

Exploring Factors Influencing Shopping Experiences of International Tourists in Bangkok's Department Stores and Malls

การสำรวจปัจจัยที่มีอิทธิพลต่อประสบการณ์การซื้อสินค้าของนักท่องเที่ยวต่างชาติในห้างสรรพสินค้าและศูนย์การค้าในกรุงเทพมหานคร

Kris Theerarak, Apinya Supich, Danupon Sangnak,

Aunchistha Poo-Udom and Tiwawan Srisawat

Kasetsart University, Burapha University

กฤษ ชีรากรกษ์, อภิญญา สุพิชญ์, ดันพล แสงนาค, อัญชิษฐา ภู่อุดม และทิวารรณ ศรีสวัสดิ์

มหาวิทยาลัยเกษตรศาสตร์, มหาวิทยาลัยบูรพา

ประวัติย่อ

1. Kris Theerarak, Student Doctor of Philosophy Program in Service Innovation and Intercultural Communication, Kasetsart University, Kamphaeng Saen Campus
(Corresponding Author) e-mail: kris.t@ku.th

2. Asst. Prof. Dr. Apinya Supich, Lecturer Faculty of Service Industry, Kasetsart University, Kamphaeng Saen Campus, expertise in tourism and business administration

3. Dr. Danupon Sangnak, Lecturer Faculty of Service Industry, Kasetsart University, Kamphaeng Saen Campus, expertise in management and business administration

4. Dr. Aunchistha Poo-Udom, Lecturer Faculty of Service Industry, Kasetsart University, Kamphaeng Saen Campus, expertise in human resource management and business administration

5. Tiwawan Srisawat Lecturer of Burapha University

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บทความ

งานวิจัยนี้ศึกษาปัจจัยที่มีอิทธิพลต่อประสบการณ์การซื้อสินค้าของนักท่องเที่ยวต่างชาติในห้างสรรพสินค้าและศูนย์การค้าในกรุงเทพมหานคร โดยมุ่งเน้นไปที่นักท่องเที่ยวจาก 10 ประเทศที่มีการใช้จ่ายสูงสุด ได้แก่ จีน อินเดีย รัสเซีย ญี่ปุ่น เกาหลีใต้ สาธารณรัฐอิสลาม อาร์มีเนีย สหรัฐอเมริกา สิงคโปร์ มาเลเซีย และอสเตรเลีย งานวิจัยนี้นำดัชนีความพึงพอใจของนักท่องเที่ยว (Tourist Satisfaction Index: TSI) ที่ปรับให้เหมาะสมกับบริบทการซื้อสินค้าในกรุงเทพฯ มาใช้ประเมินความพึงพอใจด้านคุณภาพสินค้า ราคาและความคุ้มค่า บรรยากาศร้าน ความสะดวก และการบริการที่สอดคล้องกับวัฒนธรรม โดยเก็บข้อมูลจากแบบสอบถามนักท่องเที่ยวจำนวน 409 คนในห้างสรรพสินค้าชั้นนำต่าง ๆ เครื่องมือที่ใช้ในการวิเคราะห์ข้อมูลประกอบด้วยสถิติเชิงพรรณนา (Descriptive Statistics) การทดสอบที่ (T-Test) การวิเคราะห์การถดถอยพหุ (Multiple Regression) และการวิเคราะห์สหสัมพันธ์แบบสเปียร์แมน (Spearman's Correlation) เพื่อค้นหาความสัมพันธ์และความแตกต่างระหว่างปัจจัยที่มีอิทธิพลต่อความพึงพอใจของนักท่องเที่ยว ผลการวิจัยชี้ให้เห็นว่าปัจจัยหลักที่ส่งผลต่อความพึงพอใจของนักท่องเที่ยว ได้แก่ คุณภาพสินค้า ราคา ความสะดวก ซึ่งเป็นปัจจัยสำคัญที่สามารถส่งเสริมให้เกิดความจงรักภักดีต่อจุดหมายปลายทาง งานวิจัยนี้มีนัยสำคัญต่อการพัฒนาอุตสาหกรรมค้าปลีกและการท่องเที่ยวในกรุงเทพฯ ซึ่งสามารถนำไปประยุกต์ใช้เพื่อพัฒนาประสบการณ์การซื้อสินค้าให้สอดคล้องกับความต้องการและพฤติกรรมการซื้อสินค้าของนักท่องเที่ยวจากต่างประเทศ

คำสำคัญ: การท่องเที่ยว, การซื้อสินค้า, ห้างสรรพสินค้า, ศูนย์การค้า

Abstract

This study examines factors influencing the shopping experiences of international tourists in Bangkok's department stores and malls, focusing on tourists from the top 10 high-spending countries: India, Singapore, Malaysia, Australia, the United Kingdom, the United States, Russia, China, Japan, South Korea. An adapted Tourist Satisfaction Index (TSI), tailored to the Bangkok shopping context, is then used to measure satisfaction along dimensions of product quality, price and value, store atmosphere, convenience and culturally appropriate customer service. Questionnaires were collected from 409 tourists at leading department stores in Bangkok. Descriptive statistics, T-tests, multiple regression and Spearman's correlation analysis were used to investigate the relationships and differences in the impact of factors on tourist satisfaction. Results show that product quality, price and convenience are the primary factors determining the tourist's satisfaction which in turn is a driver for the destination being loyal. The study also emphasises that improvements to service culturally should be implemented to meet the tourists from Russia and China, thus improving the overall shopping for these groups in general. Application of this research has strategic implications for retail and tourism development in Bangkok. Those insights can be used to improve shopping experience for high spending international tourists. These findings put forth a set of actions for retail and tourism stakeholders to unify products and services with expectations of various visitor profiles to deliver a positive shopping experience, thereby cementing Bangkok's reputation as a world-class shopping destination.

Keywords: tourism, shopping, department store, shopping mall

Introduction

Long recognized for its attractive tourism contributions to the Thai economy and Bangkok as a seat for international visitors. With so many global travelers magnetized by the capital city's diverse offerings of cultural landmarks and world class shopping experiences, the capital city has become a magnet. The tourism industry has also played an important role of about 12–18% in Thailand's GDP by 2023 (Damnet et al., 2024). Shopping, however, can be considered one of the most attractive activities of international tourists due to the city's long retail infrastructure comprising more than 60 shopping malls and immense number of department stores (Tangchonlatip et al., 2018). Bangkok is a real shopping gem; these venues feature a range of authentic local products and luxury international brands. The growing significance of retail in a fuller offering to touristic memories is outlined by recent trends in tourist spending patterns. According to Knight Frank (2023), Thailand welcomed 25 million foreign tourists in 2023 and their primary purpose of visit was shopping. With the mid-2023 data showing the amount of retail space in the city reaching more than 7.6 million square meters, this has brought back a resurgence in tourist arrivals post pandemic and sprung the retail sector in Bangkok back to life. CentralWorld, Siam Paragon and ICONSIAM have become not only retail but also tourist hubs. Retail managers and policymakers interested in improving the retail tourism shopping experience and increasing economic returns must understand the factors affecting shopping behavior. A combination of product quality, price competitiveness and cultural matters influence international tourists' decision (Wong & Wan, 2013). These are vital inputs that to determine what kinds or levels of retail strategies would adequately meet the mutually exclusive needs of high spending tourist groups. This study therefore focuses on the shopping behaviors and purchase determinants of the top 10 high spending nationalities to Bangkok, such as China, India, Russia, South Korea, and Malaysia. There are two reasons for this focus. In the first place, these nationalities make an enormous economic influence, and their buying behavior and preferences serve as the fundamental basis for forming retail strategies and for economic planning. Second, the analysis of their shopping behavior throws more light on cross cultural consumer preference and leads to more targeted and effective retail and tourism management. This study attempts to add to the growing literature on retail tourism by examining the factors contributing to shopping satisfaction and spending among these disparate groups. The outcomes in the end help with practicability and provide insights to increase the shopping experience in Bangkok and reserve it as a worldwide shopping goal, and to extend involvement by retail outlets in the tourism economy.

This study will adapt the Tourist Satisfaction Index (TSI) to be used to effectively measure and analyse tourist satisfaction with their shopping experiences. The TSI, originally developed by Neal and Gursoy (2008), is a multi dimensional measure of tourist satisfaction on several elements of the travel experience. For this research, TSI will be tailored to try to capture the retail experience of Bangkok's department stores and shopping malls. For our research framework, the adaptation of the TSI to this study has served multiple important purposes. It is mainly a standardized measurement tool for ratings and comparisons of levels of satisfaction, from different nationalities, across different retail environments. The ability to standardize this and draw meaningful conclusions about the various shopping behaviors and preferences of international tourists in Bangkok is absolutely essential. In addition, the TSI allows for evaluating shopping experience holistically based on its environment (product quality, store atmosphere,

customer service, etc.) and the cultural context. Such comprehensive assessment is necessary to reflex the multidimensional dimension of tourist satisfaction in retail contexts. Factors including shopping venue product and price competitiveness and service quality strongly influence the overall trip satisfaction of tourists and have been emphasized by Tosun et al. (2007). Further, Kim and Lee (2011) found that destination loyalty may be derived from satisfaction with shopping experiences, suggesting that shopping-related experiences need to be understood and that the shopping component of tourist experiences should be strengthened, especially when shoppers are tourists like in Bangkok, the shopping attraction is a top priority. Adapting the TSI to quantify satisfaction across the shopping experience, in terms of specific components, promises to bring actionable insights for retailers and policymakers. The findings from these study insights are directly applicable to improving the total tourist shopping experience in Bangkok and may translate into greater visitor satisfaction and increased tourism revenues. I believe that this adaptation bridges the gap between theoretical satisfaction models and practical retail management strategies, making our research both valuable in terms of academic understanding and has real practice value for tourism and retailing in Bangkok.

The purpose of this study is to fill in the gap between Tourism Studies and Retail Management by looking at in detail the shopping behaviors of high spending international tourists in Bangkok. The findings will not only serve as an academic contribution to understanding cross-cultural consumption behavior in tourism contexts but will also provide practical implications for further improving on Bangkok's attractiveness as a world class shopping destination for foreign visitors.

Research Objectives

This research seeks to explore the key factors that influence the shopping decisions of international tourists in Bangkok's department stores and shopping malls. The study focuses on tourists from the top 10 nationalities who are recognized for their high spending on shopping during their visits to Bangkok. Specific objectives are as follows:

1. To identify the factors that influence shopping behavior among international tourists in Bangkok's department stores and shopping malls.
2. To examine how these factors vary across different nationalities.

Literature Review

Department Stores and Shopping Malls in Tourism Retail

With the help of department stores and shopping malls, the shopping experiences of international tourists are formed. These retail formats offer unique characteristics that contribute to their appeal as tourist destinations:

- One-Stop Shopping: Tourists that may have limited time find this convenient offer they get from department stores and malls that serve as one stop shop, a diverse range of products and services (Timothy, 2005). Tangchonlatip et al. (2018) observe that this is especially important where the context of tourism is urban, as in the case of Bangkok's shopping malls.

- Atmospherics: This retail space environment consists of layout, decor, and ambiance, and that physical environment influences shopper behavior and satisfaction (Turley & Milliman, 2000). Wong and Wan (2013) have also shown that the atmosphere of shopping malls in Macau increases tourists' post consumption satisfaction as well as their revisit intention.

- Cultural Experiences: Tourism of local department stores or malls by many engaged foreign tourists is often regarded as cultural activities to enable the visitors to learn about the local consumer culture and lifestyle (Moscardo, 2004). They show how shopping centers in Singapore are also cultural showcase, mixing local and international products and experiences (Henderson et al. 2011).

- Brand Availability: The retail formats in these formats also create providing more various tourist requirements (Yeung & Yee, 2012) such as international luxury brands and local products. It's especially important when tourists are heading to destinations like Bangkok, where they crave global brands and also local, authentic products.

- Additional Services: A lot of modern malls and department store have many tourist specific services like currency exchange facilities, tax refund service, multilingual staffs for the overall shopping experience (Tosun et al., 2007). Convenience and accessibility factors that affect tourist satisfaction are these services.

It was shown that the mall and department store attributes can have a great effect on tourist satisfaction and spending behavior. Further, Wong and Wan (2013) found that tourists' shopping satisfaction and revisit intentions were positively influenced by the physical environment of shopping malls found in Macau. Studies in the context of Bangkok have identified megamalls and luxury department stores as important attractors of high spending tourists. In Bangkok's retail landscape, traditional markets and modern shopping complexes coexist and together provide a unique attraction to international travellers, as Tangchonlatip et al. (2018) concluded.

Tourist Satisfaction Index (TSI) and Model

The Tourist Satisfaction Index (TSI) is a very useful instrument to measure and comprehend changes in tourist satisfaction of different elements during their travel, for example shopping. This study will use an adapted TSI model specifically to study of the shopping experience in Bangkok's department stores and shopping malls. As Neal and Gursoy (2008) have created a Tourist Satisfaction Index (TSI) framework, it provides a structured model to analyse tourist satisfaction with regard to different parts of the travel experience. This model divides the tourist journey into three primary segments: Tourist engagement with their environmental was split up into three separate phases of tourist engagement with their environment—pre-trip, destination, and transit route service. This study will focus the attention on a part of the target service component that made the most effective use of the tourist potential; the retail experience, because it plays a major role in the perception of the destination as a shopping tourist destination. A suggested extended framework is proposed to fit the TSI model to the retail experience of tourists in the destination as a mechanism to directly influence factors on the tourists' retail experience in the destination. This adapted model also contains several key elements. One of the main shopping tourism element is, product quality and variety that tourists usually want to have product with good quality and many products. The store atmosphere and store layout also contribute to tourists' retail experience. A positive and memorable impression can be built with a well designed, inviting store environment and a logical and easy to navigate layout. This element of the transaction determines both how tourist feels comfortable and likely visiting and spending time in the store. It's another vital component, customer service quality. Proper level of service by knowledgeable, helpful and friendly staff can really influence a tourist's perception on shopping.

Attention to customer service in a foreign setting leads to more comfort, greater satisfaction, thus the tourists are more likely to buy and give a word to other.

The availability of such services also serves to affect tourist satisfaction in the retail context. There are factors like proximity to prominent tourist zones, less of access and efficient process of payment, which makes the shopping an easy ride. Retailers can encourage tourists to discover their offerings without impediments and help make shopping areas easy to get to and around, since shopping areas are a wonderful place to start a tourist adventure. In addition, in a tourism driven retail environment a cultural sensitivity and language support is also critical. Providing language assistance and culturally sensitive service can be reassuring to tourists, who may be unable to speak the local language. Multilingual support and understanding of the cultural norms gives the tourists the feeling that they are welcomed and respected. In addition, the shopping experience gains novelty or exclusivity through special or exclusive different products. And sometimes, tourists are attracted to things that they cannot find anywhere else, which would be memorable for souvenirs, as well as the distinct taste of the tour. These special deals not only improve the shopping experience but also create a positive image of the destination as an attractive shopping destination. This adaptation is informed by the work of Tosun et al. (2007), who identified similar factors as key contributors to tourist shopping satisfaction in developing countries. Additionally, it incorporates elements from Wong and Wan's (2013) tourism shopping satisfaction scale, which focuses specifically on retail environments. By incorporating the TSI model, this research will not only identify the factors influencing shopping behavior but also quantify their impact on overall tourist satisfaction. This will provide actionable insights for retailers and policymakers to enhance the shopping experience for international tourists in Bangkok.

Integrating Tourism, Department Stores, Shopping Malls, and Tourist Satisfaction Index (TSI)

The intersection of tourism, retail environments (specifically department stores and shopping malls), and tourist satisfaction presents a rich area for research. This integration is particularly relevant when examining the shopping experiences of international tourists in urban destinations like Bangkok.

1. Retail Environments as Tourist Attractions: Department stores and shopping malls have evolved beyond mere commercial spaces to become tourist attractions in their own right (Timothy, 2005). In many Asian cities, including Bangkok, these retail spaces often serve as cultural showcases, offering a blend of local and international products and experiences (Henderson et al., 2011). Moscardo (2004) further emphasized the role of shopping as a destination attraction, highlighting its significance in tourists' destination choices.

2. Impact on Tourist Satisfaction: The quality of shopping experiences in department stores and malls can significantly influence overall tourist satisfaction. Tosun et al. (2007) found that factors such as product variety, price competitiveness, and service quality in shopping venues directly impacted tourists' overall satisfaction with their trip. This underscores the importance of understanding and enhancing the shopping component of tourist experiences, particularly in destinations like Bangkok where shopping is a key attraction.

3. Adapting TSI to Retail Contexts: While the Tourist Satisfaction Index (TSI) developed by Neal and Gursoy (2008) provides a comprehensive framework for assessing tourist satisfaction, it can be adapted to focus specifically on retail experiences. Wong and Wan (2013) proposed a tourism shopping satisfaction scale that incorporates elements similar to those in the TSI, but with a specific focus on retail environments. This adaptation allows for a more nuanced understanding of satisfaction in the context of shopping tourism.

4. Cultural Dimensions of Shopping Satisfaction: The TSI can be further refined to account for cultural differences in shopping preferences and behaviors. Yeung and Yee (2012) demonstrated that cultural factors significantly influence shopping satisfaction among tourists from different countries, suggesting the need for a culturally sensitive approach to measuring satisfaction in retail tourism. This is particularly relevant for our study, which focuses on tourists from diverse nationalities visiting Bangkok.

5. Linking Retail Satisfaction to Destination Loyalty: Research by Kim and Lee (2011) has shown that satisfaction with shopping experiences can lead to increased destination loyalty. This finding underscores the importance of understanding and enhancing the shopping component of tourist experiences, particularly in destinations like Bangkok where shopping is a key attraction. By integrating this perspective into our adapted TSI model, it can explore the broader implications of shopping satisfaction on overall tourism outcomes.

Research Methodology

To analyze the shopping behavior of the international tourists in the Bangkok department stores and shopping malls, this study uses a quantitative research design. The collection and interpreting of numerical data will be systematized and the trends, preferences, and levels of the satisfaction of tourists will be identified with a systematized approach. Participating from the top 10 high spending nationalities going to Bangkok will be added to surveys, tourists from China, India, Russia, South Korea and Malaysia for example. This diverse sample offers a broad base of insight into cross cultural consumer behavior, essential to the development of targeted retail strategies. The model used to structure the survey instrument will be adapted Tourist Satisfaction Index (TSI) model and will include sections pertaining to demographic information, shopping preferences and satisfaction levels. The TSI model designed for evaluating retail shopping experiences in Bangkok shopping contexts is especially exploited in product quality, price and value, store atmosphere, convenience and the customer service. As a robust framework to understand what factors affect tourists shopping experiences and if satisfied.

Issues of ethics in conducting this study are important to maintain the integrity of the research process and to protect the rights of participants. First, all participants will receive precise information about the purpose, procedures, and role in the research of this study. Doing so will allow them to know what decisions they should be making regarding their participation. All of the participants will be informed of their rights and of their right to withdraw from the study at any time without consequence through informed consent. The ethical framework of this research is based on anonymity and confidentiality. We will not collect any personally identifiable information, and all survey responses will be anonymized and aggregated for analysis against individual participants so they cannot be identified. Additionally, it is ensured that all data will be safely stored and used only in research. After analysis is complete raw data will be anonymized

or securely destroyed to prevent misuse. As the respondents are from diverse culture backgrounds, the survey shall be culturally sensitive as much as possible. English, Chinese, Japanese and Korean will all be available for clarity and accessibility. The wording of these questions will be expressly crafted without discomfort or misinterpretation and in the light of possible varied stages that may influence the answers. Going forward, participation in this study will be on a voluntary basis only. Participants will be told that they can skip any question they might not want to answer or can exit the survey at any time. Such a voluntary approach allows participants' freedom and avoids any forced involvement in the research that could make their own participation biased. The survey will attempt to avoid any sensitive or invasive questions that can be likely distressful. The research team will follow the ethical norms for human subject's research at the institutional and international level. Protocols will be designed to observe participants' health and safety to avoid any psychological discomfort to the participant and maximizing the positive contribution of the participant to the project.

Target Population and Sample

The target population for this research study will be international tourists from the ten most spending nationality groups on shopping in Bangkok. As per the Tourism Authority of Thailand (TAT, 2023) and data from the Department of Tourism (DOT, 2023), there are usually Chinese, Indians, Russian, Japanese, South Koreans, British, Americans, Singaporeans Malaysians, and Australians. In the current study, the convenience sampling technique will be used to sample 500 tourists visiting famous shopping malls such as CentralWorld Siam Paragon and icon Siam. Convenience sampling is viable because the destinations under study attract significant numbers of international tourists thus support the study aims and objectives as suggested by Patton (2015).

Data Collection Methods and Tools

This study will gather data through structured questionnaires distributed at various department stores and shopping malls across Bangkok. To accommodate the diverse nationalities of tourists visiting these retail locations, the surveys will be available in multiple languages, including English, Chinese, Japanese, Korean, and Russian. Responses will be collected over a three-month period, allowing for a comprehensive dataset that reflects tourist satisfaction across different seasons and provides insights into seasonal variations in shopping experiences. The questionnaire is designed using the adapted Tourist Satisfaction Index (TSI) model, with questions tailored to assess satisfaction across key components such as Product Quality and Variety, Store Atmosphere and Layout, and Cultural Sensitivity and Language Support. These components have been chosen for their relevance to the shopping experiences of international tourists, and the questions aim to capture detailed insights into how each aspect contributes to overall satisfaction.

To ensure the reliability of the questionnaire, Cronbach's alpha was calculated as a measure of internal consistency. After removing two items related to Satisfaction with Uniqueness and Promotion, the Cronbach's alpha for the questionnaire was calculated to be 0.764, indicating an acceptable level of reliability. This refinement ensures that the survey instrument remains focused on the most influential aspects of the tourist shopping experience, enhancing the accuracy of data collection and providing a solid foundation for meaningful analysis.

Data Analysis Techniques

To test the hypotheses and reach the research objectives, it is recommended the data concerning international tourists' shopping experiences is analyzed using a combination of descriptive statistics and inferential analysis:

1. Descriptive Statistics: Demographics and shopping behaviors of the respondents will be provided using descriptive statistics. Demographic information (gender, age, nationality) and satisfaction ratings (product quality, value and price, customer service) will be summarized on measures such as mean, median and standard deviation. Using bar charts and pie charts would best allow us to visually represent this distribution and make tourists' preference and behavior patterns quickly understood. Descriptive analysis simplifies a comparison between various factors affecting shopping experiences for different nationalities (Neal & Gursoy, 2008; Timothy, 2005).

2. Multiple Regression Analysis: With a view of identifying the factors that explain the overall satisfaction with shopping, a multiple regression analysis will be done. Such technique will determine the overall importance of factors which are; product quality, customer service, and cultural sensitivity, on satisfaction. By so doing, this analysis can help reveal the areas that are most strongly related to satisfaction, which can help Bangkok's department stores and malls to focus on enhancing the customers' shopping experience (Wong & Wan, 2013).

3. Independent Samples T-test: For the analysis of the difference of the satisfaction determinants of between the two groups for instance the English speaking and the non-English speaking tourists an independent samples t- test will be used. This test is also useful in determining the differential effects of flow generating factors inherent to store exogenously (e.g atmosphere, customer service) against the factors related to the product (e.g.quality, price). Outcomes of this test will answer questions related to the variability of experience and product considerations in the attributed level of shopping satisfaction (Yeung & Yee, 2012).

4. Correlation Analysis: This information will be collected and analyzed for correlation information, to see how satisfaction variables, such as, customer service and atmosphere of stores impact general satisfaction. An awareness of these relationships may assist the retail managers in an optimization of several features of the shopping environment at one time to improve satisfaction and create the necessary conditions for destination loyalty (Kim & Lee, 2011).

Results and Discussion

The questionnaire study conducted provides such data concerning the demographics and buying behaviors of international tourists visiting Bangkok's department stores and malls which provide significant insights into the shopping experience factors influencing their shopping, including preferences and shopping patterns. The top demographics are tourists from India, China, and Japan — each of which exceeds 50 replies. The demographic distribution in this pattern is in line with the conclusions of Tangchonlatip et al. (2018) that foreign tourists are important to the Bangkok's retail industry. The age distribution shows that majority of the travelers are aged between 21 to 50; suggesting that this age group constitutes most of the population attracted to Bangkok shopping venues as suggested by Moscardo (2004) due to the leisure as well as the shopping tourism prospects.

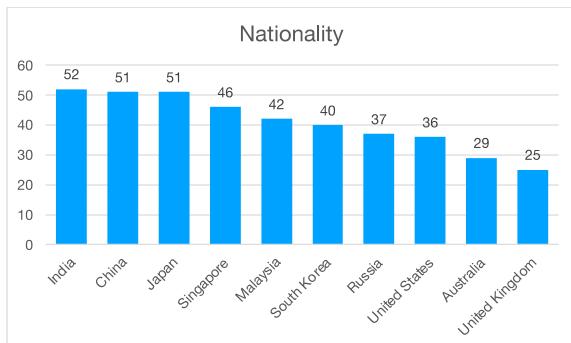


Figure 1 Respondent Nationalities

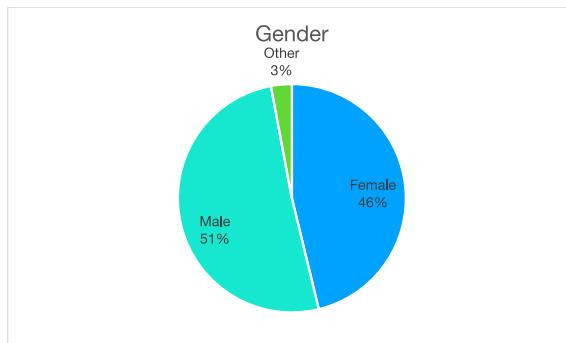


Figure 2 Respondent Gender

There is very slight difference in the gender distribution of 51% male and 46% female, suggesting that Bangkok's retail settings have the cross-gender appeal. This demographic composition necessitates retail strategies that attend to both genders, an approach used in the investigation by Yeung and Yee (2012) in their study of cross-cultural buying behavior. Furthermore, the mean of most responders is more than seven days, an interval wherein recurrent shopping opportunities could lead to shopper loyalty through productive shopping experience (Kim & Lee, 2011).

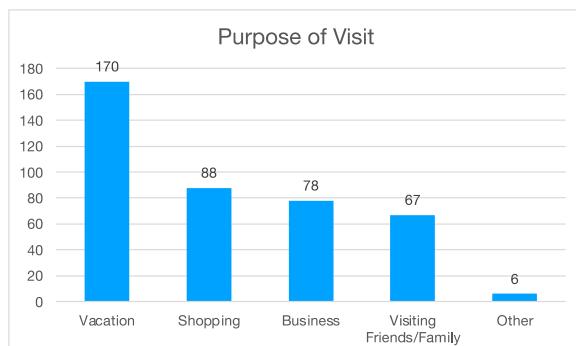


Figure 3 Distribution of Respondents by Purpose of Visit

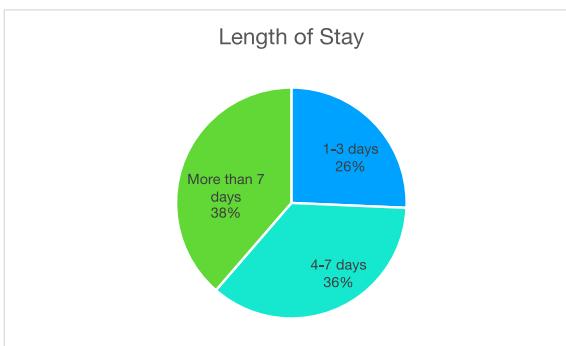


Figure 4 Distribution of Respondents by Length of Stay

The major motivations, based on visit data, are vacations and shopping. This finding is in accordance with the results of Tosun et al. (2007), who showed that shopping is often a part of vacation itineraries for tourists in developing countries. Department stores and malls are all important attractions to Bangkok, as it makes travelers very happy with the destination. It is found that there is a high spend tendency among some respondents in expenditure patterns indicating a high spend at 5,000 - 50,000 THB. The Financial involvement means that Bangkok is a mid to high end shopping locale with diverse economic demographics.

Product categories include food and beverage, followed by local handicrafts (and luxury and fashion items). These trends suggest that people like Bangkok's local culture and premium offerings and make sense with Wong and Wan (2013) research on how mall atmospherics affect tourist satisfaction. Such insights about tourist demographics and buying behavior emphasize that

Bangkok serves as a primary import strong point and a one stop shopping center for different international profiles and preferences.

Table 1 The mean of satisfaction ratings of tourists from ten different countries

Satisfaction	Cultural Sensitivity	Convenience & Accessibility	Customer Service	Store Atmosphere	Price and Value	Product Quality	Overall Satisfaction
Australia	3.45	3.52	3.52	3.86	3.62	4.03	3.48
China	3.10	3.29	3.12	3.41	3.06	3.71	3.57
India	3.23	3.69	3.29	3.81	3.73	4.04	3.67
Japan	3.04	3.45	3.27	3.96	3.82	4.06	3.75
Malaysia	3.02	3.43	3.12	3.69	3.38	4.12	3.64
Russia	3.00	3.70	2.95	3.54	3.92	3.97	3.78
Singapore	3.17	3.35	3.26	3.74	3.41	4.09	3.61
South Korea	3.05	3.58	3.03	3.73	3.93	4.05	3.90
United Kingdom	3.24	3.32	3.36	3.92	3.92	3.88	3.44
United States	3.28	3.28	3.19	3.92	3.58	3.75	3.39
Average Total	3.14	3.46	3.20	3.75	3.61	3.97	3.64

Table 1 presents the results describe how international tourists show diverse levels of satisfaction in all dimensions, with big differences across cultural sensitivity, convenience, customer service, store atmosphere, price and value, and product quality. The highest average satisfaction score was achieved for the product quality (3.97), demonstrating the significance of product quality throughout all countries. This result supports Timothy (2005): product quality play a key role in how tourists perceive their shopping experience. The overall satisfaction score for South Korea was highest (3.90), probably due to high scores in price and value and product quality, implying that these factors are largely responsible for positive shopping experience in urban tourist areas (Tangchonlatip et al., 2018). The lower satisfaction area is customer service with an average of 3.20. This result does, however, point to an area for improvement in meeting the tourists' expectations as customer service is key to tourist satisfaction and loyalty, as described by Neal and Gursoy (2008). Poor performance in customer service was rated especially low for countries such as Russia (2.95) and China (3.12) suggesting the areas where service trainings and responsiveness need to be increased. The high scores were given out in store atmosphere, with Japan coming in first on 3.96. Visitors' satisfaction is greatly influenced by the shopping atmosphere, as Turley and Milliman (2000) have found, and so the findings suggest that Japan's emphasis on ambiance is effective in attracting and satisfying tourists.

Table 2 The mean of influence level on satisfaction of tourists from ten different countries

Level of Influence	Promotions	Unique Offerings	Cultural Sensitivity	Convenience to Access	Customer Service	Store Atmosphere	Price and Value	Product Quality
Australia	3.21	2.93	3.34	3.59	3.52	3.03	3.90	3.86
China	2.76	2.94	2.96	3.35	3.35	2.92	3.90	3.57
India	2.96	3.13	3.54	3.40	3.46	3.06	3.75	3.75
Japan	3.18	3.06	3.57	3.39	3.20	3.16	3.82	3.67
Malaysia	2.98	3.02	3.43	3.43	3.48	3.14	3.83	3.71
Russia	3.11	3.51	3.62	3.27	3.32	3.27	3.95	3.86
Singapore	2.85	2.78	3.46	3.61	3.50	2.89	3.80	3.76
South Korea	3.28	3.10	3.45	3.25	3.70	3.30	4.13	3.83
United Kingdom	2.96	3.04	3.56	3.48	3.88	3.40	3.88	3.84
United States	3.08	3.14	3.31	3.53	3.31	2.94	3.92	3.94
Average Total	3.02	3.06	3.42	3.42	3.45	3.10	3.88	3.76

Table 2 presented the results based on which distinct trends in different dimensions like promotions, unique offerings, cultural sensitivity, convenient accessibility, customer service, store atmosphere, price and value, & product quality are made visible. The highest influence in terms of product quality (average 3.76) is followed by price and value (3.88). This is consistent with Timothy (2005) who states that the tourism retail context is driven by customer quality and value enhancement in Tourism satisfaction. With pricing and value (4.13), South Korea came in highest to indicate the country's draw for tourists who can get good value at a price, a factor that has been emphasized as important (Neal & Gursoy, 2008) in making visitors return. Average score of Store atmosphere received a relatively low score of 3.10 with country like Singapore (2.89), China (2.92) also rating them even lower. The findings imply that the atmosphere may be a determinant of the overall level of tourist satisfaction. It's argued by Turley and Milliman (2000) that environmental factors such as ambiance and sensory elements have massive effects on customers perception and shopping behavior, and therefore Store atmosphere can bring potentially large gains in these areas.

Average country score of 3.42 for cultural sensitivity sector also emerged as an important factor, but the level of sensitivity was very different for different countries. Cultural sensitivity was the highest in Russia (3.62), lower in China (2.96) where cultural adaptability could be improved. According to Henderson et al. (2011) shopping destinations could become more inclusive to the extent that they are culturally sensitive, as is the case particularly in areas with mainly cross-cultural traffic. Moderate influence, unique offerings show an average value of 3.06 and Russia (3.51) stands out from the other countries, showing a preference for unique, diverse and rich product assortment. This is consistent with the work of Yeung and Yee (2012), who discovered that tourists frequently desire unique or localized products as a portion of their shopping experience and mentioned it might be a way to boost customer engagement and satisfaction.

Additionally, regression analysis has been done to disclose the components that influence to overall satisfaction of international tourist in a shopping environment. The model, with an R^2 of 0.140, indicates that approximately 14% of the variance in overall satisfaction can be explained by the six predictors: price and value cultural sensitivity customer service product quality convenience store atmosphere. This may seem modest but as indicated by statistically significant relationships ($p < 0.001$) all these factors together contribute to overall satisfaction of tourists. More granular insights come from the coefficients. Convenience ($B = 0.237$, $p < 0.001$), and price and value ($B = 0.085$, $p = 0.031$), are found to be significant positive predictors of overall satisfaction, indicating their importance in the tourist shopping experiences. Timothy's (2005) findings that convenience and perceived value play a role in shopping satisfaction are affirmed because tourists who have time sensitive schedules and the expectation of good value while traveling, will fully appreciate and prioritize convenience and perceived value in their shopping satisfaction. Neal and Gursoy (2008) also recognized that pricing had a significant impact on shaping tourists' opinion and loyalty towards shopping destinations.

By contrast, both customer service ($B = -0.175$, $p < 0.001$) and cultural sensitivity ($B = -0.168$, $p < 0.001$) are negatively associated with overall satisfaction, indicating that tourists' perceptions in areas of negativity may prove to be of greater importance. It correctly resonates with Tosun et al. (2007), who suggested that poor customer service and cultural mismatches

could be disturbingly taking the shopping experience out of a developing country. Following this, Yeung and Yee (2012) further support this point by saying that cross cultural sensitivity in tourist targeted retail environment is important because it allows them to create an experience that can be experienced by the culturally diverse people. Interestingly, this finds statistically insignificant effect of store atmosphere ($B = 0.051$, $p = 0.315$) and product quality ($B = -0.024$, $p = 0.575$) on overall satisfaction in this model. This result, however, may depict atmosphere as an important element to tourist shopping behaviors yet overpowered by immediate, utilitarian concerns of convenience, customer service, etc. This is in line with the results of past studies such as Turley and Milliman (2000) and Wong and Wan (2013), who extensively concluded the relative impact of atmosphere on shopping behaviors.

Table 3 Independent Sample Test Results of Satisfaction for English and non-English Speaking

	Independent Samples Test									
	Levene's Test for Equality of Variances		t-test for Equality of Means							
	F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the	
					One-	Two-			Lower	Upper
Satisfaction: Product Quality	Equal variances assumed	0.259	0.611	-0.915	407	0.180	0.361	-0.12222	0.13356	-0.38478 0.14034
	Equal variances not assumed			-0.909	141.706	0.183	0.365	-0.12222	0.13451	-0.38813 0.14368
Satisfaction: Price and Value	Equal variances assumed	0.940	0.333	0.632	407	0.264	0.528	0.09641	0.15249	-0.20335 0.39617
	Equal variances not assumed			0.609	135.925	0.272	0.544	0.09641	0.15841	-0.21686 0.40969
Satisfaction: Store Atmosphere	Equal variances assumed	12.575	0.000	1.626	407	0.052	0.105	0.19781	0.12165	-0.04134 0.43695
	Equal variances not assumed			1.823	172.255	0.035	0.070	0.19781	0.10848	-0.01632 0.41193
Satisfaction: Customer Service	Equal variances assumed	0.620	0.431	1.506	407	0.066	0.133	0.18457	0.12256	-0.05637 0.42551
	Equal variances not assumed			1.618	159.876	0.054	0.108	0.18457	0.11405	-0.04066 0.40980
Satisfaction: Convenience	Equal variances assumed	0.035	0.853	-0.968	407	0.167	0.334	-0.12550	0.12970	-0.38047 0.12948
	Equal variances not assumed			-0.982	146.143	0.164	0.328	-0.12550	0.12783	-0.37813 0.12713
Satisfaction: Cultural Sensitivity	Equal variances assumed	0.025	0.875	1.752	407	0.040	0.081	0.22818	0.13027	-0.02791 0.48426
	Equal variances not assumed			1.817	151.007	0.036	0.071	0.22818	0.12561	-0.02001 0.47636
Overall Satisfaction	Equal variances assumed	8.188	0.004	-2.394	407	0.009	0.017	-0.26259	0.10967	-0.47818 -0.04701
	Equal variances not assumed			-2.151	125.182	0.017	0.033	-0.26259	0.12205	-0.50415 -0.02103

Independent samples t-test results show high differences in tourism shopping satisfaction between English speaking and non English speaking tourists on several dimensions that indicate language and cultural differences can impact tourist destination shopping experience. Our analysis provides important guidance for such retailers and tourists to attract and engage with international tourists. Overall satisfaction is statistically significant according to the t test results ($t = -2.394$, $p = 0.017$; mean = 3.6959, standard deviation = 1.18038 for non-English speaking tourists vs. mean = 3.4333, standard deviation = 01.23469 for English speaking tourists). This result is consistent with Neal and Gursoy (2008) who suggest that satisfaction can be very different among cultural communities and is frequently a result of differing expectations and previous experiences regarding retail atmosphere. Although the difference in satisfaction ratings between the two

groups was not statistically significant ($p = 0.066$), the English speaking tourists were rated higher on customer service compared to the non English speaking tourists. It is possible that disparities in service interactions may be because of differences in customers' expectations. According to Tosun et al. (2007) cultural background influences on tourists' perception of service quality by implying that Western tourists require a more proactive orientation of service quality than do the non Western tourists. Even though it hardly reached being statistically significant, this finding is in line with the possibility of the nondifferential effect of cultural expectations on satisfaction in the service context.

Nearly significant differences ($p = 0.040$) were found for cultural sensitivity between the two groups. Mean, 3.3222, of English speaking tourists was significantly greater than mean, 3.0940, of non English speaking tourists this supports that cultural sensitivity is an especially important component of English speaking tourists who want environments reflecting their cultural norms. Yeung and Yee (2012) observed that culturally sensitive shopping experiences are required and that adaptive service practices would help in increasing satisfaction in particular for the English speaking tourists. The results ($t = 1.626$, $p = 0.052$) for store atmosphere indicate but a slight preference by the English-speaking tourists; however, this difference is not statistically significant. Wong and Wan (2013) conduct studies showing that store atmosphere and ambiance as well as other subtle aspects influence western tourists, who are used to store atmosphere and ambiance design in wide scale of shopping malls. This finding indicates that while both groups value store ambiance, store ambiance preference is perhaps a bit stronger among English speaking tourists. A statistically significant difference between the two groups was found in satisfaction with product quality, price and value, convenience and overall satisfaction. The finding that these factors are part of the shopping experience does not imply that the factors are very different from one cultural group to another. Tangchonlatip et al. (2018) and Timothy (2005) state that product quality and price are universally valued product and price attributes in tourism shopping regardless of language or cultural background, and from all tourist segments.

The results of individual factor further analysis demonstrates that product quality has a comparable effect over both groups ($p = 0.280$). This is consistent with Timothy's (2005) claim that product quality is a universally desired product trait in tourism shopping. Just as with price and value, English speaking (3.9000) and non-English speaking tourists (3.8746) reported its influence almost equaled ($p = 0.851$). As Neal and Gursoy (2008) contend, price is a universal determinant of tourist satisfaction. Near identical mean differences ($p = 0.964$) were found between ratings from both groups for store atmosphere. This matches Turley and Milliman (2000) who argue that atmospheric cues influence shopping behaviors in a wide range of consumers. Similar to this, no difference at the statistical level ($p = 0.446$) was found in terms of customer

service, which ran contrary to Tosun et al. (2007) in the sense that cultural differences suggest that both groups should hold different expectations about service quality. Even shopping convenience, indexed by how easy it was to access and other logistical conditions, didn't vary significantly ($p = 0.255$), so both groups deemed convenience an equally valued thing. This finding corresponds to Tangchonlatip et al. (2018) who claim that convenience is a key factor for both domestic and international tourists in urban retail environments. The effect of this factor on increasing the shopping experience was nonsignificant ($p = 0.767$) for cultural sensitivity as the amount of mean difference between the groups was not significant. Yet, unlike Yeung and Yee (2012), the data indicate that cultural sensitivity may not be the most important factor differentiating English speaking and non English speaking tourists. Specifically, English-speaking tourists rated unique offerings less favorably than non-English-speaking tourists ($p = 0.872$, not significant with regard to rating model. Based on Henderson et al. (2011), locally source, unique items offer tourists immersive cultural experiences and add value to the retail environment.

The effects of promotions were also analyzed; the mean difference was 0.08262 ($p = 0.488$), which is also nonsignificant. The implication is that promotional strategies are likely to resonate with both the English speaking and non English speaking tourists regardless of cultural background. Results show that most factors have small effect sizes such that groups perceive these shopping factors in similar ways. Product quality (Cohen's $d = 0.125$) and customer service (Cohen's $d = 0.091$) have little effects; either factor may have higher impact in one group, but very small impact overall. This analysis shows that while there are certain cultural nuances, such as product quality, price, or convenience, they all have similar importance for all tourists segments, essentially, this is the literal sense of letting the patient do the prescribing.

Table 4 Spearman's Correlation Results of Satisfaction for English and non-English Speaking

		Correlations						
Spearman's rho	Overall Satisfaction	Overall Satisfaction	Satisfaction on: Product Quality	Satisfaction on: Price and Value	Satisfaction on: Store Atmosphere	Satisfaction on: Customer Service	Satisfaction on: Convenience	Satisfaction on: Cultural Sensitivity
		Correlation Coefficient	-0.021	.170 **	.130 **	-.141 **	.194 **	-.039
		Sig. (2-tailed)	0.669	0.001	0.009	0.004	0.000	0.433
Satisfaction: Product Quality		N	409	409	409	409	409	409
		Correlation Coefficient	-0.021	1.000	.201 **	0.044	.327 **	.171 **
Satisfaction: Price and Value		Sig. (2-tailed)	0.669	0.000	0.377	0.000	0.001	0.000
		N	409	409	409	409	409	409
Satisfaction: Store Atmosphere		Correlation Coefficient	.170 **	.201 **	1.000	.331 **	.200 **	.162 **
		Sig. (2-tailed)	0.001	0.000	0.000	0.000	0.001	0.831
Satisfaction: Customer Service		N	409	409	409	409	409	409
		Correlation Coefficient	.130 **	.044	.331 **	1.000	.342 **	.066
Satisfaction: Convenience		Sig. (2-tailed)	0.009	0.377	0.000	0.000	0.181	0.000
		N	409	409	409	409	409	409
Satisfaction: Cultural Sensitivity		Correlation Coefficient	.194 **	.171 **	.162 **	.066	1.000	.225 **
		Sig. (2-tailed)	0.000	0.001	0.001	0.181	0.000	0.000
		N	409	409	409	409	409	409

**, Correlation is significant at the 0.01 level (2-tailed).

By conducting Spearman's correlation analysis on the relationships between overall satisfaction and different satisfaction attributes in tourists' shopping experiences, it has been found that some attributes have a strong impact on overall satisfaction, whilst other attributes are not much relevant. The finding of this also suggests the need to work on a few big attributes to make tourists satisfied. Overall satisfaction is correlated with the attribute of price and value statistically significantly ($p = 0.001$, $\rho = 0.170$). The finding is consistent with those of Neal and Gursoy (2008) that tourists do not only respond to the price or perceived value of a product, but are also satisfied by both. Good value for the money is also perceived by tourists when they believe they are getting the value for what they are paying. Then there is store atmosphere, which sounds positive and significant positively correlated with overall satisfaction ($\rho = 0.130$, $p = 0.009$). This result is akin to what Turley and Milliman (2000) argued: atmospheric factors can substantially influence how shoppers behave and are satisfied. Given that an aesthetically pleasing store environment can add positively to both the satisfaction of goods received and the tourists' overall satisfaction, the environment of the store will play a major role in such tourist experience. The analysis is interesting because overall satisfaction does not correlate with customer service ($\rho = -0.141$, $p = 0.004$). This result suggests that unrest in customer service is from what tourist expectations do not meet their actual experience of it. For Tosun et al. (2007), service quality plays an important role in tourist satisfaction and poor service sometimes can destroy the entire shopping experience and eventually result in a negative overall satisfaction. The overall satisfaction is positively associated to the convenience ($\rho = 0.194$, $p < 0.001$), implying that an easy access to and in shopping places are the primordial means to improve tourist satisfaction. This finding is consistent with the work by Tangchonlatip et al. (2018) where practical shopping locations and formats play a very important role in urban tourism. In bustling, colorful cities such as Bangkok, tourists very much value available and conveniently located shopping centers, where convenience of movement and proximity to other attractions are of great importance to their overall satisfaction. Accessibility and convenience become the critical elements in improving the tourist shopping experience.

Conversely, this study finds little relation of product quality or cultural sensitivity with overall satisfaction. Although the correlation for product quality is modest ($\rho = -0.021$; $p = 0.669$), a similar result is found for cultural sensitivity ($\rho = -0.039$; $p = 0.433$). These findings thus point to a positive role for both product quality and cultural sensitivity as tourist satisfaction factors; however, these may not be the most important correlates of satisfaction for the tourists focused on in this study. Kim and Lee (2011) found product quality can be tied to destination loyalty, but it looks as though tourists in this study may value other things more than product quality when assessing their overall satisfaction around the shopping experience. Finally the analysis reveals that price, value, store atmosphere, convenience and customer service affect the tourists' overall satisfaction to varying degrees. The shopping experiences of tourists can be enhanced by tourism and retail providers focusing on these key attributes. In contrast, some attributes such as product quality and cultural sensitivity are desirable, but they may not create as great an overall satisfaction in this type of tourism setting. This insight is useful for practical understanding for

shaping the retail and tourism strategies by identifying the factors that can most increase tourists' satisfaction.

Strengths and Limitations of the Study

This study offers insights for improving shopping satisfaction for international tourists in Bangkok in a bottom-up perspective on top spending nationalities. One of its strengths is the adapted Tourist Satisfaction Index (TSI) model, which represents a standardized approach for assessing tourist satisfaction with respect to the retail experience. The study directly focuses on an economically important segment (high spender tourists) and offers actionable insights to retailers and policymakers. Although, the use of convenience sampling has limitations like generalization of results for other tourist demography could be impacted. Furthermore, use of self reported data could potentially give rise to response biases since tourists may well exaggerate or downplay the positive or negative experiences based on recent or salient events.

Conclusions and Significance

This study makes a significant contribution to an understanding and improvement of retail experiences as a strategic component for improving Bangkok's tourism appeal. The findings highlight that product factors: quality, price value at the department stores and malls in Bangkok, also influence the level of international tourist satisfaction in Bangkok's department stores and malls. Supporting prior studies such as Tangchonlatip et al. (2018) and Yeung and Yee (2012), these factors are consistent with previous studies in supporting positive shopping experiences and destination loyalty. These factors predict tourist expenditures, and high levels of satisfaction with them, in turn, contribute to an overall perception of Bangkok as a shopping destination and predict repeat visits and positive word of mouth referrals. The research reveals a notable insight: that how tourist experiences come together is shaped by customer service and cultural sensitivity. Nevertheless, the study shows unfulfilled expectations by Russian and Chinese tourists, implying that targeted service improvements are needed. Similarly, Tosun et al. (2007) point out that cultural mismatches and poor customer service will be negative for tourist satisfaction. In view of this, the gaps in service training of retail staff could be filled up by culturally sensitive service training for retail staff hence improving the shopping experience for these critical tourist segments. Additionally, this research validates the dual nature of shopping environments as both revenue generator and branding tool for the destination. To strengthen its position in the global tourism market, Bangkok can align the local strategies with high spending international tourists. This echoes the study of Wong and Wan (2013) who show that culturally appropriate and managed retail generates destination branding and tourist retention.

This study also bridges tourism and retail management fields and provide real life implications for policymakers, retail managers and tourism building stakeholders. With cross cultural shopping preferences, Bangkok can increase economic benefit from the shopping and become solidified as a first-class shopping destination. Future research will need to investigate these dynamics further, through longitudinal studies and diverse tourist demographics to adapt strategies to future consumer needs and globe trends.

Recommendations for Future Research

Tourism shopping behaviors adapt to global trends, fluctuating economy and technological movements. Future research on the future intermingling of the new retail and

tourism industries must develop novel ways to consider the dynamics of consumers' preferences and behaviors. Understanding how tourist shopping behaviors change over time is all about a longitudinal approach. This kind of research can help to open up the questions of how economic conditions, technology and shifting consumer priorities might impact behavior. It was pointed out by Tangchonlatip et al. (2018) that, as urban tourism shapes shopping experiences, the continuous study could contribute to evolving patterns that could inform both retail and tourism strategies. Improving generalizability requires that the scope of research expand to include wider populations of tourists. However, although previous work usually examines high spending nationalities, the inclusion of tourists in emerging markets and younger generations also provides richer insights. As well as rising, global travel has become more accessible, as emphasized by Yeung and Yee (2012), cultural diversity plays a significant role in forming shopping satisfaction. Euromonitor's (2023) report says that Millennials and Gen Z are turning their attention away from traditional investments and towards luxury goods and special experiences, paving a clear way for high end shopping experiences during travel.

Another transformative force is the tourism shopping behaviors that digitalization brings. From artificial intelligence, virtual reality to mobile applications, tourism is undergoing a radical change on how tourists consume retail spaces. The research work in Bekele and Raj (2024) reveals the great effects of digital tools on Smart Tourism Ecosystems and customer engagement. Further research should uncover the role these technologies play in infusing store experiences, changing satisfaction and loyalty. Successful tourism shopping experiences continue to depend largely on cultural sensitivity. We also believe that culturally tailored services are important in serving the distinctive expectations of tourists. Future studies should be conducted about how the training of retail staff towards cultural sensitivity changes tourist satisfaction and loyalty. Wong and Wan (2013) highlighted the way that cultural differences affect shopping experiences, and that better training can close gaps and improve and accommodate for different cultural influences in retail environments. Modern tourism is now a consideration of sustainability. Recent research shows that eco friendly practices are influencing tourist satisfaction. In Sustainability (2023), the intersection between tourism and digitalization and the subsequent implications for sustainability was studied; the practices in retail ethically can affect the perception of the consumers by them and also make them loyal to them. The environment savvy travelers could be lured into retail spaces, making them more sustainable by incorporating eco friendly packaging, or locally sourced products. The last part, in which the integration of new technological emergent like virtual and augmented reality is a promising field of future research. They can reconfigure the shopping journey, much like car companies have altered the way you buy or send mail. These technologies could be researched for their effects on tourist satisfaction, and spending behavior to keep up the competitive edge by the retail stakeholders in this increasingly digitized market.

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