การพัฒนาการออกแบบการสื่อสารของศูนย์การค้า เพื่อตอบสนองต่อวิถีชีวิตของผู้บริโภคต่างเจนเนอเรชั่น

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รับบทความ: 9 กันยายน 2562
แก้ไข: 1 มิถุนายน 2563
ตอบรับ: 5 มิถุนายน 2563

บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อ 1) ศึกษาสภาพปัญหาและแนวโน้มในการออกแบบสื่อของศูนย์การค้าเพื่อตอบสนองไลฟ์สไตล์ของลูกค้าในยุคดิจิทัลและ 2) ศึกษาอิทธิพลของการพัฒนาการออกแบบการสื่อสารของศูนย์การค้าตอบสนองไลฟ์สไตล์ของลูกค้าในยุคดิจิทัลโดยรุ่น การวิจัยดำเนินการโดยการวิจัยเชิงปริมาณโดยใช้แบบสอบถามเชิงสำรวจกับกลุ่มตัวอย่างจำนวน 349 คนจากสี่ชั่วอายุคนและการวิจัยเชิงคุณภาพโดยการสัมภาษณ์กลุ่มสนทนากับผู้ให้สัมภาษณ์ 16 คนใน 4 กลุ่มจำแนกตามรุ่นและแต่ละกลุ่มมีผู้สัมภาษณ์สี่คน

จากการศึกษาพบว่าจากการวิจัยเชิงปริมาณพบว่ามีทั้งสิ้น 349 ตัวอย่างแบ่งเป็น 4 ชั่วอายุ: 75 ตัวอย่างจาก Gen-B, 94 จาก Gen-X, 93 จาก Gen-Y และ 87 ผู้ตอบแบบสอบถามส่วนใหญ่เป็นเพศหญิง (23.20%) จบการศึกษาระดับปริญญาตรี (63.04%) เป็นพนักงานออฟฟิศ (45.85%)

ระดับปฏิบัติการ (20.34%) มีประสบการณ์การทำงาน 15 ปี (39.54%) ได้รับมากกว่า 50,000 บาทต่อเดือน (24.64%) และพักกับสมาชิกครอบครัว 2-4 คน (59.89%) ปัจจัยที่มีอิทธิพลต่อการออกแบบการสื่อสารของศูนย์การค้าเพื่อตอบสนองไลฟ์สไตล์ของผู้บริโภคในรุ่นต่าง ๆ พบว่า

พฤติกรรมการใช้อินเทอร์เน็ตของผู้บริโภค ผู้บริโภคส่วนใหญ่ใช้โซเชียลมีเดียหรือท่องอินเทอร์เน็ตเช่น Facebook, Instagram และ Line มากที่สุดในความถี่ที่ค่อนข้างบ่อย ($\bar{x}$= 4.99) ความคิดเห็นของผู้บริโภคเกี่ยวกับการออกแบบการสื่อสารของศูนย์การค้า: การออกแบบการสื่อสารที่ดึงดูดใจมากที่สุดคือ “ข้อความในแต่ละป้ายโฆษณา” ที่น่าสนใจเพื่อเพิ่มความคุ้นเคยและความน่าเชื่อถือ ($\bar{x}$= 3.86) กิจกรรมหรือกิจวัตรของผู้บริโภค

ผู้บริโภคส่วนใหญ่มักจะติดตามเทรนด์แฟชั่นและบางครั้งก็โพสต์ไว้บน Facebook, Instagram, Line และ Twitter (40.97%) พวกเขามักไปห้างสรรพสินค้าหลังเลิกงาน (84.24%) ในวันหยุดสุดสัปดาห์ (70.77%) และมีเพื่อนร่วม 2-5 คน (87.68%) สัปดาห์ละครั้ง (41.83%) มากที่สุด

ความสนใจของผู้บริโภค ผู้บริโภคส่วนใหญ่ชอบศูนย์การค้าที่มีสินค้าหลากหลาย ($\bar{x}$= 4.11), ความสะดวกในการเดินทาง ($\bar{x}$= 4.06) และความสะดวกสบาย ($\bar{x}$= 4.05) ตามลำดับ ความคิดเห็นของผู้บริโภคเกี่ยวกับการประชาสัมพันธ์ของศูนย์การค้า ผู้บริโภคส่วนใหญ่ยอมรับว่าการประชาสัมพันธ์ของศูนย์การค้าไม่เพียงพอ ($\bar{x}$= 3.13)

ความคิดเห็นของผู้บริโภคเกี่ยวกับการขายและการจัดการกิจกรรมของศูนย์การค้า ผู้บริโภคส่วนใหญ่นิยมซื้อสินค้าที่ศูนย์การค้าที่มีความสะอาดและความสะดวกสบายในการซื้อสินค้า ($\bar{x}$= 4.00) บรรยากาศน่าดึงดูด ($\bar{x}$= 3.97) และ

การตกแต่งที่ทันสมัย (3.96)

นอกจากนี้จากการวิเคราะห์เส้นทางพบว่าตัวแปรด้านประชากรพฤติกรรมการซื้อของลูกค้าพฤติกรรมการใช้สื่อดิจิทัลของผู้บริโภคและความคิดเห็นของผู้บริโภคต่อการประชาสัมพันธ์และการจัดการการขายและกิจกรรมของศูนย์การค้ามีผลโดยตรงต่อความคิดเห็นของผู้บริโภค ในการออกแบบการสื่อสารของศูนย์การค้าในระดับนัยสำคัญ 0.05 และขนาดผลคือ 0.54, 0.12 และ 0.18 ตามลำดับ อย่างไรก็ตามตัวแปรทางประชากรพบว่าไม่มีผลกระทบต่อความคิดเห็นของผู้บริโภคในการออกแบบการสื่อสารของศูนย์การค้า นอกจากนี้ตัวแปรทั้ง 4 ตัวนี้สามารถคาดการณ์การออกแบบสื่อที่ 55% แบบจำลองการวัดพบว่าสอดคล้องกับข้อมูลเชิงประจักษ์

คำสำคัญ: การออกแบบการสื่อสาร; การออกแบบสื่อ; ศูนย์การค้า; ไลฟ์สไตล์; เจนเนอเรชั่น

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

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Received: September 9, 2019
Revised: June 1, 2020
Accepted: June 5, 2020

Abstract

The purposes of this research aim to 1) examine the conditions and trends of communication design of shopping centers corresponding to customer lifestyles by generation and 2) to explore factors and their causal influences on the communication design development for shopping centers to meet the customers' lifestyles by generation. The research is conducted by quantitative research by survey questionnaires with 349 samples of four generations

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 media 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 ($\bar{x}$= 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 are found to be able to predict the media design at 55%. The measurement model is found to be congruent with the empirical data.

Keywords: Communication design development; Shopping center; Lifestyle; Consumer by generation

Introduction

In Thailand, the expansion of numerous shopping centers both in Bangkok metropolitan and up-countries, for examples, the Central Festival Eastville with integrated products and services under the innovative and responsive concept from design, decoration, to an increase in the free space for service users in response to various needs of shopping center consumers, consequently resulting in the wider choices for the shoppers and creating revenues and surviving business operation continuously.

The technology advancement has contributed to the development of the new media in the different formats. The integration of technology and social media have played a role and changed consumer behavior, as well as change in communication. Furthermore, the media serves as a messenger in various platforms and formats; including graphics, audio, and texts where the traditional media technology has integrated with the advance relationship technology, resulting that 2-way communication can be achieved through the potential networks and multimedia as it has been widely used nowadays (Passanan Panyaporn, online). At present, new media development results in the communication management models of shopping centers.

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.

Research objectives

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 the digital age.

Definitions

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 be 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's 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);

5.1 *Baby boomer generation or Gen B* is consumers born between the years 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.

5.2 ***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 work.

5.3 ***Generation Y or Gen Y*** in other words Millennial 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.

5.4 ***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.

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 utilities 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.

7.1 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 from them. Moreover, this includes those choosing the products or services to fulfill their needs or to solve problems.

7.2 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 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.

Scope of study

1) Population and sample

In this study, the population included consumers in the shopping centers in Bangkok territory.

The sample included a total of 384 consumers in the shopping centers in Bangkok.

The sample was grouped by the generation as follows: 1) Baby Boomer Generation or 'Gen B' of 96 subjects, 2) Generation X or 'Gen X,' of 96 subjects, 3) Generation Y or 'Gen-Y' of 96 subjects, and lastly, 4) Generation Z or 'Gen Z' of 96 subjects.

2) Conceptual framework

This study focuses on 1) lifestyle concept of activity, interest, and opinion (AIO), 2) concept of digital habit, and 3) knowledge of shopping centers and future trends, and 4) consumer behavior by four generation groups; the Baby Boomer Generation or 'Gen B' (people born in the period of 1946-1964), Generation X or 'Gen X' (people born in the period of 1965-1979), Generation Y or 'Gen-Y', or 'Millennials' (people born during the period of 1980-1997, Generation Z or 'Gen Z' (people born after 1997), and 'Gen C' (people born from the Baby Boomer and Gen- X people).

3) Expected benefits

(1) Perceived consumer behavior towards shopping centers that meet the customer lifestyles of the digital age,

(2) Media design guidelines for the shopping centers to meet the customer lifestyles of the digital age and guidelines for PR policy-making for shopping centers.

4) Concepts, Theories, and Related researches

In this study, two sources of informative documents included 1) primary source-articles, research papers in an academic journal, research report, thesis and dissertations from both domestic and international sources, and 2) secondary source-books, textbooks, annual reports, concepts, theories and related researches, including;

(1) Concept of 'Digital Thailand' refers to Thailand in its vision of the creativity and to take full advantage of the digital technology to develop infrastructure, innovation, information, human capital and other resources to drive the country's economic and social development. It could also, stabilize the country and create prosperity and sustainability in the future. Over the years, Thailand's economy has been evolved from time to time with Thailand's economic models, known as Thailand 1.0, Thailand 2.0, Thailand 3.0 and presently Thailand 4.0, respectively. Thailand 1.0 focuses on the economic development of farming and agriculture sector. Thailand 2.0 emphasizes the economic development of the light industries. Thailand 3.0 focuses on the economic development of heavy industries. Thailand 4.0 focuses on creating innovation (Interview with Suwit Mesinsee). (Economic Thairath Team, 2016). The digital development for economy and society of Thailand focuses on long-term sustainable development in line with the 20-year national strategies, and in the line with the economic and social development plan with digital technology. The concept of Digital Thailand has transformed the structure and patterns of economic activities, production process, trade, and service and other social processes, and interpersonal interaction completely, and it focuses on activities or projects in the urgent phase of digital development for economy and society. To achieve concrete outcomes apparently, the priority of the urgency is needed.

(2) Concepts and theories of demography-demographical characteristics, including age, gender, income, education, etc. are commonly used in market segmentation. Demographic characteristics are important attributes and measurable statistics the population, it helps determine the target markets, and it is easier to measure than other variables. Key demographic variables and individual differences provide different psychological characteristics. (Serirat, 2007, p. 41), based on this investigation, it is used as a guideline to find out answers about different demographic characteristics; gender, age, education level, daily income, occupation of consumers or service users of shopping centers in Bangkok. In this study, the consumers were divided into 4 groups, the Baby Boomer Generation or 'Gen B' (people born in the period of 1946-1964), Generation X or 'Gen X'(people born in the period of 1965-1979), Generation Y or 'Gen-Y', or 'Millennials' (people born in the period of 1980-1997, Generation Z or 'Gen Z' (people born after 1997), and 'Gen C' (people born from the Baby Boomer and Gen-X people).

(3) Concepts and theories consumer purchasing decision process-focusing on purchasing decision process in five components; namely 1) problem/need recognition in regards to (1) internal stimuli such as feeling hungry, thirsty, etc. and (2) external stimuli, 2) information search–focusing on (1) personal sources such as enquiring the shopping center consumers by groups; the four groups of consumers included 1) the Baby Boomer Generation or 'Gen B' (people born in the period of 1946-1964), 2) Generation X or 'Gen X' (people born in the period of 1965-1979), 3) Generation Y or 'Gen-Y', or 'Millennials' (people born in the period of 1980-1997, and 4) Generation Z or 'Gen Z' (people born after 1997) by population and sample, 2) commercial sources-for examples, search for advertisements by various media, sales representatives, shops, merchants or shop operators within the shopping center, 3) evaluation of alternatives-media was divided into four types of shopping center consumers, 4) purchase decision, 5) post-purchase behavior. In this study, the media and purchasing decision after finding media (timing decision) was focused to designate the questionnaires.

(4) Concepts and theories of lifestyle-lifestyle is related to customer's values and personality and it has been utilized mostly by the marketers of today. Since the late 1960s, personality studies in the U.S.A colleges and universities have been declined, partly due to the disappointment that a customer's personality and behavior could not be accurately predicted. Although the personality course is widely taught in the classroom, however, today's' matter that has been paid utmost attention is the 'lifestyle' or so-called "psychographics. (Onkvisit & Shaw, 1994, p. 120). In the present study, the consumer lifestyle assessment criteria was used with factor analysis of activities, Interests and Opinions (AIO) to determine how consumers spend their time and resources daily in an environment they are interested and recognized as important to them, and how they think about themselves and how they perceive about the world around them. Factor analysis of activities, Interest, and Opinions (AIO) is performed for reference to lifestyle identified in the questionnaires.

Thus, in this research, the concepts and theories were reviewed and determined as 5 elements as follows: 1) demographic data-refers to population's demographic data, 2) customer lifestyle-refers to consumer behavior or the buyer's lifestyle, 3) digital habit-refers to the behavior of using online media, 4) shopping center behaviour-refers to the customer's purchase behavior at the shopping center, and 5) shopping center-refers to group of stores within the shopping center, (as exhibited in Figure 1 Conceptual Framework).

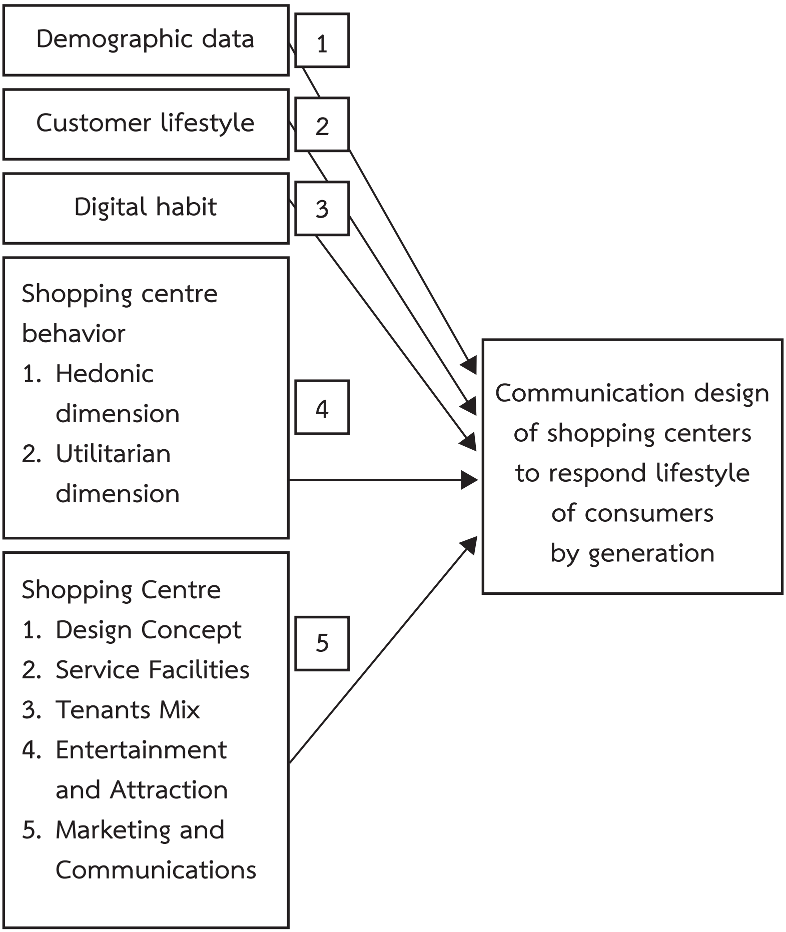

Figure 1 Conceptual Framework

Methodology

This is survey research, using the LISREL 8.30 program to summarize the causal relationship model of the communication design development of the shopping center to meet the customer lifestyle in the digital age. The details were as follows:

1) Population and sample

The population in this study included consumers, traders, merchants and business operators at the shopping center in Bangkok territory. The exact number of the population was unknown.

The Probability Sampling and the Simple Random Sampling were adopted owing to the large population; the exact number was unknown. Therefore, the sample size can be calculated using the WG Cochran with the reliability of 95 percent and the level of error 5 percent (Vanichbuncha, 2006, p. 74). The total of 384 subjects were divided into four groups; 1) the Baby Boomer Generation or ‘Gen B’ (people born in the period of 1946-1964), Generation X or ‘Gen X’ (people born in the period of 1965-1979), Generation Y or ‘Gen-Y’, or ‘Millennials’ (people born in the period of 1980-1997, Generation Z or ‘Gen Z’ (people born after 1997), and ‘Gen C’ (people born from the Baby Boomer and Gen- X people).

2) Instrument

The research instrument used included the questionnaires enquiring about the communication design development of the shopping center to meet the customers’ lifestyle in the digital age. The questionnaires include two main parts; Part 1 problem condition and trend of communication design of the shopping center to meet the customers’ lifestyle in the digital age, and Part 2 Causal influence of communication design development of the shopping center in response to the consumers' lifestyle in the digital age.

Regarding interpretation of the IOC score, a question serves the research objectives when the IOC score was more or equal to .50 (IOC ≥ 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.

3) Data analysis

The basic descriptive statistics implemented included frequency, percentage, mean, and standard deviation (S.D). The inferential statistics implemented included the Second Order Confirmatory Factor Analysis and Path Analysis, using the LISREL Program.

Results

In this study, the communication design development of shopping centers to meet the digital lifestyle of consumers were examined, the results presented in three parts are as follows;

1) Part 1: Respondent's demographic characteristics

There was a total of 349 completely-filled out questionnaires, divided into 215 females and 134 males. On educational level, diploma (35 persons), undergraduate (220 persons), and postgraduate (94 persons), on position, the Top Three positions included operational level in general (71 persons), other positions (students, retired civil servants) (47 persons), professional level in general (32 persons), length of service more than 15 years (138 persons) mostly , followed length of service of 5 years or under (125 persons), and length of service of 11-15 years (53 persons), on average monthly income, income range of 50,000 Baht or higher mostly, (86 persons), followed by income range of 10,001-20,000 Baht (72 persons), income range of

10,000 Baht or under (55 persons), on the number of family members, 2-4 members mostly (209 persons), followed by 5-6 members (93 persons), 6 members or higher (30 persons), and as factored by the generation, it found as follows;

Gen B-the participants were female (60 percent) and male (40 percent). Most of the Gen B participants graduated with an undergraduate degree (58.67 percent), other positions (retired civil servant) (29.33 percent), length of service of 15 years or higher (81.33 percent), income range of 10,000 Baht or under (29.33 percent), 2-4 family members (69.33 percent).

Gen X-the participants were female (59.57 percent) and male (40.43 percent). Most of the Gen X participants graduated with the postgraduate degree (48.94 percent), manager (18.09 percent), length of service of 15 years or higher (73.40 percent), income range of 50,000 Baht or higher (41.49 percent), 2-4 family members (65.96 percent).

Gen-Y-the participants were female (65.59 percent) and male (34.41 percent). Most of the Gen-Y participants graduated with the undergraduate degree (52.69 percent), private employee/civil officer (19.35 percent), length of service of 5 years or under (39.78 percent), income range of 20,001-30,000 Baht (26.88 percent), 2-4 family members (64.52 percent).

Gen Z – the participants were female (60.92 percent) and male (39.08 percent). All of the Gen Z participants graduated with the undergraduate degree (100 percent), operational level in general (39.08 percent), length of service of 5 years or under (80.46 percent), and income range of 10,001-20,000 Baht (58.62 percent), 5-6 family members (40.23 percent).

2) Part 2: Problems and tendency in communication design of shopping centers to meet the future digital consumers

(1) Internet use behaviour - The interviewees reported the internet use behavior for communication through social media and listen to online music quite frequently and the tendency of this type of behavior has increased. On the frequency of the internet use behavior; online shopping was moderate while online gaming and online reading were sometimes.

(2) On media design in shopping centers - The potential factors for communication design of the shopping centers included a definite goal, beautiful images, interesting messages, reliability, careful and delicate communication. The moderate factors included avoiding plentiful graphics, appropriate advertising tags, ad-hoc signboards in the shopping center, presentation boards for music works and the pattern designs, having the newspapers notification or still pictures from television media, etc. posted on the internet, and the shopping center's provision of marketing tools and 24-hour extra channels of the promotion.

(3) Customer's regular behaviour - Most participants keep track of new fashions regularly, posting on the Facebook / Instagram / Line / Twitter occasionally, spend time after routine work and on weekends at the shopping center, going to shopping centers in a group of 2-5 persons, the frequency of service use was 1-2 times a week.

(4) Customer behavior of interest - Most participants preferred to the shopping centers with a wide variety of products, convenient and easy to travel, popularity, good quality products, good services, discount, detailed discounts, products at the point of

sale, cut out signs introducing new products and services within the shopping center. Most participants had the intent to shop and use the shopping center service; namely, enjoying meals and desserts, followed by paying bills, buying fashion products, using service of IT Zone, and buying electrical appliances. Using the LED screens as communication tools and providing information, discount notification at the shopping center, communication by out of home media: OOH, communication via online channels or social networks, such as Facebook / Instagram / Twitter, public relations and brochures to introduce products. The area of consumers' slight interest included car wash service point and children's toys department.

(5) Opinion behavior - The shopping center consumers were of the moderate opinion that communication and public relations were unclear, inadequate media, inadequate public relation on discount, lack of media introducing new stores to create awareness of the shopping center customers.

(6) Sales management styles internal activities – the shopping center customers preferred to use services provided by the shopping centers that are equipped with the nice interior design, available utilities such as clean toilets, breastfeeding room, prayer room, the diversification of stores located in the shopping center, good quality products, good services where shopping center customers were of moderate opinion on marketing promotion activities in the shopping centers.

3) Part 3: Causal influence of the communication design development of the shopping centers in response to the customer lifestyles in the future digital age

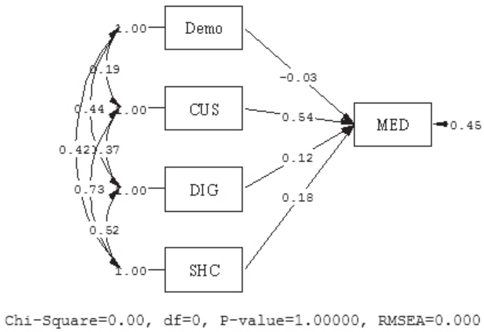

Figure 2 Factors Affecting Communication Design Development of the Shopping Centers in Response to the Customer Lifestyles in the Future Digital Age

In the analysis of shopping mall's communication design variables, they were directly influenced by consumer behavior, behavior of online media use, and sale management styles and activities within the shopping centers significantly at the significance level of 0.05, with the effect size of 0.54, 0.12 and 0.18 respectively. In addition, it found that all four causal factors could predict media design in the shopping centers by 55 percent.

Discussions

Demographic attributes and internet use behaviors of 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 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 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 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.

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 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:

- The majority of Gen-B consumers have the highest agreement on careful and delicate use of media and public relations tools.
- Most Gen-X customers agree on the communication through beautiful and attractive pictures at a high level.
- Gen-Y consumers prefer the use of beautiful and attractive pictures at shopping centers.
- Gen-Z consumers’ focus was on communication through interesting messages that promote familiarity and credibility.

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 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, 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:

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.

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.

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.

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 goes shopping twice a week on weekends with 2 to 5 friends.

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 agrees with 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:

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

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

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

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

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:

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

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

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

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:

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

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

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.

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:

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 consideration and delicacy.

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.

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.

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.

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).

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.

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:

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.

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 and Heitmeyer, 2008). Correspondingly, Lachman & 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.

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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