

**THE IMPACT OF EVENT MARKETING
ON SHOPPER BEHAVIOR AT DEPARTMENT STORES**

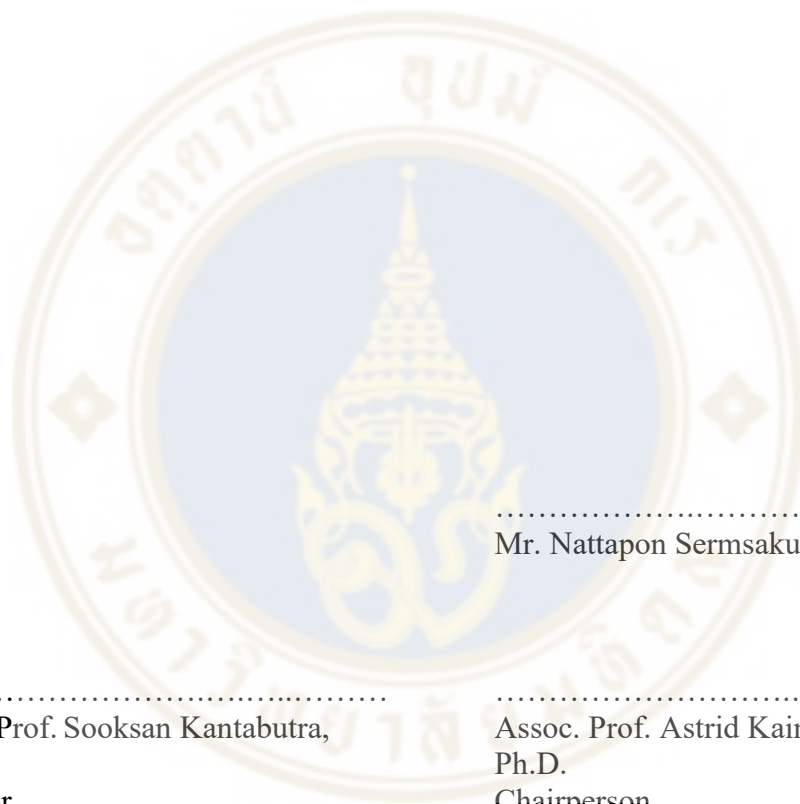


**A THEMATIC PAPER SUBMITTED IN PARTIAL
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Thematic paper
entitled
**THE IMPACT OF EVENT MARKETING
ON SHOPPER BEHAVIOR AT DEPARTMENT STORES**

was submitted to the College of Management, Mahidol University
for the degree of Master of Management
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.....
Mr. Nattapon Sermsakul

.....
Assoc.Prof. Sooksan Kantabutra,
Ph.D.
Advisor

.....
Assoc. Prof. Astrid Kainbauer,
Ph.D.
Chairperson

.....
Duangporn Arbhasil, Ph.D.
Dean
College of Management
Mahidol University

.....
Ronald Surachai Thesenvitz,
Ph.D.
Committee member

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Nattapon Sermsakul

THE IMPACT OF EVENT MARKETING ON SHOPPER BEHAVIOR AT DEPARTMENT STORES

NATTAPON SERMSAKUL 5949047

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC.PROF. SOOKSAN
KANTABUTRA, Ph.D., ASSOC. PROF. ASTRID KAINBAUER, Ph.D., RONALD
SURACHAI THESENVITZ, P.D.

ABSTRACT

Therefore, the objective of this research is to study how event marketing affects shoppers' behavior at department stores, especially when the purposes of shoppers these days are not only to shop. It becomes a lifestyle place where people hangout, do business, and learning area to serve different aspects of life. The department stores nowadays need to give shoppers more than shopping experience that is not focused only on the variety of products. Holding event and happening like Signature Event or World-Class Event in the stores attract those shoppers to spend time in the places even more. The second objective it to study if events help raise sales more than in the regular time and factors that make the event more interesting and lead the shopper to get out from their home to spend time in a department store.

This research is designed to discover the various activities on events 2019 that affect consumer behavior. The data for this research project will be collected in the city of Bangkok, Thailand. Interview will be limit to consumers in Bangkok who joined centralworld, The mall groups, and Major groups countdown in Bangkok). And used the survey aimed to describe the characteristics of the population of interest, consumer behavior, perceptions, and attitudes, as well as their experience and satisfaction.

The research methods available are surveys, experiments, and observations. The research is qualitative and quantitative research. The present study intends to investigate the impact of a retailer's in-store event on shoppers' attitudes toward the retail brand. I predict that shoppers' satisfaction with an event positively affects their attitudes toward the retail brand. And the relationship between consumers' perceptions of an event and their attitudes toward the brand. The in-store event is a and promotional instrument in which a retailer provides a recognizable temporary activity within the store to create a memorable experience for the participating shoppers. Thus, event appropriateness as perceived by shoppers is assumed to be a determinant of shoppers' satisfaction with an event. With the condition of the duration of the research that may not allow to test the hypothesis until can be a theory or theoretical explanation in a single research. In addition, the conceptual framework or theory related to events. As I has determined that this theoretical research will help I understand the concepts and methods of work of events effective, which are an attempt to find academic explanations by the result of this research will be link knowledge and professional skills to use to develop knowledge about event effective for department store in Thailand.

KEY WORDS: Event marketing / Retail marketing / Event experience /
Shopper behaviors / Customers behaviors

59 pages

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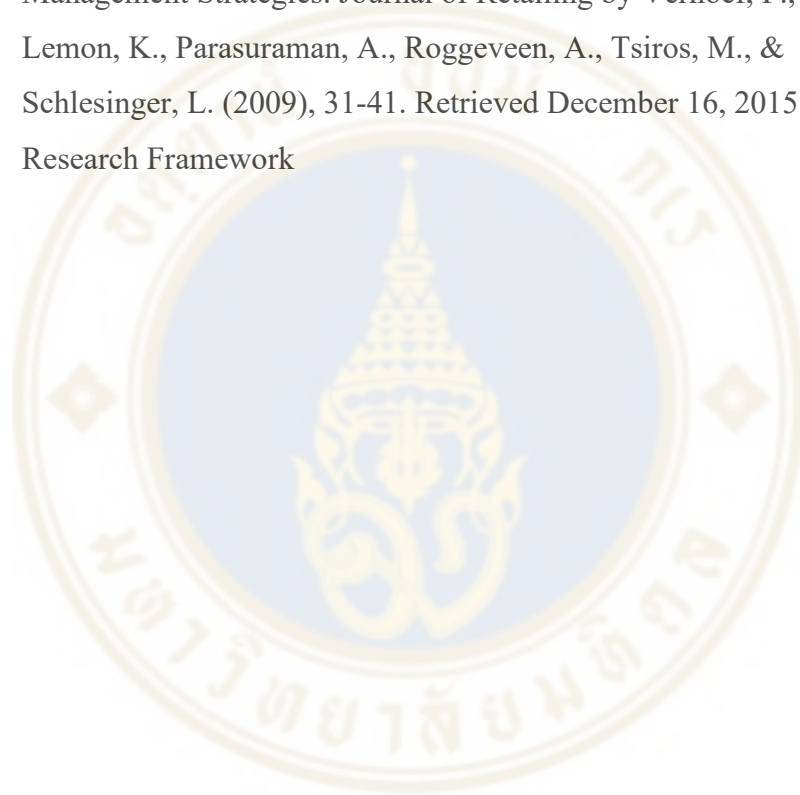
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CHAPTER I

INTRODUCTION

THE IMPACT OF EVENT MARKETING

ON SHOPPER BEHAVIOR AT DEPARTMENT STORES

1.1 Backgrounds

Nowadays, marketing has been changed and strategically adjusted all the time. To reach out the target group, the most important thing is to let the shopper have a trial and trust in the product. Therefore, event marketing is one of necessary methods for all entrepreneurs.

Event Marketing is an event marketing tool. That each organizer thought to attract the target shoppers to find the product and the organizers can create sales at the event area immediately. There are many types of marketing activities, whether it is a contest, competition, celebration, rally, or seminars. Event marketing is an integral part of an organization's public relations work that can create a good image and build credibility for the brand. Most popular in department stores, popular with celebrities, artists and celebrities in various circles. Join the activity in addition to be an event that invites former shoppers to participate in activities to reinforce relationships Can still create new shoppers from the general public who walk in the department store. Including the fans of celebrities and artists attending the event, which celebrities are currently in trend or are gaining attention from society, therefore must travel to join the Event Marketing. Event marketing does not only help advertising those products or services but also helps raising sales and attention now, raising awareness among

shoppers. Having such an interesting marketing event for the target group of shopper, media, and public helps the company showing the product, rebuilding brand awareness, and enhancing the progress of the company, etc. Event marketing is gradually popular; therefore, it is the outstanding solution for marketing of modern era that gives the shopper a chance to use and learn about the product even more. It could be said that event marketing is “a tool to represent the identity of brand through the great experience from five senses of the shopper.” Or it could be said that this method will make the shopper realize the represented brand through their senses such as seeing, tasting, smelling, hearing, and touching. Those senses convey the direct experience that cannot be found anywhere else. Besides the experience, the elements of event marketing consist of 1) Brand Experience that is a tool representing identity of a brand 2) Deliver messages via activity 3) Gain more attention from niche targets and 4) Lead, support, amplification for any IMC tools (Business Thai, 2007). These days, lots of company are focusing more on integrated marketing communication, using AI, or using advertisement together with shopper approach marketing. Therefore, the trademark of brand is reached out to the shopper easier. Anyway, there are various reasons attracting entrepreneur to the shopper approach marketing strategy, such as a special event or activity, to reach niche target groups and to truly serve the need. Even though the niche target is quite small but being able to approach to shopper may give more chances to raise up sales.

“Retail businesses marketing” such as department stores, department store, or even brand stores in USA are gradually closed. It is because of the accumulated financial problems from Hamburger Crisis, together with the popularity of e-commerce. Those have been changing the shopper’s shopping habits to online platform. On the other hand, in Thailand, the trend is totally opposite since most retail developers keep opening new branches. The factor that prevents Thai retail developers from the crisis, like those in USA, is their ‘adaptation’ in 5 great elements. It makes the department store be more than a shopping area, a place that serve the shopper’s needs and provides a direct experience, which e-commerce business cannot offer to. Department stores in Thailand are now transformed into “the center of a lifestyle.” To cross the limit, the key is to give the deep experience to the shopper called ‘immersive experience.’ It means

that the place will always engage lifestyles of shoppers with the department store, the brand, and the presentation, rather than only selling products. For example, they try to invest more on Entertainment Lifestyle. It does not mean only cinemas, bowling, or water park like in the previous era. They include pop-up events and what a family needs on a regular basis like Family Playground. There are also make-up, costumes, or DIY workshops. Even bookstores that used to sell only books or stationery also come up with a workshop. For sporty zone, there might be an area for shoppers to do yoga or run on a treadmill to build an immersive experience. The method might need to divide shoppers into several segments by analyzing big data. For instance, all department stores under CPN Group will be able to analyze the data of shoppers who visit the place within 2019. From segment by demographic to segment by lifestyle, the stores will be able to show sale promotions, news, or products that directly match with the shopper's needs and lifestyles. Those retail marketing leaders such as "Central Group" have created "Signature Event" by building "Central Bangkok" area which is aimed to be a world class definition from people around the globe. By having Central Group as a head of the project. The area is greatly important to Central Group since the area is the location of the main stores of Central; Central World, Central Chidlom, and Central Embassy. One of the strategies that Central Group has used it with Central Bangkok is Signature Event in the country. By the time, the group has been successful in holding big annual events such as Christmas, Countdown Event, Songkran Festival, Chinese New Year Festival. Those events can attract huge number of tourists and giving enormous amount of revenue. In each Signature Event such as Songkran Festival, a well-known festival for Thai and tourists, New Year Festival or Chinese New Year Festival, it helps distributing festival days in a year. As a result, tourists can visit Central Bangkok throughout the year. At the same time, The Mall Group, the competitor, also comes up with a 5-year strategy roadmap to build "The EM District" in Sukhumvit area which has 3 mega projects; Emporium, Emquartier, and EMSPHER that is expected to be completely finished in 2022. Also, the connection between BTS Green line and "Bangkok Mall" shows potential of Sukhumvit area where it is going to be "Hub of Entertainment" and "Fashion Lifestyle and Art District" of Bangkok instead of being only a shopping area. As a result, the area could attract more foreign and Thai tourists to "live a life" in entertaining night life there. At the time which all businesses need to be adaptable and

changed all the time, retail businesses are facing more challenges because of the existence of e-commerce business making the traditional retail business have a huge change. Therefore, what we need is to be more than a shopping center like in the past. It would be worthless to build only a shopping center in Bangkok nowadays. There are number of department store here, but we need to develop those into “Hub of Entertainment,” so that the entertainment will not be disrupted by technology. That is why we can see that Retail Marketing these days is constantly changed into the strategy inviting shopper to spend more money, attracting them to spend time on window shopping, and making those habits into sales eventually.

1.2 Problem statement:

“How do events in department store/shopping malls impact on image and consumers’ behaviors?”

Events and live experiences had exploded in popularity among marketers. It needed everywhere in many businesses like department stores, sport, etc. Different organization or businesses needed the events. Department stores were trying to compete with big players in market. The technology era took smartphones along with new age. The data of shoppers will help department stores effectively engage with shoppers. And maintain shopper relation, along with advanced analytics.

1.3 Research Objectives

Therefore, the objective of this research is to study how event marketing affects shoppers’ behavior at department stores, especially when the purposes of shoppers these days are not only to shop. It becomes a lifestyle place where people hangout, do business, and learning area to serve different aspects of life. The department

stores nowadays need to give shoppers more than shopping experience that is not focused only on the variety of products. Holding event and happening like Signature Event or World-Class Event in the stores attract those shoppers to spend time in the places even more. The second objective it to study if events help raise sales more than in the regular time and factors that make the event more interesting and lead the shopper to get out from their home to spend time in a department store.

1.4 Research Scope

This research is designed to discover the various activities on events 2019 that affect consumer behavior. The data for this research project will be collected in the city of Bangkok, Thailand. Interview will be limit to consumers in Bangkok who joined centralworld, The mall groups, and Major groups countdown in Bangkok). And used the survey aimed to describe the characteristics of the population of interest, consumer behavior, perceptions, and attitudes, as well as their experience and satisfaction.

1.5 Expected Benefits

This research would show insight on event marketing affects shoppers' behavior at department stores. it is advised department store or event organizers use the factors that I found to increase in number of consumers to department stores and generated not only awareness but also revenue.

CHAPTER II

LITERATURE REVIEW

2.1 Understanding the Shopping Experience and Its Implications for Malls as Marketing Media,

Haiyan Hu, Cynthia R. Jasper (2018), They found that the most impact factor now adays is celebrity marketing or I called influencer marketing. It has been developed from the media agency. That shoppers' behavior search for information before make decision. In the past, department store has influence on the sales promotion strategies that attracts the shoppers to develop the intention of purchasing the products. Such as sales promotion, purchase intention, product attributes, purchase attraction. In this paper talk about Celebrity attraction are statistically significant and are influenced by the corollary effects and celebrity advertisement attracts the shoppers develop an intention of perfectly selecting the products. The most important things that is the key of success online is contents and contexts. That department store used the grand opening store events or new products lunch with celebrities to gain more in term shoppers and revenues.

2.2 Role of event personality and exhibitors' eudaimonic and hedonic happiness in predicting event advocacy intentions.

Rai, S. and Nayak, J. (2018), They found that the factor now adays is trade show event personality influences the happiness of exhibitors and development of the

advocacy shoppers. The events effective came from instrument by the organizers in order to their events. They created brand advocate shoppers. The important factors were business purposes in mind to fulfill the events, meaningful expectation can high impact to shoppers' behavior intentions. The meaningful events can link with the objectives of the department stores can be a crucial factor of success.

2.3 How do in-mall entertainment events impact on consumers' department store behaviors? a model of special event entertainment

Jason, Melissa and Frances M (2008), they found that department store can understand about shoppers' behavior and promote efforts better. They provide an understanding of how department store perceives and feel about special events at their department store precincts and whether different segments demonstrate different perceptions and emotions relative to competitors. They found that the greater impact on shoppers' behavior, an effective advertising appeal should be emphasized in the promotional campaign. They found the 3 perceptual factors were proposed to have a positive impact on shoppers' behavior. Shoppers perceived quality, perceived participation benefits and perceived crowding. which in turn influences shopping satisfaction and unplanned purchases. And they found the other factors that affect shoppers. Cultural orientations factor can influence shoppers perceptions of department store environments. Some tourists are waiting for joined the event once a year. Such as countdown at Times Square New York or Centralworld countdown. The events are the destination of travelers.

2.4 Advancing shopper experience practice and strategy in Thailand

In Yan Chi Tiffany TivasuradejNam Pham, (2019) paper, they found that department store offers a shopper experience That they created wow factors delight shoppers. To differentiate from others, walking to the department store which make a difference and new experiences for department store. Now a day shoppers' behavior differenced from the past. So, the department store cannot use the same strategic. In this research found that connecting to consumers on a personal and emotional level can new innovations for shopper experience create value for consumers and the brand. Many departments store use to collaboration until receiving new products and services. Also involved in collaboration with startup, both in terms of market concepts sharing their targeted groups visited in department store that they can studied deeper into the shopper's lifestyle and creating the newness experience.

2.5 Do mall events affect mall traffic and image? A qualitative study of Indian mall retailers.

Khare, A., Awasthi, G. and Shukla, R. (2019), They found that the factors are atrium legibility, social image and interaction, and decoration. There are the physical factors. These additional factors are event ambience, event decoration, and atrium ambience. Event ambience can be defined as the moments or situations that can attract visitors, such as the crowd and certain events. The department store used to understand of consumer behaviors, a concept that is designed will suit the consumers' tastes, desires, and needs, leading the department store to achieve the goals. They consider more factors, especially the department store functional. Such as entertainment facilities. And the diversity of need to be more attention in the development of strategy for the concept store for each segmentation. The shoppers who purchase intention and satisfaction are associated with shoppers' decision-making processes or shoppers' purchasing decisions styles. The consumers tend to shop where match own kind, with whom they can identify. The match with individual's perception.

2.6 The impact of special event shopper satisfaction with community shopping mall in Bangkok.

Mr. Tul charoensuk (2015), He found that activities or events can attractive shoppers, who may shop or have a positive view of the department stores. The model of shopper experience presented by Verhoef, identified the social environment, service interface, retail atmosphere, assortment, price, alternative channels, and retail brand as factors in the shopper experience in the retail environment. And the location is the factor is important. Because his result show that specific characteristics of the event and the department store that were most important for shopper satisfaction including the general atmosphere and assortment.

2.7 Shopper experience creation: determinants, dynamics, and management strategies.

Verhoef, et al. (2009), He talk about the concept of creating a holistic and superior shopper behavior (Shopper experience). The department store factors like product assortment and inventory, product placement, physical atmosphere and ambience, price, physical location, and other factors. However, other factors in the shopper experience are outside the department store control, like the shopper's purpose for shopping or the role of others.

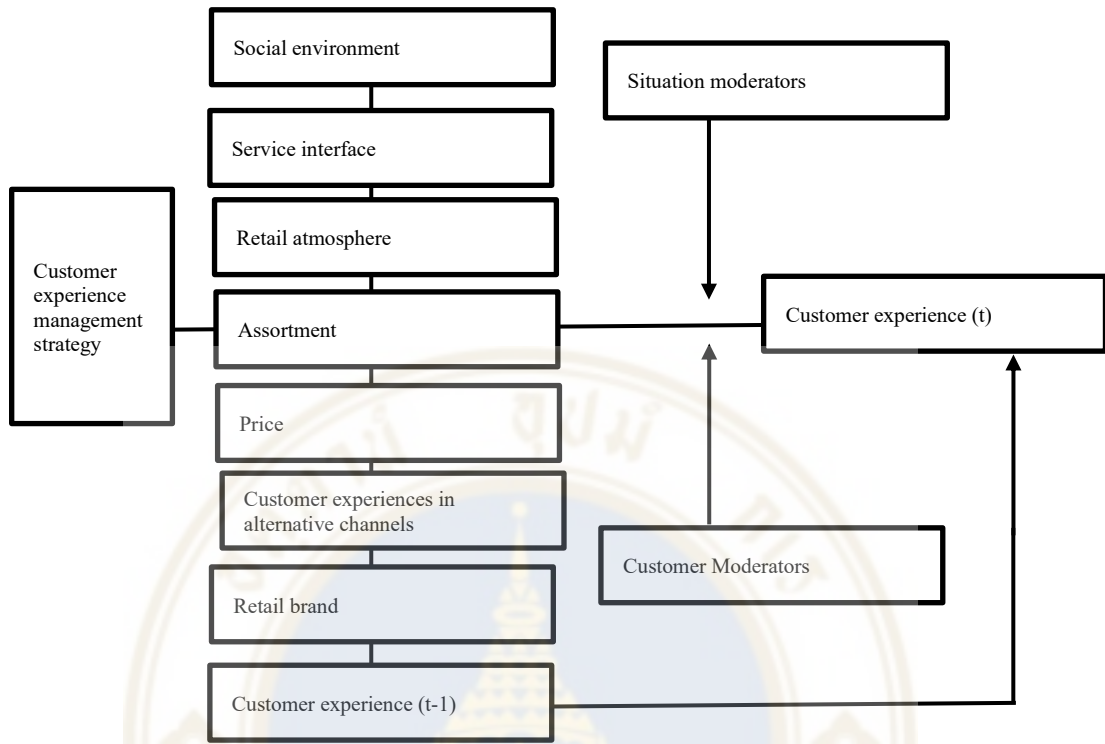


Figure 2.1 : Conceptual Model of Shopper Experience Creation.

Conceptual Model of Shopper Experience Creation. Reprinted from Shopper Experience Creation: Determinants, Dynamics, and Management Strategies. *Journal of Retailing* by Verhoef, P., Lemon, K., Parasuraman, A., Roggeveen, A., Tsiros, M., & Schlesinger, L. (2009), 31-41. Retrieved December 16, 2015.

CHAPTER III

METHODOLOGY

3.1 Introduction

The present study intends to investigate the impact of a retailer's event on shoppers' attitudes toward the retail brand. I predict that shoppers' satisfaction with an event positively affects their attitudes toward the retail brand. And the relationship between consumers' perceptions of an event and their attitudes toward the brand. The event is a and promotional instrument in which a retailer provides a recognizable temporary activity within the store to create a memorable experience for the participating shoppers. Thus, event appropriateness as perceived by shoppers is assumed to be a determinant of shoppers' satisfaction with an event. With the condition of the duration of the research that may not allow to test the hypothesis until can be a theory or theoretical explanation in a single research. In addition, the conceptual framework or theory related to events. As I has determined that this theoretical research will help I understand the concepts and methods of work of events effective, which are an attempt to find academic explanations by the result of this research will be link knowledge and professional skills to use to develop knowledge about event effective for department store in Thailand.

3.2 Research Framework

Base on literature review I found that the concept of creating a holistic and superior shopper behavior are outside the department store control, like the shopper's purpose for shopping or the role of others. But department store has the factors like product assortment and inventory, product placement, physical atmosphere and ambience, price, physical location, and other factors. That can affect to shopper behavioral intentions. In other way, department store or event agency create the event segmentation to match their shoppers need.

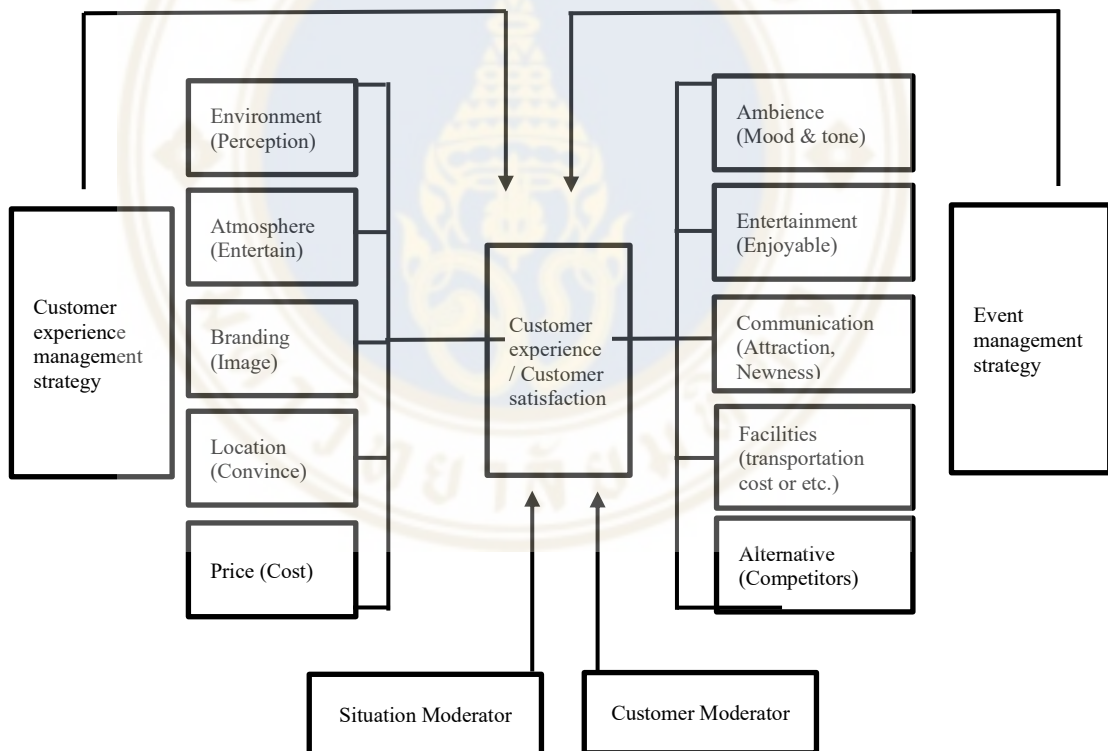


Figure 3.1 : Research Framework

3.3 Research design

After the problems of the research study have been formulated, I develop a research design. The purpose of the research design is to specify “the methods and procedures for collecting and analyzing the needed information” (Zikmund, 2003, p. 65). Information such as sources of information, the research technique, and sampling methodology to be employed are included in the research design. The basic research methods available are surveys, experiments, and observations. The research is qualitative and quantitative research.

3.3.1 Data collection methods

Therefore, I follow the selection that match the scope of the research as follow the private sector and business principles of key informant organization, consisting of 3 events (Countdown, Chinese New Year , Songkran), in which I will select a specific case study. Special activities organized for brand communication, namely corporate brand communication or communication the brand of the organization's product or service. I will choose a random sampling using Convenience Sampling by selecting activities that I observed and worked. The shoppers that I went to interview were divided into 2 groups (5 Teens, 5 Jobbers). And I went to interview producers divided into 2 groups (1 department store and 2 organizers). In-depth interview in which I collected data from a group interview, in which I asked similar questions to all key informants. In order to get similar information for comparing the research results. However, some questions will be adjusted to suit the data of the data provider. The key questionnaire used in in-depth interviews is like a guideline for data collection so that I get comprehensive information in every interview, but I prepared more questions if interesting issues arise. During the interview. And observation at 3 events consist of Countdown at Central world, Chinese New Year at Emporium, and Songkran at Central department store and One Siam. And I was distributed online survey. Finally, the 106 online respondents. The key variable of this study was shopper

satisfaction insight of the department stores. In detail, this study was the format of the special event that the department stores operate and shopper experience with the event, while the dependent variable was the shoppers who come to use the services of department stores that have event activity in their area.

3.3.2 Questionnaires / Interview

The observational method involves human or mechanical observation of what people actually do or what events take place” (Parasuraman et al, 2004, p. 70). Information is recorded by researchers or their devices as events occur or evidence is compiled from past events. And conceptual development, based on the literature and congruity theory, to examine event self-congruity as it relates to several other advertising and promotion-related constructs. The knowledge about the sponsor, event entertainment, attitude toward the promotion, event persuasiveness, and shopping likelihood for the sponsor’s merchandise. And the shoppers’ perceptions of an event are an important factor that conditions shoppers’ response toward the event and the sponsor (Close et al., 2009). Against this background, we include event image as the first focal construct into our research framework. This study suggests a conceptualization of event image that includes three facets: event inventiveness, event appropriateness, and event adequacy. Each of these facets of event image will now be explained in more detail.

3.3.3 Questionnaire design

The questionnaire was composed of close-ended questions. The questions were created to ask the shoppers which department store they most visited, the factors that effect to shopper behavioral intentions and to focus on the shopper characteristics (age, status, education, occupation etc.) In other hand, the questions were created to ask the producers (Event agency) which factors that they willing to create the event at department store. And what the factors that they can predict the shopper intentions to join their events.

Section 1: Overview about interviewee as shopper or producers.

The questions were created to ask the shoppers which department store they most frequently visit, the factors that concern shopper behavior and to classify the characteristics of respondents in terms of their perception and income:

- Which department store did you go to in past 3 months?
- How often do you go to the department store?
- How did you select the department store?

Section 2: Shopper experience with the department store toward the event. The questions focused on the factors of the event that has the effect on shopper experience and satisfaction. The questions would use to explain shoppers or producer perception. Sample questions included:

- what is the most important attribute of the department store in your satisfaction with the factors satisfied were you with the event? (concept, artists, promotion, variety of product or service, timing, location)

Section 3: Shopper experience and satisfaction with the department store toward the event. The questions focused on the impact of the event (Countdown, Chinese New Year, Songkran) that has the effect on shopper experience and satisfaction. The questions would use to explain shoppers intentions. Sample questions included:

- How important was each attribute of the event in your satisfaction with the special event at the department store?
- How event in the department store brings a new experience to you?
- What is the event at the department store, you like to recommend friends and family to go? And why?

3.4 Data analysis plan

From the interviews results, survey results and observations were interpreted and analyzed to find out consumer insights to meet the objectives of the

research and identify key factors from data. And data survey was collected and manually input into the Statistical Package for the Social Sciences (SPSS) for analysis, interpretation, and recommendations.

3.4.1 Interview results

From the interviews 10 persons who joined or created the events 2019 (Countdown, Chinese New Year, Songkran). Consist of 5 students (teenage), 5 employees (Jobber) That represent 2 group of shoppers. And another group is producers. Consist of 3 parties. According to the marketing managers at Central and project managers event agency at 4nologue and Index.

Overview, Teenage interview series with group of shoppers who indicated that they often go to department stores 3-6 times per week. They typically go to have dinner with friends and family. Most of them always watch a movie 2 a month. The key factors were location and convenience of transportation. That I show some interviews when asked about who they invited to shopping mall or department stores.

Interviewee 1: *"I go there to have dinner with my colleague."*

Interviewee 2: *"I go there to have lunch on weekend with my friends and family."*

Interviewee 3: *"I always join the concert at centralworld and others. Because Centralworld is near my condo."*

Interviewee 4,5: *"I go there to have lunch on weekend with my friends."*

Focus on event part, Interview with group of shoppers who indicated that the key factors were Entertainment elements (Artists, Newness, Sociable) and location. When asked about what is the most interested factors that affect their decision to join the events?

Interviewee 1: *“I mention that the factors is the most important is location. That is transportation cost”*

Interviewee 2: *“I will go to the events. Because I would enjoy with my friend and Famous Artist. But sometimes I will go because it happens near my place.” And she said that “Some event that she joins did not plan before.”*

Interviewee 3: *“The famous artist or DJ are the most attractive.”*

Interviewee 4: *“The location is the most important because some I can join the concert that I want that did have BTS or MRT station nearby.”*

Interviewee 5: *“Friends is the most important. Because I want to dance and enjoy with them”*

They also identify at the 3 special event attributes that impacted their satisfaction, which were concept and theme. That event takes place. The number one countdown in Thailand is Countdown at Centralworld and Iconsiam. The number one Chinese New Year is Equartier. Songkran is the different one that they did not mention about the famous one. But they came up with the name likes Songkran pakaoma at Siam, RCA Songkran festival, Water war fest, etc. When asked about what did they spent time on Thailand festival last year?

Interviewee 1: *“I stay with my family on vacation. I went to local events (Khow neaw Rd. Songkran fest and shopping at central khonkean”*

Interviewee 2: *“I stay with my family. Countdown is the memorable for me. Last year I spent time with my family at Sheraton and saw the firework (Iconsiam)”*

Interviewee 3: *“Last year is the first time that I can party at pub. So, I go parties every festive in the pub. Songkran I went to Route, Thonglhong Rd. Khowsarn Rd. etc. But Countdown I went only at centralworld. I think the environment is important for me. I want to join the event that I can take a picture, posting, tell other about my stories in each night.”*

Interviewee 4: *“I always go to Central world to join the events. Because my Korean artist always have the free concert there. And I think centralworld is convenience shopping mall. Because I can take BTS or boat. It is hard for me to join the Korean concert at impact challenger. And I think central world have create their own festive like the Japan expo that I went there every year.”*

Interviewee 5: *“I am the follower. I always go with my friends. But In my opinion is Centralworld is my favorite one. Because many events they tried to come up with more artists than other concert or events. If I went to concert or event by myself. I think I went to centralworld because everything is there (Foods, various artists, BTS).”*

Overview, Jobbers interview series with group of shoppers who indicated that they often go to department stores 5-7 times per week. They typically go to work and hang out with friends. Most of them always went for lunch or dinner. The key factors were price and location. When asked about who they invited to shopping mall or department stores?

All Interviewee: “I go there to have lunch or dinner and shopping.”

All of them talk about the price and weather. *“I prefer have lunch in department store more than local market.”*

Interviewee 3: “I go there to watch movie every weekend. Because I have monthly movie card and the theater is near my condo.”

Focus on event part, Interview with group of shoppers who indicated that the key factors were Entertainment elements (Artists, Unique, Newness, Sociable) location and price. When asked about what is the most interested factors that affect their decision to join the events?

Interviewee 1: *I will go to the events. Because I would enjoy the famous international Artists”.*

Interviewee 2: *“I will go because it happens near my place. And it is come up with the famous artists. I always go to drink at centralworld every Friday with my friends.”*

Interviewee 3: *“The price and promotion are very importance. Now I think a day each department store or event have complete with each other’s. Its goods for us (shoppers)”*

Interviewee 4: *“I always search for information before I went to event or department store. I have the experience at cat music fest. Its very niche events. I think many events tried to differentiate to other.”*

Interviewee 5: *“I went to event at department store because its convenience and I can shopping there before the event start.”*

They also identify at the 3 special event attributes that impacted their satisfaction, which were concept and theme. That event takes place. The number one countdown in Thailand is Countdown at Centralworld. The number one Chinese New Year is Emquartier. And Songkran is Centralworld. When asked about what did they spent time on Thailand festival last year?

Interviewee 1: *I will go to the events. Because I would enjoy the famous international Artists”.*

Interviewee 2: *“I will go because it happens near my place. And it’s come up with the famous artists. I always go to drink at centralworld every Friday with my friends.”*

Interviewee 3: *“I went to my hometown and enjoy with my family. I went to temples. I always came back to BKK early and spent one day trip at centralworld and Siamsquare. The last day always have special promotion and famous artists. For Chinese New Year, I think the best decoration is Emquartier.” But for Countdown, Centralworld is the best decoration ever. I went to take a picture every year.*

Interviewee 4: *“I went to every festive event for written the review. I love to see the signature of each event. I think in each shopping mall have their own character that they tried to present. That they different to other shopping mall. The best countdown for me is iconsiam. If you like to see the firework but it was not for who like the concert, I think centralworld is better.”*

Interviewee 5: *“I went to event at department store because it was sale season. And it has the free concert.”*

Overview, Producer interview series with group of organizers who have the experience to create the event at department stores more than 3 years. When asked about the events tread in the future? They talk about the world of department store is change. Department store is not third place of the shoppers. They came up with social interruption in term of shopping online and concept shopping mall.

Interviewee from Central: *“As we were not the event organizer, we were the landlord who provide the space to create the events. We always support every event that happen in our department store. We worked with the event organizer as the partner. That we Improved the format of the event together for make our event destination by adjusting the area to connect with shoppers to attract their perception and group products and services that segment according to the lifestyle of the new generation”*

Interviewee 1 from 4nologue: *“Now a day, Event organizer cannot stop developed and we cannot create only events. But we must change ourselves to one stop shopping and cost leader. That is the reason that we don't have to walk out to find shoppers. There are also 4-5 other products that want to work with us. It may have to do more to support the needs of more shoppers in the future.”*

Interviewee 2 from 4nologue: *“So we create our artist under the name 9by9. The idol trend is the most important for the event. They have more than 100k fan clubs and 3-4k always came to support them in every event.”*

Interviewee from Index: *“The need of shopper changed their decrease their budget, but they have more needs and hopes. It became a warning sign causing Event*

Agency to prepare to deal with the changing game. There are also plans to open a new business. Which businesses that additions include Entertainment business collaborate with music labels Conducting concerts, including showbiz and festival businesses.”

Focus on factors, Interview with group of producers who indicated that the key factors were Entertainment elements (Artists, Concept, Timing) communication, location, and cost. When asked about what is the most factors important for them to create the events?

Interviewee from Central: *“One of the important matters, organizing "Signature Event" at the national level. If you observed that each Signature Event is held according to important festivals. Such as Songkran festivals and New Year, Chinese New Year that signature event to each period of the year. The circulation of tourists entering Bangkok throughout the year is not concentrated in only the end of the year which is a high season for tourism.”*

Interviewee 1 from 4nologue: *“As economic recession we considered company with content and strategies that answer the most consumer needs. When we get through the crisis, there are nothing to be afraid of. After this, the company must continue to develop for better potential. it is believed that from creating comprehensive content and occupying the main target group and beat the competitors. We believe in the right target with the right time. As shoppers can see many events in the same period but we guarantee that our event would different.”*

Interviewee 2 from 4nologue: *“We called ourselves are content provider. We changed into a company complete entertainment by expanding the structure from the original concert, advertisement event, television production and the agency, presenter of many artists. We generated 1st trend twitter that is most talked about hashtag is over million tweets on event.*

Interviewee from Index: *“The Objective is the first thing that must be clearly specified that hosting an event for what it needs to increase sales, how many percent would like to have Brand Awareness, good relationship with shoppers or want Brand Experience. Objective depends on each type of event. Participants are a measure by the*

number of people who join the event. Which sometimes does not have to be defined. Because the venue has the different restrictions (limited cost, Regulation). They need to understand that joined the event directly does not have to look at one dimension. Instead, look at the In-direct Participant group, which participate online channels.”

Table 3.1: Overview

Analysis Table 1					Interviewee: Teen
Interviewee No.	Frequency	Spend time	Spending per visit	Travel with	Travel by
1	4	90	200-500	Friend	BTS
2	7	180	500-1000	Friend and Family	Public transportation / Privat car
3	3	150	200-500	Friend	BTS
4	3	150	200-400	Friend	BTS
5	4	120	200-400	Friend	MRT

Table 3.2: Research question 1 Which mode of retailing is widely used by you?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	Trendy, Fashionable like siam, centralplaza ladprow	Events are the factors that I prefer. Because I can meet the Idol or artist that I like and shopping in the same time.	Instagramable. That is mean I can check in and post the photo online.	I will go to the community mall or shopping mall near my house	As I mention central ladprow. The new fashion is important more than the price. But It is having to relate with the quality.

Table 3.2: Research question 1 Which mode of retailing is widely used by you?**(Cont.)**

2	-	I will go to shopping mall because I have to the bank, shopping, watch a movie. So, I often go to central more than esplanade	Family attraction	I will go to the shopping mall near my condo. Sometime will go to department store	I always compare the price online and offline before I went there. Anyway, most of the time I went to window shopping on the sale period. Because I can try the stuff and I will make decision for buy online or offline.
3	Best in town		can check in and post the photo online.	Best in town	
4		Explore event experience			
5				convenience	

Table 3.3: Research question 2 Why do you prefer to visit above-mentioned mall/store?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	Trendy	Enjoy with my friends	Look nice to be there	Convenience .	My revenue come from my family and part time jobs

Table 3.3: Research question 2 Why do you prefer to visit above-mentioned mall/store? (Cont.)

2	Its rarely trendy mall.	All in one that met my need	-	Near Their place	Tops is a little bit high price but compare by convince is ok for me
3					
4		Explore event experience			promotion
5		Famous artist and Idols		convenience	Sale promotion and Free events

Table 3.4: Research question 3 Which factors while you choosing Malls/Stores? (Events, Sales promotion)

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	Trendy	Events	the famous Artists		
2	Trendy	Sale promotion / Entertainment (movies, events, etc.)			Co-promotion campaign with premium.
3		special promotion and famous artists	Decoration		Sale promotion
4	different to other shopping mall	Events	differentiate to other		Compare Online with offline
5		Events		convenience	Sale promotion and Free events

Table 3.5: Research question 4 Would you prefer buying from mall for the special experience even at slightly high prices?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	Better than other quality			convenience	It must relate with the quality.
2				convenience	
3				convenience	
4	Have many option shops			convenience	
5				convenience	

Table 3.6: Research question 5 Have you ever gone to department store for watch the events? (go for window shopping before the event show)

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1		Many artists on that day	Instagramable . That is mean I can check in and post the photo online.		Sale promotion and Free events
2		Many artists on that day			Sale promotion and Free events
3		Many artists on that day	can check in and post the photo online.		Sale promotion and Free events
4		Many artists on that day			Sale promotion and Free events
5		Many artists on that day		convenience	Sale promotion and Free events

Table 3.7: Research question 6 Do you feel, modern retail formats really suit to our lifestyle?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	Better than other quality		Instagramable. That is mean I can check in and post the photo online.	convenience	
2		All in one that met my need	Family attraction	convenience	
3			can check in and post the photo online.	Best in town	
4	Have many option (shops)	Explore event experience	differentiate to other	convenience	
5				convenience	

Table 3.8: Research question 7 Could you suggest which factor(s) is attracting most of the shoppers from shopping in online to department stores.?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	Guarantee about the quality of products				
2				I can finish everything here	Co-promotion campaign with premium gifts.
3					Sale promotion
4	Have many option shops				Compare Online with offline

Table 3.9: Research question 8 What is the lasted event that you join at department store?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	Best in BKK	Many artists on that day	Sociable	location. and transportation cost	
2		Enjoy with my friend and Famous Artist.	Sociable		
3	Best in town	famous artist or DJ are the most attractive	Sociable		
4		Many artists on that day	Sociable	BTS or MRT nearby	
5		Many artists on that day	Sociable		

Table 3.10: Research question 9 Why did you plan to go there?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	Best in BKK	Many artists on that day		convenience	Sale promotion and Free events
2		Enjoy with my friend and Famous Artist.		Near Their place	promotion campaign with premium gifts.
3	Best in town	famous artist or DJ are the most attractive	Decoration	convenience	Sale promotion and Free events
4	Varieties	Many artists on that day	differentiate to other	BTS or MRT station nearby	Compare Online with offline is shopper
5		Many artists on that day		convenience	Sale promotion

Table 3.11: Research question 10 What is the most interested factors that affect your decision to join the events?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1			Instagramable. That is mean I can check in and post the photo online.		
2				Near Their place	Co-promotion campaign with premium gifts.
3	Best in town	famous artist or DJ are the most attractive			
4		Explore event experience			
5				convenience	

Table 3.12: Research question11 If department store creates events in the same day, what factor that effect your decision?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	Best in BKK	Many artists on that day			
2		Enjoy with my friend and Famous Artist.			
3	Best in town	famous artist or DJ are the most attractive			
4			differentiate to other		
5				convenience	Sale promotion and Free events

Table 3.13: Research question 12 If department store did not have any attraction or event, do you go to shopping at department store?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	Guarantee about the quality of products			convenience	
2	Trendy			Near Their place	
3	Best in town			convenience	
4	Varieties			BTS or MRT station nearby	
5				convenience	

Table 3.14: Research question 13 How you react with the event that you really enjoy it?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1			Instagramable. That is mean I can check in and post the photo online.		
2			Sociable		
3			can check in and post the photo online.		
4			Sociable		
5			Sociable		

Table 3.15: Research question 14 Did you invent someone to go to the events with you? (Only the event factors)

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1		Many artists on that day	Instagramable. That is mean I can check in and post the photo online.	convenience	
2		Enjoy with my friend and Famous Artist.	Sociable	convenience	
3		famous artist or DJ are the most attractive	can check in and post the photo online.	convenience	
4		Explore event experience	Sociable	convenience	
5			Sociable	convenience	Sale promotion and Free events

Table3.16: Research question 15 What do you think the events in Thailand can invented the far a way from their location or foreigner

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	Best in BKK	Many artists on that day			
2		Enjoy with my friend and Famous Artist.			
3	Best in town	famous artist or DJ are the most attractive			
4		Explore event experience	differentiate to other		
5		Many artists on that day			

Table 3.17: Overview

Analysis Table 2				Interview: Jobber	
Interviewee No.	Frequency	Spend time	Spending per visit	Travel with	Travel by
1	6	150	200-500	Friend	BTS
2	7	120	500-1000	Friend	Car
3	5	90	200	Friend	Mass transportation
4	5	120	500-1000	Friend	Car
5	6	150	200-500	Friend	BTS

Table 3.18: Research question 1 Which mode of retailing is widely used by you?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	Trendy	Chill park or beer garden	-	near my house	Discount every day.
2	Quality of product guarantee	Bar & Restaurant	Trendy, luxury	Traffic jam is important, but near my house is the best	-
3	-	Beauty station (workshop)	-	-	Sale promotion
4		-	-	near my house and my sister school	Cheaper than other compare with Online and offline
5	Quality guarantee	Export the new things	-	Familiar with	-

Table 3.19: Research question 2 Why do you prefer to visit above-mentioned mall/store?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	-	-	-	near my house	Discount every day.
2	Quality of product guarantee	-	-	Traffic jam is important, but near my house is the best	-
3	-	-	-	near my condo	Sale promotion
4	-	-	-	near my house and my sister school	-
5	Quality guarantee	-	-	Familiar with	-

Table 3.20: Research question 3 Which factors while you choosing Malls/Stores? (Events, Sales promotion)

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	-	international Artists	-	-	Discount every day.
2	-	Bar & Restaurant	-	-	-
3	-	Beauty station (workshop)	-	-	-
4	-	-	-	-	Sale promotion
5	-	Export the new things	-	-	-

Table3.21: Research question 4 Would you prefer buying from mall for the special experience even at slightly high prices?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	-	-	-	near my house	-
2	Quality of product guarantee	-	-	-	-
3	-	-	-	near my condo	-
4	-	-	-	near my house and my sister school	-
5	Quality guarantee	-	-	Familiar with	-

Table3.22: Research question 5 Have you ever go to department store for watch the events? (go for window shopping before the event show)

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	-	Chill park or beer garden	-	near my house	Discount every day.
2	-	Bar & Restaurant	-	near my condo	Sale promotion
3	-	Beauty station (workshop)	-	-	Sale promotion
4	-	Export the new things	-	Familiar with	Sale promotion
5	-	-	-	near my house and my sister school	Sale promotion

Table 3.23: Research question 6 Do you feel, modern retail formats really suit to your lifestyle?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	-	-	-	near my house	-
2	Quality of product guarantee	-	Trendy, luxury	Traffic jam is important, but near my house is the best	-
3	-	-	-	-	-
4	Quality guarantee	-	shopping mall have their own character	Familiar with	-
5	-	-	-	near my house and my sister school	-

Table 3.24: Research question 7 Could you suggest which factor(s) is attracting most of the shoppers from shopping in online to department stores.?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1		Chill park or beer garden	-	near my house	Discount every day.
2	Quality of product guarantee	Bar & Restaurant	-	near my house	-
3	-		-	near my condo	Sale promotion
4	Quality guarantee	Export the new things	-	Familiar with	-
5			-	near my house and my sister school	Cheaper than other compare with Online and offline

Table 3.25: Research question 8 What is the lasted event that you join at department store?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	-	Chill park or beer garden	-	near my house	-
2	-	Bar & Restaurant	Trendy, luxury	near my house	-
3	-	-	-	near my condo	Sale promotion
4	-	Export the new things	-	Familiar with	-
5	-	-	-	near my house and my sister school	-

Table 3.26: Research question 9 Why did you plan to go there?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	-	Chill park or beer garden	-	-	-
2	-	Bar & Restaurant	-	-	-
3	-	blogger workshop	-	-	-
4	-	Export the new things	differentiate to other	-	-
5	-	-	-	-	Cheaper than other compare with Online and offline

Table 3.27: Research question 10 What are the most interested factors that affect your decision to join the events?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	-	Environment (Park)	-	near my house	-
2	-	Environment (Bar & Restaurant)	-	near my house	-
3	-	-	-	near my condo	Sale promotion
4	-	-	differentiate to other	Familiar with	-
5	-	-	-	near my house and my sister school	cheaper than other compare with Online and offline

Table 3.28: Research question11 If department store creates events in the same day, what factor that effect your decision?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	-	Artists	-	-	-
2	-	Environment (Bar & Restaurant)	-	-	-
3	-	-	-	-	Sale promotion
4	-	-	differentiate to other	-	-
5	-	artist or DJ performance	Attraction (Decoration)	-	-

Table 3.29: Research question 12 If department store did not have any attraction or event, do you go to shopping at department store?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	-	-	-	near my house	Discount every day.
2	-	-	-	near my house	
3	-	-	-	near my condo	Sale promotion
4	-	-	-	Familiar with	
5	-	-	-	near my house and my sister school	cheaper than other compare with Online and offline

Table 3.30: Research question 13 How you react with the event that you really enjoy it?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	-	-	Sociable (Review)	-	-
2	-	-	Sociable (Post picture)	-	-
3	-	-	Sociable (Review)	-	-
4	-	-	Sociable (Posts picture)	-	-
5	-	-	Sociable (Check in)	-	-

Table 3.31: Research question 14 Did you invent someone to go to the events with you? (Only the event factors)

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	-	Chill park or beer garden		-	-
2	-	Bar & Restaurant	Trendy, luxury	-	-
3	-	blogger workshop		-	-
4	-	Export the new things	differentiate to other	-	-
5	-	-	Attraction (Decoration)	-	Sale promotion

Table 3.32: Research question 15 What do you think the events in Thailand can invented the far a way from their location or foreigner

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	-	Artists		-	-
2	-	Environment (Bar & Restaurant)	Environment (Decoration)	-	-
3	-	-	Environment (Decoration)	-	-
4	-	-	differentiate to other	-	-
5	-	artist or DJ performance	Attraction (Decoration)	-	-

Table 3.33: Overview

Analysis Table 3			Interview Producer		
Interviewee No.	Work periods	Projects per year (Big event)	Margin (Cost/Profit)	Work process	Connection
1	6	52	-		Org. / Gov / Partnership
2	4	more than 5	20-40%		Department store / GDH / AIS / ETC
3	5	more than 5	-		Department store / GDH / AIS / Korean AR
4	4	3	20-40%		Gov. / International event / partnership

Table 3.34: Research question 1 When kicking off a new event, what are the first steps you take?

Interviewee No.	Ambience (Mood & tone)	Entertainment factor	Communication (Attraction, Newness)	Facilities (transportation cost or etc.)	Alternative (Competitors)
1	Customer trends		Destination	Cost efficient	Different
2	Customer Brief			Light & Sound / Innovation	Concept and innovation
3	Customer Brief			Graphic technique	Creative
4	Customer Brief			Cost leader / Management team	Cost leader / Concept

Table 3.35: Research question 2 How do you manage event promotion, including social media outreach and email campaigns?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	Affect brand image	Press conference	Attractive, Viral	FB, IG	On Budget
2			Attractive, Viral	Digital trend	Own media
3	Our profile		Attractive, Viral	Digital trend	Own media and Influencers
4			Attractive, Viral	Digital trend	Own media

Table 3.36: Research question 3 Have you ever managed more than one event at a time? Did you complete both events successfully and if so, how?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1				Different org. but the same concept	
2		Max 2-3 events in the same day with the same quality.		Sperate the team in each place	
3		-		Sperate the team in each place	
4		-		Sperate the team in each place	

Table 3.37: Research question 4 What makes an event successful and how do you measure that success?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	Signature Event" at the national level		Numbers of hashtag		Number of products sold
2		comprehensive content and occupying the main target group	guarantee that our event would different.		
3		content provider			
4				the venue has the different restrictions (limited cost, Regulation).	specified that hosting an event for what it needs to increase sales,

Table 3.38: Research question 5 How do you prioritize your time? What organization tools do you use?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	Concept creative				Weekday, weekend cost
2	Concept creative			Convince	
3	Concept creative			Convince	
4	Concept creative				

Table 3.39: Research question 6 How have you negotiated with sponsors, vendors, and partners to make more room in the budget?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	Number one department store in Thailand	Facility support	Goodview	Best than competitor and many location	Low cost
2	Best entertainment Org.	Innovation and portfolio			
3		Innovation and portfolio			
4	Best management team				Competitive cost

Table 3.40: Research question 7 What tools do you use to manage your budget?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1		Supplier			Given BG.
2		Supplier			Partners and Buyer
3		Supplier and inventory			Partners and Buyer
4		Supplier and what we have in inventory			Partners and Buyer

Table 3.41: Research question 8 What event technology/software do you use/prefer now? What new event technology are you excited to try?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	First time in Thailand		Talk of the town		Efficacy cost
2		Technology in performance show			long term used
3		Graphic design and operation			long term used
4		Structure innovation.			long term used

Table 3.42: Research question 9 Describe your most successful event planning experience. What did you do that made it so successful?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	First time in Thailand	The best in Thailand ever		Time square of Asian	
2		The best entertainment concert countdown & Korean artistic concert			
3			The longest stage concert in South east Asia		
4			Best firework shows in Thailand	Best view in Chowpraya rivers	

Table 3.43: Research question 10 What do you think makes a good event?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	First time in Thailand	The best in Thailand ever		convenience	Cost effective
2		The best entertainment concert countdown & Korean artists concert			
3			The longest stage concert in South east Asia		
4		Light & Sound effective			Manage cost

Table 3.44: Research question11 If department store creates events in the same day, what factor that effect your decision?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	First time in Thailand	The best in Thailand ever		convenience	
2		comprehensive content and occupying the main target group	guarantee that our event would different.		
3		content provider			
4		Structure innovation.			

Table 3.45: Research question 12 If department store did not have any attraction or event, do you create your own event at department store?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1					Revenue
2		Facility support	Better than other	convenience	Rental
3		Facility support		convenience	Cost
4		Facility support		convenience	Cost

Table 3.46: Research question 13 How you react with the event that you really enjoy it?

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1		Find the differentiate	Find the differentiate	Survey & get the contact of suppliers	Estimate the cost
2				Survey & get the contact of suppliers	Estimate the cost & revenue
3				Survey	Estimate the cost
4				Survey	Estimate the cost

Table 3.47: Research question 14 Did you invent someone to go to the events with you? (Only the event factors)

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1		looking for the differentiate		Survey & get the contact of suppliers	
2		looking for the new technologies		Survey & get the contact of suppliers	
3				Survey	
4				Survey	

Table 3.48: Research question 15 What do you think the events in Thailand can invented the far a way from their location or foreigner

Interviewee No.	Perception	Entertainment factor	Image	Location	Price point
1	First time in Thailand	The best in Thailand ever	Destination in Thailand	Thailand landmark and convenience	
2		The best entertainment concert countdown & Korean artistes' concert			
3			The longest stage concert in South east Asia		
4			Best firework shows in Thailand	Best view in Chowpraya rivers	

3.4.2 Observation results

Observations were made at four malls focus on 4 events Countdowns (Centralworld and Icon siam 2019), Chinese New Year (Centralworld and Emquartier 2019- 2020), Songkran (Centralworld, One siam, and local rd. 2019). Peak times for mall visits are 17.30 – 20.00 on weekdays and 14.00 – 20.00 on weekends. Shopper typically visit in groups (friend and family) and usually have lunch and watch the movie. The communication tools that they used. The department store events promoted them via online and offline channels such as in store media, digital signage. For the countdown events, they focus in promote in online to gain tourists (Centralworld and Icon siam). Last year, Chinese New Year Festival and Valentine's Day Festival is a combination of festival. Most of the events they focus to promote the unique point to different with the competitors. Such as, Countdown they promote the variety artists and entertainment with different concept. Chinese New Year and valentine event they focus to promote their promotion for increased spending. In this period, I saw lots of shopper went to shopping gift for who they loved and buy food prepare for the Chinese traditional culture. Songkran event they focus to promote the entertainment for tourists and sale promotion for the local. Shopper typically spend 1 hour before the events started. That they planned to buying products and services, and food stores.

3.4.3 Survey results

Survey were made online platform that 201 online respondents. The shoppers showed that events made department store, community mall and concept store more attractive, and that they liked to attend. Event features including concept and theme (Perception and Environment), location, variety of products and price point, type of event, and the environment were important. Shoppers satisfaction with events and with the event were also high. That entertainment of the department stores and the location were significant.

The three types of shopping mall (table 3.49) that held events was widely used by respondents. Overall, with department store was 52.7%, community mall 38.8% and concept store 8.5% that fit to shopper behavior now a day.

Table 3.49: Types of shopping mall is widely used by you?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Department store	106	52.7	52.7	52.7
Community mall	78	38.8	38.8	91.5
Concept store	17	8.5	8.5	100.0
Total	201	100.0	100.0	

The largest proportion of respondents (table 3.50) show that entertainment and location are important variables that affect shopper went to department store. Other variables like the environment are also one of the most important variables in the era. Shoppers pay attention on its. That we found in the survey some of them went to community mall or concept stores. The respondents were most interested with the entertainment and location, followed by atmosphere or environments and perception. The mean score for overall with entertainment was 2.49.

Table 3.50: Factors that effect to shopper behaviors.

		Which mode of retailing is widely used by you?	If department store creates events in the same day, what factor that effect your decision?	Which factors while you choosing Malls/Stores?	Could you suggest which factor(s) is attracting most of the shoppers from shopping in online to department stores.?
N	Valid	201	201	201	201
	Missing	0	0	0	0
	Mean	1.56	2.50	2.44	2.41
	Std. Deviation	.646	1.096	1.232	1.193
		Why you go to department store for watch the events? (go for window shopping before the event show)	Did you invent someone to go to the events with you? (Only the event factors)	What do you think the events in Thailand can invented the far a way from their location or foreigner?	Avg
N	Valid	201	201	201	201
	Missing	0	0	0	0
	Mean	3.20	2.55	2.81	2.49
	Std. Deviation	1.312	1.072	1.046	.503

Table 3.51-3.56 shows the shopper behavior with different mall functions. Participants were moderately or highly satisfied with ease of Factors while shopper chooses Malls/Stores to visit.

Table 3.51: If department store creates events in the same day, what factor that effect your decision?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Perception	27	13.4	13.4	13.4
Entertainments	106	52.7	52.7	66.2
Environment (Image)	18	9.0	9.0	75.1
Location	41	20.4	20.4	95.5
Price point	9	4.5	4.5	100.0
Total	201	100.0	100.0	

Table 3.52: Which factors while you choosing Malls/Stores?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Perception	55	27.4	27.4	27.4
Entertainments	64	31.8	31.8	59.2
Environment (Image)	32	15.9	15.9	75.1
Location	39	19.4	19.4	94.5
Price point	11	5.5	5.5	100.0
Total	201	100.0	100.0	

Table 3.53: Could you suggest which factor(s) is attracting most of the shoppers from shopping in online to department stores.?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Perception	54	26.9	26.9	26.9
Entertainments	64	31.8	31.8	58.7
Environment (Image)	39	19.4	19.4	78.1
Location	34	16.9	16.9	95.0
Price point	10	5.0	5.0	100.0
Total	201	100.0	100.0	

Table 3.54: Why you go to department store for watch the events? (go for window shopping before the event show)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Perception	24	11.9	11.9	11.9
Entertainments	51	25.4	25.4	37.3
Environment (Image)	20	10.0	10.0	47.3
Location	73	36.3	36.3	83.6
Price point	33	16.4	16.4	100.0
Total	201	100.0	100.0	

Table 3.55: Did you invent someone to go to the events with you? (Only the event factors)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Perception	17	8.5	8.5	8.5
Entertainments	117	58.2	58.2	66.7
Environment (Image)	20	10.0	10.0	76.6
Location	34	16.9	16.9	93.5
Price point	13	6.5	6.5	100.0
Total	201	100.0	100.0	

Table 3.56: What do you think the events in Thailand can invented the far a way from their location or foreigner?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Perception	8	4.0	4.0	4.0
Entertainments	105	52.2	52.2	56.2
Environment (Image)	8	4.0	4.0	60.2
Location	77	38.3	38.3	98.5
Price point	3	1.5	1.5	100.0
Total	201	100.0	100.0	

CHAPTER IV

ANALYSIS & DISCUSSION

4.1 Results

The present results show that events factors are an important part of the experience for shoppers. The shoppers show a high level of satisfaction with the department stores, and events cause significant changes in shopper behavior. Events can draw shoppers and build shoppers intentions for the department stores, community mall and concept stores. Events created the opportunity to create the shopper experience. They will have benefits from shopper traffic during the events. That they would invent friends or foreigners to join the events. As we can find in the interview, observation, and online survey.

4.2 Data analysis and discussion

From the interview findings about satisfaction with department store events in Bangkok and the importance of experience were generally consistent with previous research about the experience is important for the shoppers. The importance of shopper experience is discussed by Verhoef, et al. (2009) and Rai, S. and Nayak, J. (2018), who pointed out that many of the aspects of shopper experience. The events effective came from instrument by the organizers in order to their events. That result link to Mr. Tul charoensuk (2015), He found that activities or events can attractive shoppers, who may shop or have a positive view of the department stores. Some of the interviewee talk about ambience or decoration that they went to department store for take a photo. But for Teen would focus on entertainment factor more than ambience. Most of jobbers like

to take photo and post on online channel. These were generally consistent with previous research about event ambience can be defined as the moments or situations that can attract visitors, such as the crowd and certain events. The department store used to understand of consumer behaviors, a concept that is designed will suit the consumers' tastes, desires, and needs, leading the department store to achieve the goals. In term of shopper interview, they mostly focus on entertainment and ambience. But they did talk about the concept. About 7 interviewees did not know about the concept. And they think it did not importance for them. In term of producer interview, they tried to create the concept and event different from other. The results (interviewee) were not support with previous research. That Yan Chi Tiffany TivasuradejNam Pham, (2019) paper, they found that department store offers. In other hand, producer support the previous research. That they tried to differentiate form competitors. From the observation I saw the communication in each department store. They tried to use online channel. That they use the local influencer and artists promoted their events. And I track on engagement show that effective. Most of the shopper came from online more than offline media. The results were generally consistent with Haiyan Hu, Cynthia R. Jasper (2018) research, they found that the most impact factor now adays is celebrity marketing or I called influencer marketing.

From the interview and survey concluded that entertainment and location are important variables that affect shopper went to department store. Other variables like the environment are also one of the most important variables in the era. Shoppers pay attention on its. That we found in the survey some of them went to community mall or concept stores. Both of interview and survey results show that importance of entertainment and environment in the department store/ shopping mall. These follow the Verhoef, et al. (2009) research, He talk about the concept of creating a holistic and superior shopper behavior (Shopper experience). And Yan Chi Tiffany TivasuradejNam Pham, (2019) paper, they found that department store offers a shopper experience that they created wow factors delight shoppers to differentiate from others. Both of interview and survey results show that importance of entertainment and environment in the department store/ shopping mall. This suggests that the experience of the event can affect to shopper behavior, who have more positive view. And in producer entertainment

event view, allowing the shopping mall to promote their image. The other factors, perception and environment (image), the present survey shows its significant difference from the shoppers' behavior change over time. But the main factors would be the event can affect shoppers' behavior. That is the reason for the shopper trend. Some of them went to community mall or concept store 43.3% (table 4). The environment of community mall and concept store can respond to the needs of shoppers in this era. These are the respondents of shoppers with well-established community malls as well as department stores that boast bigger sizes and are more all-embracing in terms of variety. The magnet pulls people into shopping centers or department stores as well as products such as clothing, cosmetics. But now a day, the problem of the offline retail business is not limited to shopping. But it has redefined itself as a place where people come to live according to each shopper's lifestyle and one of the lifestyles of this generation. In other hand from producer interview and survey results show location is other factors that can affect to shopper behavior, who have likely convinced. The event has become a tool to draw shoppers into shopping mall or department store and another thing that makes shopping centers. That I found from the interview the service and environment that's not just a basic need of shoppers, but it's a service that's consistent with the lifestyle of today's shoppers. From the producer they said that shopping mall and department store need to offer content inside the event, or they called concept is king and entertainment is queen to be interesting. Because shoppers come out and live outside at the shopping center (table 5.5). The location or transportation (facility) is the key element for attracting shoppers. The well-located store makes supply and distribution easier for them. Not only producer view but also shoppers, locations can help to change shoppers' behavior. The survey shows that location is the one factor that can affect shoppers to window shopping at the department stores or shopping mall. (table 5.4) A summary of the results of the interview and survey found that two variables that are important to the needs of shoppers (table 5.1-5.6) show that both variables are in first and second order. In addition, other variables do not affect much on needs of shoppers, it is not significant to see that the results of both the interview and survey are follow the literature review.

CHAPTER V

CONCLUSION AND LIMITATION

5.1 Conclusions

Conclude that satisfaction with events in Bangkok and the importance of shopper experience were important for the shoppers. The events effective came from instrument by the organizers in order to their events. The events can attractive shoppers, who may shop or have a positive view of the department stores, community mall and concept store. The well-located store makes supply and distribution easier for them. Not only producer view but also shopper, locations can help to change shoppers behavior. The ambience and decoration (location) defined as the moments or situations that can attract shoppers. The survey shows that location is the one factors can affect shopper to window shopping at the department stores or shopping mall. In term of producer interview, they tried to create the concept and event different from other. They tried to use online channel. That they use the local influencer and artists promoted their events. Most of the shopper came from online more than offline media. The most impact factor now adays is celebrity marketing or I called influencer marketing. The shoppers behavior change overtime. But the main factors would be the event can affect shoppers behavior. That created wow factors delight shoppers to differentiate from others. So, the event marketing or event as the entertainment factor is the factor that effect shopper (shopper) behavior at department store, community mall, etc.

5.2 Recommendations

The recommendations for this research are increasing number of events. In deep information they should use events to draw shoppers that effect shoppers intentions. In other hand They have to promote the events to increased shoppers and loyalty. The most impact factor now adays is influencers marketing. Most of the shopper came from online more than offline media. That would affect shopper behavior to shopping online. But event can generate shopper behaviors more than online shopping. The entertainment factor is the hero for all factors that can increase numbers of shoppers and their satisfaction. They should create wow to differentiate from others, generate new experiences for them. Now a day shoppers' behavior differenced from the past. Shoppers spend more time shopping and eating during the event period. That they can generate more product sold. The physical factors are event ambience and decoration can attract shoppers. They should understand consumer behaviors to create the concept and design suit their consumers. And the department store should pay attention to them so that we will not be as surprised once other similar ones decide to pop out of nowhere in beloved community mall near their hometown.

5.3 Limitations

This research has limitations for the further research that effect from Covid-19. This study applies the quantitative to test the relationship in each factor. But the quantitative method doesn't go thought the shoppers satisfaction to the event. In other hand, results from qualitative studies can show shoppers satisfaction in detail. So, the further research would consider do both qualitative and quantitative. But focus on qualitative.

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