

Research Questionnaire

Title

Consumer Behaviors and Factors Influencing
Foreign Tourists to choose Accommodations.
Case Study of Hotel, Resort, and Bungalow
in Samui Island.

This questionnaire is a part of the requirements for the Master degree of Business Economics, Thammasat University Bangkok, Thailand. All of the data in this questionnaire used solely for educational purpose and will be kept confidentially. Please take a moment and use your own experience to complete the questionnaire. Your participation is very much appreciated.

The questionnaire is divided into 3 parts:

1. Personal information of foreign tourists.
2. Consumer behavior influencing on foreign tourists to choose accommodations in Samui Island.
3. The level of service marketing mix influencing on foreign tourists to choose accommodations at Samui Island.

Thank you very much for your time and co-operation

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Part I : Personal information of foreign tourists.

Direction : Please kindly complete this part by checking X in () for appropriate choice or writing a statement in the space (...) provided. Thank you.

1. Gender :

() Male

() Female

2. Age :

() Under 18 years old

() 18 – 25 years old

() 26 – 35 years old

() 36 – 45 years old

() 46 – 55 years old

() Above 55 years old

3. Nationality :

Please specify.....

4. Occupation :

() Student

() Private Company Employee

() Government Officer

() Entrepreneur

() Retirement

() Other (Please specify...

5. Income per month (US\$)

() Less than or equal to \$2,500

() \$ 2,500 – 3,000

() \$ 3,001 – 3,500

() \$ 3,501 – 4,000

() \$ 4,001 or more

6. Marital status :

() Single

() Married

() Divorce

() Other (Please specify.....

7. Education :

() Lower than high school

() High school

() Diploma

() Bachelor degree

() Master degree

() Higher than Master degree

() Other (Please specify.....

Part II : Consumer behavior influencing on foreign tourists to choose accommodations in Samui Island.

Direction : Please kindly complete this part by checking X in () for appropriate choice or writing a statement in the space (...) provided. Thank you.

8. Purpose of your visit :

- | | |
|--|---|
| <input type="checkbox"/> Vacation | <input type="checkbox"/> Visit relatives or friends |
| <input type="checkbox"/> Business Contact | <input type="checkbox"/> Conference/Seminar |
| <input type="checkbox"/> Thai cultural study | <input type="checkbox"/> Other (Please specify..... |

9. Is this your first visit to Samui Island?

- | | |
|--|---|
| <input type="checkbox"/> Yes, first time | <input type="checkbox"/> No, I have been here before. |
|--|---|

10. How many person(s) do you have for this trip?

- | | |
|--|--|
| <input type="checkbox"/> 1 – 2 persons | <input type="checkbox"/> 3 – 4 persons |
| <input type="checkbox"/> 5 – 6 persons | <input type="checkbox"/> More than 6 persons |

11. How long do you plan to stay in Samui Island on this trip?

- | | |
|-------------------------------------|---|
| <input type="checkbox"/> 1 – 2 days | <input type="checkbox"/> 3 – 4 days |
| <input type="checkbox"/> 5 – 6 days | <input type="checkbox"/> More than 7 days |

12. How did you come to Samui Island?

- | | |
|---|-----------------------------------|
| <input type="checkbox"/> By plane | <input type="checkbox"/> By ferry |
| <input type="checkbox"/> Other (Please specify..... | |

13. What kind of accommodations do you choose when you stay in Samui Island?

- | | |
|-----------------------------------|---------------------------------|
| <input type="checkbox"/> Hotel | <input type="checkbox"/> Resort |
| <input type="checkbox"/> Bungalow | |

14. How do you reserve this accommodation?

- | | |
|---|---|
| <input type="checkbox"/> Relatives or friends | <input type="checkbox"/> Direct hotel website |
| <input type="checkbox"/> Travel agencies (including agencies website) | |
| <input type="checkbox"/> Other (Please specify..... | |

Part III : The level of service marketing mix influencing on foreign tourists
to choose accommodations in Samui Island.

Direction : Please kindly complete this part by checking X (Please give
answer to every items). Thank you.

Items	Level of Influence				
	Most influence 5	Influence 4	Moderate 3	Less influence 2	No influence 1
<u>Product</u>					
1. Image and reputation.					
2. Varieties of guest rooms.					
3. Readiness of room facilities such as TV-cable, Radio, Mini bar, Refrigerator, Air-conditioning, Hair dryer, telephone, etc.					
4. Availability of other facilities such as internet access, swimming pool, sauna, fitness center.					
5. Varieties of food and beverage restaurant.					
6. Varieties of package tours such as Diving, Snorkeling, and Fishing.					
7. Availability of laundry service.					
8. Availability of Car, Jeep, Motorcycle, Bicycle rental service.					
9. Available of limousine service.					

Items	Level of Influence				
	Most influence	Influence	Moderate	Less influence	No influence
	5	4	3	2	1
<u>Price</u>					
10. Room rate show clearly.					
11. Reasonable room price compared to other accommodations in the same level.					
12. Reasonable room price compared to facilities.					
13. Reasonable room price compared to room size					
14. Deposit requirement when booking.					
15. No charge or low rate charge for facilities and services.					
<u>Place</u>					
16. Hotel accessibility.					
17. Centrally located.					
18. The location is closed to tourist attractions.					
19. The location is close to night life area.					
20. The location is close to shopping center.					
21. The location is on the beach.					
22. The location is easy to access to the beach.					
23. The location is located in beautiful scenery.					

Items	Level of Influence				
	Most influence	Influence	Moderate	Less influence	No influence
	5	4	3	2	1
<u>Promotion</u>					
24. Special room rate promotion for long stay.					
25. Special additional night (ex. Stay three night get free one night)					
26. Special rate or corporate rate when reserving with travel agent.					
27. Room included American Breakfast.					
28. Special rate when reserving on web site.					
29. Free service such as sauna, fitness, and yoga.					
30. Activities or special events during festival such as New Year's Day, Song Kran Day.					
31. Free pick up from airport, bus station or ferry station.					
<u>People</u>					
32. Expectation of prompt service from front officers.					
33. Expectation of accuracy from reservationists.					
34. Expectation of English communication skill from staff.					
35. Expectation of other language communication skill from staff.					

Items	Level of Influence				
	Most influence	Influence	Moderate	Less influence	No influence
	5	4	3	2	1
<u>Physical</u>					
36. Accommodation Design and lay out					
37. Lobby decoration.					
38. Guest rooms decoration.					
39. Aroma scent in guest rooms.					
40. Accommodation area allocation.					
41. Adequacy of security systems such as guards, fire engines and safe boxes.					
<u>Process</u>					
42. Convenience to get information.					
43. Convenience to book room by telephone.					
44. Convenience to book room on web site.					
45. Convenience to book room by e-mail.					
46. Convenience to pay deposit.					
47. Accuracy of room reservation.					
48. Convenience to check in/out.					
49. Expectation of prompt check in/out.					

50. Please **RANK** the following factors which influence your decision on choosing accommodation for this visit to Samui Island. (Please give order 1 = Most influence until 7 = Least influence)

.....Product

.....Price

.....Place

.....Promotion

.....People

.....Physical

.....Process

Others suggestion/ Comments :

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