

Experts and Customer's Insights on Purchasing

Considerations: A Case of Fabric Curtain Products in Thailand

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Abstract

This research aimed to find the influence factor that affecting purchasing intention toward The Fabric Curtain in Bangkok. The Fabric Curtain is the long lifetime product and niche market. Moreover, The Fabric Curtain company does not focus only on product quality but also on service quality. The researcher focuses on making the data more reliable and covers every factor according to the purpose of this research. The researcher has collaborated with three specialists in The Fabric Curtain market who be in the position of owner and sales manager of The Fabric Curtain companies. Moreover, to make it more reliable and follow the trend of The Fabric Curtain for analyzing the data. The researcher has an interview with two groups with eight interviewees, which consists of the experts in the market who has experience more than fifteen years and customers who already installed The Fabric Curtain within one year. The technique is an in-depth interview for finding new information and understanding about purchasing intention of customers. The variables consist of the product description, price, store image perception, sale promotion, service quality, and purchase intention. Finally, the researcher used the data from all of the interviewees and the suggestion from the experts to analyze, a recommendation about The Fabric Curtain company, and further study about the online store of The Fabric Curtain business.

Keywords: price, product description, purchase intention, sale promotion, service quality, and store image perception

1. Introduction

In 2018, Thailand was the place where investors want to invest in terms of construction and real estate, which this sector has accounted for around 6% of Thailand's GDP. In 2018, the private construction sector's growth rate was increased by around 5.8%, which separate into three sectors: residential, industrial, and commercial. The residential in the Bangkok Metropolitan Region (BMP) will consider in three segments, which is consist of detached housing or new housing, townhouses, and condominiums. First of all, detached houses around Bangkok has increased by 8.3% or 11,071 units. Next, townhouses have a new unit around 31,717 units, slightly increase by 10.6%,

which launched to the property market. Finally, the condominiums around BMR have increased by 16.9% or launched the new units around 74,380 units. Besides, the more transit lines make the investors see the opportunity to expand the new condominiums around BMR, which consist of Orange Line (Thai cultural centre-Minburi), Yellow Line (Lat Phrao-Smarong) and Pink Line (Khae Rai-Minburi). These transit lines stimulate condominiums' demand because they make more convenience for traveling to work (Krungsri research, July 2019). In 2019, the growth rate of in every segment will slightly increase around 1-3% per year between 2019 until 2021 due to the rise in the land price, new competitors, scarcity of freehold land in BMR and the biggest challenged of new regulation



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about increasing in land and property tax (Bangkok Post, Feb 2019).

For the above research, there is an opportunity for decoration product to gain more sales and expand the market because in every new building have to decorate their room, which depends on the purpose of that owner's building. Moreover, nowadays, for room decoration, there are different styles for owners to choose the rooms' design, for example, contemporary style, minimal style, and traditional style, where each of these styles requires different colors and space. Besides, each style is carefully selected to ensure compatibility with the furniture, wallpaper, and fabric curtain. This research aims to categorically identify key characteristics of customers' purchasing intention for the room's decoration, the fabric curtain, in particular.

2. Literature Review

2.1 Theories Related to the Research

Related theories include consumer decision making process, store image perception sales promotion, service quality, price, and purchase intention.

2.1.1 Consumer Decision Making Process (John Dewey, 1910)

This theory is used by the marketer for tracing and identify the process of customers behavior to decide to purchase the product or services, which start from the beginning until the end of process that can be categorized into five stages, which consist of:

- Need or problem recognition is the stage that customer defined the product that they want to fulfill their needed.
- Information search in this stage customer searching for information of their product that they want and compare with another brand.
- Evaluation of alternatives in this stage customer will compare the price of each brand that provide the product that they needed. Moreover, customer also compare between price and quality that they will received from the product.
- Purchase decision in this stage the customer decide to purchase the product. In addition, at

this stage, customer already evaluated that product or services can fulfill their need.

- Post-purchase evaluation, which is the stage that customer will evaluate product and service that they have purchased, which matched with their expectation or not. Moreover, they will memorize the product or service, which can fulfill their need or not.

2.1.2 Marketing mix (Jerome McCarthy, 1960)

The marketing mix is the concept that concern about product, price, place, and promotion or called "4P", which is the theory that make the organization or marketer define the target market. First of all, the product means the items that can satisfy the customer's needs and wants, informing tangible (product or goods) and intangible (services). Next, price means the amount of money that customer has to pay, which that price is reasonable and based on customer perceived value. Next, place means the location are convenience for customers to access the stores. Finally, promotion means the marketing communication to attract the target customer such as promotion or advertising.

2.2 Discussion of variables

2.2.1 Definition of Product description

Product description or product information is the main factor for the customer to decide to purchase a product, which the description was created by the marketer (Khare & Rakesh, 2011). In addition, for provide the clear explanation and complete in term of product type (Moon, Chadee, & Tikoo, 2008) product image (Park, Lenon, & Stoel, 2005) and product price (Khare & Rakesh, 2011) will increase the higher rate of purchasing intention form the customer. A product description normally will represent the model, materials, and all elements the be a part of product to the customer. The product's high quality means the more components and more questions that the description should be provided to answer customer expectations (Kahn, String, & Wang, 2002). The product description's overall meaning is how the customer will understand and get the information for deciding to purchase products and services.

2.2.2 Definition of Price

The price can define as the value of the product or service that customer willing to pay for getting a product and service with the reasonable value. Normally customer will prefer the price with discount or lower prices to decide for purchasing a product (Mafini, Dhurup, & Mandhlazi, 2014). Price is the main factor for the customer to purchase the product or service because they have to consider the value that they have to pay and balance with their income (Kumar, Lee, & Kim, 2009).

2.2.3 Definition of Store image perception

Store image refers to the facility and decoration; communication between customers and service provides, where these attributions create memorable experiences towards customers' satisfaction (Beristain & Zorrilla, 2011). Customers' satisfaction toward the store's facility creates a higher purchasing intention rate to gain more competitive advantages (Torres, Summers, & Belleau, 2001).

2.2.4 Definition of Sales Promotion

Sales promotion is the tool that stimulates the customer to purchase the product and services (Chandon, Wansink, & Laurent, 2000) (Kwok & Uncles, 2005). The sales promotion focuses not only on the benefits and prices but also on brand communication about the product and service (Wah Lee, 2002). According to Gedenk and Neslin (Gedenk & Neslin, 1999) and Pauwels, Silva-Risso, Srinivasan, & Hanssens (Pauwels, Silva-Risso, Srinivasan, & Hassens, 2004), the potential effect of over sales promotion can cause a negative perception on brands and products, and misunderstanding of the price and product values itself

2.2.5 Definition of Service quality

Service can define as an activity or the benefit, which customer will get from the service provider that be in form of intangibles. On the other hand, for the form of tangible the customer will get from the product feature, which add value for the intangible services (Kotler & Keller, 2008). Parasuraman et al. (Parasuraman, Zeithaml, & Berry, 1985) defined a cognitive service quality as the objective of service quality will happened between consumer recognition of the outcome of service provider and another factor is an expectation of

consumer that the service provider should give the service standard in their opinion. According to cognitive service quality Woo-seong (Woo-seong, 2006), also defined as the difference of customers attitude between recognition and expectation. The nature of service has different meaning among the researcher, but they can define in four dimension, which is consist of inseparability of production and consumption, being intangible, perishability, and heterogeneity (Parasuraman, Zeithaml, & Berry, 1985). For the customer evaluation of service quality can separate in 3 factors, which consist of (1) interaction quality, which is the communication or interaction between service provider and customer, (2) service environment, which means the atmosphere in the store, facility and service environment, and (3) outcome quality, which is the result or actual service that customer has received from service provide (Brady & Cronon, 2001) (Rust & Oliver, 1994).

2.2.6 Definition of Purchase intention

The researcher defined purchase intention as the process that customers identify the need to purchase that product, search the product's information, search the brand that available, and finally decide to purchase (Naser Valaei & Nikhashemi, 2017). Purchase intention is the possibility that the customer purchases a product or service in the future. Moreover, increasing purchasing intention increase the possibility or chance for customers to purchase products or services (Dodds, Monroe, & Grewal, 1991) (Schiffman & Kanuk, 2007). According to the researchers, purchase intention is an important factor in predicting customer behavior. For more explanation, the increase in purchasing intention will tell about the positive brand image or brand commitment that customers purchase the product and services (Fishbein & Ajzen, 1975) (Schiffman & Kanuk, 2007).

3. Conceptual Framework

According to the literature review, the researcher has developed the conceptual framework, which based on the previous chapter about the literature review and included the previous framework research. This research will come up with



seven variables, which consist of five independent variables and one dependent variable. To show the study about the relationship between independent and dependent variables.

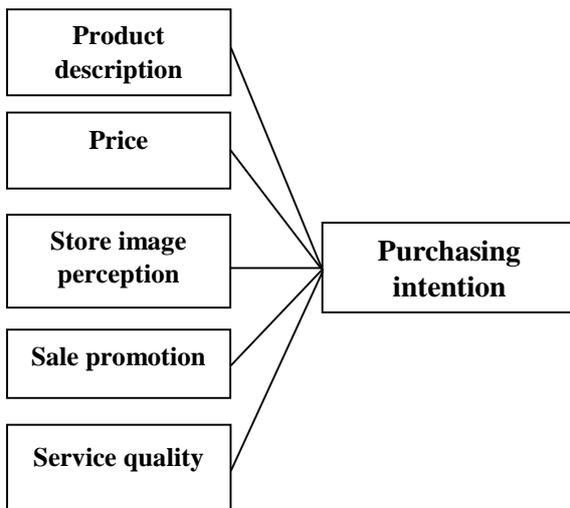


Figure 1: Conceptual framework

4. Result and Discussion

The researcher presents the data from the experts in this market and the customers whose fabric curtain is products' users within one year. The researcher has grouped the keywords based on the voice recorded analysis, transcribed into the passages. The researcher has matched the emerging themes from the contents analysis drawn from the interviewees, with the variables illustrated in the conceptual framework 4.1 Research design This research uses a qualitative method to collect niche market data with a specific customer group and a specific expert in fabric curtain products. The in-depth interview as a primary instrument was also employed to gain more in-depth information from the interviewees. The sampling procedure is purposive sampling, and the sampling criteria for selection comprise 1. Experts of fabric curtain products in the field who have been in the industry for more than 15 years, and 2. Customers who use fabric curtain products within one year.

Product description	Keyword	Frequency	Percentage
1.1	Variety of color	8	100%
	Protection the heat	8	100%
	Variety of design	7	88%
	Protection the UV	7	88%
	The way to calculate the price	6	75%
	Variety of raw material	5	63%
	Installation service	5	63%
	Customization the size	5	63%
	After-sales service	5	63%
	Reducing the sunlight	4	50%
	Measurement service	3	38%
	Trend of customers	2	25%
1.2	The pictures from previous customers can explain about the product description.	7	88%
	Helping customer to have an idea for decoration their house	5	63%
	Similar to customer house and idea	5	63%

Table 1: Frequency and percentage of product description

In this table, the researcher found that the most product description that all customers want to know is the variety of color and product features with 100% from all interviewees. Next, factors will consist of a variety of designs and more detail about the product feature with 88% from all interviewees. Moreover, most interviewees agree that the existing



customer's pictures can explain product descriptions with 88% from all interviewees.

Price	Keyword	Frequency	Percentage
2.1	Quality of services provided	8	100%
	Product feature	7	88%
	Customization the size	7	88%
	Variety and quality of raw material	5	63%
	Variety and quality of design	5	63%
	Variety and quality of color	4	50%
2.2	Whole building will spend around 30,000-40,000 Baht	6	75%
	One window will spend around 1,000-2,000 Baht	6	75%
	One door will spend around 2,000-4,000 Baht	6	75%

Table 2: Frequency and percentage of price

In this table, the researcher found that most interviewees are concern about service quality toward the range of price that they have to pay with 100% from all interviewees. Next, the product feature and the customization of The Fabric Curtain with 88% from all interviewees. The whole building's price range in interviewee perception will be around 30,000 - 40,000 Baht, with 75% from all interviewees. Next, the range of price for one window in interviewee perception will be around 1,000 - 2,000 Baht with 75% from all interviewees. Finally, the range of price for one door in interviewee perception will be around 2,000 - 4,000 Baht with 75% from all interviewees.

Store image perception	Keyword	Frequency	Percentage
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3.1	Atmosphere: the decoration looks like the customers building	8	100%
	Providing a catalog of color, design, accessory, and raw material	6	75%
	Location: Convenience to access the showroom	6	75%
	Providing a water	4	50%
	Decoration by furniture	4	50%
	Separation the zone of color	3	38%
	Showcase and mockup	3	38%
	Providing pictures of customers who already installed the product	2	25%
	Around 30 minutes to 1 hour for spending in the showroom	7	88%
	Each customer will visit the showroom around 1-2 times	6	75%
3.2	The online store is more convenient to access	7	88%
	However, the customer has to visit the showroom	8	100%
Showroom Advantage	Seeing the actual color and raw material	8	100%
	More information and suggestion from the salesperson	8	100%
	Showing the reliability of the brand	6	75%
Showroom Disadvantage	A specific time for opening and closing	7	88%
	The location is not convenient for the customer to access	3	38%



Online stores Advantage	Open all the time	8	100 %
	Update information all the time	8	100 %
	Helping salesperson by the customer can find general information before visiting the showroom	4	50 %
Online stores Disadvantage	Loading time due to the high pixel of pictures	6	75 %
	Responding rate of admin	4	50 %
3.3	Location of showroom	8	100 %
	Selling price	8	100 %
	Picture from the customer who already installed	7	88 %
	Variety of color	5	63 %
	Variety of design	5	63 %
	Variety of accessory	5	63 %

Table 3: Frequency and percentage of store image perception

In this table, the researcher found that most interviewees perceive the store image as decorating the customer room or building with 100% from all interviewees. Next, the most important facility that the showroom should provide is a catalog of color, design, accessory, and raw material with 75% from all interviewees. Next, the location of the showroom is important for the purchasing intention of customers with 75%. The most advantage for the showroom in interviewee perception is consists of can see the actual product and having a salesperson

give more information with 100% from all interviewees. On the other hand, the most disadvantage for showroom is the range of time for opening and closing with 88%. The main advantage for online stores is consist of the opening time for searching the information and more updating information with 100% from all interviewees. On the other hand, the showroom's most disadvantage is the range of time for opening and closing 88%. The main advantage of online stores is the opening time to search the information and update information with 100% from all interviewees. However, the most disadvantage of customer concern is loading time on the online store with 75%. The most useful information that customers want online stores should be provided is the showroom's location and the fabric curtain price with 100% from all interviewees.

Sale promotion	Keyword	Frequency	Percentage
4.1	Ranking no.1: Sales discount	7	88%
	Ranking no.2: Addition warranty	6	75%
	Ranking no.2: Free installation service or free measurement service	6	75%
	Ranking no.3: Buying the product from company requirement space Get 1 free	4	50%
4.2	At the beginning of the year (January)	8	100 %
	Summertime (At the end of February until May)	8	100 %
	At the end of the year (December)	7	88%

Table 4: Frequency and percentage of sale promotion

The researcher found that the customers are interested in the sale discount promotion, with 88% of all interviewees in this table. Next, the promotion of additional service and after-sales service with 75%. Finally, the sale promotion about premium or extra set of The fabric curtain with 50%. The

company's suitable time to launch the new promotion based on interviewees will be at the beginning of the year and summertime with 100% from all interviewees. The second period will be at the end of the year, with 88%.

provide to customers with 88% from all interviewees. Also, the staff of The Fabric Curtain company can give a suggestion and estimate the price correctly with 88%. Moreover, the salesperson has to provide a suitable suggestion about the decoration through the customer house with 63%.

Service quality	Keyword	Frequency	Percentage
5.1	(Installation staff) Not make any damages to the customer's property	8	100%
	(Measurement staff) Measurement the size correctly	8	100%
	(Salesperson) Providing updating and correcting information though customer	8	100%
	Providing an after-sales service	7	88%
	(Measurement staff) Can give advice and suggestions to the customer	7	88%
	(Salesperson) Giving the estimated price correctly not too difference	7	88%
	(Salesperson) Can give advice and suggestions to the customer	5	63%
	Having a training program all the time	4	50%
	(Measurement staff) Giving the correct price for the customer	4	50%
	(Salesperson) First impression and polite with customer	4	50%

Table 5: Frequency and percentage of service quality

In this table, the researcher found that all of the interviewees are concern about the service from salesperson, installation staff, and measurement staff. The factor that customers are concern with 100% from all interviewees are consists of not make any damage to customer building, measurement the size correctly and giving the correct information of fabric curtain. Next, the interviewees also focus on the after-sale service that The Fabric Curtain will

Purchase intention	Keyword	Frequency	Percentage
6.1	Yes, product description has influence for customer purchasing intention toward fabric curtain	8	100%
	Providing correcting information though customer	8	100%
6.2	Yes, price has influence for customer purchasing intention toward fabric curtain	8	100%
	Providing a reasonable price	6	75%
6.3	Yes, store image perception has influence for customer purchasing intention toward fabric curtain	8	100%
	(Atmosphere) Decoration the store can convince the customer to purchase the product	4	50%
	(Atmosphere) Decoration the store can show the reliability of the brand	4	50%
6.4	Yes, sales promotion has influence for customer purchasing intention toward fabric curtain	8	100%
	Sales promotion is a tool of marketing for making customer easier to purchase a product	7	88%

6.5	Yes, service quality has influence for customer purchasing intention toward fabric curtain	8	100 %
	The Fabric Curtain company focus on both product and services.	7	88%
	Good service quality creates word of mouth among the customer	4	50%

Table 6: Frequency and percentage of purchase intention

In this table, the researcher found that all of the interviewees agreed with all of the variables have affected to the purchasing intention of customers toward the fabric curtain, which consists of the product description, price, store image perception, sales promotion, and service quality with 100% from all interviewees.

5. Conclusion

The researcher found many important product descriptions that customers want from the fabric curtain company. First, the customer wants to know information about various colors and product designs that the company provides to customers' choices. Besides, each customer will have ideas for decoration with their building. Moreover, The fabric curtain is the one factor that customers have to be careful when selecting the color and design. If the color and design do not match their building, it likely changes the feeling and atmosphere. Next, the information about the features of The Fabric Curtain, which can protect the heat or protect the UV from the sunlight. Besides, the fabric curtain's raw material provides different benefits for customers based on customer concerns. For example, the customer concerned about the temperature in their house comes from the location where their building has to face the sun directly. So, they have to select the raw material to protect the heat and reduce their building temperature or called blackout type. Moreover, The fabric curtain is the other tool for helping customers take care of their furniture, wallpaper, electronic device, and customers' health, which comes with the product feature by reducing the temperature and UV protection. Next, the information about the way to

calculate the price from The fabric curtain company. Normally, the customer looking for the fabric curtain come to the showroom and bring the size of their building's windows, doors, or floor plan to calculate the price. If the estimated price is over their budget, the customer changes the raw material or design to make the price within their budget. The fabric curtain company also calculates the price in terms of the square meter or square yard. Finally, the fabric curtain company's service includes measurement service, installation service, and after-sales service. For measurement service and installation service are the important factors that customers have a concern. The customer lacked skill for measurement the size and did not have a tool for installing the fabric curtain. Moreover, the incorrect way to measure the size will make more sunlight come through the building. Also, the inappropriate for installing process it will make damage to the building. Then, after-sales service that the company will provide to the customer in terms of its warranty. The researcher found that The fabric curtain market uses marketing mix 4P and more appropriate, and it should be adapted with 7Ps service marketing that the company should concern toward customers' purchasing intention. The additional three factors are consisting of people, process, and physical evidence. The variable of service quality can separate into two major factors: people and processes. These two factors focus on improving and utilizing every staff in the company to the right tasks and have the highest performance in service quality with customers. Next, the store image perception variable can be used in terms of physical evidence. The physical evidence factor talks about the atmosphere or the facility, which the store will provide to customers through their perception

6. Further study

This research uses the in-depth interview method to collect and analyze the data, which generates new insights of the key informants where their insights became keywords as presented in the tables, some of which do not exactly match the selected variables in the conceptual framework. The online stores are the most interesting key characteristic of this research. Nowadays, the online channel is the one important for every business because of the COVID-19 situation. Also, The Fabric



Curtain market is the one business that invests in the online channel. However, The Fabric Curtain industry is the product that customers cannot see only the information and pictures. They have to see the actual color, raw material, and the suggestion from the salespersons because the picture in the online channel is not the same as the actual product. The communication through the online channel has a lot of misunderstanding in the purpose of customers because a The Fabric Curtain is a product that has to spend a lot of time talking about the detail in each room and the way to decorate. However, the online channel is more convenient to access and lower costs if compare with the showroom. In conclusion, this research is focused on only the purchasing intention of the customer around Bangkok, which might not appropriate with other provinces. Because of the difference in culture and the way of decoration the customers building.

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