



**THE IMPACT OF SPECIAL EVENTS ON CUSTOMER
SATISFACTION WITH COMMUNITY SHOPPING**

**MALLS
IN BANGKOK**

**BY
Mr.TUL CHAROENSUK**

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF**

**THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE PROGRAM IN MARKETING**

(INTERNATIONAL PROGRAM)

FACULTY OF COMMERCE AND ACCOUNTANCY

THAMMASAT UNIVERSITY

ACADEMIC YEAR 2015

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INDEPENDENT STUDY

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MR. TUL CHAROENSUK

ENTITLED

THE IMPACT OF SPECIAL EVENTS ON CUSTOMER SATISFACTION WITH
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Chairman



(Professor K. Douglas Hoffman, Ph.D.)

Member and Advisor



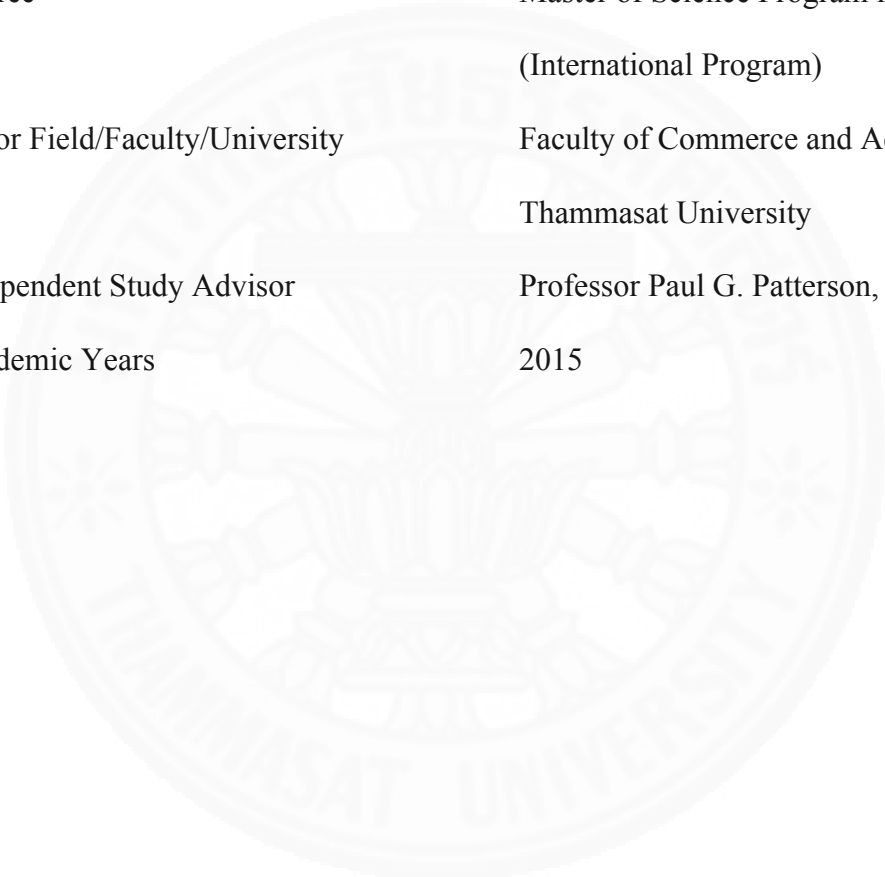
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ABSTRACT

Nowadays, Thai people have changed their lifestyle to place more emphasis on convenience and relaxation when shopping and dining. These changes made community malls a popular place for hanging out. Over 70 community malls have been built around Bangkok areas to serve these needs, accounting for 18.8% of the overall retail market in 3Q14 and will be increased to 21.8% by the end of 2016. To be more competitive in retail business, all community mall operators try their best to develop and create a uniqueness atmosphere and ambience to provide a pleasing and satisfying experience for their visitors (customers). Creating special events is one tactic that operators use to draw customers' attention and allow the customer to have novel and exciting experiences while they spend time shopping in community malls.

Therefore, this study has the objective to examine the (1) the extent to which special events at community malls increases customer satisfaction, and (2) which attribute/s of a special event have the most impact on satisfaction. The research was conducted using two methods, 1) the exploratory method and 2) the descriptive (quantitative) research method, to explore and describe the consumer perceptions as well as their experience and satisfaction towards the community malls' service and special events. Statistical data was collected from 251 customers of the community malls in the Bangkok suburban area and analyzed using the Statistical Package for the Social Sciences (SPSS).

Overall, the findings of this research suggest that customers are not particularly excited about many of the events currently held by their community malls, but they do appreciate them enough to attend (particularly the holiday-themed festivals and flea markets), and they are slightly more inclined to visit and revisit malls that hold special events. The findings also indicate that customer satisfaction is a precursor to customer loyalty toward community malls, and that special events can play a role in increasing customer satisfaction.

Keywords: customer satisfaction, community mall, special event

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Mr. Tul Charoensuk

Table of Contents

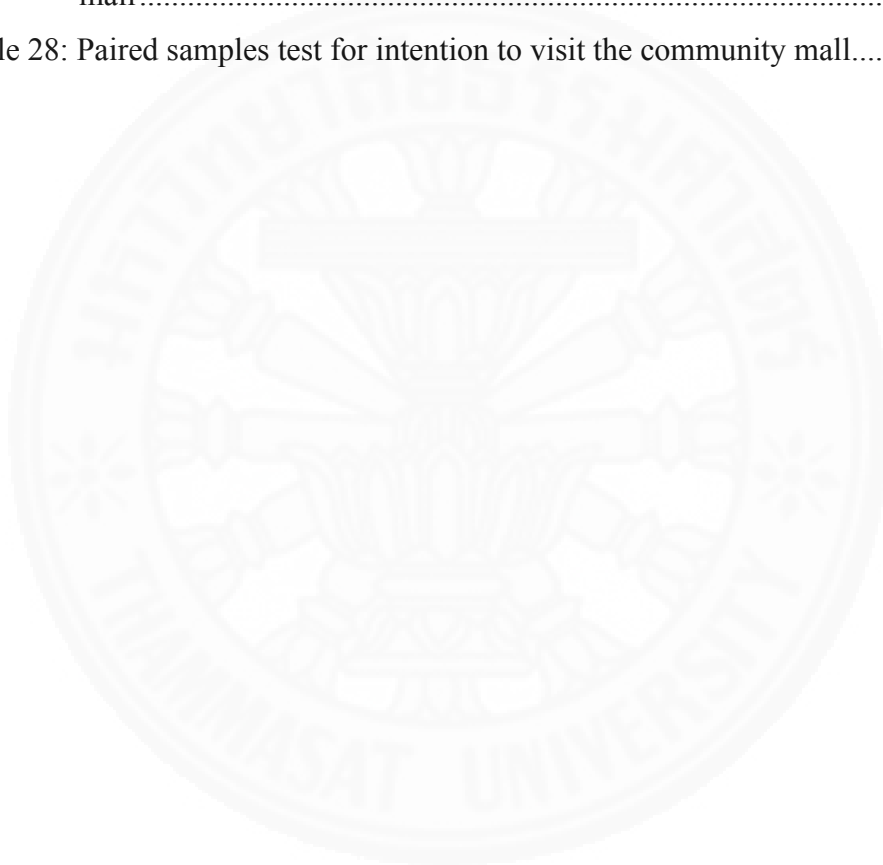
ABSTRACT.....	(1)
ACKNOWLEDGEMENTS.....	(2)
LIST OF TABLES.....	(5)
LIST OF FIGURE	(7)
CHAPTER 1: INTRODUCTION.....	1
CHAPTER 2: REVIEW OF LITERATURE.....	2
2.1. Customer experience creation: determinants, dynamics and management strategies (Verhoef, P. et al, 2009).....	2
2.2. Research & forecast report for retail market 4Q2015, Bangkok, Thailand (Kongcheep, S., & Phumviwattanasirikul, N., 2015)	3
2.3. The physical patterns of the community mall (Lasorn, Y., 2012, p.2-3)...	4
2.4. An introduction to special event and special event production (Matthews, D. (2007).....	5
2.5. The study of customer behavior satisfaction and loyalty of community mall in Bangkok and suburban area (Lasorn, Y., 2012)	6
2.6. External factors influencing consumption behavior of community mall customers in Bangkok area (Boonyam, T., & Somboonsilp, N., 2012)	7
CHAPTER 3: Research methodology	8
3.1. Research objectives.....	8
3.2. Exploratory research method	8
3.2.1. Secondary data	8
3.2.2. In-depth interview	9
3.3. Descriptive (Quantative) Research Method.....	9
3.3.1. Observation	10
3.3.2. Questionnaire	10
3.4. Questionnaire design.....	10
3.5. Identification of key research variables	12
3.6. Target population	13
3.7. Data collection plan	13
3.8. Data analysis plan	13

CHAPTER 4: RESULT AND DISCUSSION	15
4.1. Interview and observation results	15
4.2. Questionnaire results.....	17
4.2.1. Demographics	17
4.2.2. Customer behavior using services at a community mall in suburban Bangkok	17
4.2.3 Descriptive results.....	21
4.2.4. Correlation results.....	31
4.2.5. Pair t-test	35
4.3. Analysis of the results	37
CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS.....	39
5.1 Conclusions.....	39
5.2 Recommendations.....	40
REFERENCES	41
APPENDICES	42
Appendix A: Questionnaire Design.....	42
Appendix B: The sample size formula from Cochran, W.G. 1953.....	47
BIOGRAPHY	48

LIST OF TABLES

Table 1: Community mall visits.....	17
Table 2: Event attendance.....	18
Table 3: Number of events attended.....	19
Table 4: Mall visit frequency.....	20
Table 5: Duration of mall visits.....	20
Table 6: Mall objectives.....	21
Table 7: Satisfaction with the community mall.....	22
Table 8: Distribution of satisfaction with community mall.....	22
Table 9: Satisfaction with mall functions.....	23
Table 10: Distribution of satisfaction with mall functions.....	23
Table 11: Importance of mall functions to satisfaction.....	25
Table 12: Satisfaction with community mall events.....	25
Table 13: Distribution of satisfaction with community mall events.....	26
Table 14: Satisfaction with event attributes.....	26
Table 15: Distribution of satisfaction with event attributes.....	27
Table 16: Importance of event attributes to attendance.....	28
Table 17: Event-related behaviors.....	29
Table 18: Likelihood of attending different types of events.....	30
Table 19: Loyalty behaviors toward malls with and without events.....	31
Table 20: Correlation results on satisfaction with each community mall function and overall satisfaction.....	32
Table 21: Correlation results on satisfaction with each attribute of the special event and overall satisfaction with the special event at the community mall.....	33
Table 22: Correlation results on satisfaction with each function of the community mall and intention to use the services at the community mall that has special events.....	33
Table 23: Correlation results on Satisfaction with each attribute of the special event and intention to use the services at the community mall that has special events.....	34

Table 24: Correlation results on overall satisfaction with the community mall and intention to use the services of the mall that has special events..	34
Table 25: Overall satisfaction in attending the special event at the community mall and intention to use the services of the mall that has special events.....	35
Table 26: Paired samples statistics for intention to visit the community mall ...	35
Table 27: Paired samples correlations for intention to visit the community mall.....	36
Table 28: Paired samples test for intention to visit the community mall.....	36



LIST OF FIGURE

Figure 1: Conceptual Model of Customer Experience Creation. Reprinted from Customer Experience Creation	3
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CHAPTER 1

INTRODUCTION

Nowadays, Thai people have changed their lifestyle to be easier than before. This means they want something more convenient and relaxing for shopping and dining. These changes made community malls a popular place for hanging out. While having more residential areas and road construction in the suburban area, community malls are built to serve the growth of the populations around suburban areas. There are so many community malls born in Bangkok, over 70 places, with the leasable area of 988,631 sqm in 3Q14, accounting for 18.8% of the overall retail market. Moreover, the number of the community malls in Bangkok will increase to 21.8% by the end of 2016 (Pimhataivoot, 2014).

Given the intense competition among community malls in retail business, all of the community mall operators try their best to develop and create uniqueness for their community malls to make them different from others by adding full facilities to please their customers to their satisfaction level. In order to do that, the operators have to create special events, which have surely been added in their year plan so as to create some excitement and good experiences for spending time in their community malls. In the author's point of view, special events can be treated as a content in marketing activities to draw customers' attention and create engagement between vendors and customers.

This study focuses on the customer experience and satisfaction while shopping or using services in community malls that have special event. Expecting that having the special events, which fit to the market targets and community malls' personality, can create a good experience for customers and increase their satisfaction to promote brand loyalty.

CHAPTER 2

REVIEW OF LITERATURE

2.1. Customer experience creation: determinants, dynamics and management strategies (Verhoef, P. et al, 2009)

Verhoef, et al. (2009) discussed the concept of creating a holistic and superior customer experience. They explained that a customer experience is not one-dimensional, but instead involves cognitive and affective responses as well as social and physical responses. The retailer does have some control over the customer experience. For example, the retailer controls factors like product assortment and inventory, product placement, physical atmosphere and ambience, as well as price, physical location and other factors. However, other factors in the customer experience are outside the retailer's control, like the customer's purpose for shopping or the role of others (for example word of mouth reviews and feedback). The retailer also cannot control aspects of the consumer experience like the search, selection or after-sales service portions of the consumer decision. Furthermore, there is a need to consider the multi-channel experience, which integrates online and in-store retail experiences. Figure 1 shows Verhoef, et al.'s (2009) model of the antecedents, moderators and consequences of the consumer experience. This figure also identifies some of the customer experience management strategies proposed by the authors.

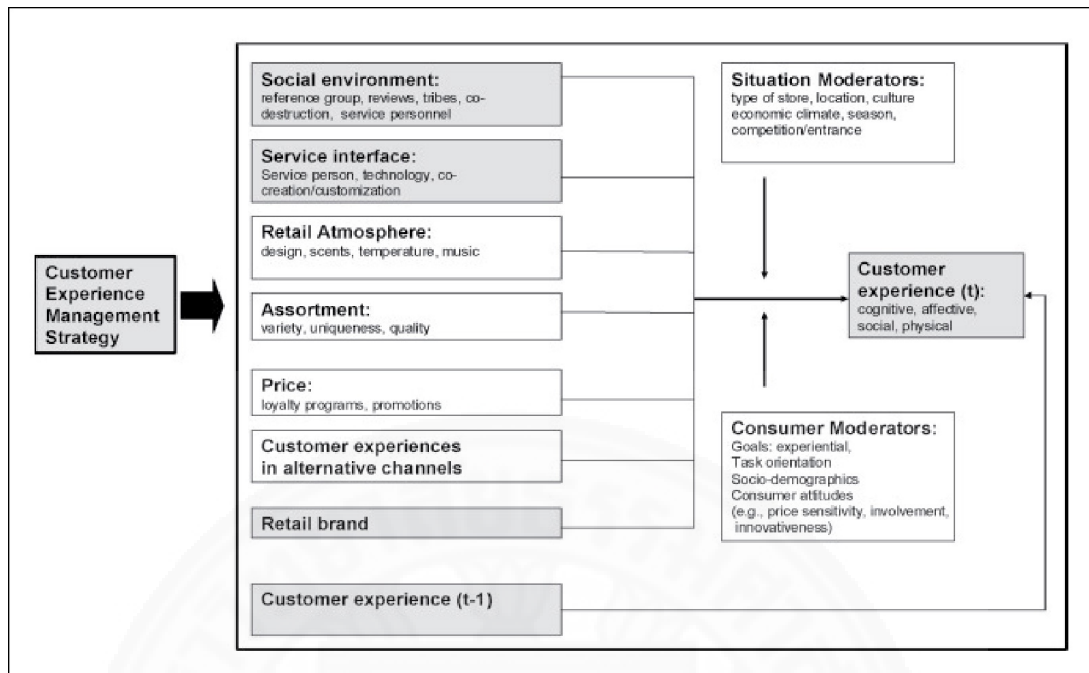


Figure 1: Conceptual Model of Customer Experience Creation. Reprinted from Customer Experience Creation: Determinants, Dynamics and Management Strategies. Journal of Retailing by Verhoef, P., Lemon, K., Parasuraman, A., Roggeveen, A., Tsiros, M., & Schlesinger, L. (2009), 31-41. Retrieved December 16, 2015

2.2. Research & forecast report for retail market 4Q2015, Bangkok, Thailand (Kongcheep & Phumviwattanasirikul, 2015)

There are many large-scale shopping malls expected to be completed in 2015/16 in the suburban Bangkok area due to the huge number of residential projects in the area, especially large-scale housing projects to which many people moved in the past 20 years. In addition, many mass transit lines are also extending from the city area to the suburban area and this will increase the population in the area in the future. Approximately 86,570 sqm of new retail space was supplied during the last quarter of 2014; total retail space as of 4Q 2014 is 6,881,000 sqm. More than 4,013,800 sqm or 58% of existing retail space was shopping malls and community malls, representing the second largest market share with a total area of around 962,410 sqm or 14%.

Community malls have been the most fashionable in the retail sector in terms of number of projects in the past few years. Many new developers and residential developers are still interested in developing new community malls in Bangkok, especially in the suburban Bangkok area. However, some community malls are not successful or cannot maintain their popularity for more than two years, so some shops close or move out and leave the space vacant, which affects the project's image. In 2014 and 2015, community malls did continue to grow in number, especially in the Bangkok suburbs. Most of the older malls did renovate their properties and relocate or re-mix their tenants and add new brands or shops that are suited to the modern lifestyle. All retail developers/operators are trying to catch up with the luxury brands by opening their own luxury projects or renovating, adding more high-end and luxury shops. This is because they prefer to be different from their competitors and attract higher purchasing power.

2.3. The physical patterns of community malls (Lasorn, 2012)

The community mall is an open-air shopping center where there are open spaces in the front of the projects for car parking, which generally are one to three floor(s) of one to three building(s) allocated with an L shape or a U shape, and do not have connecting paths with air-conditioners between shops. There are six patterns of community malls in Thailand (as cited in www.Siamfuture.com) as detailed below:

1. **Neighborhood shopping center:** A neighborhood shopping center is a small open-air shopping mall near residence areas designed with patterns for customers' convenience for buying consumer goods or something that is used in daily life.
2. **Convenience center:** They have the tenants of just two or three shops such as an auto service center, convenience store, video rental shops of academic institutes, etc.
3. **Stand-alone retail store:** A stand-alone retail store has about 0.5 rai or 800 sqm of available area on the main road or main Soi, which has only one tenant such as an auto service center or a convenience store or a retail shop.

4. **Power center:** A power center is a big shopping mall that has more than two main tenants and has skills and unique strengths such as decorated shops and construction equipment.
5. **Lifestyle center:** A lifestyle center is the shopping mall of which its main tenants are supermarkets and retail shops that are responsive to the demands in daily life such as theaters, bowling, restaurants, bakeries, beauty and skin care shops, and music academies. They also have some free space for rent.
6. **Urban entertainment center:** Urban entertainment centers are the new generation of shopping malls that include the concept of entertainment and lifestyle, which shows patterns of mixing between innovation and lifestyles with an emphasis to blend arts and entertainment to be entertainment that presents in the way of new retail business.

2.4. An introduction to special event and special event production (Matthews, D., 2007)

An event can be defined, according to Matthews (2007), as a time-limited collection or gathering of people in a single space or area for a specific purpose. For example, special events can be celebrations, learning experiences, or other human activities. This is a very broad definition, which covers everything from personal events (such as weddings) to large-scale cultural events (such as music festivals). Special events have different characteristics from the perspective of the event organizer and the attendee. For the attendee, the special event is an opportunity for an experience they do not have every day, such as a leisure or social activity. For the organizer, the event is a relatively rare (though possibly recurring) activity outside the normal activities of the organization. Most events can be considered as falling into a small number of categories, including commercial, educational, social, political, or religious. Some types of events may overlap these categories (for example, a wedding could be both a social and religious event.)

Matthews (2007) identifies four main categories of special events that are common today. *Meetings and conferences* are typically educational or commercial events, including academic and professional conferences, workshops, retreats, and other types of similar conferences. This special event sector is larger than most, and is typically a major tourism contributor as such events often bring people together from around the world. *Expositions and trade shows* are similar to meetings and conferences, but are more focused on commercial activity rather than educational purposes. These shows are often organized on an industrial level. *Celebrations, ceremonies and spectacles* are a category of social events which include religious, social, and political events. These events range from personal weddings to the Olympics. These events may be public events (for example sporting events, concerts or festivals). They also include private events (for example, fundraisers, social and life events, reunions, and corporate events like product launches or corporate meetings).

2.5. The study of customer behavior satisfaction and loyalty of community mall in Bangkok and suburban area (Lasorn, 2012)

There are over 70 community malls in Bangkok and suburban areas. The community malls are located widely in every zone of Bangkok and all provinces of the suburban area to serve the growth of demand in every area. Most of the community mall's customers are people whose ages are between 15 and 35 years and the majority are single status, who have income of less than THB 20,000 to 30,000. Moreover, the customers come to the community mall to use the service of 1st restaurant, 2nd clothing, 3rd household appliances, 4th instant foods and 5th snack. In addition, the reasons to visit the community mall are 1st convenience, 2nd atmosphere, and 3rd variety.

Furthermore, *experiential marketing*, comprising of two factors, sensation experience and association experience, is one of the most important factors that influences customer satisfaction. Therefore, the community mall operators should increase the magnet in terms of sensation experience and association experience, such as making better new content or decoration and adding some new stories to attract customers who love to feel the new experience when using the services of a community mall, and make

service quality tangible, such as increasing facilities and equipments that can make it more convenient for customers when they use community mall services. Furthermore, community mall operators should keep and develop their strengths, which are the reasons that customers choose to visit, such as convenience, atmosphere and variety, in order to gain more market share from other retail businesses.

In addition, the study also found that the customer satisfaction has a high influence on customer loyalty, so the community mall operators should improve the above factors that also influence customer satisfaction so that the customers become loyal to the community mall services in the future.

2.6. External factors influencing consumption behavior of community mall customers in Bangkok area (Boonyam, T., & Somboonsilp, N., 2012)

There is a relationship between the consumer behavior of using the service at a community mall and the customer experience that the consumer received from the community mall's service. The customer experience includes the experience in terms of emotion, feeling and satisfaction with the service of community mall. Therefore, the customers who receive good experience from the community mall that has a good atmosphere, attractive design, excellent service, and various products and services will have the opportunity to select that community mall and spend significantly more of their time per visit. However, the customer experience would not have a relationship with how much each customer spends each time in the community mall.

In conclusion, the way to increase customer satisfaction is that community mall operators should offer a good customer experience by 1) creating a good atmosphere, 2) generating special activities to incite the customer and 3) persuading the customer with supportive service. These kinds of activities can help the community mall creates an impressive customer experience, and can lead the customer to have high-frequency re-purchasing behavior (Boonyam & Somboonsilp, 2012).

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research objectives

The purpose of this study is to explore and understand the impact of special events on customer experience and customer satisfaction in using the service of community malls in suburban Bangkok. More specifically, the objectives of this study are:

1. To examine the extent to which special events at community malls increases customer satisfaction
2. To examine which attribute/s of a special event have the most impact on satisfaction.

The research was conducted using two methods, which were the Exploratory Research Method and the Descriptive (Quantitative) Research Method.

3.2. Exploratory research method

The exploratory research method was used to determine or explore consumer behavior in using the service at a community mall, consumer perceptions of the community mall's service and their special events, etc. The results of the exploratory research method were also used as a guideline for the quantitative research method. The exploratory research methods that were used in this research project are secondary research and in-depth interview.

3.2.1. Secondary data

The secondary sources of data were government statistical reports and credible sources such as Euromonitor, Kasikorn Research Center, public websites and web boards, as well as data provided by the company.

The objectives of the secondary research were:

- To understand the general retailing business information, structure, value, and obstacles in the community mall business.
- To understand and analyze consumers in terms of opinion, behavior, perception, and attitude towards the community mall's service.

3.2.2. In-depth interview

The in-depth interview involved an individual interview gathering ideas and opinions from consumers. The interviews were led by a skilled moderator to probe the consumers, with a minimum of 15 respondents. The interviews mainly cover topics relating to opinion, behavior, perception, and attitude toward the service and special events at community malls in suburban Bangkok.

The objectives of the in-depth interview were:

- To explore consumer behavior on how the consumers select community malls and how they spend their time at community malls.
- To understand the consumer perceptions of the special event activity at a community mall and explore what attributes of the special events impact customer satisfaction.
- To understand the relationship and the impact of the special event activity at the community mall on customer experience and customer satisfaction.

3.3. Descriptive (Quantitative) Research Method

The descriptive research method aimed to describe the characteristics of the population of interest, consumer behavior, perceptions, and attitudes, as well as their experience and satisfaction towards the special event at a community mall. Observational method and questionnaires were employed under the descriptive research method. Details of each method are as follows.

3.3.1. Observation

Observation was used to collect data relating to consumer behaviors on using the service and spending their time at the special event at the community mall through watching or witnessing the representatives of the population of interest in the natural settings without interaction. The observations were conducted in the actual community mall in suburban Bangkok.

The objectives of the observation were:

- To observe the behavior of consumers on using the service and spending their time at a special event at a community mall.
- To assess the type and scale of special events at community malls.

3.3.2. Questionnaire

Questionnaires were distributed online and offline. The initial stage involved the design of a set of questions and distribution to 10 respondents for a pilot test. The results and feedback were analyzed for further improvements. Then, the official questionnaire was distributed to 151 offline respondents and 100 online respondents. Finally, the data were collected and manually input into the Statistical Package for the Social Sciences (SPSS) for analysis, interpretation, and recommendations.

The objectives for the questionnaire were:

- To understand more about the customers of community malls in a suburban area of Bangkok in terms of demographic and behavioral information.
- To evaluate the effectiveness of the current community malls' special event activities on customer experience and customer satisfaction toward each attribute of the special event.
- To analyze, identify, and provide recommendations, suggestions, and strategies to increase customer satisfaction by operating special events at community malls in suburban Bangkok.

3.4. Questionnaire design

The questionnaire was composed of close-ended questions, and the respondents would spend about 15 minutes answering all of the questions. All variables were measured using descriptive statistics, frequencies, simple regression analysis and multiple regression analysis. In the study, the questionnaire was comprised of two sections.

Section 1: Demographic information and customer behavior on using the service at a community mall.

The questions were created to ask the customers which community mall they most frequently visit, the factors that concern customer behavior and to classify the characteristics of respondents in terms of their gender, status, age, education, occupation and income, such as:

- Which community mall did you go to last time or in past 3 months?
- How often do you go to the community mall?
- How did you select the community mall?
- How many hours do you spend per visit at the community mall?
- Age / Gender / Education Level / Occupation / Personal Income

Please also refer to Appendix A for questionnaire design - Section A and E.

Section 2: Customer experience and customer satisfaction with the community mall toward the special event.

In this part of the questionnaire, the questions focused on the impact of the special event in the community that has the greatest effect on customer experience and customer satisfaction. The questions would use a rating scale to evaluate customer satisfaction and behavioral intentions. Sample questions included:

- Thinking about all visits to the community mall you nominated in A1 in the past three months, how satisfied were you overall?
- The following is a list of the community mall's attributes. How satisfied were you with the community mall on each item? (easy to travel to, parking available, variety of product or service, general theme and atmosphere, have activity to attend, facilities)

- How important was each attribute of the community mall in your satisfaction with the service at the community mall?
- The following is a list of the special event's functions. How satisfied were you with the special event on each item? (theme and activity, event promotion, variety of product or service, period of time, event location and space)
- How important was each attribute of the special event in your satisfaction with the special event at the community mall?
- To what extent do you agree or disagree with the following statement that describes your behavior on going to the community mall:
 - I like to attend every special event in the community mall.
 - The special event in the community mall brings a new experience to you.
 - When there is the special event at the community mall, I like to recommend my friends and family to go.
- How likely are you to go to each type of special event at the community mall?
- How likely are you to continue using services at community mall that often has special event?
- How likely are you to recommend the community mall that has the special event to a friend or family member?

Please also refer to Appendix A for questionnaire design - Section B, C and D.

3.5. Identification of key research variables

The key variable of this study was customer satisfaction with the service of the community mall. In detail, this study divided the variables into independent and dependent variables. The independent variables were the format of the special event that the community mall operates and customer experience with the special event, while the dependent variable was the level of satisfaction of the customers who come to use the services of community malls that have special event activity in their area.

3.6. Target population

Population

The sampling method for this research project was non-probability, convenience sampling and the samples included only customers who were using the service of the community mall in suburban Bangkok.

Sample Size

The sample size of this study was around 251 community mall customers who were aged 15–65 years old. This sample size was adopted from the formula of Cochran, W.G. 1953.

Please also refer to Appendix B

3.7. Data collection plan

The sampling in this study was separated to the community malls in three zones of Bangkok (Bangkok southern zone, Bangkok-Thonburi northern zone and Bangkok-Thonburi southern zone), using a random technique to distribute to community malls.

In addition, the primary data were collected from 5 January 2015 until 20 February 2015. All questionnaires were distributed to customers of the community malls aged 15-65 years old, randomly selected from three community malls in the Bangkok suburban area. The selected community malls in this study were The Circle (on Ratchapruk Road), The Victoria Gardens (Phetkasem Road) and The Brio (on Phutthamonthol Sai 4).

3.8. Data analysis plan

Result from both the in-depth interviews and observations were interpreted and analyzed to find out consumer insights to meet the objectives of the research and identify key points from data.

Moreover, the statistical data collected from the questionnaire were analyzed using the Statistical Package for the Social Sciences (SPSS). This allows this study to achieve more useful information and provides a better understanding of the impact of special events on customer experience and customer satisfaction.



CHAPTER 4

RESULTS AND DISCUSSION

4.1. Interview and observation results

A total of 16 interviews were conducted from January 18-30, 2016, with 15 community mall customers who also used the service at the mall (11 employees and 4 business owners) and 1 community mall manager. Respondents ranged in age from 25-54. According to the community mall manager, there are 2 types of events held at community mall. The first are based on holidays or other special yearly events and the second are held on a monthly basis and focus on the sale of products and services (for example, a flea market)

Findings from the interview series with the 15 mall customers indicated that most interviewee typically go to the mall to have a meal with family and friends and most interviewee stated that they visited the mall based on two reasons, which were location and convenience of transportation as key factors in their community mall selection. The majority of the respondents spend one to one and a half hours eating at the mall followed by half to one hours shopping.

Interviewee 1: *"I go there to have lunch with my colleague."*

Interviewee 2: *"I go there to have dinner with my family and to buy some households."*

Interviewee 3: *"I always go to the community mall to hang out with friends like chillaxing, having dinner together."*

Interviewee 3: *"I just drop by to have some dinner after work"*

When asked about their perceptions of community mall special events, most interviewee said events made the mall more attractive and encouraged them to visit, and interviewee also said they liked malls that hold a variety of concept-based special events each year.

Interviewee 1: *"It's good to have a lot of events in the community mall because there are variety of goods to shop and activities to do."*

Interviewee 2: *"I like the community mall that throw events in every special occasions. i really want to join."*

Interviewee 3: *"When there's an event, I'd love to drop by."*

Respondents were also asked to identify at least 5 special event attributes that impacted their satisfaction, which were concept and theme, variety of products and services, period of time, type of event and space in which the event takes place.

Interviewee 1: *"The variety of products, the event itself, the place of the event, the amount of people and the convenience."*

Interviewee 2: *"Interesting contents, the event, parking, the period of the event."*

Interviewee 3: *"Festival, decoration, convenience, price and event format."*

Interviewee 4: *"The product that match my needs, promotion, safe and convenient parking, interesting event and the time of the event that can meet my availability."*

Observations were made at four malls: The Circle (on Ratchapruerk Road), Bee Hive Lifestyle Mall (in Muangthong Thani, Changewattana Road), The Victoria Gardens (Phetkasem Road) and The Brio (on Phutthamonthol Sai 4). The malls are surrounded by residential estates and located far away from public transportation, so most of their customers use their own transportation. Peak times for mall visits are 6-9 pm on weekdays and 11 am-8 pm on weekends. Customers typically visit in groups of 2-5 and usually have meals together. During the course of our observations, 3 of the 4 community malls held special events, which included the Chinese New Year Festival and Valentine's Day Festival (a combination of festival, flea market and live entertainment). The malls that held events promoted them via online channels such as websites and Facebook, and offline channels such as print ads, local signage and in the case of The Circle, billboards. When there are no events held in a mall, customers spend their time eating food and shopping, but when events are held, they will typically spend 15-30 minutes at the events buying products and services, and food stores in the event area (bakeries, beverage and snack shops, etc.) experience increased traffic.

4.2. Questionnaire results

4.2.1. Demographics

A total of 251 respondents participated in this research. There was a nearly equal gender split, with females making up 52% of the sample. The majority (57%) of respondents were teens and young adults (15-25 years old), 13% were 26-35, 15% were 36-45, 12% were 46-55 and 3% were 56-65 years old.

The majority of respondents (55%) held bachelor's degrees, 18% had vocational certificates and 1% held master's degrees, while just over one-quarter (26%) had a high school education or lower. Half of the respondents were students, 16% were business owners or self-employed, 15% worked for private companies, 10% were freelancers, 2% were government officers and 7% reported other unspecified occupations.

Just over half (51%) reported incomes of 15,000 THB or less, nearly one-quarter (24%) reported incomes in the 25,001-35,000 range, 6% reported incomes of 35,001-45,000 and 9% had incomes in the range of 45,001-55,000.

4.2.2. Customer behavior using services at a community mall in suburban Bangkok

Each of the three malls that held events was visited by approximately one-third of the respondents in the past 3 months.

Table 1: Community mall visits

Which community mall did you go last time or in past 3 months?	Frequenc y	Percent
The Circle	88	35.1
Victoria Garden	82	32.7
The Brio Phutthamonthon Sai 4	81	32.3
Total	251	100.0

The most popular event was Chinese New Year, attended by 37.5% of respondents, followed by a New Year event (22.3%), a Valentine's Day event (8.4%) and Dog Day (8.4%). Additional events attracted lower percentages of mall visitors.

Table 2: Event attendance

Have you attended any special events in the past 3 months?		Frequency	Percent
No		-	-
Yes	Chinese New Year	94	37.5
	New Year Event	56	22.3
	Yes, Valentine day	21	8.4
	Dog Day	21	8.4
	OTOP	10	4.0
	Woodland	9	3.6
	Victoria Work Shop	6	2.4
	The Old Day of Bangkok	6	2.4
	Other	28	11.2

The largest proportion of respondents (45.4%) had attended just 1 event, approximately one-third (33.9%) had attended 2 events, 10.8% had attended 3 events and 4.0% had attended 4. Smaller percentages of respondents had attended more events, with the largest number being 11.

Table 3: Number of events attended

If you attended a special event in the last 3 months, how many times?	Frequency	Percent
1 Time(s)	114	45.4
2 Time(s)	85	33.9
3 Time(s)	27	10.8
4 Time(s)	10	4.0
5 Time(s)	1	0.4
6 Time(s)	5	2.0
7 Time(s)	1	0.4
8 Time(s)	2	0.8
9 Time(s)	1	0.4
10 Time(s)	3	1.2
11 Time(s)	1	0.4
Total	250	99.6
Missing data	1	0.4

The majority of respondents (59.0%) visit the community mall less than once a week, 35.1% visit 1-2 times per week and smaller percentages visit more often, with the most frequent mall patron visiting 7 times per week or more.

Table 4: Mall visit frequency

How often do you go to the community mall?	Frequency	Percent
Fewer than 1 time per week	148	59.0
1 – 2 times per week	88	35.1
3 – 4 times per week	7	2.8
5 – 6 times per week	6	2.4
7 times per week or more	1	0.4
Error	1	0.4
Total	251	100.0

The majority (70.9%) of respondents typically spend 1-2 hours at the mall, 12.0% spend less than 1 hour per visit, 12.0% spend 2-3 hours, 4.4% spend 3-4 hours and 0.8% spend more than 4 hours per visit.

Table 5: Duration of mall visits

How many hours do you spend per time at the community mall?	Frequency	Percent
Less than 1 hour per time	30	12.0
1 – 2 hours per time	178	70.9
2 - 3 hours per time	30	12.0
3 - 4 hours per time	11	4.4
More than 4 hours per time	2	0.8
Total	251	100.0

4.2.3 Descriptive results

The descriptive results were scored using an itemized rating scale. Scores for mall objectives ranged from 1 = never go to 7 = every time. The mean score was highest for having a meal, followed by recreation, shopping, using services, attending activities or special events and working.

Table 6: Mall objectives

How often do you go to the community mall with these objectives?	N	Min	Max	Mean	Std. Deviation
Have a meal	251	1.00	7.00	4.9044	1.6046
Go shopping	250	1.00	7.00	3.7960	1.6459
Use a service, i.e., bank, massage, nail painting	251	1.00	7.00	3.7490	1.8079
Attend an activity or special event	251	2.00	7.00	3.4064	1.0631
Recreation	251	1.00	7.00	3.9721	1.7050
Working	251	1.00	7.00	1.7928	1.3404

The statements regarding customer satisfaction (Table 7) were scored in a range of 1 = not satisfied at all to 7 = extremely satisfied. The mean general customer satisfaction score was 4.9044, which indicates that customers are somewhat satisfied.

Table 7: Satisfaction with the community mall

Overall satisfaction with all visits to the community mall	N	Min	Max	Mean	Std. Deviation
	251	1.00	7.00	4.9044	1.6046

Table 8 shows the distribution of respondents who were dissatisfied (scores 1 and 2), moderately satisfied (scores 3 to 5) and highly satisfied (scores 6 and 7). This shows that the majority (64.1%) were moderately satisfied. More people were highly satisfied (32.7%) than dissatisfied (3.2%).

Table 8: Distribution of satisfaction with community mall

Overall Satisfaction in using the service at community mall	Frequency	Percent
Dissatisfied	8	3.2
Moderately satisfied	161	64.1
Highly satisfied	82	32.7

As for satisfaction with particular mall functions (Table 9), respondents were most satisfied with the general theme and atmosphere, followed by available parking, facilities, ease of travel, variety of products and services and activities. Satisfaction levels ranged from neutral to somewhat satisfied.

Table 9: Satisfaction with mall functions

How satisfied are you with each function of the community mall over the past 3 months?	N	Min	Max	Mean	Std. Deviation
Easy to travel to	251	2.00	7.00	5.4223	1.4714
Parking available	251	1.00	7.00	5.4980	1.4843
Variety of products and services	251	1.00	7.00	5.1873	1.2557
General theme and atmosphere	251	1.00	7.00	5.5299	1.2207
Have activity to attend	251	1.00	7.00	4.3944	1.2648
Facilities (toilets, Wi-Fi, seating)	251	2.00	7.00	5.4701	1.3000

Table 10 shows the distribution of satisfaction with different mall functions. Participants were moderately or highly satisfied with ease of travel (96.4% total), parking available (96.4% total), variety of products and services (98.4%), theme and atmosphere (99.2%), activities to attend (93.2%), and facilities (97.6%).

Table 10: Distribution of satisfaction with mall functions

Easy to travel to	Frequency	Percent
Dissatisfied	9	3.6
Moderately satisfied	100	39.8
Highly satisfied	142	56.6
Parking Available	Frequency	Percent
Dissatisfied	9	3.6
Moderately satisfied	98	39.0
Highly satisfied	144	57.4

Variety of product and service	Frequency	Percent
Dissatisfied	4	1.6
Moderately satisfied	140	55.8
Highly satisfied	107	42.6
General theme and atmosphere	Frequency	Percent
Dissatisfied	2	0.8
Moderately satisfied	107	42.6
Highly satisfied	142	56.6
Have activity to attend	Frequency	Percent
Dissatisfied	17	6.8
Moderately satisfied	190	75.7
Highly satisfied	44	17.5
Facilities (Toilet, Wi-Fi, Seating)	Frequency	Percent
Dissatisfied	6	2.4
Moderately satisfied	101	40.2
Highly satisfied	144	57.4

Respondents were asked to rate the relative importance of each of the mall functions to satisfaction on a scale of 1 = not important at all to 7 = extremely important (Table 11). The fact that the mall was easy to travel to was the most important factor, followed by available parking, facilities, variety of products and services, general theme and atmosphere and activities. These scores indicate that all of the factors are somewhat important.

Table 11: Importance of mall functions to satisfaction

How important is each function to your satisfaction with the community mall?	N	Min	Max	Mean	Std. Deviation
Easy to travel to	251	1.00	7.00	5.7530	1.5109
Parking Available	250	1.00	7.00	5.7080	1.4804
Variety of products and services	251	2.00	7.00	5.6614	1.3656
General theme and atmosphere	251	2.00	7.00	5.6494	1.2762
Have activity to attend	251	1.00	7.00	5.0398	1.4935
Facilities (toilet, Wi-Fi, seating)	251	2.00	7.00	5.6972	1.3755

The mean score for overall satisfaction with mall events was 4.7968, slightly above a neutral response, indicating mild satisfaction (Table 12).

Table 12: Satisfaction with community mall events

Overall satisfaction with the special event(s) in the community mall	N	Min	Max	Mean	Std. Deviation
	251	2.00	7.00	4.7968	1.1289

Overall, satisfaction with community mall events was moderate (Table 13). Only 1.2% of the sample was dissatisfied with the special events at the community model. Most of the participants were moderately satisfied (66.9%). However, about a third of the group was highly satisfied (31.9%).

Table 13: Distribution of satisfaction with community mall events

Overall Satisfaction in attention the special event in community mall	Frequency	Percent
Dissatisfied	3	1.2
Moderately satisfied	168	66.9
Highly satisfied	80	31.9

The highest level of satisfaction with attributes of a recently attended mall event was found for theme and activity, followed by variety of products and services, event location and space, period of time and event promotion. However, all of these scores were only slightly above neutral.

Table 14: Satisfaction with event attributes

How satisfied are you with each attribute of the special event in the community mall that you attended last time?	N	Min	Max	Mean	Std. Deviation
Theme and activity	250	1.00	7.00	4.9160	1.2045
Event promotion	251	2.00	7.00	4.6016	1.2266
Variety of products and services	251	1.00	7.00	4.9602	1.1825
Event location and space	251	1.00	7.00	4.8845	1.1587

There were moderately levels of satisfaction with the event attributes (Table 15). Most participants were moderately satisfied with the theme and activity of the event (59%), event promotion (70.1%), variety of products and services (62.9%), time period (65.3%), and event location and space (62.7%).

Table 15: Distribution of satisfaction with event attributes

Theme and activity	Frequency	Percent
Dissatisfied	6	2.4
Moderately satisfied	148	59.0
Highly satisfied	96	38.2
Event Promotion	Frequency	Percent
Dissatisfied	12	4.8
Moderately satisfied	176	70.1
Highly satisfied	63	25.1
Variety of product and service	Frequency	Percent
Dissatisfied	8	3.2
Moderately satisfied	158	62.9
Highly satisfied	85	33.9
Period of time	Frequency	Percent
Dissatisfied	10	4.0
Moderately satisfied	164	65.3
Highly satisfied	77	30.7
Event location and space	Frequency	Percent
Dissatisfied	8	3.2
Moderately satisfied	156	62.2
Highly satisfied	87	34.7

Respondents were also asked to rate the relative importance of each of the special event attributes to their decision to attend the events on a scale of 1 = not important at all to 7 = extremely important. The most important attribute was event location and space, followed by variety of products and services, theme and activity, period of time and event promotion. All of these factors were somewhat important.

Table 16: Importance of event attributes to attendance

How important is each attribute of the special event in your decision?	N	Min	Max	Mean	Std. Deviation
Theme and activity	251	1.00	7.00	5.3546	1.4879
Event promotion	251	1.00	7.00	5.1952	1.4552
Variety of product and service	251	2.00	7.00	5.3745	1.3369
Period of time	251	1.00	7.00	5.2271	1.4171
Event location and space	251	1.00	7.00	5.4143	1.3098

Respondents were asked to rate their level of agreement with statements related to their event attendance behaviors on a scale ranging from 1 = strongly disagree to 7 = strongly agree. The highest level of agreement was found for liking to attend events that provide new experiences, followed by those that offer things to buy, recommending events to others, attending events that offer free activities or entertainment and attending every special event held in the community mall. However, all scores were in the neutral range, or slightly above.

Table 17: Event-related behaviors

To what extent do you agree or disagree with the following statements that describe your behavior regarding special events?	N	Min	Max	Mean	Std. Deviation
I like to attend every special event in the community mall.	251	1.00	7.00	4.2948	1.2234
I like to attend special events that have stuff to buy (i.e., flea market).	251	1.00	7.00	4.5498	1.3178
I like to attend special events that have free activities or entertainment (i.e., mini concert).	251	1.00	7.00	4.3825	1.2510
Special events can bring new experience to me.	251	1.00	7.00	4.5857	1.2081
When there is the special event at the community mall, I like to recommend that my friends and family go to it.	251	1.00	7.00	4.4382	1.1658

Respondents were also asked to rate the likelihood of attending each type of event on a scale of 1 = not likely at all to 10 = extremely likely. Respondents were most likely to attend holiday festivals, followed by flea markets, expositions and entertainment shows. However, all responses were in the slightly low-neutral range.

Table 18: Likelihood of attending different types of events

How likely are you to go to each type of special event at the community mall?	N	Min	Max	Mean	Std. Deviation
Expositions, i.e., Art Gallery, Sculpture Show	251	1.00	7.00	4.6574	1.4622
Festival, i.e., Christmas, Chinese New Year, Valentine's, etc.	251	.00	7.00	5.1394	1.3973
Entertainment show, i.e., Free Mini Concert, Puppet Show, etc.	251	1.00	7.00	4.6574	1.4374
Flea Market, i.e., Summer Sale, etc.	251	2.00	7.00	5.0797	1.3891

Using the same scale, respondents were asked to rate their likelihood of continuing to visit the community mall. They were most likely to use services at malls that often have special events, followed by recommending a mall that often holds such events, whereas scores were slightly lower for the likelihood of using services at and recommending a community mall without special events, though respondents were at least somewhat likely to visit and recommend both types of malls.

Table 19: Loyalty behaviors toward malls with and without events

How likely are you to continue shopping at the community mall?	N	Min	Max	Mean	Std. Deviation
You're likely to continue shopping at a community mall that often has special events.	251	2.00	10.0 0	7.1594	1.9916
You're likely to recommend a community mall that often has special events to your friends and family.	251	2.00	10.0 0	6.9482	1.9680
You're likely to continue using services at a community mall that has no special events.	251	1.00	10.0 0	6.8566	2.0463
You're likely to recommend a community mall that has no special events to your friends and family.	251	1.00	10.0 0	6.8566	2.0207

4.2.4. Correlation results

4.2.4.1. Satisfaction with each community mall function and overall satisfaction with the community mall (Sections B1 and B2)

Correlation between overall satisfaction with community mall service and attributes of the community mall was generally moderate, and all were significant. The lowest correlation was to having an activity to attend ($R = 0.324$), followed by easy to travel to ($R = 0.384$), variety of product and service ($R = 0.393$), facilities ($R = 0.446$), theme and atmosphere ($R = 0.470$), and parking availability ($R = 0.530$).

Table 20: Correlation results on satisfaction with each community mall function and overall satisfaction

Correlations								
		Overall Satisfaction in using the service at community mall	Easy to travel to	Parking Available	Variety of product and service	General theme and atmosphere	Have activity to attend	Facilities (Toilet, Wi-Fi, Seating)
Overall Satisfaction in using the service at community mall	Pearson Correlation	1	0.384**	0.530**	0.393**	0.470**	0.324**	0.446**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000	0.000
	N	251	251	251	251	251	251	251

4.2.4.2. Satisfaction with each attribute of the special event and overall satisfaction with the special event at the community mall (Sections C1 and C2)

Correlations between satisfaction with special events and special event attributes were somewhat higher than general satisfaction. All correlations were significant. The lowest correlation was with event location and space ($R = 0.557$), followed by period of time ($R = 0.560$), variety of product and service ($R = 0.611$), event promotion ($R = 0.617$), and theme and activity ($R = 0.666$).

Table 21: Correlation results on satisfaction with each attribute of the special event and overall satisfaction with the special event at the community mall

		Theme and activity	Event Promotion	Variety of product and service	Period of time	Event location and space
Overall Satisfaction in attention the special event in community mall	Pearson Correlation	0.666**	0.617**	0.611**	0.560**	0.557**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000
	N	250	251	251	251	251

4.2.4.3. Satisfaction with each function of the community mall and intention to use the services at the community mall that has special events (Sections B2 and intention)

Correlation between the intention to use the mall and mall characteristics were generally moderately high and significant. The lowest was for having an activity to attend ($R = 0.412$), followed by theme and atmosphere ($R = 0.507$), variety of product and service ($r = 0.509$), easy to travel to ($R = 0.602$), facilities ($R = 0.627$), and parking ($R = 0.683$).

Table 22: Correlation results on satisfaction with each function of the community mall and intention to use the services at the community mall that has special events

		Easy to travel to	Parking Available	Variety of product and service	General theme and atmosphere	Have activity to attend	Facilities (Toilet, Wi-Fi, Seating)
Intention	Pearson Correlation	0.602**	0.683**	0.509**	0.507**	0.412**	0.627**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000
	N	251	251	251	251	251	251

4.2.4.4. Satisfaction with each attribute of the special event and intention to use the services at the community mall that has special events (Sections C2 and intention)

There were also moderately high, significant correlations between the event characteristics and intention to attend. The lowest correlation was for event promotion ($R = 0.554$), followed by event location and space ($R = 0.571$), period of time ($R = 0.600$), variety of product and service ($R = 0.644$), and theme and activity ($R = 0.696$).

Table 23: Correlation results on Satisfaction with each attribute of the special event and intention to use the services at the community mall that has special events

		Theme and activity	Event Promotion	Variety of product and service	Period of time	Event location and space
Intention	Pearson Correlation	0.696**	0.554**	0.644**	0.600**	0.571**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000
	N	250	251	251	251	251

4.2.4.5. Overall satisfaction with the community mall and intention to use the services of the mall that has special events (Sections B1 and intention)

The correlation between the overall satisfaction with the community mall and the intention to use the mall was moderately high and significant ($R = 0.511$).

Table 24: Correlation results on overall satisfaction with the community mall and intention to use the services of the mall that has special events

		Overall Satisfaction in using the service at community mall
Intention	Pearson Correlation	0.511**
	Sig. (2-tailed)	0.000
	N	251

4.2.4.6. Overall satisfaction in attending the special event at the community mall and intention to use the services of the mall that has special events (Sections C1 and intention)

The correlation between the overall satisfaction with the special events at the community mall and the intention to attend the event was significant. It was also moderately high ($R = 0.680$).

Table 25: Overall satisfaction in attending the special event at the community mall and intention to use the services of the mall that has special events

		Overall Satisfaction in attention the special event in community mall
Intention	Pearson Correlation	0.680**
	Sig. (2-tailed)	0.000
	N	251

4.2.5. Pair t-test

Respondents had slightly stronger intentions to visit community malls that held special events, and this difference was statistically significant ($p = .007$).

Table 26: Paired samples statistics for intention to visit the community mall

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Intention to visit community mall with special event	7.0538	251	1.9042	0.1202
	Intention to visit community mall without special event	6.8566	251	1.9430	0.1226

Table 27: Paired samples correlations for intention to visit the community mall

Paired Samples Correlations				
		N	Correlation	Sig.
Pair 1	Intention to visit community mall with special event & Intention to visit community mall without special event	251	0.824	0.000

Table 28: Paired samples test for intention to visit the community mall

Paired Samples Test									
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Intention to visit community mall with special event	0.1972	1.1428	0.0721	0.0552	0.3393	2.734	250	0.007
	– Intention to visit community mall without special event								

4.3. Analysis of the results

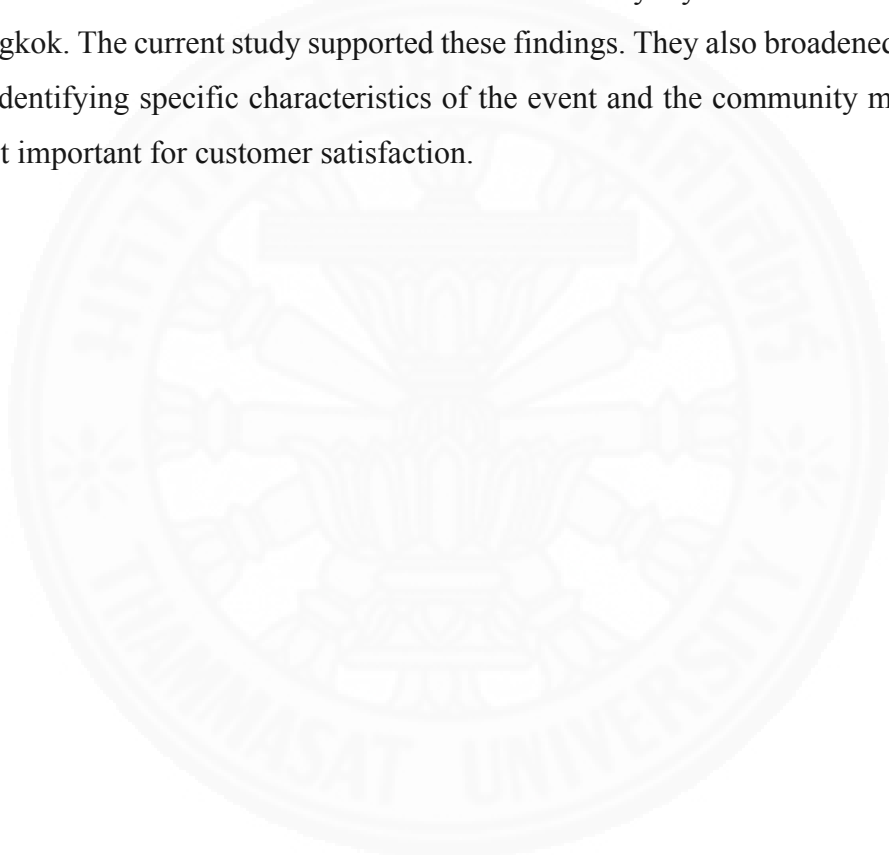
The results of this study found that there were moderate to high correlations between characteristics of the community mall and intention to visit, and between characteristics of the event and intention to attend. The most important event attributes included the location, variety of product and service, and theme and activity. Satisfaction with events were highest for variety of product and service, theme and activity, and time period. Participants were slightly, but significantly, more likely to attend malls that held special events. However, there was a high correlation between intention to visit malls without events and malls with events ($R = 0.864$).

The results were generally consistent with previous research about the important features of community mall customers in Bangkok (Boonyam & Somboonsilp, 2012). This study confirmed the importance of characteristics like atmosphere and design and a variety of products and services that Boonyam and Somboonsilp (2012) identified as important.

The results also confirmed the general importance of activities and experience in the choice of mall. This study demonstrated that even when there were no special events going on, mall that hold special events are slightly more likely to attract individual customers (although customers also visited malls without special events). This suggests that the experience of the special event is important for the customers, who may form a more positive view of the mall as a result of enjoying the events. The importance of customer experience is discussed by Verhoef, et al. (2009), who pointed out that many of the aspects of customer experience, though not all, could be controlled by the retailer. The model of customer experience presented by Verhoef, et al. (2009) (Figure 1) identified the social environment, service interface, retail atmosphere, assortment, price, alternative channels, and retail brand as factors in the customer experience in the retail environment. This study supported some of these factors, including the general atmosphere and assortment. However, Verhoef, et al. (2009) did not specifically identify special events as part of the creation of the customer experience.

This is a gap in the literature because events are one of the important types of experiences that individuals have (Matthews, 2007). The present study supports the importance of events in creating the customer experience in the mall environment.

This study also supported the general findings about satisfaction with community malls in Bangkok and the importance of experience (Lasorn, 2012). Lasorn (2012) found that experiential marketing of events and other experiences was one of the factors that influenced customer satisfaction and customer loyalty for community malls in Bangkok. The current study supported these findings. They also broadened the findings by identifying specific characteristics of the event and the community mall that were most important for customer satisfaction.



CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

This research sought to explore community mall special event formats in suburban Bangkok, develop an understanding of the relationship between customer experience with mall-hosted special events and satisfaction with overall mall service and identify the factors that increase customer satisfaction with special events and contribute to mall loyalty. To achieve these objectives, we conducted a series of interviews with mall employees and a mall manager; made observations at four community malls in the suburban Bangkok area to gain insights into mall customer behavior; and had mall customers complete questionnaires regarding event attendance, satisfaction with community mall services and special events, willingness to attend future events and recommend them to friends and family and revisit intentions toward the malls.

The findings of the interviews with mall employees and managers showed that there are two main types of events commonly held at the malls. Some events, such as holiday events, are annual events or one-time events. These events typically feature entertainment or other special happenings. The other type of event is a regularly scheduled event that focuses on buying and selling, such as a monthly flea market. Interviews with customers showed that special events made the mall more attractive, and that they liked to attend. Event features including concept and theme, period of time, variety of products and services, type of event, and the event space were important. Observations at four community malls showed that events were commonly promoted via Facebook, print ads, local signage and billboards. The events were accompanied by consumer behaviour change. During events, visitors typically added 15 to 20 minutes in shopping to their visit, along with increased food buying.

The customer survey showed that most customers had attended at least one special event in the last several months, such as Chinese New Year, Valentine Day, Dog Day, and OTOP events. Mostly, participants attended events once or twice a year. Overall,

visitor satisfaction with the mall was moderately high, as was satisfaction with most of the mall characteristics. Visitor satisfaction with events and with the event characteristics were also moderately high. Correlations showed that the features of the mall and the event were significant. Furthermore, visitors were slightly more likely to visit malls with special events than other malls.

These results show that special events are an important part of the mall experience for customers. Even if an event is not going on, customers are more likely to visit the mall and show a high level of satisfaction with the mall, and events cause significant changes in visitor behaviour. Thus, special events are important for the mall in terms of customer satisfaction.

5.2 Recommendations

The main recommendations for this research are for community malls in Bangkok. The recommendation is that these malls should use both special and regular events to draw customers in and create stronger visitor intentions for the mall. Special events offer the mall the opportunity to create a highly stimulating and enjoyable customer experience, with entertainment, special food and products, or other themed and atmospheric events. However, regular events, such as flea markets, allow customers to visit the mall routinely and engage in an experience that is slightly out of the ordinary. In both cases, events can cause consumers to change their behaviour and activities. Instead of just visiting the mall to eat or use services, visitors to events spend more time shopping and eating, and more time in the mall generally. Events also increase the overall intention to visit the mall, regardless of whether or not it is having an event. This means that even though events do take time, effort, and financial resources to set up and promote, the mall will have significant benefits from increased customer traffic during the event as well as increased visits and customer loyalty later. This is an important benefit to Bangkok's malls, which are highly competitive and operate in a crowded market and against many other forms of retail.

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APPENDICES

Appendix A: Questionnaire Design

Please answer the following questions by cross (X) the relevant number or writing your answer in the space provided. Follow each question down the survey unless indicated at the end of each question. Most questions only require selecting one choice, unless otherwise indicated.

Section A: Customer behavior on using service at community mall in Bangkok suburban area.

A1. Which community mall did you go last time or in past 3 months?

1. The Circle
2. Victoria Garden
3. The Brio Phutthamonthon Sai 4
4. Other, please specify: _____

A2. Now thinking about the community mall you nominated in A1, Have you attend any the special event in the past 3 months?

1. No [please go to question A4]
2. Yes, please specify: _____ [please go to question A3]

A3. If you attended special event in last 3 months, how many time? [Please specify in number]

- | | |
|--------------|----------------------------------|
| 1. 1 Time(s) | 7. 7 Time(s) |
| 2. 2 Time(s) | 8. 8 Time(s) |
| 3. 3 Time(s) | 9. 9 Time(s) |
| 4. 4 Time(s) | 10. 10 Time(s) |
| 5. 5 Time(s) | 11. 11 Time(s) |
| 6. 6 Time(s) | 12. Other, please specify: _____ |

A4. How often do you go to community mall?

- | | |
|------------------------------|-----------------------------|
| 1. Less than 1 time per week | 4. 5 – 6 times per week |
| 2. 1 – 2 times per week | 5. 7 times per week or more |
| 3. 3 – 4 times per week | |

A5. How many hours do you spend per time at community mall?

- | | |
|------------------------------|-------------------------------|
| 1. Less than 1 hour per time | 4. 3 - 4 hours per time |
| 2. 1 – 2 hours per time | 5. more than 4 hours per time |
| 3. 2 - 3 hours per time | |

A6. How often that you go to community mall with these objective? [1 = Never to 7 = Every time]

A6.1 Have a meal	1	2	3	4	5	6	7
A6.2 Go Shopping	1	2	3	4	5	6	7
A6.3 Use service, i.e. Bank, Massage, Nail Painting	1	2	3	4	5	6	7
A6.4 Attend the activity or special event	1	2	3	4	5	6	7
A6.5 Recreation	1	2	3	4	5	6	7
A6.6 Working	1	2	3	4	5	6	7

Section B: Customer satisfaction on using service at community mall in Bangkok suburban area

B1. Thinking about all visits to the community mall you nominated in A1 in the past 3 months, How satisfied are you?

[1 = Somewhat dissatisfied to 7 = Delighted]

B1.1 Overall Satisfaction in using the service at community mall	1	2	3	4	5	6	7
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B02. How satisfied are you with each function of community mall over the past 3 months?

[1 = Somewhat dissatisfied to 7 = Delighted]

B2.1 Easy to travel to	1	2	3	4	5	6	7
B2.2 Parking Available	1	2	3	4	5	6	7
B2.2 Variety of product and service	1	2	3	4	5	6	7
B2.3 General theme and atmosphere	1	2	3	4	5	6	7
B2.5 Have activity to attend	1	2	3	4	5	6	7
B2.6 Facilities (Toilet, Wi-Fi, Seating)	1	2	3	4	5	6	7

B3. How important is each function in your decision to satisfy the community mall?

[1 = Not at all important to 7 = Extremely important]

B3.1 Easy to travel to	1	2	3	4	5	6	7
B3.2 Parking Available	1	2	3	4	5	6	7
B3.2 Variety of product and service	1	2	3	4	5	6	7
B3.3 General theme and atmosphere	1	2	3	4	5	6	7
B3.5 Have activity to attend	1	2	3	4	5	6	7
B3.6 Facilities (Toilet, Wi-Fi, Seating)	1	2	3	4	5	6	7

Section C: Customer satisfaction on the special event at community mall in Bangkok suburban area

C1. How satisfied are you with the special event in community mall that you attend last time?

[1 = Somewhat dissatisfied to 7 = Delighted]

C1.1 Overall Satisfaction in attention the special event in community mall	1	2	3	4	5	6	7
--	---	---	---	---	---	---	---

C2. How satisfied are you on each attribute of the special event in community mall that you attend last time?

[1 = Somewhat dissatisfied to 7 = Delighted]

C2.1 Theme and activity	1	2	3	4	5	6	7
C2.2 Event Promotion	1	2	3	4	5	6	7
C2.3 Variety of product and service	1	2	3	4	5	6	7
C2.4 Period of time	1	2	3	4	5	6	7
C2.5 Event location and space	1	2	3	4	5	6	7

C3. How important is each attribute of the special event in your decision?

[1 = Not at all important to 7 = Extremely important]

C3.1 Theme and activity	1	2	3	4	5	6	7
C3.2 Event Promotion	1	2	3	4	5	6	7
C3.3 Variety of product and service	1	2	3	4	5	6	7
C3.4 Period of time	1	2	3	4	5	6	7
C3.5 Event location and space	1	2	3	4	5	6	7

Section D: Attitude toward special event at community mall in Bangkok suburban area

D1. To what extent do you agree or disagree with the following statement that describe your behavior on going to the special event. [1 = Strongly disagree to 7 = Strongly agree]

D1.1 I like to attend every special event in community mall	1	2	3	4	5	6	7
D1.2 I like to attend the special event that have stuff to buy (i.e. Flea Market)	1	2	3	4	5	6	7
D1.3 I like to attend the special event that have free activity or entertainment show (i.e. Mini Concert)	1	2	3	4	5	6	7
D1.4 The special event can bring the new experience to me	1	2	3	4	5	6	7
D1.5 Once there is the special event at the community mall, I like to recommend mu friend and family to go	1	2	3	4	5	6	7

D2. How likely are you to go to each type of special event at the community mall?

[1 = Not at all likely to 10 = Extremely likely]

D2.1 Expositions, i.e. Art Gallery, Sculpture Show.	1	2	3	4	5	6	7	8	9	10
D2.2 Festival, i.e. Christmas, Chinese New Year, Valentine, etc.	1	2	3	4	5	6	7	8	9	10
D2.3 Entertainment show, i.e. Free Mini Concert, Puppet Show, etc.	1	2	3	4	5	6	7	8	9	10
D2.4 Flea Market, i.e. Summer Sale, etc,	1	2	3	4	5	6	7	8	9	10

D3. How likely are you to continue using the service at the community mall? [1 = Not at all likely to 10 = Extremely likely]

D3.1 Your likely to continue using service at community mall that often has special event.	1	2	3	4	5	6	7	8	9	10
D3.2 Your likely to recommend the community mall that often has special event to your friend and family.	1	2	3	4	5	6	7	8	9	10
D3.3 Your likely to continue using service at community mall that has no special event.	1	2	3	4	5	6	7	8	9	10
D3.4 D3.2 Your likely to recommend the community mall that has no special event to your friend and family.	1	2	3	4	5	6	7	8	9	10

Section E: General information (Demographic)

E1. Age

- | | |
|------------------|------------------|
| 1. 15 – 25 years | 4. 46 – 55 years |
| 2. 26 – 35 years | 5. 56 – 65 years |
| 3. 36 – 45 years | |

E2. Gender

- | | |
|---------|-----------|
| 1. Male | 2. Female |
|---------|-----------|

E3. Education Level

- | | |
|---|---------------------------------|
| 1. High School or below | 4. Master Degree |
| 2. Vocational Certificate / High Vocational Certificate | 5. Doctor Degree |
| 3. Bachelor Degree | 6. Other, please specify: _____ |

E4. Occupation

- | | |
|-------------------------------|-----------------------------------|
| 1. Student | 4. Business owner / Self Employed |
| 2. Officer in private company | 5. Freelance |
| 3. Government officer | 6. Other, please specify: _____ |

E5. How much your personal income per month?

- | | |
|------------------------|------------------------|
| 1. 15,000 THB or below | 4. 35,001 - 45,000 THB |
| 2. 15,001 – 25,000 THB | 5. 45,001 – 55,000 THB |
| 3. 25,001 - 35,000 THB | 5. 55,001 THB or more |

Appendix B: The sample size formula from Cochran, W.G. 1953

$$n = \frac{P(1-P)Z^2}{d^2}$$

Which: n is the required size of sample

P is the proportion of population that the researcher require

Z is the confidence of the researcher to defined the level of statistical significance.

D is the proportion of error that is allowed to happen

So: $n = 0.2(1-0.2)(1.96)^2 / (0.05)^2 = 245.86 \approx 251$

The sample size is 251 of community mall's customers who age between 15 – 65 year old.

BIOGRAPHY

Thesis Title	Mr. Tul Charoensuk
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