

Influencing Factors Led Local Consumer's Bang Sue District Revisits to Shopping Mall nearby: A Comparison between Wongsawang Shopping Mall and Gateway at Bang Sue

Pimchanok Hunnimitr ¹; Sarut Sitthichaiyakul ²; Jiaji Liu ³; Chompu Nuangjamnong

Abstract

Purpose – This research aims to analyze the influencing factors that lead local consumers in the Bang Sue district to revisit nearby shopping malls: a comparison between Wongsawang Shopping Mall and Gateway at Bang Sue. **Design/Methodology/Approach** – The study employs both primary and secondary data collection methods to analyze the factors influencing local consumers' revisits to shopping malls in the Bang Sue district. The data were gathered from 394 respondents residing in Bang Sue district, expressing a desire to revisit Wongsawang shopping mall and Gateway at Bang Sue. The research incorporates three theoretical frameworks from previous studies to create a new conceptual framework. **Findings** – The research investigates the factors influencing residents of Bang Sue to revisit nearby malls, highlighting the significant impact of mall atmosphere on the overall mall experience and the influence of retail tenant mix. Mall experience, in turn, significantly affects the likelihood of revisiting a shopping mall, while the retail tenant mix has a notable influence on local consumers in the Bang Sue district revisiting nearby shopping malls. **Research Limitations/Implications** – The study underscores the significance of overall shopping mall factors in influencing customers to revisit nearby malls. A positive environment, encompassing aesthetics, cleanliness, lighting, and amenities, plays a crucial role. While tenant mix may not directly impact the mall experience, it remains vital for overall attractiveness. Limitations include a focus on revisiting customers in the Bang Sue district, potentially limiting generalizability to different locations and types of malls. Geographical and spatial differences may influence customer decision-making when revisiting malls.

Keywords: Mall Perception, Mall Atmosphere, Retail Tenant Mix, Mall Experience, Revisit Shopping Mall

JEL Classification Code – L81, L85, M20, M30

1. Introduction

1.1 Background of study

Shopping malls added entertainment, movie theaters, and restaurants in the late 20th century

(Chantarayukul, 2019). Malls now provide more than just shopping, thanks to consumer electronics and e-commerce. Malls now host social events, leisure activities, and professional meetings in addition to retail. The Thai Shopping Mall Association (TSCA) has organized 13 Thai retail enterprises under

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Shopping Mall 4.0 (Chantarayukol, 2019) to connect consumers and become Asia's leading mall operator. Enhancing the consumer experience with innovative layout ideas and areas for all mall generations is crucial. Technology helps clients customize retail offers, while zoning patterns meet the needs of different consumer segments. New malls incorporate "green" construction, electric cars, and public transportation (Chantarayukol, 2019). Retail space supply rose 4.8% to 94,000 sq. m. in 2021. Retailers slowed their expansion plans or reduced their floor area, while labor difficulties delayed numerous projects. A large share of the new supply was refurbished or upgraded spaces returning to the market (Klinchuanchun, 2022). Despite these obstacles, retail space supply reached 6.5 million sq. m., slightly exceeding demand of 6.2 million (Klinchuanchun, 2022). Bangkok will soon see the opening of a BT5 billion shopping center near Suvarnabhumi International Airport, Central Village, Emsphere, One Bangkok, and Bangkok Mall, Southeast Asia's largest mall (Chantarayukol, 2019). Property developers and mall managers employ updated and thorough consumer behavior data to improve their marketing strategies to fulfill distinct consumer requests in different places (Chantarayukol, 2019). Merrilees et al. (2016) found that 35 percent of mall visitors cited the mall atmosphere, including wide space, sitting, and a great atmosphere. A variety of shops was second with 26%. Products, particularly merchant names, and quality, were another attractor—21% of references. Location and ease followed. Bang Sue has grown from a train station to a thriving transit hub and economic center. Bang Sue is well-positioned for economic expansion to serve traditional and modern commerce due to its strategic location and expanding population. Its MRT/ BTS lines, expressways, buses, boats, and rail stations make it easily accessible. Gateway's renovation and opening at Bang Sue Shopping Center and Wongsawang Shopping Centre boost its tourism appeal by offering a wide range of shopping, dining, entertainment, and

leisure activities. Urban markets, fashion zones, home furnishings, and educational institutions make Bang Sue a lively place for inhabitants and guests to explore. This study examines the reasons that led Bang Sue residents to revisit local malls, comparing Wongsawang Shopping Center and Gateway at Bang Sue. This study tests hypotheses using a questionnaire. Mall impression, mall atmosphere, retail tenant mix, and mall experience all affect Bang Sue consumers' likelihood of returning to adjacent shopping malls. Local shoppers like a shopping experience and a range of products, which are important elements in returning to a neighborhood mall. This study compares Wongsawang Retail Center and Gateway at Bang Sue to show how local consumers' decisions to revisit nearby retail malls in Bang Sue District are affected.

1.2 Problem statements

In recent years, Thailand and the world have faced the COVID-19 pandemic, significantly impacting Thailand's economic landscape, including the retail industry (Klinchuanchun, 2022). Moreover, the business environment has undergone significant changes due to the increasing trend of online shopping and the pandemic's effects on consumer behavior. This shift has compelled landlords to adapt their management approaches and strategies to modernize and provide a more varied shopping experience that aligns with new developments and consumer needs (Klinchuanchun, 2022).

Chantarayukol (2019) emphasizes critical factors influencing the frequency of mall visits and time spent per visit, including one-stop shopping, convenience, and free services/ safe facilities. Shopping mall developers or managers need to understand and study the trends and specific categories of products and services that fulfill their customers' needs. A recent study found that people profile malls based on the social mix of their customers.

Post-pandemic, Mortimer et al. (2024) observed a change in consumer behavior. Consequently, the mall



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atmosphere has a stronger influence on customers' functional experience, leading to revisits, while the social interaction value has a weaker impact on customer experience within shopping malls. Retailers should establish appropriate amenities in line with pandemic safety measures and social distancing guidelines to encourage customers to linger and make purchases within the store. These findings offer essential insights for store managers to tailor their retail assortment effectively, fostering repeat visits (Moharana & Pattanaik, 2023). This study aims to uncover the factors influencing the revisit of shopping malls by local consumers in the Bang Sue district, providing guidance for retail business marketing and strategies in the post-pandemic situation.

In a highly competitive environment, retail businesses and shopping centers face the risk of losing market share if the shopping mall fails to attract local customers effectively. This situation can result in market losses and reduced profitability. Therefore, this study holds significance for both retailers and retail developers, aiming to identify the factors influencing local consumers' decisions to revisit shopping centers in the Bang Sue district, enabling them to gain a competitive edge over their rivals.

1.3 Objectives of study

(1) To identify the influence of mall perception on mall atmosphere toward revisiting shopping malls in the local consumer's Bang Sue district.

(2) To identify the influence of mall atmosphere on retail tenant mix and mall experience toward revisiting shopping malls in local consumers' Bang Sue district.

(3) To identify the influence of mall atmosphere on retail tenant mix mall experience among revisit shopping malls in local consumers' Bang Sue district.

(4) To identify the influence of mall experience on revisiting shopping malls in the local consumers' Bang Sue district.

(5) To identify the influence of retail tenant mix on the mall experience, revisit the shopping malls in the local consumers' Bang Sue district.

1.4 Research questions

(1) Does mall perception have a significant influence on the mall atmosphere toward revisiting shopping malls in the local consumers' Bang Sue district?

(2) Does mall atmosphere have a significant influence on retail tenant mix and mall experience toward revisiting shopping malls in the local consumers' Bang Sue district?

(3) Does mall atmosphere and retail tenant mix have a significant influence on mall experience among revisit shopping malls in the local consumers' Bang Sue district?

(4) Does mall experience have a significant influence on Revisit Shopping Mall's local consumers' Bang Sue district?

(5) Does the retail tenant mix effect on mall experience have a significant influence on the revisit shopping mall of the local consumers' Bang Sue district?

1.5 Significance of the study

Wongsawang shopping mall underwent renovations post-COVID-19, resulting in a gradual increase in local consumer revisits. In contrast, Gateway at Bang Sue, developed in 2019, has not met its target for customer revisits. The competition between these malls revolves around unique selling points aimed at attracting consumers. The act of local consumers revisiting shopping malls holds paramount importance in the retail industry, as it addresses the needs of the target demographic and capitalizes on the potential for return visits.

The concept of "revisit shopping mall" in this study pertains to local consumers in Bang Sue revisiting their nearby malls. Thus, the research aims to determine the factors that lead local consumers to revisit shopping malls.

Primarily, the findings of this study can assist mall developers, retailers, and real estate developers



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in comprehending the influencing factors and adapting to situations affecting revisit rates. Additionally, this study holds value for business owners, developers, and the retail industry, particularly considering Bangkok's rapid expansion in malls. It offers insights into influencing factors such as the environment, services, and tenant mix, which can aid in developing strategies to persuade local customers.

This research serves as a beneficial reference for future studies focusing on local consumer behavior in the Bang Sue district regarding revisits to shopping malls. It provides insight into influencing factors affecting revisit rates, including mall perception, mall atmosphere, retail tenant mix, customer mall experience, and the decision to revisit shopping malls nearby.

1.6 Scopes of the study

The study investigates the phenomenon of revisiting shopping malls, as highlighted by prior research, which underscores the significance of shopping mall experience, ambiance, and merchandise in extending visits and promoting repeat visits. The main aim of this research is to explore the factors influencing the revisitation of shopping malls among local consumers in the Bang Sue district. Drawing on insights from previous studies, the research formulates a model comprising five variables that affect revisiting shopping malls. These variables include three independent factors—mall perception, mall atmosphere, and retail tenant mix—and two dependent variables—customer mall experience and revisitation of shopping malls. The study particularly emphasizes the relationship between each variable, examines their impact on local consumers in the Bang Sue district, and conducts a comparative analysis between Wongsawang Shopping Mall and Gateway at Bang Sue.

The scope of the research encompasses uncovering the effects of revisiting nearby malls by residents in the Bang Sue district. The survey questionnaire was distributed between February 10th

and February 28th, 2024. Primary data manipulation involves a questionnaire survey targeting various individual local consumers, considering key demographic factors such as gender, age, and income. Additionally, the study incorporates insights from previous credible articles, journals, and reliable internet sources authored by prior researchers, providing citations and references to enhance rigor.

2. Literature Review and Hypotheses Development

2.1 Theories related to each variable

2.1.1 Mall Perception

Consumer perception of malls encompasses both tangible and intangible elements, influenced significantly by management strategies and positioning (Kushwaha et al., 2017). Mall perception encapsulates various aspects such as style, diversity, service quality, and overall ambiance within the shopping environment (Khong & Ong, 2014). Additionally, factors like the behavior of staff, the overall retail environment, and the general quality of the shopping mall can profoundly affect consumer mood, thereby influencing the overall shopping experience (Michon et al., 2008).

In essence, mall perception reflects how consumers perceive and evaluate the overall environment and offerings of a shopping mall. It encompasses elements such as the aesthetic appeal, range of stores, level of customer service, and overall atmosphere within the mall premises. Positive mall perception can lead to increased foot traffic, longer dwell times, and higher levels of customer satisfaction, ultimately contributing to the mall's success in attracting and retaining patrons. Conversely, negative perceptions can deter potential customers and lead to reduced patronage and revenue. Thus, understanding and effectively managing mall perception is crucial for mall operators and retailers

seeking to optimize the shopping experience and enhance overall profitability.

2.1.2 Mall atmosphere

The concept of mall atmosphere encompasses a myriad of elements meticulously designed to engage and enthrall consumers' senses within the shopping environment (Pal & Srivastava, 2023). It constitutes an integral aspect influencing consumers' decisions to spend time within the mall premises, thereby playing a pivotal role in shaping their overall shopping experience (Santoso et al., 2018).

Moreover, scholars have identified a range of key components that collectively contribute to the creation of a distinctive mall atmosphere. These include ambient lighting, decorative elements, and merchandise displays carefully curated to appeal to consumers' aesthetic preferences and desires (Pal & Srivastava, 2023). Furthermore, the arrangement of these elements within the shopping center is crucial, as it directly impacts consumers' perceptions and emotions, thereby influencing their behavior and purchase decisions (Santoso et al., 2018).

Additionally, research suggests that the mall atmosphere is constructed through a combination of five core elements: ambiance, color scheme, decoration, background music, and architectural design (González- Hernández & Orozco- Gómez, 2012). Each of these components contributes to the overall ambiance and image of the mall, creating a unique and immersive shopping environment for consumers. Mall atmosphere plays a vital role in shaping consumers' perceptions and experiences within the shopping mall. By carefully curating and managing the various elements that contribute to the atmosphere, mall operators and retailers can enhance customer satisfaction, increase dwell time, and ultimately drive sales and profitability.

2.1.3 Retail tenant mix

The retail tenant mix stands as a cornerstone element recognized for its pivotal role in determining the success and viability of a shopping mall (Yiu &

Xu, 2012). The deliberate planning and curation of the tenant mix emerge as critical components essential for achieving retail success (Burnaz & Topcu, 2011).

The composition of retail tenants within a shopping mall significantly influences its overall appeal and attractiveness to consumers (Teller & Elms, 2010). The variety of products and services offered by tenants, along with the diversity and quality of stores present, play a paramount role in shaping consumers' perceptions and experiences within the mall environment. A well-balanced tenant mix not only caters to diverse consumer preferences but also enhances the overall shopping experience by offering a comprehensive range of options and amenities.

Furthermore, research indicates that an effective tenant mix strategy involves careful consideration of various factors, including tenant compatibility, brand positioning, and market demand (Burnaz & Topcu, 2011). By strategically aligning the tenant mix with the preferences and needs of the target consumer demographic, mall operators can create a vibrant and dynamic shopping environment that fosters customer satisfaction and loyalty. The retail tenant mix represents a fundamental aspect of successful mall management and retail development. By meticulously planning and curating the tenant mix, mall operators can enhance the competitiveness and attractiveness of their shopping malls, ultimately driving foot traffic, sales, and overall profitability.

2.1.4 Mall Experience

The experience of visiting a shopping mall encompasses a multitude of activities, ranging from purchasing goods and services to engaging with staff and socializing with fellow shoppers (Junaid et al., 2023). Enhancing foot traffic within a mall hinges upon the cultivation of a robust mall image, influenced by various factors including accessibility, ambiance, pricing and promotions, and product variety (Merrilees et al., 2016).

Research indicates that consumers' perceptions of a mall's image are shaped by their experiences and interactions within the retail environment. Efforts to



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enhance attributes that contribute to the mall's image are positively received by consumers, highlighting the importance of aligning these attributes with consumers' expectations and preferences (Santoso et al. , 2018) . Thus, understanding consumers' perceptions and preferences is essential for mall operators seeking to create a compelling and engaging shopping experience.

Moreover, scholars emphasize the importance of assessing the relevance and significance of these attributes in shaping consumers' perceptions of the mall's intended image. By aligning the mall's offerings and services with consumers' preferences and expectations, mall operators can effectively shape and reinforce the desired image, thereby enhancing the overall mall experience and attracting a larger customer base. The mall experience encompasses a range of factors that collectively contribute to consumers' perceptions and interactions within the shopping environment. By strategically focusing on enhancing attributes that promote a positive mall image and aligning these attributes with consumers' preferences, mall operators can create a compelling and memorable shopping experience that drives foot traffic and fosters customer loyalty.

2.1.5 Revisit to Mall

Revisit intention pertains to customers' inclination to return to the same retail store or shopping mall they previously visited (Kazancoglu & Demir, 2021). This intention is often influenced by customers' favorable evaluations of the shopping value provided by the store or mall. Positive evaluations contribute to the formation of beliefs about the store or mall, which in turn significantly impact customer satisfaction and, subsequently, intensify their intention to revisit (Moharana & Pattanaik, 2023).

As retail stores and shopping malls navigate the reopening phase following disruptions such as the COVID-19 pandemic, understanding and leveraging factors that influence revisit intention become paramount. In this phase, as customers gradually return to in-store retailing, store managers are keen to increase foot traffic and enhance customer loyalty. A

satisfying shopping experience, characterized by factors such as excellent customer service, product variety, and a pleasant shopping environment, can significantly motivate customers to revisit the store or mall (Moharana & Pattanaik, 2023).

Furthermore, as consumers re-engage with physical retail spaces, their perceptions of safety, cleanliness, and adherence to health protocols also play a crucial role in shaping their revisit intentions. Store managers and mall operators need to prioritize implementing and communicating measures that ensure a safe and hygienic shopping environment to instill confidence among customers and encourage repeat visits. Understanding the dynamics of revisit intention is essential for store managers and mall operators seeking to enhance customer retention and drive repeat business. By prioritizing factors that contribute to positive shopping experiences and addressing customers' evolving needs and preferences, retail establishments can cultivate strong relationships with their clientele and foster long-term loyalty.

2.2 Related literature review

2.2.1 Mall Perception and Mall Atmosphere

Michon et al. (2008) conducted a study revealing that consumers' perceptions of the retail environment significantly impact their judgments of product quality. This suggests a direct link between the overall perception of the shopping environment and consumers' evaluation of the products offered within that environment.

The perceived value within the shopping experience extends beyond the mere availability of products and services. It encompasses a holistic assessment of various factors, including the ambiance of the mall, the diversity and quality of merchandise and services available, the level of social interactions facilitated within the mall, and the effectiveness of customer assistance provided. Consumers weigh these factors when forming their perceptions of the overall



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shopping experience and the value proposition offered by a retail establishment.

It is widely acknowledged in the retail industry that customers are drawn to establishments that excel in delivering an all-encompassing value proposition. Retailers and mall operators strive to create environments that not only offer a diverse range of products but also provide a pleasant and engaging atmosphere for shoppers. By focusing on enhancing mall perception and atmosphere, retailers aim to attract and retain customers, ultimately driving sales and profitability.

Therefore, based on the findings of Michon et al. (2008) and the understanding of consumer behaviour in the retail context, the hypothesis has been formulated.

Hypothesis 1 (H1): *There is no significant influence of mall perception on mall atmosphere toward revisiting shopping malls in the local consumers' Bang Sue district.*

2.2.2 Mall Atmosphere and Retail Tenant Mix

The amenities and facilities within a mall, such as seating arrangements, flooring, elevators, and parking facilities, play a crucial role in shaping the overall shopping experience. These elements contribute to creating a comfortable and inviting atmosphere that attracts customers and influences their decision to visit the mall (Tandon et al., 2016). El-Adly (2007) emphasizes the importance for mall management to prioritize shopper comfort by providing amenities such as comfortable seating, ample parking space, ensuring mall security, and maintaining cleanliness.

Furthermore, in response to the evolving preferences of modern shoppers who seek entertainment and a pleasant shopping environment, mall managers must continuously strive to enhance the overall ambiance of the mall. Creating a welcoming and enjoyable atmosphere not only encourages shoppers to visit the mall more frequently but also encourages them to spend longer periods within the premises. This concept of the "mall essence factor" underscores the significance of providing an

environment that caters to the diverse needs and preferences of shoppers.

To fulfill the demands of shoppers and enhance the overall shopping experience, mall managers must also focus on curating the right retail tenant mix within the mall. A well-designed tenant mix enables shoppers to compare prices and quality across different stores, catering to their individual needs and budgets. Additionally, the concept of cross-shopping, where shoppers have access to multiple types of products from various retail tenants, enhances the overall attractiveness of the mall. Based on these insights, Hypothesis 2 (H2) is formulated:

Hypothesis 2 (H2): *There is no significant influence of mall atmosphere on retail tenant mix and mall experience toward revisiting the local consumer's Bang Sue district.*

2.2.3 Mall Atmosphere and Mall Experience

The ambiance within shopping malls serves as a crucial determinant in shaping positive consumer experiences. Mall management teams possess the ability to manipulate various aspects of atmospherics to craft memorable interactions for customers. This process often involves controlling numerous tangible and intangible stimuli, including lighting, temperature, landscaping, background music, and pleasant scents. By adeptly organizing these atmospheric cues, mall managers can influence factors such as the duration of customers' mall visits, their likelihood of returning, and their intention to make future purchases (Tandon et al., 2016).

Furthermore, Keng et al. (2007) suggest that mall designers should consider not only customers' recreational shopping needs but also efficiency-related factors, such as time constraints. Accordingly, shopping mall management may opt to replace textual promotional messages with simple visual cues and signs to enhance communication with customers.

In addition to environmental factors, the presence of personnel with a highly responsive attitude is crucial. Hiring and training staff members who are

adept at serving on-the-go shoppers can increase convenience and resolve issues promptly. When combined, an exciting and friendly atmosphere, along with an integrated space design featuring a balanced mix of shop tenants, contributes to an enhanced shopping experience for consumers. Based on these considerations, Hypothesis 3 (H3) posits:

Hypothesis 3 (H3): *There is no significant influence of mall atmosphere on retail tenant mix and mall experience among revisiting shopping malls in the local consumers' Bang Sue district.*

2.2.4 Mall Experience and Revisit to Mall

Delivering a memorable experience within malls significantly enhances the likelihood of eliciting positive customer reactions, such as loyalty and intentions to revisit or recommend the establishment to others (Moharana & Pattanaik, 2023). Behavioral intentions, such as re-patronage intentions, willingness to prolong the shopping visit, and expenditure, are often built upon the cumulative customer experience throughout their journey within the shopping malls (Junaid et al., 2023).

A memorable customer experience not only fosters positive interactions between customers and service employees but also has a lasting impact on customers' future intentions (Lucia-Palacios et al., 2016). By providing exceptional service and creating engaging experiences, malls can cultivate strong relationships with customers, thereby increasing the likelihood of repeat visits and positive word-of-mouth recommendations. Based on these considerations, Hypothesis 4 (H4) posits:

Hypothesis 4 (H4): *There is no significant influence of mall experience among revisit shopping malls in the local consumers' Bang Sue district.*

2.2.5 Retail Tenant Mix and Mall Experience

The tenant mix within a shopping area holds significant importance for consumers, particularly for multi-purpose shoppers who seek a diverse array of

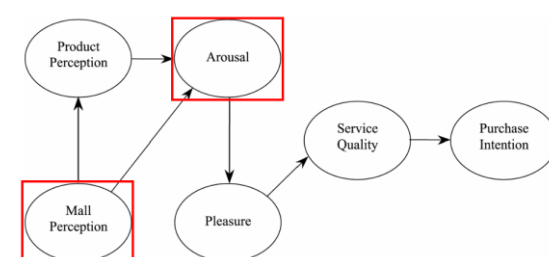
goods and services in one location (Glaeser et al., 2001). Visiting shopping malls that offer a wide variety of goods and services allows consumers to choose from numerous providers while saving on commuting and time costs (Teller & Elms, 2010). Rolbina et al. (2016) further support this notion by utilizing survey data from both consumers and retailers to confirm that the tenant mix of retail centers is tailored to specificities such as location and neighborhood. It's worth noting that the tenant mix is equally crucial for retailers as it directly impacts their business operations and success. Hypothesis 5 (H5) posits:

Hypothesis 5 (H5): *There is no significant influence of retail tenant mix on mall experience among revisit shopping malls in the local consumers' Bang Sue district.*

2.3 Theoretical frameworks

2.3.1 The first theoretical framework in Figure 1 incorporates service quality into consumer mall shopping decision-making (Laroche et al., 2005). This empirical study explores mall perception, product perception, and arousal as influencing factors of purchasing intention. The research aims to examine the relationship between mall perception, mall atmosphere, service quality, and purchase intention. The research conducted a survey with a sample of 351 participants who were invited to fill in a self-administered questionnaire at a large shopping mall.

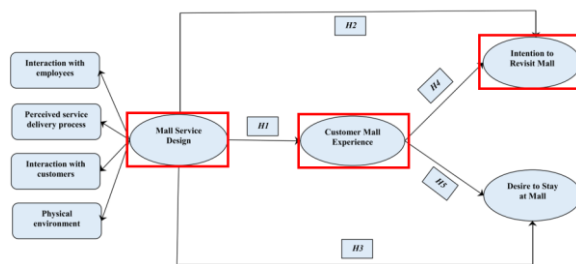
Figure 1. *Incorporating service quality into consumer mall shopping decision making: a comparison between English and French-Canadian consumers.*



Source: Laroche et al. (2005)

2.3.2 The second theoretical framework represents four elements of mall service design that lead to the intention to revisit the mall factor (interaction with employees, perceived service delivery process, interaction with customers, and physical environment). This theoretical framework stems from advancing customer experience through service design in mega mall shopping malls, which involves relationships provided in Figure 2 among mall design affected through mall experience and finally impacts on the intention to revisit the mall (Junaid et al., 2023).

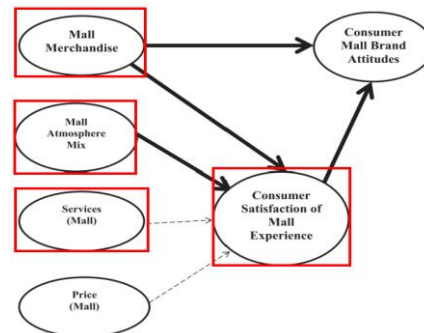
Figure 2. Advancing customer experience through service design in mega shopping malls.



Source: Junaid et al. (2023)

2.3.3 Merrilees et al. (2016) indicate the third theoretical framework illustrating the connection between mall service, mall atmosphere, and mall merchandise (tenant mix), and their effect on mall experience, contributing to mall image (mall branding) as shown in Figure 3. The research employs Structural Equation Modeling (SEM) to analyze samples from 755 surveys in total.

Figure 3. Mall brand meaning: an experiential branding perspective.

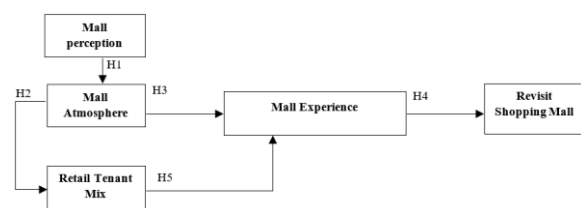


Source: Merrilees et al. (2006).

2.4 Conceptual framework

The conceptual framework is created on previous studies, theoretical concepts, and testing literature revealing the independent variable such as consumer behavior has influenced to revisit shopping malls. Another factor is consumer perception affects mall attractiveness towards shopping malls to revisit. The last independent variable is the retail tenant mix has an effect on consumer perception towards revisiting mall attractiveness. The conceptual framework determines the influence that led local consumers to revisit the shopping mall nearby as shown in Figure 4 below:

Figure 4. Influencing Factors Led Local Consumer's Bang Sue District Revisits to Shopping Mall Nearby: A Comparison between Wongsawang Shopping Mall and Gateway at Bang Sue



Source: Authors.

3. Research Methodology

3.1 Research design

The primary objective of this study is to discern the factors influencing local consumers in the Bang Sue district regarding their revisits to nearby shopping malls, with a specific focus on mall

perception, mall atmosphere, retail tenant mix, and mall experience. Additionally, the study aims to evaluate the impact levels of revisiting shopping malls and comprehend the factors driving local consumer behavior. Employing quantitative research methods, the analysis encompasses Cronbach's alpha, simple linear regression, multiple linear regression, and descriptive statistics to comprehensively evaluate each variable.

The target population for this study comprises local Thai residents in the Bang Sue district interested in revisiting Wongsawang shopping mall and Gateway at Bang Sue. According to the Bang Sue District Office (2023), the total local consumer population in the Bang Sue district is approximately 118,634 people. Calculations from calculator.net determined that a minimum sample size of 383 respondents is necessary to meet statistical constraints. However, to ensure robust data collection, the researchers opted for a sample size of 394 respondents using a non-probability convenience sampling method. All received response data were screened to align with the research objectives, as this method was deemed the most suitable due to the limited time available for data collection.

The questionnaire is structured into three sections, comprising a total of 29 questions. These questions are related to the five variables from the research conceptual framework, three screening questions, seven demographic-related questions, and one question measuring variables.

To ensure questionnaire reliability and identify any confusion or ambiguous items, a pilot test involving a small group of 50 samples was conducted using Cronbach's alpha. Simple linear regression (SLR) was applied to three distinct variable groups: the influence of mall perception on mall atmosphere, mall atmosphere on retail tenant mix, and the impact of mall experience on revisiting shopping malls. Multiple linear regression (MLR) was employed to investigate the combined influence of mall atmosphere and retail tenant mix on mall experience. This comprehensive research design allows for a

thorough exploration of the factors influencing local consumer behavior when revisiting shopping malls in the Bang Sue district.

To assess the content validity of the questionnaire items, the researchers employed the Item-Objective Congruence (IOC) Index. One expert provided feedback on questions related to the research questionnaire, contributing to the content validity score. The IOC values for all questions exceeded the minimum threshold of 0.5, indicating that all questions are suitable for distribution to the respondents.

Furthermore, a pilot test involving 50 individuals was conducted to assess the reliability of the questionnaire variables and identify any discrepancies or errors. Cronbach's alpha, a widely used method for assessing consistency, was employed for reliability certification. The overall variables of the factors influencing local consumers in the Bang Sue district to revisit nearby shopping malls yielded a Cronbach's alpha value of 0.901. Specifically, for Mall Perception (MP) with 3 items, $\alpha = 0.829$; Mall Atmosphere (MA) with 4 items, $\alpha = 0.802$; Retail Tenant Mix (RT) with 5 items, $\alpha = 0.763$; Mall Experience (ME) with 3 items, $\alpha = 0.792$; and Revisit Shopping Mall (RS) with 4 items, $\alpha = 0.845$. The results from the pilot test with $n = 50$ respondents confirmed that all constructs exhibited internal consistency, with all values surpassing 0.6. This indicates that the questionnaire is reliable for further use and distribution to the target respondents. The reliability analysis results are summarized in Table 1.

Table 1. The Value of Reliability Analysis of each Item and Variable in this Study ($n=50$)

Variables	Cronbach's Alpha	Strength of Association	N. of items
Mall Perception	0.829	Good	3
Mall Atmosphere	0.802	Good	4
Retail Tenant Mix	0.763	Acceptable	5



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Mall Experience	0.792	Acceptable	3
Revisit Shopping Mall	0.845	Good	4

4. Findings

4.1 Descriptive analysis of demographic data

The questionnaire, distributed to target respondents between February 10th and February 28th, 2024, elicited responses from 415 participants, surpassing the initial sample size by 108.35%. After excluding 21 responses, 394 eligible respondents, constituting 102.87% of the sample size, were used for data analysis. The research encompasses demographic information such as gender, age, income, occupation, preferred shopping mall, frequency of visits, and proximity to the mall, employing descriptive analysis to categorize the characteristics of the target individuals.

Gender: Out of the 394 total respondents, 202 were male, representing 51.3% of all respondents, while 191 were female, constituting 48.5%. One respondent did not specify their gender, making up 0.3% of the total respondents.

Age: The majority of target respondents, 95.7%, fall within the 20–30 age range (377 respondents). The 31–40 year age group comprises 3.8% (15 respondents), and the remaining 41–50 year age group accounts for 0.5% (2 respondents).

Occupation: Among the 394 respondents, private office workers constitute the majority at 40.6% (160 respondents), followed by government office workers, lecturers, university students, and business owners at 25.6% (101 respondents), 17.8% (70 respondents), 9.4% (37 respondents), and 6.1% (24 respondents), respectively. Only one respondent, around 0.3% of the total, is an employee.

Preferred Shopping Mall: Half of the respondents who revisit shopping malls prefer Wongsawang

shopping mall (50.8%), followed by Gateway at Bang Sue with 27.9%. Approximately 21.3% of respondents selected both shopping malls.

Income: The majority of respondents (50%) have an income between 50,001 and 80,000 THB, followed by 30.5% with an income between 80,001 and 100,000 THB. Those earning between 20,001 and 50,000 THB, as well as less than 20,000 THB, constitute 7.9% and 7.6%, respectively. A smaller percentage, 4.1%, earns more than 100,000 THB.

Frequency of Shopping Mall Visit: The survey reveals that 58.1% of respondents visit nearby shopping malls 4–7 times per month, followed by 28.9% revisiting less than 4 times per month. About 11.4% revisit 7–10 times per month, and only 1.5% visit more than 10 times a month.

Proximity to the Mall: Out of the 394 respondents, 53.8% live within 5 km of the shopping mall, while 40.1% reside 5–10 km away. Only 6.1% of respondents live farther than 10 km from the shopping mall.

4.2 Descriptive analysis with mean and standard deviation

Descriptive analysis with mean and standard deviation was conducted to interpret the scores for the variables: mall perception, mall atmosphere, retail tenant mix, mall experience, and revisit shopping mall. The mean scores were interpreted according to the criteria adapted from Imsa-Ard and Pariwat (2020), as follows:

Strongly Agree (4.21 – 5.00): Indicates a strong agreement with the variable.

Agree (3.41 – 4.20): Suggests agreement with the variable.

Neutral (2.61 – 3.20): Implies a neutral stance towards the variable.

Disagree (1.81 – 2.60): Indicates disagreement with the variable.

Strongly Disagree (1.00 – 1.80): Signifies a strong disagreement with the variable.



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These criteria serve as a framework for interpreting the mean scores and understanding the respondents' perceptions and experiences related to each group variable.

The mean and standard deviation of mall perception, presented in Table 2, were analyzed from responses obtained from 394 participants with no missing data. The highest mean, indicating the most favorable perception, was for the statement "The shopping mall has a positive reputation as part of local communication," with a value of 3.68. The second-highest mean, representing the next most favorable perception, was for the statement "The shopping mall has a perfect safe, and secure environment to provide customers with a better sense of experience," with a value of 3.64. Moreover, the largest standard deviation recorded was 1.16, indicating that the property owner's reputation in mall management contributes to a superior shopping experience.

For mall atmosphere, the mean and standard deviation, as shown in Table 2, were calculated based on responses from 394 participants with no missing data. The highest mean score for mall atmosphere was obtained for the statement "Layout and planning made me more understood and easier to navigate without getting lost," with a value of 3.59. On the other hand, the least significant interpretation was "The atmosphere and decorations in the shopping mall are energetic and full of life," which has a numerical value of 3.52. The largest standard deviation value, which was 1.13, corresponds to the statement, "There's a lot of comfortable common seating during shopping."

Regarding the retail tenant mix, the mean and standard deviation in Table 2 indicate results from 394 respondents, with no missing data. The highest mean for the retail tenant mix was "There's plenty of brand new food and beverage, so I do not go to another mall far away," which was equal to 3.67. On

the other hand, the least significant interpretation was "There are noteworthy international fashion brands in this mall," which has a numerical value of 3.56. The biggest standard deviation was observed for the statement "This mall is providing me a lot of banking brands and government services," with a value of 1.15.

The mean and standard deviation of mall experience, as shown in Table 2, reflect results from 394 respondents with no missing data. The highest mean score for mall experience was 3.57, indicating that "Mall provides two-way communication between consumers, malls, and tenant shops" was rated most positively by the respondents. On the other hand, the least significant interpretation was that the mall has consistently engaged in promoting seasonal events for local shoppers during the shopping season, with a score of 3.54. The biggest standard deviation was observed for the statement "Mall has always communicated seasonal event activities for the local consumer during the shopping period," with a value of 1.21.

For Revisit Shopping Mall, the mean and standard deviation in Table 2 indicate results obtained from 394 respondents with no missing data. The highest mean score for Revisit Shopping Mall was 3.7, corresponding to the statement "The location of the shopping mall is near my home." Conversely, the lowest mean score was 3.63, corresponding to the statement "The shopping mall provides parking lots to support customers' parking." The standard deviation for the given data is 1.13 for the statement "The shopping mall provides parking lots to support customers to park" and 1.08 for the statements "Public transport buses, metro, and BTS are available next to the shopping mall, bringing convenience to customers" and "Review and feedback from media led local consumers to revisit easily."

Table 2. Mean and Standard deviation (n=394)

Item No.	Measurement Items	Mean	S.D.	Interpretation
Mall Perception		3.65	1.12	Agree
MP1:	The property owner has reputation in mall management so they can provide a better shopping experience	3.63	1.16	Agree
MP2:	The shopping mall has a perfect safe and secure environment to provide customers with a better sense of experience	3.64	1.11	Agree
MP3:	The shopping mall has a positive reputation as part as local communication	3.68	1.1	Agree
Mall Atmosphere		3.56	1.08	Agree
MA1:	Mall environment and seasonal decorative are lively and vibrant	3.52	1.09	Agree
MA2:	Outdoor space with greenery made me feel comfortable and get me fresh after workhours	3.55	1.09	Agree
MA3:	There's lot of comfortable common seat during shopping	3.58	1.13	Agree
MA4:	Layout and planning made me more understood and easier to walk around doesn't get lost	3.59	1.02	Agree
Retail Tenant Mix		3.60	1.11	Agree
RT1:	There are significant about international fashion brands in this mall	3.56	1.12	Agree
RT2:	Supermarket is part of my life to get me here	3.63	1.12	Agree
RT3:	There's plenty of brand new of food and beverage so I do not go to another mall far away	3.67	1.09	Agree
RT4:	This mall is providing me lot of banking brands and, government services.	3.59	1.15	Agree
RT5:	This mall offers me with healthy and beauty shop and cinema for all gens	3.58	1.07	Agree
Mall Experience		3.55	1.16	Agree
ME1:	Mall always has advertising about promotion for both offline and online	3.55	1.13	Agree
ME2:	Mall has always communicated for seasonal event activities for local consumer during shopping period	3.54	1.21	Agree
ME3:	Mall provides two-way communicate between consumer, mall, and tenant shops	3.57	1.16	Agree
Revisit Shopping Mall		3.66	1.09	Agree
RS1:	The location of the shopping mall is near my home	3.70	1.1	Agree
RS2:	Public transport buses, metro and BTS are available next to the shopping mall, bringing convenience to customers	3.64	1.08	Agree
RS3:	The shopping mall provides parking lots to support for customers to park	3.63	1.13	Agree
RS4:	Review and feedback from media led local consumer to revisit easily	3.68	1.08	Agree

4.3 Hypothesis testing results

To analyze the hypothesis testing results, the research employs linear regression as a statistical analytical methodology to assess the significant impact between variables. This involves examining the significant influence of mall perception on mall atmosphere, the significant influence of mall atmosphere on retail tenant mix, the significant

influence of both mall atmosphere and retail tenant mix on mall experience, and the significant influence of mall experience on revisiting shopping malls. For linear regression analysis, the researchers utilize both simple linear regression and multiple linear regression techniques with R-squared to evaluate the portion of the variance in the dependent variable explained by independent variables. Furthermore,

following Ringle et al. (2015), a significant impact between the dependent and independent variables is considered valid when the variance inflation factor (VIF) is less than 5, and R-squared indicates the proportion of variance in the dependent variable determined by independent variables.

4.3.1 Result of Simple Linear Regression H1

The hypothesis under consideration is:

H₁₀: There is no significant influence of mall perception on mall atmosphere toward revisiting shopping malls for local consumers in the Bang Sue district.

H_{1a}: There is a significant influence of mall perception on mall atmosphere toward revisiting

shopping malls for local consumers in the Bang Sue district.

The simple linear regression (SLR) was conducted to test H1, indicating a significant influence of mall perception on mall atmosphere toward revisiting shopping malls for local consumers in the Bang Sue district. Table 3 presents the result, with an R-square of 0.138, signifying that 13.8% of mall atmosphere (MA) can be explained by mall perception (MP). At a significance level of 0.05, where the p-value of the variable is less than 0.05, mall perception (MP) exhibits a positive impact on mall atmosphere (MA) with a standardized coefficient (β) of 0.371.

Table 3. Result of Simple Linear Regression (SLR) for H1

Variables	B	SE B	β	t	p	VIF	Null Hypothesis
Mall Perception (MP)	0.331	0.0418	0.371	7.92	<.001*	1	Rejected
R-Square				0.138			
Adjusted R-Square				0.136			

Note: *Beta coefficient is reported with p-value less than 0.05; mall atmosphere (MA) - dependent variable

B: Unstandardized coefficients B | SE B: the standard error for the unstandardized beta | β : the standardized beta | t: t-value | p: p-value |

VIF: Variance Inflation Factor

4.3.2 Result of Simple Linear Regression H2

The hypothesis under consideration is:

H₂₀: There is no significant influence of mall atmosphere on retail tenant mix and mall experience toward revisiting for local consumers in Bang Sue district.

H_{2a}: There is a significant influence of mall atmosphere on retail tenant mix and mall experience toward revisiting for local consumers in Bang Sue district.

The simple linear regression (SLR) was conducted to test H2, indicating a significant influence of mall atmosphere on retail tenant mix and mall experience toward revisiting for local consumers in the Bang Sue district. Table 4 presents the result, with an R-square of 0.124, signifying that 12.4% of retail tenant mix (RT) can be explained by mall atmosphere (MA). At a significance level of 0.05, where the p-value of the variable is less than 0.05, mall atmosphere (MA) has a positive impact on retail tenant mix (RT) with a standardized coefficient (β) of 0.352.

Table 4. Result of Simple Linear Regression (SLR) for H2

Variables	B	SE B	β	t	p	VIF	Null Hypothesis
Mall Atmosphere (MA)	0.367	0.0492	0.352	7.45	<.001*	1	Rejected
R-Square				0.124			
Adjusted R-Square				0.122			

Note: *Beta coefficient is reported with p-value less than 0.05; retail tenant mix (RT)-dependent variable

B: Unstandardized coefficients B | SE B: the standard error for the unstandardized beta | β : the standardized beta | t: t-value | p: p-value |
VIF: Variance Inflation Factor

4.3.3 Result of Simple Linear Regression H4

The hypothesis in this study is:

H_{4o}: There is no significant influence of mall experience on revisiting shopping malls for local consumers in the Bang Sue district.

H_{4a}: There is a significant influence of mall experience on revisiting shopping malls for local consumers in the Bang Sue district.

The simple linear regression (SLR) was conducted to test H4, indicating a significant influence of mall

experience on revisiting shopping malls for local consumers in the Bang Sue district. Table 5 presents the result, with an R-square of 0.171, meaning 17.1% of revisiting shopping malls (RS) can be explained by mall experience (ME). At a significance level of 0.05, where the p-value of the variable is less than 0.05, mall experience (ME) has a positive impact on revisiting shopping malls (RS), with a standardized coefficient (β) of 0.413.

Table 5. Result of Simple Linear Regression (SLR) for H4

Variables	B	SE B	β	t	p	VIF	Null Hypothesis
Mall Experience (ME)	0.367	0.0408	0.413	8.98	<.001*	1	Rejected
R-Square				0.171			
Adjusted R-Square				0.169			

Note: *Beta coefficient is reported with p-value less than 0.05; revisiting shopping malls (RS)-dependent variable

B: Unstandardized coefficients B | SE B: the standard error for the unstandardized beta | β : the standardized beta | t: t-value | p: p-value |

VIF: Variance Inflation Factor

4.3.4 Result of Multiple Linear Regression H3, H5

The hypothesis in this study is:

H_o: There are no significant influence of mall atmosphere (H3) and retail tenant mix (H5) on mall experience in revisiting shopping mall of local consumer's Bang sue district.

H_a: There are significant influence of mall atmosphere (H3) and retail tenant mix (H5) on mall experience in revisiting shopping mall of local consumer's Bang sue district.

Table 6 presents the results of the multiple linear regression analysis for H3 and H5. The analysis reveals a significant influence of mall atmosphere (H3) on mall experience among revisit shopping malls for local consumers in the Bang Sue district, as indicated by the p-value of less than 0.001. Therefore, the null hypothesis for H3 is rejected.

However, for H5, the analysis result shows that there is no significant influence of retail tenant mix on mall experience among revisit shopping malls for local consumers in the Bang Sue district, with a p-value of 0.792, which is more than 0.05. Hence, the null hypothesis for H5 is not rejected.

Furthermore, the regression analysis suggests that the model has an overall variance of 17.1%, and is statistically significant with a p-value less than 0.05. The R square for the analysis is 0.171, indicating that 17.1% of the variance in mall experience (ME) can be explained by mall atmosphere (MA) and retail tenant mix (RT). The confidence level of this model is 95%.

Additionally, the variance inflation factor (VIF) for both mall atmosphere and retail tenant mix is 1.14, suggesting that there is no issue with multicollinearity since the VIF is less than 5.

Table 6. Result of Multiple Linear Regression (MLR) for H3, H5

Variables	B	SE B	β	t	p	VIF	Null Hypothesis
Mall Atmosphere (MA)	0.7539	0.0483	0.6463	15.61	< .001*	1.14	Rejected
Retail Tenant Mix (RT)	-0.0122	0.0464	-0.0109	-0.264	0.792	1.14	Fail to reject
R-Square	0.171						
Adjusted R-Square	0.169						

Note. *Beta coefficient is reported with p-value less than 0.05; Mall Experience (ME)-dependent variable

B: Unstandardized coefficients B | SE B: the standard error for the unstandardized beta | β : the standardized beta | t: t-value | p: p-value |

VIF: Variance Inflation Factor

5. Conclusion and Recommendations

5.1 Summary of Research Intentions

This study aimed to investigate the factors influencing local consumers in the Bang Sue district when revisiting nearby shopping malls, with a specific focus on comparing Wongsawang Shopping Mall and Gateway at Bang Sue. The research questions guiding this study are as follows:

Mall Perception's Impact on Mall Atmosphere and Revisits: Does mall perception significantly influence the mall atmosphere, leading to the revisitation of local consumers in the Bang Sue district?

Mall Atmosphere's Effect on Retail Tenant Mix and Mall Experience: Does the mall atmosphere have a significant impact on retail tenant mix and mall experience, influencing the revisitation behavior of local consumers in the Bang Sue district?

Influence of Mall Atmosphere on Retail Tenant Mix Regarding Mall Experience: Does the mall atmosphere, specifically retail tenant mix, significantly affect the mall experience among local consumers revisiting shopping malls in the Bang Sue district?

Mall Experience's Role in Revisits: Does the mall experience play a significant role in influencing the revisitation behavior of local consumers in the Bang Sue district?

Retail Tenant Mix's Impact on Mall Experience and Revisits: Does the retail tenant mix significantly influence the mall experience, contributing to the revisitation behavior of local consumers in the Bang Sue district?

Through these research questions, the study aimed to provide insights into the complex interplay of factors influencing consumer behavior and revisitation patterns in the context of shopping malls in the Bang Sue district.

5.2 Summary of Findings

This quantitative study utilized data from residents of the Bang Sue district who frequently visit shopping malls situated between Wongsawang and Gateway (Bang Sue District Office, 2023) to estimate population and sample size. Therefore, the calculated sample size for this study is 383 respondents, as determined by calculator.net. Convenient sampling was employed to reach 383 respondents, and although the researcher anticipated 383 questionnaire responses, a total of 415 individuals participated. Ultimately, 394 questionnaire applicants remained, with 21 being dismissed.

Following the survey, a standardized closed-ended questionnaire was implemented for consistency and reliability. Raw data underwent analysis using JAMOV, with results displayed in figures and tables. The study employed IOC and Cronbach Alpha reliability tests, and the IOC validity from three experts exceeded 0.5, while Cronbach Alpha exceeded 0.7. Descriptive statistics, including frequencies, means, and standard deviations, indicated high reliability. Three data computation methods were employed, and hypothesis testing among the five variables was conducted using simple linear regression and multiple linear regression.



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Women constituted over half (51.3%) of the respondents, and the majority of local shoppers (97.7%) fell within the 20–30 age group. Private officers made up 40.6% of Bang Sue residents, and a significant portion claimed to frequent Wongsawang Shopping Mall (50.8%). Regarding income, 50.0% of local customers reported earning between 50,001 and 80,000 THB monthly. Most nearby shoppers visited malls 4–7 times each month (58.1%), and 53.8% of respondents resided within 5 km of a shopping mall.

The mean and standard deviation of variables served as survey instruments to influence Bang Sue District consumers to revisit the neighboring retail center. Mall revisiting had the highest mean and standard deviation ($\bar{x}=3.66$, $SD=1.09$), followed by mall perception ($\bar{x}=3.65$, $SD=1.12$), retail tenant mix ($\bar{x}=3.60$, $SD=1.11$), mall environment ($\bar{x}=3.56$, $SD=1.08$), and mall experience ($\bar{x}=3.55$, $SD=1.16$).

The study tested several hypotheses using simple linear regression (SLR) and multiple linear regression. Simple linear regression was employed to investigate how mall perception, environment, retail tenant mix, and mall experience impact mall revisiting. Multiple linear regression (MLR) was used to evaluate the significant level of mall atmosphere toward retail tenant mix on mall experience.

Hypothesis testing results for four independent variables—mall perception, atmosphere, experience, and revisit shopping mall—indicated values below 0.05, leading to the rejection of the null hypothesis. The only exception, with testing outcomes exceeding 0.05 and resulting in a failure to reject the null hypothesis, was observed for the retail tenant mix as shown in Table 7.

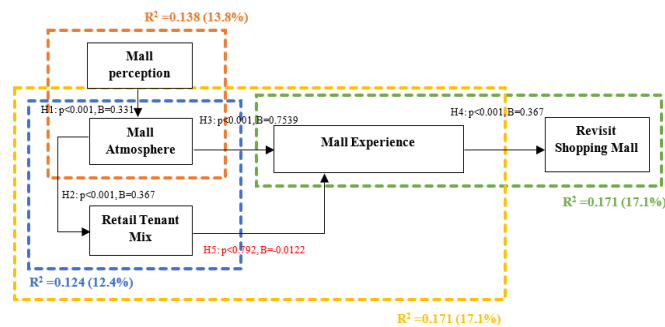
Table 7. Summary of the hypothesis testing results.

Statement of Hypothesis	p-value	Decision Results
H ₁₀ : There is no significant influence of mall perception on mall atmosphere toward revisiting shopping malls for local consumers in the Bang Sue district.	< .001*	Rejected Ho
H ₂₀ : There is no significant influence of mall atmosphere on retail tenant mix and mall experience toward revisiting for local consumers in Bang Sue district.	< .001*	Rejected Ho
H ₃₀ : There is no significant influence of mall atmosphere on retail tenant mix and mall experience among revisiting shopping malls in the local consumers' Bang Sue district.	< .001*	Rejected Ho
H ₄₀ : There is no significant influence of mall experience on revisiting shopping malls for local consumers in the Bang Sue district.	< .001*	Rejected Ho
H ₅₀ : There is no significant influence of retail tenant mix on mall experience among revisit shopping malls in the local consumers' Bang Sue district.	0.792	Fail to reject

As illustrated in Figure 2 and Table 8, Mall Atmosphere (MA) exerts the highest influence, ranking 1st, on Mall Experience (ME) with an unstandardized coefficient (B) of 0.754, as identified in Hypothesis 3 using Multiple Linear Regression (MLR). Retail Tenant Mix (RT) exhibits no significant influence, as it is not assigned a rank, on Mall Experience (ME) with an unstandardized coefficient (B) of -0.0122, as indicated by Hypothesis 5 using Multiple Linear Regression (MLR). Mall Perception (MP) holds a significant influence, albeit with no ranking, on Mall Atmosphere (MA) with an unstandardized coefficient (B) of 0.331, as

suggested by Hypothesis 1 using Simple Linear Regression (SLR). Mall Atmosphere (MA) demonstrates a significant influence, also with no ranking, on Retail Tenant Mix (RT) with an unstandardized coefficient (B) of 0.367, according to Hypothesis 2 using Simple Linear Regression (SLR). Mall Experience (ME) significantly influences, yet without a ranking, Revisit Shopping Mall (RS) with an unstandardized coefficient (B) of 0.367, as established by Hypothesis 4 using Simple Linear Regression (SLR).

Figure 2. The Structure Model Results



Source. Authors.

Table 8. Summary strengths of influences factors on each dependent variable.

Independent Variable	Rank	Dependent Variable	Standardized Coefficient (β)
Mall Atmosphere (MA)	1 st	Mall Experience (ME)	0.646* (H3; MLR)
Retail Tenant Mix (RT)	-	Mall Experience (ME)	-0.0109 (H5; MLR)
Mall Perception (MP)	-	Mall Atmosphere (MA)	0.371* (H1; SLR)
Mall Atmosphere (MA)	-	Retail Tenant Mix (RT)	0.352* (H2; SLR)
Mall Experience (ME)	-	Revisit Shopping Mall (RS)	0.413* (H4; SLR)

5.3 Discussion based on Findings

According to the hypothesis testing results from the previous chapter, it can be concluded that mall atmosphere positively influences mall experience slightly toward revisiting shopping malls, which corresponds to the influence of mall atmosphere being

influenced by mall perception. Furthermore, the retail tenant mix has also been influenced by mall atmosphere factors. However, the retail tenant mix does not influence the mall experience in this study.



Mall Atmosphere, Retail Tenant Mix and Mall Experience

Based on the analysis of the research results, it is evident that the mall atmosphere significantly and positively influences the mall experience concerning revisiting shopping malls. The analysis indicates that the significance value of both the mall atmosphere and mall experience is less than 0.001, which aligns with the conventional threshold of 0.05. Moreover, the standardized coefficients (β) for the mall atmosphere and mall experience are 0.646, suggesting that the relationship between these variables is the strongest among all independent variables in the study. This finding leads to the conclusion that the mall atmosphere exerts the most positive impact on the mall experience. This conclusion is consistent with the findings of Santoso et al. (2018), who noted that the mall's built environment attributes elicit a strong positive response, indicating that the mall's image alone may not necessarily be the primary driver for consumers.

However, the outcome of the relationship between the retail tenant mix and mall experience, as per hypothesis 5, yields a significant value of 0.792. This indicates that, in this study, the retail tenant mix does not significantly influence the mall experience, as the value exceeds the target significance level of 0.05. In light of this negative result, further analysis of this hypothesis and the questionnaire of the retail tenant mix was conducted. The negative outcome may be attributed to factors such as the limited size of the shopping mall, its location, and the variety of tenants available. Additionally, it is plausible that the dependent variable affected by the retail tenant mix is the mall experience, suggesting that the mall experience may function as an independent variable in this research context. Consistent with the findings of Chantarayukol (2019), factors such as one-stop shopping, convenience, and free services/safe facilities significantly influence the visiting frequency and time spent per visit at shopping

malls. Therefore, it is conceivable that the retail tenant mix may directly influence revisiting shopping malls.

The R-square value of 17.1% indicates that this multiple linear regression model explains less than 17.1% of the variance in the dependent variable. This suggests that the model may not adequately fit the data, or there may be other factors influencing the outcome that are stronger than those considered in this model.

Mall Experience and Revisit Shopping Mall

The findings of this study elucidate the relationship posited in hypothesis 4, which examines the association between mall experience and revisiting shopping malls. The results indicate that mall experience significantly influences revisiting shopping malls. H4 reveals that the significance level derived from this study is less than 0.001, meeting the criterion for acceptance, as the target significance value should be below 0.05. Furthermore, the relationship between mall experience and revisiting shopping malls, as indicated by the standardized coefficients (β), is 0.413.

It is conceivable that both surveyed shopping malls are located in the suburban areas of Bangkok, characterized by residential and older town suburbs. Consumers in these locales may not be inclined to explore the product mix or convenience offered within a brief timeframe. Additionally, both shopping malls contend with spatial limitations due to urban zoning regulations in Bangkok. Consequently, they offer fewer rental spaces or shops compared to those located in the Central Business District (CBD), prompting local customers to patronize other malls that provide comprehensive services, allure, and effective customer communication both offline and online. Hence, the outcome of this study suggests that mall experience may not significantly influence revisiting shopping malls.

This conclusion diverges from the findings of a prior study by Junaid et al. (2023), which posited that



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customer mall experience positively mediates the impact of service design on revisit intention and the desire to prolong one's stay.

Mall Atmosphere and Retail Tenant Mix

The relationship between mall atmosphere and retail tenant mix is significant, with a hypothesis significance level of less than 0.001. Given that the acceptable significance value is below 0.05, the significance value of this hypothesis meets the criteria for acceptance. However, the standardized coefficient (β) of mall atmosphere and retail tenant mix in this study is 0.352. This indicates that, in this study, the relationship between mall atmosphere and retail tenant mix is the third strongest, following mall experience and revisiting shopping malls. Therefore, the result of this finding suggests that mall atmosphere may not significantly influence revisiting shopping malls. This conclusion contradicts the findings of a previous study by Tandon et al. (2016), which suggested that mall facilities, encompassing elements such as seating arrangements, flooring, elevators, and parking, contribute to a pleasant shopping experience.

This result may be attributed to the relatively low R-square value of 12.4% for the simple linear regression model in this study, indicating that it may not be suitable for the data. It is possible that factors such as the overall feel, decor, or atmosphere of the mall are not significant determinants of which retail businesses choose to operate within it. Instead, other factors such as location, foot traffic, rental costs, target demographics, and marketing efforts may have a greater impact on the retail tenant mix.

Mall Perception and Mall Atmosphere

H1 investigates the relationship between mall perception and mall atmosphere, aiming to ascertain whether mall perception significantly influences mall atmosphere among revisiting shopping malls in the

Bang Sue district. The hypothesis testing results in Chapter 4 reveal that the significance level from this study is less than 0.001, meeting the criteria for acceptance given that the target significance value should be less than 0.05. Additionally, the relationship between mall perception and mall atmosphere, as indicated by the standardized coefficient (β), is 0.371. This suggests that in this study, the relationship between mall perception and mall atmosphere is moderately strong. However, the result of this finding may be attributed to the fact that mall perception is not a significant factor in influencing mall atmosphere. This conclusion diverges from the findings of Laroche et al. (2005), who concluded that consumers' moods evoked by their perceptions of the shopping mall environment and product quality influence their purchase intentions through their perceptions of service quality.

This result may indicate an inadequate strong relationship due to the R-square value of the simple linear regression model being 13.8%. This suggests that the simple linear regression model is not suitable for the data and that the outcome lacks strength and influence. It is plausible that the target demographic of the malls is highly localized residents, leading the property owner to prioritize renting space for investment over considering the mall-built environment. Furthermore, the location of both shopping malls in the northern part of Bangkok, surrounded by well-known shopping centers such as Central Ladproaw and The Mall Ngamwongwan, may contribute to this outcome.

5.4 Recommendations based on Findings

The researchers aim to provide recommendations to support the significant relationships observed among the research hypotheses. In the conclusions section, four significant relationships between variables were identified, influencing the revisitation of nearby malls by residents in Bang Sue. These included the significant influence of mall atmosphere on mall experience and



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retail tenant mix, the significant effect of mall experience on revisiting shopping malls, and the significant influence of retail tenant mix on local consumers in the Bang Sue district to revisit shopping malls nearby.

Given the research issue, it is crucial to address the significant impact of the COVID-19 pandemic on the retail industry, which has directly affected consumer behavior and encouraged shoppers to prefer shops close to their homes. However, in 2022, the supply of new communities in the suburbs of Bangkok is forecasted to reach its highest level since 2015 (Klinchuanchun, 2022). According to the hypothesis testing results, mall atmosphere emerged as the strongest variable influencing mall experience, leading to revisiting shopping malls.

Improving mall experience emerges as the second most influential factor in revisiting shopping malls. Shopping malls should enhance the overall shopping experience by implementing initiatives such as loyalty programs and exclusive events to reward and engage local consumers. Additionally, creating new strategic marketing communications and collaborating with local influencers can amplify brand messaging and increase visibility within the target market. Gathering feedback continuously is also essential to improve the mall experience over time.

Despite the relatively lower relationship observed between retail tenant mix and mall experience in this study, it remains an important factor in attracting customers. Mall developers should focus on diversifying the mix of retail tenants to cater to a wide range of consumer preferences and needs. This could involve promoting popular brands, introducing unique specialty shops, and incorporating entertainment and dining options to create a vibrant and attractive shopping experience. Given its ranking as the third strongest influence factor on mall experience, retail tenant mix deserves significant attention and should be a major concern for shopping mall developers.

5.5 Implications based on findings and theories

The factors influencing the revisitation of nearby shopping malls identified in this study, the ambiance of the shopping mall emerges as a crucial determinant. The research findings consistently underscore the significance of a positive and welcoming environment in influencing customer satisfaction and intention to revisit. Elements such as aesthetics, cleanliness, lighting, and amenities play pivotal roles in shaping the overall ambiance of the mall, aligning with the findings of Tandon et al. (2016), who suggested that mall facilities encompass various elements like seating arrangements, flooring, elevators, and parking, contributing to a pleasant shopping experience.

Although the tenant mix was not found to have a direct impact on the mall experience in this study, it remains a critical aspect of mall management. A diverse array of retailers and services contributes to the overall appeal of the mall and caters to the varied preferences of customers. Mall management should prioritize the tenant mix, considering factors such as uniqueness, variety, and alignment with customer demographics. By offering a blend of established brands, niche retailers, and experiential stores, malls can cultivate a dynamic and immersive shopping environment that fosters exploration and discovery.

5.6 Limitations of the study

The investigation into the limitations of this research revealed several factors that constrain the understanding of the influences on local consumers in the Bang Sue district when revisiting nearby shopping malls. Firstly, the scope of this study was restricted to customers who revisited shopping malls, which may not fully represent the broader population of mall visitors. Additionally, the research concentrated solely on shopping malls near the Bang Sue district, thereby limiting the comparability of the results with different locations or types of shopping malls. As a result,



geographical or spatial differences in exploration may exert distinct influences on decision-making processes when customers revisit malls.

5.7 Further Studies

Based on our findings and discussions, several important avenues warrant exploration in future research endeavors. Our conceptual model has highlighted the relationship between the retail tenant mix and its influence on the mall experience, thereby affecting the propensity to revisit shopping malls. Consequently, future studies should delve deeper into examining the interplay between these dependent and independent variables to offer more profound insights into consumer behavior and preferences.

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