

CHINESE TOURISTS' SATISFACTION TOWARDS SHOPPING SERVICE  
IN BANGKOK, THAILAND



**BANGKOK  
UNIVERSITY**  
THE CREATIVE UNIVERSITY

CHINESE TOURISTS' SATISFACTION TOWARDS SHOPPING SERVICE  
IN BANGKOK, THAILAND



Yan Liu

**BANGKOK  
UNIVERSITY**

This Independent Study Manuscript Presented to  
The Graduate School of Bangkok University

in Partial Fulfillment

of the Requirement for the Degree

Master of Arts in Innovative Tourism and Hospitality Management

2023

This manuscript has been approved by  
the Graduate School  
Bangkok University

Title : Chinese Tourists' Satisfaction towards Shopping Service in Bangkok,  
Thailand

Author : Yan Liu



Independent Study Committee:

Advisor

Dr. Siwasak Pansukkum

Field Specialist

Dr. Justin Kaewnopparat

**BANGKOK**  
**UNIVERSITY**  
THE CREATIVE UNIVERSITY

Liu, Y, Master of Arts in Innovative Tourism and Hospitality Management,  
January 2024, Graduate School, Bangkok University.

Chinese Tourists' Satisfaction towards Shopping Service in Bangkok, Thailand  
(45 pp.)

Advisor: Dr. Siwasak Pansukkom

### **ABSTRACT**

This study aims to investigate the factors influenced Chinese tourist's shopping satisfaction in Thailand, which including price advantage, brand image, service quality, product quality and promotion activities. The research was conducted via online questionnaire with 335 Chinese respondents who had traveled to Thailand. Statistics analysis were presented through percentage, mean, and standard deviation. And correlation analysis was used in identifying the relationship between independent and dependent variables.

The results reveal that most of the respondents were female with 21-30 years old, lower than bachelor's degree, gained less than 3,000 Yuan per-month and were mostly students. According to shopping behavior, most of them spent around 1,001-5,000 Yuan on shopping and chose to go to shopping malls for consumption and purchased the product because of the quality of local products. They also purchased international products, and were attracted by advertising via social media.

The analysis of the shopping satisfaction of Chinese tourists in Bangkok, Thailand was conducted in the form of mean and standard deviation. The results showed that most of the respondents are satisfied with shopping in Bangkok. Most of respondents were satisfied with price discount (3.93) while in part of price advantage. In the brand image section, respondents are satisfied with the shopping malls environment (3.88) and the richness of shopping malls products (3.88). Regarding service quality, most of respondents were satisfied with malls providing Chinese signage (3.95). In terms of product quality, respondents feel satisfied when they buy products with good materials (3.90) and good quality (3.90). Most of the respondents are satisfied with the samples given by the shopping malls (3.95) while in part of promotion activity.

The results show that the hypotheses proposed by this study about the five factors related to Chinese tourists' shopping satisfaction in shopping malls in Bangkok were all accepted ( $P < 0.05$ ). Based on the research results, this article puts forward corresponding suggestions for the further development of tourism products in Bangkok shopping malls. To this end, we should do the following four aspects: first, locate consumer groups and understand shopping motivations; second, establish brand effects and strive to improve corporate culture; third, improve shopping mall supporting services and improve service quality; finally, optimize marketing mix strategies, stimulate tourists' shopping motivation.

*Keywords: Bangkok, satisfaction levels, shopping satisfaction, Chinese tourists*



**BANGKOK  
UNIVERSITY**  
THE CREATIVE UNIVERSITY

## **AKCNOWLEDGEMENT**

The research was completed thanks to the support and help of many people. First of all, I would like to sincerely express my sincere gratitude to my advisor Dr. Siwasak Pansukkum of Arts in Innovative Tourism and Hospitality Management at Bangkok University for his patient guidance. His professional opinions and strict academic requirements constantly encouraged me, so that I could successfully complete my master's degree. Secondly, I would also like to express my sincere gratitude to Dr. Justin Kaewnopparat on the committee, who provided many valuable opinions for my research. At the same time, I would also like to express my gratitude to all the professors at the university who have taught me. Their guidance has broadened my horizons and laid a solid foundation for me to successfully complete this research.

Finally, I would like to thank my friends and parents for their encouragement and support.

**BANGKOK**  
**UNIVERSITY**  
THE CREATIVE UNIVERSITY

Yan LiU

## TABLE OF CONTENTS

	Page
ABSTRACT .....	iii
AKCNOWLEDGEMENT .....	v
LIST OF TABLES .....	viii
LIST OF FIGURE .....	ix
CHAPTER 1: INTRODUCTION .....	1
1.1 Research Objectives .....	2
1.2 Research Questions .....	3
1.3 Significance of the Research .....	3
1.4 Definitions of Terms .....	4
CHAPTER 2: LITERATURE REVIEW .....	5
2.1 Tourist Motivation .....	5
2.2 Tourist Satisfaction Concept .....	8
2.3 Tourist Behavior Related to Shopping Activities .....	8
2.3.1 Concept of Tourist Shopping Behavior .....	8
2.3.2 Factors Influencing Tourism Shopping Behavior .....	9
2.4 Factors Related to Tourist Satisfaction .....	10
2.5 Previous Studies .....	11
2.5.1 Shopping Behavior .....	11
2.5.2 Shopping Satisfaction .....	11
2.6 Research Framework .....	12
2.7 Hypothesis .....	12
CHAPTER 3: METHODOLOGY .....	14
3.1 Research Design .....	14
3.2 Population and Selection of Sample .....	14
3.2.1 Population .....	14
3.2.2 Selection of Sample .....	14
3.3 Research Instrument .....	15
3.3.1 Measurement of Construct .....	15
3.4 Reliability and Content Validity .....	15

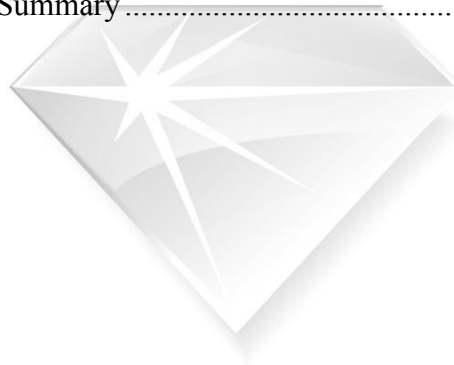
## TABLE OF CONTENTS (Continued)

	Page
CHAPTER 3: METHODOLOGY (Continued).....	14
3.5 Data Analysis.....	15
CHAPTER 4: RESULTS.....	17
4.1 Demographic Information Analysis.....	17
4.2 Analysis of Personal Shopping Behavior.....	19
4.3 Analysis of Tourists' Shopping Satisfaction.....	21
4.4 Correlation Analysis.....	25
4.5 Summary of Hypothesis Results.....	26
CHAPTER 5: DISCUSSIONS AND CONCLUSIONS.....	28
5.1 Summary of Data Analysis.....	28
5.1.1 Summary of Demographic.....	28
5.1.2 Summary of Personal Shopping Behavior.....	28
5.1.3 Summary of Satisfaction.....	29
5.1.4 Summary of Hypothesis.....	29
5.2 Discussion.....	30
5.3 Suggestion.....	31
5.4 Limitations of the Study.....	33
5.5 Suggestions for Future Research.....	33
BIBLIOGRAPHY.....	35
APPENDIX.....	39
BIODATA.....	45



**LIST OF TABLES**

	Page
Table 4.1: The Result of Demographic of the Respondents .....	17
Table 4.2: The Results of Personal Shopping Behavior .....	19
Table 4.3: Results of Tourists' Shopping Satisfaction .....	21
Table 4.4: Results of Influencing Factors .....	25
Table 4.5: Hypothesis Test Summary .....	27



**BANGKOK  
UNIVERSITY**  
THE CREATIVE UNIVERSITY

**LIST OF FIGURE**

	Page
Figure 2.1: Research Framwork.....	12



**BANGKOK  
UNIVERSITY**  
THE CREATIVE UNIVERSITY

## CHAPTER 1

### INTRODUCTION

With the improvement of Chinese people's living standards, the desire to travel is continuously rising day by day. As a result, the choices of destination have gradually shifted from any domestic destination to an international destination. Currently, shopping has become one of the most popular activities attracting the majority of the tourists while they are traveling. Some tourists take a trip mainly for shopping, which means that shopping develops to be the single most significant tourism objective (Wang, 2012).

According to Zeinali et al. (2014), for most tourists, a trip will not be perfect without shopping. This is consistent with Egresi and Polat (2016) who present that shopping is perceived to be one of the most significant tourism motivations. Parasakul (2016) has reported that in 2015, the Chinese tourists traveled to Bangkok mainly for the shopping opportunity. Hence, it has supported that shopping has become one of the most essential pulling elements for their travels.

Bangkok, Thailand, has become a worldwide popular shopping destination, meaning that one of the main motivators for Chinese tourists is shopping. In terms of the significance of shopping in Bangkok tourism, it can promote income generation. For instance, Thailand in 2021 generated approximately 127 billion Thai Baht in domestic tourism shopping (Boonyasana & Chinnakum, 2021). Shopping as a key leisure pleasurable activity has become the second biggest expense of tourism (United Nation World Tourism Organization: UNWTO, 2014). Meanwhile, shopping can also be used to advertise a tourist destination while establishing a destination brand (Correia et al., 2018). Parasakul (2020) reveals that Chinese tourists spend approximately twice as much compared to non-Chinese tourists. The previous research continues on that Bangkok, Thailand, in 2017 attracted more than 9 million Chinese tourists. In 2019, more than 50% of international tourists were from China. Consumption of outbound Chinese tourism has exhibited an increasing trend. For instance, Chinese tourists averagely spend 25% of their entire travel expenditures on shopping, which is followed by accommodations and food respectively of 19% and 16%.

It is undeniable that Chinese tourists' shopping behavior in Thailand can increase the income of Thai tourism to a certain extent. At the same time, a combination of shopping and tourism has become a new economic growth point for Thailand. Although China and Thailand have made great progress in tourism cooperation in recent years, and the number of Chinese tourists who visit Thailand every year is also at rise, the tourism services provided by Thailand's tourism government, shopping malls and product producers have continued to expand the capacity.

To effectively promote the long-term development of shopping and tourism in Bangkok, it is of great importance to investigate the Chinese tourists' satisfaction towards shopping and tourism service when visiting Bangkok. Based on the research objectives, the current study selects several shopping malls located in Bangkok as the research locations and investigates the satisfaction of Chinese tourists with shopping services provided in the selected shopping malls and their shopping behavior. The result of the study can be of help for the shopping malls in Bangkok to plan marketing and promotion. At the same time, it can also allow the Tourism Authority of Thailand to better understand the satisfaction of Chinese tourists with shopping in Bangkok, so that they can provide some policies that are conducive to improving the shopping satisfaction of Chinese tourists based on the research results. Moreover, to understand the behavioral characteristics of tourists, in a way to improve the quality of tourism services in order to meet the needs of the target market, Chinese tourists, in the future. This study hopes to enhance the competitiveness of Thailand's tourism industry through the study of Chinese tourists' satisfaction, while encouraging more Chinese tourists to visit Thailand for shopping and tourism.

### **1.1 Research Objectives**

The current paper aims to study the Chinese tourist satisfaction towards shopping service in Bangkok. The objectives of this research are as follows:

1. To study the demographic of Chinese tourists who visit and go shopping in Bangkok, Thailand.
2. To investigate the levels of satisfaction of Chinese tourists when shopping in the shopping malls located in Bangkok, Thailand.

3. To give some guidelines to shopping malls located in Bangkok to adjust the marketing strategy, promote service as well as to improve the quality of facilities to meet the needs of Chinese tourists.

## **1.2 Research Questions**

1. What are the demographic of Chinese tourist when shopping in the shopping malls in Bangkok, Thailand?
2. What is the level of satisfaction of Chinese tourists when shopping in the shopping malls in Bangkok, Thailand?
3. What are the appropriate guidelines to promote shopping activities and services to Chinese tourists?

## **1.3 Significance of the Research**

The research significance of this paper are mainly in two aspects:

1. Based on the study of satisfaction theory, tourism shopping has a very important position in the tourism process, and it is also an important growth point for the country to earn foreign exchange. Thailand's tourism economy has become one of the pillar industries of the Thai economy, so tourist shopping satisfaction will directly affect the development of the tourism economy. Therefore, this research hopes to deepen the research on tourist shopping satisfaction and provide information for the Tourism Authority of Thailand and the shopping malls.
2. Through research on the satisfaction of Chinese tourists traveling to Thailand and shopping, analyze the current status and existing problems of Thailand's tourism industry, and propose corresponding solutions, shopping malls and product producers, so as to improve the service level of Bangkok shopping centers. This research hopes that by studying the satisfaction of Chinese tourists in Thailand, it can provide reasonable suggestions for the main shopping centers in Bangkok, Thailand, and helps the Bangkok tourism market to better grasp the tourist shopping wishes of Chinese tourists. At the same time, it hopes to further optimize the experience of Chinese tourists when shopping and traveling in Bangkok, so that Thailand's tourism and shopping industry awaits long-term development.

#### **1.4 Definitions of Terms**

Chinese tourists refer to people who are of Chinese nationality and travel from mainland China to Thailand. They spend more than 1 night but not more than 15 days in Thailand and go shopping in the selected shopping malls in Bangkok.

Shopping malls refer to big shopping malls located on Rama 1 Road, Sukhumvit Road and Phayathai Road namely: Siam Paragon, Central World and Terminal 21.

Satisfaction refers to a process of psychological evaluation, the evaluation method is the contrast between expectations and actual perception of goods that are inferior to the feelings they expect before purchase. This is often referred to as the phase difference function of the contrast between reality and reality (Yusoff & Nayan, 2020).



**BANGKOK  
UNIVERSITY**  
THE CREATIVE UNIVERSITY

## CHAPTER 2

### LITERATURE REVIEW

This chapter aims to explain relevant theories of tourist behavior, satisfaction and hypotheses. The theories mainly focus on tourist motivation, tourist satisfaction, and related literature review. The detail information of this chapter is as following:

- 2.1 Tourist Motivation
- 2.2 Tourist Satisfaction Concept
- 2.3 Tourist Behavior Related to Shopping Activities
- 2.4 The Impact on Tourist Satisfaction on Tourism Shopping Behavior
- 2.5 Previous Studies
- 2.6 Research Framework
- 2.7 Hypothesis

#### **2.1 Tourist Motivation**

All human behavior has been guided by motivation. Motivation drives a person to pursue something, engage in an activity, or drive someone to avoid an activity or stop an activity. Motivation is the direct internal cause of human behavior. Motivation is the intrinsic driving force for tourists to purchase and consume tourism goods. Xie and Ritchie (2019) mention that consumers' purchases motives mainly include: paying attention to the use value of goods, pursuing novelty, peculiarity and fashion, pursuing the artistic value of goods, pursuing low prices, brand-name goods, comparing with others, showing status and Wealth, the pursuit of public recognition, easy to use and maintain, loyal.

Xie and Ritchie (2019) believe that tourism motivation is scientifically driven. It drives the generation of tourism behavior, and the constant activation of tourist demand in the influence of social concepts and normative standards as the intrinsic motivation of tourism behavior. Tourists' travel opportunities are influenced by internal and external factors. It will be affected by strong internal factors. Such as knowledge, experience, economy, time and various information. However, tourism motivation is a dynamic process, which transforms into the change of subjective and objective conditions of tourism.

Scholars who support another point of view believe that the definition of preparation to satisfy customers should be based on the perspective of the consumption process. They propose that customer satisfaction is the evaluation of the consumer's consumption behavior after the end of the consumption activity. Customer satisfaction is the evaluation of a consumer's consumption activity or consumption experience when it is consistent with the expected value or higher than the expected value (El-Adly, 2019).

Customers can form a desired quality of the product of multiple channels before purchasing the product. After the consumption activity, the actual perceived quality of the product will be produced. Customer satisfaction is not the customer's evaluation of the consumer product, but the evaluation of the product purchased this time inconsistent with the belief of the previously purchased product (Leninkumar, 2017). Customer satisfaction is a sufficient level of judgment on the satisfaction with a product or service during the consumption process. From the above definitions of customer satisfaction, scholars pay more attention to the consumption process, and think that it is more practical to explain the perception, judgment and psychological process of customer satisfaction from the perspective of the process (Leninkumar, 2017). Chinese tourists' satisfaction is influenced by the quality of service (Lin et al., 2015). Both negative and positive emotions are influenced by a series of extrinsic forces such as interaction between servers and Chinese tourists (Lin et al., 2015).

Overall, tourism motivation is the driving force for tourists to carry out tourism activities. It is the driving force of tourism behavior. It stimulates the tourist's tourism demand and is also affected by factors such as the personal status of the tourists and social conditions.

Vanhaleweyk (2018) states that tourists' shopping motives can be divided into two categories, which are shopping for themselves and shopping for others. Only products that can be purchased at a tourist destination will satisfy the expectation of scarcity. It is believed that the personal factors affecting tourism motivation are divided into gender, age and physical status of economic income, as well as leisure education time and social class psychological factors. Compared with ordinary consumption, the purchase decision process of tourists is very different. It mainly includes the following five stages (Dai et al., 2017).



First, identify the needs. The question that consumers find or perceive to solve is to identify the generation of demand. The psychological needs of local shoppers and tourists are different. Residents consume locally, usually with a clear definition of their own consumption needs. However, for tourists, especially for the purpose of enjoying or leisurely entertainment, there is a certain degree of blindness in the tourism shopping activities, which is not rational.

Second, collect information. Tourism commodity information helps visitors make the right consumption decisions, which has a certain impact on the purchase behavior of tourists. Usually, residents are not limited by time and space factors when they consume. They have a wide range of information to collect information and are more likely to collect information about their products. However, the channels for tourists to collect information are relatively narrow, and the tour guides of the tourism team have a greater influence on them.

Third, the evaluation program. Because residents have enough time to evaluate the items they want to buy before they buy. After a detailed evaluation, you can finally screen out the more satisfactory products. Tourists usually spend a very short time in one place while traveling, so a major feature of travel consumers is randomness.

Fourth, purchase decisions. Compared with tourists, ordinary shoppers tend to prepare more in the first few stages. Relatively speaking, tourists are more likely to be affected by external factors in the tourist destination. Tourists are also susceptible to fluctuations in their travels. They can easily change their buying decisions.

Fifth, post-purchase evaluation. Once the product is purchased by the consumer, it will generate an idea of an overall

Travel motivation refers to an individual's inner state or specific wants and demands which play the most significant role in influencing tourist behavior (Mingotto et al., 2020). Moreover, Moscardo and Pearce (2007) also explain tourist motivation to be the international collaborating network of cultural and biological forces that offer directions and value to travel experience, behaviors, and choices. Because motivations can indicate consumers' behaviors and influence their preference, it is necessary to explore the travelers' motives. Therefore, travel motivation

contributes to learning the visitor's motive and plays a basic role in developing tourism.

## **2.2 Tourist Satisfaction Concept**

Tourist satisfaction is defined as the level to satisfy the tourist needs at the end of traveling (Oliver, 1997). At the same time, Jin (2018) believes that tourist satisfaction is the reality of what tourists expect. Through comparison, this form of pleasure or disappointment will affect tourists' choices and products of travel.

Choices regarding consumption of goods and services, the theory of tourism environment consistency is the integration of tourists and tourism environment as an individual depends on the individual's travel expectations and motivations, and on the ability of the tourism environment to meet individual expectations, motivation, and the environment (Azhar et al., 2018). The satisfaction from tourists is a comprehensive evaluation of whether the tourists meet the needs of their tourism activities in terms of local natural landscape, human customs, infrastructure, tourism environment and the service level of the reception staff during the tourism process (Azhar et al., 2018).

Tourist satisfaction refers to the comprehensive psychological evaluation of satisfactions with the tourism landscape, tourism infrastructure, entertainment environment and hospitality services (Al-Ababneh, 2013). The satisfaction of tourists is the state of pleasure or disappointment that is formed after the expectation of the destination and the actual perception after the destination (Aliman et al., 2014). The satisfaction with tourists is the pleasure that tourists get through their tourism activities to meet their needs of tourism. It is a psychological feeling of tourists (Aliman et al., 2014).

## **2.3 Tourist Behavior Related to Shopping Activities**

### **2.3.1 Concept of Tourist Shopping Behavior**

Tourist shopping behaviors refer to tourists purchasing products in different and exotic travel destinations where these products are original (Lin et al., 2015).

Consumption theory is a summary and summary of the law of consumer behavior. The consumption model is a mathematical description of the theory of consumption. The equilibrium conditions in consumer behavior theory. From the

mathematical and economic point of view, Chen et al. (2008) mathematically attributes the problem to a nonlinear programming problem with constraints.

The theory of the relationship between uncertainty and consumer behavior and its policy implications. By analyzing the relationship between uncertainty and consumer behavior, consumers will take more cautious behavior in an uncertain environment. Consumers will reduce their current income for consumption in order to cope with the risk of future revenue reductions (Darby et al., 2004). Understanding consumer behavior is the basis of correctly formulating corporate marketing strategies. Enterprises should fully consider these factors and take corresponding marketing measures in the marketing process. Western consumer behavior can be studied in two ways, positivism and interpretivism (Ryan et al., 2005).

Integrating the views of the above scholars, consumer behavior can be broadly defined. Consumer behavior includes psychological decision-making processes and real physical activities. After the consumer generates the motives and needs of the purchase, consumers use all their resources to search for information related to the product. As well as assessing the feasibility of each item's purchase, the final purchase decision is made, as well as the post-purchase assessment. Consumer behavior can be seen as a process of buying decisions. Therefore, tourism shopping behavior can be regarded as the formation process of tourists purchasing tourism commodity decisions.

### 2.3.2 Factors Influencing Tourism Shopping Behavior

Marketing theory believes that the factors affecting consumer behavior into internal and external factors. External factors refer to external environmental factors and market factors. External environmental factors generally include social, economic, technological, competitive, legal and social ethics. The market factor mainly refers to the marketing mix of the company. For example, the company's product quality, product price, promotion methods, sales channels, etc. have an impact on consumer behavior. Internal factors mainly refer to the psychological factors of consumers. Such as needs, motivation, personality, values and understanding. The generation and difference in these factors are influenced by the personal factors of consumers. Such as gender, age, income, education level, social status and so on (Gunaydin et al., 2014).

Based on the above points, the factors affecting consumer behavior can be divided into direct observation and indirect inference. Influencing factors of direct observation include personal factors, age, gender, education, and occupation. There are also marketing factors such as goods, prices, quality and promotions. The influencing factors of indirect inference refer to the inability to directly observe. A factor that indicates its influence by inference. These include psychological factors motivation, cognition, learning, personality, family of reference factors, reference groups and opinion leaders, as well as environmental factors, social classes, culture and subculture.

#### **2.4 Factors Related to Tourist Satisfaction**

According to the factors affecting shopping behavior mentioned in previously collected domestic and foreign literature, in addition to personal purchase intention, this paper extracts 5 factors related to shopping satisfaction:

##### 1. Price

Dhurup et al. (2014) research carried out a statement on price, that is, price has a significant positive impact on brand satisfaction. Also showed that when a customer has a high degree of sensitivity to price, the greater the change in price increases. The customer satisfaction level is more sensitive, so the price level has a certain impact on the existence of customer satisfaction (Wang et al., 2017).

##### 2. Brand image

Romaniuk and Sharp (2003) consider that positive brand image and perception will affect consumers' purchase intentions, and brand image and customer loyalty are positively correlated. According to research by Romaniuk and Sharp (2003), it is also confirmed that when a positive image is associated with brand attributes, customers will have a higher purchase intention. Therefore, a positive brand image can increase consumers' trust in the brand and achieve a certain degree of satisfaction.

##### 3. Service quality

According to Kant and Jaiswal (2017) the quality of service is based on the customer's perception of whether the service meets their needs and expectations. Quality service is the result of comparing customers' perceptions of service. Therefore, the quality of service has a certain impact on customer satisfaction.

#### 4. Product quality

Most consumers believe that only by purchasing high-quality products can they increase their satisfaction with the products. This point of view is also put forward in the study of Miran (2021), he believes consumers always want high-quality products that match the price they pay, even if some people think that expensive products are high-quality products. Therefore, the quality of the product is right or wrong. Customer satisfaction has a certain impact.

#### 5. Promotion

Consumers can buy their favorite products at lower prices, which will give consumers a sense of satisfaction in their shopping psychology. According to the research of Alipour (2018), it also shows that promotion will have an impact on consumer satisfaction.

### **2.5 Previous Studies**

#### 2.5.1 Shopping Behavior

A comparative research conducted by Li et al., (2004) explores American and Chinese tourist shoppers' behaviors. For instance, they present that Chinese tourist shoppers are significantly stimulated by their purchase demands. Moreover, Chinese tourist shoppers visit a foreign shopping mall, which is primarily due to utilitarian values. Hence, in the shopping place, businesses implement great attempts in offering available assortment as well as diverse products and services. Meanwhile, according to Egresi and Polat (2016), they report that dual prices and price changes are perceived as issues with products and service for tourist shoppers in Istanbul. Soonsan and Makka (2017) present that it is necessary for price to be proper for product quality.

#### 2.5.2 Shopping Satisfaction

Olsen and Johnson (2003) have conducted research which reports that service flow, price, and product quality are mixed to influence tourist's satisfaction. Moreover, they propose that tourist's satisfaction originates from tourists' entire travel experience. It is important for a company to identify the aspects related to the tourist's entire travel experience which influences tourists, thus making improvements in terms of their shopping quality and enhancing their shopping satisfaction (Wang, 2012).

Meanwhile, Wang (2012) also reports that these aspects specifically include product reliability, price, brands available, product varieties and quality. In particular, tourist shoppers prefer to purchase commodities and services with high quality. In addition, during traveling foreign countries, tourist shoppers are more likely to be attracted by products with high quality. Most tourists aim at purchasing well-designed and high-quality products since these products make tourists perceive confidence (Wang et al., 2010).

This chapter mainly collects domestic and foreign research literature on shopping behavior and shopping satisfaction. Based on previous research, it further proves that the five factors proposed in this study: price, brand, service, product and promotion have an impact on shopping behavior, and are related to shopping at the same time. There is a certain relationship between satisfaction. This provides a theoretical basis for the research framework and hypotheses between the five factors and shopping satisfaction proposed later in this study.

## 2.6 Research Framework



Figure 2.1: Research Framework

## 2.7 Hypothesis

H1. Price has a positive relationship on shopping satisfaction of Chinese tourists when shopping in the shopping malls in Bangkok, Thailand.

H2. Brand has a positive relationship on shopping satisfaction of Chinese tourists when shopping in the shopping malls in Bangkok, Thailand.

H3. Service has a positive relationship on shopping satisfaction of Chinese tourists when shopping in the shopping malls in Bangkok, Thailand.

H4. Product has positive relationship on shopping satisfaction of Chinese tourists when shopping in the shopping malls in Bangkok, Thailand.

H5. Promotion has a positive relationship on shopping satisfaction of Chinese tourists when shopping in the shopping malls in Bangkok, Thailand.



**BANGKOK  
UNIVERSITY**  
THE CREATIVE UNIVERSITY

## CHAPTER 3

### METHODOLOGY

In this chapter, the research methodology of this paper is proposed. This paper adopts the form of questionnaire to conduct data analysis and research and puts forward corresponding requirements for the selection of samples. The heading of this chapter presents as follow:

- 3.1 Research Design
- 3.2 Population and Selection of Sample
- 3.3 Research Instrument
- 3.4 Reliability and Content Validity
- 3.5 Data Analysis

#### **3.1 Research Design**

Quantitative methods was used in this study. The objective of quantitative methods was to investigate, identify and examine the causal relationship between multiple variables (Bryman, 1984). In addition, in the form of online questionnaire surveys, questionnaire was designed to collect data. The questionnaire included a series of structured questions provided to participants.

#### **3.2 Population and Selection of Sample**

##### 3.2.1 Population

In this research, population refers to Chinese tourists who had at least visited Bangkok once and had shopping experience in Bangkok, not being limited by their age, gender, career, education, and salary.

##### 3.2.2 Selection of Sample

In this study, the target sample refers to Chinese tourists who visited Bangkok and have shopping experience in Bangkok. The number of participants were 335 from Chinese tourists who had experience of shopping experience in Paragon, Central World, and Terminal 21.



### **3.3 Research Instrument**

#### **3.3.1 Measurement of Construct**

The current research used online questionnaire survey as an instrument. In the questionnaire, measurement scales are used to classify and check variables to explore the satisfaction of Chinese tourists with shopping services in Bangkok. In this research, personal data, including age, gender, occupation, income, and education were collected. At the same time, information related to personal shopping behavior, such as shopping consumption, shopping location, shopping reasons, shopping types and shopping channels. In terms of tourist satisfaction, based on the shopping satisfaction questionnaire data, the results were examined using a Likert scale to examine five independents comprised of price advantage, brand image, service quality, product quality and promotion activity. Analyze the shopping satisfaction level of Chinese tourists from 1 to 5, with 1 indicating very dissatisfied and 5 indicating most satisfied.

#### **3.4 Reliability and Content Validity**

Test of reliability was carried out via using SPSS in order to calculate Cronbach's alpha coefficients, which can measure the questionnaire's reliability. In terms of measurement scales' acceptable level, these scales' Cronbach's alpha coefficients were at least 0.65, and the Cronbach's alpha coefficient of this table is  $0.969 > 0.65$ .

According to validity test, three experts were also invited to verify the validity of the content and the score was 91%. From this, it can be inferred that this form has high reliability and content validity.

#### **3.5 Data Analysis**

To implement data analysis, this paper used SPSS program version 22. In this paper, the statistic used to analyze and interpret data, including descriptive as well as inferential statistics. In terms of descriptive statistical analysis, it refers to analysis of demographic data (including age, gender, occupation, income, and education), specifically expressed in the form of percentages.

This study focuses on five independent variables of price advantage, brand image, service quality, product quality and promotion activity. To study the

relationship between these independent variables and tourists' shopping satisfaction, it is also necessary to study the hypotheses triggered by these factors and tourists' shopping satisfaction and conduct correlation analysis. At the same time, to study the relationship between these independent variables and tourists' shopping satisfaction, it is also necessary to understand the relationship between personal factors, personal shopping behavior and tourist satisfaction. Therefore, descriptive statistics and related analysis are very necessary.



**BANGKOK  
UNIVERSITY**  
THE CREATIVE UNIVERSITY

## CHAPTER 4

### RESULTS

This chapter mainly analyzes the data collected from 335 respondents. It includes demographic, personal shopping behavior, and shopping satisfaction of Chinese tourists traveling in Bangkok, Thailand.

The statistics used in this research consist of descriptive analysis in parts of demographic, personal shopping behavior and shopping satisfaction, and correlation analysis is used in part of the research hypothesis. The content of this chapter is as follows:

- 4.1 Demographic Information Analysis
- 4.2 Analysis of Personal Shopping Behavior
- 4.3 Analysis of Tourists' Shopping Satisfaction
- 4.4 Correlation Analysis
- 4.5 Summary of Hypothesis Results

#### 4.1 Demographic Information Analysis

Table 4.1: The Result of Demographic of the Respondents (n=335)

Item	Category	Frequency	Percent (%)
Gender	Male	135	40.3
	Female	200	59.7
Age	Less than 20 years	137	40.9
	21-30 years	174	51.9
	31-40 years	15	4.5
	41-50 years	3	0.9
	More than 50 years	6	1.8
Education Level	Lower than Bachelor's Degree	132	39.4

(Continued)

Table 4.1: The result of demographic of the respondents (n=335) (Continued)

Item	Category	Frequency	Percent (%)
Education Level	Bachelor's Degree	127	37.9
	Higher than Bachelor's Degree	76	22.7
Average monthly income	Less than 3,000 Yuan	115	34.3
	3,001-5,000 Yuan	83	24.8
	5,001-7,000 Yuan	52	15.5
	7,001-10,000 Yuan	37	11.0
	More than 10,000 Yuan	48	14.3
Occupation	Student	111	33.1
	Teacher	30	9.0
	Employee	68	20.3
	Business owner	66	19.7
	Others (eg. Photographer, Tourist guide)	60	17.9

Table 4.1 shows the demographics of the respondents. According to Table 4.1, 40.3% were male and 59.7% were female.

The average age of most respondents is between 21-30 years old, accounting for 51.9%; followed by a group of under 20 years old, accounting for 40.9%; the aged 31-40 accounted for 4.5%; over 50 years old and 41-50 years old accounted for 1.8% and 0.9% respectively. According to their educational level, 39.4% did not obtain a bachelor's degree; 37.9% obtained a bachelor's degree; and 22.7% obtained an education higher than a bachelor's degree. In terms of the average monthly income of respondents, 34.3% have an average monthly income of no more than 3,000 Yuan; 24.8% have an average monthly income between 3,001-5,000 Yuan; 15.5% have an average monthly income between 5,001-700 Yuan; 14.3% the average monthly

income of people exceeds 10,000 Yuan; 11% of people have an average monthly income between 7,001-10,000 Yuan. Regarding the occupation of the respondents, most of them were students, accounting for 33.1%; employee, business owner and other occupations accounted for 20.3%, 19.7% and 17.9% respectively; while teachers accounted for only 9%.

#### 4.2 Analysis of Personal Shopping Behavior

Table 4.2: The Results of Personal Shopping Behavior ( n=335)

Item	Category	Frequency	Percent(%)
Money spent on shopping in average	Less than 1000 Yuan	75	22.4
	1,001 – 5,000 Yuan	166	49.6
	5,001 – 10,000 Yuan	52	15.5
	More than 10,000 Yuan	42	12.5
Places for shopping in Bangkok	Shopping malls	192	57.3
	Night market	65	19.4
	Local market	48	14.0
	Other (eg. Street vendors)	30	9.0
Reasons for shopping in Bangkok	Unique characteristics of local products	167	49.9
	Full range of brands	61	18.2
	Reasonable price	60	17.9
	Product update faster	6	1.8
	Others (eg. Good after-sales service, Good staff service)	41	12.2
Types of products usually bought in Bangkok	International brand products (eg. NIKE, Charles & Keith, Gucci.)	117	34.9
	Food and Snacks	96	28.7

(Continued)

Table 4.2: The Results of Personal Shopping Behavior ( n=335) (Continued)

Item	Category	Frequency	Percent(%)
Types of products usually bought in Bangkok	Handmade products	77	23.0
	Others (eg. lipstick, Good goods)	45	13.4
Channels attract to go shopping in Bangkok	Tourism Authority of Thailand	52	15.5
	Tourism Exhibition	46	13.7
	Online Magazine	34	10.1
	Tour Operator/Agency	34	10.1
	Newspaper	9	2.7
	Others (eg. Adverse, Social App)	160	47.8

Table 4.2 shows the shopping behavior of tourists 49.6% of them are willing to spend 1,001-5,000 Yuan on shopping; 22.4% of them are willing to spend less than 1,000 Yuan on shopping; those who spent 5,001- 10,000 Yuan and more than 10,000 Yuan on shopping accounted for 15.5% and 12.5% respectively. Most of the respondents will go shopping in shopping malls, accounting for 57.3%; 19.4% of the respondents go shopping in night markets; 14.3% and 9% of the respondents go shopping in local markets or other places respectively. During their travel in Bangkok, 49.9% of the tourists shopped in Bangkok because of the local products have characteristics; 18.2% and 17.9% of the respondents believed that the brands were complete and the price was reasonable, and they shopped in Bangkok; they believed that the products were updated quickly and shopped in Bangkok only 1.8% of the respondents; 12.2% of the respondents shopped in Bangkok for other reasons, such as good after-sales service and good staff service.

Table 4.2 also shows that 34.9% of respondents bought products from international brands, 28.7% bought food and snacks, 23% bought handmade goods, and 13.4% bought products from other brands such as lipsticks and Good Goods. Most of the respondents are attracted by advertising, social software and other channels to shop in Thailand, accounting for 47.8%; the attraction through the Tourism Authority of Thailand accounted for 15.5%; the attraction through online

magazines and newspapers accounted for 10.1% and 2.7% respectively; the attraction through tourism agencies and tourism exhibitions accounted for 10.1% and 13.7% respectively.

#### 4.3 Analysis of Tourists' Shopping Satisfaction

Table 4.3: Results of Tourists' Shopping Satisfaction (n=335)

Item		Mean	Std. Deviation	Satisfaction Level
Price Advantage	I am satisfied with the product's price when they are discounted by more than 50%.	3.93	.876	Very satisfied
	I am satisfied with the price of the brand name product because it is cheaper than in China	3.68	.936	Very satisfied
	I am satisfied with the price of the local product because it is cheaper than in China.	3.68	.927	Very satisfied
	I am satisfied with the product price in the shopping malls in Bangkok.	3.72	.860	Very satisfied
Brand Image	I am satisfied with the purchase of its popularity of products.	3.76	.865	Very satisfied
	I am satisfied with the clean and tidy shopping environment.	3.88	.852	Very satisfied
	I am satisfied with the shopping malls that have a complete range of product brands and a rich variety.	3.88	.880	Very satisfied
	I am satisfied with the attractive advertisements about shopping malls or various brands.	3.80	.883	Very satisfied

(Continued)

Table 4.3: Results of Tourists' Shopping Satisfaction (n=335)(Continued)

Item		Mean	Std. Deviation	Satisfaction Level
Service Quality	I am satisfied with the service of the staff in the shopping malls.	3.87	.841	Very satisfied
	I am satisfied with the Chinese signposts service provided by the shopping malls.	3.95	.821	Very satisfied
	I am satisfied with the tax refund service provided by the shopping malls.	3.91	.855	Very satisfied
	I am satisfied with the after -sales service provided by the shopping malls.	3.85	.888	Very satisfied
Product Quality	I am satisfied with the quality of the products which I purchased as described in the advertisement.	3.87	.842	Very satisfied
	I am satisfied with the design of the products which I purchased .	3.89	.816	Very satisfied
	I am satisfied with the materials of the products which I purchased .	3.90	.794	Very satisfied
	I am satisfied with the quality of the products I have bought so far in Bangkok. (eg. Environmental protection, Durable)	3.90	.820	Very satisfied
Promotion Activity	I am satisfied with the coupons issued by the shopping malls.	3.82	.810	Very satisfied
	I am satisfied with the discount at the shopping malls.	3.87	.828	Very satisfied

(Continued)



Table 4.3: Results of Tourists' Shopping Satisfaction (n=335)(Continued)

Item		Mean	Std. Deviation	Satisfaction Level
Promotion Activity	I am satisfied with the promotion activities at the shopping malls.	3.85	.809	Very satisfied
	I am satisfied with the some samples given away by the stores at the shopping malls.	3.90	.842	Very satisfied

Remarks: 1.00-1.80 = Very Dissatisfied, 1.81-2.60 = Dissatisfied, 2.61-3.40 = Satisfied, 3.41- 4.20 = Very satisfied, 4.21-5.00 = Most satisfied

Table 4.3 shows the descriptive statistics of tourists' shopping satisfaction. Tourists rate their satisfaction with price advantage, brand image, service quality, product quality and promotion activity from 1 to 5 points. Conclusions are drawn below:

In terms of price advantage, the average value of 3.93 shows that most respondents will purchase more products when the product is discounted by more than 50%. The mean value of 3.72 reflects that most respondents are satisfied with the prices of products in Bangkok shopping malls. Most of the respondents will buy famous brand products in Thailand as well as local products because the prices are cheaper than in China, the average value of both is 3.64.

In terms of brand image, most of the respondents are satisfied with the cleanliness of the shopping environment and the complete brand and rich varieties of shopping mall products, with the average value of both being 3.88. The mean value of 3.80 reflects that most respondents are satisfied with attractive advertisements of malls or brands. Most respondents are satisfied with the popular products they purchased, with an average of 3.76.

In terms of service quality, the mean value of 3.95 indicates that most respondents are satisfied with the mall having Chinese road signs. The average value is 3.91, indicating that most respondents are satisfied with the direct tax refund service provided by the shopping mall. The average value of 3.87 reflects that most of the respondents are satisfied with the service of the mall staff. Most respondents are

satisfied with the after-sales service provided by shopping malls, with an average of 3.85.

In terms of product quality, the majority of respondents are satisfied with the materials of the products they buy and the quality of the products they currently buy in Bangkok the average of both being 3.90. The mean value of 3.89 indicated that most respondents were satisfied with the design of the purchased products. The majority of respondents were satisfied that the product they purchased was consistent with the advertised description, with an average of 3.87.

In terms of promotion activity, the mean value of 3.90 reflects that most respondents were satisfied with some samples given away by the store. The mean value of 3.87 indicates that most respondents are satisfied with the discounts offered by the mall. The average value is 3.85, indicating that most respondents are satisfied with the promotional activities of the mall. Most respondents are satisfied with the coupons issued by shopping malls, with an average of 3.82.

**BANGKOK  
UNIVERSITY**  
THE CREATIVE UNIVERSITY

#### 4.4 Correlation Analysis

Table 4.4: Results of Influencing Factors (n=335)

Correlations		Price Advantage	Brand Image	Service Quality	Product Quality	Promotion Activity	Shopping Satisfaction
PA (SS)	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	335					
BI (SS)	Pearson Correlation	.831**	1				
	Sig. (2-tailed)	.000					
	N	335	335				
SQ (SS)	Pearson Correlation	.806**	.867**	1			
	Sig. (2-tailed)	.000	.000				
	N	335	335	335			
PQ (SS)	Pearson Correlation	.797**	.862**	.919**	1		
	Sig. (2-tailed)	.000	.000	.000			
	N	335	335	335	335		
PA (SS)	Pearson Correlation	.806**	.850**	.882**	.893**	1	
	Sig. (2-tailed)	.000	.000	.000	.000		
	N	335	335	335	335	335	

(Continued)

Table 4.4: Results of influencing factors (n=335) (Continued)

Correlations							
		Price Advantage	Brand Image	Service Quality	Product Quality	Promotion	Shopping Satisfaction
SS	Pearson Correlation	.905**	.941**	.953**	.952**	.943**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	335	335	335	335	335	335
**. Correlation is significant at the 0.01 level (2-tailed). Remark: PA=Price Advantage, BI=Brand Image, SQ=Service Quality, PQ=Product Quality, PA=Promotion Activity, SS=Shopping Satisfaction.							

According to table 4.4 through the correlation analysis between 5 factors and shopping satisfaction, it is found that there is a significant positive correlation between shopping satisfaction and its various dimensions ( $P < 0.001$ ). According to the data, it can be concluded that the five dependent variables have a relationship on the satisfaction of Chinese tourists with shopping.

#### 4.5 Summary of Hypothesis Results

H1: Price has a positive relationship on shopping satisfaction of Chinese tourists when shopping in the shopping malls. For the price advantage factor, the significance of price advantage = .000, its P value  $< 0.001$ . The hypothesis is accepted.

H2: Brand has positive relationship on shopping satisfaction of Chinese tourists when shopping in the shopping malls. For the brand image factor, the significance of brand image = .000, its P value  $< 0.001$ . The hypothesis is accepted.

H3: Service has a positive relationship on shopping satisfaction of Chinese tourists when shopping in the shopping malls. For the service quality factor, the significance of service quality = .000, its P value  $< 0.001$ . The hypothesis is accepted.

H4: Product has positive relationship on shopping satisfaction of Chinese tourists when shopping in the shopping malls. For the product quality factor, the significance of product quality = .000, its P value  $< 0.001$ . The hypothesis is accepted.

H5: Promotion has a positive relationship on shopping satisfaction of Chinese tourists when shopping in the shopping malls. For the promotion factor, the significance of promotion = .000, its P value < 0.001. The hypothesis is accepted.

Based on the above correlation analysis, a summary of the hypothetical results is shown in Table 4.5.

Table 4.5: Hypothesis Test Summary

Hypothesis	Results	Results
H1: Price has a positive relationship on shopping satisfaction of Chinese tourists when shopping in the shopping malls in Bangkok.	P=0.000 P<0.001	Accepted
H2: Brand has positive relationship on shopping satisfaction of Chinese tourists when shopping in the shopping malls in Bangkok.	P=0.000 P<0.001	Accepted
H3: Service has positive relationship on shopping satisfaction of Chinese tourists when shopping in the shopping malls in Bangkok.	P=0.000 P<0.001	Accepted
H4: Product has positive relationship on shopping satisfaction of Chinese tourists when shopping in the shopping malls in Bangkok.	P=0.000 P<0.001	Accepted
H5: Promotion has positive relationship on shopping satisfaction of Chinese tourists when shopping in the shopping malls in Bangkok.	P=0.000 P<0.001	Accepted

It can be seen from the results that the five factors studied in this article: price advantage (H1), brand image (H2), service quality (H3), product quality (H4) and promotion activity (H5) have all passed the verification. Among these five factors, brand image, product quality and promotion activity have the most significant correlation with tourists' shopping satisfaction, followed by price advantage and service quality. Therefore, this study will make corresponding suggestions based on this result.

## CHAPTER 5

### DISCUSSIONS AND CONCLUSIONS

In this chapter, the overall discussion and conclusions of the study are highlighted. The hypotheses presented in this study are further discussed on the basis of the data derived from Chapter 4. It provides some suggestions aimed at attracting the attention of policy makers, shopping malls, and merchants to take corresponding actions to further improve the shopping satisfaction of Chinese tourists when visiting and shopping in Bangkok. The heading of this chapter presents as follow:

- 5.1 Summary of Data Analysis
- 5.2 Discussion
- 5.3 Suggestion
- 5.4 Limitations of the Study
- 5.5 Suggestions for Future Research

#### **5.1 Summary of Data Analysis**

##### 5.1.1 Summary of Demographic

This article uses SPSS statistical software to perform descriptive statistical analysis on the collected data and displays it in the form of percentages, so as to conduct an empirical study on the satisfaction of Chinese tourists with shopping in Bangkok. The conclusions drawn in this article are as follows:

Through descriptive statistical analysis of the demographic attribute information of tourists in Bangkok, the proportion structure of tourists is obtained. The gender distribution of tourists is mainly female (59.7%), and the age of tourists is mainly concentrated in 21-30 years old (51.9%). The focus is on tourists with an education level below a bachelor's degree (39.4%). The monthly income of tourists is mainly 3,000 yuan (34.3%). Regarding the occupation of tourists, most tourists live as students (33.9%).

##### 5.1.2 Summary of Personal Shopping Behavior

Through statistical analysis of the personal shopping behavior of Chinese tourists in Bangkok, the overall proportion of individual shopping behavior is obtained in the form of percentages. About the shopping consumption, respondents

are willing to spend 1,001-5,000 yuan on shopping (49.6%). In terms of choice of shopping location, most respondents will go to shopping malls (57.3%); in terms of reasons for shopping, respondents believe that local products are unique and they choose to buy them (49.9%). In part of shopping choices, more respondents choose to buy international products (34.9%). From the perspective of channel understanding, respondents are attracted by advertising, social software and other channels shopping in Thailand (47.8%).

### 5.1.3 Summary of Satisfaction

Through the descriptive analysis of five factors and shopping satisfaction, the overall evaluation of Chinese tourists' shopping in Bangkok was explored. In the dimensions of price advantage, most respondents are satisfied with the product price, with the highest average reaching 3.93. And most respondents are satisfied with the brand image established by the mall, with the highest average reaching 3.88. In part of service quality, most respondents are satisfied with shopping mall services and employee services, with the highest average reaching 3.95. In terms of product quality, most respondents are satisfied with product quality, with the highest average reaching 3.90; and regarding promotion activity, most of the respondents are satisfied with the shopping mall's promotional activities, with the highest average value reaching 3.90.

### 5.1.4 Summary of Hypothesis

The conceptual model in this study guided this study to propose 5 hypotheses.

H1: Price has a positive relationship on shopping satisfaction of Chinese tourists when shopping in the shopping malls.

According to the significance of price advantage = .000, less than 0.05, so we accept the hypothesis 1.

H2: Brand has positive relationship on shopping satisfaction of Chinese tourists when shopping in the shopping malls.

According to the significance of brand image = .000, less than 0.05, so we accept the hypothesis 2.

H3: Service has positive relationship on shopping satisfaction of Chinese tourists when shopping in the shopping malls.

According to the significance of service quality = .000, less than 0.05, so we accept the hypothesis 3.

H4: Product has positive relationship on shopping satisfaction of Chinese tourists when shopping in the shopping malls.

According to the significance of product quality = .000, less than 0.05, so we accept the hypothesis 4.

H5: Promotion has a positive relationship on shopping satisfaction of Chinese tourists when shopping in the shopping malls.

According to the significance of promotion activity = .000, less than 0.05, so we accept the hypothesis 5.

## 5.2 Discussion

This study found that there is a positive correlation between price factors and tourists' shopping satisfaction. At the same time, Guo and Zhong (2006) used attribution theory to analyze tourists' satisfaction with purchases, and concluded: the quality, characteristics, and price of tourism products. Factors such as quality, service, communication, and environment have a direct and obvious impact on tourists' shopping satisfaction.

According to recent research findings, a good shopping environment will affect tourists' shopping behavior. Donovan and Rossiter (1982) verified that emotion is an important mediating variable that affects customers' patronage intention and patronage behavior, and found that pleasant emotions caused by environmental atmosphere stimulation (pleasure) and stimulating emotions (arousal) will make customers stay in the store longer and increase their willingness to purchase. And according to Kozak and Rimmington (2000), it has been proven that providing high-quality services can make tourists feel that their preferences and behaviors have been carefully considered, thereby improving their shopping satisfaction. Therefore, by exploring tourist behavior can improve their satisfaction, which can help Thailand cultivate long-term relationships with tourists and increase tourists' loyalty to Thailand (Som & Badarneh, 2011).

According to the data obtained from the questionnaire survey on products and tourists' shopping behavior, it can also be proved that products are related to tourists' shopping behavior. Moreover, according to the research of Xie and Rich (2019), they believe that consumers' purchases mainly include: paying attention to the use value of



goods, pursuing novelty and fashion, pursuing the artistic value of goods, etc. It has been proved that products are related to tourists' shopping behavior. The results are the same as those of this study.

Regarding promotions, according to the results of this study, promotion related to consumers' shopping behavior. From the definition of the concept of promotion by Heilman et al. (2002), promotion can deviate consumers from their purchase goals and attract consumers to make impulse purchases, which is consistent with the results of this study.

In order to provide more accurate information related to price advantage, brand image, service quality, product quality and promotion activity can help tourists better understand their needs when traveling and shopping. Judging from the survey on Chinese tourists' satisfaction with shopping in Bangkok, although gender has no significant impact on tourists' purchasing behavior, it is not difficult to see that most tourists are women. In response to this situation, in order to attract more Chinese tourists to Thailand for tourism and shopping, and at the same time improve tourists' shopping satisfaction when traveling in Thailand, Thai shopping malls can make some targeted adjustments. For example, shopping malls prioritize women when planning and designing events. This is an interesting direction to improve tourist satisfaction, because compared with men, women's emotions are more delicate and it is easier to understand space from a perceptual perspective, so women's needs should be fully taken into account when planning and designing (Du&Huang, 2019).

### **5.3 Suggestion**

This study proves that the five factors of price advantage, brand image, product quality, service quality and promotion activity are related to tourists' shopping satisfaction when traveling in Thailand. Therefore, Thai shopping malls should design appropriate ways to improve tourists' shopping satisfaction, thereby stimulating them to come to Thailand again for tourism and shopping.

#### **1. Locate consumer groups and understand shopping motivations**

According to the survey results on brand image and product quality, there is a certain relationship between the brand image of the mall, the environment of the mall, the brand type of the mall and tourists' shopping satisfaction. Therefore, shopping

malls should fully consider the above factors when formulating marketing strategies and target customers in order to better cater to customers and obtain greater benefits while improving tourists' shopping satisfaction.

#### 2. Build brand effect

According to the survey results of brand image and product quality, the brand image of the mall, the environment of the mall, and the types of mall brands have a great impact on tourists' shopping behavior and shopping satisfaction. Therefore, the scale and standardization of shopping mall operations are conducive to the establishment of shopping mall brands. At the same time, brand is a huge intangible asset for an enterprise. If you want to establish a good brand image, you need shopping malls to always maintain good product quality and services and create a good reputation, thereby improving tourists' shopping satisfaction and attracting more tourists.

#### 3. Improve shopping mall supporting services and improve service quality

According to the survey results of Service Quality, Chinese tourists attach great importance to the supporting facilities and service quality of shopping malls when traveling and shopping. The improvement of shopping mall supporting services should start from several aspects such as shopping mall functional positioning, business characteristics positioning, business model positioning and shopping mall image positioning. Corresponding decoration and layout are carried out according to different consumer groups to achieve the purpose of improving tourists' shopping satisfaction.

#### 4. Optimize marketing mix strategy

According to the survey results of price advantage and promotion activity, the reason why Chinese tourists choose to go shopping in shopping malls in Bangkok is that price and promotion are also important factors affecting tourist consumption. In addition to the traditional 4P marketing mix strategy, shopping malls must constantly optimize promotion methods and innovative promotional activities to attract more tourists. Therefore, it stimulates tourists' purchasing motivation, improves tourists' shopping behavior, attracts more tourists to shop, and thereby improves tourists' shopping satisfaction.

#### **5.4 Limitations of the Study**

This study focuses on the relationship between price advantage, brand image, product quality, service quality and promotion and shopping satisfaction. This can provide suggestions for improving tourist satisfaction and the possibility of prompting tourists to return to Thailand, but this study still has some limitations:

1. This study only investigates Chinese tourists' shopping satisfaction in Bangkok. In fact, tourists who go to Bangkok for tourism and shopping come from different countries and regions around the world, so the scope of the survey that only investigates the shopping satisfaction of Chinese tourists in Bangkok is relatively small.

2. This study only investigated the shopping satisfaction of Chinese tourists and did not conduct in-depth research on shopping behavior. It is impossible to gain an in-depth understanding of whether Chinese tourists have characteristics in their tourism shopping behavior.

3. This study only investigated the tourism and shopping satisfaction of Chinese tourists in Bangkok. There are many tourist destinations in Thailand that are popular with Chinese tourists, so this survey is relatively one-sided.

#### **5.5 Suggestions for Future Research**

In response to the limitations mentioned previously, some countermeasures are also proposed.

1. If mall operators want to make Bangkok's tourist shopping malls better, they cannot just survey Chinese tourists' shopping questionnaires in Bangkok. It is also necessary to investigate and analyze the shopping questionnaires of tourists from several different countries in order to better understand the shopping questionnaires of tourists in Bangkok. This will help shopping mall operators select target customers.

2. To study the shopping satisfaction of Chinese tourists in Bangkok, in addition to further analyzing the current shopping satisfaction of Chinese tourists in Bangkok, the researcher must also conduct an in-depth study of the shopping behavior of Chinese tourists in Bangkok. Only in this way can we further improve the shopping satisfaction of Chinese tourists and provide shopping malls with better service reference.

3. An analysis of tourist shopping satisfaction in another tourist city in Thailand can be added to make a multi-faceted comparison, thereby providing a theoretical basis for tourism and shopping in Bangkok.



**BANGKOK  
UNIVERSITY**  
THE CREATIVE UNIVERSITY

## BIBLIOGRAPHY

- Al-Ababneh, M. M. (2013). *Service quality and its impact on tourist satisfaction*. Institute of Interdisciplinary Business Research, 164.
- Aliman, N. K., Hashim, S. M., Wahid, S. D. M., & Harudin, S. (2014). *Tourist expectation, perceived quality and destination image: Effects on perceived value and satisfaction of tourists visiting Langkawi Island, Malaysia*. *Asian Journal of Business and Management*, 2(3).
- Alipour, M. (2018). *The Effects of the 7P Marketing Mix of Components On Sporting Goods Customer Satisfaction*. *International Journal of Business and Management Invention*, Vol. 7, No. 1.
- Azhar, M. S., Othman, I. B. L., & Ahmad, N. (2018). *A conceptual framework on customer satisfaction: The mediating role of corporate image*. *Global Social Sciences Review*, 3(4), 254-272.
- Boonyasana, P., & Chinnakum, W. (2021). *Developing the Tourism Sector for Poverty Reduction and Inclusive Sustainable Growth in Thailand*. Springer, Singapore.
- Bryman, A. (1984). *The debate about quantitative and qualitative research: a question of method or epistemology?* *British Journal of Sociology*, 75-92.
- Chen, E. Y., Yeh, N. C. N., & Wang, C. P. (2008). *Conspicuous consumption: A preliminary report of scale development and validation*. *ACR North American Advances*.
- Correia, A., Kozak, M., & Kim, S. (2018). *Luxury shopping orientations of Mainland Chinese tourists in Hong Kong: Their shopping destination*. *Tourism Economics*, 24(1), 92– 108.
- Dai, H., Chan, C., & Mogilner, C. (2017). *“Don’t Tell Me What to Do!” Shoppers Rely Less on Consumer Reviews for Experiential Than Material Purchases*. *ACR North American Advances*.
- Darby, J., Li, C. W., & Muscatelli, V. A. (2004). *Political uncertainty, public expenditure and growth*. *European Journal of Political Economy*, 20(1), 153- 179.

- Dhurup, M., Mafini, C., & Dumasi, T. (2014). "The Impact of Packaging, Price, and Brand Awareness on Brand Puasty: Evidence from The Paint Retailing Industry ". *Acta Commercii*, Vol. 14 (1), (pp. 194-203).
- Donovan,R.J&Rossiter,J.R. (1982) *Store atmosphere: an environmental psychology approach*, *Journal of retailing*, vol.58, (pp. 34-57).
- Du,S,J., & Huang,C,H. (2019) *Research on interior design of women's club*[J]. *Architectural Design Management*, 36(04), 83-85
- Egresi, I., & Polat, D. (2016). *Assessing tourists' satisfaction with their shopping experience in Istanbul*. *GeoJournal of Tourism and Geosites*, 18(2), 172– 186.
- El-Adly, M. I. (2019). *Modeling the relationship between hotel perceived value, customer satisfaction, and customer loyalty*. *Journal of Retailing and Consumer Services*, 50, 322-332.
- Gunaydin, L. A., Grosenick, L., Finkelstein, J. C., Kauvar, I. V., Fenno, L. E., Adhikari, A., & Zalocusky, K. A. (2014). *Natural Neural Projection Dynamics Underlying Social Behavior*. *Cell*, 157(7), 1535-1551
- Guo, X, Y., Zhong B. (2006) *A brief analysis of the relationship between attribution behavior and tourism shopping satisfaction* [J] *Shopping Mall Modernization* (Later Issue), 09-44.
- Heilman,C,M, Nakamoto,K.,& Rao A G. (2002) *Pleasant Surprises: Consumer Response to Unexpected In-Store Coupons* [J]. *Journal of Marketing Research*, 39(2): 242-252.
- Jin,Y. (2018) *Research on shopping satisfaction of Chinese tourists in Chiang Mai*.(Master's Thesis).Kunming University of Science and Technology,China.
- Kant, R. & Jaiswal, D. (2017). *The Impact of Perceived Service Quality Dimensions on Customer Satisfaction*. An Empirical Study on Public Sector Banks in India. *International Journal of Bank Marketing*, vol. 35, issue 3,( pp. 441-430).
- Kozak, M., & Rimmington, M. (2000). *Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination*. *Journal of travel research*, 38(3), 260-269.
- Leninkumar, V. (2017). *The relationship between customer satisfaction and customer trust on customer loyalty*. *International Journal of Academic Research in Business and Social Sciences*, 7(4), 450-465.

- Li, F., Zhou, N., Nicholls, J. A. F., Zhuang, G., & Kranendonk, C. (2004). *Interlinear or inscription? A comparative study of Chinese and American mall shoppers' behavior*. *Journal of Consumer Marketing*, 21(1), 51–61.
- Lin, Z., He, G., & Vlachos, I. P. (2015). *Britain in bloom? A study into Chinese tourists' experience*. *EuroMed Journal of Business*, 10(3), 297–310.
- Mingotto, E., Montaguti, F., & Scarpellini, L. (2020). *Ethical consumerism in tourism: the evolution of the responsible tourist attitudes—between definitions and tribal behaviors*. In the *Handbook of Research on Contemporary Consumerism* (pp.110- 133). IGI Global
- Moscardo, G., & Pearce, P. L. (2007). *Life cycle, tourist motivation and transport: Some consequences for the tourist experience*. In *Tourism and Transport* (pp. 44-59). Routledge.
- Miran, I. (2021). *Pengaruh kualitas produk dan brand image terhadap loyalitas pelanggan: Kepuasan konsumen sebagai variabel intervening*. *Studi Pada Pelanggan Sepeda Motor Honda Di Kabupaten Kampar*. 9(2), 129-140.
- Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the consumer*. New York: McGraw-Hill.
- Olsen, L. L., & Johnson, M. D. (2003). *Service equity, satisfaction, and loyalty: from transaction-specific to cumulative evaluations*. *Journal of Service Research*, 5(3), 184- 195.
- Parasakul, L. (2016). *Chinese travel motivations and attitudes towards the hosts affect the satisfaction of the Chinese tourists visiting Thailand*. *Proceedings 22nd Asia Pacific Tourism Association Conference* (pp.196–206). Beijing, China.
- Parasakul, L. (2020). *Assessing Chinese tourists' satisfaction with their shopping experiences in Bangkok metropolis*. *Journal of China Tourism Research*, 16(2), 279-296.
- Romaniuk, J. & Sharp, B. (2003) “*Measuring brand perceptions: Testing quantity and Quality*. ” *Journal of Targeting, Measurement and Analysis for Marketing*, vol. 11, no.3, (pp. 218-220).
- Ryan, J. E., Xue, Y., & Liang, H. (2005). *Organization Structural and Cultural Influences in Hospital Information Systems Integration*. *AMCIS 2005 Proceedings*, 289

- Som, A. P. M., & Badarneh, M. B. (2011). *Tourist satisfaction and repeat visitation: toward a new comprehensive model*. *International Journal of Human and Social Sciences*, 6(1), 1106-1111.
- Soonsan, N., & Makka, P. (2017). *Marketing mix approaches in behavioural intention to souvenir-purchase: A comparative study between Thai and Chinese tourists*. *Humanities, Arts and Social Sciences Studies*, 175-202.
- UNWTO. (2014). *Global report on shopping tourism*. Retrieved from [http://cf.cdn.unwto.org/sites/all/files/pdf/am9-shopping-report\\_v2.pdf](http://cf.cdn.unwto.org/sites/all/files/pdf/am9-shopping-report_v2.pdf)
- Vanhaleweyk, G. (2018). *Tourism statistics Thailand 2000–2018*. Retrieved from <http://www.thaiwebsites.com/tourism.asp>.
- Wang, S.-M. (2012). *Chinese tourists' satisfaction with international shopping centers: A case study of the Taipei 101 building shopping mall*. In K.-S. Ng (Ed.), *Quality management system and practices*, 139–156.
- Wang, S.J., Hu, Q.Y., & Liu, W.Q. (2017). “*Price and Quality-Based Competition and Channel Structure with Consumer Puasty*”. *European Journal of Operational Research*, Vol. 2, (pp. 52-84).
- Wang, Y. J., Doss, S. K., Guo, C., & Li, W. (2010). *An investigation of Chinese consumers' outshopping motives from a culture perspective*. *International Journal of Retail & Distribution Management*, 38(6), 423–442.
- Xie, L., & Ritchie, B. W. (2019). *The motivation, constraint, behavior relationship: A holistic approach for understanding international student leisure travelers*. *Journal of Vacation Marketing*, 25(1), 111-129.
- Yusoff, N. M., & Nayan, S. M. (2020). *Review on customer satisfaction*. *Journal of Undergraduate Social Science and Technology*, 2(2).
- Zeinali, B., Jafarpour, M., Hessam, A., & Zolghadr, H. (2014). *Tourists' satisfaction with shop-ping experience: A socio-demographic analysis*. *International Journal of Academic Research in Business and Social Sciences*, 4(6), 67–84.





**BANGKOK**  
**UNIVERSITY**  
THE CREATIVE UNIVERSITY

Chinese Tourists' Satisfaction Towards Shopping Service  
in Bangkok, Thailand

This survey aims to study the survey objects related to Chinese tourists' satisfaction with tourism and shopping in Bangkok, Thailand. The main research objects are Chinese tourists who have experience in tourism and shopping in Bangkok, Thailand. Your comments are of great help to this study. The researcher guarantees that the information filled in the form will be kept confidential. At the same time, the data in the form will only be used for data analysis of this research and will not be used for commercial purposes. Thank you for your cooperation and support.

**This questionnaire has 3 parts in total:**

Part 1: Personal information

Part2: Personal Shopping Behavior

Part3: Shopping Satisfaction

**Part 1: Personal Information**

Notice, please mark  into the bracket that is applicable to your information.

Have you ever been shopping in Bangkok, Thailand?

Yes. Please continue with this survey.

No. Thank you for your cooperation and have a good day.

1. Gender

Male  Female

2. Age

Less than 20 years       21-30 years       31-40 years

41-50 years       More than 50 years

3. Education Level

Lower than Bachelor's Degree

Bachelor's Degree

Higher than Bachelor's Degree

## 4. Average monthly income

- Less than 3,000 Yuan     3,001-5,000 Yuan  
 5,001-7,000 Yuan     7,001- 10,000 Yuan  
 More than 10,000 Yuan

## 5. What is your occupation?

- Student                       Teacher  
 Employee                       Government officer  
 Business owner               Others (eg. Photographer, Tourist guide)

**Part 2: Personal Shopping Behaviors.**

Notice, please mark  $\checkmark$  into the bracket that match your information.

## 1. How much money would cost on shopping during travelling on average?

- Less than 1000 Yuan  
 1,001 – 5,000 Yuan  
 5,001 – 10,000 Yuan  
 More than 10,000 Yuan

## 2. Where do you usually go for shopping ?

- Night market  
 Shopping malls  
 Local market  
 Other (eg. Street vendors)

## 3. Why do you shopping in Bangkok?

- Variety Brands  
 Product's characteristics  
 Great price  
 Fast product updates  
 Others ( eg. Good after-sales service, Good staff service)

4. What products do you usually buy in Bangkok?
- ( ) Handmade products
- ( ) Food and Snacks
- ( ) International brand products (eg. NIKE, Charles & Keith, Gucci)
- ( ) Others (eg. lipstick, Good goods)
5. What channel attracts you come to Thailand for shopping?
- ( ) Tourism Authority of Thailand
- ( ) Newspaper
- ( ) Online Magazine
- ( ) Tour Operator/Agency
- ( ) Tourism Exhibition
- ( ) Others (eg. Adverse, Social App)

### Part 3: Shopping Satisfaction

Please mark  $\checkmark$  to choose the importance of elements that impacting your tourist satisfaction in general. (1= very dissatisfied to 5= most satisfied)

Shopping Satisfaction

Variable	Item	Level of satisfaction				
		1	2	3	4	5
Price Advantage	I am satisfied with the products price when they are discounted for more than 50%.					
	I am satisfied with the price of the brand name product because it is cheaper than in China.					
	I am satisfied with the price of the local product because it is cheaper than in China.					
	I am satisfied with the product price in the shopping malls in Bangkok.					
Brand Image	I am satisfied with the purchase of its popularity of products.					
	I am satisfied with the clean and tidy of					

Variable	Item	Level of satisfaction				
		1	2	3	4	5
Brand Image	shopping environment.					
	I am satisfied with the the shopping malls have a complete range of product brands and a rich variety.					
	I am satisfied with the attractive advertisements about shopping malls or various brands.					
Service Quality	I am satisfied with the service of the staff in the shopping malls.					
	I am satisfied with the Chinese signposts service provided by the shopping malls.					
	I am satisfied with the tax refund service provided by the shopping malls.					
	I am satisfied with the after-sales service provided by the shopping malls.					
Product Quality	I am satisfied with the quality of the products which I purchased as described in the advertisement.					
	I am satisfied with the design of the products which I purchased .					
	I am satisfied with the materials of the products which I purchased .					
	I am satisfied with the quality of the products I have bought so far in Bangkok. (eg. Environmental protection, Durable)					
Promotion Activity	I am satisfied with the coupons issued by the shopping malls.					
	I am satisfied with the discount at the shopping malls.					

Variable	Item	Level of satisfaction				
		1	2	3	4	5
Promotion Activity	I am satisfied with the promotion activities at the shopping malls.					
	I am satisfied with the some samples given away by the stores at the shopping malls.					

Comment & Suggestion (If any)

---



---



---

Thank you for your answer

Yan Liu

**BANGKOK  
UNIVERSITY**  
THE CREATIVE UNIVERSITY

**BIODATA**

Name-Surname: Liu Yan

Address: Room 602, Building 1, Zhongfang Yangguang, Beichen Road, Diecai  
District, Guilin City, Guangxi, China

Contact Number: 0806781633

E-mail: [yan.liu@bumail.net](mailto:yan.liu@bumail.net)

Education Background:

- 2018-2024 Master of Arts Program in Innovative Tourism and  
Hospitality Management  
Bangkok University, Thailand
- 2014-2018 Bachelor of International Education of Chinese  
Xiangsihu College of Guangxi Minzu University, China

Work Experiences:

- 2022-Present Chinese teacher  
Guilin Shanshui Vocational College, Guangxi, China
- 2020-2022 Chinese teacher  
Guilin Electromechanical Vocational and Technical School,  
Guangxi, China

**BANGKOK**  
**UNIVERSITY**  
THE CREATIVE UNIVERSITY