SHOPPING CENTER: DEVELOPMENT OF COMMUNICATION DESIGN CORRESPONDING TO CONSUMER LIFESTYLES BY GENERATION

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Fulfillment of the Requirements for the Degree of
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ABSTRACT

Title of Dissertation	Shopping Center: Development of Communication Design Corresponding to Consumer Lifestyles by Generation
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The purposes of this research aim to 1) examine the problem conditions and trends to media design of the shopping centers in response to the customer lifestyles in the digital age, and 2) to explore the causal influence of the communication design development of shopping centers to meet the customer lifestyles in the digital era by generation. The research is conducted by quantitative research by survey questionnaires with 349 samples of four generations and qualitative research by focus group interview with 16 interviewees in four groups classified by generation, and each group has four interviewees.

From the study, it is found that from the quantitative research, the total 349 samples are stratified into four generations: 75 samples from Gen-B, 94 from Gen-X, 93 from Gen-Y, and 87. Most of the respondents are female (23.20%), graduated with a bachelor’s degree (63.04%), are office workers (45.85%), at the operational level (20.34%), have 15-year work experience (39.54%), gain more than 50,000 baht monthly (24.64%), and stay with 2-4 family members (59.89%).

Regarding the factors influencing the communication design for shopping centers to meet lifestyle of consumers in different generations, it is found as follows: Consumers’ internet use behavior. Most consumers use social media or surf the internet, i.e. Facebook, Instagram, and Line the most at the fairly often frequency ($\bar{X}$ = 4.99)

Consumers' opinions on the communication design of shopping centers: The attractive communication design agreed the most by consumers is "message in each advertising sign" that is interesting to raise familiarity and credibility $\bar{X}$ = 3.86)

Consumers' activities or routines. Most consumers always follow fashion trends and sometimes post them on Facebook, Instagram, Line, and Twitter. (40.97%). They usually go to shopping centers after work (84.24 %), on weekends (70.77%), and with 2-5 companions (87.68%), once a week (41.83%) the most.

Consumers' interest. Most consumers prefer a shopping center that offers a wide range of goods ($\bar{X}$ = 4.11), ease of travel ($\bar{X}$ = 4.06), and convenience ($\bar{X}$ = 4.05) respectively.

Consumers' opinions on public relations of shopping centers. Most consumers agree that public relations of the shopping centers are inadequate $\bar{X}$ = 3.13)

Consumers' opinions on sales and activity management of shopping centers. Most consumers prefer shopping at shopping centers with cleanliness and convenience for buying goods ($\bar{X}$ = 4.00), attractive atmosphere ($\bar{X}$ = 3.97) and modern decoration (3.96).

Besides, from the path analysis, it is found that demographic variable, customers' shopping behaviors, consumers' digital-media use behaviors, and consumers' opinion on public relations and sales and activities management of shopping centers, have direct effect on consumers' opinion on the communication design of shopping centers at a significant level of 0.05 and the effect size is 0.54, 0.12, and 0.18, respectively. However, demographic variable is found to have no effect on consumers' opinion on the communication design of shopping centers. Besides, all of the 4 variables is found to be able to predict the media design at 55%. The measurement model is found to be congruent with the empirical data.

ACKNOWLEDGEMENT

This study is conducted by the intention to propose effective communication methods for shopping centers in the digital age with the assumption that consumers are diverse according to their lifestyles. The ultimate goal is to guide plans of communication design for shopping centers.

I would not have achieved my goal without academic and spiritual support from these invaluable persons in my life. To begin with, I am very grateful for the academic guidance on how to quest for knowledge and invaluable suggestions I receive from Associate Professor Kullatip Satararuji, Ph.D., my advisor. This person has always raised my morale when I am in the midst of hardship and pressure during the five years of my study. My sincere thanks also go to Professor Emeritus Yubol Benjarongkij, Ph.D., the committee chairperson, and Assistant Professor Tatri Taiphapoon, Ph.D., for their suggestions and recommendations to make this study well-rounded.

I am very grateful for endless concern, good wills, and generosity from my fellows, the fourth graduates of the program. I would like to also extend my sincere thanks to the Celebrity Gang who have been with me through thick and thin. Their morale support buoys me up until this study is completed. My immense thanks are for my family members, Mrs. Prapussorn (my mom), Miss Wanphen and Miss Araya (my elder sisters), and Miss Sudarat (my younger sister). These persons have always pushed me in the pursuit of this study. “You are the wind beneath my wings.”

I would like to devote this study to Mr. Samarn Lertpongworapun, my dad, who have passed away during the processes of conducting this research.

Sarot Lertpongworapun

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CHAPTER 1

INTRODUCTION

1.1 Background and Significance of the Problem

At present, there are several forms of shopping center expansion in Thailand, both in Bangkok and provinces i.e. Central Festival Eastville. The current form of expansion provides a full range of products and services under the new design and decoration concept. The new service area called “Free Space” is introduced to meet consumers’ behavior and to offer consumers’ choices in order to motivate them to get more services. This means consumers spend some money at shopping centers and in this way they generate income to retail shops on the premise and enable those shops to operate their businesses. The purpose of shopping center management is not only encouraging consumers to visit, but also making them buy products (Spending) and services. Regarding a shopping center development project, it is necessary to consider various factors. First, choosing a location that covers the consumers’ area (Location-Coverage Area) is necessary. To clarify, this refers to their residential area or a community where the target consumers are within a radius of 10-15 kilometers. Next, one must consider traffic around shopping centers, convenience in traveling to shopping centers, public transportation systems, shopping center design, and the layout e.g. its forms, design concept of both interior and exterior. Furthermore, attention should be put on the layout of the shops and product zoning e.g. fashion products, restaurants, supermarkets, cinemas, etc. Moreover, the design and layout sets also include other facilities i.e. restrooms, parking space, entrance and exit from the main road, traffic system in the shopping center, etc. (Krugell, 2010)

The global retail business is one of the industries that have been seriously affected by the rapid change of consumers’ behavior in different dimensions. The change is the result of the digital disruption trend and the evolution of new technologies. Consumers prefer to buy more online products causing the gradual closures of many department stores and retail businesses in foreign countries. The change in consumers' behavior is causing retail businesses to close many retail stores around the world. According to the United States market research company, at the beginning of 2019, 4,180 retail businesses in the United States announced the plan to close their branches. Retail businesses are being disrupted by digital and the development of new technology. (Office of Small and Medium Enterprise Promotion, 2019). The rapid development of technology results in the development of new media forms in parallel with technology and social media. They change consumers' behavior, including the new media communication which allows the sender and the receiver to send and receive messages at the same time as called two-way communication. Media can also send various forms of messages: images, voice, and messages by combining traditional media and the advancement of the relationship technology system. This enables the media to perform two-way communication via potential a network as widely used multimedia (Pussanun Panyaporn). This finding is consistent with the study of Khwanruthai Saipradit (2008, as cited in Pussanun Panyaporn), which discusses new media features as the media that meet the consumers' needs and become the most significant information source. The reason is that new media content can be created in digital forms, and they also play an essential role in communication with receivers who have similar needs. The use of only traditional communication forms like advertisements and public relations to communicate with consumers might not be enough. Therefore, the concept of innovative communication or integration in sending news and information is needed for shopping center management as there is the belief that innovative integrated communication can increase the number of shopping center customers. (Tanet Yukantavanichchai, 2010, as cited in Schultz & Kitchen, 1997). Furthermore, lifestyle or behavior of shopping center customers begins to change and that make the original mass media communication unable to reach the target group effectively. The proposed idea is consistent with Schultz and Kitchen, (1997) who discussed that integrated communication innovation builds brand equity and influence attitude and behavior on consumers that can cause the revisit.

Regarding retail businesses at present, Thum Chirathivat (Wanpen Puttanont, 2019) proposes 5 areas of challenges the modern retail industry must adapt to. These are; 1) consumers are not only consumers anymore, but they are also the reviewers, content creators, or sellers 2) customers' experience design, online and offline world combining e.g. Pomelo. There is also the design of customers' consuming route which connects the online and offline world in providing services. 3) strategic goals setting, such as Central Group on the joint investment with partners e.g. Grab, JD.co.th and Pomelo to fulfill customers' experiences 4) the preparation to cope with cross-industry competitors. In which retail businesses will survive by being farsighted, see what others cannot see and adjust all the time 5) consumer-oriented goals with clear directions of adjustment and consumers' benefits will come first. (Nittaya Chettachotros, 2019, as cited in Panyaporn) Consumers' experiences are more important than in the past. Selling online or investing in-store sales is not a factor that causes the retail business to shut down. It is predicted that by January 2019, 90% of retailers will continue to operate their businesses through store sales but what more important are providing impressive experiences or creating special experiences that exceed customers' expectations.

Shopping center communication in Thailand focuses exclusively on promotional activities to increase sales in shopping centers. The form of shopping centers has changed during these five years. Shopping centers in Thailand start to focus on exterior construction including the concept of interior decoration. So far, the forms or concepts were presented only to investors and tenants, not the consumers. Due to the change of shopping center customers' behavior, shopping center project developers need to pay more attention to the concepts and facilities of shopping centres.

The consistent development in communication management model is required due to the rapid change in many contexts of the shopping centres in Thailand, i.e. the expansion of shopping centres, marketing competition and users behaviours. The model is accepted and widely used in today's business. It is not only for buying and selling products but it is also for applying concepts with shopping center business. The development of shopping center communication design is to meet consumers' lifestyles in the digital age and to be a service of communication form management for consumers. Shopping centers integrate information that cannot be separated. Therefore, it is necessary to develop shopping center communication design to meet consumers' lifestyles in the digital age and to create a new concept of media use through integrated communication innovation focusing on building experiences for shopping center consumers in Thailand.

1.2 Research Questions

1) At present, how are the needs to use services from shopping centers in each generation of consumers like?

2) How do media forms in shopping centers affect each generation of digital consumers' lifestyles?

1.3 Research Objectives

For the research on "Shopping Center; Development of Communication Design Corresponding to Consumer Lifestyles by Generation," these two following objectives are set:

1) To investigate problems and trends of media design in the shopping center to meet consumers' lifestyles in the digital age in the future.

2) To examine the causal influence on the development of shopping center communication to meet consumers' lifestyle in digital age.

1.4 Scope of the Study

The research on "Shopping Center; Development of Communication Design Corresponding to Consumer Lifestyles by Generation" is quantitative and qualitative. The quantitative part is a survey research using primary data and secondary data. The qualitative part focuses on finding answers for shopping center communication design to meet different consumers' lifestyles by generation using focus group interviews for each generation. The scope of the research is as follows:

1) Population and samples, the two objectives for the research are set. These are 1) to study problems and trends of media design in shopping centers to meet consumers' lifestyles in the digital age in the future and 2) to study the causal influence on development of shopping center communication to consumers' lifestyles in the digital age. Details are as follows;

(1) Population: According to the two objectives of the study, consumers in shopping centers in Bangkok are the population. Nonprobability sampling and purposive sampling are applied.

(2) Sample: Probability sampling and simple random sampling of Theerawut Akakul, (2000) are applied to gain 384 respondents which are divided into 4 in the followings:

a) Baby Boomer Generation or Gen B (consumers born between 1946 and 1964)

b) Generation X or Gen-X (consumers born between 1965 and 1979)

c) Generation Y or Gen-Y or in other word “Millennials” (consumers born between 1983 and 1997)

d) Generation Z or Gen-Z (consumers born after the year 1997)

2) The content of the study focuses mainly on 1) the concept of lifestyle (A-I-O) 2) the concept of online media usage behavior and 3) knowledge on shopping centers and trends in the future 4) consumers’ behavior divided into Gen B, Gen-X, Gen-Y, Gen-Z and Gen-C (Children of Baby Boomer and Gen-X)

3) The area of study is shopping centers in Bangkok area.

1.5 Significance of the Study

The research on "Shopping Center; Development of Communication Design Corresponding to Consumer Lifestyles by Generation" contributes to two areas below:

1) Knowledge of consumers' behavior towards shopping centers to meet consumers' lifestyles in the digital age.

2) Guidelines for shopping center design to meet consumers' lifestyles in the digital age and for setting the public relations policy in shopping centers.

1.6 Operational definitions of the Key Terms

The key terms for the research on "Shopping Center; Development of Communication Design Corresponding to Consumer Lifestyles by Generation" are defined as follows:

1) The design development is an analysis to convey the thought into pieces of work which consumers can see, perceive or touch them. The design covers object design, system or human interaction including design thinking. The developed design might be possibly used.

2) Demographic Data refer to sex, year of birth, age, education, occupation, job position, work experience, average income per month, hometown of (1) Gen B (2) Gen-X (3) Gen-Y (4) Gen-Z

3) Media in shopping centers are billboards, persuasive messages, voice, songs, publications, TV, internet used for advertising and promotions in shopping centers.

4) Consumer Lifestyle means consumers' behavior or lifestyle or "Ways of life" or the answer to "How ones live" or "Mode of Living." Marketers use these issues to separate target groups (Each group has a different lifestyle.) to present different and appropriate products, services and ways of communication. Lifestyle means three main subjects called A - I - O which are 1) Activities - routines, activities doing each day or each week, spending time: work, hobbies, being member/participate in social activities, holidays, entertainment activities, shopping, playing sports, etc. (2) Interests-interests, interesting things in life, setting priority: life success, food, health,

family, people, community, society, fashion, vehicle, sports, technology, celebrities, entertainment, recreation, arts and culture, etc. (3) Opinions - opinion, feelings about things, presenting point of view on something: point of view on oneself, society, economic policy, education, environment and nature, businesses, fables, future world, women role, etc.

5) Digital Consumers are four groups of consumers categorized from the year of birth or four generations (referring to groups of people born and grown up in the same period of time and usually have similar taste and lifestyle):

(1) Baby Boomer Generation or Gen B is consumers born between the year 1946 to 1964 or after World War II. It was the period of time when the world entered the economic downturn. Because of the social conditions, the generation in that period needed to endure and had a difficult life. When the economy began to recover, people started their businesses and improved their quality of life. To conclude, social conditions made people strict, diligent and patient.

(2) Generation X or Gen X is consumers born between 1965 and 1980. It was the period of life balance, work, money, family and oneself. They felt that the organizational work system could not help them. The income was lower than what they expected. Difficulty in finding jobs unsatisfied them and they felt that there was no progress in their works.

(3) Generation Y or Gen Y in other words Millennials are consumers born between 1980 and 1994. They are assertive. They have their own identity. They do not care for criticism. They have high self-confidence. They like shortcuts, convenience, quickness and high technology. Every question has answers on the internet. They apply for jobs through the internet. They chat on the internet. They are followers of iPod, iPhone and music is their friend.

(4) Generation Z or Gen-Z is consumers born after 1995. Most communicate through messages on mobile phones or computers instead of using face to face communication.

For Gen-C (children of Baby Boomer and Gen-X), this research does not include this generation as four main groups of digital consumers, but refers to it partially in a discussion.

6) Shopping Center refers to shopping center services which are divided into 5 elements: 1) Design Concept which is interior design of shopping center, 2) Service Facilities which are public utility that shopping centers should provide, 3) Tenants Mix associates with tenant mix choosing, which depends on the context of each area. Other tenants adjust to meet the need of the community, 4) Entertainment and Attraction and 5) Marketing and Communications.

7) Shopping Center Behavior or Behavior on using shopping center services decision refers to the nature of consumers who decide to use shopping center services, buy products and services in shopping centers including using shopping centers for recreation and socializing.

(1) Utilitarian Shopper means consumers decide to use services from shopping centers in Thailand because of the usefulness of products or services more than the satisfaction on them. Moreover, this includes those choosing the products or services to fulfill their needs or to solve problems.

(2) Hedonic Shopper means consumers choose to use services from shopping centers in Thailand depending on their emotions, feelings, satisfaction or imagination which help create emotional aesthetic, tastes or experience related to emotion.

8) Digital Habit refers to behavior in online media use. The study on "Social Network Usage Behavior of X Generation in Bangkok" by Guykan Senkaew (2015) reveals that the majority of participants are male age between 38 and 42. They complete a bachelor's degree, work as government officers/state enterprise employees, and earn average monthly income between 10,001-20,000 baht. The expectation of social network usage is at a high level. Perception, learning and acceptance on social network usage is also at a high level. Likewise, attitude on social network usage and behavior on social network usage are at the highest level. The results of hypotheses testing revealed that the expectation on social network usage, perception, learning and acceptance on social network usage, and attitude on social network usage affect social network usage behavior of X generation in Bangkok at the significant level of 0.05.

1.7 Research Conceptual Framework

The research on “Shopping Center; Development of Communication Design Corresponding to Consumer Lifestyles by Generation” focuses on investigating 4 areas; 1) demographic data is the characteristics of a population 2) customer lifestyle is consumers’ behavior or buyers’ lifestyles 3) digital habit means online media use behavior 4) shopping center behavior refers to products or service buying behavior at shopping centers as shown below: (Figure 1.1 Research Conceptual Framework)

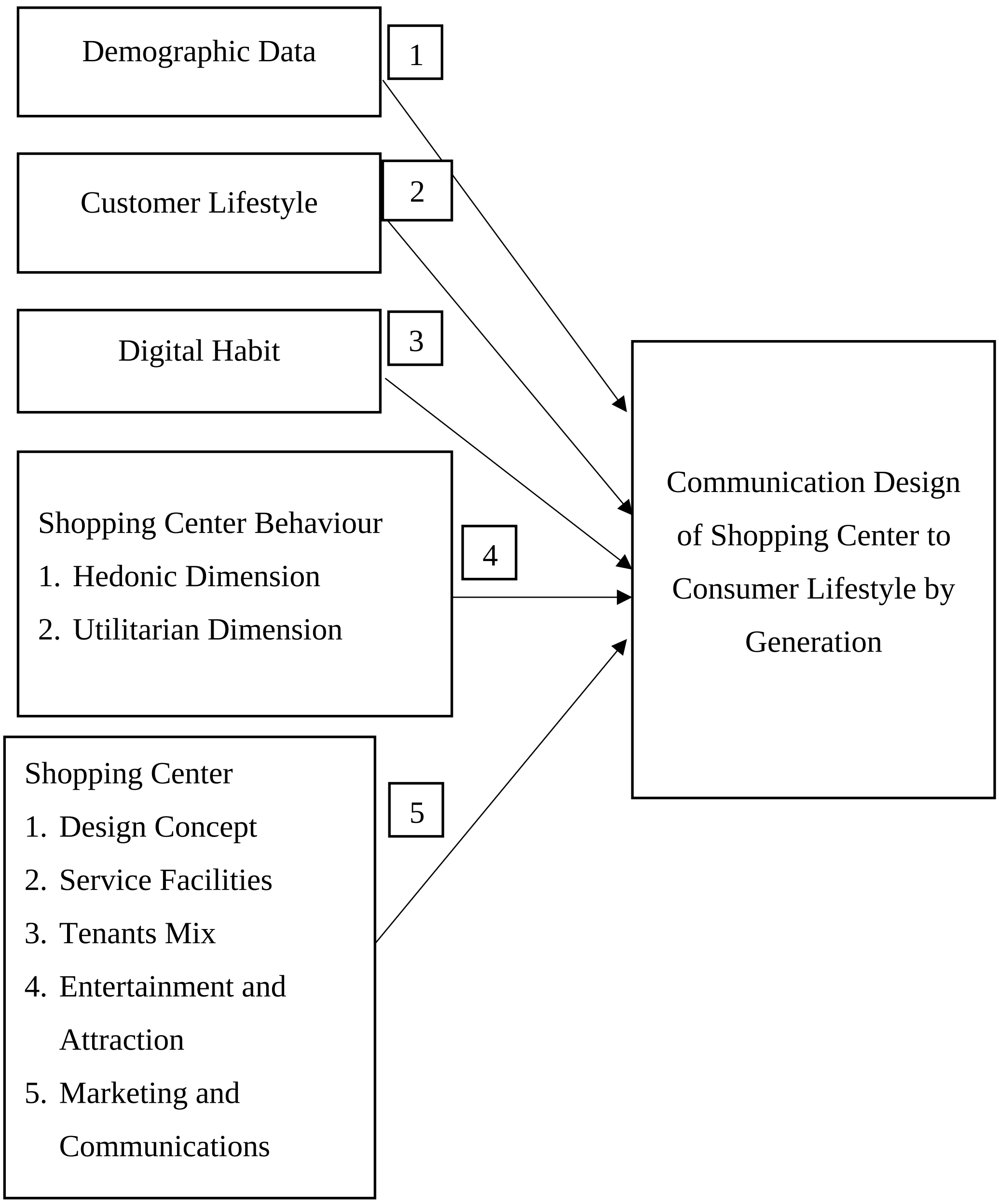

Figure 1.1 Research Conceptual Framework

CHAPTER 2

LITERATURE REVIEW

The baseline theories and concepts behind the study, entitled "Shopping Center; the Development of Communication Design Corresponding to Consumer Lifestyle by Generation," are gained from both primary sources and secondary sources. The primary sources include articles, research findings from academic journals, research reports, theses, and independent studies in Thailand and across the globe. In contrast, the secondary sources refer to textbooks, annual reports, theories, and related research as listed below:

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  2.2.1 The Demographic Compositions
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  2.3.1 Definitions of Market Management
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2.1 The Digital Thailand

The digital Thailand refers to the circumstance in which the country can achieve the maximum benefits of digital technologies in developing and creating their infrastructures, innovation, data, human capitals, and other resources to promote stability, wealth, and sustainability of their economy and society.

The gradual evolution of Thai economy had been accelerated by various economic models ranging from the 1.0 Model, 2.0 Model, and 3.0 Model until now the 4.0 Model is applied. To elaborate, the 1.0 Model focused on promoting agricultural production, while the emphasis of the 2.0 Model was on light industry; however, the focus of the 4.0 Model was on promoting heavy industry and the 4.0 Model emphasized on stimulating innovation (Interview with Maesincee in Thairat Newspaper, May 2th, 2016). In their plan to develop digital for economic and society, the nation has set their clear goals in 4 areas as follows:

1) Increasing economic competitiveness of the country by using innovation and digital technology as a principal tool in creating productive innovation and services. This is congruent with Chanintorn Pensute (2017) who supports that Thailand has announced the use of the 4.0 Model in 2016 with the emphasis on creating innovation for Thai sustainable economy. However, the major problem of applying the new model relates to lack of readiness in stimulating innovation to promote competiveness for entrepreneurs due to inadequate continuous support and insufficient funds from the government. In contrast to the economic issues, innovative and technological changes allow the public to monitor the performances of the government.

Meanwhile, the election campaign in the 4.0 provides politicians with opportunities to use various online media, both the open and close platforms to attract young generation who tend to expose to online media instead of the offline modes.

2) Creating equal social opportunities for the public in exposing to news and\services through digital media to improve their quality of life. As shown in studies by numbers of scholars since 1988, considering its Gross National Income (GNI), Thailand was in the lower-middle income group whereas the country fell into the upper middle income group as its GNI grew bigger in 2008. Regardless of the continuous growing GNI, it has been 3 decades that the nation could not reach the high income group, while Japan, Singapore, Israel, and South Korea were classified into the high income group in 1986, 1991, 1992, and 2002, respectively. These countries were categorized into the group with sustainable high income (The World Bank, n.d.-b, n.d.-c, n.d.-d, n.d.-e, n.d.-f).

3) Providing knowledge and skills for their citizens to live a quality life and work well in the digital age as Chaninthorn Pensute (2017) explains that explicit governments support for entrepreneurs in countries in the East is similar. To explain, not only promoting economic environment or providing direct funding for startups, most governments also provide startup entrepreneurs with a visa to attract international potential entrepreneurs. These policies foster economic development in their countries. Besides, more job vacancies are offers when more labors are needed resulting in fewer unemployed citizens. Moreover, the rapid growing of the startup economic values in a short time can change the overall economic values in the nations.

4) Reforming of working paradigms and the provision of government services by using digital technology for transparent, effective, and efficient performances. This is congruent to Anupong Avirutha, Supalux Chaiyasi, Rangsrichan Suwansatiskorn, Monton Tongpanung,Jumpee Petchum, Worakanya Siripide, Cholthida Rakyut, and Virat Jhaisa, (2017) who investigate readiness of becoming smart farmers of Thai citizens. They discover 6 areas of the ability. First, the readiness of knowledge about their careers was at a high level (3.89), the readiness of information for decision making was moderate at 2.71, while the readiness of product and marketing management was high with the average mean of 3.52. Likewise, readiness of awareness of product quality and safety of customers was moderate (3.00); however, the readiness

of responsibility for the environment and the society was at high level or 3.72. Finally, the readiness of pride of being a farmer was also high (4.00).

The development of digital technology for economy and society in Thailand is compatible with the 20-Year Digital Landscape of Thailand, which focuses on promoting long term development. However, because of the dynamic changes of digital technology, 4 phases of the development have been identified in the present plan for developing digital technology for economy and society. They are as follows:

Phase 1 Digital Foundation refers to how the country invests their capital and allocates the fundamental resources in developing digital foundation for their economy and society. (Anupong Avirutha et al. as cited in Crowe 2006) investigates the development of community economy in Washington focusing on examining nature of social capitals. The findings reveal that developing social capital in the community is more constructive than promoting industrial enhancement. The finding suggests that economic development is possible when the required infrastructures in the community are ready; the location and its environment of the community are approachable and controllable including having adequate space.

Phase 2 Digital Thailand I: Inclusion associates with the participation of all sectors in developing their economy and society base on the civil state guideline.

Phase 3 Digital Thailand II: Full Transformation refers to complete acceleration of the country to Digital Thailand, which allows them to gain full advantages of digital technology.

Phase 4 Global Digital Leadership means Thailand being in a developed country group and is able to raise their sustainable economic and social values by using digital technology.

2.1.1 Strategies for Digital Technology Development for Economy and Society

To serve the vision and goal of Digital Thailand, 6 strategies are launched. These include Strategy 1: build nation-wide high capacity infrastructure, Strategies 2: boost the economy with digital technology, Strategy 3: create a quality and equitable society through digital technology, Strategy 4: transform into digital government, Strategy 5:

develop workforce for the digital era, and Strategy 6: build trust and confidence in the use of digital technology. The clarification of each strategy is below.

Strategy 1 aims at rolling out nation-wide digital infrastructure, enhancing high-quality digital infrastructures in which all Thai citizens can equally expose to and make use of the full potential of digital technology ubiquitously. The connectivity must be fast enough to serve the needs and the prices must be reasonable. Moreover, in the long run broadband internet will become infrastructures as roads, electricity, and water supply do so that it can connect everyone and everything together. This strategy consists of 4 implementation mechanisms in the followings.

1) Roll out modern nation-wide broadband infrastructure to serve the needs of all sectors in reasonable prices,

2) Turn Thailand into an ASEAN connectivity hub by becoming data traffic route in the region and becoming home to the world big content producers,

3) Develop digital infrastructure policy, radio frequencies, and convergence of technology in the future to achieve the ultimate benefits of the resources.

4) Reform state-owned enterprises to be appropriate with modern circumstances and advancement of digital industry to serve dynamic changes in the future.

Strategy 2 focuses on boosting the economy with digital technology and stimulating the national economy. The aim is to encourage the use of digital technology to reduce product and service costs and foster effectiveness of business operations including competitiveness in running new businesses in the long run. In addition, this strategy aims at promoting ecosystem for digital businesses to boost competitive of Thai businesses. This results in sustainable growth of Thai business sector and more employment in the future. This strategy consists of 4 implementation mechanisms as follows:

1) Raise competitiveness of Thai businesses with digital technology throughout the value chain to become competitive in global digital business, and promoting the use of technology and information for the reform of the production of product and services,

2) Create and foster digital technology startups to accelerate digital business,

3) Strengthen digital industries and related sectors for future innovative competition particularly future industries in which Thailand has more potential, and

4) Foster opportunities in operating agriculture and selling community products through digital technology via cooperation between the government and the public.

Strategy 3 aims to create a quality and equitable society through digital technology to make sure that people of all groups particularly farmers, people in remote areas, the elderly, people with low opportunities, and the disables can equally access to and get the government services by using digital technology. Besides, the goal is for all citizens to acquire information and knowledge locally and nationally in the digital forms which is easier and more convenient to expose to. Consequently, all Thais will become digitally literate and have necessary skills to make use of digital technology with social responsibility. This strategy consists of 5 implementation mechanisms as showed below:

1) Ensure inclusive and equal access to digital technology for all citizens, especially the elderly, the disables, and people in remote areas.

2) Develop ability to use digital technology creatively and improve ability to critically consume information in the open and free digital society.

3) Create local digital content and knowledge resources, which are approachable for lifelong learning through telecommunication, broadcasting, and convergent media system.

4) Provide ubiquitous education opportunities with digital technology for students and learners of all ages.

5) Increase access to thoroughly modern healthcare with digital technology to prepare for the elderly age.

Strategy 4 aims to transform the country into digital government focusing on improving effectiveness of the governance in both central and regional organizations so that all citizens can get the digital services with no physical limitations, location challenges, or language barriers until achieving unity. Moreover, the digital government allows their citizens to participate in planning social and economic development guidelines, the operations, and offer opinions on their performances. This strategy consists of 4 implementation mechanisms as presented below:

1) Provide citizen-centric smart services which can serve the needs of users particularly the public, businessmen, and tourists.

2) Increase efficiency and good governance with digital technology with the emphasis on integrating investment in data resources and governmental functions.

3) Promote open data and civic participation in governance.

4) Develop government service platforms to encourage new applications or services.

Strategy 5 emphasizes on developing workforce for the digital era. To elaborate, the focus is on promoting ability to create and use digital technology of working-age population both in governmental and private sectors for their jobs. Meanwhile, the goal is also to directly enhance ability of the personnel in digital technology profession so that their knowledge, competency, and technical skills reach the standard level. Consequently, this will offer more vacancies with high values in the era in which digital technology is the main factor that drives the economy and society. This strategy consists of 3 implementation mechanisms as showed below:

1) Improve digital skills of workforce in all sectors including the governmental and private sectors regardless of their fields or ages.

2) Develop digital specialty for the personnel in digital technology in the governmental and private sectors to serve future needs.

3) Enhance planning skills of digital technology CEOs to applying digital technology in their missions and improve the value of organizational information.

Strategy 6 refers to promotion of trust and confidence in the use of digital technology with the aim to enforce effective and up-to-date law, regulations, rules, and standards in complying with international protocols to facilitate and reduce obstacles in running economic activities and online transactions. This includes promotion of safety and trust for users in all sectors as well as their right protection to serve rapid growth of digital technology and more use in the future. This strategy consists of 3 implementation mechanisms below:

1) Develop standards, rules, regulations, laws, and facilitating systems to ensure ease of doing business and benefits for the economy and society.

2) Put in place appropriate and modern digital laws relating to the economy and digital society, which comply with the dynamic changes of digital technology and social contexts.

3) Build trust and confidence in online transactions by establishing safety systems for information technology and communication including security of personal information and consumer protection.

2.1.2 Implementation Mechanisms of Digital Development Strategies for Economy and Society

The development of the digital economy and society must be implemented through a comprehensive and full strategic driving mechanism to establish the foundation to move Thai economy and society towards digital era. The mechanisms include 4 areas as follows:

1) Concrete driving in the urgent stage by providing priority activities and projects (1 year and 6 months) with the major focus on investing in digital infrastructure and creating a digital development foundation in 6 areas according to the digital development strategies ranging from developing infrastructures, fostering digital economy system, transferring to digital society, transforming into digital government, developing workforce to establishing digital rules, regulations, and standards.

2) Reforming organizational structures by improving forms and methods of governmental operations including integrating operations among ministries to raise effective of the governmental system, reduce governmental roles, and share authority to the public. Meanwhile, a central organization is established to set policies, coordinate, and drive the national digital development to become unified, effective, and efficient.

3) Integrating tasks, budgets and operational resources by promoting cooperation or link between tasks and information in a holistic manner, identifying the responsible man of each mission, revising rules and regulations, and funding to promote cooperation among governmental organizations which coordinate in providing services for the public. Besides, the mechanism include establishment of a fund for development of economy and society as an alternative funding for any projects targeting at promoting digital development for economy and society in addition to governmental annual funds.

4) Monitoring mechanism of progress in policies making by implementing continuous monitoring and evaluating in different phases. When problems occur from the implementation, additional required mechanisms must be appropriately and promptly added to solve those challenges or allocate resources. Consequently, the monitoring results can be used in concrete improvement of the operations. Moreover, all sectors must involve in the consultation processes, sharing opinions, and monitoring the progress of the operations, which promote transparency and efficacy of the operations.

To conclude, the transformation to digital Thailand will completely changes the structures of economic activities, production processes, sales, services, and other social activities as well as interaction between people. Priority will be on urgent activities relating to digital for economy and society for obvious and concrete achievement. The emphasis of the first phase (1 year and 6 months) is on promoting readiness of digital infrastructure in the nation. Therefore, the study entitled "Shopping center; the Development of Communication Design Corresponding to Consumer Lifestyle in Digital Age," aims to investigate challenges and trends of media design in shopping malls to serve lifestyles of consumers in the digital era. Moreover, the objective is to investigate casual influences of the development of the design of communication methods in shopping malls to suit their lifestyles.

2.2 Demographic Theories

Siriwan Sereerat (1995) defines population as the characteristics of population, which include their age, gender, status, income, career, and educational level. All of these factors are taken into account for calculating market segmentation since they are significant, measurable, and helpful in identifying the target customers. Meanwhile, demography means the quest for knowledge and understanding of population behavior and phenomena of population changes (Santas Sernsri, 1996). The term "demography" is made up of 2 words in Ancient Greek: "demo" and "graphy." "Demo" means "people" or "citizens" in English, and "Graphy" is "writing up" and "description" in English referring to writing or describing. The word has close meaning to "Sart" in Thai. Thus, "Demography" associates with the study of population. However, the term "Demography" was not popular at the beginning, as seen in more use of “Population Studies,” which was close in meaning with different Thai word such as “Pracha Korn Wittaya,” “Pracha Korn Wanna,” “Kansueksa Prachakorn,” or “San Sueksa Parchakorn.” Until now Demography or “Prachakorn Sart” is a field of study, which encompasses the study of size, distribution, structure of population. This includes dynamic changes in population and its elements in response to birth, death, migration, as well as changes of social status. Benjarongkij (1999) makes a notion that Demography refers to a theory relating to causes and effects of human behavior, which might be aroused by external stimuli, with the core assumption that different population tend to be with diverse behavior and decision making ability.

2.2.1 The Demographic Compositions

Chalongsri Pimonsompong (2005) defines demographic compositions as the characteristics of population encompassing genders, age, housing, marital status, education, career, ethnicity, language, religion, etc. Of all the compositions, age and gender, the 2 fundamental geographical factors, are the most outstanding as they affect birth, death, and migration, which result in changes in size, structure, and distribution of population. Suwasa Chaisurat (1994) adds that each composition can also identify an individual’s unique characteristics. The demographic composition can be classified as follows:

1) Genders: The information about gender structures of population is a significant demographic factor in many planning processes both for governmental and private organizations such as healthcare service plans, business plans, etc. Economists take gender as a factor in investigating woman labor employment and careers of the population. In the meantime, sociologists focus on examining how balance between male and female population affect social and cultural changes. They analyze demographic composition such as birth, death, migration, and marriage. In addition, they also view gender as an influential factor in analyzing other economic and social phenomena. Siriwan Sereerat (1995) discovers in her study that women are likely to send and receive more information than men, while it is not sufficient for most men to conventionally send and receive information as they prefer building rapport with the sender and receiver of the information.

2) Age: This composition is fundamental and important for a demographic analysis as it a key factor for an investigation of birth, marriage, death, and migration. Moreover, knowledge about population age structures allows effective plans to manage workforce, education extension, projects for governmental social welfare for all citizens and etc.

3) Marriage: This composition categorizes marital status i.e. single, married, widowed, divorced, illegally married but separated. Different marital status is demographically significant as the proportion of marital status has impacts on fertility rates and death tolls in the nation. In other words, the high proportion of married women leads to high birth rate, while both married men and women share lower death rate comparing to singled, divorced, and widowed population in the same group of age.

4) Education: This composition indicates economic and social status of the country. The data about education is useful for the government and private organizations to predict workforce in the future and development of the country. Countries with high rate of illiterate population are seen to be underdeveloped. Thus, discovering proportion of the population in studying age is helpful for the government's planning and policy making in education.

Siriwan Sereerat (2007, p. 41) clarifies that demographic composition, which includes age, gender, or education, is a popular criterion in market segmentation. The composition is influential in determining the target market as it is outstanding and measurable. It is easier to be measured than other variables. The scholar adds that people with different demographic composition appear to differ in psychological characteristics as clarified below:

1) Sex: The factor is influential in communication behavior of different people. To elaborate, women appear to be with more needs to send and receive information than men, while it is not sufficient for most men to conventionally send and receive information as they prefer building rapport with the sender and receiver of the information. This factor plays key role in market segmentation; thus, marketers must pay careful attention on the factor. In addition, the factor can change consuming behavior in a circumstance in which women work more.

2) Age: Products can serve the needs of consumers with different age; therefore, marketers take advantage from age factor. These people have investigated

niche market and discover that age determine one's thoughts and behavior, for example, young people are likely to be more liberal, idealistic, and optimistic than older people. In contrast, older people are usually conservative, strict, careful, and pessimistic than the young according to their different life experiences. Regarding mass media use, older people are like to expose to gain more news than entertainment. Kingkaew Supprawong (2003) explains that aging results on more careful thoughts, behavior decision making and that communication is also changed according to age and experiences of individuals. In general, older people are able to communicate better than young people.

3) Education: This factor influences different thoughts, values, attitudes, and behavior i.e. high educated individuals can take more advantages from obtaining useful information as they are able to understand the messages well. These people do not believe on anything without adequate evidence or reasons. Relating to media exposure, low educated people prefer getting information from the radio, television, or movies, while the high educated choose printed media, radio, television, and movies. When having limited, time high educated people tend to rely more on printed media than others. Parama Satawethin (2003) supports that educational levels, educational systems, and different fields of study in different eras influence people's thoughts and needs.

4) Income: This factor is influential in determining market segmentation. In general, most marketers pay much attention on consumers with high income. However, families with low income are the majority. Taking income as the only exclusive factor is not effective as it is the indicator of purchasing ability, while people buy products according to their life styles, taste, value, careers, education, and etc. Even though income is an attractive factor, most marketers consider income with other demographic composition to set clear target market, for example, they simultaneously analyze income, age, and careers of population.

In summary, demographic composition is helpful in investigating the evolution of communication design of shipping malls to serve lifestyle of consumers in the digital era. This provides clarification about sex, age, education, income, and career of consumers or customers in shopping malls in Bangkok. In this study, the customers are categorized into 5 groups. They are: 1) Baby Boomer Generation or Gen B (born between 1946 and 1964), 2) Generation X or Gen-X (born between 1965 and 1979, 3)

Generation Y or Gen-Y or known as ‘ Millennials’ (born between 1980 and 1997), 4) Generation Z or Gen-Z (born after 1997), and 5) Gen-C (children of Baby Boomer and Gen-X). The classification of the customers above lead to 2 research objectives: 1) to investigate problems and trends of the communication design in responding to consumer lifestyle in digital age, and 2) to develop the communication design in responding to consumer lifestyle in digital age.

2.3 Marketing Management

2.3.1 Definitions of Market Management

Marketing management is a marketing tool used in strategic planning in order to achieve business objectives. This tool can respond to customers’ needs and raise their satisfaction (Kotler & Keller, 2012). Marketing management consists of 4 elements: 1) products that satisfy customers’ needs, 2) prices that reflect values and offer cost to satisfy customers, 3) places which are convenient to buy, and 4) promotion which communicates to customers (Ake Phattarathanakun, 2013). This is congruent with Siriwan Sereerat (2003, p. 53) and Seri Wongmontha (2004, p. 17) who define marketing management as a set of marketing tool an organization use to serve its marketing objectives (Kotler, 2000, p. 14). It is seen as a controllable factor which can be used for satisfying the target customers or achieving communicative goals of the organization.

Kotler (2000, p. 14) has defined marketing management as a set of marketing tool an organization use to serve its marketing objectives and includes 4 principles or 4Ps (Siriwan Sereerat, 2003, pp. 53-55). Each element is clarified in the followings.

1) Products: A product is an item sold to satisfy the needs of a certain group of people. The product can be intangible or tangible as it can be in the form of services or goods such as packages, colors, quality, brands, services, and reputation of sellers. A product can be an item, service, place, person, or though. An available product can be abstract or concrete. This is supported by Kotler and Keller (2012) who has defined the term “product” as an item available for customers to respond to their needs and satisfy them. Therefore, customers gain benefits and value of the product. The product can be tangible or intangible, for example, a service, an organization, a

person, or an item that can be sold. In order to identify product strategies, the following factors should be considered.

(1) Product differentiation and competitive differentiation

(2) Product component such as basic benefits, appearances, quality, packaging, brands, etc.

(3) Product positioning referring to the package design which can place the product in its unique status and become valuable for the target customers.

(4) Product development to improve and renew a product so that it can serve sufficiently the customers' needs.

(5) Product mix and product line

2) Prices: The price of a product is basically the amount or anything else that a customer pays for to enjoy it or value of the product that needed to be paid. Price is a very important component of the marketing management definition. It is the 2nd "P," which comes after "Products" in the concept. Customers will compare the value and the price of the product. Provided that the value is higher, they will purchase it. To elaborate, prices refer to a fixed sum of money that a customer needs to pay to obtain the product. After the customer associates the price with the value, they will pay for it when the price can reflect the product value (Kotler & Keller, 2012). Therefore, it is necessary for those who are in charge of developing price strategies to be aware of perceived value in the view of customers, while it is inevitably important to make sure that the customer realizes that the product value is higher than the price, the cost, other related expenses, competition, and other factors. This is congruent with Isaree Anaunchokpathama (2015) who conducted a study, entitled Market Management and Buying Decision on LINE Giftshop. The qualitative study aimed to investigate market management, which includes product, price, place, and promotion and the buying decision on LINE Giftshop. The data were gained from an in-depth interview with 3 groups of the participants: 1) those who bought products on LINE Giftshop, 2) those who got products on LINE Giftshop, and 3) the participants who had never purchase in the application. Moreover, the study applied triangulation of the data through the in-depth interview, a participation observation, and literature review. The findings reveal that the market management including product, price, place, and promotion were influential on their buying decision on the application. To elaborate, most participants

focus exclusively on the product and promotion. Likewise, the management that gains the participants' highest consideration includes products, brands, quality, and discount promotion.

3) Place or distribution refers to structures of distribution channels, which include an institution and activity that transfer a product or service from an organization to the market. The institution that distributes the product to the target market is the marketing institution, while the activity that helps distribute the product consists of transportation, a warehouse, and methods of inventory storing. Thus, place can be categorized into two areas below:

(1) Channel of Distribution, Distribution Channel, or Marketing Channel associates with an individual or a business that are professional in distributing product ownership or transferring a product from a producer to consumers or users. In business viewpoint, channel of distribution refers to a route that a product or ownership transferred to the market through different distribution channels such as a middleman, a consumer, or an industrial user who might take direct channels from the producer to the consumer or the industrial user, while indirect channels involve distribution from the producer to the middleman until it reaches the consumer or industrial user. Likewise, Panisa Meechinda and Siriwan Serirat (2011) add that channel of distribution is a route in distributing a product or service from a seller to customers, the distribution can be through a middleman or directly to the consumers. As distribution affects the perceived value of consumers, it is necessary to consider convenience for the consumers, which include the place, location, timing, and method.

(2) Physical Distribution or Market Logistics refers to a task related to planning, following plans, and controlling transportation of raw ingredients, producing factors, and static products from the beginning to the end of the consuming cycle to respond to customers' needs with the focus on gaining profits as a return (2003, p. 5). This also associates with an activity of transferring a product from a producer to consumers or industrial users. Physical distribution is meaningful in many areas such as transportation, storage, and inventory management. Panisa Lunchanon (2005, p. 164) elaborates that physical distribution is a method in transferring a product to the market, which applies a mean in making the product accessible ubiquitously to all customers. The method allows customers to gain benefits from their purchase and the possession.

Besides, it is helpful in term of the location and time worthiness as the product can be found ubiquitously and can serve the customers' needs.

4) Promotion is a communication tool that promotes satisfaction of a trademark, service, idea, or individual. It is used in persuading demand and reminding customers of a product to influence their feelings, belief, and buying behavior or conveying information about the product between a seller and a buyer. The market management can form attitude and encourage buying behavior. Promotion can be through personal selling or non-personal selling, which integrate various communication tools. An organization can use make use of one tool or more based on the principle Integrated Marketing Communication (IMC) considering their customers, the product, and their competitor through a shared objective. Lovelock & Wirtz (2011). adds to this that marketing promotion refers to a communicative tool used by a seller and a buyer to share information about a product, service, trademark, and organization as well as promoting satisfaction and positive attitude towards the trademark to encourage demand and remind the customers of the product with the expectation that the marketing communication will influence the customers' feeling, belief, attitude, and buying behavior.

2.3.2 Significant Marketing Communication Tools

1) Advertising is an activity used in conveying news about an organization, product, service, idea that required to be paid to a sponsor using an advertising strategy. These include creative strategy, advertising tactics, and media strategy. Jenjira Kesornkajornthip (2014) support that promotion marketing communication from a seller to a buyer aims to create positive attitude, encourage demand, and remind consumers of a product, which can be direct or indirect (Kotler & Keller, 2012). Thus, marketing communication promotes linkage between consumers and a product of an organization for them to learn more about the product or service and perceive its brand image. The communication promotes brand loyalty, brand engagement, and brand equity, which encourage the consumers to try and purchase the product easier.

2) Personal Selling is interpersonal communication between individuals to persuade the target consumers to buy a product or a service, or affect customers' thoughts. The selling can be through an organization to arouse purchase or promote

good relationship with the customers (Armstrong & Kotler, 2003, p. 5) This also include personal selling and sales force management.

3) Sales Promotion is a special value-added incentive that encourages sales force, distributors, or ultimate consumers with the aim to achieve immediate sale. It is a tool used in stimulating purchase and promoting advertising and sale using a salesperson. The tool can attract customers' interest, trial, and purchase of ultimate consumers or others through a certain distribution channel. Sales promotion consists of 3 methods: 1) customer stimulation or consumer promotion, 2) the middleman stimulation or trade promotion, and 3) salesperson stimulation or sales force promotion.

4) Publicity and Public Relations (PR) refers to:

(1) Publicity is a way to convey information about a product, service, or brand through broadcasting, printing media, or new release with no charges

(2) Public Relations (PR) refers to an attempt in communication which is planned by an organization to create positive attitude towards a product or a policy with the major aim to promote or protect the product image.

(3) Direct marketing or direct response marketing is an advertising method, which expect for direct responses and online advertising as clarified below:

a) Direct marketing or direct response marketing is a communicative mean to connect with the target consumers to encourage direct responses. It includes other means used by a marketer to directly influence consumers for immediate response. This depends on customer database and other means such as advertising. Kotler and Keller (2012) have defined advertising as a promotion of ideas, product, or service through different channels: 1) print media e.g. newspaper or magazines, 2) broadcasting media i.e. radio or television, 3) electronic media like CD-ROM or videodisks, or websites, and 4) billboards.

b) Direct response advertising is a communicative method to gain direct feedbacks from readers, listeners, and viewers to the sender. The advertising can be through letters or other means e.g. magazines, radios, televisions, or billboards.

c) Online advertising or electronic marketing is a mean to advertise through a computer network or the internet to promote and sell a product or service for profit or trading. The activity can be conducted by phones, letters, catalogues, television, radio, or newspaper.

To conclude, market management is relevant to this present study in terms of marketing promotion or communication. The theory is applied as a baseline concept and as a communicative tool to raise satisfaction of a product, ideas, or people by persuading their demand and remind them of the product. Besides, marketing management might be influential to consumers' feelings, belief, and buying behavior. Meanwhile, information transferring between a seller and a buyer can be done through personal selling or non-personal selling focusing on direct marketing or direct response marketing, direct response advertising, online advertising, electronic marketing that applies a computer system or the internet in promoting and selling products for profit and trading.

2.4 Theories and Concepts of Buyer Decision Process

Decision making refers to choosing to do something when various options are available (Walters, 1987, p. 69, as cited in Siriwan Sereerat, 2007, p. 49).

Decision making associates with the selection of a certain method in the presence of many available methods (Yuda Rakthai & Thanikarn Makhasiranon, 1999, p. 9, as cited in Sutamat Chantarathavorn, 2013, p. 623).

Decision making is defined as the process of selecting one practice, considered a part of problem solving processes, from various alternatives to serve an ultimate goal (Kitti Pakdeewattanakul, 2003, p. 7, as cited in Sutama Chantarathaworn, 2013, p. 623).

2.4.1 Buying Decision Process

1) Problem or need recognition refers to how the consumer recognizes a problem or need that could be satisfied by a product or service in the market. The desire or problem might be originated from needs, which are 1) internal stimuli i.e. hunger or thirst, etc., 2) external stimuli e.g. market management (4 P's), for example, craving for a cake after watching a TV advertisement, desire to make a purchase after taking parts in a campaign, impulse to get a new car seeing a friend got one, etc.

2) Information search occurs after a need is recognized. Consumer are aroused to seek more information to assist in their decision making. They can get information about goods from different sources including 1) personal sources including

friends, family, or acquaintance who have experience using the product or service, 2) commercial sources e.g. advertisement on various media, salespeople, shop, packaging, 3) public sources by obtaining the information about a product or service from mass media or customer protection organization, and 4) experiential sources from prior personal experience trying a product.

3) Evaluation of alternatives occurs when customers have the information in hand, they proceed to alternative evaluation and specify criteria or qualifications to be evaluated e.g. brand, model, after-sales service, selling price per unit, etc.

4) Purchase decision occurs after consumers evaluate options. They will then enter into the buying decision process, in which they made decision relating to: 1) brand decision, 2) vendor decision, 3) quantity decision, 4) timing decision, and 5) payment-method decision.

5) Post-purchase behavior refers to how a marketer investigates customers' satisfaction of a product after their purchase. To identify the satisfaction, consumers compare their experience to what they have expected from the product or service. Provide that they find the congruence or that the product exceed their expectation, then will be satisfy with the product or service. Then they repeatedly purchase the product or service or share their good experience to others, etc. In contrast, if the value is lower than what they have expected, customers will be dissatisfied and they will switch to products of competitors or share their bad experience with the product to other consumers. Thus, for this reason marketers need to study customers' satisfaction after the purchase using a satisfaction survey form, call center, etc.

Attention or Awareness, Interest, Desire and Action (AIDA) (Lewis, 1898, as cited in Naphuka-On Punyapapatsorn, 2008) consists of the followings:

1) Attention: The consumer becomes aware of a product and service after they intend to expose to the message.

2) Interest: After recognizing a product, customers' interest must be aroused so that they can differentiate the product from other brands in the market.

3) Interest: Consumers develop a favorable disposition towards the brand until they desire to possess the product. Normally, the desire occurs after ones realize the benefits of a product or are aware of solutions to problems available from the product.

4) Action: After demand occurs, the process will be completed when consumers make a purchase

In sum, the concept of buying decision process is applied in this study with the aim to examine 5 elements of the process. These include 1) problem or need recognition by considering (1) internal stimuli (hunger, thirst, etc.) and (2) external stimuli, 2) information search that aims to study personal sources i.e. getting feedbacks from customers at shopping malls. The search can be through interviewing customers at shopping malls. The customers can be categorized according to the population and participants in this study into 4 groups: 1) Baby Boomer Generation or Gen B (born between 1946 to 1964), 2) Generation X or Gen-X (born between 1965 to 1979), 3) Generation Y or Gen-Y or known as ‘Millennials’ (born between 1980 to 1997), 4) Generation Z or Gen-Z (born after 1997), 2) commercial sources e.g. advertisement, shop assistants, shops, sellers, or sellers in the shopping centers, 3) evaluation of alternatives by categorizing customers at shopping malls into 4 groups (Regarding the population and participants, they were groups into 4 categories: 1) Baby Boomer Generation or Gen B (born between 1946 to 1964), 2) Generation X or Gen-X (born between 1965 to 1979, 3) Generation Y or Gen-Y or known as ‘Millennials’ (born between 1980 to 1997), 4) Generation Z or Gen-Z (born after 1997 or later), 4) purchase decision, and 5) post- purchase behavior. Therefore, this present study aims to investigate media and buying decision of a product or service after the participants expose to the media (timing decision) to design questionnaire, a research tool for this study.

2.5 Theories of Lifestyles

A lifestyle is related to the value and personality of consumers, which is exploited by marketers these days. Since the late 1960s, the studies of personality in colleges or universities in America have declined. It might be because personality cannot accurately predict customers’ behavior. Although subjects on personality are widely taught, the study of lifestyle or psychographics is becoming more popular (Onkvisit & Show, 1994, p. 120).

2.5.1 Definitions of Lifestyles

A consumer lifestyle is a pattern of living one's life. The term can be simply defined as how one lives (Mowen and Minor, 1998, p. 220). Alternatively, an individual' life patterns are reflected through activities, interests, and opinions (Kotller, 1997, p. 180). The life patterns cover groups of people, which are classified into three groups: individuals, small groups with close interaction, and big groups (i.e. market segmentation, etc. (Mowen & Minor, 1998, p. 220).

According to the concept of customers, lifestyle is totally different from personality. To elaborate, lifestyle refers to how customers spend their life, their money, and time to do activities through their overt actions and behaviour. In contrast, personality exclusively depicts internal characteristics, which include thoughts, feelings, and perception (Mowen & Minor, 1998, p. 220).

Even though lifestyle and personality are different both in terms of the concepts and characteristics, they can be integrated particularly for market segmentation. Some scholars suggest that a marketing manager should follow 2 steps. In the first step, market segments will be divided based on the customers' lifestyle. After that, each market segment will be analyzed according to personality differences as criteria. However, it is challenging for marketers to establish standard criteria to divide customers into groups according to their lifestyle. The solution to this challenge is applying an analysis of consumer social psychology, which will be discussed in the following part.

2.5.2 Analysis of Consumer Social Psychology

1) Psychology of Marketing

Psychology of marketing relates to purchase of an individual driven by psychological factors, which are considered as mental factors that influence buying behavior and use of a product. The significant psychological factors consist of 4 areas. These are: motivation, perception, belief, and attitudes that impact satisfaction or motivation.

A person can be with various needs in a period of time. Some are biological needs resulted from stress such as hunger or difficulty, while psychological needs are constituted from the desire to be accepted and praised. Most needs might not adequate in arousing behavior at that time; however, they will become a motive and drive when being triggered later. Then sufficient stimulation will become a need and results in much pressure until a person perform actions to serve the need. There are 2 theories that describe human desire originated by Sigmund Freud and Abraham Maslow. The 2 theories offer different definitions for motivation both relating to customer analysis and marketing (Simon Chotanan Pruetpornchanan, 2011).

2) Freudian Motivation Theory

Freudian Motivation Theory: The theory is coined Unconscious Motivation as the psychologist proposes that unconscious mind is a factor that triggers most behavior. Sigmund Freud made an assumption that psychological forces play roles in constituting behavior since individuals need to control many stimuli. Therefore, prior to eventually performing a purchase that is driven by their consciousness, individuals have a dream, say things they do not intend to, have haunted behavior, are very paranoid. Consumers might belief that the desirable product is partly influential to their job or their daily life. They will not feel relaxed until their mental desire is served by purchasing the product.

3) Maslow’s Motivation Theory

Maslow’s Motivation Theory: The psychologist represents human needs in a hierarchical order from those with the most pressure to the least. The hierarchy of needs consists of 5 steps. These are: 1) physiological needs, 2) safety needs, 3) social needs, 4) esteem needs, and 5) self-actualization needs.

Each level of human needs can occur simultaneously; however, an individual will put efforts in serving the most essential needs. After the need is fulfilled, it will be eliminated. Therefore, marketers must carefully examine each level of consumers’ needs and consider how the product can meet those needs so that they can eventually use marketing tools to attract consumers’ demand to purchase their products.

Perception is a process in which an individual categorizes, interpret, and perceive information or stimuli that have been seen or received. To elaborate, when consumers receive stimuli from the 5 senses, whether they are seen, heard, smelled, touched or tasted, their perception process will involve 3 stages: decision of what stimuli to attend to, selected interpretation of distorted meaning, and storing. Most consumers respond to stimuli they encounter in different ways depending on perception, cultural background, experiences, and personal evaluation. These factors form their different perception towards an object. Despite similar sense (the way they realize their perception), each individual respond to the sense differently according to their inverse interpretations. Consequently, it constitutes different perception towards the object and the perception results in different behavior of customers. In addition, personal backgrounds and experiences also influence different interpretation of information sensed by each individual (Nakhon Sawan Rajabhat University, 2011).

According to the concept mentioned above, careful management of marketing incentives is necessary i.e. for in designing an advertisement consideration should be put on the characters of the presenter, while other products should focus on the packages, which must be outstanding. Besides, the presentation must be congruent with the target consumers' perception e.g. a package of shampoo for teen girls and that for teen boys appear to be in different colors

Moreover, learning is a factor that constitutes changes or repeated behavior of consumers as it is extremely influential on their attitude and belief. Customers might be able to learn from their own behavior that responds to incentives since generally when individuals do something, they usually learn from it. This results on changes in their behavior according to their experience. Likewise, it can be said that human behavior is originated from reaction among motivation, stimulator, conductor, responses, and reinforcement. Theory of learning is significant to marketers as they can generate demand for a product and link it to strong drive and positive enforcement. Hence, marketers run repeated advertisements to promote consumers' learning of the product and create buying behavior.

Belief and attitudes are actions and learning that are resulted from belief and are influential to buying behavior. Meanwhile, belief is an idea about a certain thing individuals have. Belief might be from knowledge, opinions, or faith, which formulates emotional pressure relating to how each individual makes a decision or not doing it. In addition, attitudes refer to evaluation of individuals' satisfaction, feelings, and tendency to act or react to others or things. Consequently, marketers should put more considerations on creating a product that is compatible with the available attitudes since attitude is usually fixed and that other things need to be altered in order to change one's attitude. Consequently, marketers should design a product that match consumers' available attitude instead or trying to change it since it is hard and costly. In sum, several forces can influence on consumers' behavior and their selection is an internal reaction that is culturally, socially, individually, and psychologically complex.

2.5.3 Analysis of Psychographics

Psychographics is a method used to describe consumers' psychological attributes. This refers to an analysis of 3 areas: activities (A), interests (I), and opinions (O). The analysis includes how consumers spend their time and resources each day, attractive surroundings, as well as how they perceive themselves and the outside world. The analysis is sometimes abbreviated to A-O-I to refer to a reference of lifestyle which is indicated by past experiences, innate characteristics, and current situation. All the factors are influential on their consumption. Consumers can vary in terms of their lifestyle; however, it can be shaped by social interaction according to their life cycle, interest in activities, and opinions. A-O-I variables that specify consumers' life pattern are as follows (Assael, 1998, p. 423):

1) Activity Questions (A) refers to queries aimed to reveal information about consumers e.g. an activity they desire to do, a product they want to buy, and how they spend their time.

2) Interest Questions (I) focuses on consumers' preferences and prioritization.

3) Opinion Questions (O) aim to gain consumers' viewpoints and attitude towards the world, their locality, morality, economy, and social activities.

To conclude, the theory of lifestyle is influenced by the psychology of marketing and psychological factors. Each individual can have various needs simultaneously. Those needs can be biological needs that resulted from stress such as hunger or difficulty, while psychological needs are constituted from the desire to be accepted and praised. Most needs might not adequate in arousing behavior at that time. Meanwhile, considering consumers' psychological attributes, this study applies criteria for the evaluation of consumers' lifestyle using 3 psychological attributes: activities (A), interests (I), and opinions (O). This promotes understanding of how consumers spend their life, their money, and time to do activities in the environment they are interested in or significant to them including how they see themselves and the outside world. The analysis of psychological attributes is abbreviated as A-O-I. This concept is adopted in the design of lifestyle questionnaire used to investigate 1) challenges and trends of shopping mall media design to serve digital consumers' lifestyle in the future, and 2) to investigate casual influences of development of communication design for shopping centers to serve consumers on the digital era.

2.6 Fundamental Principles of Modern Shopping Center Design

Nitti Rattanapreechawet, Witawat Rungruengphon, and Rapeepun Khamhom (2018) propose that the most significant factor in developing and designing commercial areas or community shops for the National Housing Authority is the application of the concept of placemaking, which has been adopted widely in other countries but with limited application in Thailand). The concept refers to process of sharing public space of which exclusive focus is on physical, cultural, and social identity, which is in accordance with community value instead of focusing on making effective layout design (Project for Public Spaces-PPS, 2017) In other words, the sharing public space is created by the community for their people so that it matches their lifestyle and that they can mutually run activities. Every community member has shared ownership. The design of the space is not only taking into account convenient travel or transportation and commercial benefits, but it is devoted for the sake of community members including for their safety, strong ties, and value-added space.

The theory encompasses 4 elements. They are: 1) access and linkages 2) comfort and image, 3) uses and activities, and 4) sociability (Project for Public Spaces-PPS, 2017.). Research on space reveals that any space with no identity cannot become a "place." The design of public places depends on 4 factors: 1) need-based occupations, 2) artistic interventions, 3) civic disobedience, and civic-minded improvements (Normoyle, 2016). This study relies greatly on the concept for community development; thus, it applied a case study approach by selecting Ton Tan Market, a big community marker in Khon Kean Province in which the products are displayed in various patterns with much space for community activities i.e. a check point, street music, central stage, and a range of retail shops. Thus, it is obvious that apart from selling areas, areas for other activities should be provided in community markets.

Similarly, a study of a community market in Kent, UK reveals that participation from the community people is exclusively promoted ranging from allowing the people to plan community shop development to involvements in public relation, communication, management, sponsorship, etc. It can be said that the market is fully operated by the community for their people. As a result, the market is not just a commercial place, but a community hub where people get together and share their ideas, while harmony in the community is also improved (The Kent Rural Network, 2009). Similarly, success and sustainability is outstanding in a community market in Humshaugh, UK in which social and economic expertise of community people are integrated. The market not only provides services for individuals or offers products to them, but also meets the social and economy objectives by promoting the community's growth, uniqueness, and livability over others (Walker, 2010).

Nitti Rattanapreechawet, Witawat Rungruengphon, and Rapeepun Khamhom (2018) clarify that convenience and image play key roles in attracting community people to participate in commercial activities and visit community shops. The findings suggest focusing on designing beautiful and modern building areas, which are not alienated from the original residents. This is better than constructing without any plan which might be incompatible or in appropriate as each successful bidder has different models, construction materials e.g. wood, iron, or concrete following contemporary design. The modern image signifies better quality of life and pride among the community members. In addition, the design that includes functional open space provides relaxing feeling and allows audience to see performances clearly, while green areas are also available. However, it is necessary to consider the constructional cost, maintenance, and opinions of relevant people.

Thus, social space is a key element of an effort in designing and developing commercial areas or community shops to become the center of the community, creating a real community area. Besides, when considering various elements that promote success in creating a community area, the public space will become dynamic by offering opportunity to run various activities instead of focusing exclusively on the livability. It is a new social dimension of how people share their residing in the community which rely greatly on community management (Nitti Rattanapreechawet, Witawat Rungruengphon, & Rapeepun Khamhom (2018).

The design of shopping centers is comparable to designing a shop in the sense that it becomes more complicated as there are many relevant factors and it needs to be compatible with consumers' behavior in using services, aesthetics, and shopping center management. Regarding consumers' behavior, the investigation of behavior of uses in the shopping centers, behavior in using the space, and their lifestyle is necessary. Concerning aesthetics, it refers to an examination of how a shopping center is designed, facilities, servicing, and the atmosphere at the malls. Finally, management associates with management in a shopping mall, receptionists, and other services. In addition, the shops in the shopping center must serve each group of the consumers' needs (Nitti Rattanapreechawet, Witawat Rungruengphon, & Rapeepun Khamhom, 2018).

To conclude, the fundamental principle in designing shopping centers relates to the ideas of placemaking, which makes it more complicated because it requires considerations on a number of relevant factors and it must be compatible with user behavior, aesthetics, shopping mall management, and users' behavior. Meanwhile, considerations need to be put on 4 elements when designing shopping malls. These are: 1) access and linkages, 2) comfort and image, 3) uses and activities, and 4) sociability (Project for Public Spaces-PPS, 2017). Moreover, research on space reveals that any space with no identity cannot become a "place." The design of public places depends on 4 factors: 1) need-based occupations, 2) artistic interventions, 3) civic disobedience, and civic-minded improvements. Consequently, this study applies the 4 elements in designing public places as criteria for the development and design of shopping center communication to serve lifestyle of the consumers in the digital era.

2.7 Shopping Centers and Their Trends

2.7.1 Definitions of Shopping Centers

A shopping center is a single building or connected building with a walkway that allows commuting from one area to another, a convenient parking facility, and ranges of modern services (Varunee Tuntiwongwanich, 2009).

A shopping center refers to a building or series of connected buildings that sell goods and services retail under the shade of the building (s) or in open space. The available products are not displayed in different departments, but depending on the suitability of the areas and the layout of each shopping center. However, a shopping center provides wide ranges of products including fashion items, restaurants, banking services, facilities, and a department store as a part of the center, etc.

A shopping center and a department store can be differentiated because a department store is an agent who contacts the producers to sell the product for them and the income from the percentage of sales is deduced instead of the renting fees. In contrast, a shopping center does not deal with the producers, but it provides selling areas for producers to rent and sell the products with an annual or a specified period contract. Besides, a shopping center is usually with a department store, which cannot be separated easily and it sometimes confuses consumers (International Council of Shopping Center: ICSC, 2004). In other words, the department store is a huge retail business which features variety of products i.e. fashionable items, perfume, jewelry, shoes, bags, stationary, home decorating items, kitchenware, book shops, banks, cinemas, amusement parks, and etc.

2.7.2 Types of Shopping Centers

Shopping centers can be categorized into 3 main groups as follows (ICSC, 2004):

1) Regional Shopping Centers: A regional shopping center features a number of shops and services including wide ranges of facilities. Some of them e.g. Siam Paragon, Emporium, Central Plaza Ladpraow, and Central World, etc., exceedingly provide an amusement park, water park, and entertainment.

2) Super Regional Shopping Centers: A super regional shopping center is similar to a regional shopping center, but bigger in size and its areas can serve a number of consumers. Most of them are located between the boundary of provinces e.g. Centralplaza Westgate, Future Park Rangsit, and Mega Bangna, etc.

3) Outlet Malls: An outlet mall sells products from factories or products with low prices. It offers products from factories, those from last season, or as a method to release products directly to the consumers with lower prices than available in shops in shopping centers. These malls are operated in tourism locations such as premium outlets.

2.7.3 Trends of Shopping Centers in Thailand

Shopping center business in Thailand is continuing to grow resulting in expansion of shopping center development and management business. Retailers who operate in Thailand usually have a plan to expand their businesses, for example, Central Pattana Plc., Siam Piwat Co., LTD., and Siam Future Development PLC. These companies are with plans to expand their open shopping malls which are specialized in and operated by those companies. The development is to serve economic growth in the nation and the participation in AEC. In the future, open shopping centers will be operated more in Bangkok and other provinces particularly community malls, which can be scarcely found in suburb areas other provinces outside Bangkok. The expansion of the community mall is similar to the trend in developed countries such as the United States is with 95 percent of all the shopping malls in the country. In addition, varieties of its types will be available e.g. a community center, power center, lifestyle center, and factory outlet center according to consumers' different needs.

To conclude, according to the trends of shopping centers mentioned above, shopping center businesses in Thailand appears to be with continuous growth resulting in the same trend in shopping mall development and management businesses. Next, a shopping center and a department store are different in that a department store is an agent who contacts the producers to sell the product for them and the income from the percentage of sales is deduced instead of the renting fees. In contrast, a shopping center does not deal with the producers, but it provides selling areas for producers to rent and sell the products. Regarding types of shopping malls, 3 main types are found: 1) regional shopping center, 2) super regional shopping center, and 3) outlet mall. In this study, participants are classified into 3 groups according to those types of shopping centers. These are The Mall Group, Central Pattana Group, Central Group Alliance, Robinson Group, SECON Group, Siam Retail Development Group, MBK and Siampitan Group, Siam Future Development Group, and others, etc.

2.8 Online Shopping Behavior

2.8.1 Definitions of Online Shopping

Wipada Phongphutthipun (2010) has defined e-commerce as a commercial system in which product and service buying steps are operated via electronic media so called the internet including offering the product, providing information on the product and services, payment, and after sales services.

2.8.2 Definitions of Social Networks

A social network has become more popular at present. A number of researchers have offered various definitions of the term e.g. Panuwa Kongrad (2011, p. 7) defined it as a website that allows individuals to systematically create a network both small and big groups. Each member needs to sign up for an account so that they can share similar interest through networking interaction. Besides, Wertime and Fenwick (2008, as cited in Sita Potipipith, 2013, p. 24) clarify that a social network is an online community website that allows people with similar interests to come together, each user provides a personal profile or join together creating their own group, usually with clear and strict rules and each of them can identify whom they allow to see their profile or contacts. Hoffman (2005, as cited in Sita Potipipith, 2013, p. 26), the founder of Linkedin, proposes that friendship on social networking is similar to a market where users exchange help. He adds that he can offer an opportunity to another user in 30 second, send his profile to another friend, which takes a little time for a considerable benefit.

Aemika Hemmin (2013, p. 4) makes a notion that a social network is a website that promotes networking through the internet, in which users provide their stories, pictures, and videos that are relevant to the interest and activities of others and share them to other uses in the network so that they learn about the service. The functions of a social network usually include a chat platform, texting, emailing, videos and music, downloading pictures and blogs. Popular social network sites are ranged from Facebook, Line, Twitter, Instagram, Google + Youtube, etc. Rawi Kaewsuksang and Chaiyat Chusalo. (2013) also define a social network as a society or collection of people that focuses on promoting relationship in the group on the internet called online community. People know each other, share their ideas and experience, and are connected in a certain way. The network expands from the interaction among users e.g. Facebook, YouTube, Twitter, and LINE. Kwanchanok Kamolsuphachinda (2014, p. 8) puts forward that a social network associates with how people gather in groups via the internet on a website that can be expanded and it can form a new society. Nontharat Phaicharoen (2014, p. 14) suggests that a social network is a website used for creating an internet society for communicating, exchanging, appointing, or socializing. Namthip Wipawin (2015) concludes that social networking services (SNS) are online platforms that aim to exchange information and mutual interest relating to activities, events, to pictures to create social network and social relation between people. SNS is an online service that allows each user to crate their profile, contact, and members to build an online society that connect people together and exchange information in the system. Examples of SNS include e-mail, Google, Facebook, Web Blog, Twitter, LinkedIn, Instragram, and so on. Therefore, a social network links information in modern society, while SNS is a technological tool.

Guykan Senkaew (2015) explains that a social network is a website of a virtual relationship where people with shared interest get together and are connected. The network allows users to write and explain their interest and activities so that other users can learn the information. It usually provides users with opportunity to chat, text, send e-mail or videos, upload pictures, and blogs. Celebrated social networks include Facebook, LINE, Twitter, and Instagram. The sites can effectively bridge internal and external communication in an organization reducing changes of getting distorted information and the upload of videos, pictures, as well as blogs through popular applications such as Facebook, LINE, Twitter, and Instagram.

In summary, social media using behavior is a new form of customers' behavior and it usually involves with e-commerce, which is a system where all types of products and services are available. The system serves in all steps ranging from offering the product, the information on the product and services, payment, to after sales services through the internet. The behavior refers to how communicators present their stories, pictures, and videos that are relevant to the interest and activities of others and share them to other uses in the network so that they learn about the service. A social network usually features a chat platform, texting, emailing, videos and music, downloading pictures and blogs, while celebrated sites include Facebook, Line, Twitter, Instagram, and Google + Youtube. This study aims to investigate impacts of changes in consumers' behavior on communication of shopping centers to serve their lifestyle in the digital era. Digital channels are used to distribute questionnaire to the participants along with a site visit.

2.8.3 Types of Social Networks

Social networks are classified into 7 types according to the objective of the group and the characteristics of the services provided by a website (Rawi Kaewsuksang & Chaiyat Chusalo, 2013). These are 1) Identity Network, which allows users to create their identity on a website and share their stories through the internet. The shared information can be pictures, videos, or blogs. Users are also able to search for new or old friends, or long lost associates. They can independently write their stories in many forms below:

1) Blogs: A blog, shorten from weblogs, is originated from 2 words: "web" and "log" and serves as a diary or an archive. Thus, a weblog is an application used to store stories or written content of a user who reflects his/her perception towards things. In general, the person who adds entries and presents his/her perception and ideas on a blog is a "blogger."

2) Micro Blogs: A micro blog is outstanding in that it allows users to post short messages on the service provider's website such as Twitter or Facebook and share it to mobile phones, etc.

3) Creative Networks: A creative network is suitable for users who want to show and present their work to every corner of the world. It serves as an online gallery that can exhibit videos, pictures, and music. Beside, its main objective is to share content of each user using the same method as what other picture archiving website do, but the focus of a creative network in on multimedia files. Creative network providers include YouTube, Flickr, Multiply, Photobucket, Imeem, Slideshare, and etc.

4) Passion Networks: A passion network stores things that a person like on network by proving online bookmarking allowing users to store a webpage or a page bookmarked on a personal computer on a website so that it can be shared with those who have common interest. The webpage cab ne added into a reference for further

search and users can vote for a useful and popular bookmark. The network providers include Digg, Zickr, Ning, del.icio.us, Catchh, Reddit, and etc.

5) Collaboration Networks: A collaboration network is a site where ideas, knowledge, and further development are necessary to promote continuity and development on the knowledge. Considering their motivation to join this network, users in the network are knowledgeable until they can share it to the public for the benefits of the society. It archives and retrieves knowledge on a wide range of topics i.e. academic knowledge, geography, history, products and services. Most users are scholars or experts. The site providers offer opportunity to in a share platform e.g. Wikipedia, Google earth, Google Maps, and etc.

6) Virtual Reality: This site gains much popularity as it features a wide range of games. It provides games for users on the internet network. The available games are 3 dimensional in which users can select a character in the games and interact with other users virtually. This forms a society in which players with the same preference enjoy the same thing. Moreover, it has beautiful graphic and other activities that attract attention of the users. The site providers include ROV, Second Life, Audition, Ragnarok, Pangya, World of Warcraft, and etc.

7) Professional Networks: A professional network focuses on careers. The site makes use of a social network in presenting work experience and connecting with others. Besides, a company which is recruiting new staff can explore the information on the online platform e.g. Linked in.

8) Peer to Peer (P2P): PSP directly connects computers of users resulting in fast and direct exchange of information to users. Skype and BitTorrent are examples P2P.

In summary, selecting a social network depends on the 7 areas of objective of the use, which are classified based on the available services on the websites. The site can be conveniently run on a computer, tablet, mobile phone or smart phone. Many more websites and applications are offered for the benefit of users relating to communication, commute, tourist attractions, music, movies, sharing information, etc. (Guykarn Senkweaw, 2015, p. 24).

2.9 Theory of Generations

2.9.1 Definitions of Generations

The tern "Generations" have been defined in various aspects. Zemke, et al. (2000, as cited in Tussanee Srikittisak, 2011, p. 12) defines the term as a group of people who has common ideas, emotions, feeling, and shared experience instead of those who were born in the same period. Takatoshi (2004, p. 84, as cited in Tussanee Srikittisak, 2011, p. 11) proposes that a generation refer a group of individuals who were born in the same period and raised in the same era having similar values and lifestyle. Similarly, Glass (2007, p. 99, as cited in Tussanee Srikittisak, 2011, p. 11) adds that a generation refers to individuals who gain relevant experience from similar situations or environment in a certain society, the experience formulates unique attitudes and behavior among those of a similar age. Tussanee Srikittisak (2011, p. 12) summarizes that the term generation means a group of individuals who were born and raised in the same period, and gained experience similar social setting from resulting in the development of the concept relating to attitude, values, behavior and lifestyle. Bergh and Behrer (2011, as cited in Kwanchanok Kamonsuppajinda, 2014, p. 9) make a notion that each scholar has defined a generation with different meanings; however, each generation is shaped by the same mindset, attitude, social perspective, and similar behavior. Each element is unique, permanent, and it will be changed when people in the group grow. Thus, generation is a group of people who were born in the similar period and have similar experience, social environment, perspective, attitude, value, and lifestyle. Scholars have studied on generation e.g. authors, researchers, or marketers have proposed various definitions of the concept. To begin with, regarding sociological perspective, Zemke, et al., 2000, pp. 1-150, as cited in Tussanee Srikittisak, 2011, p. 133) have investigate consuming behavior of the participants using the concept of generation as criteria in categorizing the participants based on their age into 3 groups. This present study aims to compare the buying behavior of Generation B, Generation X, and Generation Y at a modern retail shop in Muang District, Nakhon Ratchasima Province. Questionnaire was applied to gain the data and the participants were four hundred individuals born between 1946 and 1996 (Generation B, Generation X, and Generation Y) who purchased products at a modern retail shop at the research site. Chi – Square was applied for data analysis to test the hypotheses. The results show that the buying behavior of Generation B, Generation X, and Generation Y is significantly different in 5 many areas: types of the products, location of the shop, reference people, family members influential in their buying decision, recently modern retail shop visited, date of purchase, time of purchase, payment methods, sales promotions, price comparison, and the characteristics of their generation including Generation B, Generation X, and Generation Y (Ratchata Asisonthissakul & Ooi U-ma Rungruang, 2005, as cited in Kwanchanok Kamonsuppajinda, 2014, p. 10).

In addition, the participants were classified into 4 groups: Gen Z, Gen Y, Gen X, and Baby Boomer. It was found that Gen Y response rate is the highest (52.9%) followed by Gen X (32.7%), Baby Boomer (8.1%), and Gen Z (6.3%), respectively (Thailand Internet User Profile, 2017).

1) Baby Boomers or Generation B refers to individuals who were born between 1946 and 1964 (William & Page, 2010; Van den Bergh & Behrer, 2011; Miller and Washington, 2012, as cited in Kwanchanok Kamonsuppajinda, 2013, p. 10). These individuals form the world majority population. Besides, they are wealthy with savings and play key roles on the economic system. Their age is between 53 and 71 years old. They usually devote to work, even though it takes long to achieve their success. Generation B individuals are disciplined and usually have different identities in how they see life comparing to Generation Y who have 9 unique identities. These are ideal, playful, sexist or nationalistic, attached to the past, classy, and independent. In addition, they tend to love animals. This is congruent with an article, entitled "Baby Boomer, Gen X, or Gen Y, to Which Group You Belong (2008). It is proposed in the article that Generation Y refers to individuals who grow up with computers and technology. These people are confident, independent, and multifunctional. Also, they are usually with good communicative competence. Sarawut Anantachart (2011) clarifies that the people who belong to this group are self-confident and persistent. As a result, people in other generations agree that they are stubborn and selfish. Besides, Gen Y people are seen to be crazy about technology as they were born in the technological booming era particularly communication and data. In addition, Saowakon Wittawat-Olan (2007) clarifies that studies in foreign countries have found that Generation Y individuals are

active, impulsive, and goal oriented. Consequently, these people are highly self-confident, persistent, and self-reliant.

2) Generation X refers to the individuals who were born between 1965 and 1979 (Bergh & Behrer, 2011, as cited in Kerinda Kotcharee 2012) and raised in the downturn in 1990s, in which employees were laid off. Consequently, they are hard-working. These people prefer working alone instead of doing it in a team. They always work hard to achieve their goal. Similarly, Kwanchanok Kamolsuphachinda (2014, p. 13) defines Generation X people as those who were born between 1965 and 1979 and age between 38 and 52. These people are easy-going, flexible, open, self-reliance, and open-minded. Besides, they focus on work-life balance.

Chanokporn Pisarnpanit (2011, as cited in Kwanchanok Kamonsuppajinda, 2014, p. 13) uses the term "Yuppie" (Young Urban Professionals) to refer to Generation X people who were born almost at the beginning of Baby Boomers or between 1965 and 1979. The individuals in this generation are risk takers, flexible to changes, and more positive than Baby Boomers. In addition, they start suing technology effectively

1) Generation Y (Millennials, Echo Boomers, Why Generation, Net Generation, Gen Wired, We Generation, Dot Net, Ne(x)t Generation, and etc.) refers to the individuals who were born between 1981 and 1996 and currently age between 21 to 38 years old. These people were raised along with advancement of technology using the internet to connect each other. They are direct, out-of-the-box; also they are trendsetters. Sullivan and Heitmeyer, 2008 and William and Page (2010) discover that American population is mostly in Generation Y (71, 71 million). They form the major group of the people the nation comparing to other groups. Next, Kerinda Kodcharee (2012) maintains that the internet is a prominent element e.g. it is useful for their daily life, contact with others, promote sense of belonging, and coolness is also impressive.

In addition to the age criterion, the 3 generations are different in terms of their lifestyle, jobs, characteristic, and value according to each period. People in this generation are flexible to changes and are ready to learn new things because technology is widely used.

2) Generation X or Gen X refers to the individuals who are able to adapt well to new era and the environment as a result from technological changes (Glass, 2007, as cited in Chatchutha Nokjan, 2012, as cited in Kwanchanok Kamonsuppajinda, 2014).

These people are self-reliance in terms of work and life. Work is seen as a part of life in their view. Supol Prommaphan (2012, as cited in Kwanchanok Kamonsuppajinda, 2014) clarifies that Gen X people are open to changes and able to use technology for work effectively. Some people spend their life like "Yuppy." That is they waste much money on unnecessary things for happiness. Kwanchanok Kamonsuppajinda (2014, p. 14) conclude that people in this generation rely on themselves regarding work and family; thus, they have more freedom of thought than the Baby Boomers. In addition, these people were born amid technological changes; as a result they are more flexible. The people, who were born between 1965 and 1979 and currently age from 38 to 52, are usually with ability to adapt well to the new era, society, and environment. They are usually able to use technology for work. Besides, the people are ready to improve themselves and devote to work. Consequently, they are able to use the new social media. However, they prefer working alone and tend to rely on themselves rather than the others.

To conclude, the concept of generation helps classify population into groups for better understandings of phenomena in research. Based on the concept, population is classified into 4 groups: 1) Baby Boomers (Gen B) refers to individuals who we born between 1946 and 1964, 2) Generation X (Gen X) refers to the individuals born between 1965 and 1979, 3) Generation Y (Gen Y) refers to the individuals born between 1981 and 1996, and 4) Generation Z (Gen-Z). Therefore, the concept is applied in this study to gain profound understanding.

2.10 LISREL Program

LISREL Program is a software package developed by Karl Joreskog and Dag Sorbom for data analysis of studies in which LISREL Program is applied as a research model (Nonglak Wiratchai & Suwimol Wongvanit, 1995, p. 13) to confirm the model or to examine theories relating to causal relationship between variables in the model. The term "LISREL" is an abbreviation of linear structural relation, which means linear relationship as an early meaning of the method developed by Joreskog et al. in 1970. Later on, the software had been constantly developed until now the meaning of the tern has been altered to Structural Equation Modeling (SEM) (Toit & Toit, 2001, as cited in Nonglak Wiratchai & Suwimol Wongvanit). Thus, at present LISREL is a Structural

Equation Model. The analysis of LISREL includes synthesis of the results from integration of factor analysis, path analysis, and regression analysis. It is a modern mean involving an analysis of Structural Equation Model of which the most outstanding characteristic is the application of a research model as the analysis model, which allows estimation of all parameters from one analysis. The model, pioneering developed to analyze structural equation models, is widely used. At present, the latest version, Version 8, of LISREL is developed by Karl Joreskog and Dag Sorbom. In addition, there are a number of software that can be used to analyzed structural equation models e.g. EQS, AMOS, and MPlus (Supamas Angsuchote et al., 2008, as cited in Nonglak Wiratchai & Suwimol Wongvanit). Statistical package which is the core element in LISREL is comparison of the covariance matrix obtained from empirical data with the covariance matrix from the estimate parameter calculated by LISREL.

The major goal of LISREL is to evaluate variables in a structural equation model; however, it is complicated to so such task as they are usually latent and cannot be clearly observed. Consequently, a measurement model is needed in evaluating variables in a structural equation model and the major measurement model in LISREL allows parameter estimation in regression analysis. LISREL is a program developed to facilitate statistical analysis i.e. it can be used in a study which applies path analysis to confirm a model. The advantages of LISREL relates to how the software provides simultaneous analysis of all paths. In contrast, only one path can be analyzed for multiple regression analysis on SPSS with the assumption that each path is independent which is impossible. Then LISREL helps eradicate the limitation. Findings from a study, entitled “The analysis of MIMIC model: The using of LISREL program trial version for research” by Ratiporn Teungfung (2015) confirm the advantages of the program. The study aims to present the analysis method of MIMIC Model using a try out version of LISREL program. MIMIC model is the data analysis with lots of the observed variables (x-variables) that can predict or affect the latent variables (Eta). Also, latent variables are measured from many indicators (y-variables). The analysis of MIMIC model is initiated when data are recorded on SPSS program, while an analysis of the MIMIC model is conducted using the LISREL program. The analysis consists of 5 steps: 1) preparing data on PRELIS, 2) drawing the research diagram; 3) determining output of the analysis; 4) analyzing the model, and 5) modifying the model. The results

of the analysis include the statistical value of correlation between the two models according to the hypotheses and the empirical data. Besides, the statistical value reveals the correlation between observable variables and latent variables. The research article presents an example of MIMIC analysis of the characteristics of using the parental time for rearing children and behaviors of preschool children. The findings revealed that having conversations with them and promoting their education have positive effects on the preschool children behaviors. On the contrary, watching television with children and taking care of the children
to deal with of routine activities have negative effects on the participants' behaviors.

In summary, LISREL Program is a software package developed for data analysis of studies in which LISREL Program is applied as a research model to confirm the model or to examine theories relating to causal relationship between variables in the model. The analysis of LISREL includes synthesis of the results from integration of factor analysis, path analysis, and regression analysis. LISREL is a new method for an analysis of structural equation modeling which allows application of a research model as the analysis model and estimation of all parameters from an analysis. This model is an initiative effort that facilitates an analysis of structural equation models. Its key element relates to the opportunity to compare the covariance matrix obtained from empirical data with the covariance matrix from the estimate parameter calculated by LISREL. Therefore, two steps of the analysis are conducted. These are 1) an analysis of components and indicators of media in shopping centers to serve lifestyle of digital consumers, and 2) an investigation of correlation among causal variables by analyzing the components and the communicative indicators for development of shopping centers to serve lifestyle of digital consumers. In processing the two steps, Second Order Confirmatory Factor Analysis through LISREL are applied to promote Model Validation. Regarding the measurement of the achievement of communication design of shopping centers and the examination of correlation of causal variables relating to the development of communication design to serve lifestyle of digital consumers, Pearson Correlation Coefficient is applied to investigate relation among observed variable. After that Path Analysis is conducted using LISREL (Joreskog & Sorbom, 2006).

2.11 Related Studies

2.11.1 Previous Studies in Thailand

Werapat Phuttharakraksa and Chontis Darawong (2018) have conducted a study namely “Tenants’ Behavior Affecting the Importance Level of Marketing Strategies of Rental Properties in Amphoe Pluakdaeng, Changwat Rayong.” The study aims to 1) study tenants’ accommodation renting behavior in Pluakdaeng district, Rayong province, 2) to compare tenants’ accommodation renting behavior in Pluakdaeng district, Rayong province, classified by demographic factors, and 3) to compare marketing mix of accommodation in Pluakdaeng district, Rayong Province, classified by consumer behavior. Samples of this study were 400 tenants who had rented any types of accommodation in Amphoe Pluakdaeng, Rayong Province by accidental sampling. Questionnaire was used to collect data and statistics in data analysis were frequency, percentage, average mean, t-test, analysis of variance, and multiple regression. The findings show that 1) most tenants rent a house and stay alone around six months, 2) demographic factors e.g. age, monthly income and occupation are influential on the importance of marketing strategies of rental accommodation, and 3) regarding behavior i.e. selecting types of housing, tenants’ appear to have different attitudes towards marketing factors at a significant level of 0.05.

Natthanon Manthong and Kongkhon Tochaiwatana (2017) have conducted a study, entitled “Factors Influencing Entrepreneurs’ Decision Making to Rent Shopping Areas in Shopping Centers.” The results show that the major problem shopping centers encounter is that only less than 80 percent of the customers prefer leasing their rental space. The researcher is interested in investigating factors involving with decision making to rent shopping areas of different retail stores by studying the data relating to how the sale are design and relating studies to identify variables. Data were gained from 255 sets of questionnaire collected from ten retail businesses. The results show that the factors which are the most influential factors to retail business operators’ decision making include the reasonable rental fees, service fees, common space, location, tentative numbers of the target customers, leasing contract, numbers of the residents in the neighborhood, classifications of shopping centers, and the atmosphere in the malls. The findings in this study can be a guideline for development of rental space to serve each business and the major factors involving space allocation. Regarding layouts for shopping centers, it is suggested that the same type of business should be allocated in the same area to create unity and attract customers. Besides, the walkway should not exceed 4-6 meter wide, while the common space should be specious and clearly designated.

Keawalin Phetniam and Jarunya Panjaroen (2017) have carried out a study, namely “Digital Marketing Advertising Media Affecting Consumers' Purchasing Decisions in Bangkok.” The findings reveal that in general digital advertising media are influential on consumers’ buying behavior at a high level. Besides, when taking a closer look at the results, it is found that attractiveness, recognition, and reliability are the most influential factors, respectively. Regarding the hypotheses, it can be concluded that genders, educational levels, income, and marital status play different roles on consumers’ purchasing decision. Moreover, digital media use behavior is also influential on the advertising marketing media, which affect consumers in Bangkok.

Guykarn Senkaew (2017) has undertaken a study, entitled “Social Network Usage Behaviors of X Generation in Bangkok.” This quantitative research study aims to explore expectation on social network usage, perception, learning, and acceptance on social network usage, and attitude on social network usage affecting social network usage behavior of X generation in Bangkok. The samples are a group of 400 X generation and older who live in Bangkok. Reliability testing of a sample of 40 tool based on the concept of Cronbach Alpha Formula, the cross has a value equal to 0.889 trust has a high level of reliability analysis. The descriptive statistics include enumeration of frequency, percentage, mean, and standard deviation the quantitative data analysis and hypotheses testing use the method to find the Multiple Regression Analysis, data processing using statistical computer program.

The results indicated that the majority of participants are male with 38-42 years of age. They complete bachelor’s degrees, worked in government officer/state enterprise employee, and earned average monthly incomes between 10,001 – 20,000 baht. In addition, the results indicate that the expectation on social network usage at high level, perception, learning, and acceptance on social network usage at high level, attitude on social network usage at high level and attitude on social network usage at the highest level. The hypotheses test reveals that the expectation on social network usage, perception, learning, and acceptance on social network usage, and attitude on social network usage affect social network usage behavior of X generation in Bangkok at the significant level of .05

Kamonwan Suksamai (2017) has conducted a study, namely "Key Factors Affecting Customers towards Shopping Centers." The objective of this thesis is to examine the key factors which influence Thai customers' decision making to get services from shopping centers and their behavior. The scope and sample group of this research is Thai population who had some experience in getting services from the shopping centers. Purposive sampling is applied and participants are 402 shopping center customers. Data are obtained by means of online purposive sampling from October to November of 2017. The hypothesis of this study covers 2 main issues including demographic factors and the 7Ps of marketing mix factors. In terms of demography, this research has focused on genders, ages, levels of education and average salaries of the sample group. And the 7Ps are as following, product, price, place, promotion, people, process and physical evidence. The researcher has set the assumption that all the factors above possess great impact on Thai consumers' decision-making styles towards the shopping centers.

The research reveals that there are solely 2 marketing mix factors which are influential on shopping centers' customers. On the one hand, product factor generates such a positive outcome. According to the results, each customer considers reputation of a shopping center and prefers renowned shopping centers with a great variety of trendy products. On the other hand, the design of shopping centers and their websites, on the contrary, create a negative aftermath. To elaborate, the more excessively complex and luxurious the design is, the more uncomfortable the customers feel. They find it absolutely hard to stroll along and search for their favorite shops. Furthermore, from their point of view, this extravagant style might lead to an unnecessarily higher price of products and services in the centers. In terms of demographic factors, gender plays a great role in customers' decision-making as it indicates customers' behavior of getting services at a shopping center. Females apparently spend much more time in the shopping centers than their male counterparts. Women often go there for a get-together with their friends, for the meals or even for purchasing some kitchen utensils more than men.

Sita Potipipith (2014) has carried out a study entitled “The Implication of Customers’ Media Exposure, Expectation, and Satisfaction towards Competitive Advantage Factors of Their Decision to Use Wedding Planner Business Service in Bangkok Metropolitan. The findings reveal that: 1) there is no significant relationship between customers’ media exposure to Facebook fan page and their expectation on the competitive advantage in respect to products and services, and reputation toward the Wedding Planner business before exposing to Facebook fan page of Wedding Planner business but has a significant relationship with competitive advantage factor in respect to employees at the statistical significance of 0.05. Samples had highest expectation for employees in comparison with other competitive advantages factors, 2) there is a significant relationship between customers’ expectation toward competitive advantage factors before exposing to Facebook fan page of Wedding Planner business and their satisfaction on competitive advantage factors after exposing to Facebook fan page at the statistical significance of 0.01. When analyzing each factors and the level of relationship, the findings revealed customers’ expectation for products and services is significantly related with their satisfaction on the competitive advantages after exposing to Facebook fan page at the statistical significance of 0.05. When examining each factors and its relationship level, the findings found the customers’ expectation on product and service is positively correlated with their satisfaction at the low level, while their expectation on service and products, employees, and reputation have very low correlation, 3) customers’ media exposure to wedding planner business has no significant relationship with their decision to use wedding planner services, and 4) customers’ expectation and satisfaction on competitive advantage factors before and after exposing to Facebook fan page of wedding planner business are significantly predictors of their decision to use wedding planner service at least one variable which customers’ expectation and satisfaction toward services are the significant predictors of their decision to use the service.

Nuchchanat Husjedson and Krichit Sutamuang have conducted a study, namely “The Perception of Advertorials on Social Media Network Facebook of Working People in Bangkok Metropolitan.” The majority of the samples is single female aged between 31 and 40 years old and holds a bachelor’s degree. Most of them have an average personal income from 10,000 to 20,000 baht, mostly work for private companies. The results of hypothesis test reveal relating to Hypothesis 1, demographic factors including gender, age, marital status, education, and career are influential on different perceptions towards advertising on Facebook, except personal income. Thus, the hypothesis is accepted at a significant level of .05. Next, relating to Hypothesis 2, types of advertising on Facebook factors i.e. advertising on wall, Facebook ads, fanpage ads have relationship with the perception of working people in Bangkok metropolitan at the statistical significant level of 0.05. Finally, concerning Hypothesis 3, the attitude factors consisting of trust, personal private, except safety factors, have relationship with the perception of working people in Bangkok metropolitan at a statistically significant level of 0.05.

Weerawan Saejao (2014) has carried out a study, entitled “The Influence of Attitudes on and Satisfaction of Media Exposure in Tourism Public Relations Media via the Internet on Decision-Making Behavior in Travel Planning.” The findings from 282 respondents reveal that the majority of respondents are single female who age between 24 and 29 and hold a bachelor’s degree. They work as private company employees and their income is from 10,001 to 20,000 baht. From the hypothesis testing, the following results are revealed: 1) attitudes on information resources of 3 advertising media which were a Ce-webrity, a virtual reality, and an influencer in tourism are found to positively correlate with media exposure via social networking. This finding conforms to Roger’s study (Roger, 1978, pp. 208-209, as cited in Siwat Chanthanasupaporn, 2011, p. 11), 2) attitudes towards information resources of advertising media influence decision making behavior in travel planning. This result was in line with Sittiphan Thanunchai’s findings (2013). Among the three types of advertising media, a virtual reality was found having the highest level of influence on decision-making behavior in travel planning, followed by an Influencer in tourism and a Ce-webrity, respectively, and 3) the satisfaction of media exposure via social networks influenced decision making behavior in travel planning. The three most influential variables on the decision-making behavior in travel planning are interesting format, information accessibility, and the accuracy of content, respectively. This study could be used as a guideline for planning an advertising media development for tourism industry as well as a strategic marketing plan on tourism advertising and public relations via the Internet. Marketing communication tools could then be designed effectively. Future researchers interested in this topic should carry out qualitative research employing in-depth interviews along with quantitative research in order to gain in-depth information and real attitudes of message receivers.

Wasin Sanhakorn (2014) has conducted a study, entitled “The Demographic Characteristics, Exposure to the Media, and Market Factors Affecting Purchasing of Automotive Parts: A Case of Headlight Bulbs.” This research is quantitative research that aims to investigate three areas: 1) demographic factors that influence the decision making to purchase car headlight bulbs of consumer in Bangkok, 2 consumers’ media exposure behavior that influence the decision to purchase headlight bulbs of customers in Bangkok, and 3) factors that affect decision making to buy automotive products of customers in Bangkok. Questionnaire is applied as a research tool to collect data from 200 respondents. The results show that male respondents are interested in the automotive light bulb more than the female. The reveals that male focus on the quality of the product, variety of the product, its design, and the materials. Likewise, some of the respondents focus on the worthiness of the product. The result also suggests that age, educational levels, occupation, and income influence on the respondents’ decision making. Regards to consumers’ media exposure behavior, the frequency of exposing to magazines and searching for information from websites prior the purchasing affects customers’ decision purchasing behavior. This is because exposure to the information on the media is one of the buying decision processes that increase confident about products. To elaborate, after the consumers realize their problems and needs, they require gaining necessary information to solve the problems or to serve their need. To elaborate, young and educated consumers are likely to search for more information about the product. The study also discovers that the decision making of customers to purchase automotive products in Bangkok relates to surrounding people. It can be seen that buying behavior or decision making is likely to be influenced by families and friends who have experience of using the product or expertise in automotive.

Veraporn Luangjaru (2014) has conducted a study, entitled “Service Getting from Shipping Centers in Nakhon Rachasima.” The results show that the marketing factors that are influential on the participants’ decision making relating to which service they would get. To elaborate, distribution, price, and promotion are the three most influential factors, respectively. The hypothesis test reveals that the factors relating to service getting habit at a shopping center are age, status, and educational level.

Similarly, the factors affecting the frequencies of the service attending are age, educational level, and occupation. Likewise, occupation is the only factor influencing how customers get services, while age, status, educational level, and occupation result in different time of service attending. Finally, factors that affect the method of payment are age, status, educational level, occupation, and income.

Thitiporn Thongnopakhun (2014) discovers that shops with shop assistants who are nice, polite, well-dressed, and clean can attract customers purchasing behavior. Likewise, customers' purchasing behavior also depend on suggestion relating to the product, how quick the service is, and precise price calculating as they are relaxed until pleased to purchase, particularly service businesses which rely more on interaction between sellers and customers. This comply with Iamwongnatee (2014) who discovers that the customers of Tops Supermarket are satisfied with being serviced by shop assistants who work systematically, offer suggestion about the product, provide useful information about the product, and assist in searching for a product. Meanwhile, they must serve the customers by providing useful information. Similarly, Kamphen discovers that knowledge about a products, manner, and friendliness of sellers are key factors constituting product purchasing. Likewise, Rao and Sahu (2013) also reveal that giving service with smile can satisfy customers in a high level.

Amika Hemmin (2013) has carried out a study, namely "Social Media Consumption Behaviors and Opinion towards Results of Experiencing Social Media in Bangkok Metropolitan." The study reveals that the majority of people residing in Bangkok are with three years or more experience using social media. Facebook is the most frequently used application and smart phone is the most preferred channel. Besides, people are always on the social media application entire day, but the prime time is between 6 p.m. and 6 a.m. Additionally, it is found that most consumption period is between 1 and 3 hours per day. The reason that people consumes the social media is for chatting with their friends, and the powerful characteristic of the social media is that it has high impact to spread out news and social issues. Moreover, websites can lead the people's interest to use social media at the highest rate. Personal characteristics including gender, age, education, marital status, and income have different impacts on the use of social media at a significant level of 0.05.

The survey on opinions of people in Bangkok areas shows 6 aspects of social media consumption. These are communication, expression of identity, period of consumption, impacts to the society, entertainment, and business. Overall, the mean is 3.92. Considering each aspect, the communication aspect shows the highest average value of 4.52, followed by entertainment (4.29) and period of consumption (3.44). Furthermore, different age, education, occupation, marital status, and income result on different social media use behavior at a significant level of .05. Likewise, genders also have different impacts on the behavior at a significant level of .05.

Kuntapol Buntadthong (2014) has carried out a study, namely “Social Network Usage Behavior and Bangkok Older Person’s Satisfaction.” The results show that: 1) the elders’ satisfaction on using online social network service is at the high level and 2) the elders’ motivation in using online social network is at a high level. The results of the hypothesis test are as follows: 1) the elders different in age and average monthly income have different satisfaction level in using online social network at a significant level of 0.05, 2) The elders’ satisfaction levels are different when they have difference objectives of using online social networks, use online network channels, places of using online social network, the frequency, the amount of time, and the period of using online social network, 3) The elders who use Facebook, Twitter, and Line Applications have different satisfaction levels of using online social networks, and 4) There is relationship between the motivation in using online social networks and the elders’ satisfaction of using online social networks.

Nontharat Phaicharoen (2014) reveals in this study, entitled “Social Network for News Station: A Case Study of Laos Service of Radio Free Asia Station.” The researcher discovers that the major problem and obstacle for work at the organization is inadequate data and opinion exchange, and lack of discipline for data achieving. These problems affect news quality and promptness of news report. The researcher and his team have proposed 6 steps for news report via social network. These are: 1) News Topics Discussion, 2) Interviewing, 3) News Information Exchange, 4) News Writing, 5) News Summary, and 6) Information Storing. These steps have been implemented along the processes of working in Laos News Section and the findings reveal positive change. Besides, the comparison of the use of social media before and after using the media confirms that the use of social media can solve the problems in the organization.

The tool promotes more exchange of data and opinions and also allows backward data search for broadcasted news. Thus, the quality of the news is improved.

Kwanchanok Kamolsuphachinda (2015) has done a study, namely “Social Media Use and Generational Identity: The Differentiation between Baby Boomers Generation vs. Y Generation.” The results reveal 2 different views about “love.” To be specific, 9 identities of the Generation Y’s points of view are discovered. They are: defeat, friend, family, classiness, naughtiness, animal love, children love, satisfaction, and nostalgia. Likewise, the Generation Baby-boomers’ 5 identities of perception about love are revealed: children love, animal love, family, friend, and nostalgia. On the other hand, points of view of “life” can be separated into 2 characteristics. To explain, 19 identities of the Generation Y’s view about life are indicated. These include ideology, boredom, family, living, sympathy, health, naughtiness, traveling, sport, pity, news, vision, party, sex, nationalism, nostalgia, classiness, individual, and animal love. Meanwhile, 11 identities of life perspectives of the Generation Baby-boomers include boredom, pity, health, vision, travelling, sport, news, family, living, sympathy, and luck. According to the findings, it can be concluded that the 2 generations have both same and different perspectives about love and life due to the differences of age, thought, and experience.

Parichat Chamkhien (2012) has carried our “Factors Affecting Consumers Purchasing Decision on Mountain Bike of Riders in Chiang Mai Province.” The results show that the majority of the participants are male and age between 40 and 49 years old. Most of them hold a bachelor degree or comparable. Regarding their career, most participants are business owners and gain more than 25,000 baht per month. Next, the result relating to basic information of mountain bike purchasing reveal that most buyers have one mountain bike, most frequently purchased brand is Trak, health is the main reason for purchasing a mountain bike, most common price is between 10,001 and 30,000 baht, and most bikes have been used between one and three years. Concerning cycling behavior, the results show that most riders ride in the evening, between 4 and 5 times per week. Travel cycling is frequently done between 2 and 3 times per month, mostly in small groups of no more than 20 riders. They usually visit the mountain and it takes between 4 and 8 hours. Regarding to factor affecting their purchase, the results indicate that the most influential factor is overall design of the product. Next, relating to the price, it should be reasonable. Moreover, concerning the product factor, the customers prefer a shop where they can find the product easily. Finally, service and expertise of the mechanic is the most influential factor relating to promotion.

Kadsara Charoensuk (2012) has conducted a study, entitled “Factors Influencing Purchasing and Service Using Behaviors of Tesco Lotus among Consumers in Bangkok.” The result indicates that gender plays significant roles in consumers’ purchasing behavior in in Bangkok. Regarding the payment methods, female participants prefer paying by cash, while male participants use credit cards. The findings does not conform to Kongjaroen (2005) who carries out a study, namely “Behavior and Satisfaction of Consumers in Selection of Retail Stores in Phranakhon Si Ayutthaya” and discovers that gender is not influential in different satisfaction levels from getting services at retail shops. Similarly, Prakaiwan (2008) runs a study, entitled “Factors Influencing Service Use Behavior at Chonburi Tesco Lotus.” The result shows that men and women do not have different behavior in getting services at the shopping center. Likewise, Kerdnoi (2012) discovers in his research, namely “Factors Influencing Purchasing Behavior at Retail Shops” that gender plays no roles on purchasing behavior at retail shops. Similarly, Chinnawat (2009) also indicates that purchasing behavior at retail shops is not affected by gender.

Regarding age of customers Kadsara Charoensuk (2012) finds out that it has no effects on their purchasing behavior at retail shops, which conforms to On-Somboon (2008) who indicates that age does not affect loyalty to supermarkets.

Concerning educational levels, no effects of the factor is found on purchasing behavior at Tesco Lotus of customers in Bangkok. In contrast, it is found to be influential in terms of types of the products, frequencies, amount of money, and date of purchase. However, Ruangrit (2010) discovers that different educational backgrounds have no impacts on consumers’ purchasing behavior at Siam Paragon.

Moreover, Kadsara Charoensuk (2012 indicates that income has no impacts on customers’ purchasing behavior, particularly types of products, dates of purchase, and amount of money paid. Jaroensuk (2012) has investigates factors relating to buying decision in Terminal 21 shopping mall and found no impacts of different monthly income on the consumers’ different buying decision at the shopping center. Likewise, Deeprasertdumrong (2016) finds out that monthly income has no influences on buying decision at LOFT stores Bangkok.

Finally Kadsara Charoensuk (2012) reveals that the most influential marketing mix factors are product and service. To clarify, consumers get the services at Chonburi because of the wide range of products and other available services i.e. banks, restaurants, book stores, cinemas, and car wash shops. Next, place element also influences the consumers' purchasing behavior as it is easy for them to commute to the shopping center. In terms of price, the consumers prefer buying at the mall for it offers wide range of products with different prices. Next, regarding promotion, the consumers make their choice to get services at the shopping mall because of its more frequent advertisements comparing to others. The hypothesis test reveals statistically significant difference at .05. To elaborate, gender, age, education, occupation, and monthly income are influential to the consumers' purchasing behavior at the shopping mall. To conclude, the marketing mix elements that affect the consumers' purchasing behavior are product, service, price, marketing promotion, and place in particular.

Peramin Wirajitto (2012) has conducted a study, namely "Consumer Behavior towards Using Services at Central Plaza Chiang Mai Airport." The results show that the majority of the consumers visit the shopping center to buy products and get services, have meals, and watch movies on Saturday and Sunday, from 01.00 a.m. to 6 p.m. Besides, they usually visit the center once a week and usually travel by their personal car with family, friends or lovers. The consumers spend 3 hours on average and spend 1,001-2,000 baht. The main reason why they get the services at the Central Plaza Chiang Mai Airport involves the wide range of goods and services it provides and its modernity. The influencing person was the respondents themselves and the key sources of information influencing the decision to get services at the target shopping mall are their relatives and friends or acquaintance. Moreover, relating marketing mix elements, the findings reveal that 3 factors affect the consumers' use services at the Central Plaza Chiang Mai Airport at a high level. These are product, service, price, and place, respectively.

Suntithorn Poopakdee (2011) has conducted research, entitled "Competitive Marketing Strategies for Retailing Business. He concludes that physical atmosphere i.e. store design and display as well as store atmosphere is a key factor in creating positive image for a shop. The physical characteristics include architectural structure, store display, sings, light and sound, and temperature of a mall. Likewise, design and display can also create good atmosphere in the shop and attract consumers' visit. In addition, beautiful design, cleanliness, and artistic decoration shouldn't be taken for granted.

Suntithorn Poopakdee (2011) has concluded that customer services refer to dynamic practice in the retail world. To clarify, consumers' needs must be served from getting services at a shop. Besides, servicing with smiley face and friendship is inevitably necessary. Moreover, all shop assistants must be trained so that they have appropriate manner. Also, their problem solving skills should be developed through workshops which promote real practice.

Nutthaporn Ophatwachirakul (2010) investigates consumers' attitude towards fashion brands, 2) countries of origin of fashion brands, and 3) fashion brand equity. Firstly, the results reveal that consumers' overall attitude towards each fashion brand was insignificantly different. Next, consumers' overall attitude towards country of origin of each brand was significantly different. In other words, value of a product and the degree of consumption depends on its origin.

Nontasak Sudjit (2010) has conducted a study, entitled "Consumers' Service Getting Behavior in Surat Thani Coliseum." The research discovers that most consumer participants get services from restaurants due to its convenient location and expense on each shopping is not steady. The participants learn the information about the shopping mall from their friends or relatives and usually make decision for their visit by themselves. Besides, the date of their visit is flexible, but the prime time of their visit is between 5 p.m. and 10 p.m. while regular duration is 3 to 4 hours. Meanwhile, they drive to the mall most of the time. Overall, marketing factors are influential to consumers' service getting behavior at a high level. To elaborate, the attitudes towards physical environment, promotion, and personnel are at the highest level. Regarding an investigation of the relationship between personal relationship and their service getting behavior, it is found that gender, education, occupation, monthly income, hobby, and relationship. Finally, it is found that all marketing mix elements are correlated with the consumers' behavior at a significant level of .05, except price.

Duangjai Hathaiwiwatkun (2010) has investigated factors affecting ready-to-eat food purchase in Surat Thani Province and discovers that the majority of the participants is female and age between 21 to 30 years old. Besides, they hold a bachelor degree, while most of them work for a private company and earn 5,001-10,000 baht a month. Most participants have 3 to 5 family members. Regarding their food purchasing behavior, most participants usually shop for food more than ten times a week. They usually stop at food stalls in the neighborhood to buy ready-to-eat-food on weekdays after 4 p.m., spend 10 to 20 minutes each time, and pay about 100 to 200 bath. They choose to buy ready-to eat food because it is convenient for them. Relating to marketing mix, the consumers' decision to buy the food is affected by the element in a high level. To elaborate, product, physical distribution, service, distribution, personnel, and price play their key roles, respectively. Moreover, personal background and ready-to-eat food purchase are correlated. To be specific, gender, age, marital status, education, occupation, income, and number of family members affect the participants' purchasing behavior at a significant level of .05. Likewise, marketing mix factors e.g. product, price, distribution, promotion, personnel, and service and environment are correlated with the participants' purchasing behavior at a significant level of .05.

Anusart Sathongwian (2010) proposes that consumers' behavior is changing according to globalization. The change in their behavior is to serve their new lifestyle. Consumers pay more attention on product quality instead of the quantity. The focus is on achieving the highest value from the amount and price of goods. Besides, most consumers appear to be aware of quality of services and products rather than the prices. As a result, retail shops are turning to improve the image of their services and products as well as promote positive feeling towards them through outstanding and interesting design to attract purchase.

Apinya Khemwaraporn (2009) has conducted a study, namely "Factors Influenced over Decision- Making for the Purchase of Honda Motorcycles at KP Honda Co. Ltd., Anphoe Mueang, Nakhon Pathom Province" and reveal that most participants are female and they got married. Regarding their education, they usually hold a vocational certificate or a higher vocational certificate. Most of them work for a private company and gain about 5,001- to 10,000 monthly. The marketing mix factors that are influential to their purchase are product, distribution, price, and promotion, respectively. To explain, the product factor is correlated with their purchase in the highest level due to the reputation of the brand, Honda in particular followed by price. Besides, it reveals that monthly installment affect the consumers; purchase in a high level, while distribution is also high as the shop is located in the community center.

Finally, service factor also highly influence to purchasing e.g. the shop offers mechanical services across the nation.

Sa-ngob Singsanchit (2009) has carried out a study, entitled “Satisfaction on Services of Traditional Retail Shops in Surat Thani Province.” The results show that the participants purchase at traditional retail shops in the areas because it is easy to commute to the shops. They learn about the shop from their friends or relatives and decide to buy by themselves. The satisfaction towards purchasing at the shops is average. To simplify, the average satisfaction is on people, environment, distribution, product, quality, price, and process, respectively. In contrast, the participants satisfy with promotion in a low level. In addition, the relationship between personal background and satisfaction on services of the shops result in different levels of satisfaction at a significant level of .05 in all aspects.

Phorn-Satit Juntara (2008) investigates marketing innovation and consumers’ perceptions towards product origin that affect acceptance of Thai brand name fashion products. The researcher proposes that Thai people prefer products from other countries regardless of availability of the same products with higher quality. This is because people are likely to select international brands. The participants of this study are 384 Thai consumers of brand name products. The results show that the consumers’ acceptance on marketing innovation products and value innovation at a high level. Besides, origin of the products is influential in the consumers’ acceptance of brand name products at the highest level. In other words, the consumers’ preference of expensive brand name products depends on their origin.

Umporn Jongrattanakul (2005) has conducted a study, namely “The Factor Influencing the Behavior to Purchase Double A Paper by Delivery Service in Bangkok Metropolitan.” A set of questionnaire is applied to gain data from 385 respondents. The results show that gender and education affect amount of purchase per each delivery and the amount of money paid. Concerning attitude towards marketing mix factors, it is found that product and promotion are influential in consumers’ paper purchasing behavior (realm/time) at a significant level of .05. Moreover, the attitude towards distribution is correlated with the frequencies of purchase (time/month) and the amount of money paid (baht/time) at a significant level of .05.

Uraiwan Weeranonchai (2004) has carried a study, namely “Impacts of Cartoon Characters on Product Packages on Purchasing Decision of Female Students in Bangkok.” The data are collected using questionnaire. The respondents are 430 female high school students. The results show that age, education, and income are influential in purchasing amount per month and amount of money paid per each purchase at a significant level of .05. In addition, the investigation of relationship between cartoon characters on product packages and purchasing behavior reveals that Chinjung, Doraemon, and Disney Cartoons affect the high school students’ purchasing behavior at a significant level of .05.

Uraiwan Jiarpradit (2004) discovers in his study that perception towards advertisements at The Mall shopping center is correlated with the amount of money the participants spend each time. This conforms to Sumjaroen (2002) who conducts a study, entitled “Influences of Knowledge, Understating, and Acknowledgement of Information on Purchasing Behavior of Cereal with GMOs.” The results show that acknowledgement of GMOs cereal is correlated with the amount of money paid, amount of the product bought, and the frequencies of purchasing. Thus, the more consumers acknowledge advertisements, the more purchasing behavior they perform.

2.11.2 Previous Studies in Other Countries

Bitner (1992) proposes that external environment e.g. the design and decoration, atmosphere, and furnishing play key roles I creating positive image for a service business. All of the factors influence consumers’ perception towards quality, experience, and satisfaction. Likewise, Rao and Sahu (2013) discover in their study that consumers are highly satisfied with clean and well- dressed staff. In contrast, Ali et al. (2011) reveal that physical characteristics are not the key factors affecting satisfaction of service users.

According to previous studies on development of communication design for shopping centers to serve the lifestyle of the consumers in the digital era, it is noticeable that how the consumers perform purchasing behavior has been changed due to celebrity endorsement online. Meanwhile, product purchase or service getting at shopping malls depends on rages of products in the malls and types of the malls. Besides, consumers’ expectations include cleanliness, modern design, and systematic display that facilitate their shopping. Besides, their expectations of services from the mall consist of information services, friendly greeting, and ability to provide suggestions or answer questions about the malls. In addition, relating to social media use, consumers of all ages depend greatly on smart phones in asking for information about products, placing orders, and booking due to its promptness and the media are influential in each purchase.

Therefore, the analysis of this present study has been divided into 2 phase as described below:

1) The analysis of elements and indicators of communication in shopping centers to serve consumers' lifestyle in the digital age will take into account demographic landscape which consists of 4 groups: 1) Baby Boomer Generation or Gen B (consumers born between 1946 to 1964), 2) Generation X or Gen-X (consumers born between 1965 to 1979), 3) Generation Y or Gen-Y in another word 'Millennials' (consumers born between 1980 to 1997, and 4) Generation Z or Gen-Z (consumers born after 1997).

2) The analysis focuses on examining correlation between casual variables i.e. gender, year, age, education, occupation, job position, work experience, monthly income, and place of birth, which affect development of communication design to meet consumers' lifestyle in the digital age. The analysis relies on demographic demographic landscape which consists of 4 groups: 1) Baby Boomer Generation or Gen B (consumers born between 1946 to 1964), 2) Generation X or Gen-X (consumers born between 1965 to 1979), 3) Generation Y or Gen-Y in another word 'Millennials' (consumers born between 1980 to 1997, and 4) Generation Z or Gen-Z (consumers born after 1997). In addition, the scope of the study includes 2 areas: internal stimuli and external stimuli.

The analysis conform to Siriwan Sereerat (2007, p. 41) who proposes that increasing age results in more careful decision making. Likewise, ways of thinking, behavior, decision making, and communication depend greatly on age and experience of individuals e.g. older people are likely to expose to the media more effectively than the younger (Yubol Benjarongkit, 1999). Similarly, gender or sex also influence in different communication behavior. That is women appear to be more eager to send and receive messages. In contrast, men not only prefer sending and receiving messages, they also want to promote close relationship from the interaction. Regarding income, most marketers usually investigate the correlation between the factor with other demographic factors to set a clear marketing goal e.g. it is proposed that income might be related to age and education (Siriwan Sereerat, 2007, p. 41). In addition, Yubol Benjarongkit, (1999) states that different educational levels, fields of study, and eras result in different thoughts, and needs. The factors are usually taken into account in indicating market shares. Similarly, demographic characteristics are significant and statistical means can be used in identifying the target market by considering the factors as they are easy to be measured.

CHAPTER 3

METHODOLOGY

The objectives of the study, entitled “Shopping Center: The Development of Communication Design Corresponding to Consumer Lifestyle by Generation” were 1) to investigate problems and trends of media design in shopping centers to meet consumers’ lifestyles in the digital age and 2) to examine the causal relationship between variables and develop communication-design model for shopping centers to meet consumers’ lifestyles in different generations in the digital age. A mixed-method design was applied as a methodology. Thus, both qualitative and quantitative methods were employed in this study. Specifically, a survey with questionnaires was conducted with 384 consumers, in combination with a qualitative data collection by a focus group interview with consumers in different generations. To gain more in-depth data of each generation, 14 interviewees were purposively selected (Posita, 2007, p. 210), who were classified into 4 by generations: Gen-B, Gen-X, Gen-Y, and Gen-Z. LISREL 8.30 was applied to investigate and develop the causal relationship model of communication design for shopping centers to respond to consumers’ in the digital age.

This chapter presents the findings in 4 parts

3.1 Populations and Samples

3.2 Research Instruments

3.3 Data Collection

3.4 Data Analysis

3.1 Population and Samples

The target population and samples were carefully considered and identified to correspond to the research objectives. The details of the population and samples are as below:

Quantitative Research by Survey Questionnaire

1) Population

The population was the consumers of different shopping malls i.e. The Mall, Siam Pattana, Robinson, Seacon, Siam Retail and Development, MBK and Siampiwat, Siam Future Development, Century Mall, Crystal Group, King Power Complex, and others such as Siam Square, Jamchuree Square, Fortune Town Rachadapisek (Tesco Lotus Rama IX), Silom Complex, Center One Victory Monument, Amarin Plaza Rachaprasong, The Walk Kaset Nawamin, The Season (Phahonyothin) and etc.

2) The Samples

W.G. Cochran's Equation was used in calculating the sample size whose confidence level was .95% with a 5% error (Nonglak Wiratchai and Suwimol Wongvanit, 2006, p. 74) since the population was large and the total number was unknown. The equation is illustrated below (Cochran, 1997, as cited in Theerawut Eakakul, 2000):

$$\boxed{\text{Equation } n = \frac{P(1-P)Z^2}{E^2}}$$

Remarks

N refers to the sample size

P refers to the ratio of the sampled population (.50)

Z refers to the fixed confidence level (1.06) at 95% (.05)

E refers to a maximum error of .05.

The equation can be substituted as follow:

$$n = \frac{(.05)(1-.5)(1.96)2}{(.05)2}$$

n = 384 samples

A purposive stratified sampling technique, one of the nonprobability sampling methods, was applied to obtain the samples of each generation to respond to the research objective of this study. Hence, 384 samples were selected and classified into 4 groups equally to cover the samples of the four generations as shown in the followings:

(1) Baby Boomer Generation or Gen B (born between 1946 and 1964) 96 samples,

(2) Generation X or Gen-X (born between 1965 and 1979) 96 samples,

(3) Generation Y or Gen-Y or known as 'Millennials' (born between 1980 and 1997) 96 samples

(4) Generation Z or Gen-Z (born after 1997) 96 samples

3.2 Research Instrument

This survey research used a questionnaire as a research instrument. The design and reliability and validity test are outlined below:

1) Design of the Questionnaire

The questionnaire was divided into 2 sections, responding to each research objective.

Section 1: The questions on problems and trends of communication/ media design for shopping centers to meet the lifestyles of consumers in different generations

This section was divided into 3 parts with 28 items:

Part 1: Demographic information consisting of 10 multiple-choice questions in which the respondents were asked to check only one of the alternatives.

Part 2: Internet use behaviors consisting of 8 questions. The questions were in 6 rating scales as shown below:

6	means	most often
5	means	very often
4	means	fairly often
3	means	moderately often
2	means	sometimes
1	means	never

Part 3: Opinions on the communication design of shopping centers to meet the lifestyles of the consumers in the digital era, consisting of 10 questions in 5 rating scales expressing level of agreement as shown below:

5	means	strongly agree
4	means	agree
3	means	neutral
2	means	disagree
1	means	strongly disagree

Section 2: The questions on the variables influencing the communication design of shopping centers to meet the lifestyles of consumers in different generations:

This section covers the consumers' activities or behaviors, interest, and opinions in using shopping center, so it is divided into 3 main parts.

Part 4: Consumers' activities or behaviors in using shopping centers, consisting of 4 multiple-choice questions.

Part 5: Consumers' interest in using shopping centers, consisting of 20 questions in a 5-rating scale expressing the level of interest as below:

5	means	strongly interested
4	means	interest
3	means	neutral
2	means	disinterested
1	means	strongly disinterested

Part 6: Consumers' opinions on the public relations of the shopping centers (5 questions) and on the sales and activities management of the shopping centers (20 questions) in a 5-rating scale expressing the level of agreement as follow:

5	means	strongly agree
4	means	agree
3	means	neutral
2	means	disagree
1	means	strongly disagree

2) Reliability and Validity Test of the Questionnaire

In order to promote the reliability and validity of the questionnaire, the steps below were followed.

(1) The questionnaire was submitted to the researcher's supervisor to ask for comments and the form was revised accordingly.

(2) An official letter for data collection request at the research site was asked from the School of Communication Arts and Management Innovation, Doctor of Philosophy in Communication Arts and Management Innovation, National Institute of Development Administration.

(3) The revised questionnaire was distributed to 5 experts in marketing communication and shopping center management in Thailand to ask for comments on each item.

(4) Content Validity and Index of Item Objective Congruence (IOC) were conducted by the 5 experts. Only the items of which the IOC was equal or higher than .05 were used (Hambleton & Sireci, 1997, as cited in Patchanee Choey-Janya, 2015).

(5) After the items with the IOC equal or higher than .05 were selected (Hambleton et al., 1997, as cited in Patchanee Choey-Janya, 2015), the form was revised and the reliability test was conducted following the steps below:

$$IOC = \frac{\sum R}{N}$$

Meaning of the equation

Σ refers to the Total index scores from the experts

R refers to the Score of each item

N refers to the Total number of experts

The scoring criteria are as follows:

+1 means the question serves the research objectives or definitions of terms.

-1 means the question does not serve the research objectives or definitions of terms.

0 means the correlation between the question and the research objectives or definitions of terms is not clear.

Regarding interpretation of the IOC score, a question serves the research objectives when the IOC score was more or equal to .50 (IOC $\geq$ 0.50), while the question is not served when the IOC score was lower than .50 (IOC < 0.50). In this study, the IOC score was 0.702.

(1) A pilot test was conducted to validate the reliability of the questionnaire. Thirty forms were distributed to consumers who shared similar characteristics with the samples of this study and the data were excluded from the real study.

(2) The data from the pilot test were analyzed to investigate the internal consistency of the items using Cronbach's Alpha Coefficient of which the acceptable alpha was 0.70 (Pallant, 2007).

(3) The questionnaire was revised and submitted to the supervisor again prior to the real data collection.

3) Data Collection

The research tools, questionnaires, were distributed to 384 consumers, venders, and business entrepreneurs at the shopping centers in Bangkok. The data were collected at different shopping malls: The Mall, Siam Pattana, Robinson, Seacon, Siam

Retail and Development, MBK and Siampiwat, Siam Future Development, Century Mall, Crystal Group, King Power Complex, and others such as Siam Square, Jamchuree Square, Fortune Town Rachadapisek (Tesco Lotus Rama IX), Silom Complex, Center One Victory Monument, Amarin Plaza Rachaprasong, The Walk Kaset Nawamin, The Season (Phahonyothin). The steps below were gone through during the data collection:

(1) Methods of data collection, commuting modes, and procedures of data collection were identified. Two methods of the data collection were presented below:

a) Online Data Collection

Eighty-four complete questionnaire forms were gained through this method since it was impossible to control the return rate online. This conformed to a study, entitled "Marketing via Online Social Media, Trust, and Quality of Information Technology Influencing Purchasing through Facebook Live of Consumers in Bangkok" by Jidapa Thadhom (2015). The study aims to investigate consumers' purchasing behavior and their trust in information technology that affects their buying behavior through Facebook Live. The questionnaire with open-ended questions was employed as a research tool after its reliability and content validity had been confirmed. The samples were 260 consumers residing in Bangkok who had experience buying online from Facebook Live. The hypotheses were tested using influential statistics, multiple linear regression in particular. The results revealed that 4 factors influence buying behavior at a significant level of .05. These include entertainment, trust, quality of the information technology, and quality of the system and services. These factors mutually predict 67.8% of the buying decision. In contrast, the interaction, popularity, specialty, word of mouth, quality of the information technology, and quality of the information had no significant influence on the buying behavior. The study also confirms the return of 84 questionnaire forms from the online channel.

b) At Shopping Centers

The researcher distributed 300 forms of the self-administered questionnaire to the consumers, sellers, and business operators in shopping centers in Bangkok. The research sites were 3 groups of shopping centers which were 1) The Mall Group, 2) Central Pattana Group, and 3) Robison Group. The scheduled date and time were as follows:

Table 3.1 The Scheduled Date and Time of Researcher Distributed

Research Sites	Date and Time	Numbers of Samples
The Mall Group	Monday 11 a.m. to 1.30 p.m.	100 samples / forms
	Friday 2.30 p.m. to 4.30 p.m.	
Central Pattana Group	Wednesday 11.00 a.m. to 1.30 p.m.	100 samples / forms
	Saturday 4.00 p.m. to 8.00 p.m.	
Robison Group	Thursday 12.00 a.m. to 2.00 p.m.	100samples / forms
	Sunday 5.00 p.m. to 9.00 p.m.	

(2) The return rate was 90% and the complete forms were collected.

(3) The data were recorded and processed to examine the completeness and accuracy before the analysis through Structural Equation Modeling (SEM) of LISREL.

4) Data Analysis

The research tool consisted of 6 parts of 85 questions. They were: 1) Section 1: demographic information, consumers' internet use behaviors, and opinions on the communication design of the shopping centers in meeting the consumers' lifestyle in the digital era. Section 2: Variables influencing the communication design of the shopping centers to meet consumers' lifestyle: Consumers' activities, interest, and opinions related to public relations, sales and activities management.

Section 1: demographic information, consumers' internet use behaviors, and opinions on the communication design of the shopping centers in meeting the consumers' lifestyle in the digital era.

The data gained were analyzed through 2 methods as described below:

(1) Frequencies and percentage

(2) Mean, standard deviation (SD), as well as max and min values were test normality distribution by examining the skewness (SK). To elaborate, when the skew value is equal to 0 (SK= 0) refers to the normal distribution of the observable variables. However, the distribution is said to be negative or left-skewed, when the SK

value is lower than 0 (SK< 0). Besides, if the mass of the distribution is concentrated on the right of the figure, the distribution is said to be right-skewed or positive (SK> 0) and the mean is low. Next, relating to kurtosis, the distribution of the value is normal when the value is equal to 3 (KU= 3). The value indicates that the distribution is moderate and mesokurtic. When the value is higher than 3 (KU > 3), a distribution is positive and called leptokurtic. Besides, a distribution with negative excess kurtosis is called platykurtic or platykurtotic (KU < 3). This means that the plot graph appears to be flatter than the data with more positive kurtosis. Finally, the Coefficient of Variation (CV) is applied to compare the distribution of 2 sets of data; the one with higher distribution is usually with a higher CV.

The discussion was classified into 4 parts or 4 generations: (1) Baby Boomer Generation or Gen B (born between 1946 and 1964), (2) Generation X or Gen-X (born between 1965 and 1979), (3) Generation Y or Gen-Y or known as ‘Millennials’ (born between 1980 and 1997), and (4) Generation Z or Gen-Z (born after 1997).

Section 2: Variables influencing the communication design of the shopping centers to meet consumers’ lifestyle: Consumers’ activities, interest, and opinions related to public relations, sales and activities management.

Multiple-choice questions were included in this section. The respondents were allowed to select more than 1 item. The 5 rating scale questions were classified into 3 categories. They were 1) activities, 2) interests, and 3) opinions. Similarly, the services of shopping centers in Section 3 were also in the same format and it featured 5 aspects. These were 1) design concept, 2) Service facilities, 3) tenants mix, 4) entertainment and attraction, and 5) marketing and communications. The data were analyzed and discussed into 2 areas: 1) the analysis of elements and indicators of communication at shopping centers to serve the lifestyle of consumers in different generations, and 2) the analysis of correlation among causal variables relating to the development of communication design for shopping centers as outlined below:

(1) The analysis of elements and indicators of communication at shopping centers to serve the lifestyle of consumers in different generation applied Second-Order Confirmatory Factor Analysis through LISREL. The aim was to promote

validity and model validation including measuring achievement of the development of communication design to serve the lifestyle of consumers in different generations.

(2) The second area of the analysis related to the correlation among causal variables dealing with the development of communication design for shopping centers to serve the lifestyle of consumers in different generations. Pearson Correlation was applied to examine the relationship between the observable variables in the model, of which the result allowed the analysis of causal variables. After that Path Analysis was implemented using LISREL (Joreskog & Sorbom, 2006).

Qualitative Research by Focus Group Interview

1) The Samples

Sixteen interviewees were purposively selected based on generations as a criterion with stratified sampling based on careers. Of all the interviewees, 8 of them were male, and another eight samples were female equally. Each of them differed in terms of their careers; however, all of them were residing in Bangkok and had ever been to shopping centers. The details are illustrated below.

(1) Baby Boomer Generation or Gen B (born between 1946 and 1964) consisted of 2 men and 2 women. Two of them were business owners, one of them was a government officer and another an office worker in a private company.

(2) Generation X or Gen-X (born between 1965 and 1979) consisted of 4 interviewees: 2 men and 2 women. In terms of their careers, one of them was a business owner, a government officer, a housewife, and a private employee.

(3) Generation Y or Gen-Y or known as 'Millennials' (born between 1980 and 1997) included 2 male and 2 female interviewees. They were a business owner, a government officer, a worker, and an office worker in a private company.

(4) Generation Z or Gen-Z (born after 1997) included 2 male and 2 female interviewees. They were 2 university students, 1 office worker, and 1 high - school student.

2) Design of the Research Instrument

An interview guide or form was used as an instrument in the focus group interview. Questions were designed to respond to the research objectives as follow:

Table 3.2 Guideline Questions of Focus Group Interview

Research Objective	Primary and Probing Questions
1) Trends of communication design for shopping centers to serve the lifestyle of consumers in different generations	1. How do you engage in activities of shopping centers? 2. In your opinion, how significant communication design for shopping centers is? 3. Is communication design at shopping centers appropriate? / How? 4. What are problematic for media design at shopping centers to serve the lifestyle of consumers in different generations? 5. In what way does media design trend for shopping centers to serve consumers with different ages continue in your view? 6. How should the problems and challenges be dealt with? 7. In what way do you think the media design for shopping centers should be so that they can serve different generations of customers?
2) Variables influencing communication design of shopping centers to meet the lifestyles of consumers in different generations	8. How are the concepts, styles, and methods appropriate and consistent with the sales and activities at shopping centers? 9. What factors do you think are influential on the development of media design at shopping centers to serve the lifestyles of consumers in different generations?
3) Development of media design for shopping centers to meet the lifestyles of consumers in different generations	10. What services do consumers in each generation need from shopping at a shopping center? 11. How do various communication forms in a shopping center influence consumers in different generations? 12. In what way do you think media design at shopping centers should be to serve consumers in each generation?

3) The Reliability and Validity of the Interview Questions

To maintain the validity and reliability of the discussion guided questions, the following steps were processed.

(1) The guided questions for the focus group discussion were raised.

(2) The guided questions were submitted to the supervisor to ask for her comments.

(3) The questions were distributed to experts to validate the content validity. Only the items which were seen to be effective by at least 3 experts were selected. Besides, in this step, the researcher considered consistency among the questions and definitions of terms. Then the content relating to the content and language use was finally revised to address the research objectives.

(4) The guided questions were revised according to the expert comments before they were asked during the focus group interview. The objectives were to reveal trends of service use at shopping centers of each generation, their favorite shopping places, and future needs. In addition, it was aimed to investigate the correlation between the consumers' behavior and physical characteristics of shopping centers as well as their communication design.

3.3 Data Collection

The qualitative data were collected through a focus group interview the data collection steps were as follows:

1) Preparation for the focus group interview

(1) The topics for group interview were prepared.

(2) The guided questions for the focus group interview were prepared.

(3) The questions were categorized and prioritized.

(4) The targeted respondents were indicated and the date and time for the group interview.

2) Preparation for the research team

3) The conduction of focus group interview

4) The data gained were analyzed in the later phase.

3.4 Data Analysis

The qualitative data analysis refers to the examination of the data from the focus group interview. This involves the following steps.

1) Significant data were jotted down during the interview by the researcher.

2) The data were validated.

3) Typological Analysis was applied to categorize the data in to different categories. The analysis began by taking a close look at each data segment. The segment that revealed similar areas of the ideas were categorized and included in one topic. Later, many topics formed categories of data. Finally, keywords found in each category were established for each group of data.

4) Categories of data were analyzed to get patterns of communication design for shopping centers to meet the lifestyle of consumers in different generations.

5) Descriptive analysis was applied and quotations of the samples' opinions were included to confirm the results.

CHAPTER 4

RESULTS

This chapter presents results of the study, entitled “Shopping Centers: the Development of Communication Design Corresponding to Consumer Lifestyle by Generation.” The research objectives are 1) to investigate problems and trends of media design in shopping centers to meet consumers’ lifestyles in the digital age and 2) to examine factors influencing the development of shopping centers’ communication to meet consumers’ lifestyles in the digital age. The results consist of 3 sections as follows:

Section 1: Background Information of the Respondents,

Section 2: Consumers’ Internet Use Behaviors and Opinions on the Communication Design of the Shopping Centers to Meet the Consumers’ Lifestyles

Section 3: Factors Influencing the Development of Shopping Centers’ Communication Design to Serve Consumers’ Lifestyle in The Digital Age

4.1 Section 1: Background Information of the Respondents

From calculating the sample size based on Cochran’s Sample Technique Formula, the sample size should be 384. However, in this study, only 349 questionnaires could be collected, classified by generation as follows:

Gen B	=	75	respondents
Gen X	=	94	respondents
Gen Y	=	93	respondents
Gen Z	=	87	respondents

The first section of the research tool was background information of the respondents, in which 7 demographic information: gender, educational level, occupation, job position, work experience, average monthly income, and number of family members, were included. The results are presented according to the respondents’ generation in 3 sections: Gen-B, Gen-X, Gen-Y, and Gen-Z.

Table 4.1 Percentage of the Respondents Classified by Genders

(n=349)

Gender	Gen-B		Gen-X		Gen-Y		Gen-Z		Total	
	Numbers	percentage	Numbers	Percentage	Numbers	Percentage	Numbers	percentage	Numbers	percentage
Female	45	60.00	56	59.57	61	65.59	53	60.92	215	61.60
Male	30	40.00	38	40.43	32	34.41	34	39.08	134	38.40
Total	**75**	**100.00**	**94**	**100.00**	**93**	**100.00**	**87**	**100.00**	**349**	**100.00**

According to Table 4.1, 349 respondents completed the questionnaire form, 215 were female, while only 134 were male. They were classified based on their age into 4 groups. First, 75 respondents were Gen-B, 45 of them were female (60%) and 30 were male (40%). Second, 94 of Gen-X respondents took part in filling up the questionnaire form; 59.57% were female, while 48.43% were male, out of 56 and 38 respondents, respectively. Then 93 respondents were Gen-Y of which 61 individuals or 65.59% were female and only 32 or 34.41% were male. Finally, Gen-Z constituted of 87 respondents. 53 respondents were female, which formed 60.92%, only 38.08% of 34 respondents were male.

Table 4.2 Percentage of the Respondents Classified by Educational Levels

(n=349)

Educational levels	Gen-B		Gen-X		Gen-Y		Gen-Z		Total	
	Numbers	percentage	Numbers	Percentage	Numbers	percentage	Numbers	percentage	Numbers	percentage
High school diploma	14	18.67	8	8.51	13	13.98	-	-	35	10.03
Bachelor degree	44	58.67	40	42.55	49	52.69	87	100.00	220	63.04
Graduate degree	17	22.67	46	48.94	31	33.33	-	-	94	26.93
Total	**75**	**100.00**	**94**	**100.00**	**93**	**100.00**	**87**	**100.00**	**349**	**100.00**

Table 4.2 reveals that the respondents were classified into 3 groups based on their education. Firstly, out of 349 respondents, 220 held a bachelor's degree, 94 respondents were with a graduate degree, and only 35 held a high school diploma. When taking their age into account, it was found that out of 75 Gen-B respondents, 44 of them (58.67%) were with a bachelor's degree; 17 respondents (22.67%) held a graduate degree, and only 14 respondents or 18.67% were with a high school diploma. Secondly, 94 Gen-X respondents filled up the form and 46 respondents were with a graduate degree constructing 48.94%. Meanwhile, 42.55% or 40 respondents held a bachelor degree. Then only 8.51% or 8 respondents were with a high school diploma. Thirdly, 93 respondents were Gen-Y. Most of them, 49 respondents were with a bachelor's degree and constituted 52.69% followed by 33.33% and 13.98% of those with a graduate degree and a high school diploma, respectively.

Table 4.3 Percentage of the Respondents Classified by Occupations

(n=349)

Occupations	Gen-B		Gen-X		Gen-Y		Gen-Z		Total	
	Numbers	**percentage**	**Numbers**	**Percentage**	**Numbers**	**percentage**	**Numbers**	**percentage**	**Numbers**	**percentage**
Office worker	14	18.67	47	50.00	48	51.61	51	58.62	160	45.85
Bureaucrat	16	21.33	18	19.15	23	24.73	-	-	57	16.33
State enterprise employee	-	-	3	3.19	1	1.08	-	-	4	1.15
Freelancer/ business owner	1	1.33	16	17.02	10	10.75	-	-	27	7.74
Students	14	18.67	2	2.13	8	8.60	36	41.38	60	17.19
Stayed-at-home dad/ housewife	30	40.00	4	4.26	-	-	-	-	34	9.74
Retired										
Unemployed	-	-	1	1.06	-	-	-	-	1	0.29
Other (worker/ agriculture)	-	-	3	3.19	3	3.23	-	-	6	1.72
Total	**75**	**100.00**	**94**	**100.00**	**93**	**100.00**	**87**	**100.00**	**349**	**100.00**

As shown in Table 4.3, the 3 most common occupations were office workers, students, and bureaucrats. To be specific, 160 respondents were office workers, 60 were students, and 57 were bureaucrats. According to their age, of all 75 respondents in Gen-B, 40% were stay-at-home dads, housewives, and retired bureaucrats, while 21.33% worked as bureaucrats. In the meantime, of all 94 Gen-X respondents, 50% were office workers and 19.15% were bureaucrats. Next, 93 Gen-Y respondents filled up the questionnaire. Most of them (51.61%) worked as office workers, followed by 24.73% of bureaucrats. Eventually, out of 87 Gen-Z respondents, 58.62% were office workers, and only 41.38% were students.

Table 4.4 Percentage of the Respondents Classified by Job Positions

(n=349)

Job Positions	Gen-B		Gen-X		Gen-Y		Gen-Z		Total	
	Numbers	percentage	Numbers	Percentage	Numbers	percentage	Numbers	percentage	Numbers	percentage
Business owner	8	10.67	15	15.96	6	6.45	-	-	29	8.31
Executive	-	-	17	18.09	5	5.38	-	-	22	6.30
Operational level (General)	14	18.67	7	7.45	16	17.20	34	39.08	71	20.34
Professional level (General)	7	9.33	7	7.45	1	1.08	17	19.54	32	9.17
Operational level (Academic)	-	-	-	-	5	5.38	-	-	5	1.43
Director	-	-	2	2.13	2	2.15	-	-	4	1.15
Professional level (Academic)	-	-	3	3.19	2	2.15	-	-	5	1.43
Nurse	9	12.00	13	13.83	7	7.53	-	-	29	8.31
Senior/ Senior professional level	15	20.00	3	3.19	6	6.45	-	-	24	6.88
Scientist	-	-	-	-	2	2.15	-	-	2	0.57
Physician	-	-	1	1.06	1	1.08	-	-	2	0.57
Teacher	-	-	10	10.64	11	11.83	-	-	21	6.02
Office worker	-	-	12	12.77	18	19.35	-	-	30	8.60
Bureaucrat										

Table 4.4 (Continued)

(n=349)

Job Positions	Gen-B		Gen-X		Gen-Y		Gen-Z		Total	
	Numbers	**percentage**	**Numbers**	**Percentage**	**Numbers**	**percentage**	**Numbers**	**percentage**	**Numbers**	**percentage**
Scholar	-	-	1	1.06	-	-	-	-	1	0.29
Casual worker	-	-	1	1.06	7	7.53	17	19.54	25	7.16
Others	22	29.33	2	2.13	4	4.30	19	21.84	47	13.47
Total	**75**	**100.00**	**94**	**100.00**	**93**	**100.00**	**87**	**100.00**	**349**	**100.00**

Table 4.4 reveals that the 3 most frequently found job positions were workers in at the operational level (General) (71 respondents), followed by students/ retired bureaucrats (47 respondents), and professional level (General) (32 respondents). According to their age, 29.33% out of 75 Gen-B respondents were with other job positions referring to retired bureaucrats and 20% were at senior/senior professional level. Next, 18.09% of 94 Gen-X respondents were executives, followed by 15.69% of business owners. Then 93 Gen-Y respondents filled up the questionnaire forms. Most of them (19.35%) were office workers and at the operational level (General) (17.20%), respectively. Finally, the data of Gen-Z job position were gained from 87 respondents of which 39.08% were at the operational level (General) and 21.84% were students.

Table 4.5 Percentage of the Respondents Classified by Work Experience

(n=349)

Length of Work	Gen-B		Gen-X		Gen-Y		Gen-Z		Total	
	Numbers	**percentage**	**Numbers**	**Percentage**	**Numbers**	**percentage**	**Numbers**	**percentage**	**Numbers**	**percentage**
Less than 5 years	14	18.67	4	4.26	37	39.78	70	80.46	125	35.82
6-10 years	-	-	6	6.38	27	29.03	-	-	33	9.46
11-15 years	-	-	15	15.96	21	22.58	17	19.54	53	15.19
More than 15 years	61	81.33	69	73.40	8	8.60	-	-	138	39.54
Total	**75**	**100.00**	**94**	**100.00**	**93**	**100.00**	**87**	**100.00**	**349**	**100.00**

According to Table 4.5, 138 respondents were with more than 15-year work experience, 125 of them worked for less than 5 years, and 53 respondents were with 11 to 15 years of work experience. Based on their generation, the majority of Gen-B respondents were with more than 15-year work experience, which constituted 81.33% and those with less than 5-year experience shared 18.67%. Meanwhile, 70.40% of Gen-X respondents had worked for more than 15 years, while 15.96% were with 11 to 15 years of work experience. However, most Gen-Y respondents (39.78%) were with only 5-year work experience and 29.03% had worked for 6 to 10 years. Lastly, relating to Gen-X respondents, 80.46% were with 5-year work experience, while only 19.54% had worked for 11 to 15 years.

Table 4.6 Percentage of the Respondents Classified by Monthly Income (Baht/Month)

(n=349)

Ranges of Monthly Income	Gen-B		Gen-X		Gen-Y		Gen-Z		Total	
	Numbers	percentage	Numbers	Percentage	Numbers	percentage	Numbers	Percentage	Numbers	percentage
Less than 10,000	22	29.33	2	2.13	12	12.90	19	21.84	55	15.76
10,001-20,000	-	-	4	4.26	17	18.28	51	58.62	72	20.63
20,001-30,000	14	18.67	10	10.64	25	26.88	-	-	49	14.04
30,001-40,000	7	9.33	15	15.96	14	15.05	-	-	36	10.32
40,001-50,000	15	20.00	24	25.53	12	12.90	-	-	51	14.61
More than 50,000	17	22.67	39	41.49	13	13.98	17	19.54	86	24.64
Total	**75**	**100.00**	**94**	**100.00**	**93**	**100.00**	**87**	**100.00**	**349**	**100.00**

Table 4.6 reveals that the majority of the respondents gained more than 50,000 baht per month, followed by 10,001 to 20,000, and 10,000 baht, respectively. When classified by their generation, firstly, it was found that 29.33% of Gen-B respondents earned 10,000 baht per month and 22.67% received more than 50,000 baht each month. Secondly, the majority of Gen-X gained more than 50,000 baht per month (41.49%), while 25.53% obtained 40,001 to 50,000 baht. Thirdly, 26.88% of Gen-Y respondents usually earned 20,001 to 30,000, but 18.28% received 10,001 to 20,000 baht. Finally, most Gen-Z respondents (58.62%) got 10,001 to 20,000 baht, followed by 21.84% of those who gained 10,000 baht monthly.

Table 4.7 Percentage of the Respondents Classified by Numbers of Family Members (n=349)

No. of Family Members	Gen-B		Gen-X		Gen-Y		Gen-Z		Total	
	Numbers	**percentage**	**Numbers**	**Percentage**	**Numbers**	**percentage**	**Numbers**	**percentage**	**Numbers**	**percentage**
1 person	8	10.67	9	9.57	-	-	-	-	17	4.87
2 to 4 people	52	69.33	62	65.96	60	64.52	35	40.23	209	59.89
5 to 6 people	14	18.67	17	18.09	27	29.03	35	40.23	93	26.65
More than 6 people	1	1.33	6	6.38	6	6.45	17	19.54	30	8.60
Total	**75**	**100.00**	**94**	**100.00**	**93**	**100.00**	**87**	**100.00**	**349**	**100.00**

According to Table 4.7, 209 respondents had 2 to 4 family members, 93 of them had 5 to 6 members, while there were more than 6 members in the families of 30 respondents. The results based on their generation revealed that there were 2 to 4 members in 69.33% of Gen-B respondents' families and only 18.67% of the respondents had 5 to 6 members. Meanwhile, there were 2 to 4 people in 65.96% of Gen-X respondents, while only 18.09% were with 5 to 6 family members. Moreover, most Gen-Y respondents had 2 to 4 family members, which formed 64.52%. However, only 29.03% stayed with 5 to 6 people. Besides, 64.52% of Gen-Y respondents had 2 to 4 family members, for 29.03% of the respondents, there were 5 to 6 people in their family. Finally, 40.23% of Gen-Z respondents were with 2 to 4 people, while those with 5 to 6 members shared the same percentage, followed by 19.54% of those having more than 6 family members.

4.2 Section 2: Consumers' Internet Use Behaviors and Opinions on the Communication Design to Meet the Consumers' Lifestyles

In this section, the results of an analysis of variables relating to communication design for shopping centers to serve the needs of digital consumers are presented. It includes 6 areas: 1) internet use behavior, 2) opinions towards communication design for shopping centers, 3) consumers' activities or routines, 4) consumes' interest, 5) consumers' opinions on public relations and sales and activity management of the shopping centers. The results, classified by generations, are reported as following:

4.2.1 Consumers' Internet Use Behavior

Table 4.8 Consumers' Overall Internet Use Behavior

(n=349)

Internet Use Behaviour	$\bar{X}$	SD	Frequencies
1. Surfing the Internet i.e. Facebook, Instagram, or Line	4.99	1.47	Fairly often
2. Online games	2.87	1.73	Sometimes
3. Online reading	2.93	1.38	Sometimes
4. Online shopping	3.87	1.47	Moderate
5. Internet surfing/ Online shopping on weekends	3.76	1.47	Moderate
6. Online music listening	4.12	1.70	Fairly often
7. Spending more time on Facebook, Instagram, or Line	4.63	1.48	Fairly often
8. Duration of spending time online	4.26	1.40	Fairly often
Total	**3.93**	**1.51**	**Moderate**

According to Table 4.8, the majority of the respondents used the internet at a moderate level ($\bar{X}$= 3.93). The 3 most outstanding use of the internet was: 1) Internet surfing i.e. Facebook, Instagram, or Line ($\bar{X}$= 4.99) falling into "Fairly Often," 2) spending more time on Facebook, Instagram, or Line ($\bar{X}$= 4.63) or "Fairly Often," However, playing online game gained dhow lowest mean of 2.87 referring to "Moderate" falling into "Fairly Often."

Table 4.9 Consumers' Internet Use Behavior Classified by Generation

Internet Use Behavior	Gen-B		Gen-X		Gen-Y		Gen-Z	
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD
1. Surfing the Internet i.e. Facebook, Instagram, or Line	4.12	1.34	4.60	1.68	5.13	1.46	6.00	0.00
2. Online games	2.97	1.71	2.39	1.73	2.72	1.68	3.46	1.66
3. Online reading	2.63	1.40	2.94	1.56	2.89	1.31	3.22	1.17
4. Online shopping	3.41	1.68	3.50	1.43	3.72	1.42	4.83	0.77
5. Internet surfing/ Online shopping on weekends	3.21	1.55	3.45	1.42	3.87	1.55	4.44	1.04
6. Online music listening	2.96	1.70	3.65	1.60	4.31	1.67	5.41	0.50
7. Spending more time on Facebook, Instagram, or Line	3.87	1.26	4.15	1.59	4.62	1.52	5.80	0.40
8. Duration of spending time online	3.57	1.46	4.04	1.47	4.31	1.45	5.02	0.65
Total	**3.34**	**1.51**	**3.59**	**1.56**	**3.95**	**1.51**	**3.89**	**1.35**

Table 4.9 shows the respondents' internet use classified by generation. Firstly, it was found that overall Gen-B respondents used the internet at the "Moderate" level ($\bar{X}$= 3.34). To be specific, they were usually on Facebook, Instagram, or Line ($\bar{X}$=4.12) falling into the "Fairly Often" scale, while online reading gained the lowest mean of 2.63 and fell into "Sometimes." Similarly, most Gen-X respondents moderately uses the Internet ($\bar{X}$=3.59). That is they were fairly often on Facebook, Instagram, or Line most of the time ($\bar{X}$=4.60). In contrast, Gen-X sometimes played online games ($\bar{X}$ =2.39). Similarly, Gen-Y respondents used the internet at the "Moderate" level. ($\bar{X}$= 3.95). They were usually on Facebook, Instagram, or Line at the "Very Often" level

($\bar{X}$= 5.13), while they sometimes played online games ($\bar{X}$= 2.72). Finally, Gen-Z respondents used the Internet at the "Moderate" level ($\bar{X}$= 3.89). To explain, they were very often on Facebook, Instagram, or Line ($\bar{X}$=6.00), but sometimes read online ($\bar{X}$=3.22).

4.2.2 Consumers' Opinion on the Communication Design of the Shopping Centers

Table 4.10 Opinions on the Communication Design of the Shopping Centers

(n=349)

Areas of Opinions	$\bar{X}$	SD	Levels of Agreement
1. You like to transformed newspaper, announcements, TV still pictures, etc., on the internet.	2.85	1.14	Moderate
2. It is appropriate for banners to be used in shopping centers.	3.20	1.03	Moderate
3. Pop-ups should be used in shopping centers.	3.42	1.05	Moderate
4. Music recommendation signs and artistic patterns should be provided.	3.41	1.18	Moderate
5. Marketing tools and promotion channels should be available 24 hrs.	3.50	1.10	Moderate
6. The most careful considerations and sensibility should be put on designing advertising signs.	3.76	1.14	High
7. The objectives of using each advertising sign should be clear.	3.71	1.19	High
8. The overuse of graphics in each advertising sign should be limited.	3.15	1.14	Moderate
9. Messages in each advertising sign should be interesting to raise familiarity and credibility.	3.86	1.10	High
10. Each advertising sign should feature beautiful pictures.	3.83	1.33	High
Total	**3.47**	**1.14**	**Moderate**

As shown in Table 4.10, the overall level of the consumers' opinions relating to communication design at shopping centers were moderate ($\bar{X}$=3.47). To be specific, the consumers highly agreed that messages in each advertising sign should be interesting to raise familiarity and credibility ($\bar{X}$=3.86). Next, they believed that each advertising sign should feature beautiful pictures at a "High" level ($\bar{X}$=3.83). Nevertheless, the respondents viewed "transforming newspaper, announcements, TV, still pictures, etc. into the internet messages" to be the least influential factor ($\bar{X}$=2.85) at a moderate level.

Table 4.11 Opinions on the Communication Design of the Shopping Centers, Classified by Consumers' Generation

Comm. Design of the Shopping Centers	**Gen-B**		**Gen-X**		**Gen-Y**		**Gen-Z**	
	$\bar{X}$	**SD**	$\bar{X}$	**SD**	$\bar{X}$	**SD**	$\bar{X}$	**SD**
1. You like to view transformed newspaper, announcements, TV, still pictures, etc. on the internet.	2.96	1.08	2.82	1.13	2.60	1.02	3.05	1.29
2. It is appropriate for banners to be used in shopping centers.	2.99	0.98	3.21	0.96	2.95	1.00	3.63	1.04
3. Pop-ups should be used in shopping centers.	3.19	1.07	3.47	0.95	3.35	1.13	3.62	1.03
4. Music recommendation signs and artistic patterns should be provided.	3.25	1.10	3.07	1.07	3.30	1.07	4.01	1.26
5. Marketing tools and promotion channels should be available 24 hrs.	3.00	1.00	3.39	1.08	3.34	1.16	4.22	0.75

Table 4.11 (Continued)

Comm. Design of the Shopping Centers	Gen-B		Gen-X		Gen-Y		Gen-Z	
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD
6. The most careful considerations and sensibility should be put on designing advertising signs.	3.79	1.02	3.71	1.20	3.56	1.19	4.01	1.09
7. Theobjectives of using each advertising sign should be clear.	3.52	1.13	3.66	1.17	3.61	1.13	4.02	1.27
8. The overuse of graphics in each advertising sign should be limited.	3.13	1.23	3.14	1.21	3.11	1.14	3.23	1.00
9. Messages in each advertising sign should be interesting to raise familiarity and credibility.	3.43	1.13	3.77	1.13	3.78	1.10	4.41	0.80
10. Each advertising sign should feature beautiful pictures.	3.59	1.30	3.89	1.20	3.80	1.24	4.02	1.55
Total	**3.28**	**1.10**	**3.41**	**1.11**	**3.34**	**1.12**	**3.82**	**1.11**

According to 4.11, the overall Gen-B consumers' opinions on the communication design were at a moderate level ($\bar{X}$=3.28). To explain, the consumers agreed that the most careful considerations and sensibility should be put on designing advertising signs ($\bar{X}$=3.79). In contrast, transforming newspaper, announcements, TV, still pictures, etc. on the internet were moderately important ($\bar{X}$=2.96).

Relating to Gen-X, in general, most of them had moderate-level opinions on the communication design of the shopping centers ($\bar{X}$=3.41). The consumers believed that each advertising sign should feature beautiful pictures at a high level ($\bar{X}$=3.89).

However, the transformation of newspaper, announcements, TV, still pictures, etc. on the internet was at a moderate level ($\bar{X}$=2.82).

Similar to Gen-X consumers, Gen-Y consumers moderately agreed on the effectiveness of communication design of the shopping centers ($\bar{X}$=3.34). The factor that gained the highest agreement was the use of beautiful pictures in each advertising signs ($\bar{X}$=3.80). Nonetheless, the transformation of newspaper, announcements, TV, still pictures, etc. on the internet was at a moderate level ($\bar{X}$=2.60).

Finally, Gen-Z consumers also had moderate opinions on the communication design of shopping centers ($\bar{X}$=3.82). The consumers preferred the messages in each advertising sign to be interesting to raise familiarity and credibility ($\bar{X}$=4.41) at a high level. Nevertheless, the preference for transforming newspaper, announcements, TV, still pictures, etc. on the internet was at a moderate level ($\bar{X}$=3.05).

4.2.3 Consumers' Activities or Routines

Table 4.12 Overall Percentage of Consumers' Routines

(n=349)

Routines	No. of People	Percentage
1. You always follow fashion trend		
1.1 Yes, I always post it on Facebook/Instagram/Line/ Twitter	40	11.46
1.2 Yes, but I do not post it on Facebook/ Instagram/Line/ Twitter	99	28.37
1.3 Yes, I sometimes post it on Facebook/Instagram/Line/ Twitter	143	40.97
1.4 No, never	67	19.20
2. Date and time that you usually spend at shopping centers		
2.1 Days		
2.1.1. Saturday-Sunday	247	70.77

Table 4.12 (Continued)

Routines	No. of People	Percentage
2.1.2 Monday-Sunday	66	18.91
2.1.3 Friday-Sunday	28	8.02
2.1.4 Sunday- Monday	8	2.29
2.2 Time		
2.2.1. After work	294	84.24
2.2.2. Lunch break	55	18.70
3. How many people are you usually with at a shopping center?		
3.1 1 person	39	11.17
3.2 2-5 people	306	87.68
3.3 6-10 people	4	1.15
3.4 More than 10 people	-	-
4. Frequencies of shopping mall visits		
4.1 Once a week	146	41.83
4.2 Twice a week	126	36.10
4.3 More than 2 times a week	77	22.06

From Table 4.12, it can be concluded that most consumers (40.97%). always followed fashion trends, but sometimes posted them. 28.37% of the consumers always followed fashion trends, but did not post them on Facebook, Instagram, Line, or Twitter. Most of them usually visited shopping centers on weekends (70.77%). Regarding the preferable time of their shopping, the consumers usually went to shopping centers after work (84.24%). They visited shopping centers once a week the most (41.83%), and with 2 to 5 people accompanying (87.6%) the most.

Table 4.13 Percentage of Consumers' Routines Classified by Generation

Routines	Gen-B Numbers	Gen-B Percentage	Gen-X Numbers	Gen-X Percentage	Gen-Y Numbers	Gen-Y Percentage	Gen-Z Numbers	Gen-Z Percentage
1. You always follow fashion trend.								
1.1 Yes, I always post it on Facebook/ Instagram/ Line/ Twitter	1	1.33	15	15.96	22	23.66	2	2.30
1.2 Yes, but I do not post it on Facebook/ Instagram/Line/Twitter	14	18.67	29	30.85	22	23.66	34	39.08
1.3 Yes, I sometimes post it on Facebook/ Instagram/ Line/Twitter	24	32.00	35	37.23	33	35.48	51	58.62
1.4 No, never	36	48.00	15	15.96	16	17.20	-	-
2. You spend most of your time at shopping centers.								
2.1 Days								
2.1.1. Saturday-Sunday	59	78.67	64	68.09	55	59.14	69	79.31
2.1.2 Monday-Sunday	15	20.00	20	21.28	30	32.26	1	1.15
2.1.3 Friday-Sunday	1	1.33	4	4.26	6	6.45	17	19.54
2.1.4 Sunday-Monday	-	-	6	6.38	2	2.15	-	-
2.2 Time								
2.2.1. After work	61	81.33	80	87.92	80	86.02	70	80.45
2.2.2. Lunch break	14	18.67	11	12.08	13	13.98	17	19.55

Table 4.13 (Continued)

Routines	Gen-B Numbers	Gen-B Percentage	Gen-X Numbers	Gen-X Percentage	Gen-Y Numbers	Gen-Y Percentage	Gen-Z Numbers	Gen-Z Percentage
3. How many people are you usually with at a shopping center?								
3.1 1 person	9	12.00	18	19.15	12	12.90	-	-
3.2 2-5 people	66	88.00	76	80.85	79	84.95	85	97.70
3.3 6-10 people	-	-	-	-	2	2.15	2	2.30
3.4 More than 10 people	-	-	-	-	-	-	-	-
4. Frequencies of shopping mall visits								
4.1 Once a week	44	58.67	41	43.62	44	47.31	17	19.54
4.2 Twice a week	30	40.00	25	26.60	19	20.43	52	59.77
4.3 More than 2 times a week	1	1.33	28	29.79	30	32.26	18	20.69

Table 4.13 reveals the percentage of the consumers' activities/ routines classified by generation. 48.00% of Gen-B consumers did not always follow fashion trends. Most of them usually went to shopping centers on weekends (78.67%) and after work (81.33%). 88.88% of the them visited shopping centers with 2 to 5 people and the frequency of their visits was once a week (58.67%).

Concerning Gen-X, the results revealed that 37.23% of them always followed fashion trends, and posted them sometimes. Most of them went to shopping centers on weekends (68.09%), once a week (43.62%), and after work (87.92%). They visited the shopping centers with 2 to 5 companions (80.85%).

Regarding Gen-Y, most of the respondents (35.48%) always followed fashion trends, and sometimes posted them. Besides, 59.14% of the consumers visited the malls on weekends. They usually went there after work (81.02%) once a week (47.31%) with 2 to 5 companions (84.95%).

For Gen-Z, 58.62% of them always followed fashion trends and sometimes posted it. Next, most of them, 79.31%, visited shopping centers on weekends after work (80.45%). Moreover, most of them went to a shopping center twice a week (59.77%) with 2 to 5 people (97.70%).

4.2.4 Consumers' Interest

Table 4.14 The Overall Interest of Consumers

(n=349)

Areas of Interest	$\bar{X}$	SD	Levels of Interest
1. Food and dessert	3.84	1.11	High
2. Bill payment, i.e. water bill, electric bill, internet bill, etc.	2.99	1.31	Moderate
3. Clothing, belt, sportware	3.33	1.06	Moderate
4. IT	2.67	1.13	Moderate
5. Toys	2.05	1.18	Low
6. Electronic	2.87	1.19	Moderate
7. Car wash	2.03	1.21	Low
8. Wide ranges of goods	4.11	1.06	High
9. Convenience	4.05	1.09	High
10. Ease of travel	4.06	1.14	High
11. Reputation of a shopping center	3.86	1.01	High
12. Quality of products	3.92	1.13	High
13. Quality of services	3.85	1.04	High
14. Sales price tags	3.88	1.09	High
15. Sales promotion shown on LED screen	3.22	1.07	Moderate
16. Signs or OOH outside a shopping ce	3.08	1.08	Moderate
17. Facebook, Instagram, or Twitter	3.43	1.18	Moderate
18. Sales media at checkout points	3.81	1.08	High
19. New product recommendation tags or new restaurants	3.56	1.09	High
20. Leaflets	2.88	1.07	Moderate
Total	**3.37**	**1.12**	**Moderate**

From Table 4.14, the overall the consumers' interest in the shopping centers was at a moderate level ($\bar{X}$=3.37). The respondents showed their interest in 10 areas at a high level, 8 areas at a moderate level, and only 2 areas at a low level. The area of interest that gained the highest attention was wide ranges of goods ($\bar{X}$=4.11) and ease of travel ($\bar{X}$=4.06) respectively, while car wah services gained the lowest interest ($\bar{X}$=2.03).

Table 4.15 Consumers' Interest Classified by Generation

(n=349)

Areas of Interest	Gen-B		Gen-X		Gen-Y		Gen-Z	
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD
1. Food and dessert	3.37	1.02	3.65	1.18	3.69	1.16	4.61	0.49
2. Bill payment, i.e. water bill, electric bill, internet bill, etc.	3.33	1.29	3.00	1.22	2.74	1.26	2.97	1.43
3. Clothing, belt, sportware	3.07	0.84	3.30	1.19	3.33	1.06	3.57	1.03
4. IT	2.60	1.25	2.81	1.13	2.83	1.08	2.40	1.02
5. Toys	2.27	1.40	2.20	1.13	2.34	1.26	1.39	0.49
6. Electronic	3.11	1.27	3.02	1.08	2.82	1.01	2.57	1.36
7. Car wash	2.11	1.28	2.14	1.36	2.10	1.17	1.78	0.98
8. Wide ranges of goods	3.91	0.98	3.87	1.19	3.87	1.13	4.80	0.40
9. Convenience	3.64	1.04	3.93	1.19	3.80	1.14	4.80	0.40
10. Ease of travel	3.64	1.28	3.94	1.18	3.83	1.15	4.80	0.40
11. Reputation of a shopping center	3.56	0.92	3.85	1.09	3.76	1.13	4.22	0.75
12. Quality of products	3.57	1.41	3.76	1.14	3.72	1.04	4.61	0.49
13. Quality of services	3.77	1.18	3.77	1.12	3.66	1.01	4.22	0.75
14. Sales price tags	3.47	1.11	3.69	1.10	3.72	1.16	4.60	0.49
15. Sales promotion shown on LED screen	3.28	1.02	3.49	1.09	3.43	1.06	2.66	0.87
16. Signs or OOH outside a shopping center	3.36	0.95	3.28	1.04	3.26	1.01	2.44	1.05
17. Facebook, Integra, or Twitter	2.91	1.04	3.37	1.15	3.37	1.18	4.02	1.10
18. Sales media at checkout points	3.60	1.01	3.70	1.12	3.52	1.13	4.41	0.80

Table 4.15 (Continued)

(n=349)

Areas of Interest	**Gen-B**		**Gen-X**		**Gen-Y**		**Gen-Z**	
	$\bar{X}$	**SD**	$\bar{X}$	**SD**	$\bar{X}$	**SD**	$\bar{X}$	**SD**
19. New product recommendation tags or new restaurants	3.49	1.27	3.70	0.96	3.41	1.12	3.63	1.04
20. Leaflets	2.72	0.89	3.01	1.17	2.76	1.18	3.00	0.94
Total	**3.24**	**1.12**	**3.37**	**1.14**	**3.30**	**1.12**	**3.58**	**0.81**

From Table 4.15, Gen-B respondents had interests in different aspects of shopping centers at a moderate level the most ($\bar{X}$=3.24). The highest interest was wide ranges of goods (X=3.91) and quality of services ($\bar{X}$=3.77) respectively. However, they were interested in car wash services the least ($\bar{X}$=2.11).

Relating to Gen-X respondents had interests in different aspects of shopping centers at a moderate level the most ($\bar{X}$=3.37). They were interested in a shopping center with ease of travel the most $\bar{X}$=3.94), followed by its convenience ($\bar{X}$=3.93). Nonetheless, they were interested in car wash services the least ($\bar{X}$=2.14).

Regarding Gen-Y, Gen-Y respondents had interests in different aspects of shopping centers at a moderate level the most ($\bar{X}$=3.30). They were interested in wide ranges of products the most ($\bar{X}$=3.83), and in car wash services the least ($\bar{X}$=2.10).

Similarly, Gen-Z respondents had interests in different aspects of shopping centers at a moderate level the most ($\bar{X}$=3.58). They were interested in wide ranges of products and ease of travel the most ($\bar{X}$=4.80), but in toy departments the least ($\bar{X}$=1.35).

4.2.5 Consumers' Opinions on Public Relations Media of Shopping Centers

Table 4.16 The Overall Consumers' Opinions on Public Relations Media of Shopping Centers

(n=349)

Areas of Opinions	$\bar{X}$	SD	Levels of Agreement
1. Public relations media in shopping centers are not clear.	2.90	1.10	Moderate
2. There are inadequate public relations media in shopping centers.	3.13	1.05	Moderate
3. There are a few public relations media for sales products in shopping centers.	2.89	1.08	Moderate
4. There are inadequate public relations media to introduce new shops.	2.92	1.14	Moderate
5. There are inadequate sales price tags or tags introducing new products.	2.98	1.10	Moderate
Total	**2.97**	**1.09**	**Moderate**

From Table 4.16, the overall respondents expressed their agreement on the public relations media of shopping centers at a moderate level ($\bar{X}$=2.97). Most respondents agreed that there was insufficient public relations media in shopping centers ($\bar{X}$=3.13), followed by inadequate sales price tags or tags introducing new products ($\bar{X}$=2.98). They agreed that there were a few public relations media for sales products in shopping centers at a moderate level ($\bar{X}$=2.89).

Table 4.17 Consumers' Opinions on the Public Relations Media of Shopping Centers, Classified by Generation

Areas of opinions	Gen-B		Gen-X		Gen-Y		Gen-Z	
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD
1. Public relations media in shopping centers are not clear.	2.80	1.14	3.12	0.90	3.08	0.85	2.56	1.37
2. There are inadequate public relations media in shopping centers.	3.09	1.12	3.38	0.92	3.27	0.86	2.76	1.19
3. There are a few public relations media for sales products in shopping centers.	2.52	0.81	3.12	0.97	3.09	1.01	2.76	1.35
4. There are inadequate public relations media to introduce new shops.	2.97	1.28	3.04	0.96	2.90	0.94	2.76	1.35
5. There are inadequate sales price tags or tags introducing new products	2.83	1.23	3.04	0.96	3.06	0.89	2.95	1.29
Total	**2.84**	**1.12**	**3.14**	**0.94**	**3.08**	**0.91**	**2.76**	**1.31**

From Table 4.17, for Gen-B respondents, in general, they expressed their agreement on the public relations media of shopping centers at a moderate level ($\bar{X}$=2.84). Most of them agreed that there were inadequate public relations media in shopping centers at a high level ($\bar{X}$=3.09), followed by inadequate public relations media to introduce new shops ($\bar{X}$=2.97). They agreed that there were a few public relations media for sales products in shopping centers the least ($\bar{X}$=2.52).

Regarding Gen-X responsents, they expressed their agreement on the public relations media of shopping centers at a moderate level ($\bar{X}$=3.14). They agreed on the insufficiency of public relations media in shopping centers the most ($\bar{X}$=3.38), followed by unclear public relations media ($\bar{X}$=3.12). They had the lowest agreement on the inadequacy of public relations media used to introduce new shops and of sales price tags or tags introducing new products ($\bar{X}$=3.04).

Concerning Gen-Y, they expressed their agreement on the public relations media of shopping centers at a moderate level ($\bar{X}$=3.08). They agreed that there were insufficient public relations media for sales products the most ($\bar{X}$=3.27), followed by there were a few public relations media for sales products in shopping centers ($\bar{X}$=3.09). They had the lowest agreement on the inadequacy of public relations media to introduce new shops ($\bar{X}$= 2.90)

Finally, Gen-Z respondents expressed their agreement on the public relations media of shopping centers at a moderate level ($\bar{X}$=2.76). They agreed that there were inadequate sales price tags or tags introducing new products the most ($\bar{X}$=2.95), followed by the insufficient public relations media in shopping centers ($\bar{X}$=2.76), while they agreed on the unclear public relations media the least ($\bar{X}$=2.56).

4.2.6 Consumers' Opinions on Sales and Activity Management of Shopping Centers

Table 4.18 Overall Attitudes towards Sales and Activity Management in Shopping Centers

(n=349)

Sales and Activity Management in Shopping Centers	$\bar{X}$	**SD**	**Levels of Agreement**
Interior design and decoration in shopping centers			
1. Attractive atmosphere draws your interest in visiting a shopping center.	3.97	1.21	High
2. Decoration of shopping centers is modern.	3.96	1.15	High
3. Shopping centers are clean and convenient to buy goods.	4.00	1.10	High
4. The design of shopping trails is complicated.	3.24	1.19	Moderate
5. There are inadequate public relation signs.	3.16	1.04	Moderate
6. Signs i.e. entrances or exits are not clear.	3.19	1.18	Moderate
Total	**3.59**	**1.14**	**High**

Table 4.18 (Continued)

Sales and Activity Management in Shopping Centers	$\bar{X}$	**SD**	**Levels of Agreement**
7. There are insufficient signs in parking areas.	3.56	1.21	High
8. It is a waste of time to search for a space to park.	3.66	1.25	High
9. Meeting up with friends at shopping centers is a good idea due to extensive facilities it offers.	3.80	1.10	High
10. Signs indicating relaxing areas are inadequate.	3.41	1.09	Moderate
11. Temperature and light at shopping centers are not stable.	3.13	1.17	Moderate
12. Shopping centers are clean and convenient to buy goods.	3.87	1.12	High
Total	**3.57**	**1.16**	High
Tenants mix			
13. Variety of shops	3.92	1.17	High
14. Eating out with friends at shopping centers	3.66	1.12	High
15. High quality products	3.62	1.10	High
16. Impressive services	3.58	1.07	High
Total	**3.70**	**1.12**	High
Entertainment			
17. Taking a walk at a shopping centers always end with buying something.	3.30	0.99	Moderate
18. A shopping mall that allows bringing pets	2.43	1.19	Low
19. Limited relaxing activities	3.10	1.00	Moderate
20. Activities are not appropriate for all ages.	3.19	1.12	Moderate
21. Lack of clear public relation signs for entertaining activities at shopping centers	2.96	1.01	Moderate

Table 4.18 (Continued)

Sales and Activity Management in Shopping Centers	$\bar{X}$	SD	Levels of Agreement
22. Interesting entertainment application in shopping centers	3.10	1.13	Moderate
23. Activities are for all groups of consumers.	3.48	1.13	Moderate
24.Attractive explicit working spaces and recommendation signs	3.45	1.09	Moderate
25. Attractive GPS applications	3.32	1.05	Moderate
Total	**3.15**	**1.08**	Moderate
Overall mean	**3.44**	**1.12**	Moderate

From Table 4.18, the overall respondents' agreement on the sales and activity management of shopping centers was at a moderate level ($\bar{X}$=3.44). Details of sales and activity management of shopping centers are as follow:

Interior design and decoration. The overall respondents' opinion on the interior design and decoration of the shopping centers was at a high level ($\bar{X}$=3.59). They agreed on cleanliness and convenience of purchasing at shopping centers the most ($\bar{X}$=4.00), while the lowest agreement was on inadequate public relations signs ($\bar{X}$=3.16).

Necessary facilities. The overall respondents' opinion on the necessary facilities of the shopping centers was at a high level ($\bar{X}$= 3.57). They agreed on cleanliness and convenience of purchasing at shopping centers the most ($\bar{X}$=3.87). However, the lowest agreement was on unstable temperature and light at shopping places ($\bar{X}$=3.13).

A tenant mix/ tenant selection. The overall respondents' opinion on a tenant mix or tenant selection of the shopping centers was at a high level ($\bar{X}$=3.70). They agreed on the varieties of shops the most ($\bar{X}$=3.92), while the lowest agreement was on impressive shop services ($\bar{X}$=3.58).

Entertainment. The overall respondents' opinion on the entertainment of the shopping centers was at a moderate level ($\bar{X}$=3.15). They agreed on activities for all groups of consumers the most ($\bar{X}$=3.48) while they had the lowest agreement on a lack of clear public relations sign for entertainment activities ($\bar{X}$=2.96).

Table 4.19 Consumers' Opinions on Sales and Activity Management of Shopping Centers Classified by Generation

(n=349)

Sales and Activity Management of Shopping Centers	Gen-B		Gen-X		Gen-Y		Gen-Z	
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD
Interior Design and Decorations								
1. An attractive atmosphere draws your interest in visiting a shopping center.	3.49	1.31	3.78	1.18	3.60	1.16	5.00	0.00
2. Decoration of shopping centers is modern.	3.68	1.19	3.68	1.18	3.69	1.19	4.80	0.40
3. Shopping centers are clean and convenient to buy goods.	3.80	1.17	3.73	1.08	3.85	1.09	4.61	0.80
4. The design of shopping trails is complicated.	3.27	1.26	3.09	1.11	3.01	1.10	3.63	1.21
5. There are inadequate public relations signs.	2.96	1.18	2.96	0.91	2.91	1.03	3.83	0.77
6. Signs i.e. entrances or exits are not clear.	2.72	1.27	3.07	1.00	2.90	1.13	4.02	0.90
Total	**3.32**	**1.23**	**3.38**	**1.08**	**3.33**	**1.12**	**4.32**	**0.68**
Necessary facilities								
7. There are insufficient signs in parking areas.	3.45	1.14	3.20	1.24	3.22	1.19	4.41	0.80
8. It is a waste of time to search for a space to park.	3.69	1.28	3.77	1.29	3.56	1.39	3.63	1.04

Table 4.19 (Continued)

Sales and Activity Management of Shopping Centers	Gen-B		Gen-X		Gen-Y		Gen-Z	
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD
Interior Design and Decorations								
9. An attractive atmosphere draws your interest in visiting a shopping center.	3.49	1.31	3.78	1.18	3.60	1.16	5.00	0.00
10. Decoration of shopping centers is modern.	3.68	1.19	3.68	1.18	3.69	1.19	4.80	0.40
11. Shopping centers are clean and convenient to buy goods.	3.80	1.17	3.73	1.08	3.85	1.09	4.61	0.80
12. The design of shopping trails is complicated.	3.27	1.26	3.09	1.11	3.01	1.10	3.63	1.21
13. There are inadequate public relations signs.	2.96	1.18	2.96	0.91	2.91	1.03	3.83	0.77
14. Signs i.e. entrances or exits are not clear.	2.72	1.27	3.07	1.00	2.90	1.13	4.02	0.90
Total	**3.32**	**1.23**	**3.38**	**1.08**	**3.33**	**1.12**	**4.32**	**0.68**
Necessary facilities								
15. There are insufficient signs in parking areas.	3.45	1.14	3.20	1.24	3.22	1.19	4.41	0.80
16. It is a waste of time to search for a space to park.	3.69	1.28	3.77	1.29	3.56	1.39	3.63	1.04
17. Meeting friends at shopping centers is a good idea due to their extensive facilities	3.72	1.02	3.63	1.18	3.63	1.11	4.22	0.98
18. Signs indicating relaxing areas are inadequate.	3.40	0.93	3.44	1.20	3.38	1.17	3.44	1.04

Table 4.19 (Continued)

Sales and Activity Management of Shopping Centers	Gen-B		Gen-X		Gen-Y		Gen-Z	
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD
19. Limited relaxing activities	3.15	1.07	3.02	1.13	3.04	1.02	3.21	0.75
20. Activities are not appropriate for all ages.	2.87	1.28	3.14	1.08	2.92	0.90	3.83	0.99
21. Lack of clear public relation signs for entertaining activities at shopping centers	2.35	0.80	3.00	1.04	2.98	0.88	3.41	1.03
22. Interesting entertainment application in shopping centers	2.72	0.91	3.03	1.18	3.15	1.05	3.44	1.22
23. Activities are for all groups of consumers.	3.25	1.10	3.47	1.17	3.33	1.01	3.83	1.17
24. Attractive explicit working spaces and recommendation signs	3.12	0.96	3.18	1.12	3.26	1.08	4.22	0.75
25. Attractive GPS applications	3.21	1.15	3.29	1.08	3.18	1.11	3.59	0.80
Total	**2.87**	**1.04**	**3.12**	**1.14**	**3.08**	**1.04**	**3.49**	**0.92**
Overall mean	**3.17**	**1.14**	**3.35**	**1.13**	**3.31**	**1.10**	**3.92**	**0.83**

Table 4.19 shows the overall respondent's opinions on sales and activity management of shopping centers classified by generation.

It was found that Gen-B agreed on sales and activity management of shopping centers in general at a moderate level ($\bar{X}$=3.17).

Interior design and decoration. Most respondents of Gen-B agreed on interior design and decoration at a moderate level ($\bar{X}$=3.32). They agreed on shopping centers' cleanliness and convenience for buying goods the most ($\bar{X}$=3.80), while they had the lowest agreement on unclear entrance and exit signs ($\bar{X}$=2.72).

Necessary facilities. Most respondents of Gen-B agreed on necessary facilities at a high level ($\bar{X}$=3.50). They agreed on the extensive facilities of shopping centers the most ($\bar{X}$=3.72), while they had the lowest agreement on the unstable temperature and light at a moderate level ($\bar{X}$=2.99).

A tenant mix/ tenant selection. Most respondents of Gen-B agreed on a tenant mix/tenant selection at a moderate level ($\bar{X}$=3.13). They agreed on a variety of shops the most ($\bar{X}$=3.33), while they had the lowest agreement on variety for eating with friends ($\bar{X}$=2.99).

Entertainment. Most respondents of Gen-B agreed on entertainment at a moderate level ($\bar{X}$=2.87). They agreed on activities for all groups of consumers the most ($\bar{X}$=3.25), while they had the lowest agreement on a shopping center allowing to bring pets ($\bar{X}$ = 2.16)

For Gen-X, most respondents agreed on sales and activity management of shopping centers in general at a moderate level ($\bar{X}$=3.35).

Interior design and decoration. Most respondents of Gen-X agreed on interior design and decoration at a moderate level ($\bar{X}$=3.38). They agreed on shopping centers' attractive atmosphere the most ($\bar{X}$=3.78), while they had the lowest agreement on the inadequacy of public relations signs ($\bar{X}$=2.96).

Necessary facilities. Most respondents of Gen-X agreed on necessary facilities at a moderate level ($\bar{X}$=3.46). They agreed on the difficulties in searching for a parking space the most ($\bar{X}$=3.77), while they had the lowest agreement on the unstable temperature and light at a moderate level ($\bar{X}$=3.06).

A tenant mix/ tenant selection. Most respondents of Gen-X agreed on a tenant mix/tenant selection at a high level ($\bar{X}$=3.63). They agreed on a variety of shops the most ($\bar{X}$=3.69), while they had the lowest agreement on impressive shop services $\bar{X}$= 3.57).

Entertainment. Most respondents of Gen-X agreed on entertainment at a moderate level ($\bar{X}$=3.12). They agreed on activities for all groups of consumers the most ($\bar{X}$=3.47), while they had the lowest agreement on a shopping center allowing to bring pets ($\bar{X}$ = 2.60)

Concerning Gen-Y respondents, , most respondents agreed on sales and activity management of shopping centers in general at a moderate level $\bar{X}$=3.31).

Interior design and decoration. Most respondents of Gen-Y agreed on interior design and decoration at a moderate level ($\bar{X}$=3.33). They agreed on shopping centers' cleanliness and convenience for buying goods the most ($\bar{X}$=3.85), while they had the lowest agreement on the inadequacy of signs, i.e. entrances and exits, etc. ($\bar{X}$=2.90).

Necessary facilities. Most respondents of Gen-Y agreed on necessary facilities at a moderate level ($\bar{X}$=3.42). They agreed on shopping centers' cleanliness and convenience for buying goods the most ($\bar{X}$=3.70), while they had the lowest agreement on the unstable temperature and light at a moderate level ($\bar{X}$=3.01).

A tenant mix/ tenant selection. Most respondents of Gen-Y agreed on a tenant mix/tenant selection at a high level ($\bar{X}$=3.68). They agreed on a variety of shops the most ($\bar{X}$=3.81), while they had the lowest agreement on quality of services ($\bar{X}$= 3.58).

Entertainment. Most respondents of Gen-Y agreed on entertainment at a moderate level ($\bar{X}$=3.08). They agreed on activities for all groups of consumers the most ($\bar{X}$=3.33), while they had the lowest agreement on a shopping center allowing to bring pets ($\bar{X}$ = 2.49)

Regarding Gen-Z respondents, most respondents agreed on sales and activity management of shopping centers in general at a high level ($\bar{X}$=3.92).

Interior design and decoration. Most respondents of Gen-Z agreed on interior design and decoration at a high level ($\bar{X}$= 4.32). They agreed on shopping centers' attractive atmosphere the most ($\bar{X}$= 5.00), while they had the lowest agreement on the complicated trails of the shopping centers ($\bar{X}$ = 3.63)

Necessary facilities. Most respondents of Gen-Z agreed on necessary facilities at a high level ($\bar{X}$=3.93). They agreed on shopping centers' insufficient signs in the parking areas and the cleanliness and convenience for buying goods the most ($\bar{X}$=4.41), while they had the lowest agreement on the unstable temperature and light at a moderate level ($\bar{X}$=3.44).

A tenant mix/ tenant selection. Most respondents of Gen-Z agreed on a tenant mix/tenant selection at a high level ($\bar{X}$=4.27). They agreed on a variety of shops the most ($\bar{X}$=4.80), while they had the lowest agreement on quality of services and impressive shop services ($\bar{X}$= 4.02).

Entertainment. Most respondents of Gen-Z agreed on entertainment at a moderate level ($\bar{X}$=3.49). They agreed on adequate working space and clear traffic signs the most ($\bar{X}$= 4.22), while they had the lowest agreement on a shopping center allowing to bring pets (X = 2.41)

4.3 Section 3: Factors Influencing the Development of Communication Design for Shopping Centers to Meet Consumers' Lifestyles

The analysis of causal variables covered 4 variables and path analysis was applied. The independent variables were demographic (Demo), customers' shopping behaviors (CUS), digital media use behaviors (DIG), and shopping centers (SHC), and the dependent variable was the opinions on the media design (MED). The results from Path Analysis reveals that the measurement model is congruent with the empirical data ($\chi 2$ = 0.000, df = 0, p = 1.000, RMSEA = 0.000, CFI=1.00, GFI= 1.00). The results are illustrated in Figure 4.1 and Table 4.20 below:

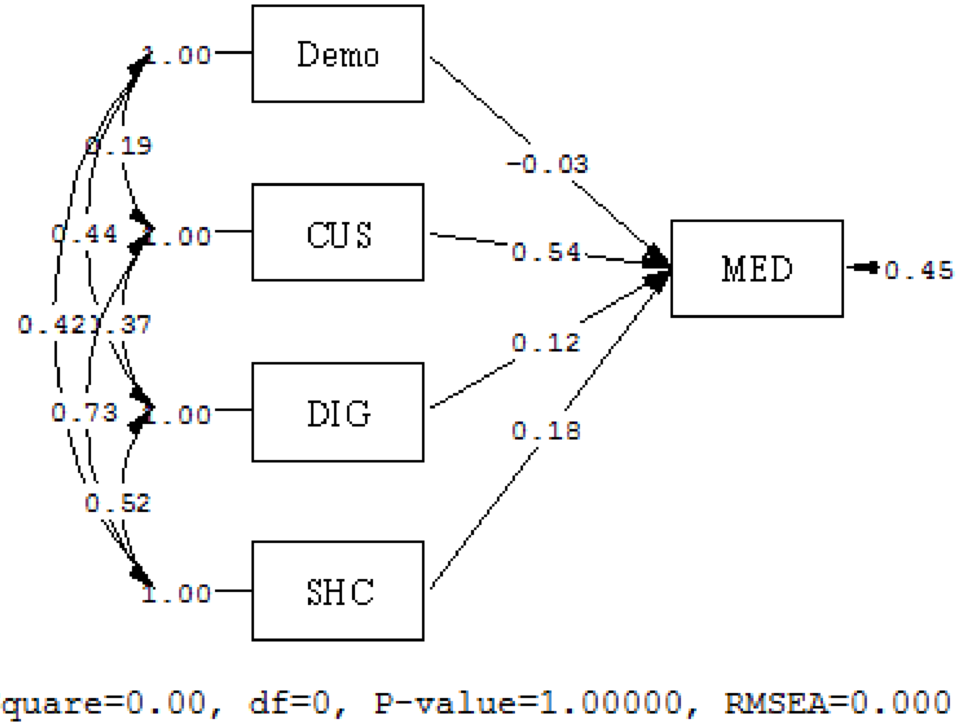

Figure 4.1 Causal Variables Influencing the Development of Communication Design for Shopping Centers to Meet Lifestyles of Digital Consumers

Table 4.20 The Effect of Factors on the Development of Communication Design for Shopping Centers to Meet Lifestyles of Digital Consumers

Causal Variables	The Effect Size on MED
Demographic (Demo)	-0.03
Customers' shopping behaviors (CUS)	0.54*
Digital media use behaviors (DIG)	0.12*
Opinions on the sales and activity management of shopping centers (SHC)	0.18*
Coefficient of Determination (R^2)	0.55

Note: *p<0.05

From figure 4.1 and Table 4.20, it indicates that customers'shopping behaviors, their digital media use behaviors, and their opinions on sales and activity management of shopping centers have direct effect on the consumers' opinions on the communication design of shopping centers at a significant level of .05. The effect size is 0.54, 0.12, and 0.18, respectively. However, demographic variables are found to have no effect on the consumers' opinion on the communication design of shopping centers at a significant level of 0.05. Besides, it is found that all four causal variables can jointly predict the communication or media design of shopping centers at 55%

4.4 Section 4: Results from the Focus Group Interview

This section reports findings from the focus group interview, covering three topics: 1) consumers' opinions on communication design of shopping centers to meet digital consumers' lifestyles of each generation, 2) factors influencing the development of communication design for shopping centers to meet digital consumers' lifestyles of each generation , and 3) the development of communication design for shopping centers to meet lifestyles of digital consumers in different generations. The findings are illustrated below:

4.4.1 Opinions of the Consumers on the Communication Design of Shopping Centers to Meet Lifestyles of Each Generation

The interviewees in the focus group interview were:

1) Four interviewees in Baby Boomer Generation or Gen B (born between 1946 and 1964),

2) Four interviewees in Generation X or Gen-X (born between 1965 and 1979),

3) Four interviewees in Generation Y or Gen-Y or known as 'Millennials' (born between 1980 and 1997), and

4) Four interviewees in Generation Z or Gen-Z (born after 1997).

The data were analyzed and synthesized with the information from the literature review. The findings are below:

Firstly, the interviewees in all the four groups believed that communication design at a shopping center creates and improves the environment to induce consumers' buying decision, promote loyalty, and create a uniqueness of the place. A Gen-X interviewee supported this notion,

"I noticed that the design of most shopping centers relies greatly on space management and use of functional and aesthetic materials to serve the consumers."

Another interviewee in Baby Boomer Generation extended,

"I usually consider whether the image of a shopping mall matches with or promote mine when deciding to shop at a certain shopping place."

Moreover, the unique and outstanding physical environment of a shopping center affects how consumers remember the brand image. This was supported by an interviewee in Baby Boomer Generation, who said,

"Relating to changes in shopping centers within forty years ago, most shopping centers operated for a long time and located in big cities with a high density of the population are usually considered to be renovated once every twenty years. The major aim is to serve more consumers and respond to current changes."

Furthermore, all four groups believed that the consumers with purchasing power at present are different from those in the past. To elaborate, in the past, consumers who could afford more were the middle or late aged working groups. However, today, students become a part of the groups. High-school or early-university students have more purchasing power as most of their income is from their parents who are Gen-X or Baby Boomer. These people usually work hard and prefer saving large amount of money. As a result, the Gen-X or Baby Boomer consumers have a higher quality of life. Gen-Y consumers tend to spend more with lower saving than their parents. In addition, they have been raised up among technology advancement and the emergence of social media, their buying behavior is highly affected as a Gen-Y interviewee said below:

"Gen-Y are usually outgoing. They prefer being outstanding from others and maintain their positive image. Thus, the early Gen-Y consumers, who used to have low purchasing power, prefer to pay more for things they want than for necessary things."

A Gen-X interviewee also added,

"Looking back to 5 to 10 years ago, the consumers who had purchasing power, are different from those in the modern era because of their lack of technology and convenience."

Therefore, in the modern era, the majority of the consumers with high purchasing power become more economical than the Gen-Y. To be specific, they save much more money than Gen-Y consumers since they limit their purchasing. Therefore, the development of shopping centers to meet lifestyles of the Gen-X and the Baby Boomer may not be a good idea.

Moreover, the ailing economy from 1995 to 1998, whose impacts had been obvious since 2005, resulted in smaller investment in shopping-center businesses than in the earlier period. The economic decline highly influenced the investment and renovation of shopping centers. To elaborate, many shopping center entrepreneurs delayed the revolution of their shopping centers or malls since consumers had inadequate purchasing power. In contrast, in the later time, more entrepreneurs began to renovate the exterior and interior spaces of their shopping centers, including bringing in many initiative shopping projects. This remark was supported by a Baby Boomer interviewee, who narrated,

"Since 2005, retail businesses have been greatly revolutionized, particularly a shopping center business, which is under rapid and leap reform. In the meantime, the business has been highly competitive. With expanding of residing areas and advancement in transportation, most entrepreneurs have adopted new marketing strategies and targeted at new consumers. They put their efforts into making their business unique and special. Meanwhile, they make sure that the majority of consumers are well served."

Interestingly, all four generations believed that the Gen-X are the majority of potential consumers due to their appropriate age and adequate income. On the other hand, the Gen-Y consumers are increasingly influential on the economy and society of the nation as the number of people in this generation is substantial with spending-money potentials as mentioned in the background of the study. It is a good time when shopping centers are modernized and cooperated among different entrepreneurs. New target groups are also indicated. Moreover, new marketing strategies are applied to serve those new groups of the consumers and the market is also expanded.

"Shopping centers in the neighborhood started to apply a new marketing strategy by promoting locality in their area in order to identify new target consumers and serve wider groups," said a Gen-Z interviewee.

In addition, shopping mall entrepreneurs are likely to develop or renovate their business in business areas instead of in the residence ones. Each business area is unique and serves different groups of consumers. Some areas are a location of educational institutions; thus, consumers become more diverse. One of the Baby Boomer interviewees added to this point,

"Most shopping-center operators prefer developing their own business instead of cooperating with others and they also prefer serving more diverse consumers."

In contrast, some entrepreneurs work with the others to extensively serve different groups of consumers in the locality, by presenting an outstanding and explicit image. Instead of presenting a simplistic design, those shopping centers offer a special design which features more common areas.

4.4.2 Factors Influencing the Communication Design Development to Meet Lifestyles of Digital Consumers in Different Generation

The analysis from the interview, together with the literature review, reveals that the interviewees realized that each shopping center or project applies similar steps in targeting their consumers as they usually pay high attention to the people in their community as a priority. To identify the major and minor target groups, the entrepreneurs need to classify locations and consider whether their shopping place is located in a residence, education, or central business district. This includes age and lifestyles of the people. In addition, the peak time of their consumers' visit is also deliberately considered. Such information can be obtained through various methods, i.e. observation, designated areas by the government, or observation of the surrounding communities. In addition, a survey of nearby shopping centers is helpful. In other words, the shopping-center entrepreneurs can learn the characteristics of other shopping places, their target groups, and the proportion of each type of tenants in those places. As a result, entrepreneurs might be able to roughly target a certain group of the consumers in their locality. In addition, they can discover whether the location can serve their target consumers or not, while the issue of transportation can also be addressed.

“They question about how conveniently consumers can travel to a shopping center must be addressed due to the fact that a suitable location is a key factor that can attract the Gen-Y consumers. It must be convenient for them to take a public transportation,” said a Gen-X interviewee.

Suitable locations can expand wider ranges of consumers. Most consumers who travel by sky trains or subways are teenagers including the Gen-Y.

Once the locations and surroundings of a shopping center are proved by the potential consumers, the same management team can analyze and draw a design layout to allocate proportions of the retail, common, and service spaces. Moreover, the overall design concepts are conducted during this phase so that interior designers can learn the information, which must be kept secretly. In the meantime, another team responsible for selecting shops or tenant groups will rent the selling space of a shopping center. This team can be named with different terms depending on the operators. They select shops that are suitable for the area and each shop must initiatively indicate its target groups.

“There are only a few shopping centers that are designed to exclusively serve the Gen-Y consumers, while others focus more on families” explained a Gen-X interviewee.

It is remarkable that shopping centers which cannot be accessed by public transportation can serve the consumers who are older, with high purchasing power and who possess a car. The shopping places are extended from the old department stores that still have a numbers of regular consumers. Thus, it is worthwhile to add extension to the old shopping places.

All four groups of the interviewees agreed that a successful shop design must be able to create an atmosphere that is compatible with taste and personalities of the target consumers or those classified by their demographic characteristics. The factors that attract consumers are as following:

1) Products: Even though increasing consumers visit a shopping center to watch movies, to take parts in special events, to relax themselves in a beer zone, or to take pictures, the important factor that encourages most people to visit a shopping center is to buy products. Therefore, the variation of shops, i.e. restaurants, clothing stores, trendy bag shops, etc. is advantageous. Hence, “shopping-center entrepreneurs

should ask for information from a bank if they want to learn more about the shopping trends so that they can manage their shops, and maintain their business in the shopping places. Consequently, a shopping place might be able to meet all needs of its consumers, and the consumers will get back to the place," said a Gen-B interviewee.

2) Types of shopping centers and their websites: With technological progress, many shopping centers are renovated and developed to be more modern and beautiful. Technology is applied to facilitate consumers. It is vital that accessibility issues should be considered as most consumers are still familiar with user-friendly traditional access.

3) Shopping centers should consider an implementation of various marketing strategies, which could serve each target group. For example, for female consumers, a marketing strategy of fusion food should be adopted. Shops should have a nice atmosphere that is picturesque. Trendy products must be available, while privileges can also attract more visits. Likewise, for male consumers, special events to introduce electronic and communication gadgets are very attractive. In the meantime, sales promotion and knowledge about technology can bring them in. Consequently, both female and male consumers might spend more money on something they do not intend to buy.

4.4.3 The Development of Communication Design for Shopping Center to Meet the Lifestyles of Digital Consumers in Different Generations

The interviewees of all groups agreed that consumers' service-use behaviors at a shopping center have changed a lot as a result of consumers' behaviors, which are influenced by the era and market competitors in the nearby areas. A Gen-Y interviewee supported,

"A shopping center located along the BTS line or MRT line is competitive in the market as it is more convenient. Thus, commuting with public transports is preferable, particularly by Gen-Y consumers."

This change affects consumers' service -use behaviors. To clarify, due to the fact that the Gen-Y consumers gain the lowest income comparing to other groups because of their occupations and age, they have the lowest purchasing power. Consequently, the early Gen-Y consumers prefer shopping for products and services that allow them to work optimally, including to attend any entertainment, i.e. a cinema, fashion, etc. with low prices.

"Trendy and mass products are desirable. They can be products which are not very well-known. Likewise, restaurants, particularly well-known ones, should sell simple and fast food with small prices for the consumers who come with a group of friends. In addition, a combination of shops that allow consumers to work, study, read, or work in groups in a comfortable space is the most popular among the early Gen-Y consumers," said a Gen-Z interviewee.

Moreover, all groups of the interviewees proposed that interior design development and project styles should be unique and exotic to attract more consumers, while technology should play roles in the design and it should interact more with consumers due to leap advancement of communication systems. Meanwhile, the identification of target consumers becomes more complicated and it relies greatly on other institutions e.g. those relating to art and product design. These institutions might take parts in designing the areas and the concepts to accommodate new consumers through the collaboration between the institutions with abstract and concrete expertise.

"Since the major consumers are the Gen-Y consumers, interior designers should deliberately consider allowing natural light and adding more greenspaces in the selling and common areas. The consumers usually favor visiting a shopping center with more open spaces than traditional shopping places with close spaces. In addition, colorful design and a thematic concept are what the early Gen-Y are looking for. In contrast, the mid Gen-Y prefer dark tones and harmonious colors, while excitement from using technology in the design can also attract these consumers. Finally, luxury design and bright colors should be applied for the late Gen-Y consumers. At the same time, the shopping place should be spacious and equipped with the most expensive materials. The physical characteristics of the design promote an attractive and welcoming atmosphere for this group of consumers. To elaborate, the use of materials with fewer colors creates modernity of the place. Technology is added to create interest in the design, but the technology itself should be large enough to be easily noticed and can attract viewers from a distance," said a Gen-Y interviewee.

Moreover, most interviewees believed that open and well-organized spaces, which allow consumers to shop conveniently as well as the overall atmosphere of the physical composition, can induce consumers towards decisions to buy. Moreover, the design that facilitates the buying decisions of the consumers or more buying behaviors is highly attractive. Besides, superior design patterns applied in selling areas with the layout that promotes privacy, including high-quality services can increase consumers' purchases. In other words, these refer to sincerity and explicit communication. In contrast, consumers might avoid approaching the areas with a design that featured too much light and technology as well as too many colors. Hence, careful considerations and analysis should be put in space design to serve the targets.

Furthermore, the four groups of the interviewees viewed that in the past, in-store media and out of home Media (OHM) were mainstream marketing tools, while special events and online & social media took supportive roles. On the contrary, at present, the two media become mainstream media since they are seen as marketing strategies that can be disseminated widely. These strategies aim to gain participation from two groups of consumers: general consumers and tenants, as well as nearby organizations through different marketing communication tools. Similarly, another strategy that promotes consumers' participation is special events which require little involvement from the consumers, as a Gen-X interviewee said,

"Watering on a Birthday-Buddha image, food offering to monks on Buddhist Days, or water splashing during Songkran Festival allow day-long consumers' participation. Also, the consumers have a chance to make merit with a shopping place."

Finally, another technique is a gimmick that promotes participation in special events. It allows consumers to record or share the information to the public by connecting with other sectors through social media, as supported by a Gen-Y interviewee,

"Not only taking care of regular tenants, but a customer-service department at a shopping center also uses Facebook Fan Page of the shopping place to show pictures and promotional messages of shops. This allows target consumers to react to the news by clicking on 'Like' and 'Share' buttons."

Most tenants usually have their own Facebook Fan Page to promote their main Fan page of a shopping center so that participation from the consumers can be increased.

CHAPTER 5

CONCLUSION, DISCUSSION, AND RECOMMENDATIONS

The study, entitled "Shopping Center: The Development of Communication Design Corresponding to Consumer Lifestyle by Generation" uses both quantitative and qualitative research or mixed methods. A survey research method is applied with a questionnaire as a research tool while for qualitative research, a focus group interview is conducted with four groups of the samples in different generations. The main objective of the study is to develop the communication design for shopping centers to meet consumers' lifestyles in different generations. The objective is thus divided into 2 sections: 1) to examine consumers' internet use behaviors and their opinions on the communication design of shopping centers, and 2) to explore causal variables influencing communication design of shopping centers to meet the lifestyle of consumers in different generations.

5.1 Conclusion

5.1.1 Section 1: Background Information of the Respondents

The total 349 samples are stratified into four generations: 75 samples from Gen-B, 94 from Gen-X, 93 from Gen-Y, and 87. Most of the respondents are female (23.20%), graduated with a bachelor's degree (63.04%), are office workers (45.85%), at the operational level (20.34%), have 15-year work experience (39.54%), gain more than 50,000 baht monthly (24.64%), and stay with 2-4 family members (59.89%).

5.1.2 Section 2: Factors Affecting the Communication Design for Shopping Centers to Meet Lifestyle of Consumers in Different Generations

1) Consumers' internet use behavior. Most of the consumers use social media the most and fairly often listen to online music with a growing trend. They moderately buy products online, while they sometimes play games and read online.

2) Consumers' opinions on the communication design of shopping centers: The most influential factors for communication design of a shopping center found in this study are its clear objectives, attractive pictures, interesting and credible texts. Besides, the consumers propose that careful considerations should be put on designing communication. Next, the factors with moderate influence are the avoidance of using too many graphic pictures. In addition, shopping centers should use effective banners, notices for special events, and recommendation notices of new music or artistic pattern designs, while advertising notices on newspapers, TV, and still pictures should be transformed and presented on the internet. Finally, shopping centers should provide marketing tools and 24-hour advertising media.

3) Consumers' activities or routines. Most consumers always follow fashion trends, and sometimes posted them on Facebook, Instagram, Line, and Twitter. They usually go to shopping centers after work, on weekends, and with 2-5 companions once or twice a week the most.

4) Consumers' interest. Most consumers prefer a shopping center that offers various products and is convenient to visit. Besides, shopping centers with high-quality products, and impressive shop services are the most preferable. In addition, they should offer sale promotions and detailed information at checkpoints, while the consumers also want to learn about new products and services at shopping places. Most of them go to shopping centers to have food and dessert, pay bills, buy fashionable clothes and electrical appliances, get services at IT Zones, which are publicized through LED screens including Out of Home Media (OOH). In addition, public relations via social media i.e. Facebook, Instagram, Line, and Twitter are preferable. Moreover, leaflets available at product shelves are helpful, but car-wash and toy shops are the least interesting factor of shopping centers.

5) Consumers' opinions on public relations of shopping centers. Most consumers agree that public relations of the shopping centers are unclear and inadequate at a moderate level. The insufficient communication includes inadequate sales-promotion media, media for recommending new shops.

6) Consumers' opinions on sales and activity management of shopping centers. Most consumers prefer shopping at shopping centers with good interior design and adequate facilities e.g. clean restrooms, available breast feeding rooms, and praying rooms for Muslim consumers. Besides, most of them prefer shopping centers that offer a variety of shops and high-quality services and products. Most consumers agree that promotional activities of shopping centers are an influential factor at a moderate level.

5.1.3 Section 3: Causal Variables Influencing the Development of Communication Design for Shopping Centers to Meet Lifestyle of Consumers in Different Generations

From the path analysis, the independent variables: demographic variable (Demo), customers' shopping behaviors (CUS), consumers' digital-media use behaviors (DIG), and consumers' opinion on public relations and sales and activities management of shopping centers (SHC) are found to have direct effect on consumers' opinion on the communication design of shopping centers, the only dependent variable, at a significant level of 0.05 and the effect size is 0.54, 0.12, and 0.18, respectively. However, demographic variable is found to have no effect on consumers' opinion on the communication design of shopping centers. Besides, all of the 4 variables is found to be able to predict the media design at 55%.

5.1.4 Section 4: Findings from the Focus Group Interview

Firstly, communication design management at shopping centers is related to environmental improvement. In general, the management aims to encourage decision-making to buy products, create loyalty, and promote the unique identity of a shopping center. These can be stimulated by appropriate space design and the use of high-quality facilities to respond to consumers' needs. Each element must encompass aesthetic design, consumer behavior, and management of the shopping centers. The decision-making will occur only when the image of the shopping centers is in line with the expectation of the consumers.

Secondly, almost 40 years ago, the revolution of a shopping center took place every 20 years of its operation to serve more groups of consumers who were dynamic and changeable. However, since 2005 up to now, rapid changes and leap of business growth have enhanced strong competition, while the residing areas have been expanded by advanced transportation. As a result, shopping centers are urged to develop new marketing strategies and aim at new target consumer groups, especially Gen-Y consumers who are influential in Thailand's economy and society. Therefore, the renovation of shopping centers is timely for this group of consumers. In addition, entrepreneurs strategically renovate the shopping centers in business areas than those in residence areas as the business areas require unique characteristics.

The interior renovation and styles of shopping centers will be different, outstanding, and attractive. Besides, technology will play roles in the design and the consumers will have more interaction with the advancement. Meanwhile, the rapid advancement of communication results in more complexity in identifying the target consumers and retail areas. This will rely more on cooperation from other organizations, for example, artistic or package design institutions will involve in area design to serve new target groups. The institutions can be with abstract and concrete capacity. Besides, it is obvious that spacious and well-organized areas at shopping centers as well as their customer-friendly atmosphere are preferable. This is ideal when the design can promote purchasing decision-making or generate more purchasing behavior. The design must be special, for example, physically; the selling areas and display should promote customer privacy, while more care should be put in providing services. Sincerity is the key element for better practice. However, the design with too much lighting or modern technology might backfire on the development as consumers might avoid visiting the places. Therefore, the design of the areas needs careful considerations and it must serve the target groups directly.

The key methods for communication design development in shopping centers consist of the application of in-store media and out of home media (OHM) as their main marketing tools. In the meantime, special events and social media support more effective communication. Nonetheless, in the modern era, special events and online social media play key roles as marketing tools. As a result, the use of communicative tools for marketing purposes is common and obvious. The alternative marketing strategy aims to encourage participation from 2 groups of consumers: service users and tenants as well as nearby organizations. Many activities such as watering on Buddha images, offering food to the monks on religious holidays, or splashing water on Songkran Festival are organized as part of the marketing strategy. The activities are available the entire day and consumers can make merit with the shopping centers. In addition, different gimmicks and special events are used to promote viral sharing of pictures or information among consumers

5.2 Discussion

5.2.1 Demographic Attributes and Internet Use Behaviors if Consumers

The data analysis reveals that most of the respondents are female in Gen-Y. Most of them are office workers who held a bachelor's degree and have worked for more than 15 years. These respondents gain more than 50,000 baht monthly and live with 2 to 5 family members. The result is in line with Duangjai Hathaiwiwatkun (2010) who investigates factors affecting ready-to-eat food purchase in Surat Thani Province in which the respondents are aged between 21 to 30 years old and held a bachelor's degree. They are office workers who stay with 3 to 5 family members. However, the participant income is between 5001 to 10,000 baht monthly. Moreover, the result in this study corresponds to Sita Phothipipith (2014) who carries a study entitled "Media Exposure, Expectation, and Satisfaction of Competitive Advantages on Purchasing Decision of Wedding Planner Facebook Fan Page in Bangkok. In this study, most participants are aged between 31 and 40 years old, hold a bachelor's degree, and work as office workers. Even though their monthly income is between 10,001-20,000 baht, which is different from what is found in this study. The demographic attributes of the mentioned studies seem to be similar and to be target consumers of in the digital era.

Relating to internet use, it is found that the consumers use Facebook, Instagram, or Line for many hours i.e. they usually listen to online music. This is similar to what Amika Hemmin (2013) found in the study, entitled "Social Media Consumption Behaviors and Opinion towards Results of Experiencing Social Media in Bangkok

Metropolitan." To elaborate, the result in the study indicates that the most frequently used social media is Facebook.

5.2.2 Communication Design of Shopping Centers

Regarding the opinions on the communication design of shopping centers, the consumers are attracted the most by the media of which the messages were interesting and able to raise familiarity. Besides, they prefer the media with beautiful pictures and clear aims, while they suggest that careful considerations should be put in the design of the message. This is congruent with Suntithorn Poopukdee (2011) who conducted the research entitled "Competitive Marketing Strategies for Retailing Business and discovered that stylish design at shopping centers is important for shops.

The results of the opinions of the consumers in each generation found in this study may be useful for understanding consumers' behaviors of each generation as follow:

1) The majority of Gen-B consumers have the highest agreement on careful and delicate use of media and public relations tools.

2) Most Gen-X customers agree on the communication through beautiful and attractive pictures at a high level.

3) Gen-Y consumers prefer the use of beautiful and attractive pictures at shopping centers.

4) Gen-Z consumers' focus was on communication through interesting messages that promote familiarity and credibility.

5.2.3 Consumers' Lifestyles: Activities or Routines

Regarding the consumers' activities or routines in a shopping center, most of them always follow fashion trends, and sometimes posted them on Facebook, Instagram, Line, or Twitter. They usually spend their time at shopping centers on the weekends or after work on weekdays. These people visit shopping centers once a week, together with 2-5 people. Such findings are in line with Nontasak Sudjit (2010) who conducted a study entitled "Consumers' Service Getting Behavior in Surat Thani Coliseum." It is found that the consumers usually get services at the shopping center between 5 p.m. to 10 p.m. (after work). Similarly, Peramin Wirajitto (2012) conducted a study, namely “Consumer Behavior towards Using Services at Central Plaza Chiang Mai Airport.” It is found that the consumers usually go shopping on weekends between 1 p.m. to 8 p.m. once a week with their family members, friends, or boyfriends (more than 2 people each time). The results relating to each generation in this study are illustrated below:

1) Gen-B consumers do not always follow fashion. Most of them are utilitarian shoppers who focus on the utility of the products and the qualities of services in serving their needs or solving their problems instead of satisfying their preferences. Moreover, they usually spend their time at a shopping center on weekends with 2 to 5 family members once a week.

2) In contrast, Gen-X consumers always update current fashion trends. They are hedonic shoppers who decide to shop at a shopping center based on their feelings, emotion, satisfaction, or imagination, which promote emotional aesthetics. These constitute their unique taste and emotional experiences. However, they sometimes post information on social media and visit shopping places on weekends. They go shopping once a week with 2 to 5 friends or family members.

3) Likewise, Gen-Y consumers always follow fashion trends and are hedonic shoppers. Feelings, emotion, satisfaction, or imagination influence their decision on a visit at a shopping place. Consequently, such elements also affect their taste and experiences. These people sometimes post the fashion trends on social media. They go to shopping centers once a week on weekends with 2 to 5 friends or family members.

4) Similarly, Gen-Z consumers always keep up with fashion trends. They are hedonic shoppers who depend on their feelings, emotion, satisfaction, or imagination, which promote emotional aesthetics and emotional taste or experiences. They sometimes post information on social media. Besides, this group go shopping twice a week on weekends with 2 to 5 friends.

5.2.4 Consumers’ Interest

Concerning the consumers’ interest, it is found that they are attracted to visit a shopping place by a variety of products and its convenience and ease to travel. Additionally, a famous shopping place that provides high-quality products and good services seems to be preferable. Moreover, sales promotion and public relations of the sales and new products at checkout points are attractive to the consumers. Most of them usually go to a restaurant and a dessert shop. The result accords with Kedsara Chancharassuk (2012) who conducted a study, entitled "Factors Influencing Purchasing and Service Using Behaviors of Tesco Lotus among Consumers in Bangkok." The results indicate that the consumers visit a shopping place as it offers a wide range of products and a convenient location, particularly the ease of commuting. In addition, the products with different prices are preferable. Likewise, relating to marketing, most consumers come to a shopping center in which there are more sales promotions than others. The results relating to the consumers' interest are illustrated below:

1) Gen-B consumers prefer a shopping place which offers a wide range of products.

2) Gen-X consumers exclusively focus on ease of travel to a shopping center.

3) The most preferable shopping center for Gen-Y consumers is one with a variety of products.

4) Similarly, Gen-Z consumers are highly attracted by a shopping place with a variety of products

5.2.5 Consumers' Opinions on PR Media and Sales/Activities Management of Shopping Centers

Concerning opinions on media design at a shopping center, the consumers notice that the PR media are fairly unclear and inadequate. To elaborate, the sales promotion and media used in introducing new products are seen to be insufficient at a moderate level. In other words, the problems are minor. It can be inferred that the online media might be able to promote the consumers' perception. The details of each generation's perception on the communication design of shopping centers are clarified below:

1) Gen-B consumers believe that communication at shopping centers was inadequate.

2) Similarly, Gen-X consumers reveal that communication at a shopping place was not sufficient.

3) Likewise, Gen-Y consumers also notice the inadequacy of communication at shopping centers.

4) Finally, Gen-Z consumers notice that there are not enough sales signs and new-product introducing signs.

Regarding sales and activity management of shopping centers, the consumers suggest that they usually prefer attractive atmosphere at a shopping center, modern interior decoration, cleanliness, convenience of purchasing goods, wide ranges of shops, high-quality goods and services, and impressive services at a shopping center. In addition, they usually hang out with friends at a shopping center if it is equipped with full facilities. However, the potential problems are inadequate signs in parking areas and difficulties to find a parking space. The opinions of the consumers in each generation can be concluded below:

1) Gen-B consumers are aware of the cleanliness and convenience at a shopping center.

2) Gen-X consumers believe that the attractive atmosphere at a shopping center enhances their frequent visit.

3) For Gen-Y consumers, cleanliness and convenience of shopping at a shopping center appear to be the most attractive factors to shop at a shopping center.

4) Finally, Gen-Z consumers explain that the atmosphere at a shopping center arouses them to frequently visit the place.

To conclude from the studies, the results reveal the consumers' needs towards service use at shopping centers, classified by generation. Moreover, the influences of media used at shopping centers on the lifestyles of the consumers are indicated. The results are summarized in the followings:

1) Gen-B consumers go shopping once a week with 2 to 5 people on weekends. They prefer shopping at a shopping center that offers a wide range of products in a clean environment. Moreover, they usually shop in a shopping place with convenient shopping areas. Next, media used at shopping centers is influential to this group of consumers as they are interested in signs displayed at the shopping place. Accordingly, they prefer seeing more media in shopping centers. Still, the media must be used with careful considerations and delicacy.

2) Gen-X consumers go to a shopping center once a week with 2 to 5 people. These people prefer shopping at a shopping place equipped with a well-designed shopping walkway and nice atmosphere. Meanwhile, the communication at shopping centers has high influences on this group as the consumers are attracted by those media. The results indicate that these people want to see more sales media or public relations media which feature beautiful pictures.

3) Gen-Y consumers sometimes want to visit a shopping center. They usually go shopping once a week with 2 to 5 people on weekends. They prefer a shopping center with a wide range of products, cleanliness, and convenience for their purchase. In the meantime, the media used at shopping centers are persuasive for these consumers as the media are attractive to most of them. In addition, the consumers suggest adding more signs or public relation media, and the media should feature beautiful illustrations.

4) Gen-Z consumers have more desire to visit a shopping center than the other groups of consumers. To elaborate, they go to the shopping place twice a week with 2 to 5 people on weekends. They prefer shopping at a place with a variety of products in a pleasant atmosphere. Likewise, media used at a shopping place is significant as they are usually attracted by the media. The results reveal that these consumers want to see more sales signs, signs for introducing new products, and other public relations media with interesting messages that are credible and familiar to them.

5.2.6 Factors Influencing the Development of Communication Design for Shopping Centers to Meet Lifestyles of Digital Consumers

From the path analysis, the independent variables: demographic variable (Demo), customers' shopping behaviors (CUS), consumers' digital-media use behaviors (DIG), and consumers' opinion on public relations and sales and activities management of shopping centers (SHC) are found to have direct effect on consumers' opinion on the communication design of shopping centers, the only dependent variable, at a significant level of 0.05 (χ^2 = 0.000, df = 0, p = 1.000, RMSEA = 0.000, CFI=1.00, GFI= 1.00). and the effect size is 0.54, 0.12, and 0.18, respectively. However, demographic variable is found to have no effect on consumers' opinion on the communication design of shopping centers. Besides, all of the 4 variables is found to be able to predict the media design at 55%.

According to the results of the analysis of causal variables relating to the communication design of shopping centers to meet consumers' lifestyles in each generation, it can be concluded that demographic variables (Demo) have no effect on media design (MED) at a significant level (p-value= -0.03). In contrast, customers (CUS) have an effect on media design (MED) at a significant level (p-value= 0.54). Similarly, the effect of digital-media usage behaviors (DIG) on media design (MED) is statistically significant (p-value= 0.12). Likewise, sales and activities management in shopping centers (SHC) has an effect on media design (MED) at a high level significantly (p-value= 0.18).

5.2.7 The Development of Communication Design for Shopping Centers to Meet Lifestyles of Consumers in Different Generations

Media design for shopping centers greatly involved creating and renovating the environment to promote purchasing decisions and loyalty. 40 years ago, renovations in any aspect of a shopping center usually took place every 20 years after operations to serve a bigger amount of the consumers and respond to changes in each era. However, since 2005 up to now, shopping centers have adopted new marketing strategies aimed at new groups of consumers to respond to dynamic changes in businesses, particularly the shopping center business with stronger competition, expansion of residence areas, and more convenient transportation. The renovation includes interior-space development and promotion of the image of the shopping place. In the future, more exotic and different selling propositions will be offered to attract consumers. Moreover, technology will be included more in the design of shopping centers and it will be more interactive. The selling space should be more convenient and be able to serve more purchasing behaviors. Special events and online social media are applied in developing modern communication design instead of the traditional mainstream marketing strategies. The new strategies aim at promoting participation from two groups of consumers: general consumers who use services at the shopping places and the tenants as well as organizations nearby. The development of the communication design for shopping centers to meet the lifestyles of consumers in different generations using social media, special events, and providing space for the activities usually is initiated from the launch of campaigns or small events. The planning strategies are illustrated below:

1) The target consumers in the areas are clearly identified and categorized into groups based on their demographic characteristics, behaviors, and psychological features i.e. housewives in Nonthaburi who usually visit a shopping center on weekdays.

2) Identifying specific marketing aims e.g. attracting consumers' visits on weekdays to promote the image of becoming a community center or to persuade office workers in the areas to stop by for lunch at the shopping place.

3) Planning of campaigns or small events, i.e. the activities on social media or special events targeting families and campaigns to get discount points in restaurants, usually relies on collaboration and kinds of special events, in which local organizations are invited to take part.

In addition, another planning method to promote collaboration is to hold activities that require little participation from the consumers i.e. watering the birthday Buddha images, offering food to the monks on religious holidays, or water splashing during Songkran Festival. The consumers can participate in the activities for the entire day, while they can also make merit at the shopping centers. Gimmicks and special events are included to allow recording or spreading of information.

4) Integration between mainstream media and online media occurs. The activities refer to those happen on social media and publicize through content on the platform e.g. sales promotion, events, corporate social responsibility activities, news release events, public relations, and celebrity participation. Moreover, Facebook Fan page is found to be a good public relations tool that can promote participation and are used most of the time.

5) At the beginning, in evaluating a project, the numbers of consumers and cars at shopping centers are considered. Meanwhile, the amount of news on different media as well as numbers of the consumers who participate in a lucky-draw activity are also taken into account. However, numbers of members on Facebook Fan page and numbers of likes and shares now become effective indicators.

6) Promotion of involvement in social media in other areas includes the addition of Facebook Fan page. The application presents pictures and messages of each retail shop at the shopping places to draw more interest from the consumers. The aim is for them to continuously like and share the messages. In the meantime, most tenants also have their Facebook Fan page; thus, these can empower the main Facebook Fan page of the shopping centers as well.

5.2.8 The Development of the Communication Design for Shopping Centers to Meet the Diverse Needs of Consumers In Different Generation

Regarding the development of communication design of shopping centers, the results of each generation can be concluded below:

1) Gen-B consumers rarely visit a shopping center. Weekend visits are preferable for these consumers who choose to shop at a shopping place that offers various products. Moreover, they prefer shopping at a clean shopping center which provides convenience while shopping. In addition, it can be concluded that media use at shopping centers is influential in lifestyles of the Gen-B consumers as they usually pay attention to the signs used in a shopping place. From the survey, it is found that Gen-B consumers desire to see more media at a shopping center; however, signs or any public relations media should be used with careful considerations. They believe that media can attract new customers, including those who already shop at the place. With reference to the evolution of the use of media, it started with the use of pictures and substituted text. Next, info-graphic became more popular, while nowadays video content becomes more preferable. Correspondingly, the consumers in this generation also suggested that online content must meet the needs of the target consumers and be able to stimulate their motivation. In addition, the content must be accurate, meaningful to the receivers, and timely.

2) Gen-X and Gen-Y consumers are similar in many ways. First, they rarely shop at a shopping center. Next, most of them prefer shopping at a place with an attractive atmosphere and to which they can travel conveniently. Concerning media use at a shopping center, the results reveal that it has an effect on their perception on the communication design of shopping centers. To clarify, the consumers still rely on signs

at a shopping place and want to see a lot more. The signs or public relations media with attractive and beautiful pictures are more desirable for both groups. Consequently, shopping-center entrepreneurs should consider using more interesting media since they can draw interest from their target consumers. This emphasizes the necessity of implementing a new design concept, which must be interesting and attractive for the two generations. Generally, consumers can be excited about exotic design, i.e. the excitement of new technology (Rickert & Shop, n.d.), interactive experiences at different shops, visual display (Sullivan & Heitmeyer, 2008). This includes the use of technology in the design regardless of the interior design or the concept layout, which corresponds to Gen-Y common behavior since they were born and brought up in the digital age. In addition, these groups of people also apply technology for their self-development. Concerning the selection of tenants to suit the physical characteristics of a shopping area, it might be helpful to start with big operators, especially food halls since eating at a shopping center is convenient and it can serve young Gen-Y consumers well. Besides, it is usually suitable for working and reading. Thus, it should be kept modern and clean, while shops should be carefully selected based on current trends and reasonable prices.

In contrast to other generations, Gen-Z consumers visit a shopping center more often than the others. This group of consumers prefer shopping in a place with diverse products and a good atmosphere. A preferable shopping place should make consumers feel that they are special from using its service and design. The experiences of becoming a special person occur from consumers' touch and perception (Ipsos Retail Performance, 2014). At least, some elements can be elaborated by the interior design, use of light, themes, or use of certain materials, which can arouse some feelings (Sullivan & Heitmeyer, 2008). Correspondingly, Lachman and Brett of ULI Foundation (n.d.) support that the experiences of becoming a special one can be enhanced by light, colors, sound, and activities. Moreover, the use of media is highly influential to Gen-Z consumers since signs in a shopping place are usually attractive to them. The results also reveal that they prefer to see a large number of sales and new-product recommendation signage at a shopping center. For the Gen-Z, signs or any public relations media should feature interesting texts which are familiar and credible. Therefore, signage of a shopping center, which gives information about its customer service policies while also representing its image, should be placed at the main gate as well as customer service centers e.g. the service desks, layaway window, and cash registers. Moreover, special campaign signs or occasional promotions should be added i.e. low price guaranteed or credit card policies, etc.

5.3 Recommendations

From the findings of this study, 3 recommendations are made as below:

1) This study investigates consumers' opinion and perception of communication design of shopping centers and factors influencing their perception that can lead to an understanding of communication design desired by consumers of each generation. Thus, the findings may be useful for researchers, communicators, and entrepreneurs of shopping centers as they can apply the findings to design communication, i.e. public relations media or sales and activity media, in their shopping centers. The demographic information of the consumers, and needs of communication design from the point of view of consumers can reveal problems and trends of how to effectively design communication for shopping places. Moreover, the investigation of the effects of the variables relating to communication design and their effect size can make concerned people aware of the impact of related factors.

2) From the results of this study, lifestyles and shopping behaviors of consumers in different generations in Thailand are explored; thus, the results should be useful for marketers and communicators who are responsible for communication design for a shopping center. The information gained would also be useful in planning the media that are suitable for the target consumers of a shopping center, and in formulating marketing strategies to serve the target groups.

3) For further studies, it is suggested that an investigation towards a framework of communication design for a shopping center should be conducted for marketers, marketing communicators, marketing planners, and shopping-center entrepreneurs.

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APPENDIX

Shopping Center: Development of Communication Design Corresponding to Consumer Lifestyles by Generation

The researcher of the study, entitled "Shopping Center; Development of Communication Design Corresponding to Consumer Lifestyles by Generation," is Mr. Sarot Lertpongworapan, a Ph.D. candidate in the Program of Communication Arts and Innovation, Graduate School of Communication Arts and Management Innovation, National Institute of Development Administration. The objectives are bi-fold: 1) to investigate situations and trends of media design for shopping centers to serve potential lifestyles of digital consumers, and 2) to examine causal variables of the development of communication design to serve lifestyles of digital consumers

The researcher would like to request for your cooperation in filling up this questionnaire form. Please note that your information will be very much beneficial to this study, and it will be kept confidentially.

Thank you very much for your time and cooperation.

Mr. Sarot Lertpongworapan, a Ph.D. Candidate
Program of Communication Arts and Innovation
Graduate School of Communication Arts and Management Innovation
National Institute of Development Administration.

Part 1: Problems and trends of communication design of shopping centers to serve digital consumers (28 items, 3 sections)

Section 1: Demographic information (10 items)

Section 2: Internet use behavior (8 items)

Section 3: Trends of media design in shopping center to lifestyles (10 items)

Part 2: Causal influences of communication design of shopping centers to serve digital consumers (63 items, 3 sections)

Section 4: Opinions on public relation media in shopping centers (10 items)

Section 5: Opinions on sales and activities management model in shopping centers (28 items)

Section 6: Sales and activities management model in shopping centers (25 items)

Part 1: Problems and trends of communication design of shopping centers to serve digital consumers

Section 1: Demographic information (10 items)

Instruction: Please put a tick in the box (☑) that best describe your personal information.

1. Gender ☐ Female ☐ Male
2. Age ☐ Born between 1946 – 1964
   ☐ Born between1965- 1979
   ☐ Born between 1980-1997
   ☐ Born after 1997

3. Educational level
   ☐ High school ☐ Bachelor degree
   ☐ Graduate degree

5. Occupation
   ☐ Office worker
   ☐ Bureaucrat
   ☐ State enterprise employee
   ☐ Freelancer
   ☐ Business owner
   ☐ Students
   ☐ Stayed-at-home dad/ housewife/ Retired
   ☐ Unemployed
   ☐ Other (Please specify).................................

6. Job position

☐ Owner	☐ Executive
☐ Operational level (General)	☐ Professional level (General)
☐ Operational level (Academic)	☐ Director
☐ Professional level (Academic)	☐ Nurse

☐ Senior/Senior professional level ☐ Scientist
☐ Physician ☐ Teacher
☐ Office worker / state worker
☐ Scholar ☐ Casual worker
☐ Other (Please specify) ....

7. Work experience
   ☐ Less than 5 years ☐ 6-10 years
   ☐ 11-15 years ☐ More than 15 years
8. Monthly income
   ☐ Less than 10,000/month
   ☐ 10,001-20,000/month
   ☐ 20,001-30,000/month
   ☐ 30,001-40,000/month
   ☐ 40,001-50,000/month
   ☐ More than 50,000/month
9. Numbers of family members
   ☐ 1 person ☐ 2 to 4 people
   ☐ 5 to 6 people ☐ More than 6 people
10. Numbers of children
   ☐ 1 ☐ 2 ☐ More than 2

Section 2: Internet use behavior

Instruction: Please put a tick in the scale that best describe the frequency of your internet use.

Meaning of the scales

6	refers to	Very often
5	refers to	Often
4	refers to	Fairly often
3	refers to	Average
2	refers to	Sometimes
1	refers to	Never

Internet use Behavior	Frequency					
	6	5	4	3	2	1
11. Surfing the Internet i.e. Facebook, Instagram, or Line						
12. Playing online games						
13. Reading online						
14. Shopping online						
15. Surfing the internet surfing/ Shopping online on weekends						
16. Listening to online music						
17. Spending more time on Facebook, Instagram, or Line						
18. Duration of spending time online						

Part 2: Causal influences of communication design of shopping centers to serve digital consumers

Section 4: Opinions on public relation media in shopping centers

Instruction: Please put a tick in the scale that best describe your opinions.

Meaning of the scale

5	refers to	Very often
4	refers to	Fairly often
3	refers to	Average
2	refers to	Sometimes
1	refers to	Never

Areas of Opinions	Levels of Agreement				
	5	4	3	2	1
19. You like to see newspapers announcements, TV still pictures, etc., on the Internet.					
20. It is appropriate for banners to be used in shopping centers.					
21. Pop-ups should be used in shopping centers.					
22. Music recommendation signs and artistic patterns should be provided.					

Areas of Opinions	Levels of Agreement				
	5	4	3	2	1
23. Marketing tools and promotion channels should be available 24 hrs.					
24. The most careful considerations and sensibility should be put on designing advertising signs.					
25. Objectives of using each advertising sign should be clear.					
26. Use of graphics in each advertising sign is limited.					
27. Messages in each advertising sign should be interested to raise familiarity and credibility.					
28. Each advertising sign should feature beautiful pictures.					

Section 5: Causal influences of communication design of shopping centers to serve digital consumers relating to activities, interests, and opinions

Instruction: Please put a tick in the scale that best describe your behavior. (More than 1 ticks are allowed)

Activities

29. Do you always follow fashion trend?

☐ Yes, I always post it on Facebook/ Instagram/ Line/ Twitter

☐ Yes, but I do not post it on Facebook/ Instagram/ Line/ Twitter

☐ Yes, I sometimes post it on Facebook/ Instagram/ Line/ Twitter

☐ No, never.

30. The tine you usually spend at shopping centers

Days

☐ Saturday-Sunday ☐ Monday-Friday

☐ Friday-Sunday ☐ Sunday- Monday

Time

☐ After work ☐ lunch break

31. How many people are you usually with at a shopping center?

☐ 1

☐ 2-5

☐ 6-10

☐ more than 10

32. Frequencies of shopping mall visits

☐ Once a week ☐ Twice a week

☐ More than 2 times a week

Interests

Instruction: Please put a tick in the scale that best describe your interest.

Meaning of the scale

5	refers to	Very high
4	refers to	High
3	refers to	Moderate
2	refers to	Low
1	refers to	The lowest

Areas of Interest	**Levels of Interest**				
	5	**4**	**3**	**2**	**1**
33. Food and desert					
34. Bill payment at agents i.e water bill, electric bill, internet bill, etc.					
35. Clothing, belt, sport ware stores					
36. IT Zone					
37. Toys					
38. Electronic shops					
39. Car wash					
40. Wide ranges of goods					
41. Convenience of commuting					
42. Ease of travel					

Areas of Interest	Levels of Interest				
	5	4	3	2	1
43. Reputation of shopping centers					
44. Quality of products					
45. Quality of services					
46. Sales price tags					
47. Sales promotion shown on LED screen					
48. Sings or OOH outside shopping centers					
49. Facebook, Instagram , or Twitter					
50. Sales media at checkout points					
51. New product recommendation tags or new restaurants					
52. Leaflets					

Instruction: Please put a tick in the scale that best describe your opinions.

Areas of Opinions	Levels of Agreement				
	5	4	3	2	1
53. Public relation media in shopping centers are not clear.					
54. There are inadequate public relation media in shopping centers.					
55. There are few public relation media for sales products in shopping centers.					
56. There are inadequate public relation media to introduce new shops.					
57. There are inadequate sales price tags or tags introducing new products.					

Section 6: Sales and activity management in shopping centers

Instruction: Please put a tick in the scale that best describe your opinions

Sales and Activity Management in Shopping Centers	**Levels of Agreement**				
	5	**4**	**3**	**2**	**1**
Interior design and decoration in shopping centers					
58. Attractive atmosphere draws your interest in visiting a shopping center.					
59. Decoration of shopping centers is modern.					
60. Shopping centers are clean and convenient to buy goods.					
61. The design of shopping trails is complicated.					
62. There are inadequate public relation signs.					
63. Signs i.e. entrances or exits are not clear.					
Necessary facilities					
64. There are insufficient signs in parking areas.					
65. It is a waste of time to search for a space to park.					
66. Meeting up with friends at shopping centers is a good idea due to extensive facilities it offers.					
67. Signs indicating relaxing areas are inadequate.					
68. Temperature and light at shopping centers are not stable.					
69. Shopping centers are clean and convenient to buy goods.					
Criteria for selecting tenants					
70. Variety of shops					
71. Eating out with friends at shopping centers					
72. High quality products					
73. Impressive services					

Sales and Activity Management in Shopping Centers	Levels of Agreement				
	5	4	3	2	1
Entertainment					
74. Taking a walk at a shopping centers always end with buying something.					
75. A shopping mall that allows bringing pets					
76. Limited relaxing activities					
77. Activities are not appropriate for all ages.					
78. Lack of clear public relation signs for entertaining activities at shopping centers					
79. Interesting entertainment application in shopping centers					
80. Activities are for all groups of consumers.					
81. Attractive explicit working spaces and recommendation signs					
82. Attractive GPS applications					

*****Thank You Very Much for Your Cooperation*****

Date ………………………… Distributor........

BIOGRAPHY

NAME	Sarot Lertpongworapun
ACADEMIC BACKGROUND	Master of Art (Marketing Communication) The University of the Thai Chamber of Commerce in 2004 Bachelor of Business Administration Major Hotel Management Minor Business Art (English) Assumption University in 2000
PRESENT POSTION	Marketing Manager Central Pattana Public Company Limited