

SHOPPING MOTIVATIONS OF EUROPEAN  
TOURIST-SHOPPERS IN BANGKOK

A MASTER'S PROJECT

BY

NATTHIRA PUYAGOON

Presented in Partial Fulfilment of the Requirements for the  
Master of Arts Degree in Business English for International Communication  
for Srinakharinwirot University

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AN ABSTRACT

BY

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Sopin Chantakloi.

This study aimed to survey the shopping motivation of the European tourist-shoppers and the attraction of shopping malls to European tourist-shoppers in Bangkok. The push and pull motivation framework is used in this study. One hundred European tourist-shoppers who were travelling in Bangkok were randomly selected to respond to the questionnaire during weekends of July 2008. The data were analyzed by using frequency, mean and standard deviation.

The participants of the study consisted male 40 and female 60. Most of European tourist-shoppers came from the United Kingdom. They were on holiday and were in Bangkok less than five days. MBK was the mall which European tourist-shoppers most frequently visited. Regarding the European tourist-shoppers' opinion on 10 push motivators while shopping in Bangkok, the results showed five push motivators that they report as being important: buying something special for others, buying a souvenir, shopping in different kinds of stores, experiencing a variety of stores that give them more choices, and seeing local store uniqueness in the area.

Concerning 14 pull motivators towards shopping malls in Bangkok, the quality of products was found to be very important by the majority of the European tourist-shoppers.

แรงจูงใจในการซื้อสินค้าของนักท่องเที่ยวชาวยุโรปในกรุงเทพมหานคร

บทคัดย่อ

ของ

ณัฐริรา ปุยะกุล

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา  
ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ

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สารนิพนธ์ฉบับนี้มีจุดประสงค์เพื่อสำรวจแรงจูงใจในการซื้อสินค้าของนักท่องเที่ยวชาวยุโรปและแรงดึงดูดของห้างสรรพสินค้าที่มีต่อนักท่องเที่ยวชาวยุโรปในเขตกรุงเทพมหานคร โดยสำรวจแรงจูงใจทั้งแรงผลักดัน และ แรงดึงดูด ในการวิจัยครั้งนี้ใช้วิธีการสุ่มตัวอย่างจากผู้ซื้อที่เป็นนักท่องเที่ยวชาวยุโรปในกรุงเทพมหานครจำนวน 100 คน ในระหว่างวันเสาร์และอาทิตย์ของเดือนกรกฎาคม 2551 เพื่อตอบแบบสอบถาม ผู้วิจัยนำข้อมูลที่ได้รับมาวิเคราะห์ผลโดยใช้ค่าความถี่ ค่าเฉลี่ย และ ค่าเบี่ยงเบนมาตรฐาน

ผู้ตอบแบบสอบถามในการศึกษาครั้งนี้ประกอบด้วยผู้ชาย จำนวน 40 คน และ ผู้หญิง จำนวน 60 คน ผู้ซื้อที่เป็นนักท่องเที่ยวชาวยุโรปส่วนใหญ่มาจากประเทศสหราชอาณาจักร และอยู่ในระหว่างการพักผ่อน ผู้ซื้อที่เป็นนักท่องเที่ยวชาวยุโรปส่วนใหญ่พักอยู่ในกรุงเทพมหานครไม่เกินห้าวัน ห้างสรรพสินค้ามาบุญครองเป็นที่ที่ผู้ซื้อที่เป็นนักท่องเที่ยวชาวยุโรปส่วนใหญ่ไปบ่อยมากที่สุด

ผลการศึกษาเกี่ยวกับทัศนคติด้านแรงจูงใจที่เป็นแรงผลักดัน 10 ประการ ในการไปซื้อสินค้าของนักท่องเที่ยวชาวยุโรปในกรุงเทพมหานครพบว่า แรงผลักดัน 5 ประการ ที่ผู้ซื้อที่เป็นนักท่องเที่ยวชาวยุโรปให้ความสำคัญคือ การซื้อของพิเศษให้กับคนอื่น การซื้อของที่ระลึก การซื้อในร้านค้าที่มีความแตกต่าง การได้รับประสบการณ์ความหลากหลายของร้านค้าที่มีให้เลือก และการได้เห็นความเป็นเอกลักษณ์ของร้านค้าในท้องถิ่นนั้นๆ

ด้านแรงจูงใจที่เป็นแรงดึงดูด 14 ประการ ของห้างสรรพสินค้าในกรุงเทพมหานครพบว่า ผู้ซื้อที่เป็นนักท่องเที่ยวชาวยุโรปให้ความสำคัญต่อคุณภาพของสินค้ามากที่สุด

The Master's Project Advisor, Chair of Business English for International Communication and Oral Defense Committee have approved this Master's project *Shopping Motivation of European Tourist-Shoppers in Bangkok* by Natthira Puyagoon as partial fulfillment of the requirements for the Master of Arts Degree in Business English for International Communication of Srinakharinwirot University.

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This Master's Project has been approved as partial fulfillment of the requirements for the Master of Arts degree in Business English for International Communication of Srinakharinwirot University.

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(Associate Professor Chaleosri Pibulchol)

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# CHAPTER 1

## INTRODUCTION

### Background

Shopping is considered to be one activity while traveling (Goeldner, Ritchie, & McIntosh, 2000), thus tourism is crucial to the success of shopping malls. While shoppers may not specify the exact locations that they intend to visit, the shopping mall can be considered an important tourist attraction.

Shopping is a significant activity of tourists and an important source of revenues for many countries. Large shopping malls and well-known shopping centres attract tourists. Shopping has been found to be the second most important travel expenditure following accommodation costs (Turner & Reisinger, 2001). Tourist shopping expenditures account for 30-36% of total travel spending (Bussey, 1987). According to researchers, shopping will continue to represent a large portion of the travel budget in the present century (Tarlow & Muehsam, 1992).

Tourists often feel they have to take something home from their travels (Gordon, 1987). They spend money on small, unnecessary items because their travels represent a special occasion. Tourist shopping offers many things for souvenirs; it includes items such as clothes, duty-free goods, etc. Normally, tourists do not go to a vacation destination with a shopping list (Thomas & LeTourneur, 2001). However, for many travelers, a trip is not complete without having spent some time shopping.

Bangkok is considered one of the world's top tourist attractions and is currently Asia's top tourist destination - the third in the world according to *Travel and Leisure* magazine. The city has many tourist venues such as the Grand Palace, Wat Arun, and a variety of monuments and shopping malls ("Bangkok," 2007). Shopping is a popular activity for tourists in Bangkok. From the economical MBK Center (Maboonkrong Center), to the luxurious Emporium, Siam Paragon, the trendy Siam Discovery and Central World, Bangkok offers something to accommodate everybody's tastes, budgets and styles. For example, if tourists prefer name brand products; they can go to shopping malls such as Emporium or Gaysorn Plaza. Budget shoppers on the other hand, will prefer Ma Boon Krong Center.

Shopping malls are trying to position themselves as places to spend leisure and recreation time, as well as being fun and interesting places to shop (Ginsburg, 1999). Nowadays, customers expect to find not only elegance, drama and attention to detail, but they also expect shopping malls to offer a wide variety of retail goods (Ross, 2000). Shoppers expect shopping malls to provide an appropriate combination of fashion, food, entertainment and services to meet their individual needs and desires.

In an increasingly saturated marketplace, the success of marketing requires an analysis of push and pull motivation. To motivate means to cause a person to act in a certain way or to stimulate a person to act (Ali-knight, 2000). Push motivation refers to a state of need; a condition that drives an individual toward actions that are seen as being likely to bring satisfaction. Given a choice of appealing destinations, pull factors reflect the unique attributes of a destination that inspire tourists to visit that place to the exclusion of others. Research on motivation reveals that people shop because they feel a push into

making shopping decisions by internal, psychological forces, and also perceive a pull from the external force of shopping mall attributes (Crompton, 1979).

Literature on the push and pull approach proposes that people are first pushed by internal desires or emotional factors such as the need for escape, relaxation, adventure, prestige and knowledge (Yoon & Uysal, 2005). Push motivation can also include the desire for social interaction, family togetherness, and excitement. People are then pulled by external factors such as the attractiveness of natural and historical attractions, shopping centers, entertainment, sporting and other outdoor activities (Jang & Cai, 2002).

This study is designed to investigate push and pull motivation. It aims to determine the important push motivators that steer European tourist-shoppers to shop in Bangkok, and also to identify the important pull factors that draw European tourist-shoppers to select a particular shopping mall.

### **Statement of the Problem**

According to the Tourism and Sports Minister, Suwit Yodmani, from January to April 2007, the number of tourists visiting Thailand increased by 2.6% or by 3.4 million people, compared to the same period in 2006 ("Thainews," 2007).

Within Asia, Thailand is the most popular destination on travelers' holiday lists, followed by Japan and China ("Asiatraveltips," 2006). Thailand has many holiday locations. Tourist spots of Thailand are known for their Thainess, treasures, beaches, nature, health and wellness, trendiness and festivities.

Bangkok, the capital of Thailand, is a popular destination for travelers. Bangkok is a city that will amaze any traveler with its diversity and friendliness. It is one of the most popular shopping locations because prices are relatively inexpensive, quality is generally high and the range and variety goods is highly diverse. Tourists do not seek only new adventures and new locations, but they may also view their shopping experience as a form of entertainment or recreation. Bangkok has developed into one of the best shopping locations in Asia.

There are many shopping malls in Bangkok, offering numerous choices for tourists. Therefore, shopping mall marketing professionals must put a great deal of effort into increase the number of tourists, and to boost the amount of money they spend by positioning shopping malls as one of the city's important tourist attractions. In addition, it is important to understand what tourists need. Considering the growth of tourist-shoppers in Thailand, it is advantageous to conduct a study concerning the opinions of tourist-shoppers in Bangkok.

If marketers understand tourists' needs, they can provide them with appropriate shopping facilities. As a result, it is crucial to study push and pull motivations with the effectiveness of shopping malls.

### **Significance of the Study**

This study will provide knowledge concerning the motivation of European tourist-shoppers and the attraction of shopping malls to tourists. The push and pull motivations framework is used in this study. Knowledge of push and pull motivations can contribute to

a competitive advantage. This study will be beneficial for shopping mall marketers in Thailand to develop shopping malls using effective understanding of push and pull motivations.

### **Objectives of the Study**

The objectives of this study are to investigate whether push and pull motivators influence European tourist-shoppers to shop while travelling on holiday in Bangkok.

### **Research Questions**

This study has been designed to answer the following research questions:

1. What are the push factors that motivate European tourist-shoppers to shop at shopping malls while travelling in Bangkok?
2. What are the pull factors that motivate the European tourist-shoppers to select a shopping mall in Bangkok?

### **Scope of the Study**

The study focuses on push and pull motivations of European tourist-shoppers while traveling in Bangkok, Thailand. In order to achieve the research objectives, a questionnaire has been designed accordingly. The questionnaire was randomly distributed to a hundred European tourist-shoppers in Bangkok in July 2008.

The research applies related theories concerning push and pull motivations to establish the factors affecting tourist-shoppers in Bangkok.

### **Definition of Terms**

Terminology used in this study is defined as follows:

- Tourist shopper:** A person who shops while travelling. In this study, participants are limited to European tourists visiting and shopping at shopping malls in Bangkok.
- Push motivation:** An internal motive is associated with drives, feelings and instincts. Push motivations influence shopping decisions. It is related to tourists' desires. Push motivations are specifically related to internal or emotional aspects of decision making (Yoon & Muzaffer, 2003).
- Pull motivation:** An external motive involves mental representation. Pull motivations are inherent in the attributes of a destination. Pull motivations reflect external, situational or cognitive aspects of decision of making (Yoon & Muzaffer, 2003).
- Shopping mall:** A building or set of buildings that contain stores, with interconnecting walkways enabling visitors to easily walk from store to store. The shopping malls surveyed in this study is all located in Bangkok.

## **CHAPTER 2**

### **REVIEW OF RELATED LITERATURE**

To understand the overall concept of this study, this chapter focuses on related literature and research as follows:

- Tourist-shoppers
- Push and pull motivation
- Shopping malls
- Foreign tourists in Thailand
- Previous related research

#### **Tourist-shoppers**

Shopping may be just one part of the travel experience, or it may be the primary focus of travel. While some tourist-shoppers simply pick-up necessities or a souvenir as a reminder of their travels, other tourist-shoppers may travel to specific locations for the main purpose of shopping.

Tourist-shoppers are particularly interested in items that are typical or indigenous to a particular locale or region. They can be encouraged to spend more money on shopping if displays are high quality, imaginative, and attractive (Robert W. et al., 1995).

**Table 1 Daily tourist spending in Thailand by type of expenditure, 2005 and 2006**

Detail	2006			2005		
	Amount	Ratio	% (+/-)	Amount	Ratio	% (+/-)
Shopping/souvenir	1,106.47	27.34	+1.52	1,089.86	28.20	-5.16
Entertainment	472.82	11.68	-4.29	492.03	12.70	-1.84
Sight-seeing	180.99	4.47	+9.24	165.68	4.26	- 24.90
Accommodation	1,077.40	26.61	+5.80	1,018.34	26.18	- 4.61
Food and Beverage	717.45	17.72	-0.76	722.97	18.58	+ 5.82
Local transportation	385.40	9.52	+23.54	311.96	8.02	- 1.04
Miscellaneous	107.69	2.66	+23.37	87.29	2.24	- 26.46
Total	4,048.22	100.00	+4.06	3,890.13	100.00	- 4.13

Source: Tourism Authority of Thailand (TAT)

In 2006, Thailand had 13.8 million tourists. Table 1 shows daily tourist spending in Thailand by type of expenditure in 2005 and 2006. Tourists spent more on shopping and souvenirs than other categories that are necessity items such as accommodation, food and beverages.

### Push and Pull Motivations

Moutinho (2000) defined motivation as a state of need, a condition that exerts a push on an individual towards certain types of actions that are seen as likely to bring satisfaction. A well-documented, tourism motivation involves the concept of Push and Pull motivators. Research concerning motivation reveals that people travel because they are pushed into making travel decisions by internal, psychological forces, and pulled by the external forces of the destination attributes (Jenkins, 1999).

Dann (1981) stated that tourist motivation should be examined in a two-tiered framework: push and pull domains. In this framework, the push domain focuses on the “why” question (predisposition to travel) and the pull domain focuses on “where to” issues (destination choice decision). This approach to motivations is from an interactive perspective, evaluating destination pull relative to motivational push. Push deals with internal, personal tourist motivation to travel, while pull represents the characteristics of a specific destination that attracts travelers. Push factors are thought to predispose individuals to travel, while pull factors help explain the selection of a destination.

Push motivations can be seen as the desire for escape, rest and relaxation, prestige, health and fitness, adventure and social interaction, family togetherness, and excitement (Crompton, 1979). Tourists may travel to escape routine and search for authentic experiences. Pull motivations are inherent in a destination’s attractiveness, such as beaches, recreation facilities, cultural attractions, entertainment, natural scenery, shopping and parks. These attributes may stimulate and reinforce inherent push motivations (McGehee et al., 1996).

Research indicates that push factors in themselves may not change, but individuals seek destinations to fulfill their unmet needs, desires and expectations. However, the nature of pull factors may be a function of the nature of existing attractions and resources at the destination. Therefore, pull factors vary from place to place, signaling the importance of setting in which tourism activities take place. This point is well supported in the recreation field under the concept of the Recreation Opportunity Spectrum (ROS) (Clark and Stanley, 1979). The assumption behind ROS is that people desire certain experiences from their recreational pursuits. To achieve desired experiences, they

participate in activities within chosen settings that facilitate desired outcomes. Visitors as consumers of products and services choose a combination of activities and settings that fulfill their desires. The implicit assumption of ROS is the strong connection between types of products one may consume and where those products can be consumed. This suggests that decision-making is strongly influenced by setting and its attributes that are conducive to satisfying desired outcomes. ROS supports that notion that decision-making in travel behavior cannot be examined without consideration of the collective effects of push and pull variables on behavior, further supporting the importance of the push and pull framework of motivation in behavioral and choice-set models.

### **Push Motivators**

Push factors or motivations for travel are central concepts in understanding tourism behavior. One motive for travel is to see the unfamiliar and to escape from pressures and responsibilities of everyday life or the home environment. Leisure activities are sought to add novelty to daily routines. Push factors include exploration and evaluation of oneself, relaxation, prestige, nostalgia, enhancement of kinship relations, social interaction, or simply the pursuit of entertainment, recreation and fun (Fodness, 1994).

When traveling, an individual's shopping behavior is markedly different from his or her normal shopping activity. Money is spent more casually and more non-essential items are purchased (Butler, 1991). Consumers gain satisfaction from the act shopping in itself, apart from the actual purchase of a product. Shopping for unique items or items that are less expensive than at home may even be viewed as sensible economic behavior.

Purchasing items not available at home can serve to enhance an individual's desire for

uniqueness. Further, shopping can be a social activity conducive to spending time with friends and relatives. Souvenirs become tangible evidence of the travel experience purchased to sustain memories of the trip (Littrell et al., 1994).

Tauber (1972) attempted to determine motivations for shopping as an activity discreet from buying and consuming. Two categories of motives emerged: personal and social. Many of the personal motives help explain why a tourist may choose to shop on vacation: self-gratification, physical activity and sensory stimulation. Similarly, social motives, social experiences outside the home, communication with others and pleasure of bargaining may play a role in the shopper-tourists' decision to go shopping. Buttle (1992) explains that reasons for shopping can be examined through at least six context markers including life-script, lifestyle, product class, relationships, gender and location. For a tourist, shopping on vacation is very different from shopping at home. Some of the reasons cited include having more time to browse, more relaxed social interaction with family and friends and having money that has been set aside for spending. Tourist shoppers were interested in "killing time," finding out what's new, and enjoying the aesthetics of local crafts and souvenirs while enjoying the vacation atmosphere.

### **Pull Motivators**

Why do tourists shop in a shopping mall while on vacation? Store mix and product offerings in most shopping malls are quite similar. The primary difference between shopping malls is their location. It would be logical that most shoppers would shop in the mall closest to their home; however, it is relatively common for people to travel to shop or shop when traveling (Burns & Warren, 1995).

Mass shopping malls are considered attractive: they offer convenience, familiarity, safety and a sense of escapism (Butler, 1991). Shopping in an attractive and diversified environment can be the element that leads to a leisure experience (Jansen-Verbeke, 1987). Butler (1991) reports that shopping, sightseeing and curiosity are three of the top four reasons tourists visit malls.

The mall itself, if unique enough, can be a tourist attraction. That uniqueness may be the size or the entertainment options provided. Kinley, Kim and Forney (2002) describe tourists' specifications when making a mall selection. General priorities include a friendly, organized, safe, clean and pleasant environment. Comparatively, the location of a mall is not important, suggesting that when tourists decide to shop, the perceived image of the mall or shopping center is most important. Shopping facilities and décor are very important. The strongest criticism of shopping malls is that they lack variety in the retail assortment.

## **Shopping Mall**

McCarthy and Perreault (2000) point out that shopping malls are larger stores, organized into many separate departments. For purposes of buying, promotion, service, and control, each department is like a separate line store or specialty shop. Kotler (2000) described that a shopping mall carries several product lines, clothing, home furnishings, and household goods, where each line is operated as a separate department managed by specialist buyers or merchandisers.

## **The History of Shopping Malls in Thailand**

The past 60 years has been the most progressive era for shopping malls in Bangkok. At the beginning of this era, Yaowarat in Chinatown was the largest shopping area. Yaowarat offered a range of local and imported consumer products from shop houses. Tai Fah became the first modern department store in Yaowarat ("Readbangkokpost," 2006).

In 1972, the Rachadamri arcade ushered in a new era in the Bangkok retail market. The significance of this shopping center was due to its diversity of shopping and entertainment facilities. The shopping facilities included various foods, goods and services, totaling 220 air-conditioned shops. The Diamaru department store included a children's playground and located on the roof was a multi-story parking lot for 500 cars ("Readgangkok post," 2006).

From 1980 to 1990, the market diversified as a number of new department stores entered the market. The list of department stores included The Mall, Merry Kings, Pata, Banglampoo, Cathay, Asian, Edison, Robinson, Tang, Hua Seng, Big Bell, Imperial and Wellgrow. The growth and diversification attracted foreign retail chains including Jusco, Yaohan, Isetan, Tokyu and Printemps department stores. By 1990, many retail chains gave up the market as it intensified. The remaining stores proliferated and shaped and modernized the retail scene. Previous specialty products and services became easily accessible to the Thai public. The department stores became an important venue for socializing and recreation, frequently offering children's fun parks, fitness centers and movie theatres ("Readbangkokpost," 2006).

1997 saw a further change to shopping in Bangkok with the advent of foreign discount store chains. Appealing to shoppers by offering cheaper prices, convenience and novel designs at a time when Thai consumers were motivated within the constriction of the economic crisis. They took over the market in a short time.

Shopping centers from the high end of the spectrum have also entered and flourished in recent times. Chronologically, The Emporium, Gaysorn, Erawan Bangkok, Siam Paragon and most recently Central World have entered the market.

### **Shopping Malls Today**

Thailand is often defined as a country of fashion and shopping. Bangkok is at the center of this as it offers a wide spectrum of choices for shoppers, ranging from the stylish Emporium to the crowded malls of Silom.

The demand for retail outlets is consistently expanding in Thailand. To fill this demand, retail outlets have become commonplace in Bangkok. New or upgraded shopping centers appear on a regular basis. The latest entry being Central World in the center of Bangkok's shopping district, the largest shopping district in Thailand, totaling almost 6 million square feet of retail space. The second largest is the luxury mall of Siam Paragon ("ISCS," 2007).

Thailand has also seen growth in hypermarkets and convenience stores. Most of this sector is owned by leading international discount retailers. The retailers have concentrated on growth in Thailand's urban areas; however they are increasingly spreading to non-urban markets. New and remodeled stores dominate most areas in Thailand.

Modern retail chains account for 60 percent of sales, up from approximately 35 percent a decade ago ("ISCS," 2007).

Currently, Bangkok is the leading international shopping destination in Asia. Siam is the most popular area for shopping in Bangkok due to convenient access via the BTS sky train and retail outlet development. The private sector through Siam Center, Siam Discovery, Siam Paragon and Central World, have attempted to redefine the area away from being a shopping street into Asia's shopping paradise. The primary objective is to gain market share from regional rivals such as Hong Kong and Singapore. The shopping mall partnership is working with the customs department to achieve this objective by turning the area into a duty free zone. This enables customers, both foreign and local, to receive tax refunds for any goods purchased.

### **Foreign Tourists in Thailand**

Tourism has played a significant role in the Thai economy by attracting foreign revenues of approximately four billion baht per year. As a result, Thailand's current account and balance of payments have been impacted positively. Tourism also leads to the expansion in linking industries such as hotels, restaurants, transportation, retail, One Tambon One Product (OTOP), souvenirs and so forth. All of these contributions contribute to the growth of GDP, employment, exports, investment as well as government expenditures ("Tourism industry of Thailand," 2006).

Within Asia, Thailand is the most popular destination. Thailand was again rated as the number one destination on travelers' holiday lists, followed by Japan and China.

Thailand is the most likely holiday spot. Thailand's reputation as a relaxing place where people can enjoy the local culture, natural beauty, shopping opportunities and friendly people continues to increase in the minds of those looking to travel to Asia ("Asiatraveltips," 2006).

### **Tourist Statistics in Thailand**

In 2005, the tourism industry in Thailand experienced a slowdown because of the tsunami disaster in December 2004, plus disturbance in the three southern provinces.

There were 11.51 million visitors visited Thailand in 2005 (see table 2).

In 2006, 13.8 million tourists visited Thailand (see table 2). This was an increase over 2005 of 20.01%, as a result of tourism promotion of Thailand. The total number of tourists from East Asia was 7,942,143 million, with an 18.66% increase in growth. The European market also increased very rapidly. This resulted in overall growth of 23.64%, equivalent to 3,321,795 European tourists. In the same year, there were 825,118 visitors from The Americas, representing an 11% increase. The American and Canadian market began to expand positively. Overall, the number of tourists in Thailand in 2006 increased sharply compared with the previous year. In 2006, the tourism market recovered from the crisis and returned to a normal situation, driven by growth factors such as the opening of Suvarnabhumi airport, which increased the passenger flow and fostered a positive image of Thailand. The good impression was also the result of the celebration of the 60<sup>th</sup> Anniversary of His Majesty's Accession to the Throne.

**Table 2 Number of tourists in Thailand, 2005 and 2006**

Country of Citizenship	Number of tourists			Length of stay		
	2006	2005	% (+/-)	2006	2005	+/-
East Asia	7,942,143	6,692,982	+18.66	5.70	5.81	-0.11
-Asian	3,556,395	3,099,569	+17.74	5.26	4.01	+1.25
Europe	3,321,795	2,686,567	+ 23.64	14.30	13.45	+0.85
America	825,118	739,707	+11.55	13.07	11.40	+1.67
South Asia	605,236	518,878	+16.64	7.10	5.82	+1.28
Oceania	627,246	501,882	+24.98	11.01	9.23	+1.78
Middle East	405,856	304,047	+33.48	8.62	9.28	-0.66
Africa	94,408	72,873	+29.55	8.83	6.74	+2.09
Total	13,821,802	11,516,936	+20.01	8.62	8.20	+ 0.42

Source: Tourism Authority of Thailand (TAT) (2006)

### Length of Stay of Tourists

As shown in table 2, the average length of stay of tourists visiting Thailand in 2006 was 8.62 days, which was an increase compared to 2005 of 0.42 of a day. Europeans spent more time in Thailand than tourists from other regions. They spent about 14.30 days on each trip. The second longest staying group was Americans, at 13.07 days. These figures show that Thailand can be considered a preferred tourist attraction, and the Thailand tourism sector has been a promising business for decades.

### Previous Related Research

Since shopping is a significant activity and a type of expenditure for people as well as tourists from many countries, a lot of research has been conducted on different aspects related to tourists and shopping malls. For instance, in 2002, Christiansen, Tim and David

J. Snepenger conducted a study entitled, "Is It Mood or the Mall That Encourages Tourists to Shop?" The study was designed to explore the relationship between the mall customer and tourist behavior. The results of the research show that both the mood and the mall encourage tourists to shop. Moreover, the attitudinal and behavioral shopping experiences at the subject mall would be different from the shopping experience at the respondents' home mall. The experience for the tourists at the study mall was more hedonic, utilitarian, novel and social, and resulted in higher satisfaction than trips to their home mall.

A group of researchers, Kinley, Kim and Forney worked on research entitled, "Tourists-Destination Shopping Center: An Importance-Performance Analysis of Attributes" (2003). This study examined the importance and performance of particular shopping center attributes to tourists. The findings show that tourists select a shopping area because of friendly staff, clean, safe, pleasant surroundings and comfortable seating areas.

In 2002, research entitled, "Tourism Activities and Shopping Preferences" was explored by Paige and Littrell. The purpose of this research was to identify tourism activities sought during travel and to compare tourists with regard to their preferences for shopping places, mall characteristics and products. Three groups of tourism activities were revealed in the analysis; outdoor activities; cultural, historical and arts activities; and sports activities. The results show that outdoor tourists wanted to shop in tourist, craft and specialty stores, attached importance to beautiful features and uniqueness of malls, and entertainment while they and searched for gifts. Culture, history and arts tourists looked to craft and specialty venues for shopping, were attracted to mall beauty and differentiation, and focused on the quality of products they bought. Sports tourists attached importance to shopping at malls, were concerned with mall safety, navigation, sales associates'

knowledge, and they sought entertainment and educational experiences while shopping at malls.

Some aspects concerning shopping malls have been of interest to researchers in Thailand as well. For example, in 2006 Chaturongakul conducted research to study consumers' satisfaction towards the service of department stores located in the Bangkok Metropolitan area in five aspects: product, price, place, promotion and general service. It compared consumers' satisfaction towards the service of department stores in eight aspects by grouping consumers under the following classifications: gender, marital status, age, occupation, education level, income, average frequency of using department store services, and the department store most frequented. The results show that consumer satisfaction was at the high level in overall except for the aspect of promotion and general service, which measured satisfaction at a moderate level.

In 2006, Ratinthorn conducted research entitled "The Shopping Behavior of International Tourist Shoppers Case Study: Shopping Street in Bangkok". The research investigated the actual behavior, perceptions, and expectations of international tourist shoppers to determine whether shopping activities can be an effective marketing tool to promote tourism in Thailand. The result of this study indicates that the international tourist shoppers' do not rate shopping as an importation activity during their trip, but they still go shopping in general. Reputation and convenient transportation are the main shopping factors, which result is strongly consistent that BTS sky train is the easiest for transport. Furthermore, a convenient location for mall preference influences them to shop at a mall, while language for communicating with salespersons and the lack of clothing and shoe sizes are their main shopping problems. Travel magazines, guidebooks, and travel

websites are the most useful information sources for finding information about shopping in Bangkok. The average time spent shopping is 4-6 hours, spending 501 Baht or more, and paying by cash is the most convenient method of payment. Clothes and shoes are the favorite types of products for which they tend to go shopping. In addition, receiving a special 5% or 10% discount when they show their passports is the most influential attraction for international tourist shoppers to come shopping in Thailand.

Convincingly, studies on tourist and shopping malls have been investigated, but no research has been undertaken on tourist motivations towards shopping malls in Bangkok.

This research reveals a different aspect worthy of investigation.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

This chapter presents the methodology of the research. It contains three parts; participants of the study, research instrument, and procedures of the study. The details are as follows:

#### **Participants of the Study**

The participants of this study consisted of one hundred European tourist-shoppers, both male and female, of various ages and nationalities who were travelling in Bangkok during the term of the study. The target participants were randomly selected to complete the questionnaires while travelling in Bangkok. The researcher distributed the questionnaires to the target group during weekends of July 2008.

#### **Research Instrument**

A questionnaire specially designed by the researcher was used as an instrument for this study (see Appendix). The questionnaire was prepared in English only. European tourist-shoppers who shopped in Bangkok might have been reluctant to fill out a detailed questionnaire, therefore the questionnaire was kept as simple and brief as possible. The questionnaire focused on push and pull motivators of tourist-shoppers towards shopping malls in Bangkok.

The questionnaire developed by Kinley, Josiam and Kim was employed as a model of the questionnaire designed for this study. The model questionnaire was used in the research entitled "Why and Where Tourists Shop: Motivations of Tourist-shoppers and Their Preferred Shopping Center Attributes" (2003). The 5-point Likert scale, ranking from very important, important, somewhat important, slightly important, and not important, was employed to indicate the importance level of each statement on the questionnaire.

To standardize the questionnaire, the researcher distributed the pilot version of the questionnaire to five European tourist-shoppers in Bangkok in November 2007. Feedback from the first draft was used to create a more reliable version in the second draft. In addition, the researcher had approval from a research expert. The feedback and suggestions from the expert were used to develop a reliable questionnaire. The questionnaire was then revised according to the comments and suggestions. Some irrelevant items were excluded, and any ambiguous wording was clarified.

The final draft was used in this study. It consisted of three parts; each designed with a specific purpose.

#### Part I: General information of the participants

This section was to assure that all participants were European tourist-shoppers who were travelling in Bangkok. They were also asked the length of stay in Bangkok and reason for travelling to Thailand.

#### Part II: Push motivators

This part was designed to explore the level of importance of various motivators that the tourists consider while shopping. This part consisted of ten questions concerning push motivators. The 5-point Likert scale, ranking from very important (5) to not important

(1), was employed to measure the relative level of the push motivators. The participants were asked to indicate the level of the importance of each motivator on a five-point scale.

Data collected in the second part of the questionnaire were used to answer the first research question, "What are the push factors that motivate European tourist-shoppers to shop at shopping mall while travelling in Bangkok?"

### Part III: Pull motivators

This part was designed to explore participants' opinions of shopping malls, and the importance of the shopping mall attributes that concern the participants when selecting a shopping mall. This part of the questionnaire consisted of fourteen questions based on pull motivators. The participants were asked to indicate the pull level of the importance of each motivator on a five-point scale: 5 = very important to 1= not important.

Accordingly, the data gathered from the questionnaire in the third part were used to answer the second research question, "What are the pull factors that motivate the European tourist-shoppers to select a shopping mall in Bangkok?"

## **Procedures of the Study**

### **Data Collection**

Both primary data and secondary data were employed in this study. A hundred European tourist-shoppers who were travelling in Bangkok were randomly selected to complete the questionnaire during from weekends of July 2008. The researcher elected to distribute the questionnaire during weekends because the researcher had previously made observations on both weekdays and weekend and determined that the target group was

more readily found on weekends. Twenty-five participants were selected from each of the following four locations in Bangkok: Silom Road tourist area, Siam Square shopping area, Sukhumvit Road tourist area, and Banglampoo tourist area. The survey in these areas of Bangkok ensured a variety of European tourist-shopper backgrounds. Afterwards, the complete questionnaires were verified and analyzed.

### **Data Analysis**

The data derived from 100 completed questionnaires were analyzed by using Statistical Package for Social Sciences (SPSS). The outcome was presented through descriptive statistics: frequency, mean, and standard deviation. Frequency represented the number of responses of the statement in the target group. Mean was determined to represent the average number of the data. Standard deviation was used to measure statistical dispersion.

To present the average of the importance level of each push motivator, the value of mean is interpreted using the following range:

- 1.00 – 1.80 = not important
- 1.81 – 2.60 = unimportant
- 2.61 – 3.40 = neutral
- 3.41 – 4.20 = important
- 4.21 – 5.00 = very important (Pisarnbut, 2007)

The findings are presented in tables followed by explanations in Chapter 4.

Discussions, conclusions, limitations of the study, and recommendations for further study are offered in Chapter 5.

## CHAPTER 4

### FINDINGS

This chapter presents the findings of the data analysis. The participants were asked to respond to the questionnaire developed by the researcher. The data were collected from 100 European tourist-shoppers shopping in Bangkok during weekends of July 2008. The data gathered were analyzed using Statistic Package for the Social Science (SPSS) and presented in frequency (F), mean ( $\bar{x}$ ), and standard deviation (S.D.) followed by descriptive analysis.

According to the questionnaire, the findings are divided into three main parts:

- General information of the participants
- Push motivators that reflect shopping motivation while travelling
- Pull motivators towards shopping malls in Bangkok

## General Information of the Participants

Part I of the questionnaire explored the general information of the participants of the study including gender, country of citizenship, length of stay in Bangkok, reason for travelling to Thailand, and the shopping malls visited. The results are presented in Table 3.

TABLE 3 General Information of the Participants

	F
<b>Gender:</b>	
Male	40
Female	60
<b>Country of citizenship:</b>	
United Kingdom	24
Germany	18
France	16
Austria	10
Sweden	10
Italy	8
Finland	6
Switzerland	4
Iceland	2
Hungary	2
<b>Length of stay in Bangkok:</b>	
Less than 5 days	32
5 – 10 days	30
11 – 15 days	10
More than 15 days	28

TABLE 3 (continue)

	F
<b>Purpose of travelling to Thailand:</b>	
Business	12
Conference/seminar	2
Holiday	74
Visiting friends/relatives	10
Volunteer	2
<b>The shopping malls visited :</b>	
Central Department store	26
Siam Paragon	40
Emporium	20
MBK	72
The Mall	4
Robinson, Zen, Isetan	4
N= 100	

Table 3 provided the following general information of the participants: In terms of gender, 60 of the participants were female and 40 were male. In terms of country of citizenship, 24 of the participants were from the United Kingdom; 18 were from Germany; 16 were from France; 10 were from Austria; 10 from Sweden; 8 from Italy; 6 from Finland; 4 from Switzerland; 2 from Iceland; and 2 of the participants were from Hungary.

The length of the tourists' stay in Bangkok was categorized into 4 time periods: less than 5 days, 5-10 days, 11-15 days, and more than 15 days. Most of the participants (32) were in Bangkok less than 5 days; 30 stayed for 5-10 days; 28 stayed for more than 15 days; and 10 of the tourists stayed for 11-15 days.

In terms of purpose of traveling to Thailand, 74 of the participants were on holiday; 12 were traveling on business trips; 10 came to visit friends or relatives; 2 came to attend conferences or seminars; and 2 of the participants were in Thailand to serve as volunteers.

Among the shopping malls that the tourist participants visited, the most visited place was MBK (72), Siam Paragon (40), Central Department Store (26), Emporium (20), The Mall (4), and Robinson, Zen, and Isetan (4).

To sum up, the participants in this study included 40 males and 60 females. Most of them were from the United Kingdom. Most of the participants were in Bangkok less than 5 days. During the survey period, the majority of the participants were on holidays, and MBK was the shopping mall most often visited by the participants.

### **European Tourist-shoppers' Opinions towards Push Motivators**

According to Part II of the questionnaire, this section presents European tourist-shoppers' opinions concerning the importance of push motivators, focusing on shopping malls in Bangkok. The participants were asked to rate the importance of each push motivator based on a five-point Likert scale ranking from "very important" to "not important". Mean was determined to represent the average number of the data. The interpretation of the value of mean was based on Pisarnbut, 2007 (see page 25).

The findings of European tourist-shoppers' opinions towards push motivators are tabulated in Table 4 below.

TABLE 4 European tourist-shoppers' opinions towards push motivators

<b>When I go shopping while travelling, I desire to ...</b>	$\bar{x}$	S.D.	Level of importance
buy a souvenir	3.48	0.99	important
make purchase because of lower sales tax	3.30	1.06	neutral
shop in different kinds of stores	3.66	0.87	important
go window shopping	2.84	0.96	neutral
buy something special for others	3.74	0.94	important
see uniqueness of local stores in the area	3.50	1.15	important
pass time	2.52	1.05	unimportant
eat while there	3.40	0.97	neutral
be entertained while away from home	3.32	1.00	neutral
experience a variety of stores that give me more choices	3.56	0.87	important
<b>Total</b>	<b>3.33</b>		

N = 100

As shown in Table 4, the findings of the European tourist-shoppers' opinions towards push motivators are described as follows:

With regard to 10 push motivators, the participants indicated that 5 motivators are important when they go shopping while travelling. The 5 important motivators are buying something special for others ( $\bar{x} = 3.74$ ), shopping in different kinds of stores ( $\bar{x} = 3.66$ ), experiencing a variety of stores that give them more choices ( $\bar{x} = 3.56$ ), seeing the uniqueness of local stores in the area ( $\bar{x} = 3.5$ ), and buying souvenirs ( $\bar{x} = 3.48$ ).

In addition, 4 push motivators that the participants considered to be neutral included eating while there ( $\bar{x} = 3.40$ ), making purchase because of lower sales tax

$\bar{x} = 3.3$ ), loving to be entertained while away from home ( $\bar{x} = 3.32$ ), and going window shopping ( $\bar{x} = 2.84$ ). The only push motivator that the participants considered unimportant to them was passing time ( $\bar{x} = 2.52$ ). On the Likert scale of 1 to 5, the overall responses of the European tourist-shoppers' opinions towards push motivators were neutral ( $\bar{x} = 3.33$ )

To summarize the participants' opinions towards push motivators, it was found that the participants considered 5 out of 10 push motivators important to them. 4 push motivators were considered neutral, while 1 push motivator was considered unimportant to them when they go shopping while travelling.

## **European Tourist-shoppers' Opinions on the Importance of Pull Motivators**

### **Focusing on Shopping Mall Attributes**

Part III presents the European tourist-shoppers' opinions on the importance of pull motivators focusing on the attributes of shopping malls in Bangkok. The participants were asked to rate the importance of pull motivators based on a five-point Likert scale ranking from "very important" to "not important".

The findings concerning the pull motivators towards shopping malls in Bangkok are shown in Table 5.

TABLE 5 European tourist-shoppers' opinions on pull motivators towards shopping malls in Bangkok

Shopping mall attributes	$\bar{x}$	S.D.	Level of importance
Quality of products	4.26	0.66	very important
Merchandise selection	3.84	0.75	important
Variety of stores	4.04	0.70	important
Attractive décor	3.70	0.87	important
Pleasant atmosphere	4.10	0.69	important
Unique architecture/buildings	3.32	1.05	neutral
Reflective of local culture	4.06	0.72	important
Restaurant choice	3.50	1.01	important
Number of shops	3.76	0.84	important
Family-friendly	3.48	1.23	important
Well-known brands	3.20	1.11	neutral
Having a movie theatre	2.32	0.94	unimportant
Close to hotel/motel	3.08	0.99	neutral
Conveniently located	3.84	0.87	important
<b>Total</b>	<b>3.61</b>		

N = 100

Table 5 shows European tourist-shoppers' opinions concerning pull motivators towards the attributes of shopping malls in Bangkok. The quality of products ( $\bar{x} = 4.26$ ) was found to be very important by the majority of participants. The findings also reveal that 9 pull motivators were considered important: pleasant atmosphere ( $\bar{x} = 4.10$ ), reflective of local culture ( $\bar{x} = 4.06$ ), variety of stores ( $\bar{x} = 4.04$ ), merchandise selection ( $\bar{x} = 3.84$ ), conveniently located ( $\bar{x} = 3.84$ ), number of shops ( $\bar{x} = 3.76$ ), attractive décor ( $\bar{x} = 3.70$ ), restaurant choice ( $\bar{x} = 3.50$ ), and family-friendly ( $\bar{x} = 3.48$ ).

In addition, the findings reveal 3 motivators towards shopping malls which the participants were neutral: unique architecture/buildings ( $\bar{x} = 3.32$ ), well-known brands ( $\bar{x} = 3.20$ ), and close to hotel/motel ( $\bar{x} = 3.08$ ). There was only one push motivator that the participants considered unimportant to them, which was having a movie theatre at the mall ( $\bar{x} = 2.32$ ).

The overall impression of the participants' pull motivators towards shopping malls in Bangkok measured at the important level ( $\bar{x} = 3.61$ ). It can be concluded that most participants in this study indicated their strongest pull motivator was the quality of products, followed by pleasant atmosphere, reflective of local culture, variety of stores, merchandise selection, conveniently located, number of shops, attractive decor, restaurant choice, and family-friendly, unique architecture/buildings, well-known brands, and close to hotel/motel, and having a movie theatre.

Overall, this chapter has presented the shopping motivations of European tourist-shoppers in the Bangkok metropolitan area. The study included 100 European tourist-shoppers' opinions on push and pull motivators towards shopping malls in Bangkok. The results indicate that the majority of the participants in this study were female. Most of the participants came from the United Kingdom. Most of them were in Bangkok less than 5 days. Most of the participants were on holidays, and MBK was the mall which participants most frequently visited.

Concerning the participants' opinions on 10 push motivators while shopping in Bangkok, it was found that they considered 5 push motivators important to them including buying something special for others, shopping in different kinds of stores, experiencing a

variety of stores that give them more choices, seeing the uniqueness of local store in the area, and buying souvenirs.

Regarding the participants' opinions on 14 pull motivators towards shopping malls in Bangkok, the quality of products was found to be very important by the majority of the participants.

## CHAPTER 5

### DISCUSSION AND CONCLUSION

This study sought to examine the shopping motivations of European tourist-shoppers in the Bangkok metropolitan area by exploring two research questions. The first examined the push motivators of European tourist-shoppers.' The second looked at the pull motivators of shopping malls in Bangkok. The questionnaire was employed as the instrument in this study. The questionnaire was randomly distributed to 100 European tourist-shoppers who were shopping in Bangkok in July 2008.

This chapter contains three parts: discussion of the major findings, conclusion, limitations, and recommendations for further studies.

#### **Discussion of the Major Findings**

The following presents a discussion of the major findings in accordance with the research questions.

#### **Research Question 1: What are the push factors that motivate European tourist-shoppers to shop at shopping malls while traveling in Bangkok?**

This study focused on 10 push motivators affecting European tourist-shoppers' opinions, including: to buy a souvenir, to purchase because of lower sales tax, to shop in different kinds of stores, to go window shopping, to buy something special for others, to see local store uniqueness in the area, to pass time, to eat while there, to be entertained while

away from home, and to experience a variety of stores that give me more choices. The results show five push motivators that European tourist-shoppers report as being important: buying something special for others, buying a souvenir, shopping in different kinds of stores, experiencing a variety of stores that give me more choices, and seeing local store uniqueness in the area. Buying souvenirs and buying something special for others can be combined into the single topic of souvenir buying. European tourist-shoppers also bought something for themselves to remind them of their trip. A souvenir is something to commemorate their trip. All souvenirs tell a story that is meaningful to them. In addition, European tourist-shoppers bought gifts to give to friends, colleagues and family when they return home. They wanted to buy something special that could make a good impression. They love buying gifts that they cannot get anywhere else. This makes their souvenirs more special. Something special might be a local item or an item of specific interest to their loved ones. One possible explanation for the findings is that when tourists go shopping, they always think of other people. Anderson and Littrell (1995) assert that most tourists do not purchase souvenirs only for themselves, but also for friends and relatives.

Shopping in different kinds of stores and experiencing a variety of stores have been found to be important motivators for European tourist-shoppers when selecting a shopping mall. European tourist-shoppers can compare a variety of products and a range of prices. They might discover something new, for example, a variety of brand names, hip and trendy items and high technology items. European tourist-shoppers might be overwhelmed by the variety of products or friendliness of the sellers. In addition, they might find products which are hard to find at home.

Seeing the uniqueness of local stores is another push motivation that European tourist-shoppers reported as important when they go shopping while travelling. They also might want to see the latest fashion trends in shops, observe local customers and participate in the local shopping culture. European tourist-shoppers might experience something unforgettable that could not be experienced in their home country. Moreover, trying unique foods such as shark fin soup or local specialties might attract European tourist-shoppers' attention.

The findings on push motivation also show four motivators that European tourist-shoppers considered neutral: being entertained while away from home, making purchases because of lower sales tax, going window shopping, and eating while they are at a shopping mall. It is plausible to assume that they do not consider being entertained while away from home or window shopping to be important because they have limited time for shopping. This is quite different from local people who can spend more time in their hometown shopping malls. However, it is possible that some European tourist-shoppers may have more time to seek entertainment if their length of stay in Bangkok is longer than others.

Lower sales tax is a neutral motivator for European tourist-shoppers. Since it was found that one of the push motivator the European tourist-shoppers' consider important is buying something special for others, it can infer that they are concern more on what to buy than how much it cost. Therefore, it is possible to conclude that lower sales tax does not influence the European tourist-shoppers in Bangkok.

Eating while at shopping malls is also considered to be a neutral motivator for the European tourist-shoppers' opinions towards push motivators. Normally, before making a decision for selecting a shopping mall, most European tourist-shoppers do not think about

eating, but they are more concerned about products, place, and price. Eating at a shopping mall is only one part of their shopping experience. If the tourists prefer to experience having local food, they will likely select a particular place to dine at rather than dining at a shopping mall.

The findings also show that simply passing time at shopping malls is not important for European tourist-shoppers. This may be due to the fact that most European tourist-shoppers in this study were in Bangkok less than 5 days (see table 3), and they might have planned to visit various attractive destinations while in Bangkok. Therefore, if they also planned to do a shopping, they would select only shopping malls that most satisfied their interests, and they would spend time there not for simply passing time but for their particular purposes.

In conclusion, the results show that buying something special for others, buying souvenirs, shopping in different kinds of stores, experiencing a variety of stores that give more choice, and seeing local store uniqueness in the area are influential push motivators of European tourist-shoppers when selecting a shopping mall. This study has extended the understanding of the motivations of tourists who visit shopping malls. Additionally, it might help shopping mall marketers understand tourist behavior.

**Research Question 2: What are the pull factors that motivate European tourist-shoppers to select a shopping mall in Bangkok?**

The participants were asked to rate the importance of shopping mall attributes to determine the pull motivators that attract them to shopping malls in Bangkok. There are 14 pull motivators to consider: quality of products, merchandise selection, variety of stores,

attractive décor, pleasant atmosphere, unique architecture/buildings, reflective of local culture, restaurant choice, number of shops, family-friendly, well-known brands, having a movie theatre, close to hotel/motel and conveniently located. The research shows that the quality of products was the most important factor when selecting a shopping mall. This indicates European tourist-shoppers' concern about the quality of products. Good product quality reflects reliability. Some brand name products offer after-sales service, which indicates that the companies are willing to stand behind their products. This is a good choice for tourist-shoppers, and helps build their confidence in the products that they purchase while traveling abroad. Therefore, it can be concluded that when European tourist-shoppers shop, they based their purchase decision on quality of product as most important. Many tourist-shoppers are willing to spend more money on purchasing an item while they are traveling than when they are at home, so they want to secure to highest quality item possible. For instance, Reisinger and Turner's research (2002) reveal that tourists look for high-quality, well-designed products when shopping.

The results show nine pull motivators that European tourist-shoppers report as being important: merchandise selection, variety of stores, attractive décor, pleasant atmosphere, reflective of local culture, restaurant choice, number of shops, family-friendly, and conveniently located. Merchandise selection, variety of stores, and number of shops can be incorporated into the single topic of shops in a shopping mall.

Shops in a shopping mall attract people with different needs. In shopping malls that have many small stores, tourist-shoppers have numerous choices and enjoy a wide variety of items. The factors of merchandise selection, number of shops and variety of stores contribute both to core shopping needs and overall experience. This is ascertained by Hallowell (1996)

who points out that a shopping center with multiple retail tenants, offering an appropriate mix of products, variety of stores, services and experiences enhances customer satisfaction

Being reflective of the local culture is also considered to be an important motivator.

The cultural structure of the destination community is seen as a factor affecting European tourist-shopping behavior and shopping experience. Shopping creates an opportunity for tourist-shoppers to understand the host culture, for example locally made handicrafts and souvenirs designed as tourist products reflect elements of indigenous cultures. Costello and Fairhurst (2002) mention that tourist-shoppers look for unique products unavailable at home or unique to the tourist destination.

European tourist-shoppers also report that the family friendliness of a shopping mall is also an important pull motivator. Shopping malls have become a major leisure activity with friends and family. A place where everyone can enjoy, whether they are alone or with companions. In addition, they can go shopping, eating and find entertainment all in one location. Shopping, together with visiting friends, and relatives are motivating factor that affects tourist's travel decisions and consumption behavior.

European tourist-shoppers regard attractive décor and pleasant atmosphere as important motivators. Christiansen and Snepenger (2002) claim that attractive designs can make the tourist shopping experience more enjoyable and motivate visitors to spend more time shopping. Moreover, it has also been noted that product selection and in-store atmosphere should match target shoppers' expectations, since these can influence tourists' emotions and behaviors when shopping. Timothy (2005) expresses the concept that shopping malls attempt to induce positive consumer reactions by changing the in-store environment to "titillate the senses", such as music, scent, climate, employee appearance and color.

The tourist-shoppers indicated that choice of restaurants was also important to select a shopping mall. Tourist-shoppers have two activities in a shopping mall: eating and shopping. It can be assumed that if tourist-shoppers need to dine while shopping, choice of restaurants affect their decision making since restaurant choice is a convenience for tourist-shoppers when they spend time in a shopping mall.

Having a convenient location has been found to be important. Obviously, European tourist-shoppers in general have limited time to shop while travelling; therefore, when selecting a place to shop, the European tourist-shoppers prefer to search for a shopping mall at a convenient location. Accordingly, there are various shopping malls locating close to most hotels in Bangkok. However, it was found that the European tourist-shoppers in this study considered the shopping malls close to their hotel/motel to be neutral motivator. Although, this seems to contrast to the findings regarding the convenient location of the shopping mall, one possible explanation to this is that there might be some certain shopping malls that tourist-shoppers prefer to visit or some shopping malls locating nearby the hotel might not offer certain kind of product the European tourist-shoppers are looking for. In that case, it is possible that the European tourist-shoppers do not mind travelling to shop at the preferable places and these shopping mall close to their hotel are not consider interesting to them.

Three factors were found to have marginal influence on European tourist-shoppers. Those factors were the uniqueness of architecture/buildings, availability of well-known brands, and proximity to hotel/motel. One possible explanation is that the presence of unique architecture/buildings was not important for European tourist-shoppers because they were more concerned about products and services than the design of shopping malls. In addition,

they were more interested in a mall that provided more opportunity for social interaction than in its architecture.

The availability of well-known brands was a neutral motivator for European tourist-shoppers because they can possibly find trendy brand names in almost every large city in their own country. Furthermore, Bangkok has many choices for shopping, from economical to luxurious shopping malls that European tourist-shoppers might get new shopping experiences rather than seeking for only well-known brands.

Moreover, it was found that European tourist-shoppers showed very little interest in the availability of a movie theatre in shopping malls in Bangkok. This may be because European tourist-shoppers have limited time for shopping while they are traveling, so they would enjoy shopping more than watching movies while taking holiday. This indicates that European tourist-shoppers are more interested in quality, variety, assortment of stores, merchandise, and location than in entertainment.

According to the findings for the second research question, it can be concluded that European tourist-shoppers looked at quality of products as the most significant pull motivator when selecting a shopping mall. This study might assist shopping mall marketers to discover what tourists want, and develop products/services suitable for tourists.

## **Conclusion**

The findings of this study enable professionals and shopping centers to better understand the motivations of European tourist-shoppers and the attributes they seek in shopping malls. Such an understanding enables them to identify viable market segments.

Furthermore, it assists them in the development of strategies for more targeted marketing efforts such as the development of marketing messages, creation of promotional programs and the design of shopping mall environment to attract European tourist-shoppers. This understanding also serves to increase the number of European tourist-shoppers and encourage them to spend more time and money while shopping, providing a competitive advantage to shopping malls.

### **Limitations and Recommendations for Further Studies**

The limitations and recommendations for further studies are as follows:

1. This study was limited to only a certain number of European tourist-shoppers in Bangkok. Hence, it cannot represent overall European tourist-shoppers' opinions.

Accordingly, further studies should be conducted with a larger number of European tourist-shoppers and should be done in Thailand so that the findings will yield a thorough understanding of general European tourist-shoppers.

2. The current research employed a close-ended questionnaire focusing on shopping motivations; therefore, it may not yield in-depth results since the informants were not able to reveal other factors that might have affected their opinions. In-depth interviews with European tourist-shoppers, an open-ended questionnaire, and an observation study are recommended for further studies to effectively capture more personal perspectives on shopping motivations.

3. The current research took into consideration European tourist-shoppers. Further studies might well be undertaken to study tourist-shoppers from all over the world to discover

their primary shopping motivators. This information will provide more insights that are useful to shopping mall marketers or managers.

4. Further studies should include a large number of participants in order to gain more insightful results. Also, various European tourist-shoppers segmentations in terms of age, income, and education that may affect the shopping motivation of the European tourist-shoppers when making a decision to select a shopping mall should be explored. Hence, the findings can generally represent the overall motivations of European tourist-shoppers.

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## APPENDIX

## Questionnaire

This questionnaire has been prepared by Ms. Natthira Puyagoon who is now working on a Research Project entitled **“SHOPPING MOTIVATIONS OF EUROPEAN TOURIST-SHOPPERS IN BANGKOK.”** The purpose of this questionnaire is to collect information which will answer the research questions posted in the research study.

The questionnaire is divided into 3 parts as follows:

Part I: Personal information of the participants

Part II: Push motivators that reflect shopping motivation while traveling.

Part III: Pull motivators towards shopping malls in Bangkok.

Your responses to the questions will provide vital information for this study; therefore, I would be grateful if you would take a few minutes to complete this questionnaire. Your participation will be treated with absolute confidentiality and information you provide will be used for the purposes of this study only.

Your kind cooperation is very much appreciated.

**Part I** Personal information of the participants**Instructions:** Please check (X) the appropriate statements

## 1. Gender

 male female

## 2. Country of citizenship

 England Germany Sweden France Russia Italy Netherlands others (please

specify).....

## 3. Length of stay in Bangkok

 less than 5 days 5-10 days 11-15 days more than 15 days

## 4. Reason for traveling to Thailand

 business conference/seminar holiday visiting friends/relatives others (please specify).....

5. While in Bangkok, which shopping malls have you visited? (Please check all applicable)

Central

Siam Paragon

Emporium

MBK

The Mall

others (please

specify).....

**Part II**

**Instructions:** Please check (x) the items according to your opinion.

**Please indicate the level of importance of various motivations for shopping on holiday.**

**Very Important = 5**

**Important = 4**

**Somewhat Important = 3**

**Slightly Important = 2**

**Not Important = 1**

<b>When I go shopping while traveling, I desire</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
buy a souvenir					
make purchase because of lower sales tax					
shop in different kinds of stores					
go window shopping					
buy something special for others					
see local store uniqueness in the area					
pass time					
eat while there					
be entertained while away from home					
experience a variety of stores that give me more					
other (please specify)					

**Part III**

**Instructions:** Please check (x) the items according to your opinion.

**How important is each one of the following attributes when you select a shopping mall in Bangkok?**

**Very Important = 5**

**Important = 4**

**Somewhat Important = 3**

**Slightly Important = 2**

**Not Important = 1**

<b>Shopping mall attributes</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
quality of products					
merchandise selection					
variety of stores					
attractive décor					
pleasant atmosphere					
unique architecture/buildings					
reflective of local culture					
restaurant choices					
number of different shops					
family–friendly					
well-known brands					
having a movie theater					
close to hotel/motel					
conveniently located					
other ( please specify)					

**THANK YOU**

**VITAE**

## VITAE

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