



RESEARCH ARTICLE

The Evolution of Retail: Reimagining Mall Spaces and Consumer Travel Patterns in Post-Crisis Bangkok

Issarapong Poltanee^{1*}, Umaporn Boonphetkaew²

Faculty of Hospitality Industry, Kasetsart University, Kamphaeng Saen Campus

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ABSTRACT

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***Corresponding Author:**

issarapong.p@ku.th

The objective of this research is to study the behavior and causal relationship of traveling to shopping malls in Bangkok after the COVID-19 situation. Data were collected with a sample of 310 people. Data were analyzed using structural equation analysis. The research results found that Confidence in department stores Directly influence confidence in controlling risks and limitations of areas and travel. Including the limitations of space and travel directly influence travel intentions. Meanwhile, confidence in government does not influence confidence in risk control. Trust in government has a positive direct influence on travel intentions. and confidence in the tourism industry has a positive direct influence on confidence in risk control. and confidence in risk control has a positive direct influence on travel intentions. According to the analysis results (CMIN/DF) equal to 1.76 GFI equal to 0.88 CFI value equal to 0.97 (RMSEA) equal to 0.53 (NFI) equal to 0.93 with the variable confidence in risk control. and limitations of space and travel have an influence on transmission equal to ($\beta = .800$), ($\beta = .950$). This research reflects the important role of department stores, which should consider improving or developing strategies with tourists in Traveling after the past event to meet even more needs.

INTRODUCTION

The coronavirus disease 2019 (COVID-19) outbreak has had a severe impact on the global travel industry. It affects not only entrepreneurs in various sectors, but also travel consumers such as tourists (Miao, Im, Fu, Kim, & Zhang, 2021; Zheng, Luo, & Ritchie, 2021). When considering the factors that encourage consumers to travel, such as unlocking, relaxation, and exploration (Crawford, 1987). It will be found that the COVID-19 outbreak has created uncertainty. (uncertainty) and fear (fear) for consumers in traveling to prevent infection and prevent health consequences (Zheng et al., 2021). The result of this situation is Decline in international travel (international travel) and the increase in domestic travel (Liu, Vici, Ramos, Giannoni, & Blake, 2021). Due to the new normal caused by COVID-19, special travel restrictions such as health concerns may increase. Major barriers to international travel However, there are still social constraints on post-epidemic domestic travel, with travelers using behavioral and cognitive negotiation strategies to combat the negative influence of potential restrictions and maintain them (Gu & Huang, 2019) Several behavioral changes have been explored in previous studies on constrained negotiation in tourism and hospitality, such as knowledge development. Asking for help from family Physical/health preparation and traveling in groups with friends (Gao & Kerstetter, 2016; Wen, Huang, & Goh, 2020; Ying et al., 2021). However, knowledge and understanding of the changes in travel in Thai society in particular Bangkok It has received limited attention because of the long-lasting outbreak that has caused people in the country to develop accustomed self-precaution behaviors, such as wearing masks all the time. And the fear of uncertainty regarding the resurgence of the epidemic due to the dissemination of information online remains an interesting issue regarding the changes in travel in Thai society.

In the context of Thailand Tourism is a key industry contributing more than 10 percent of GDP (World Bank, 2020) and generating income and employment for millions of people (Tourism Authority of Thailand, 2020) However, the COVID-19 outbreak has resulted in the number of visitors to Thailand falling from 40 million in 2019 to less than one million in 2020 (Tourism Authority of Thailand, 2021). From such situation The Thai government has implemented measures to promote domestic tourism, such as the We Travel Together project and the Tour Tiew Thai project (Ministry of Finance, 2020), but has not taken any measures. To promote tourism in department stores in Bangkok.

Shopping mall tourism is a type of tourism activity where consumers go shopping (shopping) to buy various products or services. In shopping malls such as clothing, jewelry Electronics, games, books, cosmetics, etc. (Timothy & Butler, 1995) Department stores are not just places to shop. But it is also a source of information and entertainment about the culture and lifestyle of people in the destination (Timothy, 2005). There are many department stores that are large and diverse. But from the travel restrictions since the outbreak until the period of relaxation, it appears that the travel behavior of people in the country has changed, such as being more careful than usual or not daring to leave their residences. Including beliefs that vary according to culture, context, and population (Dong & Chick, 2012; Lai et al., 2013). For these reasons, there is still limited research on the strategies tourists use to Dealing with post-pandemic travel restrictions.

This study aims to Integrative study by linking causal factors related to tourists who like to spend time in shopping malls after the COVID-19 situation. The objective is to create a model of causal factors. Confidence in epidemic control in shopping malls after the COVID-19 situation Tourist restrictions that influence their intention to visit shopping malls after the COVID-19 situation. To create guidelines for properly preventing and improving the safety level of outbreaks, especially in department stores. Covered according to guidelines suitable for tourists or those who travel more. This will help understand the impact of COVID-19. on consumers' decisions and adjustments in traveling Factors affecting the choice of destination and consumer spending and the trends and needs of consumers in traveling in the new normal era. The results of this study will be useful for entrepreneurs in the tourism sector. and department store executives To improve and develop shopping mall tourism activities to suit the situation.

CONCEPTUAL FRAMEWORK

From the literature review, the study variables can be defined as: 1. Confidence department stores 2. Confidence government 3. Confidence tourism industry 4. Confidence and trust risk control. 5. Space and travel limitations 6. Travel intentions

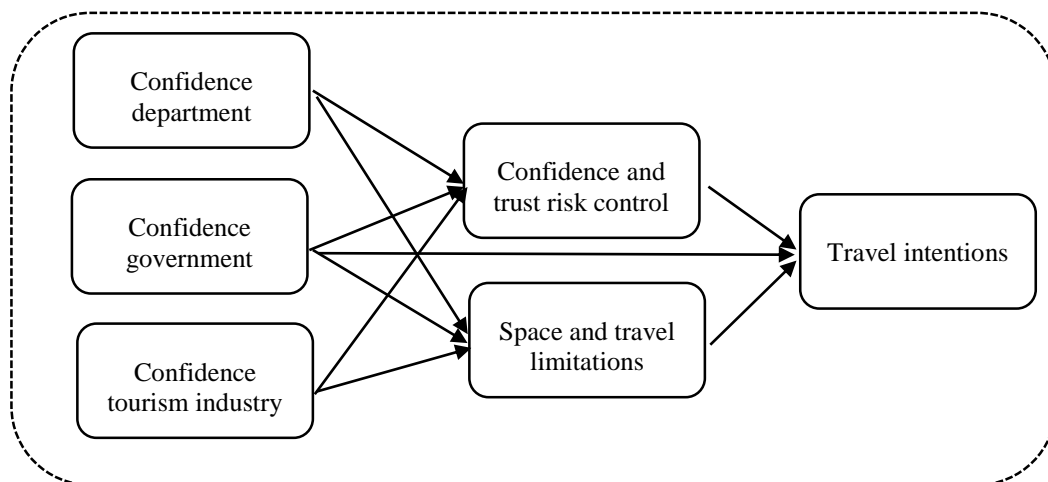


Figure 1 Research concept framework

LITERATURE REVIEW

Space and travel limitations

The study of travel restrictions is of great importance, with Crawford and Godbey (1987) pioneering the classification of three main types of constraints: intrapersonal constraints, Interpersonal limitations and structural constraints. Crawford, Jackson, and Godbey (1991) extended their research by finding that Intrapersonal constraints are the most influential, which Dong and Chick (2012) confirmed can be seen in both Western and Asian contexts. However, Wu and Pearce (2017)'s research points out cultural differences between Asian and Western contexts. Regarding certain limitations, such as family problems and lack of free time

In addition, there are studies that limit specific groups, such as the work of He et al. (2014) studying the case of Japanese tourists, Wen et al. (2020) studying elderly tourists, and Ying et al. (2021) studying pet owners, etc. From the literature review Therefore, it can be concluded that The issue of travel restrictions is an important issue that many academics have studied. both in general and specific aspects There are cultural differences between Asian and Western contexts that should be considered. This research wants to study travel restrictions for Thai tourists, especially during the COVID-19 outbreak. In traveling to shopping malls Previous studies (Cheng et al., 2017; Lin et al., 2017) found that local tourists often face time, cost, distance, and communication barriers for international tourists. However, these studies often Take action after political crisis events This results in a lack of perspective in other dimensions. In addition, there is a lack of adequate quantitative examination of the research results. Therefore, this research wants to study the characteristics and effects of travel restrictions on Thai tourists traveling to shopping malls after During COVID-19 Covering various dimensions and the quantitative research results are examined. To gain more complete and comprehensive insights Although there have been studies of restrictions caused by epidemics that have affected travel in the past, But research on the nature of these constraints, such as their impact on tourists' travel behavior towards shopping malls, still has little information or educational findings. Therefore, the study can formulate the following research hypotheses. :

H1. Space and travel limitations have a positive impact on travel intentions.

Confidence and trust risk control

Confidence and trust risk control and trust in a destination are important issues in tourism research. Many scholars have focused on this issue, such as Moorman et al. (1992) who defined trust as the willingness to rely on another party based on the confidence received. This is supported by Wang et al.'s (2014) study that trust is related to the concept of risk control. Similarly, Artigas et al. (2017) found an interesting point that measuring trust in a destination from a tourist perspective on the destination's population, organization, and local characteristics requires a basic understanding of trust. Risk of exposure from travel However, these studies often take an overly broad perspective, as Liu et al. (2019) pointed out in their study. Future research should consider the differences between destination stakeholder groups to gain insights. Even deeper Moreover, studying the issue of destination reliability is important for the tourism industry. When considering the literature, It has been found that the trustworthiness of a destination affects engagement, loyalty, and the desire to return next time (Al-Ansi & Han, 2019; Hassan & Soliman, 2021). In addition, having trust in safety with travel being a factor that greatly affects tourists' decisions (Liu et al., 2019), such as tourism for health care The issue of trust in the quality and expertise of the medical profession is an important factor in making clients want to come back (Abubakar, Ilkan, Al-Tal, & Eluwole, 2017). COVID-19 disease Risk management and strengthening trust in problem solving and tourist safety are therefore increasingly important factors (Jiang & Wen, 2020) in understanding and evaluating the trustworthiness of tourists. destinations. Such factors and issues are therefore important for planning and developing strategies in the tourism industry to meet the needs of tourists in the modern era. The following research hypotheses can be formulated.

H2: Confidence and trust risk control positively affects travel intentions.

Confidence department stores

Confidence or trust is an important factor that involves many aspects. From trust in department stores to trust in institutions or organizations in controlling various risks. However, there are currently limitations in research that does not focus on trust in locations or destinations as tourist areas. This is another perspective that deserves attention. In the context of risk Trust has been studied in detail and in various ways. This is especially true when it comes to institutions responsible for controlling and managing risks, as Balog-Way & McComas (2020) suggested in public crises such as epidemics and Guo, Li, & Chen (2020) in nuclear radiation. This indicates the trust citizens have in institutions and their responses in crisis situations. Moreover, Vainio, Paloniemi, & Varho (2017) reiterated their confidence in climate change. It tries to link trust with risk communication. The expertise and honesty of the risk communicator are therefore important factors, as suggested by Renn & Levine (1991). A review of the trust and tourism literature suggests that Travelers' confidence in their destination's risk management is important to their travel decisions. But much research still doesn't understand the differences in trust travelers have in destinations in other countries or regions. Trust can sometimes have an impact on information-seeking behavior, self protection and responding to threats related to the situation. Especially in the case of a public crisis. This may reflect the expectations of tourists who will return to travel to that destination again after the situation has passed. Therefore, tourists' confidence in a destination's risk management will influence their decision to return to that destination. And tourists who have high confidence in the destination's risk management will have a higher chance of returning than tourists who have low confidence in the area. Therefore, the following research hypotheses can be established.

H3: Confidence department stores has a positive effect on travel intentions. With confidence in controlling risks and limitations of space and travel as intermediary variables.

Confidence government and Confidence tourism industry. Trust plays an important role in a traveler's confidence and decision to travel. However, limited literature provides evidence that trust affects travel restrictions. As research by Wen et al. (2020) and Ying et al. (2021) indicates, the important role of negotiation in overcoming travel restrictions and maintaining travel participation.

This negotiation is complex and requires both cognitive and behavioral skills, as Jackson et al. (1993) emphasize. To achieve leisure participation, travelers must be able to deal with cognitive dissonance and reduce psychological distress. Additionally, behavioral solutions are the actual activities that are undertaken to overcome travel restrictions. From this point We might understand that trust might be used as a tool of intellectual negotiation to reduce travel restrictions. Moreover, according to a study by Lai et al. (2013), it was found that travel restrictions and dangers can change according to time and situation according to trust and confidence in the tourism industry. Moreover, the importance of trust in government perceptions of risk will result in increased travel, which is especially beneficial in the tourism industry. This was confirmed by Wang et al. (2014).

Trust in the government and the travel industry is important to shopping mall travel in many ways because trust in the government makes people feel safe and confident that their travel and purchases will be protected from harm. As for confidence in the tourism industry, people or tourists come from having confidence in the quality of services and products in department stores. Both factors help stimulate consumption and improve the growth of the domestic economy.

Moreover, past travel experiences are an important indicator of tourist segmentation. It is related to the knowledge of the visitor. Familiarity with the place Past satisfaction and loyalty (Clarke & Bowen, 2021) are assessed by the number of international trips a visitor makes. and represents the familiarity of a tourist's experience with a place (Tan, 2017). For this reason, a tourist's intention to travel again is considered important. Destination Success (Clarke & Bowen, 2021) Previous research has shown that travelers with different levels of previous travel experience have different travel choices and styles (Clarke & Bowen, 2021; Tan, 2017) Tourists who have more experience with a destination are more likely to return to the same place that formed their travel intentions. than less experienced tourists (Park, Bufquin, & Back, 2019)

Additionally, Hassan and Soliman (2021) discovered that travelers who have traveled and have more experience in a tourist destination have more trust in the destination. This will help increase post-COVID return intentions (Clarke & Bowen, 2021). This study assumes that tourists who have previously traveled to tourist destinations are less aware of travel restrictions than those who have not. Travel and have trust in tourist attractions or destinations. Which sometimes will cause intentions to come back and visit again after the COVID situation. From the literature review, the following research hypotheses can be established.

H4: Confidence government has a positive effect on travel intentions. With confidence in controlling risks and limitations of space and travel as intermediary variables.

H5: Confidence tourism industry has a positive effect on travel intentions. With confidence in controlling risks and limitations of space and travel as intermediary variables.

METHODOLOGY

This study used quantitative research methods. (Quantitative Research) The population is Thai tourists who Traveling to the department store after the COVID-19 situation Determining the appropriate sample size for a model with at least 7 components should be 300 people or more (Hair, Black, Babin, & Anderson, 2010), using a multistage sampling method. The stage (Multi-Stage Sampling) includes 1) Purposive Sampling, which is a specific sampling of tourists who come to shopping malls after the COVID-19 situation. 2) Random sampling to set quotas. Data were collected from 310 Thai tourists in 13 shopping malls, with 24 people per area for an even distribution. The period used to collect data is determined from December 2022 until February 2023, with the data having a normal distribution.

Research tools

The characteristics of the tools used in this research can be divided into 1 type according to the nature of the research method: quantitative research tools. The characteristics of the research instrument are divided into 3 parts as follows: Part 1: Questionnaire regarding the general status of the respondents. Part 2: Questionnaire regarding opinions on issues related to education from the application. Questionnaire from literature review Consisting of 6 elements: 1. Confidence in department stores 2. Confidence in the government 3. Confidence in the tourism industry 4. Confidence and trust in risk control 5. Space limitations and Travel 6. Travel intentions It is a rating scale questionnaire which has criteria for giving weight to the evaluation in 7 levels according to the Likert Scale method. Part 3 Comments and suggestions. The index of congruence between the questions and the research objectives was checked (Index of Item–Objective Congruence: IOC). The results of the congruence index inspection between the questions and the research objectives were between 0.80. – 1.00 The questionnaire was analyzed to find the discriminatory power value. (Discrimination) is each item in the question section that is in the form of a checklist. with standard deviation (Standard Deviation) and questions that are in the form of an estimation scale. with the correlation coefficient (Correlation) and find the confidence value of the questionnaire. (Reliability) in the part of the questions that are in the form of an estimation scale by finding the Cronbach Alpha value (Cronbach Alpha), which results in the analysis of the discriminatory power value. (Discrimination) for each item had an analysis result between 0.749– 0.812 and questions that were in the form of an estimation scale using Corrected Item–Total Correlation analysis had a value between 0.453–0.750. The confidence value of the alpha coefficient (Cronbach's Alpha Coefficient (Cronbach) has analytical results between 0.815 – 0.949.

Statistics used to data analysis

This research includes the beginning process in data analysis, explanation of basic information, descriptive and statistical explanation in the form of Multivariate Statistic with a software package that analyzes the Structure Equation Model (SEM) of the issues studied. The analysis of the model has been developed by the Component or Latent Variable Adjustment to be complete with criteria for determining the consistency assessment of latent variables containing CMIN-DF, NFI, GFI, CFI, and RMSEA values.

RESULTS

In conclusion, the results of the research found that the majority of respondents were female. Accounting for 51.9 percent, followed by males accounting for 30 percent and LGBT+ gender accounting for 18.1 percent, in the age range of 20-24 years, 61.6 percent have an average monthly income. Less than or equal to 10,000 baht, 42.9 percent. Tourists have behavioral intentions regarding traveling in controlling safety to create satisfaction. Have confidence and trust in the department store, guaranteeing satisfaction, with an average of 4.68, at a high level. In terms of area and travel restrictions Confidence in department stores is trust in service. It is at a high level with an average of 4.67 in terms of confidence and trust in risk control. Department stores make every effort to meet the needs of their customers. It is at a high level with an average of 4.57 in terms of confidence in department stores. Tourists or people traveling to the area have trust in shopping malls. It is at a high level with an average of 4.69 in terms of confidence in the government. There is confidence that the government's current rules and regulations are sufficient to control the spread of COVID-19. It is at a relatively low level with an average of 3.37 in terms of confidence in the tourism industry. It is believed that department stores will provide high quality services to guarantee the health of their visitors. It is at a quite high level with an average of 4.19.

Table 1 Discriminant validity and AVE Square Root Matrix.

Item	Mean	SD	1	2	3	4	5	6
Confidence department stores	4.57	1.06	(0.800/0.768)					
Confidence government	4.50	1.00	.763**	(0.802/0.796)				
Confidence tourism industry	4.52	1.10	.788**	.819**	(0.749/0.674)			
Confidence and trust risk control	3.83	1.22	.486**	.591**	.620**	(0.766/0.754)		
Space and travel limitations	3.99	1.14	.548**	.642**	.686**	.833**	(0.762/0.732)	
Travel intentions	3.73	1.20	.483**	.542**	.567**	.858**	.823**	(0.812/0.793)

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

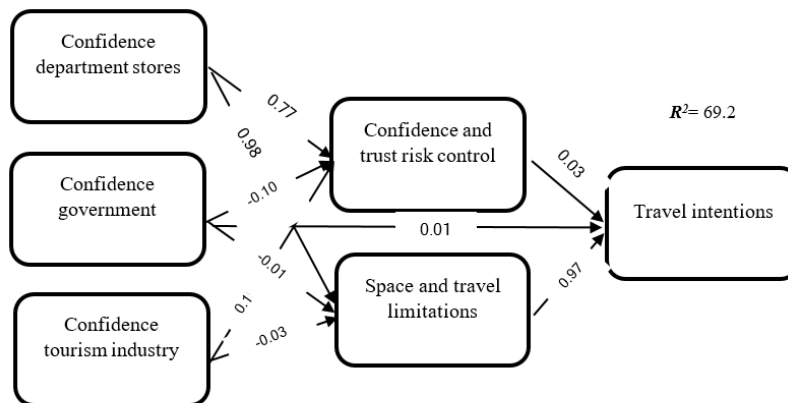
From Table 1, it is found that every independent variable is significantly related to the dependent variable at the .01 level. It can be concluded that the independent and dependent variables are related in a good way. From the value analysis Correlation coefficient between the dependent variable and the independent variable. And between the independent variables, it was found that all 34 independent variables were significantly related to each other at the .01 level, with a correlation coefficient not higher than .85, which is considered within the criteria that the variables will not cause problems. of the relationship between independent variables (Multicollinearity) and the results of comparing the AVE values with the relationships between the components of the latent variables found that the AVE values in each diagonal row were higher than the correlation values between every component. Both vertically and horizontally

with a value less than 0.85, which is considered not too high a relationship. Therefore, it is concluded that the model has discriminant validity. (Discriminant validity) and construct validity (Construct validity), which is the property of the index being able to measure components correctly (Field, 2000). It can be concluded that the analysis of correlation coefficients has been selected. The independent variables were appropriately adjusted and there was no problem of relationships between the independent variables.

Table 2. Results of the analysis of reliability and consistency values in the measurement model.

Components	Mean	SD	CR >0.6	AVE >0.5
Confidence government Cronbach's Alpha : 0.917 KMO : 0.920	4.57	1.06	0.90	0.64
Confidence government Cronbach's Alpha : 0.815 KMO : 0.759	4.50	1.00	0.94	0.82
Confidence tourism industry Cronbach's Alpha : 0.857 KMO : 0.803	4.51	1.25	0.88	0.72
Confidence and trust risk control Cronbach's Alpha : 0.949 KMO : 0.914	4.61	1.20	0.86	0.75
Space and travel limitations Cronbach's Alpha : 0.758 KMO : 0.773	4.49	1.14	0.87	0.58
Travel intentions Cronbach's Alpha : 0.841 KMO : 0.719	4.53	1.20	0.93	0.66

Table 2 presents the results of the reliability and reliability measures for each component of the structural relationship model. Causes of behavior in traveling to shopping malls in Bangkok After the COVID-19 situation With a total of 31 observable variables, 6 component latent variables, confidence interval analysis. (Reliability) by finding Cronbach's Alpha coefficient, it was found to be between 0.815 - 0.949, indicating that the data used for analysis is acceptable and reliable. The total reliability of the latent variables (Composite Reliability: CR) has a value between 0.86-0.94, which is greater than 0.60, and the Average Variance Extracted (AVE), which is the average variance of the latent variables. that can be explained by observable variables The value is between 0.58-0.82, which should be greater than 0.50 (Construct Validity) (Hair et al., 2010: 708-710). Therefore, it is considered that the model can explain the variables used in the analysis very well.



Chi-square = 1.856, GFI = .888, NFI = .938, TLI = .964, CFI = .970, RMSEA = .53, RMR = .076

Figure 2 Shows the structural equation model.

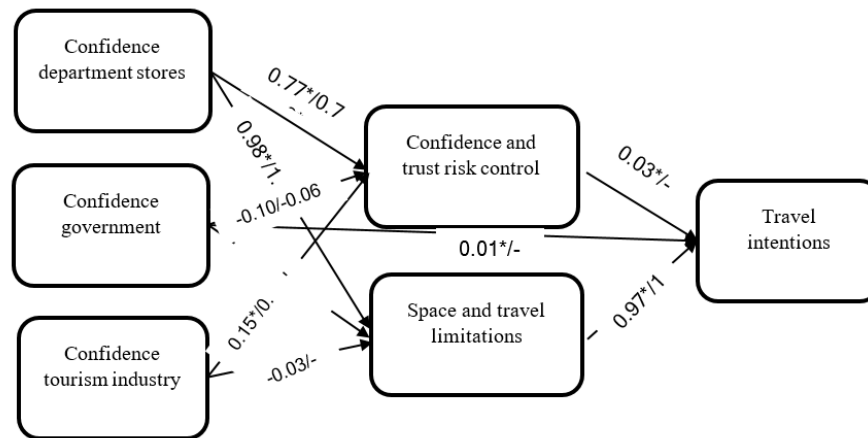


Figure 3 Structural equation model of travel behavior to shopping malls in Bangkok after the COVID-19 situation. (Female/Male)

Figure 3 shows data analysis by separating male and female tourist groups, each showing different influence values. When comparing between groups of male and female tourists within traveling to shopping malls in Bangkok, it was found that Females have confidence in department stores in controlling risks. Including being more aware of travel restrictions or conditions than males (0.77) (0.98), females also have less confidence in the government regarding risk control than males (-0.10) and from not Trust in the government makes women less likely to know government travel restrictions than men. (-0.01) As for males, they have more confidence in the tourism industry in believing in risk control than females (0.26). However, males are not aware of the limitations of space and travel from Believe in the tourism industry More than females (-0.12), confidence in risk control influences travel intention more for females (0.03) than males (-0.07). Space and travel limitations have a greater influence for males (1.07) than females (0.97) with statistical significance at the 0.01 level.

Table 3 Statistics for evaluating harmony

Statistics	Criteria used for consideration	Result
p of Chi-Square	More than 0.05	0.08
CMIN/DF	Less than 3	1.76
GFI	More than 0.80	0.88
TLI	More than 0.80	0.96
CFI	More than 0.80	0.97
NFI	More than 0.80	0.93
RMSEA	Less than 30.80	0.53

From Table 3 showing the statistics for evaluating harmony, it was found that Chi-Square Probability Level = .000 Chi-Square Relative (CMIN/DF) = 3.55 GFI = 0.72 Tucker and Lewis Comparative Consistency Level (Trucker Lewis Index: TLI) was equal to 0.83 and the root mean square error approximation (RMSEA) was equal to 0.91, passing the evaluation criteria for consistency with empirical data.

Structural equation analysis results After improving the criteria for determining the consistency of the model. This is considering the statistical values of 7 indicators according to the criteria used for consideration. If the indicators used pass the criteria, it is considered that the structural equation model is complete and consistent with the empirical data. Therefore, after the model improvement was completed, it was found that the relative chi-square value (CMIN/DF) was equal to 1.76, which is less than 3 in measuring the consistency of the model. The Comparative Fit Index (GFI) value is equal to 0.88, which is

greater than 0.80, and the Comparative. Fit Index (CFI) value is equal to 0.97, which is greater than 0.80. The fit index value is based on criteria. (NFI) was equal to 0.93, which was greater than 0.80, the root mean square index of estimation error (RMSEA) was equal to 0.53, which was less than 0.80, and the measurement index The comparative consistency level of Tucker and Lewis (Trucker Lewis Index : TLI) is equal to 0.96. It can be concluded that the statistical relationship model is consistent with the empirical data.

Hypothesis testing results

The results of the hypothesis testing can conclude that confidence in shopping malls has a positive direct influence on confidence in risk control and space and travel restrictions. Including the limitations of space and travel have a positive direct influence on travel intentions. with influence weights equal to 0.77, 0.98, 0.98, while confidence in the government does not have a positive direct influence on confidence in risk control. Space and travel restrictions and limitations of space and travel with influence weights equal to -0.10, -0.01, -0.03. In addition, trust in the government has a positive direct influence on travel intentions. Confidence in the tourism industry has a positive direct influence on confidence in risk control. and confidence in risk control has a positive direct influence on travel intentions. There is little or no influence weight that will affect the relationship. There is an influence weight value of 0.01, 0.15, 0.03 with statistical significance at the 0.001 level.

DISCUSSION

Summary of the research results of the relationship model: There are issues that should be discussed as knowledge from the results of the analysis of causal relationships in behavior of traveling to shopping malls in Bangkok after the COVID-19 situation. It was found that the reason why tourists have the behavior of traveling to department stores is having confidence in department stores that are consistent with the limitations of space and travel. This is the reason that causes travel intentions. This is due to the reasons that cause tourists to have the behavior of traveling to department stores. Because the department store is famous There are good products and services. Makes tourists gain confidence (Sun et al., 2022). In addition, collecting a variety of products in one place also makes it convenient for tourists to purchase products (Ying et al., 2021)). In addition, the location of Shopping malls also comply with the space and travel restrictions of tourists (Zheng et al., 2021). Therefore, shopping malls are an option for tourists to conveniently shop without facing hassle and There is still a feeling of safety of measures to control behavior when traveling to the mall.

Confidence in department stores There is a slight negative relationship with Confidence in the tourism industry which is consistent with the results of the study. Office of the National Economic and Social Development Council (2023) found an interesting point that confidence in department stores has decreased slightly in the recent period. One reason may be that consumers have more behavior in purchasing products online. As a result, confidence in department stores has decreased as well (Zenker & Kock, 2020). In addition, the spread of COVID-19 disease In the past As a result, the department store has to be temporarily closed. As a result, confidence in department stores has decreased.

Therefore, it can be said that the results of the study revealed an interesting point that a decrease in confidence in shopping malls can affect confidence in the tourism industry. Because department stores are one of the important tourist attractions in Thailand. Many tourists like to shop and relax in the shopping malls. Therefore, when confidence in shopping malls decreases, tourists may reduce their interest in traveling to Thailand as well.

Moreover, the issue of confidence in the government has a slight positive relationship with confidence in the tourism industry. The results of this study are an interesting issue that are consistent with the results of the study of The Bank of Thailand (2023) found an interesting point that confidence in the government has increased slightly in the recent past. The reason may be that the government has more clear and concrete measures to stimulate the economy and tourism. In addition, the government has implemented

easing policies. Measures to control COVID-19 disease Make people have more confidence in safety and security. Moreover, an increase in confidence in the government may affect confidence in the tourism industry. This is because the government plays an important role in promoting and supporting the tourism industry. It can be said that as confidence in the government increases, tourists may have more confidence in the tourism industry.

For confidence in risk control There is a slight negative relationship with Confidence in the tourism industry which is consistent with the results of the study. Office of Natural Resources and Environmental Policy and Planning (2023) which found that confidence in risk control has decreased slightly in the recent period. The cause is the spread of the COVID-19 disease. that has not yet been resolved As a result, people are concerned about the risk of a new outbreak. This results in a decrease in confidence in risk control, which may affect confidence in the tourism industry. This is because tourists are concerned about the risk of contracting COVID-19. As a result, confidence in risk control decreases. Tourists may reduce their interest in traveling to Thailand as well.

In addition, there are issues of space and travel limitations. There is a slight negative relationship with Confidence in the tourism industry The results of this study are an interesting issue that are consistent with the results of the study of The Department of Tourism (2023) has provided interesting information from a study that area and travel restrictions have decreased slightly in the past. The reason may be that the government has relaxed COVID-19 control measures. This allows people to travel more across provinces and internationally (Miao et al., 2021), including confidence in the tourism industry. There is a slight positive relationship with Intention to travel Consistent with the results of the study Office of the Tourism Board of Thailand (2023) found that travel intentions have slightly increased in the recent period, possibly because tourists have a greater desire to travel. After having to stay home to prevent the spread of COVID-19 for a long time, due to increased confidence in the tourism industry, this may affect travel intentions because tourists are confident that they will be able to travel safely. safe From the findings of the relationship between variables model, it is shown that Thai people's confidence in the tourism industry is positively related to Thai people's travel intentions. However, Thai people's confidence in the tourism industry is negatively related to factors such as concerns about the spread of COVID-19. and confidence in risk control.

CONCLUSION AND SUGGESTIONS

This study's findings underscore the significant influence of confidence in department stores, government policies, and the tourism industry on tourists' travel intentions to shopping malls in Bangkok. Specifically, confidence in department stores directly affects perceptions of risk control and space limitations, which positively impact travel intentions. Although trust in government does not directly enhance confidence in risk control, it still exerts a positive influence on travel intentions. Moreover, confidence in the tourism industry plays a crucial role in reinforcing perceptions of safety, further augmenting travel intentions. Consequently, it is imperative for shopping malls and tourism-related businesses to prioritize safety measures and effective communication to bolster consumer confidence and promote post-pandemic retail and tourism activities.

To address these findings, several strategies should be implemented. Firstly, mall operators and government entities should collaborate to strengthen safety measures in shopping malls, ensuring visitors feel secure. This can be achieved through transparent communication about health protocols and strategic marketing that highlights these efforts, which will help attract both domestic and international visitors. Furthermore, the government should actively engage the public by promoting clear and transparent health and safety policies, which would not only increase public trust but also contribute to revitalizing travel and tourism. As online shopping continues to grow, mall operators should consider integrating digital platforms into their operations, offering hybrid shopping experiences that combine physical and digital elements to maintain consumer interest. Lastly, future research should delve into the emotional and psychological

factors influencing consumer travel decisions, providing further insights into how safety and confidence measures can shape travel behaviors.

New knowledge and the effects on society and communities

This research contributes substantively to the extant literature on urban tourism and retail behavior, elucidating the multifaceted factors influencing travel intentions to shopping destinations in Bangkok, particularly within the context of post-pandemic consumer dynamics. A salient finding is the intricate interplay between consumer confidence in retail establishments, governmental regulatory frameworks, and the broader tourism ecosystem in shaping tourists' behavioral intentions. This insight augments our understanding of how perceptions of safety and institutional trust modulate consumer decision-making processes in urban tourism and retail landscapes. Moreover, the study underscores the critical roles of risk mitigation strategies and spatial constraint perceptions in determining travel behavior.

The societal and community-level implications of these findings are profound and multidimensional. Firstly, retail tourism emerges as a pivotal component of urban economic ecosystems, transcending mere transactional experiences to encompass cultural engagement and entertainment, thus reinforcing its significance in post-pandemic economic rejuvenation. The research suggests that the implementation of enhanced safety protocols, coupled with transparent communication strategies from both governmental entities and retail operators, can significantly bolster consumer confidence, thereby catalyzing the revitalization of local tourism industries. Furthermore, this study provides invaluable insights for policy formulation aimed at enhancing the competitiveness of urban retail tourism through the strategic addressing of public health concerns and adaptive responses to evolving consumer behaviors, fostering a more resilient and sustainable tourism infrastructure.

Additionally, the research highlights the imperative of integrating digital platforms within the retail sector, a necessity driven by the accelerating shift towards e-commerce. The implementation of hybrid shopping experiences not only aligns with evolving consumer expectations but also has the potential to stimulate local economic growth through the creation of novel employment opportunities and the promotion of sustainable tourism practices. These insights offer a roadmap for local enterprises to navigate the challenges precipitated by the global pandemic while simultaneously fostering sustainable community development.

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