

# Factors affecting Repatronage Intensions of Male Customers on Entertainment Services

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## Abstract

Entertainment business is one of a profitable business in Thailand. Many shopping centers in Thailand especially in “Bangkok Metropolitan” have entertaining sections to attract customers to visit the centers more often. Though customers of entertaining business are not restricted to a particular gender, male customer is known to be more interested in using entertaining services comparing to female customer. The framework of this study adopted Hart et al. (2007) model of shopping experience enjoyment, together with the model of entertaining shopping experience by Ibrahim & Wee (2002). This paper studies male entertaining experience on

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repatronage intentions to visit entertaining department within shopping centers. The total of 264 samples was drawn from single male customer aged between 20-32 years old, living in Bangkok, who had ever used entertaining services in the shopping centers. 145 samples are collected from personal interview and 119 samples are collected from on line survey. The research result confirmed three dimensions of entertaining experiences which are entertainment ambience, entertainment design, and entertainment feature. And the entertaining experience of single male customers does have positively influencing effect on customer's repatronage intentions significantly. Therefore, in order to attract male customers to pay more visit to entertaining sections in a shopping center, the entertainment experience from ambience, design, and feature of the entertainment are important dimensions within the entertaining experience which statistically affect repatronage intention of the customers positively.

## **Introduction**

Shopping center has been gaining popularity amongst Thais more and more. This might due to the increasing population and the growing economic conditions where shopping center will be one stop shopping for almost everything needed in a household. Thai retail sector has become highly competitive where inefficient firms can exit so easy and the newcomers were attracted to enter all the time. Various marketing strategies have been used in Thai retail business to gain market share over competitors. Old customer retention not only save firms' advertising expenses but also enhance the shopping centers' marketing value. Among various types of shopping centers in Thailand, 60% are the shopping mall (Picon, 2011). Though entertainment may not be the prime purpose for visiting the shopping mall of customers, it is undeniable that it has positive attraction where more customers can be drawn to visit a particular shopping mall (Bellenger, Robertson & Greenburg, 1977). Moreover, it increases the customers' time spend within the shopping centers, and subsequently increases the shopping center's revenue (Christiansen, Comer, Feinberg & Rinne, 1999).

According to Bakewell & Mitchell (2004) male customers has higher purchasing power than female on the average. Moreover, males normally know their demand clearly and take less time in shopping than females. Men pay attention in buying experiences and have tendency to repeat purchase in the same shopping center more than women (Hart, Farrell, Stachow, Reed, & Cadogan, 2007). In Thailand, men are more employed outside agricultural sectors than women, has higher off-farm income than women on the average (Office of statistics, 2009). So, males seem to be more interesting entertainment customers of the shopping centers more than females.

The objectives of this paper are two folds, first, what factors affecting entertaining experiences of male customers of shopping centers. Second, how their entertaining experiences influence their repatronage intentions. Shopping centers can use the find out to determine marketing strategies appropriately for attracting male customers to spend more time and money in the entertainment sector of the shopping centers which will increase the center's revenue and profit.

## **Literature Review**

John (2008) suggested that to persuade male customers to buy on the necessities has more probability to succeed than on the luxuries. Male purchasing behavior will be more on the necessary goods. So price reduction and sales promotion within the shopping centers can draw male customers to the center (Lee, Ibrahim, & Hsueh-Shan, 2005). Though males spend less time to do the shopping than females; however, they spend more money each time than the women on the average (Fischer & Arnold, 1990). Males will be more interest on technology, sport equipments and entertainment while females prefer accessories, clothing and beauty products (Dittmar, Beattie, & Friese, 1995). From the study by Jason, Merrilees & Birch (2003), young and single males like to do shopping for entertainment. They

prefer ambient and context of the entertaining section within the shopping centers other than other departments.

## **Shopping Experiences**

Hart et al. (2007) has studied enjoyment of shopping experience in UK using four dimensions of shopping enjoyment which are accessibility, atmosphere, environment and personnel. They found that men had a stronger relationship of enjoyment with repatronage than women though they spend less time doing the shopping. On another hand women tend to shop around, change places more often and may visit the center more frequent than men; however, women tend to be reluctant in choosing the center to shop as there are more centers available (Stern, 1999). Men will gain shopping experience faster and are more stable (Campbell, 1997). Men will be inclined to revisit the familiar place other than the unfamiliar ones (Dawson, Bloch, & Ridgway, 1990) while women prefer to choose the shopping center from pleasure they can get while doing shopping (Severiens & Dam, 1998). Ibrahim & Wee (2002) found 3 factors affecting entertainment experience in shopping center which were travel factors, customer factors and retail factors.

**Entertainment Ambience.** It is the atmosphere that influences the customers' emotion through their sensuality contact and induces their purchase behavior (Smith & Burns, 1996). Such atmosphere is, for example, music, light, artifacts, cleanliness, color and smell (Baker, 1986; Wakefield & Baker, 1998). Moreover, the ambient can be built through the mixture of external context and the inner desire within the customer (Hackett, Foxall, & Raaij , 1993). Men pay attention to ambience and the ambience creation, layout, and zoning of retail stores within the center. Light music and appropriate temperature can create the relaxing atmosphere including the male climate in the air (John, 2008) since men are inclined to avoid walking in the women zone to keep their macho image (Lunt & Livingstone, 1992; Miller, 1998; Oakley, 1976). Besides, with limited time to spend, men will pay more attention to ambience,

beauty and image of the retail stores other than the product itself (Bakewell & Mitchell, 2004).

**Entertainment Design.** Wakefield & Baker (1998) found that environment has positive relationship with shopping in a center. One part that is used in explaining environment is design where it should be separated from environment because design is closer to the building other than environment.

**Entertainment Feature.** Ibrahim & Wee (2002) factors of retail stores affect experiences of customers in the shopping centers. Looking from different angle, the feature of entertainment section in the shopping center can be testable upon entertaining experience in the center as well. The physical quality of the store such as store image, zoning of goods and services, variety of goods, and various promotions can influence customers' emotions and perceptions, which consequently lead to their purchasing behaviors (Smith & Burns, 1996). The store environment and its feature can affect customers' repatronage visit (Donovan & Rossiter, 1982). In case of entertainment section, the store features other than variety of goods and store image, are composed of sales and sales promotions, and the facilities within the entertainment complex (Ibrahim & Wee, 2002). Men can sometimes do their purchasing by their impulsive drives, such as price reduction, sales promotion and different exhibition in the center (McDonald, 1994). Moreover, each store's value can affect males' repatronage intention (Lee, et al., 2005). The stores' value are price, variety, facilities, after sale service, information providing, and store's ambience (Lim, Kim, & Park, 2007).

### **Repatronage Intentions**

The increase competition in China force many companies to keep their old customers while trying to expand the market. The understanding of repatronage intention of Chinese consumers is becoming an important issue. Repatronage intention is a key indicator in forecasting consumer repurchase behavior (Dongjin,

Shenghui, & Kai, 2008). Repatronage intention of consumer is the willingness or intention that consumer want to keep business relationship with current goods and service providers. This kind of relationship is more like personal relationship in the social psychology. In shopping center business, the shopping experience has positive effect on consumers' repatronage intention (Tai & Fung, 1997; Wakefield & Baker, 1998; Hart et al., 2007). Especially Hart et al. (2007) found that male customers have more intention to revisit the center more than the female counterparts.

## Model and Method

### The Model

The study model has been adopted from Hart et al. (2007) and Ibrahim & Wee (2002). The proposed model of men repatronage intention on entertainment section in the shopping center in Thailand is as follows.

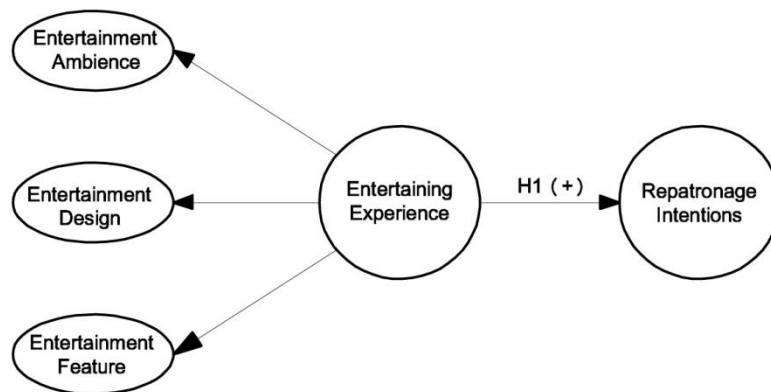


Figure 1: The proposed research framework

The male entertainment experience has proposed to have three dimensions which are entertainment ambience, entertainment design and entertainment feature. And male entertaining experience will affect his own repatronage intension to the same shopping center. So there is only one hypothesis to be stated on the above model.

H1: Entertaining experience of male customers has positive effect on repatronage intentions.

## Population and Samples

Population in this study is single male customers who ever used the entertaining services in the shopping center, aged 20-32 years old with at least bachelor's degree level of education and live in Bangkok metropolitan area. The total of 264 samples were collected by mean of surveyed questionnaires using convenient sampling method. The questionnaires were distributed through 6 shopping centers in Bangkok with similar entertaining services. Moreover, some of the questionnaires were dispersed through the on line system.

## Findings

### Descriptive Statistics

Table 1 Demographic data of the respondents

		Count	Column N %
Age of respondents.	18-23 years old	17	6.4%
	24-27 years old	161	61.0%
	28-32 years old	86	32.6%
	Total	264	100.0%
Occupation of respondents.	students	54	20.5%
	business employees	98	37.1%
	government employees	47	17.8%
	business owners	54	20.5%
	professional	11	4.2%
	Total	264	100.0%
Average monthly income before tax.	Less than 10,000 baht	27	10.3%
	10,001-20,000 baht	67	25.5%
	20,001-30,000 baht	86	32.7%
	30,001-40,000 baht	44	16.7%
	40,001-50,000 baht	7	2.7%
	more than 50,000 baht and up	32	12.2%
	Total	263	100.0%

Among the proposed target group, 6% of the respondents aged between 24-27 years old, 37.1% were business employees, 20.5% were business owners and students equally, 32.7% earned monthly income between 20–30 thousands baht,

25.5% between 10-20 thousands baht and 16.7% between 30-40 thousands baht. Almost half of the collected questionnaires came from Central Praram3 shopping center and more than half of them came to the shopping center by car. Almost all of them came to the entertainment section in his selected shopping center with either friends or girlfriends with 2.6 times on an average per month.

**Table 2 Respondents' shopping pattern**

		Count	Column N %
The entertainment section in which the questionnaire has been collected.	Central Praram 2	119	45.1%
	Central Praram 3	27	10.2%
	Esplanard Praram 9	30	11.4%
	Major Rangsit	27	10.2%
	Major Pinklaw	37	14.0%
	Central World	24	9.1%
	Total	264	100.0%
The most frequent transportation used in coming to this shopping center.	Walking	2	.8%
	Public transportation	88	37.1%
	Personal Motorcycle	14	5.9%
	Personal car	133	56.1%
	Total	237	100.0%
Whom did you frequently come with to use the service in the entertainment section in your selected shopping center?	Alone	12	5.9%
	Friends	92	45.3%
	Girlfriend	99	48.8%
	Total	203	100.0%

## Measurement Scale Verification

Each hypothesized constructs has been verified with reliability measurement, correlations and exploratory factor analysis along the collection process. The reliability for each construct was computed to see if all items in a particular construct jointly create a high reliability. Paired correlations of all items in each construct were computed to see which item was not correlated with others in order to adjust the measurement scale to go along with other items which measure the same construct. Factor analysis for each construct was analyzed using principal axis factoring and oblique rotation to see if each measurement model of each construct could get only one factor as hypothesized. If some measurement scales had been corrected the new set of data will be collected. With stable measurement scales the total of 264 observations were collected. The same verification process had been done before putting all measurement scales of three dimensions of entertaining experiences



together. The criterion for each item within a measurement model to stay on in that construct is factor loading is greater than 0.5, otherwise that item will be dropped from measuring that construct. In this study, there is one item from design construct and one item from feature construct has been dropped before overall factor analysis was analyzed. After that exploratory factor analysis has been done using all items left of the three dimensions of entertaining experience using principal axis factoring and direct oblimin rotation. The pattern matrix of factor analysis results is shown in table 3 with corresponding reliability and rotation sum of squared loadings underneath. Factor scores from those three correlated dimensions were treated as

**Table 3 Pattern Matrix**

	Factor		
	1	2	3
amb2 The ambient of entertaining section is clean.	.995		
amb4 The ambient of entertaining section is safe.	.912		
amb1 The ambient of entertaining section is very attractive.	.890		
amb3 The ambient of entertaining section is very impressive.	.605	.436	
efe3 Stores and restaurants within the entertaining section are of quality.		.876	
efe2 There are various stores and restaurants within the entertaining section.		.742	
efe4 The activity and exhibition within an entertaining section are new and up to date.		.629	
des5 The displayed signs of the entertaining section has always be changed and improved to be up to date all the time.			.981
des2 The entertaining section has convenient layout and zoning.			.630
des3 The entertaining section has attractive design.			.528
des1 The entertaining section is decorated beautifully.			.506
Rotation sums of squared loadings	3.799	2.332	2.838
Cronbach's alpha	0.925	0.750	0.771

Extraction Method: Principal Axis Factoring.

Rotation Method: Oblimin with Kaiser Normalization.

KMO = 0.796

Note: Though the structure matrix is not shown here but the calculation of the factor scores are already taken into account of the oblique rotation while the loading of the pattern matrix is easier to look at the convergence and discrimination of the factor loadings.

variables in this factor analysis to get the second order of the total entertaining experience. This time only one factor was captured as shown in table 4.

**Table 4 Factor Analysis of Three Dimensions of Entertaining Experiences**

KMO and Bartlett's Test						
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.					.592	
Bartlett's Test of Sphericity					Approx. Chi-Square	
					101.591	
					df	
					3	
					Sig.	
					.000	

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.700	56.657	56.657	1.700	56.657	56.657
2	.805	26.830	83.487			
3	.495	16.513	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix <sup>a</sup>	
	Component
	1
Factor scores of entertainment ambience	.828
Factor scores of entertainment design	.798
Factor scores of entertainment feature	.615

Extraction Method: Principal Component Analysis.  
a. 1 components extracted.

Entertaining experience is reflected by three dimensions of entertainment ambience, entertainment design and entertainment feature. Consider from a different angle, entertaining experience construct has two orders where the first order in table 3 shows the measurement models of the three dimensions of entertaining experiences. And the second order of factor analysis from the factor scores of the three dimensions is shown in table 4. The estimated factor loadings of both orders are summarized in figure 2 where the numbers on each line represent factor loadings from each step of factor analysis.

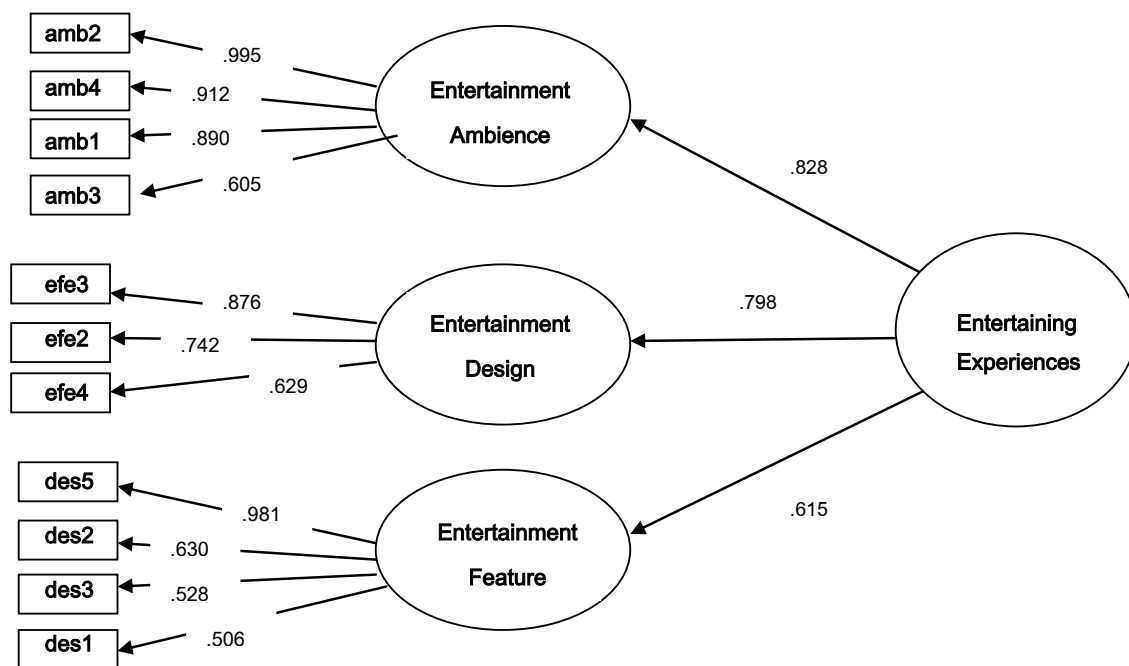
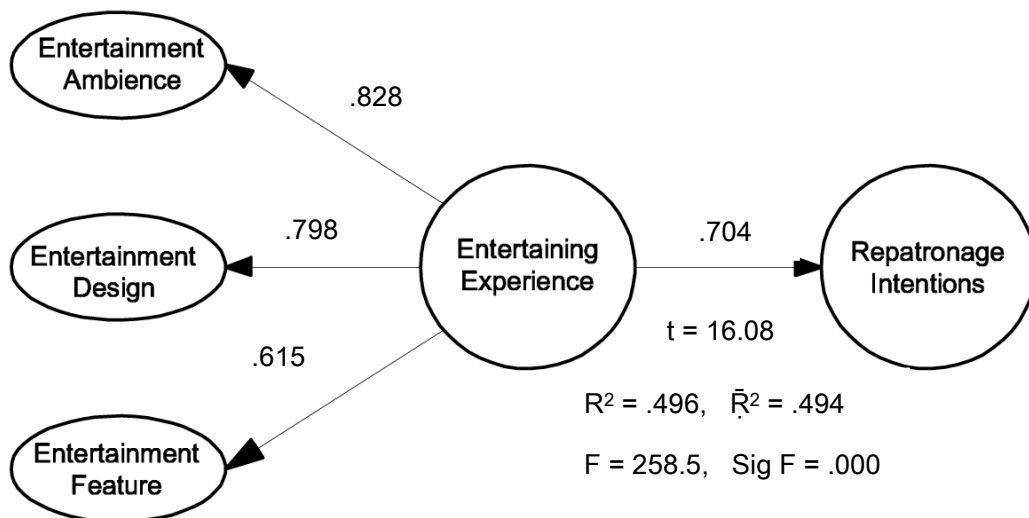


Figure 2 The three dimensions and their measurement model of entertaining experiences

Regression result for the relationship between entertaining experience and repatronage intention is shown in figure 3. The standardized beta coefficient of entertaining experience is 0.704 with R square equal to 0.496 which means entertaining experience can explain changes in repatronage intention of male customers about 49.6%. Both t-value and F statistics is statistically significant at  $p \leq 0.01$ . On the entertaining experience construct, the entertaining ambience has highest loading of 0.828, followed by entertainment design, 0.798, and entertainment feature, 0.615, consequently. In this case, entertaining experience as a whole can contribute a retention rate around 0.7 out of one of male repatronage intention which is quite high. Then, for male who visit the entertainment section within the shopping center, there is a high probability for them to revisit the center if that center provides them with experiences from ambience, design and feature of that entertainment complex.



**Figure 3 Relationship between entertaining experience and repatronage intention**

This paper is different from Hart et al. (2007)'s paper in which that study was done generally on the shopping center other than on a specific section like entertainment section in this paper. Moreover, Hart et al. (2007) studied customer experiences from both male and female on accessibility, atmosphere, environment and personnel generally. And they found that male has more probability to revisit the center than women on the four aspects to attract their repatronage intentions. They investigated that atmosphere has strong affect on repatronage intentions. In this paper the atmosphere has been closely studied by looking at more subset like ambience, design and feature to see how all three subsets of the entertaining experiences as a whole affect the repatronage intentions of male customers.

### Conclusion and Discussion

To get new customers for competing shopping centers is hard already, to retain them as permanent customers is even harder. Various marketing strategies have been created from shopping centers to attract customers to spend money shopping in their center. Other than goods and food to offer, entertainment aspect is also an important part of shopping center to draw customers to visit the center. It has

been part of a competitive strategy that many shopping centers used to induce more customers to visit the center. Customer repatronage not only generate consistent income to a shopping center but also save the center's advertising expense. A shopping center need to add more attraction in the center such as an entertainment section to draw both customers and their money to the center. And this study found that some aspects of the entertaining experiences that male customers could get from visiting the shopping center are ambience, design and feature play an important part on their repatronage intentions. So, if the shopping center will improve the quality of the entertainment section, the shopping center can retain their male customers to rapatronise the same center more. It is part of the competitive strategy that a shopping center can utilize to gain more visit and consequently revenue to the center. In the future research, other aspect of the shopping center experiences can be added to see if the repatronage intentions will be improved so the shopping center can compete to stay in the Thai market where the competition is strong and any shopping center can exit the market any time regardless of the nationality.

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