A Determinant of Community Shopping Malls as Tourists' Attractiveness

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***Abstract*—Shopping is often most significant leisure activity to create domestics' revenues. Since the increase number of tourists boost in the country, shopping activity today is not only draw tourists to spend money on purchasing souvenirs and goods instead of obtaining unique experiences. Community shopping malls or lifestyle malls in Thailand have transformed themselves from ordinary shopping places to trendy shopping places for people to congregate and socialize among tourists' shoppers. The study aims to identifying the motivations that the current tourists' shoppers have while shopping in the community shopping malls. The main objectives of the study were to: 1) to segment tourists' shoppers according to community shopping malls motivation and 2) to analyse the segments formed on the motivation factors. Data was collected in four tourist-destination community shopping malls from February to August, 2016. There were 343 respondents included in this study. A cluster analysis using mean scores for hedonic and utilitarian shopping motivations produced five shopper clusters: (a) Socialising shopper; (b) Steady shopper, (c) Economic shopper, (d) Passionate shopper, and (e) Inspired shopper. The important dimensions and factors that influence tourists on visiting community shopping malls in Thailand were discussed as the result of this study.**

***Index Terms* — tourist, leisure travel, community shopping malls, motivation factors**

I. Introduction

Thailand is one of the most famous tourists' attractions in SouthEast Asia. Academics have also given increasing attention to this topic in recent years [1]. As a popular common tourist activity and significant source of revenue for destinations, tourist shopping has been a focal topic for many researchers.

Recent growth in the number of tourists and tourism destinations has led to intensified completion among destinations [2]. Tourists continually seek more diverse and rich experiences through a new adventures and new locations. For these reasons, a customer's brand loyalty as a tourist is difficult to obtain, and it underlies the need for destinations, such as shopping centres, to emphases brand opportunities. The challenge to tourist-destination shopping centre is to develop the unique strength of a particular centre so that it cannot be copied easily by it competitors [3].

Community shopping malls or lifestyle malls in Thailand have become one of the most prominent projects for real estate developers since 2008 [4]. Community shopping malls have gained popularity due to lifestyles changes of modern day who demand greater convenience. Community shopping malls have transformed themselves from ordinary shopping places to trendy shopping places for people to congregate and socialise among tourists' shoppers. While Bangkok is notorious for its high traffic, Community shopping malls have gained popularity because modern days Thais prefer easy living, quicker, and easier physical access to dinning and shopping. It is no surprise that these malls have become the primary choice as a hangout place.

Therefore, to better understand the shopping behaviors of tourists, it is necessary to build a comprehensive framework that incorporates the diverse factors and variables that affect behavioral patterns of tourists [5] including socio-economic and psychologically important factors that influence this tourist activity [6].

Prior research in tourism shopping has occasionally explored various aspects of shopping including: the role of shopping in destination choice [7] the determinants of tourist shopping experience satisfaction [8], motives for shopping activity engagement [9], product preferences and expenditure patterns [10] and a typology of shoppers [11]. However, no conceptual model has yet been developed to inform and to better understand what the determining predictors that influence tourist shopping behaviors are. Thus, tourism shopping research needs pioneering work and efforts to field a comprehensive theory of tourism shopping. To this end, researchers should uncover antecedents that influence the propensity of tourists to engage in shopping [12].

A. Objectives of the Study

The present study aims at identifying the motivations that the current tourists' shoppers have while shopping in the community shopping malls. There are different kinds

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of tourist' shoppers on the basis of the shopping motivations.

Therefore, the main objectives of the study will to:

1. To segment tourists' shoppers according to community shopping mall motivation
2. To analyze the effect of community shopping mall attractive factors on different tourist segments.

B. Significance and Contribution of the Study

The purpose of this study is primarily to ascertain and understand if shopping is the main driving force bringing tourists to visiting community shopping malls the subsequent level of importance attributed to them. A definition of "shopping tourism" and "tourist shopping," indicates respectively a form of tourism where shopping is seen as a primary purpose to travel and a form of tourism where the primary reason to travel is not shopping [9].

This study should contribute to the knowledge of tourist shopping by identifying important dimensions and factors that influence tourists on visiting community shopping malls in Thailand. Conceptually, this study will contribute to tourism research by providing a framework to better understand tourist shopping behaviors, lifestyles, and motivations.

II. Review of Literature

A. The Ideal of Community Shopping Malls

Community shopping malls have gained popularity due to lifestyle changes of modern today for who demand greater convenience. Retail shopping needed to be adapted themselves to changes the better serve the growing demand. The ideal of revolution the ordinary mall was Victor Gruen in 1956 but it was not successfully recognised until 2013 after the Villa Italia Mall, Lakewood was converted [13].

" The concept of community shopping malls are constructed to be pedestrian-friendly blocks, new-open air development designed like urban downtown surrounding by shops, restaurants, housing, and office".

There are modals of leisure shopping centres [14]:

1. Ambient leisure, not commercial leisure at all, but the facilities and environment which are intended to make shopping a pleasant or less stressful experience, from seats to creches to catering
2. Magnet leisure in a mall, designed to attract its own incremental traffic or dual purpose visits to both commercial leisure facilities and retail outlets.
3. Heritage-destination leisure: where the heritage or tourist environment is the real draw, and the retail trade derives its football from this. This can include purpose built leisure centres and parks, where sport or leisure activities are the main draw.

Whereas tourist shoppers become more individualism and seek for diverse experiences through new travel destinations, shopping activity can break their normal routine to fulfil their unordinary experiences. When tourists travel to their destinations, tourists shoppers are not only attracted by unique shopping environment and stimulations (e.g.unique nature, settings and ambience of the stores) which are different form ordinary shopping setting at home, they also look for excitement and pleasure, and seek opportunities to interact with local people when shopping [15],[16]. Moreover, it is also suggested that shopping activity creates a significant opportunity for visitors to become exposed to the hot culture [17]. Tourism shopping experience is also related to aesthetic aspects, where tourist shoppers are able to examine, feel, and think about items even if shopping is not a major motive for travel [18].

B. Community Shopping Malls in Thailand

Community shopping malls in Thailand launches under the anti-hypermarket and department store concept. The primary reason is to offer distribution channel for local retailers and Small&Medium Enterprise (SME). Community shopping malls have become one of the most prominent project for real estate development since 2008 [4]. It has been expanded in every regions of Thailand. Thai Franchiser Center defines types of community shopping mall in Thailand into 6 category and there were 27 Community shopping malls in Thailand.

- Neighborhood shopping center

It locates surrounding by villages, designing for selling consumer goods for whom seek for convenience location nearby their homes. It usually contains 15-20 stores and expected to serve 2,500-4,000 people per day.

- Convenience center

This center locates on the main street and small scale establishment. It usually can handle 2-3 tenants and less than 10 car parks.

- Stand-Alone Retail center

The store locates on the main street and offers speciality services such as automobile, convenience store, retail store etc.

- Power center

This centre contains more than 2 talents offering speciality products such as home and furnishing and furniture, construction and automobile.

- Lifestyle centre

This centre has supermarket as a primary tenant and offers entertainment complex zone: cinema, restaurant, bakery and coffee shop, musical school, tutorial centre for instance.

- Urban Entertainment centre

The centre is named "Artertainment" which is establishes under the combination between lifestyle and entertainment centre. It targets shoppers primary the age of 15-35 who does not prefer restriction boundary and admire in arts, product design, and technology advancement.

However, in Thailand this concept does not apply especially in Bangkok, the capital city. This is because a number of community shopping malls are located in the city and serve loose groups of shoppers, but not genuine communities. Thus it can differentiate common shopping places such as department stores and hypermarket from community malls by looking at this size and design.

In Table I shows the community malls concept in Thailand. With the Crystal Mall as the role model, community malls built in 2012 are raising customer

expectations in terms of design and ambience. For instance The Park Lane in Akamai features a roman style architecture, The Pomenade on Fashion Island has a European Landmark and Amorini or Ramintra Road features a recreation of Santorini landmark from Greece. Further Festival Walk is located on Nawamin road has recreated the antique European landmark and Chocolate Ville located in the same area features a popular landmark and design resembles that of a western village. Their concept is to be a one stop destination of international eateries; their concept is very successful that so many people drive for a visit including foreigner.

TABLE I. COMMUNITY MALL CONCEPTS

Key concept	Descriptions	Example
Japanese Style	Is the concept that use Japanese restaurants and decoration as a key theme	Thonglor Market Place J-Avenue Gateway Ekamai
Roman Style Architect	Is the concept that use famous scenery and landmark: especially European landscape as a key theme	The Crystal Shopping Mall, The Park Lane Chocolate Ville The Walk Amorini The Promenade
Green Concept	Is the concept that use the freshness of greenery concept as a key theme	The Portico Langsuan Rain Hill La Villa
Lifestyle & Entertainment	Is the concept that focus on store varieties and convenient location	Nawamin City Avenue
Condo- Community Concept	Is the concept of community that come with condominium; the theme is vary	The Pickadaily Bangkok W-district Chic District Ram 53
24 Hours Concept	Is the concept focusing on time convenient like 7-11	W-district The Kurve 7

Source: *Thailand Retail Market: The New Hype on* Community *Mall*, B2B Marketing: Trade and Industry Journal [4].

C. Community Shopping Mall Attributes

There are various factors that have been studies which lead to mall attractiveness. Attractiveness was defined as a "multi-faceted construct representing a variety of measures"[12]. Many studies have studies the motivational facet of consumers that explains customer's attraction towards shopping malls ([10],[11]).

Few shoppers were attracted to malls due to monetary motives only and others due to emotional motives, while multi-purpose shoppers had a blend of these two motives [19]. Previous works have researched the image and attractiveness dimension of the mall and have found consistency amongst them along with their predictive influence [19]-[21].

The most important reasons for selecting malls by the customers were convenience, presence of a specific store in the mall, services provided and prices [5]. The image and nature of shopping malls can be seen in three dimensions namely, shopping environment and variety, parking and shopping environment and professionalism [9].

It is important for the mall managers to recognise and understand that a mall image is an attribute that can be managed, promoted as well as improved. Techniques of brand image measurement can be used for malls and can assist malls in providing customer satisfaction as well as commercial success [22].

Shopping malls have become the social spaces especially for the young population. Shopping in the multi-national stores/malls and buying multinational brands has become an indicator of new lifestyle [23].

Demographic factors (household income, gender, age) and mall factors (service and ambience) influence consumers' mall involvement [22]. Six attributes of shopping center's mall essence, popularity and promotional programs, personal services, recreational options, internal atmosphere, and external atmosphere as determinants of shopping centres: serious, enthusiast, and basic [16].

Keown (1989) in their research and found ambiance, physical infrastructure, marketing focus, convenience, and safety and security as the factors influencing shopping experience of customers at mall [24]. This study is aimed at understanding the underlying importance of the mall attractiveness factors for the different Indian customer segments.

Community shopping malls, such as Palio and Sentosa, are tourists attractions. Tourism literature features shopping for most if not all major cities. The appeal of mega-malls to tourists is likely a blend of retail and entertainment [19].

The importance given to certain attributes and the performance of those attributes to the perceived shopping centre image may be a function of consumer satisfaction. Kinley *et al.* (2002) report that the importance tourists assign to shopping centre attributes are fairly consistent across types of shopping centres [3]. While family-friendly, clean, safe, people performance on these attributes differs by types of centre. Supper regional and super off-price centres were more apt to meet tourist shopper expectations than a theme/festival centre.

D. Tourists' Shopper Motivation

Tourism shopping attributes have showing many studies. To improve shopping area attractiveness for tourists. Jansen-Verbeke (1991) suggests the following specific criteria [22]:

- clustering of a wide variety of shops, catering, leisure, and other activities and attractions;
- good accessibility and parking;
- a positive image;
- attractive design (aesthetic);
- availability during leisure time (e.g.Sundays):
- hospitableness (visitor orientation, adequate information, symbolism identification);
- social affectiveness value; and
- liveliness or animation, with surprises.

Bolch *et al.* (1994) report that people who are browsing rather than shopping generally prefer stimulating, friendly, and comfortable stores [25]. Further, though they did not examine tourists' shoppers, Bellenger *et al.* (1997) note that high quality merchandise, cleanliness, convenience to home, and variety of stores are important to shoppers [26].

Some of the most important aspects go a successful shopping centre are location, good value, range and quality of merchandise, and physical design [9]. Berry (1969) suggests 12 components motivating consumers to purchase in specific businesses: price, quality, assortment, fashion, sales personal, location convenience, other convenience criteria, services, sales promotions, advertising, store atmosphere, and reputation and reputation on adjustments [27].

Pysarchick (1989) proposes location, uniform store hours, easy accessibility, available and free parking, and loading facilities are positive attitudes to entice tourists' store patronage [28]. There are other studies, although limited, discussing the specific product attribute important to tourist shoppers.

III. Methodology

A. Sampling Method and Data Collection

Data were collected in four tourist-destination community shopping malls: Asiatique (Bangkok), Santorini (Cha-Um), Mimosa (Pattaya), and Palio (Khao Yai). Data was collected from February to August, 2016. There were 343 respondents included in this study. Tourist' shoppers intercept surveys were completed 60-150 tourist shoppers at each community shopping malls and reflected the amount of tourist traffic in each community shopping malls during the time of data collection.

B. Instrument

A survey questionnaire was developed based upon a comprehensive review of related literature. As they apply to tourist shoppers, the questionnaire was divided into two parts:

The first part collected the information regarding the demographic detailed of respondents and their mall visit spending, frequency and time duration.

The second part measured information regarding the various mall attractiveness factors. It was developed shopping malls attractiveness and image attributes used by [3],[15],[9]. Then the importance of 30 community shopping mall attributes was measured by asking respondents "How importance are each of the following characteristics for you to select this type of shopping centers ?" Both scale were measured on a five-point rating scale (1 = not important, 5 = very important).

C. Validity and Reliability

Validity and reliability of the scales were ensured before the final survey. Face and content validity of the questionnaire was ensured through the expert opinion from panel of three experts in the are followed by pilot testing. Convergent validity of the questionnaire was measured by examining factor loadings. Cronbach's alpha was 0.924 for the scale measuring community shopping mall attractiveness factors.

IV. Data Analysis

A. Demographic Profile of the Sample

The sample had no gender biasness as around 47.2 % were males and 52.8% were females. Majority of respondents in the study were from the age group of 20-30 years. The average spending was more or less distributed with 34.9% people spending less than 2,000 Baht on their each trip to the community shopping malls.

Majority of respondents said that on an average they spend around 1-2 hours on their mall visits. The frequency of the visit to malls was also widely distributed though over 76% respondents responded that they visited malls during weekends instead of Fridays or weekdays.

B. Characteristics of Tourists' Shoppers

Five dimensions of shoppers have been discussed below.

Cluster 1: Socializing Shopper

The socializing shopper is a social shopper and has given importance to role shopping. It has high mean values of motivations for role shopping and social shopping. It had the least values for gratification, idea, value and achievement shopping. Socializing shoppers composed only 6.6% of total respondents. This group

majority composes of male shoppers as compared to female shoppers. Majority of these shoppers were less than 20 years old and other were between 20-30 years. They had an average spending of below 2,000 Baht on their community mall visits and spend less than an hour on an average on their community mall visit. This group mostly visited the malls provides demographic summary of the consumer clusters.

Cluster 2: Steady Shoppers

Steady shoppers as the name suggest are steady nature they give average importance to both utilitarian and hedonic shopping motivations. The steady shopper is a balanced shopper who is least sensitive to gratification shopping and considers the fictional aspects of shopping to be important along with the hedonic. Over a quarter of the respondents are steady shoppers in current study.

Female shoppers are more steady shoppers than male shoppers. The 20-30 years are the major steady shoppers (59%) followed by 30% respondents belonging to age group below 20 years and 11% before 31-40 years. The average spending of steady shoppers varies within the cluster with more 14% shoppers spending over 6,000 Baht 60% of shoppers spent 1-2 hours during their community mall visits. The shoppers visited the malls mostly on weekends and either once a week or once a fortnight. Most of the economic shoppers (88%) liked visiting community malls during weekends.

Cluster 3: Economic Shoppers

Economic shoppers rated maximum for the utilitarian motivations as they are the group which is sensitive towards price. These shoppers held the effective shopping motivation and achievement shopping motivation as the main drivers for the shopping mall visits. Over the 54% of the economic shoppers were female. The maximum representation was from the age group of 20-30 years i.e. up to 65% and 27% were below age of 20 years.

The average spending for the economic shopper varied from less than 2,000 to above 6,000 the maximum shoppers spending between 2,001 - 3,000 Baht. Economic shoppers majorly (42%) like spending 2-3 hours in shopping malls followed by a quarter of shoppers spending 1-2 hours on each shopping trip. Most of the economic shoppers visited the mall either once in a week and around 15% visiting community malls twice a week.

Cluster 4: Passionate Shoppers

Passionate shoppers as the name suggest the group of shoppers who have passion for shopping. This group has high mean values for all hedonic as well as utilitarian motivations. Their high values suggest their enthusiasm towards shopping. Fifty-two percent of total passionate shoppers were female. Over three quarter of the passionate shoppers was between age group of 20-30 followed by 22% of shoppers below the age group of 20 years.

The average spending of passionate was varying with maximum shoppers spending either between 2,100 - 4,000 or above 6,000 Baht. Forty-three percent of passionate shoppers usually spend 1-2 hours on their mall visits followed by 22% spending 2-3 hours or more on their visits. Passionate shopper visited malls at least once a week or twice a week. Only 17% visited once in a month or once in two or three months. Seventeen percent of passionate shoppers enjoyed visiting even on weekdays and 78% preferred visiting community malls on weekends.

Cluster 5: Inspired Shoppers

Inspired shoppers like the passionate shoppers are motivated towards shopping but with a comparatively lower intensity. They also have high values for all utilitarian as well as hedonic motivations except for efficiency shopping. Sixty-nine percent of inspired shoppers were female shoppers. The majority of inspired showered were between the age group of 20-30 years. Thirty one percent of the shoppers had an average spending below 2,000 Baht. Over sixty percent of the shoppers spent 1-2 hours on an average during their community mall visit. Most of the inspired shoppers either visited malls once in a week (38%) or once in a month (31%). Since they have high social shopping motivation inspired shoppers enjoyed visiting malls on Fridays (38%) as well as on weekends (54%).

C. Community Shopping Malls Attractiveness Attributes

Nine dimensions of community malls attractiveness have been discussed below.

Factor 1: Community Shopping Mall Image

This is the most important attractiveness dimension community shopping malls. Image reflects the identity of shopping malls as perceived by consumers. There are seven loads to this dimension. It contains the variables which represent the store feathers inside the shopping malls being increasing attractive to the consumers. The variables namely, variety of international brands (0.858), variety of national brands (0.853), high quality products (0.852), excellent services provides at the stores (0.64), affordable prices (0.558), sales personal behaviour nice and cordial (0.527), and continuous stocks (0.496) crate a positive image in the minds of the consumers and result in making a shopping mall an attractive place for shopping.

Factor 2: Entertainment

This dimension consists of variables that could be labeled as value added features at the community shopping mall. This attractiveness dimensions has five significant variables, namely, children amusement corner (0.415), rest place availability (0.449), presence of movie theater (0.885), presence of restaurants (0.804), and presence of anchor stores (0.695) indicate that consumers visit shopping malls not only purchasing but also for fun and excitement. This is related to hedonic shopping value that is derived form the perceived fun of the shopping.

Factor 3: Convenience

The dimension has four variables. They are location with good transportation facilities (0.72), parking facilities available (0.66), convenience operating hour (0.457), and not crowded (0.419). This signify that community shopping malls located in places which are well connected to the rest if the city, having operating

hours suitable to the customers, offering parking facilities and where consumers do not have to jostle for space will increase the attractiveness of the mall. This saves times, eases the shopping activity, and makes the consumers feel more comfortable to shop in the malls.

Factor 4: Ambience

In community shopping mall, the environment or surrounding influence to a great extent making the consumers feel in and generating a desire to visit again. Nice music (0.859), nice fragrance (0.635) and bright lighting inside the mall (0.414) are the variables that load this dimension. The effect of the mall ambience enhances the attractiveness of shopping malls in the minds of the shoppers and induces them to visit and stay longer in shopping mall.

Factor 5: Security

Security is protection against danger, loss, and crime. Security in shopping malls is structures and processes that provide security inside the malls. There are two loads to this attractiveness dimension. This dimension includes the variables, evacuation path (0.587), and security checks at the entrance (0.79) which generate the sense of safety and assurance in the consumers. Shopping in an anxiety free and risk free environment enhances the attractiveness of shopping mall to consumers.

Factor 6: Lifestyle

There are two loads of this dimension. The dimension consists of the variables, shopping in malls is a status symbol (0.774) and visiting a shopping mall makes me feel good (0.682). Visiting and shopping at malls may reflect the attitude and values of an individual, and motivate consumers to sustainable patterns of consumption.

Factor 7: Time saving

The variables that load this dimension are no queue (0.49), and automated billing system in the stores (0.796). Time saving is an important attractiveness dimension as consumers can spend quality time on the entertainment aspect of shopping.

Factor 8: Architecture

This dimension of attractiveness of community shopping malls consists of the variables attractive outer design & structure of the shopping mall (0.75), and the inside of shopping mall nicely decorated (0.687). Modern community shopping malls have architecture which integrates luxurious structure with sophisticated decoration to make the community shopping malls more attractive. Magnificent architectural display affects consumer evaluation of the community shopping mall attractiveness while they indulge in taking a decision to shop at a mall.

Factor 9: Reward

The last dimension has variables, loyalty program/cards (0.711) and samples & free gifts (0.628) which are related to the reward associated with shopping. Loyalty programs/cards offer a range of benefits including discounts and special offers, largely supplied by the tenants of the community shopping malls. Consumers consider themselves entitled to special treatment and are always happy when some incentives are attached to the shopping which makes the shopping malls more attractive to them.

D. Mall Attractiveness Factors and Shopper Segments

In order to achieve objective three scale used for measuring mall attractiveness factors with 24 items was factor analysed. Principal axis factoring reduced the 30 variables into 9 factors after 10 iterations. KMO Bartlett's test was also found to be significant. 64% variance was explained by nine factors which is greater than the expected value of 60%. The internal reliability of the factors was also checked which had significant values.

TABLE II. SEGMENTS OF SHOPPING MALL SHOPPERS AND COMMUNITY MALL ATTRACTIVENESS FACTORS

Attractiveness factors	Socializing Shopper	Steady Shopper	Economic Shopper	Passionate Shopper	Inspired Shopper	Chi-Square *	Sig **
Mall image	2.43	3.30	2.85	3.65	3.31	36.557	0.000
Entertainment	3.71	3.68	2.77	4.35	4.15	26.329	0.000
Convenience	4.14	4.16	3.88	4.74	4.46	10.104	0.039
Ambience	2.86	3.84	2.35	4.35	4.00	39.150	0.000
Security	3.01	4.36	3.61	4.80	3.44	21.993	0.000
Lifestyle	3.43	4.03	2.77	4.30	3.92	30.218	0.000
Time saving	2.71	3.27	2.42	3.87	4.00	20.032	0.000
Architecture	4.57	3.89	3.54	4.52	4.23	18.430	0.001
Reward	4.00	4.05	2.58	4.39	3.15	32.863	0.000

Table II shows the mean values of community shopping mall attractiveness attributes and factors for all formed nine segments. The table depicts that for the Socializing shoppers the attributes like entertainment places for youth and presence of cinema halls has high values. This segment also gives importance to all the attributes of the comfortable mall environment The community shopping mall popularity and ease of reaching the community shopping mall is also important to these shoppers. The community shopping mall management must have comfortable environment for attracting the socializing shoppers. The Steady shoppers have given importance to all the community shopping mall attractiveness factors. The highest values were for the factors on community shopping mall comfort and the diversity in store and entertainment options.

The community shopping mall authorities must have a wide assortment of stores as well as entertainment options to attract the steady shoppers. The Economic shoppers give more importance to factors like promotional campaigns at mall, availability of loyalty programs, availability of after sale services. They also hold the shopping environment and comfortable environment at mall important. The Passionate shoppers have high mean values for all the attributes of community shopping mall attractiveness factors. Since it is a segment that is highly motivated they give attention to all the factors that are present within the mall. The Inspired shoppers like passionate shoppers gave importance to all factors of mall attractiveness with maximum values for Shopping Environment, Comfort and Convenience factors of the community shopping mall image.

V. Conclusion and Discussion

A. Conclusion

From the present study it is revealed that in Thailand, consumers who shop at community shopping malls are mostly young people comprising of students and people in services within the age group of 20-30 years. The majority of the consumers visits shopping malls once a month, and spend around 1-2 hours in the malls.

Most consumers visiting community shopping mall is for shopping as the main purpose and followed by engaging entertainment activities. From the result of this study, it is found that community shopping mall image is the most important attractiveness dimension of community shopping mall to consumers. Stores in community shopping malls must offer a variety of international and national brands, quality products at affordable prices, provide excellent services through well behaved and mannered staff and keep continuous supply of stocks. This will enhance the attractiveness and may build a positive brand image of the community shopping mall among the consumers which will lead to consumers' patronizing the mall.

The other attractive dimension of significance is entertainment. Community shopping malls can provide suitable place for visitors to rest, fun corners for children, movie theatres and restaurants. This will help the consumers to add as element of fun and excitement in their shopping activities and make the community shopping mall more attractive. The other dimension that makes shopping more attractive to consumers are convenience of shopping, ambience of the mall, security at the mall, lifestyle of consumers, reduced shopping time, architecture of the mall, and rewards associated with the purchase at malls.

Apart from community shopping malls have been transformed into a place for socializing, relaxing, entertainment and a symbol of status for consumers. Due to change in lifestyles and increasing power, Thai consumers have a lots of expectations from modern multi-storied malls. Community shopping mall managers should understand that consumers perceived mall as a one stop destination for fulfilling their various activities like hanging out with friends, having food with family, catching up with a movie, knowing about new brands and products, making other ways of their lifestyles, and shopping.

To increase the community shopping mall attractiveness to the consumers, community shopping malls should have stores with popular brands and high quality merchandises, a good number of entertainment options, sophisticated ambience with display of modern architecture, facilities that make the shopping convenient for consumers, and adequate security for consumers to feel safe and secure. The reduced attractiveness scale, developed be reducing the initial thirty variables into nine dimensions, can be used in future studies to relate it to community shopping mall visiting intentions among consumers in Thailand or other relevant measures in Thailand.

B. Limitations of the Study

The findings of this study are limited to tourists visiting selected community malls which do not represent the whole community shopping malls in Thailand. Another limitation is that this study does not consider ethnicity, nationality or race as factors that may influence an individual tourist's shopping behavior. In addition, as the current study utilized a secondary data, some limitations exist in investigating the relationships of variables in the conceptual models, due to the way and the types of the variables that were collected and utilized. Also, specific destination factors such as scale and availability of retail facilities, promotional, and marketing strategies were not considered.

C. Future Research

Therefore, for future research, as commented in the previous section, it is suggested that future studies need to look at more variables, such as role of culture, personal consumer psychographics and attitudes related to shopping behavior, such as shopping enthusiasts versus apathetic shoppers. Inclusion of more of variables related to shopping environment such as perceived safety is also recommended.

Further investigation of age and tourist shopping behavior is suggested for theoretical development. In addition, the type of shopping, that is the kind of goods that are purchased and socio-cultural meaning of consumption is suggested for future research. It is also imperative that future studies more precisely define and operationalize what shopping is, and isn't (i.e., is browsing considered shopping, if there is no purchase?). The utilization of time diary method and perceived experience as defined by respondents are recommended to examine this phenomena. It is hoped that the empirical findings of the present study serve as a useful ground for further theoretical development and understanding of tourists' shopping and serve as a catalyst for future studies and understanding of the constructs examined.

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