THE RELATIONSHIP AMONG PERCEIVED VALUE, CUSTOMER SATISFACTION AND LOYLATY OF CHINESE TOURIST SHOPPING IN BANGKOK: A CASE OF KING POWER DOWNTOWN COMPLEX

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Abstract

Objective

The main objective of this research was to test the relationship among perceived value, shopping satisfaction and loyalty in shopping tourism by studying shopping behavior of Chinese tourists in Bangkok King Power Downtown Complex. Shopping tourism is the most important part of tourism industry. It is clearly understood that shopping tourism industry can improve competitive advantage and get sustainable profit through tourism industry in Thailand.

Methodology

A quantitative study was adopted for collecting data. The 400 primary data was collected by giving Chinese tourists filling out questionnaire between 15 August and 15 September 2015. The data analysis of this research is descriptive, correlation analysis, confirmatory factor analysis and structural equation modeling analysis methodology.

Finding

The result found that the perceived value positively affected on customer satisfaction, the customer satisfaction positively affected on customer loyalty, and the perceived value positively affected which mediated by customer satisfaction on customer loyalty.

Implication and recommendation

Based on the findings and the objectives of this research, we can find out the approaches to facilitate Chinese tourists' perceived value, improve shopping satisfaction and customer loyalty in Bangkok. This is detailed approaches as follows: reducing perceived risk; enhancing communication and setting readable information; expanding the variety of brand; promoting Bangkok as an attractive travel destination.

1. Introduction

It is considered that shopping is one of the oldest and most important parts of the tourism industry (Hudman & Hawkin, 1989). Shopping has significantly influenced on the economic, social and cultural aspects of the travel destination or host country (Jackson,1996; Tosum *et al*. 2007). For tourists, shopping is really popular activity among tourists. It can be looked upon as a form of recreation by providing enjoyment and relaxation (Timothey & Butler, 1995) especially the main revenue of Thailand is tourism industry. Thailand is the most popular travel destination in the Asia Pacific region (Thailand tourism report 2015 Q1). More than 30% of the amount of revenue from the tourism industry in Thailand is from shopping. In 2014, the number of Chinese passenger arrivals to Thailand was ranked as the top range in the world (Ministry of Tourism & Sport). MasterCard's latest Global Destination Cities Index 2014 report indicated that the average Chinese visitor spent $167 per day in Thailand and most of them stayed for one week. Shopping is an important activity for the Chinese tourists. The Market Research Report on Chinese Outbound Tourist (City) Consumption Shopping 2014 indicated that shopping was the highest expenditure to the Chinese outbound tourists. Despite the development of the tourism industry in other Asian countries, Thailand is facing strong competition and challenges in tourism industry. And also it was found that Bangkok didn't take advantage to increase tourist spending under the top ranking of the most popular travelling destination in the world. Therefore, Bangkok should consider how to increase the spending of tourists, especially in shopping tourism. In previous studies, the strong relationship between tourism and shopping has long been recognized (Jansen, 1998), however few research has delved into the issue of shopping tourism by studying the relationship among perceived value, customer satisfaction and loyalty (Koo, 2003).

2. Literature review

2.1 Shopping tourism

Shopping is the most common and enjoyable activity for tourists undertaken during travelling. It provides a major attraction and motivation for travel (Timothy, 2005). In a UNWTO report presented, shopping tourism will be consolidated as a key segment within the tourism industry, according to its influence in local economies and contribution to the consolidation of destinations and creation of jobs (UNWTO Annual report 2014). With the goal of encouraging shopping tourism, tax free or duty free for foreigners is a tool that has promoted commercial and economic activity in tourism destinations.

2.2 Perceived value

Based on shopping motivations of tourists, this research follows Chen and Hu (2010) viewpoint that the perceived value can be divided into utilitarian value and hedonic value. For the utilitarian and hedonic value, Lloyd *et al.* (2011) studied mainland Chinese tourist shoppers perceived value of shopping in Hong Kong took seven dimensions which are product quality, service quality, price, perceived risk, shop environment, lifestyle and effort. Biyan Wen, &Mengshi Tong (2014) studied the relationship between perceived value and customer shopping satisfaction of Chinese tourist shoppers by studying five dimensions of perceived value including price (promotion and pricing), product (quality and product assortment), shopping environment

(atmosphere, layout and convenience), regulation of store (post-service, pay method and guarantee) and the service of employee (professional and timely).

The definition of perceived value of this research is the consumer's overall assessment of the utility of product and hedonic of shopping emotion based on perceptions of what is received and what is given. The dimensions of perceived value are price, product, shopping environment, perceived risk, service quality and effort which are mixed between Lloyd *et al.* (2011)'s perceived value seven dimensions and Biyan Wen, &Mengshi Tong (2014)'s perceived value five dimensions to study Chinese tourists perceived value in duty free shop in Bangkok. In detail, as follow figure1.
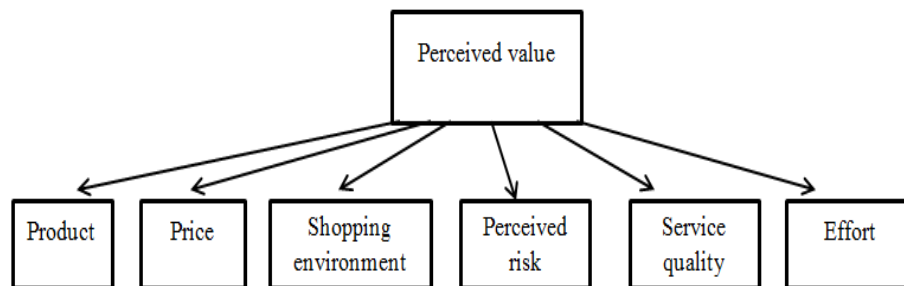

Figure 1 Dimensions of perceived value

2.3 Shopping satisfaction

Customer satisfaction is a key factor to succeed business, and can be used as a tool to measure retail fulfillment (Ellis & Marino, 2011). As tourist, shopping satisfaction, Reisinger and Turner (2002) focus on the effect of the kinds of product purchased, different kinds of purchased products have different level of shopping satisfaction. Wong and Law (2003) selected the service quality, variety of goods, price of goods, and quality of goods as dimensions to assess the tourists' shopping satisfaction of Hong Kong. The dimension of tourist shopping satisfaction of this research will mainly follow Wang and Law (2002)'s points of service quality, variety of goods, price of goods and quality of goods. Since this research focuses on duty free shops, price of goods is replaced to the level of free of tax and promotion.

2.4 Customer loyalty

Customer loyalty is an important goal in the consumer marketing community as it is a key component for a company's long-term sustainability (Chen & Tsai, 2008). In the shopping industry, Adkins *et al.* (2002) suggest that loyalty is a strategy of shopping mall development to increase sales and revenue. In Chen & Tsai, 2008 study suggested that customer loyalty can be defined and assessed by both attitudinal and behavioral dimensions. Oliver (1999) proposed that customer loyalty can be identified in four dimensions which are cognitive loyalty, affective loyalty, cognitive loyalty, and action loyalty. Sirakaya et al. (2015) proved that in shopping tourism customer loyalty relates to shopping destination loyalty, and loyalty can be measured by destination re-patronage intention and word of mouth. The definition of customer loyalty of this research follows Sirakaya *et al.* (2015)'s study concluded that customer loyalty relates to

shopping destination loyalty. In this research, customer loyalty is reflected by Chinese tourists' loyalty to shop in Bangkok. It is examined that destination re-patronage intention and word of mouth has influenced after Chinese consumer purchasing.

2.5 The relationship among perceived value, customer satisfaction and customer loyalty

Based on the American Customer Satisfaction Index model and empirical studies, it was discovered that perceived value has been found to be a significant influence on customer satisfaction and loyalty which is a good predictor for the marketing (Cronin *et al.*, 2000). Eggert and Ulaga (2002) have divided into two types of conceptual models to test the relationship among the perceived value, customer satisfaction and customer loyalty. The first model aims to test the relationships among customer perceived value, satisfaction and loyalty. The second model aims to test the direct relationship between perceived values and loyalty without satisfaction. The test results revealed a significant relationship among perceived value, customer satisfaction and customer loyalty.

H4 Perceived value has a positive effect mediated by customer satisfaction on customer loyalty.

Based on empirical studies, it was found that perceived value positively influences on customer satisfaction in most cases (Cronin *et al.,* 2000; Eggert & Ulaga, 2002; Chen & Hu 2010; Lloyd *et al.* 2011). All of those studies revealed that perceived value is positively related to customer satisfaction. Therefore a hypothesis is proposed as follows:

H1 Customer perceived value positively relates to customer satisfaction.

Many studies have pointed out a positive relationship between customer satisfaction and loyalty (Brady *et al.*, 2001; Cronin *et al.*, 2000; Johnson & Fornell, 1991). Consumers with a higher level of satisfaction tend to have a stronger intention to repurchase and recommend the purchased product (Zeithaml, 1988). Thus, a hypothesis is proposed as follows:

 H2 Customer satisfaction positively relates to customer loyalty.

In the empirical evidences, discoveries were that perceived value can apply to evaluate consumer's post-purchase intention and reflect customer loyalty (Eggert & Ulaga, 2002; Lin, Sher, & Shih, 2005; Patterson & Spreng, 1997; Petrick, 2002; Lai, *et al.,* 2004). Lin and Wang (2006) also revealed that perceived value positively influences loyalty on mobile commerce in Taiwan. Lloyd *et al.* (2011) discovered in a cross-industrial research that perceived value has positive effects on post-purchase intention. Thus, the hypothesis is proposed as follows:

H3 Customer perceived value positively relates to customer loyalty.
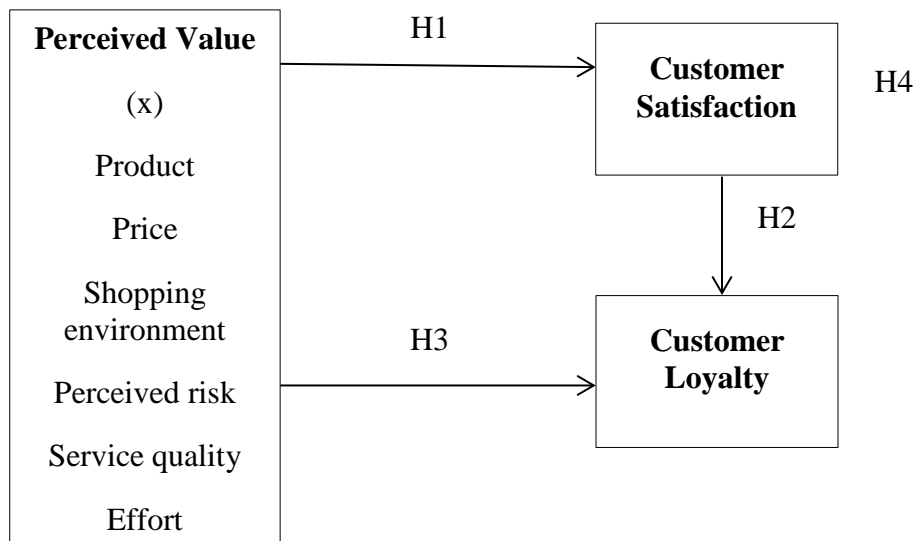
2.6 Conceptual framework


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┌─────────────────────┐        H1      ┌──────────────────┐
│  Perceived Value    │───────────────→│    Customer      │    H4
│                     │                │   Satisfaction   │
│        (x)          │                └──────────────────┘
│     Product         │                         │
│      Price          │                        H2
│    Shopping         │                         │
│   environment       │        H3               ↓
│  Perceived risk     │───────────────→┌──────────────────┐
│  Service quality    │                │    Customer      │
│     Effort          │                │     Loyalty      │
└─────────────────────┘                └──────────────────┘
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Figure 2 Conceptual Frameworks

(Cited from: Lloyd *et al.* 2011; Zeithaml, 1988)

2.7 Hypotheses

H1 Customer perceived value positively relates to customer satisfaction directly.

H2 Customer satisfaction positively relates to customer loyalty directly.

H3 Customer perceived value positively relates to customer loyalty.

H4 Perceived value has positive effect mediated by customer satisfaction on customer loyalty.

3. Data analysis

3.1 Sampling and data collection

The 400 primary data was collected by giving Chinese tourists filling out questionnaire from 15 August to 15 September 2015. This research takes simple random to select the sampling units. King Power Downtown Complex was selected as the research's main spot. In this study, the research instrument is a questionnaire which includes four parts. Those four parts are the demographic information (8 items), customer perceived value (25 items, five points Likert scales), customer satisfaction (5 items, five points Likert scales) and customer loyalty (4 items, five points Likert scales).

3.2 Data analysis

In this research there are three parts of statistical analysis, as follows:

Part 1 Descriptive statistics analysis

This research used frequency and percentage to describe the characteristics of Chinese tourist demography, including gender, age, monthly income, objective of the trip, and shopping experience in Bangkok King Power Downtown Complex.

Part 2 Agreement level analysis

The researcher used Mean and Standard Deviation to describe the agreement level of each dimension of variable. Perceived value refers to six dimensions which are product, price, shopping environment, perceived risk, service quality and effort. Shopping satisfaction refers to service quality, variety of goods, quality of goods, level of free of tax and promotion. Customer loyalty refers to attitude loyalty, word of mouth, and likelihood of customer repurchase.

Part 3 Hypothesis testing----Correlation analysis, Confirmatory factor analysis (CFA), and Structural Equation Modeling (SEM) analysis

Correlation analysis is used to test whether the measured dimensions and model are reasonable in this research. Structural equation modeling is a multivariate statistical methodology, and this method takes a confirmatory approach to analyze a structural theory. Based on the advantage of SEM and the conceptual framework of this research, this research takes the SEM methodology to test four hypotheses about the relationship among perceived value, customer satisfaction and customer loyalty (Harlow, 2014).In order that the SEM methodology is able to work in this research, at first it should take the confirmatory factor analysis which is part of SEM. It can be used to access construct reliability, convergent validity, and discriminant validity of the respective constructs of the conceptual framework (Gnizy, Baker, & Grinstein. 2014). Subsequently, employing model fits indices to assess this research model. The last step, based on the result of CFA and the model fits build the estimated model in SEM to test hypotheses. According to the result of direct effect, indirect effect and total effect indicate the relationship among the perceived value, customer satisfaction and customer loyalty. Then employing standardized regression weights, standard error and CR (standardized regression weights/ standard error) to support hypotheses of this research.

4. Result of analysis

4.1 The demographic information

The demographic information includes the number of 400 usable samples. The gender information, female makes up the great majority of the respondents (57.3%). Ages 20-29 (60.5%) is the biggest part of the samples, followed by age 30-39 (23.8%), and age 40-49 (7.3%). The largest portion of monthly income with respondents is 5000-6000 yuan (30.8%), and the smallest portion of monthly income with respondents is 4001-500 yuan (11.3%), the range of monthly income portion is small. The main objective of vacation is travel, and also shopping is the second rank in all items. In this research required respondents to have shopping experiences in King Power Downtown complex. 1 time (64.5%) is the largest portion, followed by 2 times (20%), the smallest portion is 4 times. For the largest portion of budget shopping item is 10% and below (33%), closely followed by 11%-20% (32%). Finally, most of respondents took independent tours (76.5%). In 400 available questionnaires, the 10% and below budget of shopping group is the largest part, the 41% and above of budget of shopping group is the lowest

part. Most of people are select independent tour as the travel mode in Thailand, the different of the guided tour percentage and the independent tour percentage is big from 76.5% to 18.5%.In table 4.1, the result reveals all factors positively relate to each of them, coefficients are smaller than 0.8. In summary, the measured dimensions in the conceptual model are reasonable.

4.2 Correlation analysis

Table 1 Correlation matrix

	CL1	CL2	CL3	CL4	CS1	CS2	CS3	CS4	CS5	Effort	SQ	Risk	SE	Price	Product
CL1	1.000														
CL2	0.698	1.000													
CL3	0.580	0.615	1.000												
CL4	0.536	0.548	0.643	1.000											
CS1	0.394	0.352	0.508	0.450	1.000										
CS2	0.445	0.491	0.524	0.558	0.571	1.000									
CS3	0.414	0.416	0.464	0.425	0.481	0.560	1.000								
CS4	0.405	0.467	0.510	0.487	0.455	0.541	0.532	1.000							
CS5	0.428	0.404	0.518	0.490	0.451	0.515	0.498	0.656	1.000						
Effort	0.456	0.428	0.523	0.464	0.527	0.515	0.520	0.519	0.529	1.000					
SQ	0.460	0.423	0.516	0.465	0.588	0.493	0.511	0.465	0.440	0.663	1.000				
Risk	0.466	0.492	0.480	0.435	0.479	0.500	0.589	0.522	0.451	0.628	0.560	1.000			
SE	0.452	0.418	0.529	0.424	0.494	0.523	0.469	0.470	0.475	0.643	0.585	0.653	1.000		
Price	0.389	0.438	0.433	0.410	0.374	0.488	0.430	0.488	0.483	0.522	0.465	0.544	0.578	1.000	
Product	0.435	0.431	0.443	0.442	0.395	0.540	0.459	0.476	0.471	0.495	0.448	0.558	0.613	0.609	1.000

Note 1: Correlation is significant at the 0.01 level (2-tailed).
Note 2: CL is customer loyalty, CS is customer satisfaction, SQ is shopping environment, SE is service quality.

In table 4.1, the result reveals all factors positively relate to each of them, coefficients are smaller than 0.8. In summary, the measurement dimensions in the conceptual model are reasonable.

4.3 Reliability and validity

Convergent validity of CFA results should be supported by item factor loading, construct reliability, and average variance extracted (Hair *et al.* 1998). In this research, confirmatory factor analysis (CFA) was first used to confirm the factor loadings of three variables namely perceived value, customer satisfaction and customer loyalty. Constructive reliability of this research estimates ranging from 0.848 to 0.89 indicates a satisfactory estimation, because it exceeds the

critical value of 0.7 (Hair *et al*. 2006). The average extracted variances of all constructs range between 0.528 and 0.604 which are above the suggested value of 0.5 (Fornell and Larcker, 1981). These indicate that the measurement model has good convergent validity. Therefore, the hypothesized measurement model is reliable and meaningful to test the structural relationships among the constructs.

4.4 Assessing model fits

For the first model about the link between perceived value and customer loyalty, the measurement result of this research indicates that X^2= 130.188, df= 34, and id significant at $p<$ 0.05, as the value of X^2 is sensitive to sample size, so this research took more fit indices to assess the model fit, such as CFI, GFI, NFI and RMESA. The X^2/df of model is round 3.829, indicating an acceptable fit. Furthermore, CFI= 0.956, GFI=0.905, NFI=0.942, RFI=0.923, and RMESA=0.084. From the result of first model found that the RMESA doesn't meet the criteria fit indices. The result indicates that the perceived value can't direct positive effect on customer loyalty. For the second model about the link "perceived value → customer satisfaction → customer loyalty", the overall model indicates that X^2= 299.851, df= 88, and id significant at $p<$ 0.05, The X^2/df of model is round 3.407, indicating an acceptable fit. Furthermore, CFI= 0.939, GFI=0.905, NFI=0.916, RFI=0.900, and RMESA=0.078. From the result of fit estimates of the second model is fit and available. By comparing the result of the first model and the second model we found that perceived value has effect mediated by customer satisfaction on customer loyalty.For the third model, the result indicates that X^2= 297.034, df= 87, and id significant at $p<$ 0.05, The X^2/df of model is round 3.414, indicating an acceptable fit. Furthermore, CFI= 0.940, GFI=0.905, NFI=0.917, RFI=0.900, and RMESA=0.078. The result indicates that this model is fit, and the third model is the most fitness one by comparing the third model and the second model. The result of the third model also supports that perceived value has effect mediated by customer satisfaction on customer loyalty.

4.4 Hypotheses testing

The first three hypotheses:

H1 Customer perceived value positively relates to customer satisfaction.

H2 Customer satisfaction positively relates to customer loyalty.

H3 Customer perceived value positively relates to customer loyalty.

Table 2 Hypotheses test

Path	Structural coefficients	SE	CR	P	Test result
Perceived value → customer satisfaction	0.885	0.087	10.1724	***	Support
Customer satisfaction → customer loyalty	0.622	0.135	4.60741	***	Support
Perceived value → customer loyalty	0.216	0.156	1.38462	0.077	Unsupport

Note: P <0.05 (2 tailed), SE is standard error, CR equal to Structural coefficients divide by SE.

Table 2 reports the result of the hypotheses tests. Two out of three are totally supported. Perceived value has a significantly positive effect on customer satisfaction (coefficient is 0.885,CR is 10.1724, and the value of P is smaller than 0.05), customer satisfaction has significantly positive effect on customer loyalty (coefficient is 0.622, CR is 4.60742, and the value of P is smaller than 0.05), perceived value has no significantly positive effect on customer loyalty. Thus H1 and H2 are supported while H3 is rejected.

Table 3 Direct, indirect and total effect of relationship

Path	Direct effect	Indirect effect	Total effect
Perceived value → Customer satisfaction	0.885		0.885
Customer satisfaction → Customer loyalty	0.622		0.622
Perceived value → Customer loyalty	0.216	0.551	0.767

Table 3 shows the relationship among perceived value, customer satisfaction and customer loyalty. From Table 4.26, the direct effect of perceived value on customer satisfaction is 0.885; the direct effect of customer satisfaction on customer loyalty is 0.622; the direct effect of perceived value on customer loyalty is 0.216, while the indirect effect of perceived value on customer loyalty is identified (0.551), so the perceived value has an indirect effect (0.551) by customer satisfaction on customer loyalty.

In summary, the result of table 2 and 3 indicates H1, H2, and H4 were supported, however H3 was not support. The result of hypotheses test shows in Table 4.

Table 4 The results of hypotheses test

Hypotheses	Path	β	P	Result
H1	Perceived value → customer satisfaction	0.885	<0.05	Supported
H2	Customer satisfaction → customer loyalty	0.622	<0.05	Supported

H3	Perceived value → customer loyalty	0.216	0.077	Unsupported
H4	Perceived value → customer satisfaction → customer loyalty	0.551	<0.05	Supported

5. Conclusion

The demography information was collected by giving Chinese tourist filling out the questionnaire. The findings of demography information reveal the greater proportion of the sample group. In detail, gender is female (57.3%), age is in the range of 20-29 (60.5%), monthly income is in the range of 5001-6000 (30.8%), shopping time is 1 time (64.5%), budget of shopping is in the range of 11%-20% (32%) and travel mode is independent tour (76.5%).

This research employed the SEM technique to test the hypothesized model. At first author used CFA to test reliability and meaning of this model, the result revealed the structure of this research is reliable and meaningful, and the hypothesized model fits is acceptable to data. And the author tested the hypothesis by building the SEM model. The result reported that H1, H2 and H4 were supported, while the H3 was not supported. Based on the result of the hypothesis testing found customer perceived value positively relates to customer satisfaction, customer satisfaction positively relates to customer loyalty and perceived value has positive effect mediated by customer satisfaction on customer loyalty. However perceived value can't directly relate to customer loyalty.

6. Discussion

The relationship model of perceived value and customer satisfaction of this research is similar to Lloyd et al. (2011)'s study which indicates seven dimensions of perceived value can direct positive impact on customer satisfaction. The result of this relationship model of perceived value and customer satisfaction in this research is similar to Lloyd *et al.* (2011)'s study through the data analysis, that perceived value with six dimensions that positively relate to customer satisfaction. This research cited Zeithaml (1988) study model to test the relationship between customer satisfaction and customer loyalty. The measured dimensions of customer satisfaction in this research are service quality, variety of goods, quality of goods, level of free of tax and promotion. The loyalty of this research examines destination re-patronage intention and word of mouth of after Chinese consumer purchasing. The result is similar to other studies that customer satisfaction directly relates to customer loyalty for Chinese tourists shopping at duty free shops in Thailand. For the relationship between perceived value and loyalty, this research tried to follow Lloyd et al. (2011)'s study model that perceived value have positive effects on customer loyalty in shopping tourism. In this research we have two hypotheses talking about the link. H3 refers how the perceived value directly relates to customer loyalty while H4 refers how perceived value has positive effect mediated by customer satisfaction on customer loyalty. The results indicated that H3 was unsupported and H4 was supported. The result proved that the perceived value can't directly affect on customer loyalty, while perceived value can have a positive effect mediated by customer satisfaction on customer loyalty. From the results of standardized factor loading of six sub-dimensions of perceived value found that all of factors positively relate to perceived value, and the effect rink of six sub-dimensions is service quality, effort, risk, shopping environment, product, and price. The low risk and effort were two important dimensions of perceived value to customer satisfaction and customer loyalty.

7. Recommendations

Based on the findings and the objectives of this research, we can find out the approaches to facilitate Chinese tourists' perceived value and then improve shopping satisfaction and customer loyalty in Bangkok.

Reducing perceived risk is one crucial factor to affect Chinese tourist shoppers' perceived value, customer satisfaction and customer loyalty, so retailers should provide assurances bill, safe payment methods and processes, genuine goods, refunds and guarantees to customers. Thai shop can also put up a way to identify the genuine products on Chinese website or open online store, and take those stores as a refund service point to reduce perceived risk of Chinese shoppers. Enhancing communication and setting readable information, foreign tourist shoppers have tight time schedule, so during the shopping period many tourists would depend greatly on the salespeople's assistance with efficient communication, and the readable information, such as the map of shopping mall, promotion information and so on. Expanding the variety of brand, Thai store should expand the mall size and brand varieties to attract Chinese tourist shoppers and meet their needs. It is a great idea to promote Bangkok as an attractive travel destination, to build a destination brand. The most factors for Bangkok to attract Chinese tourists include geographical advantage, unique culture, safety, kindness service toward the signal that "smile city", special shopping experience to Chinese tourist shoppers. All these should be strengthened.

8. Limitations and further research

There are some of limitations of this research. The study respondents group is only Chinese tourists who have shopping experience only in Bangkok King Power Downtown Complex duty free shop. The study destination only focuses on one spot in Bangkok King Power Downtown Complex duty free shop where lots of travel agents have agreements with this company. The dimensions of perceived value depend on literature points, and in order to refine the dimensions of perceived value we need to test the relevance between dimensions and perceived value. The perceived value in this research just reflects customer experience of after shopping, however perceived value can be affected by before shopping experience and after shopping experience.

There are several different ways for future research about shopping tourist aspect. Future research can consider other nationalities sample group, and the result can be analyzed by comparing the value of different countries tourists. Future research can expand the survey spot from duty free shop to another category of market such as supermarket, shopping mall, convenience store, or night market. Future research can expand the affecting factors of perceived value of tourist, such as the culture and time pressure which are potential areas for studying tourist perceived value. Future research can consider comparing the perceived value of before shopping to the perceived value of after shopping.

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Appendix Questionnaire in English

Welcome to Thailand! I come from China, now I am a master's degree student at the University of the Thailand Chamber of Commerce. I am working on a research about Chinese tourist shopping satisfaction in Thailand duty free shops. This questionnaire is anonymous, and the result is used to research. Thank you so much for filling out this questionnaire.

Part 1 Demographic

Please check list in the (√) and fulfill in the blank for your answer

1. Gender

□ Male   □ Female

2. Age

□ 19 and below   □ 20–29   □ 30–39   □ 40–49

□ 50–59   □ 60 and above

3. Monthly income

□ less than 2,000 yuan   □ 2,001- 3000 yuan   □ 3,001-4,000 yuan

□ 4001- 5000 yuan   □ 5,001- 6000 yuan   □ more than 6001 yuan

4. The main objective of travel

□ Work   □ Education   □ Vacation   □ Visits friends/ relatives □ Business

□ Shopping □ Other   _____

5. Shopping experience times in duty free shop in last year

□ Never   □ 1 time   □ 2 times   □ 3 times

□ 4 times □ 5 and more than 5 times

6. Is it your own choice to go shopping again in King Power Downtown Complex duty free shop?

□ yes   □ No, friends and relatives recommendations

            □ No, salesperson recommendation

            □ No, product information

            □ No, tour guide recommendation

            □ Other   _____

7. The budget of shopping of this trip in Bangkok King Power Downtown Complex

   □ 10% and above   □11%—20%   □ 21%—30%

   □ 31%—40%   □ 41% and above

8. Travel mode for this time

□ Guided tour   □ Independent tour   □ Other   _____

Part 2 The perceived value

Please check the degrees which best describe level of agreement or disagreement with each statement in the following.

Please check (√) in the boxes below in the following stable:

1- Strongly disagree; 2- Disagree; 3-Neutral; 4-Agree; 5-Strongly agree

No.	perceived value	1	2	3	4	5
	Product					
1	In King Power Downtown Complex shop have lots of product varieties.					
2	In King Power Downtown Complex shop products are of good quality.					
3	In King Power Downtown Complex shop a broad assortment of brands is offered.					
4	In King Power Downtown Complex shop products are attractive.					
5	In King Power Downtown Complex shop newest version of products is sold.					
Price						
6	The level of tax free is to customer's profit.					
7	In King Power Downtown Complex shop promotion activity is attractive.					
8	In King Power Downtown Complex shop price of the products are clearly stated to Chinese tourists.					
Shopping environment						
9	The section layout enables customers to easily find the products they need in Bangkok King Power Downtown Complex shop.					
10	Products are appropriately displayed on the shelves in Bangkok King Power Downtown Complex.					
11	The atmosphere in King Power Downtown Complex shop is pleasant and relaxed.					
12	The building architecture of Bangkok King Power Downtown Complex shop fuses with Thai culture.					
Perceived risk						

13	Paying an unfair price is lower compared between Chinese tourist shoppers and resident shoppers in King Power Downtown Complex shop.					
14	Billing is accurate in King Power Downtown Complex shop					
15	Payment method is safe in King Power Downtown Complex shop.					
16	Don't have fake products in King Power Downtown Complex shop.					
17	The performance of products matches information description, such as advertising					
18	If I brought products from King Power Downtown Complex shop, it would create a favorable perception of me from friends and relatives.					
19	The purchased product can be accurately and timely delivered to airport counter.					
Service quality						
20	Staffs always timely assist customer.					
21	Staffs show great interest in resolving any customer problems.					
22	Staffs in this store can speak Chinese well.					
23	Staffs in this store have enough knowledge to answer customer questions.					
Effort						
24	Waiting time at cash registers is short at King Power Downtown Complex shop.					
25	I spend a short time searching for my interested product at King Power Downtown Complex shop.					
26	I spend a short time explaining my needs to service employee at King Power Downtown Complex shop.					
27	In King Power Downtown Complex shop have clear shopping guide map.					

Part 3 Customer satisfaction

Please check the degrees that best describe the level of agreement or disagreement with each statement in the following.

Please check (√) in the boxes below in the following stable:

1- Strongly dissatisfied; 2- Dissatisfied; 3-Neutral; 4-Satisfied; 5-Strongly satisfied

Customer satisfaction		1	2	3	4	5
28	Service of staffs in Bangkok King Power Downtown Complex shop.					
29	Variety of products in Bangkok King Power Downtown Complex shop.					
30	Quality of products in Bangkok King Power Downtown Complex shop.					
31	The level of free tax in Bangkok King Power Downtown Complex shop.					
32	Promotion activity in Bangkok King Power Downtown Complex shop.					

Part 4 Customer loyalty

Please check the degrees that best describe the level of agreement or disagreement with each statement in the following.

Please check (√) in the boxes below in the following stable:

1- Strongly disagree; 2- Disagree; 3-Neutral; 4-Agree; 5-Strongly agree

Customer loyalty		1	2	3	4	5
33	In the future, I plan to return to shop at Bangkok King Power Downtown Complex.					
34	I say positive things about Bangkok King Power Downtown Complex to others.					
35	I would like to recommend this store to my friends and relatives shopping in Bangkok King Power Downtown Complex.					
36	I am proud to tell others that I shopped at Bangkok King Power Downtown Complex.					

Thank you so much!