THE INFLUENCING FACTORS OF CHINESE TOURISTS' SATISFACTION ABOUT THE SHOPPING MALLS IN BANGKOK, THAILAND

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AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE MASTER'S DEGREE OF BUSINESS ADMINISTRATION GRADUATE SCHOOL OF BUSINESS SIAM UNIVERSITY
2024

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ABSTRACT

The epidemic has had a substantial impact on Thailand's tourism business, resulting in huge financial losses for suppliers. However, with the relaxation of epidemic prevention measures in July 2022, Chinese visitors are likely to return, notwithstanding China's current limitations. This paper aims to study on the influencing factors of Chinese tourists' satisfaction about the shopping malls in Bangkok.

The objectives of the study were:1) To explore the influencing factors that affect Chinese Tourists' satisfaction about the Shopping Malls in Bangkok; 2) To determine whether service quality, destination image and brand trust affect Chinese Tourists' satisfaction about the Shopping Malls in Bangkok.

This study adopts a quantitative research method. In this study, 400 questionnaires were distributed, with 313 valid questionnaires, and the validity rate was 78.25%. The population of this study is Chinese tourists who spend money in Shopping Malls in Bangkok. Combined with customer expectation theory, this paper found that 1) The influencing factors of Chinese Tourists' satisfaction about the Shopping Malls in Bangkok include destination image, service quality, brand trust.; and 2) Destination Image, Service Quality, Brand Trust has a Positive Effect on Destination Satisfaction Recommendations for network Chinese tourists' satisfaction about the shopping malls in Bangkok should focus on the following aspects: 1) Optimizing destination image; 2) Optimize service quality; 3) Improvement of brand trust.

Keywords: shopping mall industry, destination satisfaction brand trust, destination image, services quality

ACKNOWLEDGEMENT

I would like to express my deepest gratitude to my advisor for her invaluable guidance, support, and encouragement throughout my independent study. Her insightful comments and constructive criticism have significantly improved the quality of my work. Additionally, I am grateful to Associate Professor Dr. Jomphong Mongkhonvanit, Dean of the Graduate School of Business, for his support and encouragement throughout my studies. His dedication to the graduate program and commitment to excellence have inspired me to strive for academic excellence.

Finally, I would like to extend my appreciation to all the faculty members and staff of Siam University who have contributed to my growth and development as a student. Their unwavering support and encouragement have been a source of inspiration and motivation to me.

DECLARATION

I, *Chu Haoran,* hereby certify that the work embodied in this independent study entitled *"The Influencing Factors of Chinese Tourists' satisfaction about the Shopping Malls in Bangkok, Thailand"* is the result of original research and has not been submitted for a higher degree to any other university or institution.

Chu Haoran

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Jan 1, 2024

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Chapter 1 Introduction

1.1 Research Background

The GDP of Thailand's three major industries accounted for about 8% of agriculture, 34% of industry and 58% of service industry in 2019 before the epidemic. The proportion of tourism in the total GDP is about 18% (Pongsakornrungsilp, & Maswongssa, 2021). Since the starting of corvid epidemic, Thailand's tourism industry has been greatly impacted. There are more than more than 700 tourist sites in Thailand, the level of tourists and income has reached the lowest level, the tourism situation at this stage has been at the worst level (Fakfare & Han, 2022). Many tourist sites have been temporarily closed, in addition to some normal restaurants, nearly half of the hotels have been temporarily closed. The opening rate of health care and foot treatment places is only about 30%, and only 3% of entertainment places are in normal operation. According to relevant statistics, only about 18 million foreign tourists will travel to Thailand in 2020, a decrease of more than half over the previous year. All these have a negative impact on Thailand's economy, and Thailand's GDP has also begun to decline. In fact, the absence of Chinese tourists affects not only Thailand's tourism industry, but also its huge service industry. It is estimated that Thailand's service industry accounts for about 44% of GDP, and service industry practitioners account for 37% of the employed population. Today, Chinese tourists have already had an increasingly profound impact on Thailand's service industry (Li& Cui, 2020).

Since the outbreak of novel coronavirus in early 2020, it has continued to spread and affected many countries around the world. By the middle of March, 151 countries and regions outside had confirmed cases. the global economy faced the risk of recession. Under the crisis, the development of the global retail industry was hindered, and offline retail suffered heavy losses. The shopping mall industry is the representative of offline retailed, especially in Thailand—a tourist country, its shopping mall industry was also heavily related on the tourists, besides that Chinese tourist play an very important role in the Thai tourism.

As of July 1,2022, Thailand's entry permit system, mask order and other epidemic prevention restrictions will be cancelled. So far, all the restrictions imposed by the epidemic in Thailand have been lifted except for the emergency decree, declaring that the COVID-19 in Thailand, which has lasted for more than two years, has actually ended. Which means that Thai tourism industry is recovering, with more Foreign tourists coming, it is also beneficial to the shopping mall industry in Thailand.

1.2 Research Questions

Since the pandemic has lasted more than 2 years, the tourist industry and the shopping mall industry has been hugely impacted and caused huge financial loss to the relevant services providers. Since the epidemic prevention restrictions in Thailand has been lifted in July 1, 2022, the Foreign tourists are expected to come back Thailand soon, even though china now is still under the epidemic prevention restrictions, but with the toxicity of is weakened and the fact that most of countries in the world has normalized the pandemic, china is expected to cancel its epidemic prevention restrictions soon, by then the Chinese tourists are expected to come back Thailand in the near future. Therefore, the following issues are raised in this study:

1. What are the factors that influence Chinese Tourists' satisfaction about the Shopping Malls in Bangkok?

2. Does service quality, destination image and brand trust affect Chinese Tourists' satisfaction about the Shopping Malls in Bangkok?

1.3 Research Objectives

Since there are a lot of researches stated that the destination satisfaction has huge impact on the customer' customer retention, re-purchase and the success of the shopping mall business. So the researcher here would have studied the destination satisfaction of Chinese tourists in the field of the shopping mall in Bangkok to help the shopping mall service providers to better recover from the suffering in pandemic. Therefore, in conjunction with the above analysis, the purpose of this study is:

1. To explore the influencing factors that affect Chinese Tourists' satisfaction about the Shopping Malls in Bangkok.

2. To determine whether service quality, destination image and brand trust affect Chinese Tourists' satisfaction about the Shopping Malls in Bangkok

1.4 Research Scope

Data of the study was collected by questionnaire from 10, January 1, 2022, to April 1, 2022. Due to the force majeure pandemic, the whole tourism industry in Thailand has encountered a huge decrease in the number of international tourist, as well as

Chinese tourist in 2020, 2021 and 2022. And this study is intended to make contributions to the shopping malls industry in post pandemic era, which is expected that the tourist numbers for Thailand is expected to get back the level of before pandemic. The scope of the survey is Chinese tourists spending money in Bangkok, Thailand. Mainly 10 Shopping Malls were selected, including Siam Paragon, Icon Siam, Terminal 21, Central Rama 9 and so on. The criteria for selecting Chinese tourists who spend money in Shopping Malls are, firstly, they have spent money in shopping malls in Bangkok, Thailand, they know the basic conditions of shopping malls, and they are able to evaluate the satisfaction level of shopping malls in Bangkok, Thailand. The questionnaire was used in the research process, and the first part of the questionnaire was about the basic information of the customers, including age, gender, and so on. The second part of the questionnaire focuses on the measurement items for each variable.

1.5 Research Significance

Due to limited research on customer satisfaction in the Thai shopping center industry, professionals in this field realize that customer satisfaction is critical to the success of the shopping center business. Customer satisfaction is widely recognized as a key factor in attracting customers, keeping them loyal and motivating them to return. Therefore, there is an urgent need for shopping center service providers to study and understand customer satisfaction in depth in order to better understand the needs and wants of their customers. To this end, this study employs an integrated approach that combines destination image, service quality and brand trust in order to explore their impact on customer satisfaction. By considering these three key factors together, we can gain a more comprehensive understanding of how customers feel about and experience shopping centers and provide important insights for shopping center providers so that they can provide better service and meet customer needs. This research model will not only help the shopping center industry better understand customer satisfaction, but also provide useful guidance and reference for future research on similar topics.

The practical significance of this study is mainly in enhancing the success of shopping center business. The success of a shopping center's business depends largely on customer satisfaction. By thoroughly researching and understanding the key factors of customer satisfaction, shopping centers are able to improve their services and marketing strategies in a targeted manner, thereby increasing the level of customer satisfaction and enhancing the likelihood of their business success. This study is able to tap into the needs and desires of customers. There is an urgent need for shopping

center service providers to understand the needs and wants of their customers in order to provide services that are more in line with their expectations. This study provides shopping center providers with insights into customer needs and wants by considering factors such as destination image, service quality, and brand trust, which will help them better meet customer expectations. This study improves customer loyalty and repurchase rates. Customer satisfaction is one of the key factors that drive customers to revisit shopping centers and remain loyal. By conducting an in-depth study of the factors influencing customer satisfaction, shopping centers can take steps to increase the level of customer satisfaction, which in turn enhances customer loyalty and repurchase rates, further contributing to the success of their business. This study provides guidance and reference for future research. The comprehensive model proposed in this study provides guidance and reference for subsequent researchers and lays the foundation for research on similar topics. By exploring in depth the influence of factors such as destination image, service quality and brand trust on customer satisfaction, it can provide theoretical support and empirical experience for future research, and provide useful reference and guidance for the continuous improvement of the shopping center industry.

1.6 Definition of Key Terms

In the study of factors influencing Chinese tourists' satisfaction with Bangkok shopping centers in Thailand, the following are the definitions of each factor:

Destination image: refers to the overall image and impression of Bangkok, Thailand shopping centers in the minds of Chinese tourists, including the appearance of the shopping centers, facilities, environment, cultural atmosphere, geographical location and other factors.

Service Quality: refers to the quality level of services provided by Bangkok Shopping Center in Thailand, including the courtesy and professionalism of the service staff, service efficiency, cleanliness and comfort of the shopping environment, and convenience of the shopping process.

Brand Trust: refers to the level of trust that Chinese tourists have in the brand of shopping centers in Bangkok, Thailand, including factors such as the recognition of the brand of the shopping center, its credibility, the level of trust in the quality of the products or services, and the integrity of the shopping center.

Destination Satisfaction: refers to Chinese tourists' overall satisfaction with Bangkok, Thailand's shopping centers, which is an evaluation after taking into account factors such as destination image, service quality, brand trust, etc., and reflects tourists' overall feelings and satisfaction with their shopping center experience.

1.7 Research Limitations

This study aims to explore the destination satisfaction of Chinese tourists in Bangkok shopping centers in order to assist shopping center service providers to better address the challenges. However, there are some limitations of the study that need to be considered. First, there may be sample limitations, i.e., survey respondents may be limited to a specific time period, region, or population, and therefore the findings may not be generalizable. Second, the satisfaction of Chinese tourists may be affected by language and cultural differences, which may result in the accuracy of the findings being compromised. In addition, there may be bias in the survey methods and instruments used, such as questionnaire design and sampling methods, which may affect the credibility of the study results. In addition, the study may have focused on only some aspects of shopping centers and ignored other factors that may have an impact on tourist satisfaction, such as price, convenience, etc. Finally, the study may have covered only a specific time period, which does not fully reflect the changes in Chinese tourists' long-term satisfaction with Bangkok shopping centers. Given these limitations, the results of the study need to be interpreted with caution and may require further research to confirm their reliability and generalizability.

Chapter 2 Literature Review

2.1 Introduction

This chapter was intended to provide the theoretical concepts related with destination image, services quality, brand trust and destination satisfaction for the aforesaid conceptual framework and hypothesis.

2.2 Literature Review

2.2.1 Destination Satisfaction

The destination satisfaction in this research refers to the Chinese tourists' satisfaction of the shopping malls in Bangkok, Thailand. Satisfaction generally is related to the service quality of the shopping mall. Customer satisfaction theory can be divided into three aspects: expectation inconsistency, fairness and attribution (Bakti & Astrini, 2020). Besides that, satisfaction is related to the scope and direction of unconfirmed experience, which leads to the comparison between experience and expectation. When the experience is lower than expected, customers will be dissatisfied with the service. When experienced service exceeds customer expectations, satisfaction will be generated. Therefore, satisfaction is the overall emotional response to the use of products or services. Sanghee (2020) points out that customer satisfaction can be perceived from many aspects, including goods and service experience including goods and service quality, goods and service types, hardware facilities, goods or service prices, health status, safety and orderliness (Kwon, & Im,2016). In addition, customer satisfaction is not only a key element to measure service quality, but also an important feature of evaluating customer expected service quality and perceived service quality (Gui & Jeong, 2022).

In particular, satisfaction is a kind of psychological perception of shopping mall visitors. For example, satisfied visitors are more willing to follow the suggestions of the shopping mall service providers and cooperate or continue to choose the same shopping mall. Therefore, satisfaction is a very critical factor in managing and improving perceived quality. On the other hand, it can also be regarded as an independent variable to predict consumer behavior assuming that different satisfaction will affect people's behavior (Mahin& Adeinat, 2020). In particular, with the fierce competition in the current market, satisfaction is not only an indicator of management

service quality, but also an important factor to attract more visitors and tourists.

Destination satisfaction refers to the degree of visitor expectations, goals and preferences achieved by shopping service providers. Tourists' satisfaction o of the shopping mall services promotes an interactive process between shopping mall providers and visitors, and the visitors can perceive the quality by experiencing the shopping service (Amin, & Wulan,2020). Visitors' satisfaction is critical for shopping mall service providers. Due to satisfaction is one of the core factors for the success of shopping mall service providers. In previous studies, satisfaction also was considered to be a good indicator of repurchase intention. Satisfaction reveals the extent to which people believe that experience will produce positive perceptions. Therefore, satisfaction is a comprehensive emotional response generated by using products or services. In addition, satisfaction is also proved to be a prerequisite for trust, revisit and repurchase intention. In previous studies, it has been pointed out that satisfaction has an impact on revisiting tourist destinations. For example, satisfied tourists will be more likely to revisit a destination or feel good about it and recommend it to other tourists. In addition, dissatisfied /visitors rarely visit the destination again, nor recommend it to others; Sometimes they even hold a negative attitude towards the destination, damaging the reputation of the destination. Because of its influence on customers' purchase behavior, it is very important to find out the factors of destination satisfaction in shopping mall industry.

2.2.2 Customer Expectation Theory

(1) Definition of Customer Expectation Theory

Customer Expectation Theory is a theoretical framework for understanding customers' expectations of a product or service and how these expectations affect their satisfaction. The theory suggests that customers form a set of expectations prior to purchasing a product or enjoying a service, and that these expectations affect their satisfaction with the product or service and their intentions to revert to the behavior. Customers' expectations can originate from multiple channels, including personal experience, word-of-mouth communication, advertising, competitors' performance, and socio-cultural context (Amin, & Wulan,2020). Together, these factors influence the process of forming customer expectations of a product or service. Customer expectations are usually categorized into two types: expected expectations and ideal expectations. Expected expectations are the customer's minimum requirements for the

product or service, is the basic level of what they think they should get; while the ideal expectations are the most ideal state that the customer wants to achieve, is the highest level of their expectations of the product or service. Customer satisfaction often depends on the gap between their expectations and the actual experience. If the actual experience meets or exceeds the customer's expectations, the customer will often feel satisfied; on the contrary, if the actual experience is lower than the customer's expectations, the customer may feel dissatisfied or even disappointed. Based on customer expectation theory, organizations can improve customer satisfaction by managing and exceeding customer expectations. This includes understanding and recognizing customer expectations, setting reasonable service standards, providing high-quality products or services, and continuous improvement and innovation. Customers' expectations change over time and through experience, so companies need to constantly track and adjust their services to meet customers' changing expectations in order to maintain a sustained level of customer satisfaction. Customer expectation theory emphasizes the close relationship between customer expectations and satisfaction, and guides companies on how to manage and satisfy customer expectations so as to improve customer satisfaction and promote sustainable development (Gui & Jeong, 2022).

(2) Destination Image

The destination image in this study refers to the tourists' image toward the shopping malls in Bangkok. Since there is different brand of shopping malls, different brand would generate different image in its customers' mind. Generally, the destination image is viewed as the perception of the destination by individuals or groups (Istri& Landra, 2020). It is worth of mentioning that destination image is a system of related concepts, ideas, feelings, images and destination intentions", which shows the various of aspects of the framework (cognition, emotion and suggestion), but also shows their impacts on tourism destination decision-making (Gallarza& García, 2002). The interaction of these factors forms a complete image. Besides that, another systematic and holistic framework of destination images also proposed by other researchers, there are three elements respectively are the individual attribute of the destination feature recognized as a cognitive image, the visualization of psychological pictures or places based on cognitive images such as tourists' safety and emotional images such as pleasant experiences. the perceived image of consumers is also related to their expectations and views on excellence (Dubihlela, 2014). Customers' expectations will affect their perception of future quality. In other words, tourism image will also affect the perceived quality of customers. Tourism image will affect customers' perception of quality, thus forming personal expectations. With marketing perspective, a positive

destination image would lead to a better tourist traveling experience quality. Many studies have pointed out that the destination image affects customers' perception of value.

(3) Service Quality

In the shopping mall industry, the mall providers offer almost the same services, but their service quality are various. Service quality is divided into two parts: facilities and offering commodities, which are the key components of a successful service institutions like shopping mall (Diallo, & Godefroit-Winkel, 2018). Safety, hospitality, cost and cleanliness, convenience to visit are the main aspects to measure the services quality of shopping mall in Bangkok, Thailand. There are a lot of shopping malls available in Bangkok, the customers have definitely power to decide the destination to visit to fulfill their shopping purposes, and visitors/ tourists are paying more attention to service quality in the decision making process (Laroche, & Chebat, 2005). These situations have raised customer expectations to a very higher level. With the development of shopping channels such as online shopping and social media, the buyers have more and more channels to buy targeted commodities, the shopping malls channel is only one of the buyers' shopping channel. Hence the competition among shopping channels providers is becoming increasingly fierce, and the demand for satisfied customers is increasing. The quality control, service quality and effectiveness of shopping services are vital to shopping mall industry. low quality services and dissatisfied customers are indicators of various major behaviors, which will lead to switching behaviors and affect other people's quality perception. However, the shopping mall providers can also gain advantages from the evaluation of their quality management, because it could tell what needs to be improved in the entire service process.

Prior to make the decision of which to go shopping, customers in current age would prefer to check the other customers' comments on social media toward the specific mall. A positive word of mouth is generated from customers' perceived service qualities. The organization's financial results may also be affected by improving service quality, because customer satisfaction is closely related to profitability. In previous studies, compared with other factors (such as accessibility and cost), perceived quality of shopping malls has an important impact on customer behavior (satisfaction, referral and use).

(4) Brand Trust

Trust is the beliefs of the customer towards the service providers' abilities to deliver an expected quality of products. There are a lot of researchers also believed that customer trust is considered as the expectation of customers, which is embedded in service providers and used to show its value. Previous research has shown that trust contains three parts. customers' dependence on the capabilities of service providers is the main part of the trust generated by the customers (Cha & See, 2019). First, they believe that ability is a kind of cognitive level, that is, the skills, abilities and knowledge required by partners to evaluate good performance mutually. Second capacity trust will be a prerequisite for repeated intentions. The researchers also said that the perception of benevolence which was considered as a behavior showing the potential motivation to put the interests of customers above their own interests. In addition, benevolent behavior is reflected in the polite incentive to customers; Avoid selfish opportunism and honest intentions. Third, is the customer's measurement of the service provider's intention to solve the problem, and the extent to which they expect and are satisfied with solving the problem in the service delivery process. Previous reputation and kindness were highly correlated. In marketing related literature, it has been pointed out that trust is an important indicator of assurance (Khong & Ong, 2014). In addition, trust is not only reliable and reliable for a brand, but also honest and trustworthy.

A brand must show its reliability, dependence, honesty and trustworthiness. This is because customers tend to choose the products they trust and rely on. Distrust will reduce the possibility of customer commitment and choice. Building brand trust is crucial for customers to obtain and evaluate product information. Organizations can build emotional trust as long as they can prove that their brand is unique and can meet customer expectations, such as trust and friendliness to customers. Customers always express their trust in certain brands and are willing to buy these brands instead of other brands. Trust can eliminate the intangible and uncertain factors in these brands.

In addition, trust is related to the customer's resort to reduce the risk in the purchase process. In the service industry, trust is very important, because service is intangible and difficult to obtain before experience (Bernarto, & Suryawan, 2020). In addition, he pointed out that trust reflected the positive expectations of customers on the reliability, integrity, intentions and behavior of suppliers. He said that the trust reduced the price available in the market and the transaction cost of surrogate information. The higher the trust level held by the customer, the lower the cost paid by the organization. In addition, trust is mainly manifested in the view that the provider's beneficial intention is to give the best interests to customers, as well as the responsibility to fulfill commitments. Therefore, in the shopping industry, trust means that the customer guarantees that the service will meet expectations. When the customer has high trust, it

means that the customer firmly believes that the service will meet their expectations. On the contrary, low trust means that the customer thinks the service will be lower than expected. From the perspective of service providers, trust shows positive efforts to reduce costs, so brand trust is crucial for service providers.

2.3 Related Research

In addition, some studies have investigated customer behavior and pointed out that destination image is very important, and this image perception has an impact on the satisfaction of travelers (Sousa, 2016). Hence, the study the relationship between destination image and shopping mall visitors' satisfaction is important for shopping mall provider to get a comprehensive understanding about their visitors' satisfaction. Destination image is conducive to customer satisfaction. In addition, previous researches stated that the natural resources and scenery of the destination image will stimulate customers' interest in re-experiencing. the destination terrain image is considered as a variable that affects the customer's choice of destination revisit (Dubihlela, 2014). And the statistically significant relationship between revisit and satisfaction have been examined by many previous studies. Therefore, the destination image may affect the choice of destination-shopping mall.

Quality in shopping mall industry has always been highly valued by the academic community. Service quality is considered to be the customer's self-experience of shopping malls, which is very useful for measuring or evaluating customers' overall perceived quality of the malls. Once the perceived quality is positive, that will lead to a higher customer satisfaction as well. In addition, the perception of the service recipient on the quality and the satisfaction are crucial to shopping malls' word of mouth, which is an important factor affected customers' final decision of visited shopping destination, in other word, services quality affects satisfaction, eventually affect the mall's the customer traffic-the number of visited customers.

Satisfaction isn't the only key factor that drives tourists back. Showing that trust is an integral factor leading to tourist satisfaction, which ultimately drives tourists to revisit. The absence of any of these factors will not result in a visit decision. Expressed customer satisfaction can also create a negative image due to lack of trust during the first service experience. Therefore, trust and satisfaction are absolutely related. Trust is considered as a post-service attitude, that is, a customer's attitude towards previous service experience. A large number of scholars have shown that brand trust is an important prerequisite for customer satisfaction. We found that contentment and trust are interactive and positively affect each other. The researchers stated that the effect of

satisfaction on trust is very important and they can easily influence each other.

Brand trust is the premise of customer satisfaction. At the same time, trust is considered a prerequisite for a good attitude. Additionally, a good attitude and word of mouth can instantly influence customers to revisit a service provider. Therefore, it can be seen from the above studies that brand trust and satisfaction are extremely related and have a great influence on each other. At end of the current chapter, according to literature and theory review, the research made the frameworks of this study as shown in the chapter 1. It shows the influencing factors: designation image, service quality, and brand trust of destination satisfaction in shopping mall industry.

2.4 Conceptual Framework

With the researcher's deep literature review, the Research frameworks of this study were formed as below. It shows the influencing factors of destination satisfaction, respectively are destination image, service quality and brand trust. As shown in Fig2.1.

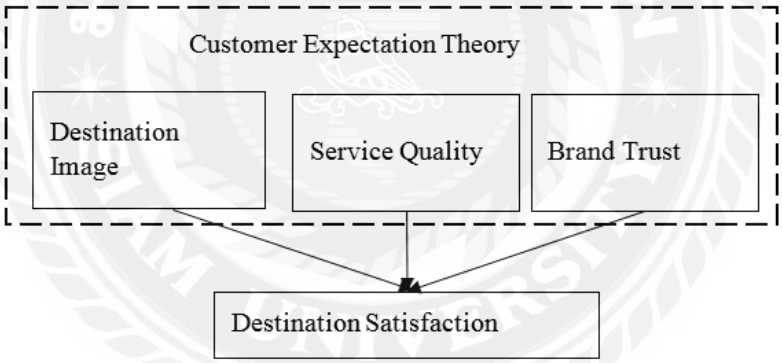

Figure 2.1 Conceptual Framework

Chapter 3 Research Methodology

3.1 Introduction

This study focuses on the influencing factors of Chinese tourists' satisfaction about the shopping malls in Bangkok. Combined with customer expectation theory to determine the independent variables in the research model are destination image, service quality, brand trust, and the dependent variable is destination satisfaction. To improve this study precisely and scientifically, a questionnaire was designed based on the problems found and the suggestions made before collecting information about the current situation of the influencing factors of Chinese tourists' satisfaction about the shopping malls in Bangkok. Hypotheses were formulated based on the interrelationships among the tabulated variables, and the research sample size and population were determined. Survey research was conducted to collect data. Sample data was collected using a five-point Likert scale.

3.2 Research Design

This study uses quantitative research. In this study, the whole questionnaire is divided into two main parts: the part 1: Demographic items, Part 2: variable items including Destination image, Service quality, Brand Trust and Destination satisfaction with A 5-point Likert scale (1 "strongly disagree" 5 "strongly agree") is utilized to ask for the level of agree from respondents, which shows as following: (1) Strongly disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly agree. Finally, the questionnaire was designed as followed Table 3.1,3.2.

Table 3.1 The Sample Characterization Measurement Item

NO.	Demographic profile	Sources
1	Age	Luai E. Jraisat Mamoun N. Akroush Ruba Jaser Alfaouri Laila T. Qatu Dina J. Kurdieh , (2015)
2	Gender	
3	Marital statue	
4	Education	
5	Monthly income	

Each variable was analyzed and organized according to the literature and variable operational definitions. The measurement question items for each variable will be used as indicators and content for the specific collection of variable data. Once the

questionnaire is designed, the questionnaire will be distributed according to the requirements, and the main survey population will be the Chinese tourists' satisfaction about the shopping malls in Bangkok. The data collection process will be screened according to the time response status of the questionnaire. Invalid questionnaires will be eliminated, and valid questionnaires will be organized to lay the foundation for the later data analysis.

Table 3.2 The Destination Satisfaction Measurement Item

Variate	Measuring Item	NO.
Destination image	This shopping mall is clean.	Q1
	The people in this shopping mall are friendly.	Q2
	This shopping mall has beautiful decorations.	Q3
	This shopping mall is a suitable place for shopping .	Q4
	The cost of this shopping mall are low.	Q5
	The food of this shopping mall is delicious.	Q6
	This shopping mall is a safe .	Q7
	The shopping mall has a warm climate.	Q8
Service quality	The staff of this shopping mall delivered services as expected.	Q9
	The staff of this shopping mall understand customers' specific needs when providing services.	Q10
	This shopping mall delivers the best services.	Q11
	The staff of this shopping mall are willing to answer questions.	Q12
	The staff of this shopping mall are friendly.	Q13
	Customers are treated with respect at this shopping mall.	Q14
	Clear explanations of shopping services are given to customers.	Q15
	The staff of this shopping mall are constantly looking for customers' feedback.	Q16
	The services by The staff of this shopping mall are of the same standard.	Q17
	The staff of this shopping mall are very professional to deliver services.	Q18
Brand Trust	This shopping mall I visited can be trusted.	Q19
	This shopping mall solves my problem honestly.	Q20
	This shopping mall is honest.	Q21
	This shopping mall concerns about my benefits.	Q22
	This shopping mall understand what I like.	Q23
Destination satisfaction	This shopping mall is an ideal destination for shopping services.	Q24
	I am satisfied with the good value of shopping services.	Q25
	I am satisfied with the facilities of the shopping mall that I visited.	Q26
	I am satisfied with the friendliness of the staff in this shopping mall.	Q27
	I am satisfied with the waiting time of this shopping mall	Q28

3.3 Hypothesis

The independent variables in this study are destination image, service quality, brand trust. The dependent variable is destination satisfaction. The model is constructed based on the analysis and the relationship between the variables. Combined with the customer expectation theory, the hypothesized model of influencing factors of Chinese tourists' satisfaction about the shopping malls in Bangkok is constructed, and the interrelationships among the variables are confirmed. See figure3.1.

H1: Destination image has a positive effect on destination satisfaction.

H2: Service quality has a positive effect on destination satisfaction.

H3: Brand trust has a positive effect on destination satisfaction.

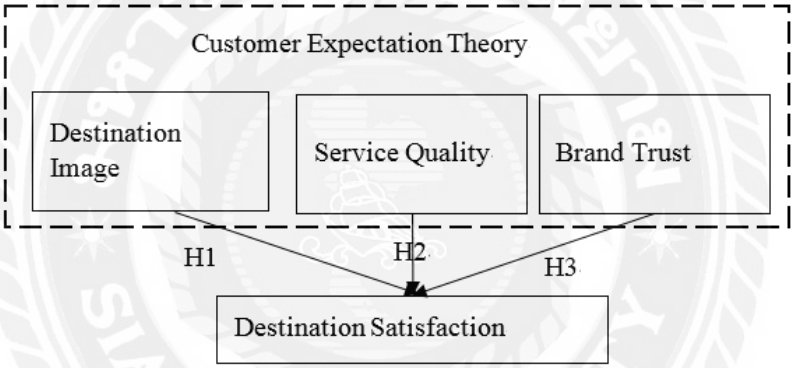

Figure 3.1 Hypotheses

3.4 Population and Sampling

Due to the force majeure pandemic, the whole tourism industry in Thailand has encountered a huge decrease in the number of international tourist, as well as Chinese tourist in 2020, 2021 and 2022. And this study is intended to make contributions to the shopping malls industry in post pandemic era, which is expected that the tourist numbers for Thailand is expected to get back the level of before pandemic. Hence, the researchers of this study would take the total Chinese tourist in 2019 to Thailand as the population to study. Based on the data from statssta.com, there are around 12 million tourist arrivals from china to Thailand. So the researcher in this study would use the data 12 million tourist in 2019 as the population and to calculate the sample size. The sample size is calculated by the formula of Yamane (1993) with the error 5% points and confidence coefficient of 95%. It is as follow:

Consequently, the sample size is 400 respondents who are selected onsite from top 10 popular shopping malls in Bangkok on the website-https://www.tripadvisor.com (1. Siam Paragon, 2. Icon Siam, 3. Terminal 21, Central Rama 9,5 Central world 6. Platinum Fashion mall, 7. MBK Center (Ma Boon) 8. Big C Rajamma, 9. The Mall Bangka, 10 Siam Discovery).

3.5 Data Collection

Data of the study was collected by questionnaire from 10, January 1, 2022, to April 1, 2022. There are two version of the questionnaires respectively are English version for the academic purpose and the Chinese version for the Chinese tourist in Bangkok to get the accurate data and facilitate the Chinese respondent. Besides that, for the sake of accurate date, the researcher of this study collected the data as followed table 3.3. During the study, 313 valid questionnaires were obtained and the actual number of questionnaires distributed was 400, thus the validity rate of the questionnaire was 78.25%.

Table 3.3 The Data Collection

No	Shopping Malls	Collected Questionnaires	Validated questionnaires
1	Siam Paragon	40	33
2	Icon Siam	40	31
3	Terminal 21	40	34
4	Central Rama 9	40	35
5	Central world	40	31
6	Platinum Fashion mall	40	33
7	MBK Center (Ma Boon)	40	32
8	Big C Rajamma	40	29
9	The Mall Bangka	40	28
10	Siam Discovery	40	27
Total		400	313

3.6 Data Analysis

3.6.1Reliability

After data collection, the questionnaire data were carefully organized and screened to exclude missing values. Next, the collected research variables were imported into the SPSS software for in-depth analysis. The reliability and validity of the data were assessed by applying Cronbach's Alpha coefficient, which aimed to determine whether the questions in the questionnaire used were stable and ensure that they possessed the reliability to adequately reflect the validity of the survey's intent and purpose. In the reliability analysis, this study focuses on verifying the stability and reliability of the questions in the questionnaire. This process is not directly related to the accuracy of the data. Cronbach's Alpha coefficient, more significant than 0.8, indicates the reliability of the questionnaire.

The reliability of variables in this study was assessed by value of Cronbach's alpha coefficient which regularly used for telling the internal reliabilities of the items under the specific concept. Typically, a Cronbach's alpha value greater than 0.6 is acceptable and when it exceeds 0.8 is considered good. 0.6 is recommended as the cut-off point. See Table 3.4. This also indicates that the reliability of the data collected is good.

Table 3.3 Variate Reliability Test

Variables	Cronbach
Destination Image	0.893
Service Quality	0.942
Brand Trust	0.935
Destination Satisfaction	0.954

3.6.2 Validity

Validity analysis determines whether a research question effectively conveys conceptual information about a research variable or dimension. Whether the study questions are well designed or whether the questions represent a variable appropriately.

Usually, validity analysis can only analyze scale questions. Validity, or validity, refers to the degree to which a measurement tool or instrument can accurately measure what it intends to measure. Structural validity refers to the degree to which a particular structure embodied in the measurement results corresponds to the estimated value. The method used for structural validity analysis is factor analysis. The ideal method for validity analysis is to utilize factor analysis to measure the architectural validity of the scale or the entire questionnaire. The primary function of factor analysis is to extract some common factors from all the variables (items) of the scale, and each common factor is highly related to a group of specific variables, which represent the basic structure of the scale. Through factor analysis, it is possible to examine whether the questionnaire can measure a particular structure assumed by the researcher when designing it.

Steps of validity analysis: KMO coefficient, the value ranges from 0 to 1; the closer to 1, the better the structural validity of the questionnaire. The significance of Bartlett's test of sphericity is that if it is less than 0.05, the questionnaire can have good structural validity. If the overall questionnaire is valid, there is still a need to assess the question's reasonableness further, which is evaluated with the help of the component matrix. In the factor analysis results, cumulative contribution rate, joint degree, and factor loading are the leading indicators to determine structural validity. The cumulative contribution rate reflects the incremental validity of the malefactor to the scale or questionnaire, the joint degree demonstrates the validity of the original variable explained by the malefactor, and the factor loading reflects the correlation between the original variable and a malefactor. To enhance the quality of the questionnaire and thus the value of the whole study, the reliability and validity analysis of the questionnaire is an essential part of the research process.

If the KMO value obtained is more significant than 0.8, this indicates that the research data of the questionnaire is very suitable. If the obtained KMO value is between 0.6 and 0.8, this suggests that the research data of the questionnaire is generally reasonable. If the KMO value obtained is less than 0.6, this indicates that the research data of the questionnaire needs to be more suitable. For Bartlett's spherical test, the sign is significant if it is less than 0.05, indicating a strong correlation.

According to the results of the research data analysis, the variables were analyzed for validity, where the KMO value was 0.877, the KMO value was more significant than 0.8, KMO=0.877>0.5, the sample size was sufficient, and the test of sphericity, P=0.000<0.05, conformed to the test of sphericity. Combined with two indicators, this indicates that the research data of the questionnaire is very suitable. Sig is significant

in Bartlett's Test of Sphericity. After analysis, it can be known that the constructed variable model can perform confirmatory factor analysis (CFA). Therefore, CFA was performed on the data.

Table 3.4 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.877
Bartlett's Test of Sphericity	Approx. Chi-Square	3370.585
	df	155
	Sig.	0.000

The explanatory power of a public factor to the total variance of all original variables, the higher the value, the higher the importance of the factor, is a measure of the importance of the public factor. In factor analysis, each factor extracted has a variance contribution rate (i.e., variance explained rate), and the variance contribution rate indicates the extent to which the factor extracts information about all the original variables, i.e., its explanatory power. The total variance contribution rate, on the other hand, is the amount of information extracted by all the extracted factors in total for the original variables. Table 3.5 shows the number of factors extracted through the analysis and the total variance contribution rate (i.e., cumulative variance contribution rate) of the extracted factors for all the original variables. In general, a real variance contribution more significant than 60% indicates that the factors can explain the actual variables and greater than 80% suggests that the factors explain the variables well. The result of factor analysis for each variable was that the cumulative explanatory rate of destination image, service quality, brand trust was 77.724%, greater than 0.5. It indicates that the overall validity of the questionnaire is good.

Table 3.5 Total Variance Explained

Total Variance Explained								
Component	Initial Eigenvalues		Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	23.099	24.09	4.82	24.099	24.099	2.866	14.329	25.329
2	12.242	38.44	2.868	14.342	38.441	2.769	13.847	38.176
3	9.072	57.44	1.815	9.073	57.449	2.395	26.974	77.724
4	8.072	59.44						
5	7.482	64.96						
6	3.798	68.83						
7	3.291	71.13						
8	3.055	74.18						

9	2.845	79.02						
10	2.683	80.01						
11	2.52	81.23						
12	2.412	82.64						
13	2.389	83.03						
14	2.157	84.19						
15	1.898	85.08						
16	1.861	86.04						
17	1.654	87.60						
18	1.557	88.16						
19	1.445	89.22						
20	1.861	94.04						
21	1.654	95.60						
22	1.557	97.16						
23	1.445	100						

The factor analysis results need to be practically meaningful for each factor. Rotating the factor loading matrix makes the relationship between the original variables and the factors more salient, i.e., each variable has a more extensive loading on only one common factor and a smaller loading on the other common factors. Also, the factors were rotated to categorize each of the original variables better. The rotated formation matrix was performed using the maximum variance method to verify no covariance in the question items measured by each variable and analyzed based on the maximum eigenvalue. The results of Table 3.6 show that a total of three factors were extracted, and each variable has an extensive loading on only one common factor and a smaller loading on the other common factors, indicating a better yet differentiated validity for each variable.

Table 3.6 Rotated Component Matrixa

	1	2	3
Q1	0.777		
Q2	0.689		
Q3	0.665		
Q4	0.669		
Q5	0.776		
Q6	0.715		
Q7	0.699		
Q8	0.776		
Q9		0.679	
Q10		0.657	
Q11		0.731	

Q12		0.639	
Q13		0.617	
Q14		0.631	
Q15		0.789	
Q16		0.767	
Q17		0.732	
Q18		0.689	
Q19			0.811
Q20			0.803
Q21			0.822
Q22			0.805
Q23			0.817

Chapter 4 Findings

4.1 Introduction

Data analysis is one of the most important process in the research. This chapter presents the results of data analysis from research questionnaires which designed from research framework, and also explain the test of hypotheses with SEM analysis in this study. Meanwhile, descriptive statistic used to interpret the demographic characteristics with presenting the frequency and the percentage.

4.2 Description of Statistical Variables

Based on the demographic characterization of the collected samples, the distribution of demographic characteristics is basically in line with the current situation of the enterprises. The essential characteristics of the sample collection align with the actual problem so that the data can continue to be analyzed and researched. The Descriptive analysis is to understand the characteristics of the samples in the study. Based on the table the majority of respondents in this study is female which accounts for 60.5%, while Chinese male tourists only for 39.5%. And the research found that 20-30 years old Chinese tourists take up for 44%, and the majority of the tourist has the at least bachelor degree (72.8%). Besides that, more than 75.6% Chinese tourists' monthly income are higher than 5000 Chinese Yuan. Interestingly, more than 59.8% of Chinese tourists are either single or divorced.

Table 4.1 Distribution of Essential Characteristics of Samples (N = 313)

Item	Options	Frequency	Percent%
Gender	Male	124	39.5
	Female	189	60.5
Age	Less than 20 years old	8	2.5
	20-30 years old	139	44.3
	31-40 years old	76	24.3
	41-50 years old	71	22.8
	51-60years old	17	5.5
	Above 60 years old	3	0.8
Education	Elementary	5	1.5
	High school	81	25.8
	Bachelor degree	178	56.8
	Master degree or higher	50	16

Item	Options	Frequency	Percent%
Income	less than ¥2,000	2	0.5
	¥2,000– ¥3,999	28	8.8
	¥4,000– ¥4,999	48	15.3
	¥ 5,000– ¥6,999	110	35
	¥7,000– ¥8,999	70	22.3
	¥ 9000 or more	57	18.3
Marital Status	Single	133	42.5
	Divorced	54	17.3
	Married	123	39.3
	Widowed	3	1
Total		313	100

Descriptive statistical analysis is performed by analyzing survey data. Descriptive statistical analysis aims to summarize, organize, and visualize the data to understand its characteristics and distribution better. The primary task is to capture the overall nature of the data set, including the number of observations, variables, and the context and purpose of data collection. This analysis helps to gain a deeper understanding of the data, detect outliers, explore data features, and prepare for further statistical inference and modeling. As the first step in data analysis, descriptive statistical analysis is usually conducted quickly after data collection to ensure the quality and reliability of the data. Its fundamental nature sets the stage for subsequent inferential statistical analyses. These analyses allow for a better understanding of the data and the selection of appropriate statistical methods to address the research questions.

4.3 Results of the Study

4.3.1 Correlation Analysis

Correlation analysis is an analytical method that examines the interrelationship of different variables to measure the degree of association between two variables. It is worth emphasizing that this analysis method does not make a primary or secondary distinction between variables and emphasizes equality between variables. However, it is essential to note that correlation analysis is more applicable to variables that conform to a binary normal distribution. It usually involves two variables, both considered ending variables, that co-vary and depend on each other. The correlation coefficient measures this dependence and takes values between -1 and 1. A correlation coefficient of 1 indicates that the two variables are positively correlated, i.e., an increase in the

other accompanies an increase in one variable.

Before proceeding to structural equation modeling, a common practice is to verify the relationship between variables through correlation analysis. First, the data are introduced into the model as independent variables, which can be done by calculating the correlation coefficients of all fields with the dependent variable. This step selects variables with high correlation coefficients with the dependent variable as potential independent variables. Correlation analysis between the independent variables is performed. High correlation coefficients suggest the presence of multicollinearity, which indicates a strong linear relationship between some of the independent variables. To counter this, consider performing variable censoring using linear or nonlinear dimensionality reduction methods. This helps to reduce redundant information, ensure model robustness, and improve the explanatory power and generalizability of the structural equation modeling. This series of steps helps to construct more reliable structural equation modeling.

Table 4.2 Correlation between Variables (Pearson Correlation Matrix)

Variables	Destination Image	Service Quality	Brand Trust	Destination Satisfaction
Destination Image	1			
Service Quality	.593**	1		
Brand Trust	.531**	.641**	1	
Destination Satisfaction	.587**	.531**	.554**	1

NOTE：*. Correlation is significant at the 0.05 level (2-tailed). **. Correlation is significant at the 0.01 level (2-tailed).

According to the correlation analysis, destination image, service quality, brand trust are the influencing factors of Chinese tourists' satisfaction about the shopping malls in Bangkok, and the correlation coefficients are between 0.5and 0.6, indicating that each of the two variables is significantly correlated, and at the same time $p< 0.01$, indicating that the correlation terms are positively correlated see Table 4.4.

The Pearson correlation coefficient between destination image and destination satisfaction is 0.587, with a p-value of less than 0.01, which indicates a statistically significant correlation. Specifically, the correlation coefficient of 0.587 indicates that they exhibit a general degree of association, i.e., to the extent that as one aspect changes,

the other changes accordingly.

The Pearson correlation coefficient between service quality and destination satisfaction is 0.531, with a p-value of less than 0.01, which indicates a statistically significant correlation. Specifically, the correlation coefficient of 0.587 indicates that they exhibit a general degree of association, i.e., to the extent that as one aspect changes, the other changes accordingly.

The Pearson correlation coefficient between brand trust and destination satisfaction is 0.554, with a p-value of less than 0.01, which indicates a statistically significant correlation. Specifically, the correlation coefficient of 0.587 indicates that they exhibit a general degree of association, i.e., to the extent that as one aspect changes, the other changes accordingly.

4.3.2 Structural Equation Modeling

The process of structural equation modeling is based on correlation analysis; the data can be collected for structural equation modeling, so the structural equation modeling is constructed, and the data is imported into Amos for structural equation modeling. The results of the study show the overall degree of explanation of the independent variables on the dependent variable; due to the number of independent variables in this example.

For Hypothesis 1, the standardized estimate was 0.463 and the standardized error (S.E) was 0.074, both positive. In addition, the critical ratio (C.R.T value) was 7.863, which is greater than 1.96. Since the P value between destination satisfaction and destination image was 0.00 ($P<0.05$), destination image was positively correlated with destination satisfaction. In other words, there is a certain relationship between destination image and destination satisfaction.

According to hypothesis 2, the standardized estimate is 0.233 and the standardized error (S.E) is 0.066, both positive. In addition, the critical ratio (C.R.T value) is 4.186, which is greater than 1.96. At the same time, the P value between destination satisfaction and service quality is 0.000, which is less than 0.05. This implies a significant relationship between service quality and destination satisfaction. In other words, there is a certain relationship between destination image and destination satisfaction.

According to hypothesis 3, the standardized estimate is 0.227 and the standardized error (S.E) is 0.05, both positive. In addition, the critical ratio (C.R.T value) is 4.874, which is greater than 1.96. At the same time, the P value between destination satisfaction and brand trust is 0.000, which is less than 0.05. This implies a significant relationship between brand trust and destination satisfaction. In other words, there is a relationship between brand trust and destination satisfaction.

Therefore, according to the results of the data analysis, Since the P value from three hypotheses are all 0.00 ($P<0.05$), therefore there are a significant relationship between independent variables (destination image, service quality and brand trust) and destination satisfaction.

H1: Destination image has a positive effect on Chinese Tourists' destination satisfaction about the Shopping Malls in Bangkok, Thailand. Hypothesis H1 holds.

H2: Service quality has a positive effect on Chinese Tourists' destination satisfaction about the Shopping Malls in Bangkok, Thailand. Hypothesis H2 holds.

H3: Brand trust has a positive effect on Chinese Tourists' destination satisfaction about the Shopping Malls in Bangkok, Thailand. Hypothesis H3 holds.

Table 4.3 Structural Equation Modeling

Hypothesized Path	Std. Estimate	Std.Error	C.R	P	SMC(R^2)
Destination satisfaction ←Destination image	0.463	0.074	7.863	0.00	.647
Destination satisfaction ←Service quality	0.233	0.066	4.186	0.00	
Destination satisfaction ←Brand trust	0.227	0.05	4.874	0.00	

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

The conclusion of this study focuses on the objective of this study, the finding of this study and the analysis of hypothesis. A discussion was conducted based on the study finding in chapter 4. Furthermore, relevant recommendations for the shopping mall service providers also be made. This study distributed 400 questionnaires and recovered 313 valid questionnaires with a valid recovery rate of 78.25%.

5.1.1 Factors Influencing Marketing Strategy

Structural Equation Modeling and correlation analysis conclude that the influencing factors of Chinese Tourists' satisfaction about the Shopping Malls in Bangkok include destination image, service quality, brand trust.

The collected data meets the requirements of the study through reliability and validity analyses. During the correlation analysis, the Pearson correlation coefficient between destination image and destination satisfaction is 0.587, with a p-value of less than 0.01, which indicates a statistically significant correlation. Specifically, the correlation coefficient of 0.587 indicates that they exhibit a general degree of association, i.e., to the extent that as one aspect changes, the other changes accordingly. The Pearson correlation coefficient between service quality and destination satisfaction is 0.531, with a p-value of less than 0.01, which indicates a statistically significant correlation. Specifically, the correlation coefficient of 0.587 indicates that they exhibit a general degree of association, i.e., to the extent that as one aspect changes, the other changes accordingly. The Pearson correlation coefficient between brand trust and destination satisfaction is 0.554, with a p-value of less than 0.01, which indicates a statistically significant correlation. Specifically, the correlation coefficient of 0.587 indicates that they exhibit a general degree of association, i.e., to the extent that as one aspect changes, the other changes accordingly. Through correlation analysis, it is concluded that there is a positive correlation between destination image, service quality, brand trust, destination satisfaction.

5.1.2 Destination Image, Service Quality, Brand Trust has a Positive Effect on

Destination Satisfaction

According to Structural Equation Modeling, the standardized estimate was 0.463 and the standardized error (S.E) was 0.074, both positive. In addition, the critical ratio (C.R.T value) was 7.863, which is greater than 1.96. Since the P value between destination satisfaction and destination image was 0.00 (P<0.05), destination image was positively correlated with destination satisfaction. The standardized estimate is 0.233 and the standardized error (S.E) is 0.066, both positive. In addition, the critical ratio (C.R.T value) is 4.186, which is greater than 1.96. At the same time, the P value between destination satisfaction and service quality is 0.000, which is less than 0.05. This implies a significant relationship between service quality and destination satisfaction. The standardized estimate is 0.227 and the standardized error (S.E) is 0.05, both positive. In addition, the critical ratio (C.R.T value) is 4.874, which is greater than 1.96. At the same time, the P value between destination satisfaction and brand trust is 0.000, which is less than 0.05. This implies a significant relationship between brand trust and destination satisfaction. Therefore, according to the results of the data analysis, Since the P value from three hypotheses are all 0.00 (P<0.05), therefore there are a significant relationship between independent variables (destination image, service quality and brand trust) and destination satisfaction.

Table 5.1 Hypothesis Testing

NO.	Hypothesis	Result
H1	Destination image has a positive effect on Chinese Tourists' destination satisfaction about the Shopping Malls in Bangkok, Thailand.	Established
H2	Service quality has a positive effect on Chinese Tourists' destination satisfaction about the Shopping Malls in Bangkok, Thailand.	Established
H3	Brand trust has a positive effect on Chinese Tourists' destination satisfaction about the Shopping Malls in Bangkok, Thailand.	Established

5.2 Recommendations

Based on the results from the demographic data in this study, the research found that the majority of the Chinese tourists who visit the shopping malls in Thailand are single and divorced groups of people which accounts for 59.8% of Chinese respondents, based on this finding, the shopping mall Services providers shall add more single people's features of commodities or decorations to satisfy these groups of people, such as One of the characteristics of single people is that they have more disposable time and

are more willing to spend their time on satisfying their leisure needs, especially entertainment consumption and catering consumption. Even though there are some research stated that the single group of people are not price-sensitive people, based on finding of the income of the studying population, the researchers find that there are 35% of population are at the range of 5000-6999 Chinese Yuan, and 22.3% of them are at the range of 7000-8999 Chinese Yuan, with these economic conditions, the Chinese tourists in the Thai shopping malls are not considered as the people with high income, so it is must for shopping mall service providers to think of the cost-effective programs to simulate the consumptions among these people. 44.3% of Chinese visitors are around 20-30 years old, for those group of people, they are into spending time on social media, the shopping mall providers shall do their marketing more on social media to attract more potential visitors, besides that the marketing shall also focus on the people who has the higher education level due to the data shows that there are 56.8% of Chinese visitors are of bachelor degree.

(1) Optimizing Destination Image

The results of research show that there is a positive relationship between service destination image and customer satisfaction. Hence it is important for the shopping mall service providers to know the importance of destination image in their daily operations. The shopping mall providers shall keep the shopping mall cleaned and safe would be helpful to build up a good image in customer’s mind. As to the sellers I the shopping mall, a deeper communication with customers is needed to clarify customers' opinions on products and services, and then adjust quality strategies, objectives and processes to better meet customers' needs. Besides that, the staff in the mall should not only pay attention to the clear customer requirements, but also analyze and judge the potential needs and expectations of the customer, because the customer will not put forward it directly and analyze the customer data in the audience to determine the customer's expectations, so that your products and services can meet the customer's needs, therefore, improve the image in the customer’s mind, and satisfy customer more.

(2) Optimize Service Quality

The results of research show that there is a positive relationship between service quality and customer satisfaction. Hence it is also important for the shopping mall service providers to know the importance of service quality in their daily operations. Service is the best guarantee to maintain customer loyalty. The improvement of service quality and innovation of service characteristics are of great significance to the development of long-term relationship with customers. In the process of providing

services to customers. Higher service quality can achieve greater customer satisfaction. Therefore, the management of service quality will become the key to improve the core competitiveness of enterprises. The establishment and improvement of the service quality management system will directly affect the final demand and structure of customers for enterprise customer service software and hardware systems.

(3) Improvement of Brand Trust

The results of research show that there is a positive relationship between service quality and customer satisfaction. Hence it is important for the shopping mall service providers to improve their Brand trust among their customers as well. Brand is the creator of enterprise wealth, because it can establish and customer satisfaction and loyal customer. The shopping malls provides shall provide the relevant training to their staff for them to be more professional in front of their customer. Besides that, it is also recommended for the shopping mall providers to have the super start in china to be the image representative to get more attention and trust from the Chinese tourist. Furthermore, using company endorsement to give a sense of security is also an effective way to improve customer brand trust such as “Seven-day return guarantee” policy and the extend the warranty period, then to improve the customer satisfaction.

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Appendix Questionnaire

Dear Ms./Mr.

Hello, this questionnaire data for our research is critical; please fill it in according to their situation. Thank you again for your support!

Part 1 Demographic information

Remark: Please choose by using ✓.

1. Gender □Male □ Female

2. Age

A Less than 20 years' old B 20-30 years' old C 31-40 years' old D 41-50 years' old E 51-60years old F Above 60 years' old

3. Education 1. Elementary □ 2. High school

□ 3.Bachelor's degree 4. Master's degree or higher

4. Monthly Income

A less than ¥2,000

B ¥2,000– ¥3,999

C ¥4,000– ¥4,999

D ¥ 5,000– ¥6,999

E ¥7,000– ¥8,999

F ¥ 9000 or more

5. Marital Status

A Single

B Divorced

C Married

D Widowed

Part II. Network Marketing Strategy

Please indicate your agreement with the following descriptions based on your actual. Please put a tick on the corresponding number representing your level of agreement, with "1" indicating total disagreement, "5" indicating entire agreement, and the specific meaning of each number indicating your level of agreement.

The specific meaning of each number is shown in the table below:

Totally Disagree	Disagree	General	Agree	Agree completely
1	2	3	4	5

Measuring item	1	2	3	4	5
Destination image					
This shopping mall is clean.					
The people in this shopping mall are friendly.					
This shopping mall has beautiful decorations.					
This shopping mall is a suitable place for shopping .					
The cost of this shopping mall are low.					
The food of this shopping mall is delicious.					
This shopping mall is a safe .					
The shopping mall has a warm climate.					
Service quality					
The staff of this shopping mall delivered services as expected.					
The staff of this shopping mall understand customers' specific needs when providing services.					
This shopping mall delivers the best services.					
The staff of this shopping mall are willing to answer questions.					
The staff of this shopping mall are friendly.					
Customers are treated with respect at this shopping mall.					
Clear explanations of shopping services are given to customers.					
The staff of this shopping mall are constantly looking for customers' feedback.					
The services by The staff of this shopping mall are of the same standard.					
The staff of this shopping mall are very professional to deliver services.					
Brand Trust					
This shopping mall I visited can be trusted.					
This shopping mall solves my problem honestly.					
This shopping mall is honest.					
This shopping mall concerns about my benefits.					
This shopping mall understand what I like.					
Destination satisfaction					
This shopping mall is an ideal destination for shopping					

services.					
I am satisfied with the good value of shopping services.					
I am satisfied with the facilities of the shopping mall that I visited.					
I am satisfied with the friendliness of the staff in this shopping mall.					
I am satisfied with the waiting time of this shopping mall					