



Received: 28 October 2024

Revised: 9 December 2024

Accepted: 9 December 2024

# THE CAUSAL FACTORS OF LEISURE SPACES AND THEIR IMPACTS ON REVISIT: A CASE STUDY OF COMMUNITY MALL IN SONGKHLA, THAILAND

Laphassawat SUBPHONKULANAN<sup>1</sup>

<sup>1</sup> Faculty of Management Sciences, Prince of Songkla University, Thailand;  
Laphassawat.s@psu.ac.th

## Handling Editor:

Professor Dr. Wing-Keung WONG

Asia University, Taiwan

(This article belongs to the Theme 1: Business &amp; Economic in Industry 5.0)

## Reviewers:

1) Associate Professor Dr. Mohammad Badruddoza TALUKDER IUBAT, Bangladesh

2) Assistant Professor Dr. Apinya INGARD

Silpakorn University, Thailand

3) Dr. Nititorn WONGCHESTHA

CTBU, China

## Abstract

This study examines two key objectives: 1) the impact of the physical environment, encompassing location, facilities, and tenant composition, on the quality of leisure spaces in community malls, and 2) the influence of leisure spaces on customers' intention to revisit community malls. Employing a non-probability convenience sampling method, data were collected via questionnaires distributed at the Hat Yai Village project in Songkhla, Thailand, with a total sample size of 800 respondents. Structural equation modeling was utilized to analyze the data. The reliability of the constructs, as measured by Cronbach's alpha, showed high internal consistency: physical environment ( $\alpha = 0.911$ ), leisure space ( $\alpha = 0.950$ ), and revisit intention ( $\alpha = 0.912$ ). The findings reveal that location, facilities, and tenant mix significantly influence leisure spaces, which, in turn, play a critical role in shaping customers' intentions to revisit community malls. These results underscore the importance of strategic development of physical environments to enhance leisure spaces, thereby boosting the competitiveness of community malls. The study's insights contribute to the advancement of community mall management and planning, with implications for sustainable urban development in Songkhla and beyond.

**Keywords:** Location, Community Mall, Leisure Space, Facility, Tenants

**Citation Information:** Subphonkulanan, L. (2025). The Causal Factors of Leisure Spaces and Their Impacts on Revisit: A Case Study of Community Mall in Songkhla, Thailand. *Asian Administration and Management Review*, 8(1), Article 9. <https://doi.org/10.14456/aamr.2025.9>

## **Introduction**

Community malls have experienced a continued growth rate since 2021. Previously, due to the effects of COVID-19 on consumer lifestyles, consumers avoided staying in closed places and crowded areas to reduce the risk of infection and changed their lifestyles within their surroundings and homes. However, especially in the early to middle part of 2022, there was an increase in community malls in the Bangkok suburbs, which shows that community malls have a higher growth rate (Smart SME, 2023). Therefore, leisure spaces are the spaces that consumers require for their new lifestyle in the new society. People can visit these services as social spaces or relaxation areas for meeting and chatting with friends. For these reasons, various businesses have changed their services based on leisure spaces or third places (Oldenburg, 1989). These leisure spaces can be many and varied. They may include theatres, gyms, cafes, bars, parks, libraries, places of worship, or friends' houses where everyone spends the most time (England, 2024). Moreover, it should come with a sense of ease from the world (McGowan, 2024).

Shopping centers or Community malls are an important part of the social infrastructure and have qualities as leisure spaces, especially among women, the elderly, people with low levels of education, and immigrants (Pettersen et al., 2024). In the general population, visits to shopping centers were motivated by both physical attributes and social dimensions. However, certain community malls lack specific elements nowadays, so research conducted on the physical environment is beneficial to determine the planning and strategies for community malls. These studies are focused on the strategies to persuade consumers to visit the services, for instance, the implementation of location (Lin et al., 2023), tenant management, and management of the facility and the atmosphere (Li et al., 2023; Kearney et al., 2023; Behera et al., 2023; Saricam, 2023) that support the relaxation of consumers. Satisfied consumers will tend to repeat their visits to these services in the future (Camp, 2015; Hawkins & Ryan, 2013). In addition, the area of Hat Yai, Songkhla, is close to Malaysia, which helps to attract an increasing number of Malaysian and Singaporean tourists. These tourists will be spending, which will help increase economic growth, trade, and investment in the Hat Yai district (Manager Online, 2021). The results of this research will help expand the potential of community malls in Hat Yai, Songkhla, Thailand.

## **Literature Review**

### **Leisure Spaces**

In the concept of third place, leisure spaces are the places or spaces outside of the house or workplace. People cooperate as members in a group, which then becomes a small community. Leisure spaces include the spaces to talk, entertain, and get to know people in the community. Therefore, the main activities in leisure spaces are conversing, sharing opinions or information with others, and enhancing relationships among people. Thus, leisure spaces are an important part of a community as a space to stay, create, and feel relaxed (Musiphon, 2017; Khunthong, 2013). Moreover, leisure spaces are a foundation of communities and a part of the new society (Putnam, 2000).

### **Third Place**

Oldenburg & Brissett (1982) stated that third places are established by people using a place that is not their house or workplace. Third places are distinct in terms of people's emotions, and the purpose of establishing a third place is to create a place that makes people feel good. The concept of third place has three important elements: the possibility for sociability, the presence of flow, and conversation or communication. Oldenburg (1989) developed the concept of third place for comprehensive application in various research studies to comprise eight attributes, namely 1) located on neutral ground, 2) functions as a leveler, 3) the main activity is a conversation, 4) offers accessibility and accommodation, 5) includes regular

participants, (6) has a low profile, (7) has a playful mood, and (8) provides a home away from home.

### **Physical Environment**

The overall physical environment includes the features of the physical aspects of the environment that are the elements of place and an essential determinant in the creation of experience towards using a service. Furthermore, the overall physical environment is also an important determinant influencing consumer emotion (Najafi & Shariff, 2011). The features of the overall physical environment are the decorative design, divided portions of areas, management of the environment, cleanliness, services, created atmosphere, color and light selection, and facility (Yeh & Huan, 2017). This is because the overall physical environment creates important consumer experiences (Barber et al., 2011), an element that creates the distinction of a business (Levy & Weitz, 1998). Walter & Edvardsson (2012) found that the overall physical environment of a restaurant includes substance and feeling, exterior design (views, scenery, and the building), and interior design (lighting, color, and sound volume levels), which affect the experience of consumers that visit the service. This experience can be evaluated by consumers' feelings, thinking, imagination, and behavior toward the restaurant. According to Bhatt & Telang (2017), who studied the factors that influence satisfaction with using the services of malls in India, the findings showed that atmosphere has the most significant influence on satisfaction compared to other factors. This research aimed to investigate the scope of community malls, so the previous research was adopted. The indicators of the overall physical environment appropriate for this study were selected in four dimensions, namely 1) location, 2) environment, 3) facility, and 4) tenants.

### **The Influence of Location on Leisure Spaces**

Location is an essential element that reduces the time needed for a retail business to be successful; as Assanikorn (2016) stated, the heart of a retail business is its location. One previous research study on location was conducted by Sangpetch and Ritkaew (2016), who found that the main reason respondents use malls is that they are located near residential areas. Secondly, the location is within the city; thus, it is convenient to visit. This is consistent with Yimmuang (2016), who stated that there are five important determinants, which are the appropriateness of location, convenience using mass transit systems, ease of access, location close to the main road, and proximity to companies or workplaces, educational institutions, and residential areas. Meanwhile, Ekaboot (2010) stated that the third place should be established in the center of a university for convenience to visit. Blower (2013) mentioned that the location of a coffee shop is an important determinant that explains the definition of third place and influences repeat visits.

Lin et al. (2023) conducted a study on the tendency of consumers to visit a supermarket among the top three ranking supermarkets in Taiwan: PX Mart, Simple Mart, and Wellcome. The study found that location is an important leverage that attracts consumers to the service and increases the shops' sales. Likewise, Lu et al. (2024) examined the comparative analysis between two shops to observe the visiting for service and the product purchasing behavior of consumers. The findings indicate that the types of products, especially multi-purpose products, influence the visiting for service in the shops and that the location is an important reason to visit. Thus, location is an essential determinant that influences the intent to visit. Therefore, the research examined the correlation between location and leisure spaces, as expressed in the hypothesis below.

H1: There is a significant relationship between location and leisure spaces.

### **The Influence of Environment on Leisure Spaces**

The environment is an element that creates an atmosphere and psychological effects on emotions, mind, and behavior when visiting the service. Management of the environment is comprehensive, requiring the scenery, interior design, furniture, color, light, sound, and scent

to be managed (Yeh & Huan, 2017). According to Kearney et al. (2023), environment, for instance, color and design, cleanliness and scent, music, light, and layout, influences satisfaction and the positive emotions of the officers in the mall. Lam (2001) stated that the physical environment of a shop, for instance, the music, lighting, and type of store management, significantly affects consumer emotion and purchase behavior. Kotler (1973) stated that the atmosphere is an important environmental element of a place and can be utilized as a marketing strategy. Pinyopragran (2017) identified that the detail and beauty of shop design enhance the atmosphere in the shop more than other factors. Moreover, the atmosphere in the shop should have pleasant music, coolness, and scent (Ryu & Han, 2011).

According to Behera et al. (2023), the atmosphere in a retail shop has a significant influence on the working process of the shop and the personal behavior of consumers, as well as the ability to create an experience for consumers. Saricam (2023) researched the atmosphere's effect on service consumers' behavior in Turkey. The research indicated that the whole foundation of the atmosphere in the shop, including signposting, influences consumers' thinking and emotions. Khaola & Ramokepa (2016) found that the atmosphere of a mall has a positive significant relationship with attitude and intention to visit the mall. A good atmosphere makes consumers tend to spend a more extended amount of time in the mall. Consequently, the environment is an essential element in building the emotions and experiences of consumers; thus, this research aims to examine the effect of the environment on leisure spaces, as expressed in the hypothesis below.

H2: There is a significant correlation between environment and leisure spaces.

### **The Influence of Facility on Leisure Spaces**

The facility is an element that entrepreneurs prepare for consumers, such as public utilities. Howard (2007) conducted a study on using the mall, and based on the research results, it was found that consumers are satisfied with malls that provide a variety of facilities and good service (Bhatt & Telang, 2017). Wuttipongpreecha (2011) mentioned that the third place of business meetings should provide facilities. This is supported by Ekaboot (2010), who stated that the third place providing facilities affects consumers visiting or using the service. Li et al. (2023) studied the relationship between mental health and public park features in the suburbs of Shanghai, China. The research results indicated that public parks should be conveniently located, have a good environment, and provide facilities such as exercise equipment, lawns, and sources of water because this type of environment is an important determinant that affects mental health and can improve people's mood. Therefore, this research aims to study the importance of facilities in leisure spaces, as stated in the hypothesis as follows.

H3: There is a significant relationship between facility and leisure spaces.

### **The Influence of Tenants on Leisure Spaces**

The definition of a rental shop or area is when an individual or juristic person makes a rental contract with a mall or department store to sell products or services. The research findings of Xu et al. (2022) indicated that effective tenant management in a mall impacts the efficiency of the service of that mall. Sadachar (2014) realized that the value of the rental shops influences satisfaction and intent to visit the mall. Chancharassuk (2012) found that most consumers are satisfied with visiting malls that contain various shops and other services. Vashisht et al. (2014) stated that consumers visit the mall services for relaxation, especially in the games, spa, gym, and restaurant zones. Tenants and rental shops, therefore, comprise an important element; thus, this research aims to analyze the influence of tenants on leisure spaces as in the following hypothesis.

H4: There is a significant correlation between tenants and leisure spaces.

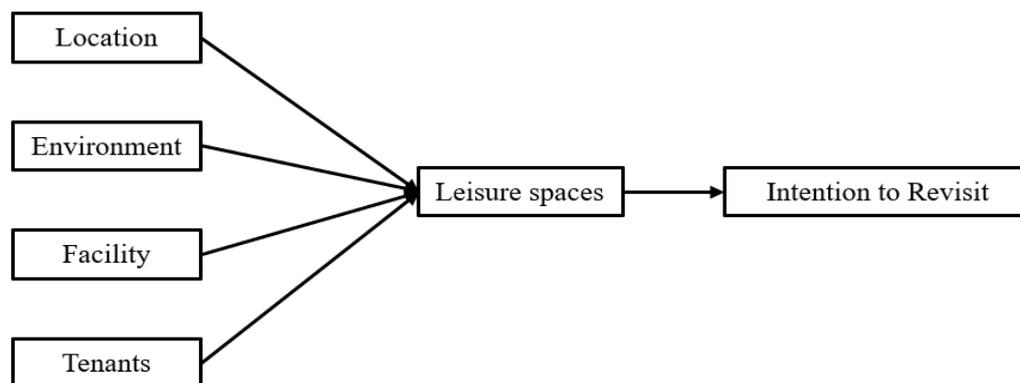
### **Leisure Spaces' Impact on Intention to Revisit**

Intention to purchase is an attempt to purchase a product or service of consumers based on various factors such as brand, time, and other services or entertainment that provide

satisfaction, but intention to purchase always happens after using the service (Das, 2014). Houssay-Holzschuch and Teppo (2009) showed that the experiences that occur during a visit to a mall include purchases of products and activities that enhance feelings of relaxation, thereby creating consumer satisfaction and a tendency towards consumer loyalty. Thus, this research examines the relationship between leisure spaces and the intention to visit, as summarised in the hypothesis below.

H5: Leisure spaces have a significant influence on intention to revisit.

From the literature review, the research conceptual framework can be defined as follows:



**Figure 1** Conceptual Framework

## Methodology

This research is quantitative, and the sample group consists of consumers who visited the Hat Yai Village project in Songkhla. The sample size was determined based on the guidelines of Hair et al. (2018), with a ratio of approximately 12 respondents per item. This study has 66 items, leading to a sample size of 800 respondents, which is considered acceptable. A questionnaire was used as the research instrument. The study employed a non-probability sampling method, specifically convenience sampling, by collecting paper questionnaires in the Hat Yai Village project area, Songkhla. All items were adopted by previous research. The Cronbach's alpha reliability coefficients for each variable are as follows: the physical environment of the shopping mall is 0.911, leisure space is 0.950, and intention to use the service is 0.912. The data was analyzed using structural equation modeling (SEM).

## Results

### Analysis of Demographic Characteristics

Most of the sample is female, with 564 people, accounting for 70.5%, and male, with 236 people, accounting for 29.5%. The largest age group is 26-35 years, with 290 people, accounting for 36.25%, followed by the 16-25 years age group, with 268 people, accounting for 33.50%. More than half of the sample has a bachelor's degree, with 452 people, accounting for 56.50%, followed by those with education below a bachelor's degree, with 206 people, accounting for 25.75%, and those with education above a bachelor's degree, with 142 people, accounting for 17.75%. Most of the sample are students, with 232 people, accounting for 29.00%, followed by company employees, with 216 people, accounting for 27.00%. Most of the sample have an income between 10,001-20,000 Baht, with 220 people accounting for 27.50%, followed by those with an income below 10,000 Baht, with 212 people accounting for 26.50%.

### Structural Equation Model Testing

The analysis examined the relationships between latent variables to determine whether multicollinearity existed. This was assessed using the Pearson Product Moment Correlation Coefficient, as detailed below:

**Table 1** Pearson Correlation Coefficients Between Latent Variables Used in the Study

	<b>LOC</b>	<b>ENV</b>	<b>FAC</b>	<b>TAN</b>	<b>THI</b>	<b>INT</b>
LOC	-	0.528**	0.433**	0.415**	0.340**	0.327**
ENV		-	0.562**	0.482**	0.459**	0.355**
FAC			-	0.488**	0.375**	0.347**
TAN				-	0.383**	0.330**
THI					-	0.326**
INT						-

\*\**p*-value < 0.01

From Table 1, it was found that all pairs of latent variables had positive correlations that were statistically significant at the 0.01 level, with correlation coefficients ranging from 0.326 to 0.562. This indicates that the latent variables exhibit moderate levels of correlation, which are not excessively high. Therefore, multicollinearity is not a concern, and it is appropriate to proceed with structural equation modeling (Hair et al., 2018).

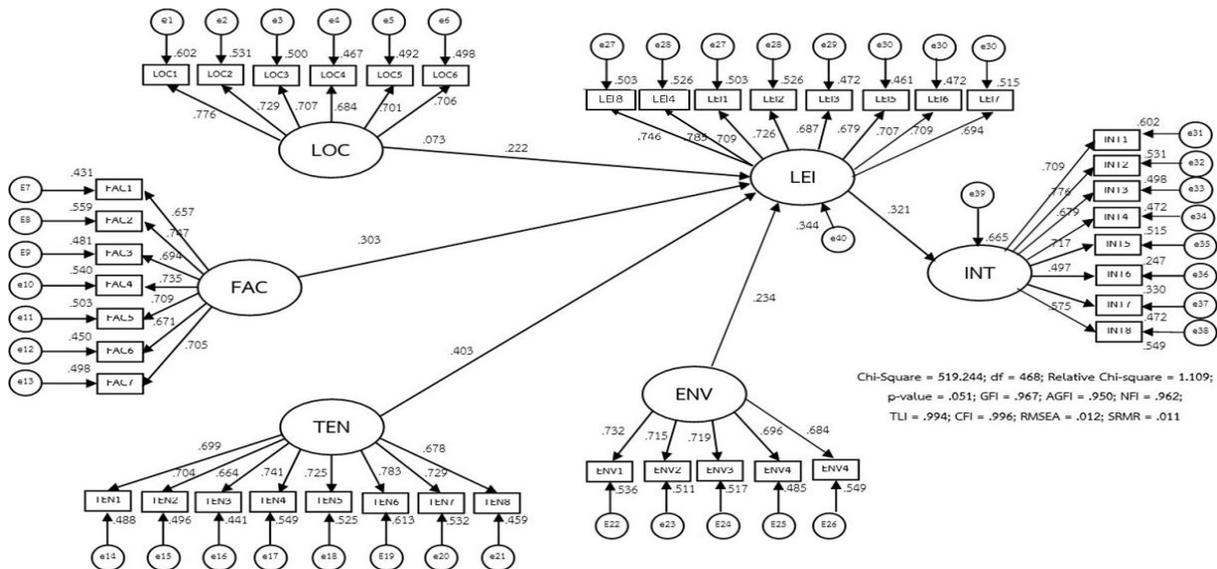
The results of examining the structural equation model fit for the causal variables of leisure space and their impact on service intention.

**Table 2** The goodness-of-fit indices of the structural equation model after model adjustment.

<b>Fit indices for examining the goodness-of-fit.</b>	<b>Acceptance criteria</b>	<b>after model adjustment</b>
$\chi^2$	<i>p</i> -value > 0.05	0.051
$\chi^2/df$	< 3	1.109
GFI	> 0.90	0.967
AGFI	> 0.80	0.950
NFI	> 0.90	0.962
TLI	> 0.90	0.994
CFI	> 0.90	0.996
RMSEA	< 0.08	0.012
SRMR	< 0.08	0.011

Note: The acceptance criteria are based on Hair et al. (2018).

It was found that the structural equation model for the causal factors of leisure space and its impact on service intention, with a case study of the Hat Yai Village project, showed a good fit with the empirical data after model adjustment. The chi-square ( $\chi^2$ ) was not statistically significant (*p*-value = 0.029), meeting the acceptance criteria. After the model adjustment, the analysis yielded the following goodness-of-fit indices: the relative chi-square ( $\chi^2/df$ ) was 1.109, the Goodness-of-Fit Index (GFI) was 0.967, the Adjusted Goodness-of-Fit Index (AGFI) was 0.950, the Normed Fit Index (NFI) was 0.962, the Tucker-Lewis Index (TLI) was 0.994, the Comparative Fit Index (CFI) was 0.996, the Root Mean Square Error of Approximation (RMSEA) was 0.012, and the Standardized Root Mean Square Residual (SRMR) was 0.011. These results indicate a good model fit. The research SEM model is shown in Figure 2.



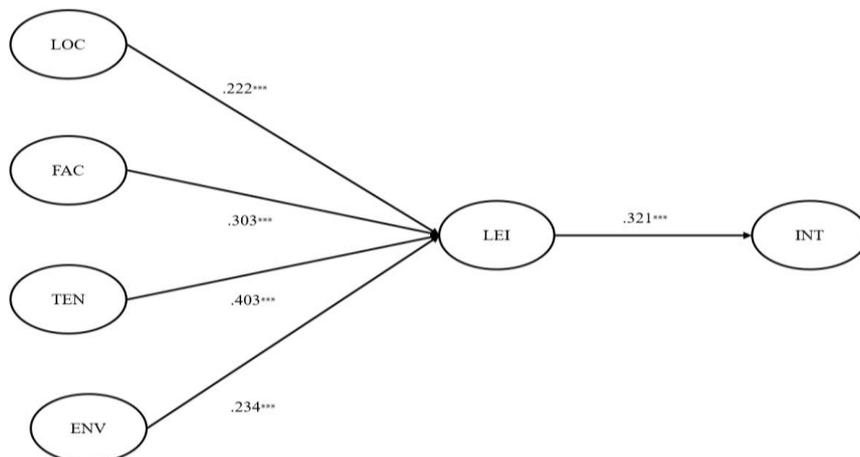
**Figure 2** Structural Equation Model

The research model analyzed the inner model, which is related to the path coefficients of the latent variables. The path coefficients of the outer model influence the inner model (Gamma:  $\gamma$ ); moreover, the path coefficients of the inner model influence the inner model each other (Beta:  $\beta$ ). Based on the research model above, the research analyzed the causal influence between the latent variables. The path coefficients of latent variables in the research model are shown in Table 3, and the path coefficients of the research inner model are presented in Figure 3 as follows.

**Table 3** Path coefficients of latent variables in the research model

Path Diagram	Path Coefficients	S.E.	<i>t</i>	p-value
Gamma: $\gamma$				
LOC -----> LEI	0.222	0.037	3.468	0.000***
ENV -----> LEI	0.303	0.040	3.424	0.000***
FAC -----> LEI	0.403	0.038	5.025	0.000***
TEN -----> LEI	0.234	0.048	4.400	0.000***
Beta: $\beta$				
LEI -----> INT	0.321	0.039	4.107	0.000***

\**p*-value < 0.05, \*\**p*-value < 0.01, \*\*\**p*-value < 0.001



**Figure 3** Path coefficients of the research inner model

The research findings are summarised in Table 4, and the summary of the research hypotheses is as follows.

**Table 4** Summary of the research hypotheses

Hypothesis	Path Diagram	Path Coefficients	Hypothesis test results
H1: There is a significant relationship between location and leisure spaces.	LOC -----> LEI	0.222***	Accepted
H2: There is a significant correlation between environment and leisure spaces.	ENV -----> LEI	0.303***	Accepted
H3: There is a significant relationship between facility and leisure spaces.	FAC -----> LEI	0.403***	Accepted
H4: There is a significant correlation between tenants and leisure spaces.	TEN -----> LEI	0.234***	Accepted
H5: Leisure spaces have a significant influence on intention to revisit.	LEI -----> INT	0.321***	Accepted

\**p*-value < 0.05, \*\**p*-value < 0.01, \*\*\**p*-value < 0.001

Based on the research findings, it can be interpreted that the overall physical environment and its elements, which are location, environment, facility, and tenants, have a significant correlation with leisure spaces. Regarding each of the elements, it can be interpreted that location has a significant relationship with leisure spaces ( $\gamma = 0.222$ ,  $t = 3.468$ ,  $p < 0.001$ ), environment has a significant relationship with leisure spaces ( $\gamma = 0.303$ ,  $t = 3.424$ ,  $p < 0.001$ ), facility has a significant relationship with leisure spaces ( $\gamma = 0.403$ ,  $t = 5.025$ ,  $p < 0.001$ ). and tenants have a significant relationship with leisure spaces ( $\gamma = 0.234$ ,  $t = 4.400$ ,  $p < 0.001$ ). Moreover, leisure spaces significantly influence the intention to revisit ( $\gamma = 0.321$ ,  $t = 4.107$ ,  $p < 0.001$ ).

## Conclusion and Discussion

From the findings, when considering the Path Coefficients, it was found that tenants have the most significant influence, followed by facility, environment, and location, respectively. The results can be discussed as follows:

The physical environment, specifically the tenant shops, was found to impact the leisure space in community malls. The Hat Yai Village project offers a spacious area with diverse tenant shops, allowing consumers to spend time freely within the project. Additionally, the tenant shops within the Hat Yai Village project serve as meeting and gathering points, which aligns with Harris's (2007) research on adding coffee shops in libraries. The study found that leisure spaces are in high demand by consumers and are important to the community. The presence of coffee shops in libraries promotes more community gatherings. This is also consistent with PR Newswire; New York (1998), which mentioned transforming mall spaces into community lounges. It was believed that bookstores, video shops, restaurants, and entertainment venues contribute to social gatherings within malls, making malls the "third place" in the community. This idea aligns with Oldenburg's (1989) theory, which suggests that some leisure spaces are in busy areas and operate for extended hours for convenience. Some stores, such as McDonald's, Starbucks, and fitness centers, are open for more than 16 hours or even 24 hours daily. This is in line with studies on bookstores that include coffee shops, which found that some bookstores are open 24 hours to meet consumer demands, contributing to consumer satisfaction. This is consistent with the research by Xu et al. (2022), which found that good management of tenant shops in shopping malls affects the efficiency of mall services.

The facility is an essential element of the physical environment functioning as the structure of leisure spaces in the community malls in Hat Yai village. Hickman (2013) stated that the three determinants of success for the community malls that apply the third-place concept are service, facility, and consumer purchase behavior. The facility, for instance, management of seats, internet access, newspapers, and parking areas, provides excellent leverage to influence the relaxation and satisfaction of consumers (Woldoff et al., 2013; Ekaboot, 2010; Ndungu, 2008). Tenants are an element of the physical environment to consider before establishing leisure spaces in the community malls in Hat Yai village. Harris (2007) built a coffee shop in a library, which increased cooperation among people in the community. This study is consistent with the third-place theory of Oldenburg (1989), which states that specific leisure spaces are established in crowded areas, and certain leisure spaces extend their service operations to 16 hours or 24 hours to provide convenience to consumers. These leisure space features can attract consumers to revisit the community malls in Hat Yai village. Crick (2011) researched revisits to third places of the students in the Generation Y group and found that 71% of the sample constantly revisited third places. Oldenburg (1989) mentioned that the leisure spaces that provide an entertaining atmosphere influence consumer loyalty. Chatzopoulou and Tsimonis (2010) found that the design of malls to function as leisure spaces or third places can cause consumers to develop consumer loyalty.

Environment is a strategy of the physical environment to enhance the success of leisure spaces in the community malls in Hat Yai village. The research of Fam & Grohs (2007) indicates that interior design, management of seating, and a good atmosphere enhance consumers' understanding of themselves because they can be independent when using the service. The tendency to revisit consumers increases depending on the interior management of leisure spaces and a good atmosphere (Mair, 2009; Camp, 2015).

Location is an important element of the physical environment for establishing leisure spaces in the community malls in Hat Yai village. Ekaboot (2010) proposes that leisure spaces should be located within the center of universities, as they are near main roads and convenient to revisit. The California Association of Museums (2012) studied museums within the context of the concept of third place and found that a museum can become a third place of a community because museums are built in the center of communities. According to Saey & Foss (2016), a coffee shop is a leisure space or a conversation place in the minds of consumers, and coffee shops in the city can attract attention from consumers more than coffee shops in the suburbs.

The leisure space influences the intention to use services because community malls are enhanced by the diverse consumers who visit, creating a lively atmosphere. Satisfaction from past visits leads to the intention to revisit the community mall. This aligns with Crick's (2011) study on the third-place concept for Generation Y students, which found that over 71% of respondents regularly use leisure spaces. This supports Oldenburg's (1989) theory, which states that a fun, relaxed atmosphere in a leisure space can transform casual visitors into regulars. Furthermore, leisure spaces can create a "home-like" feeling for consumers, providing a sense of relaxation and mental rejuvenation, where they feel comfortable, at ease, and free to enjoy the services.

### **Suggestion**

The findings of this study provide actionable insights for community mall developers and operators, particularly in urban and peri-urban areas like Hat Yai Village, to enhance customer satisfaction and loyalty. Firstly, improving accessibility through initiatives such as shuttle bus services from key locations, creating additional entry and exit points, and standardizing motorcycle taxi services can significantly enhance convenience for visitors. Secondly, the design of the physical environment, including landscaping, interior decorations, and atmospheric enhancements, plays a critical role in shaping consumers' perceptions of leisure spaces. These improvements can transform community malls into inviting and relaxing

destinations. Additionally, effective allocation and management of essential facilities, such as parking areas, rest spots, restrooms, and prayer rooms, are fundamental to providing a seamless and satisfying customer experience. Lastly, curating a diverse mix of tenants—especially those offering food, beverages, and daily convenience services—can cater to a broad demographic, including young adults and working professionals. Partnering with well-known and trendy brands while expanding leasing areas for high-demand services during peak periods ensures a vibrant and engaging atmosphere. These practical strategies can drive consumers to revisit intentions, ultimately enhancing community malls' economic sustainability and competitive edge.

### **Limitations and Future Research**

The limitation of this research is that it focuses solely on the Hat Yai Village project. Therefore, future research should study and explore cultural factors influencing leisure spaces in Thailand by examining how Thai cultural values and norms affect the use and perception of leisure spaces, applying the "Third Place" concept. In addition, future research should consider investigating additional variables, such as digital engagement, marketing strategies, and economic conditions. These factors are increasingly relevant in today's dynamic retail environment and could provide a more comprehensive understanding of consumer behavior in community malls. Furthermore, future studies should expand to other areas or community malls in different regions to enhance the applicability of the research findings.

### **References**

- Assanikorn, M. (2016). *The Way to Select Location of Retail Shops to Get Attention*. Bangkok: ThaiSMEsCenter.
- Barber, N., Goodman, R., & Goh, B. (2011). Restaurant consumer's repeat patronage: A service quality concern. *International Journal of Hospitality Management*, 30(2), 329-336.
- Behera, R., Bala, P., Vijay, T., & Rana, N. (2023). Retail atmospherics effect on store performance and personalised shopper behaviour: A cognitive computing approach. *International Journal of Emerging Markets*, 18(8), 1948-1977.
- Bhatt, G., & Telang, A. (2017). Factors Influencing Customer Satisfaction in Retail Malls in Hyderabad: A Study. *Journal of Marketing and Consumer Research*, 36, 50-57.
- Blower, G. (2013). *A critical analysis of the third place concept for acquiring and retaining millennial custom whilst developing brand loyalty in a successful coffeehouse chain*. Undergraduate Dissertation, University of Winchester.
- California Association of Museums. (2012). *Museums as Third place*. California: California Association of Museums.
- Camp, B. (2015). *A study of third place: Benefits of shared leisure practices in public gathering places*. Doctor of Philosophy Thesis. Murfreesboro.
- Chancharassuk, K. (2012). *The factors influencing purchasing and service using behaviors of Tesco Lotus among consumers in Bangkok*. Master of Business Administration Thesis, Srinakharinwirot University.
- Chatzopoulou, E., & Tsimonis, G. (2010). *Shopping Malls: Just Another Shopping Place? The Case of Physical Environment Quality*. London: Coventry University.
- Crick, A. (2011). *Rethinking Oldenburg: Third Places and Generation Y in a Developing Country Context*. Retrieved from <https://hdl.handle.net/20.500.14394/42503>.
- Das, G. (2014). Linkages of retailer personality, perceived quality and purchase intention with retailer loyalty: A study of Indian non-food retailing. *Journal of Retailing and Consumer Services*, 21(3), 407-414.
- Ekaboot, P. (2010). *Characteristics of the third place of the communities in Thammasat University (Rangsit Campus)*. Master of Interior Architecture, Thammasat University.

- England, A. (2024). *Why Third Places Are Essential to Creating Community in Modern Society*. Retrieved from [www.verywellmind.com/why-third-places-matter-8584788](http://www.verywellmind.com/why-third-places-matter-8584788).
- Fam, K., & Grohs, R. (2007). Cultural values and effective executional techniques in advertising: A cross-country and product category study of urban young adults in Asia. *International Marketing Review*, 24(5), 519-538.
- Hair, J., Sarstedt, M., Ringle, C., & Gudergan, S. (2018). *Advanced Issues in Partial Least Squares Structural Equation Modeling (PLS-SEM)*. California: SAGE Publishing.
- Harris, C. (2007). Libraries with Lattes: The New Third Place. *Australasian Public Libraries and Information Services*, 20(4), 145-152.
- Hawkins, C., & Ryan, L. (2013). Festival spaces as third place. *Journal of Place Management and Development*, 6(3), 192-202.
- Hickman, P. (2013). "Third places" and social interaction in deprived neighbourhoods in Great Britain. *Journal of Housing and the Built Environment*, 28, 221-236.
- Houssay-Holzschuch, M., & Teppo, A. (2009). A mall for all? Race and public space in post-apartheid Cape Town. *Cultural Geographies*, 16(3), 351-379.
- Howard, E. (2007). New Shopping Centres: Is Leisure the Answer. *International Journal of Retail and Distribution Management*, 35, 661-672.
- Kearney, T., Coughlan, J., & Kennedy, A. (2023). The influence of the physical work environment on retail employees. *Journal of Services Marketing*, 37(6), 719-731.
- Khaola, P., & Ramokepa, N. (2016). Determinants of Attitudes, Patronage Intentions and the Desire to Spend Time at a Mall: The Case of Pioneer Shopping Mall in Maseru, Lesotho. *KCA University, Nairobi, Kenya*, 7(1), 18-30.
- Khunthong, N. (2013). *The Influential day of "Third Place"*. Bangkok: Matichon Public Co., Ltd.
- Kotler, P. (1973). Atmospheric as a Marketing Tool. *Journal of Retailing*, 49(4), 48-64.
- Lam, S. (2001). The Effects of Store Environment on Shopping Behaviors: A Critical Review. *Advances in Consumer Research*, 28(1), 190-197.
- Levy, M., & Weitz, B. (1998). *Retailing Management*. 3<sup>rd</sup> ed. Illinois: Irwin/McGraw-Hill.
- Li, H., Ta, N., Yu, B., & Wu, J. (2023). Are the accessibility and facility environment of parks associated with mental health? A comparative analysis based on residential areas and workplaces. *Landscape and Urban Planning*, 237, 104807.
- Lin, P., Cheng, T., & Hsu, C. (2023). Retail location modeling of supermarket chains in Taipei city. *Applied Geography*, 161, 103126.
- Lu, J., Zheng, X., Nervino, E., Li, Y., Xu, Z., & Xu, Y. (2024). Retail store location screening: A machine learning-based approach. *Journal of Retailing and Consumer Services*, 77, 103620.
- Mair, H. (2009). Club Life: Third Place and Shared Leisure in Rural Canada. *Leisure Sciences*, 31(5), 450-465.
- Manager Online. (2021). *Songkhla Provincial Administrative Organization makes Available the Place to Listen to the Agreement of Citizens towards Mass Transportation by Rail System*. Retrieved from <https://mgronline.com/south>.
- McGowan, E. (2024). *What Is A Third Place? (And Why You Should Have One)*. Retrieved from [www.thegoodtrade.com/features/third-place-community-spaces/](http://www.thegoodtrade.com/features/third-place-community-spaces/).
- Musiphon, M. (2017). *Third places around you: Explore the good independent areas around the world*. Bangkok: A Day Magazine.
- Najafi, M., & Shariff, M. (2011). The Concept of Place and Sense of Place in Architectural Studies. *International Journal of Human and Social Sciences*, 6, 1100-1106.
- Ndungu, K. (2008). *Factors That Influence the Success of Shopping Malls: A Case of Nairobi* (Working Paper B02/0332/2008). Kenya: University of Nairobi.

- Oldenburg, R. (1989). *The Great Good Place: Cafés, Coffee Shops, Community Centers, Beauty Parlors, General Stores, Bars, Hangouts, and how They Get You Through the Day*. New York: Paragon House.
- Oldenburg, R., & Brissett, D. (1982). The third place. *Qualitative Sociology*, 5(4), 265-284.
- Pettersen, G., Nordbo, E., Skipstein, A., & Ihlebaek, C. (2024). Shopping centres as third places: Sociodemographic differences in use of shopping centres and non-shopping motivations for visits. *Cities*, 153, 105268.
- Pinyopragran, M. (2017). *Physical Environment, Service Quality, Social Media and Food Quality Affecting Intention to Revisit Vietnamese Restaurants in Bangkok*. Master of Business Administration Thesis, Bangkok University.
- Putnam, R. (2000). *Bowling alone: The collapse and revival of American community*. New York: Simon & Schuster.
- Ryu, K., & Han, H. (2011). The Influence of Physical Environments on Disconfirmation, Customer Satisfaction, and Customer Loyalty for First-Time and Repeat Customers in Upscale Restaurants. *International Journal of Hospitality Management*, 30, 599-611.
- Sadachar, A. (2014). *Indian consumers' patronage intention toward shopping malls: Application of an experience economy perspective*. Doctor of Philosophy Thesis, Iowa State University.
- Saey, S., & Foss, K. (2016). The Third Place Experience in Urban and Rural Coffee Shops. *The Midwest Journal of Undergraduate Research*, (6), 171-177.
- Sangpetch, J., & Ritkaew, S. (2016). Factors Affecting Consumer Behavior at Central Plaza Suratthani. *WMS Journal of Management*, 5(3), 70-81.
- Saricam, C. (2023). Analyzing the influence of store atmospherics on younger generation in apparel retail market with an extended S-O-R model. *Journal of Global Fashion Marketing*, 14(2), 143-156.
- Smart SME. (2023). *Looking closely for opportunity for growth of community malls to regain local economies*. Retrieved from <https://smartsme.co.th/content/251465>.
- Vashisht, A., Wadhwa, B., & Uppal, A. (2014). Study of Attitude of Delhi Shoppers Towards Mall Shopping Experience. *National Monthly Refereed Journal of Research in Commerce & Management*, 3(10), 42-50.
- Walter, U., & Edvardsson, B. (2012). The physical environment as a driver of customers' service experiences at restaurants. *International Journal of Quality and Service Sciences*, 4(2), 104-119.
- Woldoff, R., Lozzi, D., & Dilks, L. (2013). The Social Transformation of Coffee Houses: The Emergence of Chain Establishments and the Private Nature of Usage. *International Journal of Social Science Studies*, 1(2), 205-218.
- Wuttipongpreecha, W. (2011). *The physical environmental guideline of third place for business meeting*. Master's Thesis, King Mongkut's Institute of Technology Ladkrabang.
- Xu, Y., Yiu, C., & Cheung, K. (2022). Retail tenant mix effect on shopping mall's performance. *Marketing Intelligence & Planning*, 40(2), 273-287.
- Yeh, S., & Huan, T. (2017). Assessing the impact of work environment factors on employee creative performance of fine-dining restaurants. *Tourism Management*, 58(C), 119-131.
- Yimmuang, W. (2016). *The location and behavior consumer of community mall: Case studies of J Avenue Thonglor Soi 15 and Lavilla Phahol Yothin*. Master of Housing Development, Chulalongkorn University.

**Data Availability Statement:** The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.

**Conflicts of Interest:** The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

**Publisher's Note:** All claims expressed in this article are solely those of the authors and do not necessarily represent those of their affiliated organizations, or those of the publisher, the editors and the reviewers. Any product that may be evaluated in this article, or claim that may be made by its manufacturer, is not guaranteed or endorsed by the publisher.



**Copyright:** © 2025 by the authors. This is a fully open-access article distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0).