Price is significant (p-value = .022 < .05), so we can reject H2o and accept H2a, that price significantly influence mall choice decision.

Table 4.2: The factors which influence customer choice decision in shopping at shopping malls: Siam Paragon, Terminal 21, Central world, Thailand

| <b>Likelihood Ratio Tests</b> |                                    |                        |          |             |
|-------------------------------|------------------------------------|------------------------|----------|-------------|
| Effect                        | Model Fitting Criteria             | Likelihood Ratio Tests |          |             |
|                               | -2 Log Likelihood of Reduced Model | Chi-Square             | df       | Sig.        |
| <b>product18</b>              | <b>713.925<sup>a</sup></b>         | <b>477.114</b>         | <b>6</b> | <b>.000</b> |
| <b>product19</b>              | <b>253.526<sup>a</sup></b>         | <b>16.714</b>          | <b>6</b> | <b>.010</b> |
| <b>product20</b>              | <b>265.110<sup>a</sup></b>         | <b>28.298</b>          | <b>6</b> | <b>.000</b> |
| Price 21                      | 241.231 <sup>a</sup>               | 4.420                  | 6        | .620        |
| Price 22                      | 240.712 <sup>a</sup>               | 3.901                  | 6        | .690        |
| <b>price23</b>                | <b>256.565<sup>a</sup></b>         | <b>19.753</b>          | <b>8</b> | <b>.011</b> |
| Place 24                      | 238.079 <sup>a</sup>               | 1.268                  | 6        | .973        |
| Place 25                      | 242.069 <sup>a</sup>               | 5.258                  | 6        | .511        |
| <b>place26</b>                | <b>258.517<sup>a</sup></b>         | <b>21.706</b>          | <b>8</b> | <b>.005</b> |
| Promote 27                    | 243.683 <sup>a</sup>               | 6.872                  | 6        | .333        |

(Continued)

Table 4.2(Continued): The factors which influence customer choice decision in shopping at shopping malls: Siam Paragon, Terminal 21, Central world, Thailand

|                                |                            |                |          |             |
|--------------------------------|----------------------------|----------------|----------|-------------|
| <b>Promote 28</b>              | <b>717.492<sup>b</sup></b> | <b>480.680</b> | <b>6</b> | <b>.000</b> |
| Promote 29                     | 250.294 <sup>a</sup>       | 13.483         | 6        | .036        |
| People 30                      | 247.759 <sup>a</sup>       | 10.947         | 6        | .090        |
| People 31                      | 251.678 <sup>a</sup>       | 14.867         | 6        | .021        |
| People 32                      | 250.370 <sup>a</sup>       | 13.558         | 8        | .094        |
| People 33                      | 244.950 <sup>a</sup>       | 8.138          | 6        | .228        |
| People 34                      | 244.145 <sup>a</sup>       | 7.333          | 6        | .291        |
| Process 35                     | 237.330 <sup>a</sup>       | .518           | 6        | .998        |
| Process 36                     | 242.251 <sup>a</sup>       | 5.440          | 6        | .489        |
| <b>Process 37</b>              | <b>372.276<sup>a</sup></b> | <b>135.464</b> | <b>6</b> | <b>.000</b> |
| <b>Physical Evidence 38</b>    | <b>289.227<sup>a</sup></b> | <b>52.416</b>  | <b>6</b> | <b>.000</b> |
| Physical Evidence 39           | 238.727 <sup>a</sup>       | 1.915          | 6        | .927        |
| <b>Physical Evidence 40</b>    | <b>250.951<sup>a</sup></b> | <b>14.140</b>  | <b>6</b> | <b>.028</b> |
| Physical Evidence 41           | 242.240 <sup>a</sup>       | 5.428          | 6        | .490        |
| Physical Evidence 42           | 244.157 <sup>a</sup>       | 7.346          | 6        | .290        |
| <b>Physical Evidence 43</b>    | <b>282.707<sup>a</sup></b> | <b>45.895</b>  | <b>6</b> | <b>.000</b> |
| Brand Preference 44            | 249.185 <sup>a</sup>       | 12.374         | 6        | .054        |
| Brand Personality 45           | 238.613 <sup>a</sup>       | 1.802          | 8        | .986        |
| <b>Brand Personality 46</b>    | <b>250.494<sup>a</sup></b> | <b>13.683</b>  | <b>6</b> | <b>.033</b> |
| Brand Identity 47              | 242.163 <sup>a</sup>       | 5.352          | 8        | .719        |
| <b>Brand Identity 48</b>       | <b>301.328<sup>a</sup></b> | <b>64.517</b>  | <b>8</b> | <b>.000</b> |
| Brand Loyalty 49               | 246.305 <sup>a</sup>       | 9.494          | 6        | .148        |
| <b>Brand Loyalty 50</b>        | <b>254.091<sup>a</sup></b> | <b>17.280</b>  | <b>6</b> | <b>.008</b> |
| <b>Brand Loyalty 51</b>        | <b>258.383<sup>a</sup></b> | <b>21.572</b>  | <b>6</b> | <b>.001</b> |
| Brand Experience 52            | 248.185 <sup>a</sup>       | 11.373         | 6        | .078        |
| Brand Experience 53            | 237.985 <sup>a</sup>       | 1.174          | 6        | .978        |
| Beliefs 54                     | 244.289 <sup>a</sup>       | 7.478          | 8        | .486        |
| <b>Beliefs 55</b>              | <b>259.776<sup>a</sup></b> | <b>22.965</b>  | <b>8</b> | <b>.003</b> |
| <b>Attitude 56</b>             | <b>259.202<sup>a</sup></b> | <b>22.391</b>  | <b>8</b> | <b>.004</b> |
| <b>Attitude 57</b>             | <b>255.451<sup>a</sup></b> | <b>18.639</b>  | <b>6</b> | <b>.005</b> |
| Behavioral Intention 58        | 242.221 <sup>a</sup>       | 5.409          | 8        | .713        |
| <b>Behavioral Intention 59</b> | <b>253.775<sup>a</sup></b> | <b>16.963</b>  | <b>6</b> | <b>.009</b> |
| Behavioral Intention 60        | 239.444 <sup>a</sup>       | 2.632          | 6        | .853        |
| <b>Relaxing Style 61</b>       | <b>259.832<sup>a</sup></b> | <b>23.020</b>  | <b>6</b> | <b>.001</b> |

(Continued)

Table 4.2(Continued): The factors which influence customer choice decision in shopping at shopping malls: Siam Paragon, Terminal 21, Central world, Thailand

|                          |                            |               |          |             |
|--------------------------|----------------------------|---------------|----------|-------------|
| Relaxing Style 62        | 246.469 <sup>a</sup>       | 9.657         | 6        | .140        |
| <b>Relaxing Style 63</b> | <b>269.387<sup>a</sup></b> | <b>32.575</b> | <b>6</b> | <b>.000</b> |
| Relaxing Style 64        | 242.693 <sup>a</sup>       | 5.881         | 6        | .437        |
| Relaxing Style 65        | 246.534 <sup>a</sup>       | 9.722         | 6        | .137        |

However, when we consider each independent variable more carefully due to varying dimension characteristics of each factor, we find the following customer insight as shown by multinomial logit as followed:

- Even though product is not significant ( $p\text{-value} = .481 > .05$ ) when compared to other variables especially price which is significant as mentioned above, but  $p\text{-values}$  of product18-20 are all less than .05 (.000, .010, .000). That means customers concern only certain aspects of product features in mall selection including merchandise mix, brand mix and whether shopping mall looks interesting. Therefore, we can reject H1o and accept H1a.
- Even though place is not significant ( $p\text{-value} = .446 > .05$ ), but  $p\text{-values}$  of place26 is less than .05 (.005). That means customers only focus on certain aspects of the place which is whether shopping mall is located near workplace and house or not. Therefore, we can reject H3o and accept H3a.
- Even though promotion is not significant ( $p\text{-value} = .957 > .05$ ), but  $p\text{-values}$  of promotion28 is less than .05 (.000). That means customers only focus on certain aspects of the promotion which is the shopping mall has event or not. Therefore, we can reject H4o and accept H4a.
- Even though process is not significant ( $p\text{-value} = .739 > .05$ ), but  $p\text{-values}$  of process37 is less than .05 (.000). That means customers only focus on certain aspects of the process which is the product fulfilled without outing of stock. Therefore, we can reject H6o and accept H6a.
- Even though Physical Evidence is not significant ( $p\text{-value} = .587 > .05$ ), but  $p\text{-values}$  of Physical Evidence (38, 40, 43) are less than .05 (.000, .028, .000). That means customers only focus on certain aspects of the process which is the shopping mall layout, design and restroom. Therefore, we can reject H7o and accept H7a.
- Even though Brand Personality is not significant ( $p\text{-value} = .109 > .05$ ), but  $p\text{-values}$  of Brand Personality46 is less than .05 (.033). That means customers only focus on certain aspects of the Brand Personality which is the mall has unique brand identity. Therefore, we can reject H8o and accept H8a.
- Even though Brand Identity is not significant ( $p\text{-value} = .785 > .05$ ), but  $p\text{-values}$  of Brand Identity48 is less than .05 (.000). That means customers only focus on

certain aspects of the Brand Identity which is the mall has unique brand identity. Therefore, we can reject H8o and accept H8a.

- Even though Brand Loyalty is not significant ( $p\text{-value} = .727 > .05$ ), but  $p$ -values of Brand Loyalty (50, 51) are less than .05 (.008, .001). That means customers only focus on certain aspects of the Brand Loyalty which is recommend by others to buy the products at shopping mall and intend to go shopping at shopping mall as first decision. Therefore, we can reject H8o and accept H8a.
- Even though Beliefs is not significant ( $p\text{-value} = .191 > .05$ ), but  $p$ -values of Beliefs55 is less than .05 (.003). That means customers only focus on certain aspects of the Beliefs which is believe that product and service of shopping mall are high quality. Therefore, we can reject H9o and accept H9a.
- Even though Attitude is not significant ( $p\text{-value} = .469 > .05$ ), but  $p$ -values of Attitude (56, 57) is less than .05 (.004, .005). That means customers only focus on certain aspects of the Attitude which are the shopping mall is an attractive place for you and the shopping mall is a famous shopping place and trendy. Therefore, we can reject H9o and accept H9a.
- Even though Behavioral Intention is not significant ( $p\text{-value} = .107 > .05$ ), but  $p$ -values of Behavioral Intention59 is less than .05 (.009). That means customers only focus on certain aspects of the Behavioral Intention which is the shopping mall makes you want to shop and spend your free time with friends and family. Therefore, we can reject H10o and accept H10a.
- Even though Relaxing Style is not significant ( $p\text{-value} = .375 > .05$ ), but  $p$ -values of Relaxing style (61, 63) is less than .05 (.001, .000). That means customers only focus on certain aspects of the Relaxing style which they like to go to shopping mall because they feel relax in this shopping mall and they like to go to shopping mall because they meet with friend. Therefore, we can reject H10o and accept H10a.

In summary, we conclude that the following independent variables significantly impact shopping mall choice decision. These include product, price, place, promote, process, Physical Evidence, Brand Personality, Brand Identity, Brand Loyalty, Beliefs, Attitude, Behavioral Intention, Relaxing Style. That means we can reject H1o, H2o, H3o, H4o, H5a, H6o, H7o, H8o, H9o, H10o and accept H1a, H2a, H3a, H4a, H5o, H6a, H7a, H8a, H9a, H10a.

Compared to some of the previous literature findings, we've found the following interesting findings:

- Regarding a study by Roy & Jerry at U. of Illinois, Urbana-Champaign on topic: 'Research into Shopping Mall Choice Behavior, they found that atmosphere, personnel, fashion, advertising and accessibility are all significant with  $p$ -value

< .01, but not for convenience and proximity. However, our findings are both similar (promote, Physical Evidence, Brand Personality, Brand Loyalty, Beliefs, Attitude, Behavioral Intention, Relaxing Style) and different (place product, price, process, Brand Identity).

- Regarding a study by Vidiyani at Eindhoven University of Technology, geboren te Bandung, Indonesië on topic: ‘Shopping Behavior in Malls, they found that a store variety, merchandise selection and quality one attribute, namely the variety of leisure facilities are all significant with p-value < .01, but not for convenience and proximity. However, our findings are both similar (place, promote, Physical Evidence, Brand Personality, Brand Loyalty, Beliefs, Attitude, Behavioral Intention, Relaxing Style) and different (product, price, process, Brand Identity).
- Regarding a study by Jasveen kaur & Chandandeep Kaur at University Business School, Guru Nanak Dev University, Amritsar on topic: ‘Customer Mall Shopping Behavior, they found that Entertainment facilities, Crowding, Other Mall related Factors, Personal values, Shopping motives, Demographics are all significant. However, our findings are both similar (place, promote, process, Physical Evidence, Brand Personality, Brand Loyalty, Beliefs, Attitude, Behavioral Intention, Relaxing Style) and different (product, price, Brand Identity).
- Regarding a study by Peter J.Batt at Curti University of Technology on topic: ‘Factors influencing the consumer’s choice of retail store: Good quality produce, fresh produce, clean, good value for money, competitive price, all product is clearly priced, close to my home, customer service are all significant. However, our findings are both similar (product, price, place, Relaxing Style) and different (promote, process, Physical Evidence, Brand Personality, Brand Identity, Brand Loyalty, Beliefs, Attitude, Behavioral Intention).
- Regarding a study by Seyed Ali Alavi, Sajad Rezaei, Naser Valaei & Wan Khairuzzaman Wan Ismail at University of Lethbridge on topic: ‘Examining shopping mall consumer decision-making style, satisfaction and purchase intention: brand consciousness/price, fashion conscious style, price conscious/value of money with p-value < .005. However, our findings are both similar (product, price, promote, Brand Personality, Attitude, Behavioral Intention) and different (place, process, Physical Evidence, Brand Identity, Brand Loyalty, Beliefs).
- Regarding a study by Ms. Rashmi B.H & Dr. Suresh Poojary & Mr. Deepak M.R at School of Arts and Management Studies, Rai Technology University on topic: ‘Factors Influence Customer behavior and its impact on Loyalty towards Shopping Malls Bangalore City, they found that atmosphere, property management, promotions, shopping experience, entertainment, reachability and customer satisfaction & loyalty are all significant with p-value < .01. However,

our findings are both similar (place, promote, Physical Evidence, Brand Personality, Brand Loyalty, Relaxing Style) and different (product, price, process, Brand Identity, Beliefs, Attitude, Behavioral Intention).

- Regarding a study by Matti Rainio, Lund University, Campus Helsingborg on topic: ‘Study on shopping centre: Consumer behavior and environmental factors – Case Skanssi, they found that design factors, background factors, social factors all significant with p-value < .01. However, our findings are both similar (Physical Evidence, Brand Personality, Brand Loyalty, Brand Identity, Beliefs, Attitude, Behavioral Intention, Relaxing Style) and different (place, promote, product, price, process).

#### 4.2 Part 2: The analysis of crosstab method for segmentation analysis of each shopping mall.

Table 4.3: The crosstab analysis: Gender (Demographic Information)

| Gender * Mallchoice Crosstabulation |            |                     |              |             |               |        |
|-------------------------------------|------------|---------------------|--------------|-------------|---------------|--------|
|                                     | Mallchoice |                     | Siam Paragon | Terminal 21 | Central World | Total  |
| Gender                              | Male       | Count               | 84           | 79          | 33            | 196    |
|                                     |            | % within VAR00066   | 42.9%        | 40.3%       | 16.8%         | 100.0% |
|                                     |            | % within Mallchoice | 49.4%        | 47.3%       | 52.4%         | 49.0%  |
|                                     |            | % of Total          | 21.0%        | 19.8%       | 8.3%          | 49.0%  |
|                                     | Female     | Count               | 86           | 88          | 30            | 204    |
|                                     |            | % within VAR00066   | 42.2%        | 43.1%       | 14.7%         | 100.0% |
|                                     |            | % within Mallchoice | 50.6%        | 52.7%       | 47.6%         | 51.0%  |
|                                     |            | % of Total          | 21.5%        | 22.0%       | 7.5%          | 51.0%  |
| Total                               |            | Count               | 170          | 167         | 63            | 400    |
|                                     |            | % within Gender     | 42.5%        | 41.8%       | 15.8%         | 100.0% |
|                                     |            | % within Mallchoice | 100.0%       | 100.0%      | 100.0%        | 100.0% |
|                                     |            | % of Total          | 42.5%        | 41.8%       | 15.8%         | 100.0% |



According to the table 4.3, the result can be analyzed as following

- The majority frequency of gender by the respondents are about the same.

For Siam Paragon, the numbers of mall female shoppers and male shoppers are about the same. For Terminal 21, the numbers of male shoppers are more than female shoppers. For Central World, the number of male shoppers are more than female shoppers.

Table 4.4: The crosstab analysis: Gender (Demographic Information)

| <b>Age*<br/>Mallchoice<br/>Crosstabulation</b> |                    |                        | Siam<br>Paragon | Terminal21 | Central<br>World | Total  |
|--|--------------------|------------------------|-----------------|------------|------------------|--------|
| Age  | 16-20<br>Years old | Count                  | 30              | 35         | 17               | 82     |
|  |                    | % within<br>Age        | 36.6%           | 42.7%      | 20.7%            | 100.0% |
|  |                    | % within<br>Mallchoice | 17.6%           | 21.0%      | 27.0%            | 20.5%  |
|  |                    | % of Total             | 7.5%            | 8.8%       | 4.3%             | 20.5%  |
|  | 21-25<br>Years old | Count                  | 24              | 28         | 10               | 62     |
|  |                    | % within<br>Age        | 38.7%           | 45.2%      | 16.1%            | 100.0% |
|  |                    | % within<br>Mallchoice | 14.1%           | 16.8%      | 15.9%            | 15.5%  |
|  |                    | % of Total             | 6.0%            | 7.0%       | 2.5%             | 15.5%  |
|  | 26-30<br>Years old | Count                  | 39              | 44         | 16               | 99     |
|  |                    | % within<br>Age        | 39.4%           | 44.4%      | 16.2%            | 100.0% |
|  |                    | % within<br>Mallchoice | 22.9%           | 26.3%      | 25.4%            | 24.8%  |
|  |                    | % of Total             | 9.8%            | 11.0%      | 4.0%             | 24.8%  |

(Continued)

Table 4.4(Continued): The crosstab analysis: Gender (Demographic Information)

|                                  |                     |        |        |        |        |
|----------------------------------|---------------------|--------|--------|--------|--------|
| 31-35 Years old                  | Count               | 61     | 53     | 19     | 133    |
|                                  | % within Age        | 45.9%  | 39.8%  | 14.3%  | 100.0% |
|                                  | % within Mallchoice | 35.9%  | 31.7%  | 30.2%  | 33.3%  |
|                                  | % of Total          | 15.3%  | 13.3%  | 4.8%   | 33.3%  |
| More than More than 35 Years old | Count               | 16     | 7      | 1      | 24     |
|                                  | Count               | 16     | 7      | 1      | 24     |
|                                  | % within Age        | 66.7%  | 29.2%  | 4.2%   | 100.0% |
|                                  | % within Mallchoice | 9.4%   | 4.2%   | 1.6%   | 6.0%   |
|                                  | % of Total          | 4.0%   | 1.8%   | 0.3%   | 6.0%   |
| Total                            | Count               | 170    | 167    | 63     | 400    |
|                                  | % within VAR00067   | 42.5%  | 41.8%  | 15.8%  | 100.0% |
|                                  | % within Mallchoice | 100.0% | 100.0% | 100.0% | 100.0% |
|                                  | % of Total          | 42.5%  | 41.8%  | 15.8%  | 100.0% |

According to the table 4.4, the result can be analyzed as following

- The majority frequency of age by the respondents are 31-35 Years old (196) and followed by 26-30 Years old (99), 16-20 Years old (82), 21-25 Years old (62), More than 35 Years old (24).

For Siam Paragon, more than 50% of all mall shoppers are over 26 years old, but teenagers (16-20 years old) tend to prefer Terminal 21 and Central World.

Table 4.5: The crosstab analysis: Status (Demographic Information)

| Status *<br>Mallchoice<br>Crosstabulation |            |                 |                 |            |                  |        |
|---|------------|-----------------|-----------------|------------|------------------|--------|
|   | Mallchoice |                 | Siam<br>Paragon | Terminal21 | Central<br>World | Total  |
| Status                                    | Single     | Count           | 47              | 39         | 11               | 97     |
|   |            | % within Status | 48.5%           | 40.2%      | 11.3%            | 100.0% |

(Continued)

Table 4.5(Continued): The crosstab analysis: Status (Demographic Information)

|                   |                     |        |        |        |        |
|-------------------|---------------------|--------|--------|--------|--------|
| Single            | % within Mallchoice | 27.6%  | 23.4%  | 17.5%  | 24.3%  |
|                   | % of Total          | 11.8%  | 9.8%   | 2.8%   | 24.3%  |
| In a relationship | Count               | 38     | 35     | 20     | 93     |
|                   | % within Status     | 40.9%  | 37.6%  | 21.5%  | 100.0% |
|                   | % within Mallchoice | 22.4%  | 21.0%  | 31.7%  | 23.3%  |
|                   | % of Total          | 9.5%   | 8.8%   | 5.0%   | 23.3%  |
| Married           | Count               | 54     | 72     | 23     | 149    |
|                   | % within Status     | 36.2%  | 48.3%  | 15.4%  | 100.0% |
|                   | % within Mallchoice | 31.8%  | 43.1%  | 36.5%  | 37.3%  |
|                   | % of Total          | 13.5%  | 18.0%  | 5.8%   | 37.3%  |
| Divorce           | Count               | 18     | 8      | 6      | 32     |
|                   | % within Status     | 56.3%  | 25.0%  | 18.8%  | 100.0% |
|                   | % within Mallchoice | 10.6%  | 4.8%   | 9.5%   | 8.0%   |
|                   | % of Total          | 4.5%   | 2.0%   | 1.5%   | 8.0%   |
| Widowed           | Count               | 13     | 13     | 3      | 29     |
|                   | % within Status     | 44.8%  | 44.8%  | 10.3%  | 100.0% |
|                   | % within Mallchoice | 7.6%   | 7.8%   | 4.8%   | 7.3%   |
|                   | % of Total          | 3.3%   | 3.3%   | 0.8%   | 7.3%   |
| Total             | Count               | 170    | 167    | 63     | 400    |
|                   | % within Status     | 42.5%  | 41.8%  | 15.8%  | 100.0% |
|                   | % within Mallchoice | 100.0% | 100.0% | 100.0% | 100.0% |
|                   | % of Total          | 42.5%  | 41.8%  | 15.8%  | 100.0% |

According to the table 4.5, the result can be analyzed as following

- The majority frequency of status by the respondents are Married (149) and followed by Single (97), In a relationship (93), Divorce (32), Widowed (29).

For single people, they prefer to go to Siam Paragon. For people who in a relationship, they prefer to go to Siam Paragon and Terminal 21. For people who got married, they prefer to go to Terminal 21. For people who divorced, they prefer to go to Siam Paragon. For people who were widowed, they prefer to go to Siam Paragon and Terminal 21.

Table 4.6: The crosstab analysis: Education Level (Demographic Information)

| <b>Education Level * Mallchoice Crosstabulation</b> |                   |                          | Siam Paragon | Terminal 21 | Central World | Total  |
|---|-------------------|--------------------------|--------------|-------------|---------------|--------|
| Education Level                                     | High school       | Count                    | 34           | 37          | 12            | 83     |
|   |                   | % within Education Level | 41.0%        | 44.6%       | 14.5%         | 100.0% |
|   |                   | % within Mallchoice      | 20.0%        | 22.2%       | 19.0%         | 20.8%  |
|   |                   | % of Total               | 8.5%         | 9.3%        | 3.0%          | 20.8%  |
|   | Bachelor's Degree | Count                    | 76           | 72          | 28            | 176    |
|   |                   | % within Education Level | 43.2%        | 40.9%       | 15.9%         | 100.0% |
|   |                   | % within Mallchoice      | 44.7%        | 43.1%       | 44.4%         | 44.0%  |
|   |                   | % of Total               | 19.0%        | 18.0%       | 7.0%          | 44.0%  |
|   | Master Degree     | Count                    | 57           | 55          | 22            | 134    |
|   |                   | % within Education Level | 42.5%        | 41.0%       | 16.4%         | 100.0% |
|   |                   | % within Mallchoice      | 33.5%        | 32.9%       | 34.9%         | 33.5%  |
|   |                   | % of Total               | 14.3%        | 13.8%       | 5.5%          | 33.5%  |
|   | Doctoral Degree   | Count                    | 3            | 3           | 1             | 7      |
|   |                   | % within Education Level | 42.9%        | 42.9%       | 14.3%         | 100.0% |
|   |                   | % within Mallchoice      | 1.8%         | 1.8%        | 1.6%          | 1.8%   |
|   |                   | % of Total               | 0.8%         | 0.8%        | 0.3%          | 1.8%   |

(Continued)

Table 4.6(Continued): The crosstab analysis: Education Level (Demographic Information)

|       |                     |        |        |        |        |
|-------|---------------------|--------|--------|--------|--------|
| Total | Count               | 170    | 167    | 63     | 400    |
|       | % within VAR00069   | 42.5%  | 41.8%  | 15.8%  | 100.0% |
|       | % within Mallchoice | 100.0% | 100.0% | 100.0% | 100.0% |
|       | % of Total          | 42.5%  | 41.8%  | 15.8%  | 100.0% |

According to the table 4.6, the result can be analyzed as following

- The majority frequency of status by the respondents are Bachelor's degree (176) and followed by Master degree (134), High school (83), Doctoral degree (7).

For Siam Paragon, Terminal and Central World, more than 70% of all mall shoppers are bachelor's degree and master degree. However, they tend to prefer Siam Paragon and Terminal 21 to Central World.

Table 4.7: The crosstab analysis: Occupation (Demographic Information)

| Occupation *<br>Mallchoice<br>Crosstabulation |   |                     | Siam<br>Paragon | Terminal21 | Central<br>World | Total  |
|---|---|---------------------|-----------------|------------|------------------|--------|
| Occupation                                    | Public<br>Companies<br>and State<br>Enterprises | Count               | 16              | 20         | 7                | 43     |
|   |   | % within Occupation | 37.2%           | 46.5%      | 16.3%            | 100.0% |
|   |   | % within Mallchoice | 9.4%            | 12.0%      | 11.1%            | 10.8%  |
|   |   | % of Total          | 4.0%            | 5.0%       | 1.8%             | 10.8%  |
|   | Private<br>Companies                            | Count               | 82              | 70         | 29               | 181    |
|   |   | % within Occupation | 45.3%           | 38.7%      | 16.0%            | 100.0% |
|   |   | % within Mallchoice | 48.2%           | 41.9%      | 46.0%            | 45.3%  |
|   |   | % of Total          | 20.5%           | 17.5%      | 7.3%             | 45.3%  |
|   | Business<br>Owner                               | Count               | 15              | 11         | 4                | 30     |
|   |   | % within Occupation | 50.0%           | 36.7%      | 13.3%            | 100.0% |

(Continued)

Table 4.7(Continued): The crosstab analysis: Occupation (Demographic Information)

|            |                     |        |        |        |        |
|------------|---------------------|--------|--------|--------|--------|
|            | % within Mallchoice | 8.8%   | 6.6%   | 6.3%   | 7.5%   |
|            | % of Total          | 3.8%   | 2.8%   | 1.0%   | 7.5%   |
| Student    | Count               | 23     | 24     | 9      | 56     |
|            | % within Occupation | 41.1%  | 42.9%  | 16.1%  | 100.0% |
|            | % within Mallchoice | 13.5%  | 14.4%  | 14.3%  | 14.0%  |
|            | % of Total          | 5.8%   | 6.0%   | 2.3%   | 14.0%  |
| Unemployed | Count               | 5      | 2      | 1      | 8      |
|            | % within Occupation | 62.5%  | 25.0%  | 12.5%  | 100.0% |
|            | % within Mallchoice | 2.9%   | 1.2%   | 1.6%   | 2.0%   |
|            | % of Total          | 1.3%   | 0.5%   | 0.3%   | 2.0%   |
| Freelance  | Count               | 28     | 38     | 12     | 78     |
|            | % within Occupation | 35.9%  | 48.7%  | 15.4%  | 100.0% |
|            | % within Mallchoice | 16.5%  | 22.8%  | 19.0%  | 19.5%  |
|            | % of Total          | 7.0%   | 9.5%   | 3.0%   | 19.5%  |
| Other      | Count               | 1      | 2      | 1      | 4      |
|            | % within Occupation | 25.0%  | 50.0%  | 25.0%  | 100.0% |
|            | % within Mallchoice | 0.6%   | 1.2%   | 1.6%   | 1.0%   |
|            | % of Total          | 0.3%   | 0.5%   | 0.3%   | 1.0%   |
| Total      | Count               | 170    | 167    | 63     | 400    |
|            | % within Occupation | 42.5%  | 41.8%  | 15.8%  | 100.0% |
|            | % within Mallchoice | 100.0% | 100.0% | 100.0% | 100.0% |
|            | % of Total          | 42.5%  | 41.8%  | 15.8%  | 100.0% |

According to the table 4.7, the result can be analyzed as following

- The majority frequency of occupations by the respondents are Private companies (181) and followed by Freelance (78), Student (56), Public Companies and State Enterprises (43), Business Owner (30), Unemployed (8),

Other (4).

For these shopping malls, the first occupation is working in private companies, 40% mall shoppers are working in Private Companies; the second occupation is freelance, for 20% mall shoppers are working as freelance.

Table 4.8: The crosstab analysis: Monthly Income (Demographic Information)

| <b>Monthly Income<br/>* Mallchoice<br/>Crosstabulation</b> |                             |                               |                 |            |                  |        |
|--|-----------------------------|-------------------------------|-----------------|------------|------------------|--------|
|  | Mallchoice                  |                               | Siam<br>Paragon | Terminal21 | Central<br>World | Total  |
| Monthly Income   | Less than<br>20,000<br>Baht | Count                         | 19              | 24         | 6                | 49     |
|  |                             | % within<br>Monthly<br>Income | 38.8%           | 49.0%      | 12.2%            | 100.0% |
|  |                             | % within<br>Mallchoice        | 11.2%           | 14.4%      | 9.5%             | 12.3%  |
|  |                             | % of Total                    | 4.8%            | 6.0%       | 1.5%             | 12.3%  |
|  | 20,000<br>-30,000<br>Baht   | Count                         | 37              | 39         | 24               | 100    |
|  |                             | % within<br>Monthly<br>Income | 37.0%           | 39.0%      | 24.0%            | 100.0% |
|  |                             | % within<br>Mallchoice        | 21.8%           | 23.4%      | 38.1%            | 25.0%  |
|  |                             | % of Total                    | 9.3%            | 9.8%       | 6.0%             | 25.0%  |
|  | 30,000<br>-40,000<br>Baht   | Count                         | 50              | 47         | 12               | 109    |
|  |                             | % within<br>Monthly<br>Income | 45.9%           | 43.1%      | 11.0%            | 100.0% |
|  |                             | % within<br>Mallchoice        | 29.4%           | 28.1%      | 19.0%            | 27.3%  |
|  |                             | % of Total                    | 12.5%           | 11.8%      | 3.0%             | 27.3%  |

(Continued)

Table 4.8 (Continued) : The crosstab analysis: Monthly Income (Demographic Information)

|                |                               |                               |        |        |        |        |
|----------------|-------------------------------|-------------------------------|--------|--------|--------|--------|
| Monthly Income | 40,000<br>-50,000<br>Baht     | Count                         | 30     | 27     | 8      | 65     |
|                |                               | % within<br>Monthly<br>Income | 46.2%  | 41.5%  | 12.3%  | 100.0% |
|                |                               | % within<br>Mallchoice        | 17.6%  | 16.2%  | 12.7%  | 16.3%  |
|                |                               | % of Total                    | 7.5%   | 6.8%   | 2.0%   | 16.3%  |
|                | 50,000<br>-60,000<br>Baht     | Count                         | 33     | 28     | 12     | 73     |
|                |                               | % within<br>Monthly<br>Income | 45.2%  | 38.4%  | 16.4%  | 100.0% |
|                |                               | % within<br>Mallchoice        | 19.4%  | 16.8%  | 19.0%  | 18.3%  |
|                |                               | % of Total                    | 8.3%   | 7.0%   | 3.0%   | 18.3%  |
|                | More than<br>50,000<br>Baht   | Count                         | 1      | 2      | 1      | 4      |
|                |                               | % within<br>Monthly<br>Income | 25.0%  | 50.0%  | 25.0%  | 100.0% |
|                |                               | % within<br>Mallchoice        | 0.6%   | 1.2%   | 1.6%   | 1.0%   |
|                |                               | % of Total                    | 0.3%   | 0.5%   | 0.3%   | 1.0%   |
| Total          | Count                         |                               | 170    | 167    | 63     | 400    |
|                | % within<br>Monthly<br>Income |                               | 42.5%  | 41.8%  | 15.8%  | 100.0% |
|                | % within<br>Mallchoice        |                               | 100.0% | 100.0% | 100.0% | 100.0% |
|                | % of Total                    |                               | 42.5%  | 41.8%  | 15.8%  | 100.0% |

According to the table 4.8, the result can be analyzed as following

- The majority frequency of Monthly Income by the respondents are 30,000-40,000 Baht (109) and followed by 20,000-30,000 Baht (100), 50,000-60,000 Baht (73), 40,000-50,000 Baht (65), Less than 20,000 Baht (49) and More than 50,000 Baht (4).

For Siam Paragon and Terminal 21, around 30% mall shoppers' salary are 30,000 – 40, 000 Bhat per month. For Central World, around 40% mall shoppers' salary are 20, 000 – 30, 000 Bhat per month.



Table 4.9: Customer Profiling of Each Mall

| Siam Paragon   | Terminal 21   | Central World   |
|--|---|---|
| Shoppers that are more likely to go to Siam Paragon are female, get married, 31-35 years old, bachelor degree, working in private companies and get 30,000-40,000 Baht salary every month. | Shoppers that are more likely to go to Terminal 21 are female, get married, 31-35 years old, bachelor degree, working in private companies and get 30,000-40,000 Baht salary every month. | Shoppers that are more likely to go to Central World are male, get married, 31-35 years old, bachelor degree, working in private companies and get 20,000-30,000 Baht salary every month. |

## CHAPTER 5

### CONCLUSION AND DISCUSSION

The purpose of this study was to explore the relationship in terms of the effect of the independent variable which were Marketing Mix 7P's (products, price, place, promotion, people, process and physical evidence), Brand Effects (brand preference, brand personality, brand identity, brand loyalty, brand experience), Consumer behavior (belief, attitude, behavioral intention), Life style (relaxing style) on the dependent variable which was Consumer Choice Decision in Shopping at Shopping Mall among Siam Paragon, Terminal 21, Central world, Thailand.

As this study was a quantitative research, the close-ended questionnaire was designed to collect the data. The samples were randomly selected from the customers in Bangkok who is shopping in Siam Paragon, Terminal 21, Central world, Thailand. Regarding the purpose of the study, Multinomial Logistic Regression Analysis technique was used to analyze the data and test all by hypotheses. Moreover, corssstabulation is used to analyze consumer profile of each mall. Lastly, the discussion of researching finding, the recommendation for managerial implication and future research were also include.

#### 5.1 Conclusion

From the research of the factors that effect on choice shopping at Shopping Mall among Siam Paragon, Terminal 21, Central world, Thailand, the result as following;

The variables that significantly influence choice shopping among Siam Paragon, Terminal 21, and Central world, Bangkok, Thailand include:

Products: Shopping mall looks interesting (.000), Merchandise mix(Tenants) (.010), Brand mix (Brand name and local shop, clothes and restaurants.)(.000).

Price (.022),

Place: Located near workplace and house (.005)

Promote: Event (.000)

Process: Products are fulfilled without outing of stock (.000)

Physical Evidence: Layout (.000), Design (.028), Restroom (.000)

Brand Effects: This mall has unique brand personality (.033), This mall has unique brand identity (.000), You will recommend the other to buy the product at Shopping mall (.008), If you want to purchase the product, you will intend to go shopping at Shopping mall as first decision (.001)

Consumer Behavior: You believe that product and service of shopping mall are high quality (.003), The shopping mall is an attractive place for you (.004), The shopping mall is a famous shopping place and trendy (.005), The shopping mall makes you want to shop and spend your free time with friend and family (.009)

Life style: You like to go to shopping mall because you feel relax in this shopping mall (.001), You like to go to shopping mall when you meet with friends (.000).

We can accept the following alternative hypotheses:

- H1a: Product does significantly impact mall choice decision.
- H2a: Price does significantly impact mall choice decision.
- H3a: Place does significantly impact mall choice decision.
- H4a: Promotion does significantly impact mall choice decision.
- H5o: People does not significantly impact mall choice decision.
- H6a: Process does significantly impact mall choice decision.
- H7a: Physical Evidence does significantly impact mall choice decision.
- H8a: Brand Effect does significantly impact mall choice decision.
- H9a: Consumer Behavior does significantly impact mall choice decision.
- H10a: Life style does significantly impact mall choice decision.

From the research of the marketing mix (7P's) which effects on consumer choice decision in shopping at Shopping Mall among Siam Paragon, Terminal 21, Central world, Thailand the result as following;

The variables that significantly influence consumer choice decision in shopping at Siam Paragon, Terminal 21, Central world, Thailand include Shopping mall concept is interested (.000), Merchandise mix(Tenants) (.010), Brand mix (Brand name and local shop, clothes and restaurants).(000), Price is indicated in currencies, clearly and understandable (.011), Located near workplace and house (.005), Event (.000), Products are fulfilled without outing of stock (.000), Layout (.000), Design (.028), Restroom (.000).

From the research of the brand effects and consumer behavior that effect on consumer choice decision in shopping at Siam Paragon, Terminal 21, Central world are as following;

This mall has unique brand personality (.033), This mall has unique brand identity (.000), You will recommend the other to buy the product at Shopping mall (.008), If you want to purchase the product, you will intend to go shopping at Shopping mall as first decision (.001), You believe that product and service of shopping mall are high quality (.003), The shopping mall is an attractive place for you (.004), The shopping mall is a famous shopping place and trendy (.005), The shopping mall makes you want to shop and spend your free time with friend and family (.009).

From the research of life style for consumer choice decision in shopping at Siam Paragon, Terminal 21, Central world are as following;

You like to go to shopping mall because you feel relax in this shopping mall (.001), You like to go to shopping mall when you meet with friends (.000).

From the research of demographic information for consumer choice decision in shopping at s Siam Paragon, Terminal 21, Central world are as following;

- Gender, the majority frequency of gender by the respondents are female (204) and followed by male (196) respectively. The most respondents of Siam Paragon are female (86). The most respondents of Terminal 21 are female (88). The most respondents of Central World are female (204).

- Age, the majority frequency of age by the respondents are 31-35 Years (133) and followed by 26-30 Years (99), 16-20 Years (82), 21-25 Years (62) and More than 35 Years (24) respectively. The most respondents of Siam Paragon are people who have age between 31-35 Years (61). The most respondents of Terminal 21 are people who have age between 31-35 Years (53). The most respondents of Central World are people who have age between 16-20 Years (17).

- Status, the majority frequency of status by the respondents are Married (149) and followed by Single (97), in a relationship (93) and Divorce (32) respectively. The most respondents of Siam Paragon are Married (54). The most respondents of Terminal 21 are Married (72). The most respondents of Central World are Married (23).

- Education Level, the majority frequency of education level by the respondents are Bachelor's Degree (176) and followed by Master's Degree (134), High school (83), Doctoral Degree (7) respectively. The most respondents of Siam Paragon graduated in Bachelor's Degree (76). The most respondents of Terminal 21 graduated in Bachelor's Degree (72). The most respondents of Central World graduated in Bachelor's Degree (28).

- Occupation, the majority frequency of occupation by the respondents are Private companies (181) and followed by Student (56), Public Companies and State Enterprises (43), Business Owner (30), Unemployed (8) and Other (4) respectively. The most respondents of Siam Paragon are Private companies (82). The most respondents of Terminal 21 are Private companies (70). The most respondents of Central World are Private companies (29).

- Monthly Income, the majority frequency of monthly income by the respondents is 30,000-40,000 Baht (109) and 20,000-30,000 Baht (100) followed by 50,000-60,000(73), 40,000-50,000(65) and less than 20,000 Baht (49) and More than 50,000 Baht (4) respectively. The most respondents of Siam Paragon have monthly income between 30,000-40,000 Baht (50). The most respondents of Terminal 21 have monthly income between 30,000-40,000 Baht (47). The most respondents of Central World have monthly income between 20,000-30,000 Baht (24).

## **5.2 Discussion**

The fact that significant marketing mix(7P's) influencing consumer choice to shop at Siam Paragon, Terminal 21, Central world, Thailand include Product, Price, Place, Process, Physical evidence, Brand effect, Consumer Behavior, Lifestyle; mall operators better have strategic marketing plan throughout the year to attract more shoppers to come to their mall all year round to sustain tenants' income and revenue growth to increase rents when the time comes.

The fact that Brand Awareness, Brand Identity, Brand Loyalty and Brand Experience are all significant, implies that mall operators better focus on building brand equity on a regular basis to ensure that their malls are most aware, uniquely identified, providing better shopper experience; all of which resulting in turning most shoppers into brand loyal.

In terms of beliefs, behavioral intention, attitude and lifestyle; shoppers prefer to shop at the malls that are of high quality, well-known & attractive, have places/shops that they can hangout/meet with friends & family and make them feel relaxed at the same time.

## **5.3 Recommendations for Managerial Implication**

Regarding the research findings, the recommendations for managerial implication were contributed as follows:

Marketing Mix (7P's)

From the result with Marketing Mix, Owner business can be applied in marketing plan as follows:

1. Product: The community mall should emphasize mall concept and Brand mix (Brand name, local, cloth and restaurant).
2. Price: The shopping mall should consider whether the price of product is suitable compare to its quality, product price is lower than other mall price is indicated in currencies, clearly and understandable.
3. Place: The shopping mall should make sure that mall is convenient to go, having various branches and located near workplace and house.
4. Promotion: The shopping mall should emphasize on discount, event and reward points. In addition, developer should create an activity for consumers on weekend.
5. People: The shopping mall should emphasize about friendliness, politeness, knowledge, skill and public officials.
6. Process: The shopping mall should make sure that staff always concern and arrange the queuing up for payment properly and timing of the opening and closing of community mall are fixed properly.
7. Physical Evidence: The shopping mall should focus on layout, ambiance, and design, parking area, safety, cleanliness and restroom.

#### Brand Equity and Consumer Behavior

From the result with brand equity and consumer behavior, Owner business can be applied in marketing plan as follows;

1. Brand Awareness: The shopping mall should emphasize the easy to remember and recall for shopping, the symbol of community mall show realizes a mall with small size and the brand image which distributes consumer goods.
2. Brand Personality: The shopping mall should emphasize the facilitated attraction for consumers to buy consumer goods, the located near center of the city and the provided various product as consumer wants.
3. Brand Identity: The shopping mall should emphasize the reliable in pricing of consumer goods, the distribute consumer goods which is suitable for all ages and the suitable for people who love shopping as their life style.
4. Brand Loyalty: The shopping mall should make sure that consumer will keep buying the product at community mall, no matter what, consumer will

recommend the other to buy the product at community mall and consumer will intend to go shopping at community mall as first decision.

5. Brand Experience (Experiential Marketing): The shopping mall should make sure that consumer like to buy all type of product at community mall and staff's community mall make consumer impressed and keep coming back for shopping at community mall.
6. Beliefs: The shopping mall should make sure that the product and services of community have value for money, consumers believe that product and service of community mall are high quality and consumers believe that the people at department store are crowded more than community mall.
7. Attitude: The shopping mall make sure that the community mall is an attractive place for consumer, consumers think that the ambiance, decoration and environment of community mall is better than other shopping mall and the community mall is a famous shopping place and trendy.
8. Behavioral Intention: The shopping mall should make sure that consumer intention to buy product and service from this community mall, the community mall makes consumer want to shop and spend free time with friend and family and customer always visit a community mall regularly.

#### **5.4 Recommendations for future research**

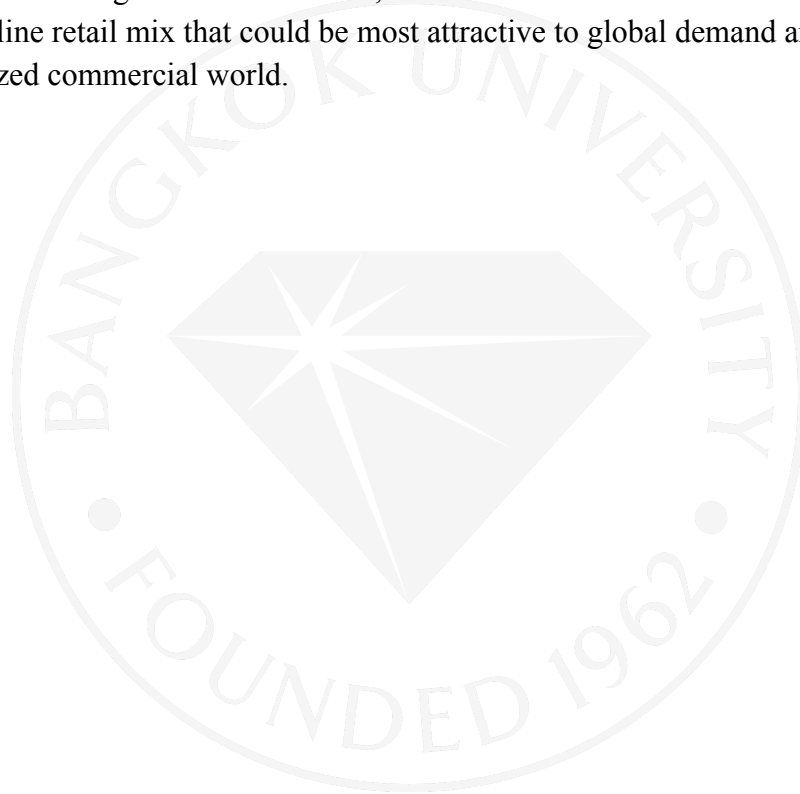
The researcher would like to recommend the additional interesting issues for future research to enhance the knowledges which were important to the academic concerns as follows:

For research in the future, other interesting independent variables should be incorporated into the model; i.e. social factors, economic factors, cultural factors and psychological factors, etc. In addition, future study should extend into the shopping malls in suburban area due to high expanding community business in next year, 2020.

In addition, Shopping Mall is heterogeneous in preference characteristics, for the future the researcher should design sampling framework to multiple homogeneous groups understand group-specific mall selection criteria and criteria comparison across groups. The researcher should also select community malls in different locations to analyze such as Thonburi area and suburban area as well to truly reflect different mall selection criteria.

Nowadays more and more countries focus on online shopping, ecommerce become more and more popular. For example, Taobao in China is the top online shopping APP, which sales more than \$30.8 billion in the 24-hour within one shopping event. When we talk about new retail format, we strongly believe that online commercial world and offline brick mortars are not separate worlds.

In the future study, we should focus on online shopping more than offline shopping, because it is the shifting trend in the retail world. And if we look at the customer base today, everyone's life is so reliant on the internet. Everybody is the internet user of some sort. Since online retail has become globalized industry that shares the same global clientele base, therefore it's all about how to innovate online and offline retail mix that could be most attractive to global demand and a whole digitalized commercial world.





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**A Study of Consumer Choice Decision in Shopping at Shopping Mall among Siam Paragon, Terminal 21, Central world, Thailand**

**Direction:** This questionnaire will be used for an independence study by a graduate student of Master Administration Business, International Program at Bangkok University. It is a part of BA715 “Independence Study for Academic” to examine and identify what factor influencing choice decision at shopping malls through marketing mix (7Ps), brand awareness and customer behavior. I would like to get some information about general characteristics which how you perceived shopping mall. Could you please fill (X) or ( / ) in this entire questionnaire?

**Questionnaire:** The questionnaire is composed of 5 parts: Marketing Mix (7Ps), Brand Effect, Customer behavior, Lifestyle and Demographic Information; Factor influencing choice decision at shopping malls questionnaires.

**Q1:** Which one is your most preferred shopping mall?

☐ 1. Siam Paragon

☐ 2. Terminal 21

☐ 3. Central World

**Part I: Marketing Mix (7Ps)**

Please rank the following variables according to your preference on the scale of 0 (no effect), 1 (mild effect) ..... to 7 (most effect).



|                         |  |  |  |  |  |  |  |  |
|-------------------------|--|--|--|--|--|--|--|--|
| 15.Attitude             |  |  |  |  |  |  |  |  |
| 16.Behavioral Intention |  |  |  |  |  |  |  |  |
| <b>Life style</b>       |  |  |  |  |  |  |  |  |
| 17.relaxing style       |  |  |  |  |  |  |  |  |

### Marketing Mix (7Ps )

Please rank the following variables according to your preference on the scale of 1 (Strongly disagree), 2(Somewhat disagree) ..... to 5 (Strongly agree).

|   | <b>Opinion level</b>     |                          |                |                       |                       |
|---|--------------------------|--------------------------|----------------|-----------------------|-----------------------|
|   | Strongly disagree<br>[1] | Somewhat disagree<br>[2] | Neutral<br>[3] | Somewhat agree<br>[4] | Strongly agree<br>[5] |
| <b>Product</b>  |                          |                          |                |                       |                       |
| 18. Shopping mall is interested                                     |                          |                          |                |                       |                       |
| 19. Merchandise mix(Tenants)  |                          |                          |                |                       |                       |
| 20. Brand mix (Brand name and local shop, clothes and restaurants.) |                          |                          |                |                       |                       |
| <b>Price</b>  |                          |                          |                |                       |                       |
| 21. The price of product is suitable compared to its quality.       |                          |                          |                |                       |                       |
| 22.Product price is lower than another mall.                        |                          |                          |                |                       |                       |
| 23.Price is indicated in currencies, clearly and understandable.    |                          |                          |                |                       |                       |
| <b>Place</b>  |                          |                          |                |                       |                       |

|  |  |  |  |  |  |
|--|--|--|--|--|--|
| 24.Convenience to go   |  |  |  |  |  |
| 25.Various Branches  |  |  |  |  |  |
| 26.Located near workplace and house                                      |  |  |  |  |  |
| <b>Promote</b>   |  |  |  |  |  |
| 27.Discount  |  |  |  |  |  |
| 28.Event   |  |  |  |  |  |
| 29. Reward points  |  |  |  |  |  |
| <b>People</b>  |  |  |  |  |  |
| 30.Frendliness   |  |  |  |  |  |
| 31.Politeness  |  |  |  |  |  |
| 32.Helpful   |  |  |  |  |  |
| 33.Knowledge and skill   |  |  |  |  |  |
| 34.Public officials  |  |  |  |  |  |
| <b>Process</b>   |  |  |  |  |  |
| 35.Staff always concern and arrange the queuing up for payment properly. |  |  |  |  |  |
| 36.Timing of the open and closing of shopping mall are fixed properly.   |  |  |  |  |  |
| 37.Products are fulfilled without outing of stock.                       |  |  |  |  |  |
| <b>Physical Evidence</b>   |  |  |  |  |  |
| 38.Layout  |  |  |  |  |  |

|                           |  |  |  |  |  |
|---------------------------|--|--|--|--|--|
| 39.Ambiance               |  |  |  |  |  |
| 40.Design                 |  |  |  |  |  |
| 41.Parking area           |  |  |  |  |  |
| 42.Safety and Cleanliness |  |  |  |  |  |
| 43.Restroom               |  |  |  |  |  |

## Part 2: BRAND EFFECTS

Please rank the following variables according to your preference on the scale of 1 (Strongly disagree), 2(Somewhat disagree) ..... to 5 (Strongly agree).

|  | Opinion level            |                          |                |                       |                       |
|--|--------------------------|--------------------------|----------------|-----------------------|-----------------------|
|  | Strongly disagree<br>[1] | Somewhat disagree<br>[2] | Neutral<br>[3] | Somewhat agree<br>[4] | Strongly agree<br>[5] |
| <b>Brand Preference</b>  |                          |                          |                |                       |                       |
| 44. You tend to prefer to shop at this mall.                           |                          |                          |                |                       |                       |
| <b>Brand Personality</b>   |                          |                          |                |                       |                       |
| 45.This mall has a strong brand personality that seems to fit with me. |                          |                          |                |                       |                       |
| 46.This mall has unique brand personality.                             |                          |                          |                |                       |                       |
| 29. Reward points  |                          |                          |                |                       |                       |
| <b>Brand Identity</b>  |                          |                          |                |                       |                       |
| 47. This mall has a strong identity that seems to fit with me.         |                          |                          |                |                       |                       |

|   |  |  |  |  |  |
|---|--|--|--|--|--|
| 48. This mall has unique brand identity.  |  |  |  |  |  |
| <b>Brand Loyalty</b>  |  |  |  |  |  |
| 49. I will keep buying the product at Shopping mall, no matter what.  |  |  |  |  |  |
| 50. You will recommend the other to buy the product at Shopping mall.                                       |  |  |  |  |  |
| 51. If you want to purchase the product, you will intend to go shopping at Shopping mall as first decision. |  |  |  |  |  |
| <b>Brand Experience (Experiential Marketing)</b>  |  |  |  |  |  |
| 52. You always feel good shopping there.  |  |  |  |  |  |
| 53. Staff's shopping mall make me impressed and keep coming back for shopping at Shopping mall.             |  |  |  |  |  |

### Part 3: Consumer Behavior

Please rank the following variables according to your preference on the scale of 1 (Strongly disagree), 2 (Somewhat disagree) ..... to 5 (Strongly agree).

|                | Opinion level            |                          |                |                       |                       |
|----------------|--------------------------|--------------------------|----------------|-----------------------|-----------------------|
|                | Strongly disagree<br>[1] | Somewhat disagree<br>[2] | Neutral<br>[3] | Somewhat agree<br>[4] | Strongly agree<br>[5] |
| <b>Beliefs</b> |                          |                          |                |                       |                       |



|  |  |  |  |  |  |
|--|--|--|--|--|--|
| 54.The product and service of shopping mall have value for money.                            |  |  |  |  |  |
| 55.You believe that product and service of shopping mall are high quality.                   |  |  |  |  |  |
| <b>Attitude</b>  |  |  |  |  |  |
| 56.The shopping mall is an attractive place for you.   |  |  |  |  |  |
| 57. The shopping mall is a famous shopping place and trendy.                                 |  |  |  |  |  |
| <b>Behavioral Intention</b>  |  |  |  |  |  |
| 58.Your intention to buy product and service from this shopping mall.                        |  |  |  |  |  |
| 59.The shopping mall makes you want to shop and spend your free time with friend and family. |  |  |  |  |  |
| 60. You always visit a shopping mall regularly.  |  |  |  |  |  |

#### Part 4: LIFE STYLE

Please rank the following variables according to your preference on the scale of 1 (Strongly disagree), 2(Somewhat disagree) ..... to 5 (Strongly agree).

|                       | Opinion level            |                          |                |                       |                       |
|-----------------------|--------------------------|--------------------------|----------------|-----------------------|-----------------------|
|                       | Strongly disagree<br>[1] | Somewhat disagree<br>[2] | Neutral<br>[3] | Somewhat agree<br>[4] | Strongly agree<br>[5] |
| <b>Relaxing Style</b> |                          |                          |                |                       |                       |

|  |  |  |  |  |  |
|--|--|--|--|--|--|
| 61.You like to go to shopping mall because you feel relax in this shopping mall. |  |  |  |  |  |
| 62.You like to go to shopping mall when you reading or studying.                 |  |  |  |  |  |
| 63.You like to go to shopping mall when you meet with friends.                   |  |  |  |  |  |
| 64.You like to go to shopping mall when you have business purpose.               |  |  |  |  |  |
| 65. You like to go to shopping mall because good advertising.                    |  |  |  |  |  |

### Part 5: Demographic Information

66. Gender.

- ☐ 1. Male
- ☐ 2. Female
- ☐ 3. LGBT

67. Age

- ☐ 1. 16-20 Years old
- ☐ 2. 21-25 Years old
- ☐ 3. 26-30 Years old
- ☐ 4. 31-35 Years old
- ☐ 5. More than 35 Years old

68. Status.

- ☐ 1. Single
- ☐ 2. In a relationship
- ☐ 3. Married
- ☐ 4. Divorce
- ☐ 5. Widowed
- ☐ 6. Other (Please specify) \_\_\_\_\_

69. Education Level.

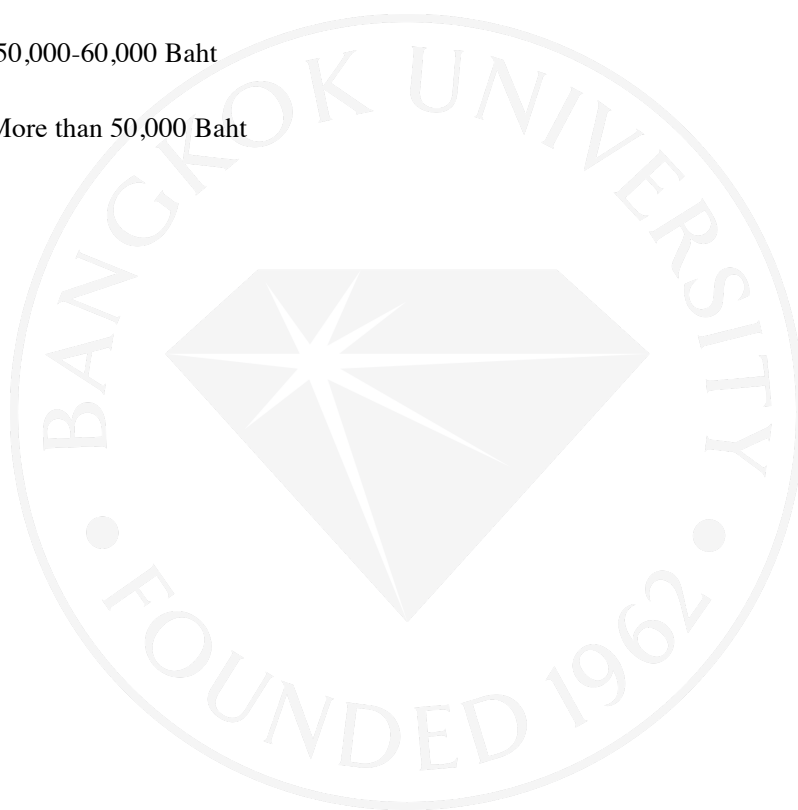
- ☐ 1. High school
- ☐ 2. Bachelor's Degree
- ☐ 3. Master Degree
- ☐ 4. Doctoral Degree
- ☐ 5. None of the above

70. Occupation

- ☐ 1. Public Companies and State Enterprises
- ☐ 2. Private Companies
- ☐ 3. Business Owner
- ☐ 4. Student
- ☐ 5. Unemployed
- ☐ 6. Freelance
- ☐ 7. Other (Please specify) \_\_\_\_\_

## 71.Monthly Income.

- ☐ 1. Less than 20,000 Baht
- ☐ 2. 20,000-30,000 Baht
- ☐ 3.30,000-40,000 Baht
- ☐ 4.40,000-50,000 Baht
- ☐ 5. 50,000-60,000 Baht
- ☐ 6.More than 50,000 Baht



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