# TRAVEL BEHAVIOUR AND MARKETING MIX TOWARDS THAI VISITORS VISITING ASIATIQUE

**JITKANTH PRAIPISUT**

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE

REQUIREMENTS FOR THE GRADUATE SCHOOL

STAMFORD INTERNATIONAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

ACADEMIC YEAR 2014

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**Title:** Travel Behaviour and Marketing Mix towards Thai Visitors Visiting Asiatique

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## Abstract

The objectives of this study were (1) to study personal factors affecting visitors' decision-making in visiting Asiatique and (2) to analyze tourists' behaviour (internal and external factors) affecting visitors' decision-making in visiting Asiatique. Finally (3) to analyze marketing mix factors affecting visitors' decision-making in visiting Asiatique.

Research Methodology, the Quota sampling was used by convenience sampling method to collect the sample size of 400 Thai visitors. Both descriptive and inferential statistics were used to analyze the results of this research.

From the data analysis it was found that the majority were male, aged between 21-30 years with one family member who holds a bachelor's degree and a career as a private company with a monthly income between 20,001-30,000 baht. The data shows that popular visitors at Asiatique will most likely be a graduate and have a job already. The average maximum on Travel Behavior is Internal Factor, especially with the Attitudes, which is the highest value. On Marketing Mix Factors in the overall level of satisfied shows that it is important to develop following the Marketing Mix Factors. The highest average is People, which focused on efficiency and service of the staff. However, Price had lowest average which reflects Thai visitors who travel to Asiatique. Moreover, Decision-Making in the overall falls over the level of Agree. When considering the result, it found that Recommendation had the highest mean score which reflects on satisfied of Thai visitors travel to Asiatique.

**Keywords:** Travel behaviour, Marketing mix, Asiatique, Visitor decision making, Thai Visitors

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Jitkanth Praipisut

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# CHAPTER 1

# INTRODUCTION

This chapter presents the background of problems, main problems, sub problem, and hypothesis, significant of the study, the scope and limitation of the study.

## 1.1Statement of the Problems

Tourism is an industry that has an important role for developing economy and society of the country because tourism brings income into the country with amount of many hundreds of thousand millions Baht, also having trend to increase more importance in the future. In order that, because of international tourism is able to bring income with foreign money entering to help solving payment deficit condition of the country which is due to trade deficit. As well as domestic tourism helps inducing investment of goods production and various services in order to help creating works and distribution of income into every occupational level, In addition, value of education and mental health that a tourist will receive from tourism is still advantage immensely for increasing of life quality which is found from other activities, so it must get interesting to develop and promote to let tourism become a tourism industry which stimulates with tourist requirement efficiently in order to attract a tourist for entering into Thailand mostly and bringing income of tourism to develop the country for more and more growing up. (The Ministry of Tourism and Sports, 2013)

Not only Bangkok is a capital of Thailand, it is also the business center of the country, so there are plenty of tourists travelling to visit it as the first rank if comparing with other regions of whole country. Although in 2011, there was nature disaster during the year ending period, with cooperation together of every sector, it made the situation turn back to normal situation quickly, so that it affected to the tourism sector not so much. It made over all of 2011 year having foreign tourists travelling into Bangkok City with the number of 14.9 million persons which was increased as the percentage of 31.1 % up of the last year. Most of tourists or 92.7 % who were over night tourists in Bangkok with staying for 4.95 days who created tourist widespread income in Bangkok city with value amount of about 2.90 hundred thousand million Baht which were grown up about 15.3 % comparing with the last year (The Ministry of Tourism and Sports, 2013)

In the previous year of 2012, it was regarded as a golden year of Bangkok tourism due to there were many important factors that supported, such as confidence of travelling for Bangkok tour that was returned back to foreign tourists when it had no political protests and nature disaster. In addition to the expansion of low cost aviation business in this Asian region, included increasing of direct flights from important tourist markets of Thailand to Bangkok, a permanent flight and a charter flight as well as opening use of Donmueang International Airport in October, 2012 in order to support expansion of tourism. Moreover, in the past period, there was improvement of landscape in Bangkok which was gotten admiration from tourists, especially creation of colorfulness into Bangkok to be a colorful city of the history under the "Asiatique The Riverfront" project which was established under the idea of Festival Market and Living Museum that is a tourist attraction and lifestyle shopping place on a bank of the Chaophraya river which is the largest place in Asia. It is a place which is designed to be ready with various components in order to support and fulfill requirement of tourists and various groups of people fully. (www.thaiasiatique.com, 2014: Online)

The history of ASIATIQUE The Riverfront was happened in the period of 18th. century which was matched with the era of King Chulalongkorn, Rama 5th. of Thailand. In the Asian continent zone where was attacked by powerful developed countries from Europe and with his long sight of the majestic king who initiated to develop the country to be grown up and forwarding to be equal to international civilized countries, so the majestic king decided to grow amity with the Kingdom of Denmark together with initiating to build up a harbor of the East Asiatic Company with Mr. Hans Niels Anderson, a Dane who was its owner for trading of teak with foreign countries, then building a harbor in order to transfer goods up at this harbor. It was the beginning of universal trading gate between the Siam country and European countries. It was also an important key that made the Siam country had maintained independence until now. At the original land for today, which the East Asiatic harbor is located, it is created to become prosper again under the name of “ASIATIQUE The Riverfront” the lifestyle project on a bank of the Chaophraya river, the first place which is largest in Asia, the new latest landmark of Bangkok. (www.thaiasiatique.com, 2014: Online)

However, in order to make ASIATIQUE The Riverfront still maintain attraction of tourists, both Thai and foreign tourists, the researcher, then sees that should study to be a benefit for the Tourism of Thailand and to know behavior and the marketing mix towards Thai visitors traveling to Asiatique to be able for taking the result of research to be used benefits in development and adjustment of a marketing strategy to be matched with requirement of a tourist onwards and it is a trend in improvement and development to provide a service and improving factors that effects to decision of a tourist to be matched mostly with requirement of a tourist.

## 1.2 Objectives

The main objectives of this research are:

1. To study personal factors affecting visitors' decision-making in visiting Asiatique.

2. To analyze tourists' behaviour (internal and external factors) affecting visitors' decision-making in visiting Asiatique.

3. To analyze marketing mix factors affecting visitors' decision making in visiting Asiatique.

## 1.3 Significance of the Study

The significant of this study are as follows:

1. The result of this research can be used to improve service and adapt the product and service to the visitors

2. The result of this research can be used to create strategic plan for Asiatique.

3. The result of this research will provide the information of tourists' behavior and marketing mix that can be used other tourists' attractions

## 1.4 Scope and the limitation of the study

This research focuses on Behavior and the Marketing mix towards Thai visitors traveling to Asiatique. The researchers used the random sampling method to collect data by distributing 400 questionnaires to survey Thai visitors who are traveling in Asiatique. This study employed a sample of Thai visitors in Asiatique from April to May 2014.

## 1.5 Definition of Terms

**Tourism** is the business of providing and marketing services and facilities for pleasure travelers. Thus, the concept or tourism is of direct concern to governments, carriers, and the lodging, restaurant and entertainment industries and of indirect concern to virtually every industry and business in the world (Thailand Institute of Scientific and Technological Research, 1997).

**Personal factors** are demographic characteristics of Thai visitors, for examples, gender, age, educational level, occupation, and income.

**Customer Behavior** is type of traveling (alone, with family, with friends, etc.), time spent in deciding to visit Asiatique, and sources of information about destinations.

**Marketing mix** mean decide on the composition of variable 7 to include decision-making Products, Price, Place or Distribution, Promotion, Physical Evidence, Process and People (Zeithaml V., Bitner M., and Gremler D., 2001, p. 26)

## 1.6 Conceptual Framework

Figure 1.1 shows the research model and hypothesis that proposed the relationship between marketing mix factors and travel behaviour both internally and externally affect visitor decision making to travel in Asiatique. The choice of each component of the model was based on the literature review.

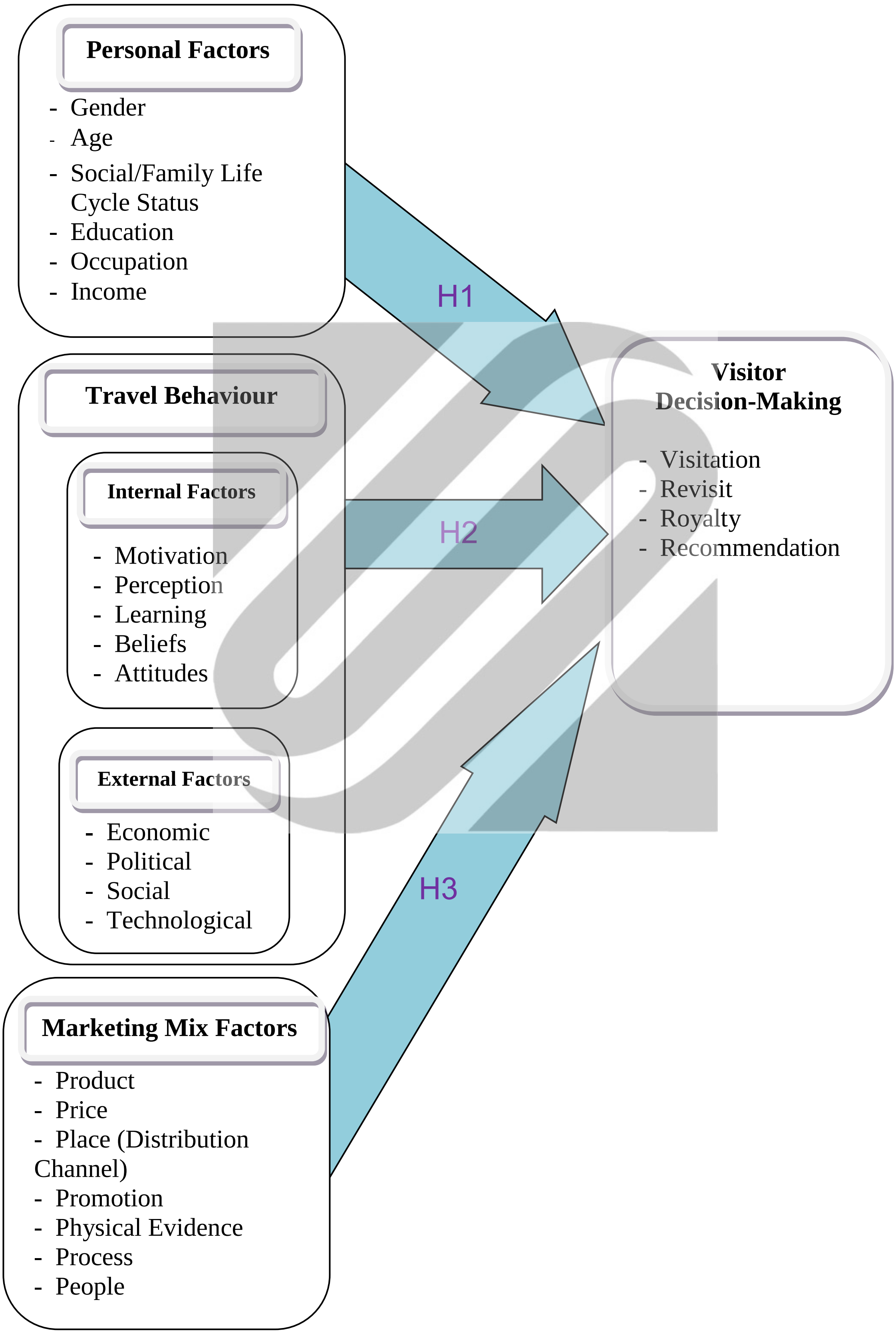

**Figure 1.1** Conceptual Frameworks

## 1.7 Research Hypotheses

The hypotheses presented in the conceptual model, tested in this study, are the following

**Hypothesis**

H1: Thai visitor with different personal factors has different effect on Visitor Decision-Making in visiting Asiatique.

H2: Travel behaviour both internally and externally of Thai visitor has a relationship to Visitor Decision-Making in visiting Asiatique.

H3: Marketing mix factor has a relationship to Visitor Decision-Making in visiting Asiatique.

# CHAPTER 2
# LITERATURE REVIEWS

This chapter will discuss the theories and concepts of the following;

2.1 The consumer behaviours

2.2 The marketing mix

2.3 The related researches

## 2.1 The Consumer Behaviors

Schiffman and Kanuk (1987:6) stated that "consumer behavior is the conduct or behavior that a consumer shows out to explore buying, using, value assessing and expenditure of a product and a service by expecting that will stimulate requirement satisfyingly" or in the other words, it is a customer or an organization who really decides to buy, or a consumer is a person or an organization who buys or consume a product. In sometime, a customer is only a consumer, such as when we buy a soda beverage and become a person who drinks it himself, it shows that we are both a customer and a consumer, but buying a product for family, such a house maid is a person who decides to buy toothpaste for using in a family. Therefore, every members in a family is a consumer while a house maid who buys toothpaste is both a customer and a consumer (Stanton, Etzel and Walker, 1994:6) by personnel or a consumer has passed decision process and activity characteristics of each personnel when doing evaluation , acquiring , using and disposing that concerning with goods and services (Engel,1994:5) a behavior model of a consumer (Consumer Behavior Model) is studying of motive that makes decision to buy a product by having the beginning point (from occurring of stimulus) that makes occurring requirement of stimulus passed through into feeling of a buyer who will receive influence from various characteristics of a buyer, then will have buyer's response or buyer's purchase decision.

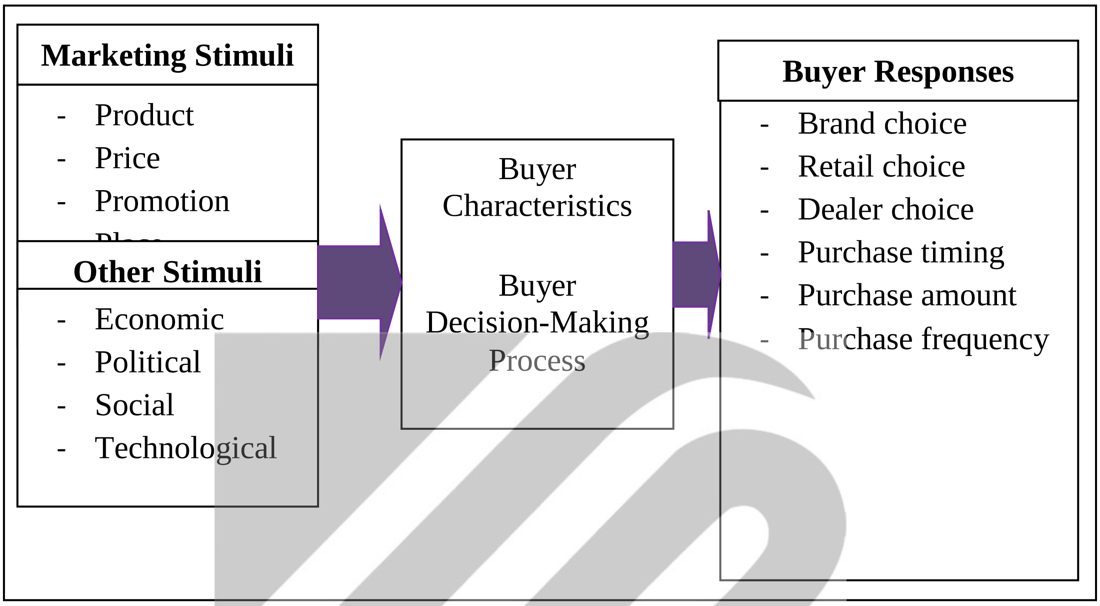

**Figure 2.1** Stimulus-Response Model of Buyer Behaviour

**Source**: Kotler, 1997

Figure 2.1 show the purchasing behavior (depending on Stimulus), which occurs as a requirement already, it makes occur response. Thus, this model may be called as S-R Theory by having the following details of the theory as:

1. Stimulus inclines to be occurred by itself from an inside that person and outside stimulus, a marketing man shall be interested and arranging outside stimulus in order to let a consumer have requirement of a product, stimulus is regarded as being a motive for occurring to buy goods which may use for a motive to buy with a reason and using a motive to buy with psychology (mood). Outside stimulus is consisted of 2 parts as:

1.1 Marketing stimulus is a stimulus which a marketing man can control and arrange to be available, is a stimulus that concerning with marketing components consists of:

1.1.1 A product, such as designing of a product to be beautiful in order to stimulate requirement.

1.1.2 Price, such as specifying price of goods to be suitable with a product by considering customer's objectives.

1.1.3 Distribution or place, such as distribution of a product thoroughly in order to provide convenience to a consumer which is regarded as being stimulation of buying requirement.

1.1.4 Promotion, such steady advertisement regularly, Using of efforts of sale men, discount, exchange, giving away gifts, giveaway, creation of good relationship with these general persons, it is regarded as a buying requirement stimulus.

1.2 Other stimulus is consumer requirement stimulus that is outside an organization which a company cannot control, these stimulus are economic stimulus, such as economic conditions, income of a consumer which has influence with requirement of a person.

1.3 Buyer’s characteristics of a buyer have influence from various factors which are a cultural factor, a social factor, a personal factor and a psychological factor.

1.4 Buyer decision process consists of acknowledgement steps of requirement (a problem) data searching, option assessment, decision of buying and behaviors after sale.

2. Buyer’s black box is a feeling of a buyer that similar to a black box which a manufacturer and a seller cannot acknowledge; they must try to search a feeling of a buyer. Feeling of a buyer has influence from characteristics of a buyer and a decision process of a buyer.

3. For buyer’s response or decision of a consumer or a buyer, a consumer will have decision as in the following various points:

3.1 selection of a product, such as selection of a food breakfast product, there are choices of a milk box or an instant noodle box.

3.2 selection of a brand, such as if consumers choose milk, there are choices Foremost brand

3.3 selection of vendor as a consumer will choose the mall or store near any store.

3.4 selection of time to buy as a consumer will choose morning, afternoon or evening in the milk box.

3.5 selection of amount as consumers will choose to buy one or a dozen boxes.

### A factor which has influence with buying behaviors of a consumer

Studying of factors that have influence to behavior of a consumer in order to know characteristics of requirement of a consumer in various fields and in order to arrange marketing stimulus suitably. When a buyer receives marketing stimulus or other stimulus passes, entering in feeling of a buyer which is similar to a black box that a buyer cannot expect, a work of a seller and a marketing man is to search that characteristics of a buyer and feeling are gotten for what any influence. The studying of characteristics of a buyer who is an objective will have a benefit for a marketing man to acquire requirement and characteristics of a buyer in order to arrange various marketing components that stimulates requirement of a buyer who is an objective correctly (Baker, 2000:49)

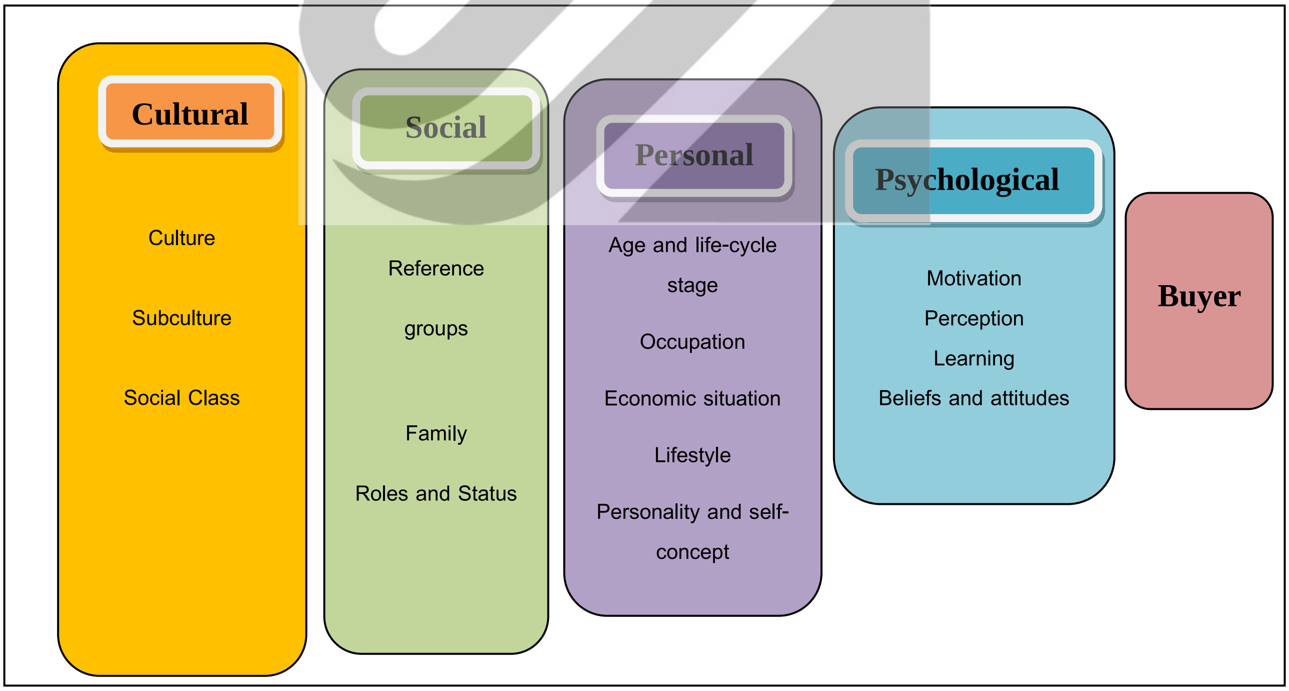

**Figure 2.2** Factors that influence consumer behavior.

**Source:** Kotler, 1997

From figure 2.2 shows factors that have a result to consuming behavior of a consumer which are 4 items which are a cultural factor, a social factor, a personal factor and a psychological factor. For this research is selected a study, especially only demographic characteristics and reference groups which impacts to attitude and behavior of consuming of a consumer.

1. A Culture factor is a symbol and an artificial thing by accepted from one age to another age by being a determinate and controlling of human behavior in one society ( Stanton and Futrell, 1987) Value in a culture will be specified characteristics of a society and be specified difference of one to another society. Culture is a determinant requirement and behaviors of a person. A marketing man must consider to revolution of a culture and brings changing those characteristics to use for specifying a marketing program, for example revolution of the culture in Thai society; (1) A woman has more in the society, such as a more political and working roles and having more economic power. (2) A human considers with life quality. (3) A person has worry in health by himself. (4) There is changing in homestead. (5) A attitude of a sexual matter is changed. (6) A person is required more convenience. (7) A person is required enjoyment and rest due to hard working. In this cultural factor, a marketing man must study to value in the culture (Cultural value) which means feeling of a person in the society consists of; (1) People’s views of themselves. (2) People’s views of others. (3) People’s views of organization. (4) People’s views of society. (5) People’s views of nature. (6) People’s views universe marketing man must study value in various cultures, then specifying a marketing strategy to be matched with value in a culture. The strategy that is brought to uses mostly is an advertising strategy (Keller & Kotler, 2005)

Cultures are divided into basic cultures, subcultures and classes of society by having the follow details.

1.1 Culture is basic characteristic of a person in society, such as characteristics of Thai people which are occurred from preaching a behavior of Thai society for making to have behavior characteristics that are similar.

1.2 Subculture means culture of each group that has particular characteristics and is different which are in large society and complicated. Subculture is occurred from basic geography and basic characteristics of human.

Characteristics of subculture consist of;

1.2.1 Various Racing groups are Thai, Chinese, and English races.

1.2.2 Various Religious groups are Buddhism, Christianity, Islam, etc. Each group has different traditions and taboos and therefore affects consumption behavior.

1.2.3 Various Skin groups such as blacks, whites, yellow skin, each group has different cultural values cause different attitude.

1.24 Geographical areas or Region causes the geographic area of life that is different and has different influence on the intake.

1.2.5 Occupational groups such as farmers, workers and employees, doctors, lawyers, teachers, etc.

1.2.6 Subgroups by age such as infants, children, adolescents, adults of working age and the elderly.

1.2.7 Sex is female and male.

1.3 Social Classes are (1) A person within a same social class has trend which will behave similar and consuming similarly. (2) A person will be arranged into high or low ranks as a position that is accepted in that society. (3) Classes of society are ranked by occupations, income, family base, positions & duties or personal characteristic. (4) Classes of society are step ranks that are continuous and a person can change classes of society to be up more or falling down. Characteristics of social classes are divided into 3 levels and are subculture groups into 6 levels (Hoyer & MacInnis, 2001:335)

A marketer is found that classes of society having a lot of advantage for goods marketing part dividing. Specifying a product strategy, advertising, proving of a service and various marketing activities, each classes of a society will show decision difference to buy a product and consuming of a product.

2. A social factor is a factor concerning in daily life and having influence to buying behavior. Social characteristics consists of reference groups, family, roles and status of a buyer (Solomon et al, 2008)

2.1 Reference groups are groups that a person entering to be concerned with this group will be influent with attitude, opinion and value of a person in the reference groups. Reference groups are divided into 2 levels, which are:

2.1.1 Primary groups which are families, close friends and neighbors.

2.1.2 Secondary groups which are social leading personal groups, colleagues and fellow of the Institute, various personal groups in society, reference groups will have behavior selection and living influence for a person in each groups including attitude and concept of a person due to a person is required to be accepted in a group, so he must follow and consent different opinions from an influent group. A marketing man should obtain how a referential group has influence with decision of a consumer, such as propagation of Christianity to a teenage group will use a Thai leading singer who Thai teenagers fond of singing a song to propagate Christianity.

2.2 Family, a person in a family is regarded as having the most influence to attitude, opinion and personal value. These matters have influence to buying power of a family. Selling consumer goods shall consider for consuming characters of a Thai, Chinese, Japanese or European family which has different characters.

2.3 Roles and statuses, a person will concern with many groups, such as referential family groups, organizations and various institutions.A person will have a role and a status which is different in each groups such as selling offer of video of a family shall be analyzed who has a role to initiate, make decision to buy, an influential person, a buyer and a user.

3. Personal factors, decision of a buyer receives influence from personal characters of people in different matters which are age, steps in family life cycle, an occupation, economic opportunity, education, living style, personality and personal idea as the following details : (Semenik, 2007)

3.1 Age that is different will have requirement of a product differently. Dividing groups of a consumer as age consists of under 6 years, 6-11 years, 12-19 years, 20-34 years, 35-49 years, 50-64 years and over 65 years, such as a teenage group likes to test new strange things and likes goods with fashion type and relax items.

3.2 Family life cycle stage is personal living steps in characteristics of having a family, living in each steps is influential thing for requirement. Attitude and personal value creates requirement in a product and behaviors of different buying. A living cycle of a family consists of steps, each step has characters of consuming which is different, such as a government officer will buy a working dress and necessary goods, a director president of a company and his wife will buy high price dress or an air ticket, a marketing man will study that a product of a company having a person in which occupations are interested in order to arrange marketing activities to stimulate requirement suitably.

3.3 Economic circumstances or income, economic opportunity of a person will effect to goods and services that he makes decision to buy. These opportunities consists of income, money saving. Buying power and attitude concerning money payment, a marketer must be interested in personal income trend, money saving and interest rate. If economic status becomes depression and people have low income, a business must improve a product, sale, price specification, reduction of production and inventory and various methods in order to protect lacking of working capital.

3.4 Education, a person who has high education has trend to consume a product having better quality than a person who has low education.

3.5 Value and lifestyle or value means favor in a thing or a person or opinion in any matters means ratio of acknowledged benefits to price of goods. For lifestyle, it means lifestyle in human world by showing out as in figure 2.1) Activities and (2) Interests) (3) Opinions or AIOs

4. Psychological factor, select buying of a person, receiving influence from psychological factor which is regarded as being a factor within a consumer who has influence to behavior of buying and inside a factor of goods using consists of (1) motivation (2) acknowledgement (3) learning (4) belief (5) Attitude (6) Personality (7) self idea by having the following details (Kotler, 1997)

4.1 Motivation means drive which is inside a person which stimulates a person to comply (Stanton and Futrell, 1987, p. 649), motivation is occurred inside a person, but may be impacted from an outside factor, such as culture, social classes or stimulus which a marketing man uses a marketing tool to stimulate for creating requirement.

4.2 Perception is a process which each persons receive selection, organizing and interpreting in order to create image that has meaning or means a process of understanding, adopting of a person to the world which he lives, from this meaning will be seen that adopting is a process of each people which is depended on an inside factor, such as belief, experience, requirement and mood. Moreover, there is also an outside factor which is stimulus and adopting which will be considered as a screening process, adopting will show feeling from 5 senses which are sight, smelling, hearing, tasting and touching. 4 steps of adopting are (1 ) Selective exposure (2) Selective attention. (3) Selective comprehension. (4) Selective retention.

4.3 Learning means revolution of behaviors and propensity of behavior from previous experience, learning of a person is occurred when a person receives stimulus and get response that is the Stimulus– Response (SR) theory, a marketing man has applied using this theory by repeating advertisement many times or managing sale promotion (is regarded as stimulus) in order to make decision of buying and using goods regularly (which is response), learning is occurred from a lot of influence, such as attitude, belief, and past experience. However, that stimulus will have influence which creates learning, it must have value under customer sight, an example of arranging sale promotion activities by the type of giving away a sample that will have influence to create learning which is testing to use, in fact, it is better than arranging activity of adding more products because adding more products, a customer must pay money in order to buy a product, if a customer does not buy a product, it will not make testing of an additional product.

4.4 Belief is an opinion that a person holds concerning with some things which is impacted from past experience, such as Esso has created to make belief that Esso's oil has high energy by using a slogan as "catching a tiger into a tank". As well as Pepsi creates to make belief as Pepsi has its taste of new generation person. Unleaded oil in the beginning period, a consumer has belief that using of unleaded oil has problem with his car engine which is negative belief which a marketing man must campaign to solve belief which is mistake.

4.5 Attitude means assessment of contentment or no contentment of a person with emotional senses and trend of practice which has effect with idea or something ( Kotler, 1997:188) or means feeling of a person to something ( Stanton and Futrell, 1987:126), attitude is a thing that has influence to belief while belief has also influence to attitude. From studying, it is found that attitude of a consumer with decision to buy goods that will have relationship. A marketing man, then must study how that attitude is created and how attitude is changed occurring of attitude is created from data that each person receives, that is to say that attitude is created from experience for learning in the past matter concerning with goods or an opinion of a person and is occurred by relationship of reference groups, such as a father, a mother, a friend, a leading person in society etc., if a marketing man is required to let a consumer buy his goods, a marketing man has the following choices as :

4.5.1 Creating attitude of a consumer to match with goods of the business.

4.5.2 Considering how attitude of a consumer is, and then developing goods to match with that attitude of a consumer. Generally, developing of goods to match with attitude is made easier than changing of consumer attitude to create requirement of a product because it takes long time and using a tool of communication which will be able to change attitude of a person. A marketing man must hold principal of components of attitude occurring which are 3 parts as:

4.5.2.1 Cognitive component consists of knowledge or belief concerning with a brand name of goods or products of a consumer

4.5.2.2 Affective component means a thing concerning with mood which is contentment and no contentment concerning something.

4.5.2.3 Behavior component means trend of action that is occurred from either attitude or specification of behavior to a product or brand name of goods, such as stimulating to create behavior to exchange buying as condition offering.

4.6 Personality means psychological characters which is difference of a person which brings to response to environment that has trend as previous one and matching with Freud's motivation theory, it is presumption of psychological influence which is specified human behaviors with motives and personality, mostly, it is subconscious which is a part that specifies human personality consists of Id, Ego, Superego. This theory is leaded to use in specification of consumer personality too. Freud found that personality and behavior of human is controlled by basic idea with all of these 3 levels

4.7 Self concept means feeling that a person have to himself or idea that a person thinks of another (Society) how have own opinion with himself, having 4 cases as the following details

4.7.1 Own idea which is really true ( Real self) means idea that a person really looks at himself.

4.7.2 Own Idea in ideal (Ideal self) means feeling that a person would like to dream to let himself be as such that, a person often makes his behavior matching with ideal opinion.

4.7.3 Own idea which wants to let another (Society) look at him, other means a person assumes an image that another person (Society) looks at himself really as how it is.

4.7.4 Own idea that want to let another person (Society) think of himself in ideal, Ideal other means a person want to let another person (Society) think of himself in which angles. Thus, a marketing man needs to study regulations in decision to buy that is an outside factor which is impacted from cultural and social factors. A psychological factor which is regarded as being an inside factor including personal characters. These factors have advantage for consideration interesting characters of a buyer to a product by will lead to improvement of a product, price decision, arranging of sale channels and marketing promotion in order to create a consumer to have good attitude with a product and a company.

**Decision process in buying**

Behavior of a consumer has characters is process that must take time and effort, Inside and outside factors which have said will be influence to consumer decision – marketing process which consists of 5 steps as the follow steps (Kotler, 1997:192)

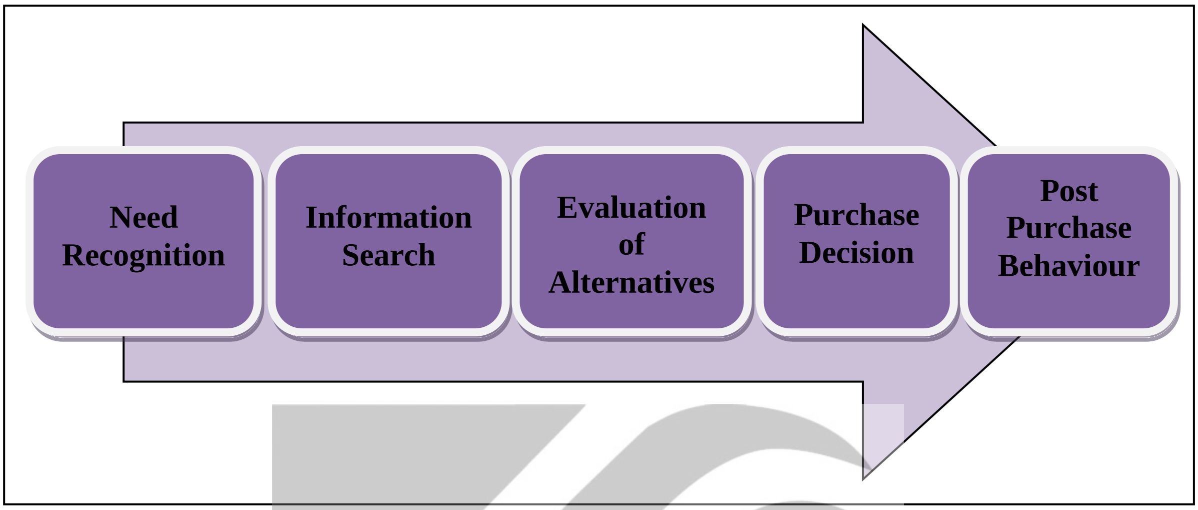

**Figure 2.3** Five Stage Model

**Source:** Kotler, 1997

***1. Need recognition***, decision process of a consumer will begin when a person feels for requirement which may be inside requirement, such as hungry or may be requirement which is occurred from outside stimulus which comes to stimulate to recognize with such requirement, such as seeing advertisement or seeing goods, then occurring requirement. But, it may occur conflict within a family due to limitation of money, such as a wife wants to use money for other items instead of buying goods that a husband wants. If cannot solve this problem (Butler & Peppard 1998) decision process to buy which may stop at this point or an executive, a sale man or a person must communicate with a customer regularly, but do not stay at an office, may create need for a mobile telephone buying in order to be convenient in communication etc.

***2. Information Searching*** when a person has recognized for requirement already. He will search a method that will make such requirement to get contentment. Searching may be acted by instinct quickly or may have to use effort and data analysis. As a person will have how much data searching will be more or less is depended on many factors which are : ( 1) Data amount which will find. ( 2) Contentment which is received from data searching (3) Results that is created after, if there is not data searching, such as a person who wants to buy a mobile phone, will find data concerning model, price, quality, durability and after sale service from various sources, such as a company friend, an agent or a sale man as a magazine or news paper which has advertised etc. (Kotler 1997: 193)

***3. Evaluation of alternatives***, after steps of data searching already. A consumer must perform evaluation of various alternatives which is possible before decision. In this step, a consumer must specify criterion of consideration that will use for evaluation by criterion of consideration is a matter of reasons that is seen, such as price, durability or quality of goods etc. or being a matter of personal contentment, such as fame of goods brand name, type or color etc. For criterion that is specified, it will make a consumer know for alternatives that is possible. If alternative that is just only a choice, an evaluation can be made easily, but sometimes, alternations have many types, thus a consumer must consider selecting for creating most contentment. Therefore, most of marketing men then are interested that will study of criterion that a consumer uses for evaluation of various alternatives, such as after a person who is required to buy a mobile phone which various data is received already will lead to consider by using criterion that is said already to select buying just only a single brand name etc.

***4. Purchase Decision***, after considering every things already, it is a step that will decides that will buy or not, if the evaluation result of alternatives is satisfied, buying will be occurred. In decision to buy, it will have to consider onwards with brand name matter, a store in which will buy, price, color etc.

***5. Post purchase evaluation***, when there is buying and using already.

Evaluation result that receives from buying and using right will be occurred. Feeling of a consumer who has with goods that he brought is important thing, a marketing man should know. In order that because it is effect for repeating to buy for next time and is effected to introduce to his friend too, such as after buying a mobile phone for using already, a user will consider that a mobile phone which had made decision to buy has quality and having after sale service as which is required, or not. If like, will introduce to another person or when is required to use it again, will decide to buy with previous company etc. Therefore, a marketing man shall try to reduce feeling that is not good for a product that a consumer had brought from, by providing data that concentrates strong point of goods or monitoring to provide service after buying.

From conceptual and theory of consumer behavior, as a consumer will decide to consume any kinds of goods, it is depended on many factors, such as a personal factor, a social factor, a psychological factor, a cultural factor and before decision to buy, a consumer has decision process with 5 steps which are acknowledgement of a data searching problem, evaluation of alternatives, decision to buy and behavior after buying. Therefore, a marketing man shall provide stimulus to let a consumer have requirement to buy mostly.

## 2.2 The Marketing Mix

For marketing mix are decision in accessory of 7 variables which are product, price, place or distribution, marketing promotion Physical Evidence, Process and People (Zeithaml V., Bitner M., and Gremler D., 2001:26). For marketing mix (or 7Ps) is a marketing variable which is able to control which a company use together in order to response contentment for objective groups. (Kotler, 1997: 92)

***1. Product***

Product means a thing that is offered to sell by business in order to response to necessity or requirement of a customer to get contentment consists of a thing that is touchable and untouchable, such as packaging, color, price, quality, goods brand name and fame of a seller, a product may be goods, a service, a place, a person or an idea. A product must have utility and value in customer sight, so has result that makes a product can sell. Specifying product strategy must try to consider for the following factors as:

1. Product differentiation and Competitive differentiation

2. Product component, such as basic advantage, appearance, quality, packaging and brand name of goods.

3. Product positioning is designing of a product of a company in order to show positioning that is different and has mental value of an objective customer.

4. Product development for let a product have new character and is improved better which considers for ability in response with requirement of a

customer even better.

5. Strategy concerning product mix and a product line, Price means amount of money or other things which has necessity to be paid in order to get a product or means value of a product in cash. A consumer will compare between value of a product and price of that product. Thus, a person who specifies price strategy then considers for perceived value in customer sight which must consider consent of a customer in value of a product which is higher than the price of a product, cost of goods and expense that concerning and competition.

### *2. Price*

Price means to the value of the product in price, Price is the cost of customer Consumers to compare the value of product-to- product if the value exceeds the price customers will buy. Therefore, the strategy set price regardless. (1) Perceived Value, in the eyes of consumers. It must be considered that the customer acceptance of the value of production, the higher the price of the product. (2) Costs and expenses involved. (3) Competitive and, (4) other factors such as economic conditions, government policy.

### *3. Place*

The first part is selecting location, choosing the location of the business is very important, especially for services that consumers need to receive services from a provider. In a place where the leaves because of the location choice determines the group of consumers that will provide the service must be able to provide target coverage possible and regardless of their location trounced by the importance of its location , it is very important to vary according to characteristics of each type of service.

In terms of distribution channels, Adding channels to consider three elements include the nature of the services, the need for a middleman in the sales and Prospective customer of services business.

### *4. Promotion*

Promotion means a tool of communication in order to create contentment to goods brand name or service or idea or a person. By using to motivate to create requirement in order to warn memory in a product by expecting that will have influence with feeling, belief and behavior to buy or to be communicated concerning with data between a buyer and a seller for building up attitude and behavior of buying. Communication may be used a personal for selling and communicates by non-personal selling, tools in communication have many items, an organization may select to use one or many tools which must be used principle for using marketing communication tools with type of Integrated Marketing Communication (IMC) by consideration of suitability with a customer, a product, a competitor by reaching objectives together. Tools in marketing promotion which are important are shown in the following list:

4.1 Advertising is an activity in presenting information concerning an organization and (or) a product, a service or an idea which must have payment by a sponsor of a program.

4.2 Personal selling is communication between a person to a person in order to try motivating a buyer who is in an objective group to buy a product or a service or having action in an idea or being to offer for selling by a working unit to create selling and building up good relationship with a customer.

4.3 Sales promotion is motivation that has special value that stimulates selling unit, distributor or the last consumer by having an objective to get selling immediately, it is a tool that stimulate requirement for buying that is used to support advertising and selling by a sale person who can stimulate interesting, testing to use or buying by the last customer or another person in distribution channels.

4.4 Publicity and public relations –PR, Publicity is presentation of an idea concerning with goods or a service that do not pay money, and public relation means effort which has planning by one organization in order to build up good attitude for an organization to be occurred with any groups. Publicity is one activity of public relations.

4.5 Direct marketing or direct response marketing to communicate with the target to achieve a response directly or refers to the way that marketers use promotional products directly to buyers and cause the immediate response

From the definition of the marketing mix to the fact that the scholars have deduced Marketing Mix 4P's operations including Product, Price, Place and Promotions.

***5. Physical Evidence***

Physical evidence is the image that is built to create quality of the products or services. It is also including developing the physical environment and surrounding atmosphere. That physical evidence appears to customer’s eyes such as colour, shape, package, and theme in the shop. Barber is a good example of physical evidence, hairdresser usually hang his certificate on the wall to gain the customer’s trust and also having a uniform to standardize the shop. Moreover, Baron and Harris (1995) stated that physical evidence can affect customers’ perception of their product purchasing or services experience directly.

***6. Process***

Process is the procedure of processing and organizing the products and services properly in order to have a clear regulation and practice. Moreover, fast process leads and enhances customers or the people who get serviced to impress and have an unforgettable experience. Procedure in the way to organize the product and service lead the regular customer to become a royal customer in that product and service.

***7. People***

Stuff or associates working in the organization that interacts with the customer who will impress the customer at first time also responsible for customer’s need or want. Employees’ personnel are the key to deliver unforgettable and unique experience to the customer in the creative ways. Moreover, employees are responsible to solve the problem excellently even in the urgent situation. Suchman et.al.,(1998) stated that the important aspects in service industries are communication and negotiation in the way that heighten the confidence and common responsibility.

## 2.3 Related Researches

**Bancha Chantatong (2013)** studied on Factors Affecting Tourists' Decision-Making in Consuming Chiang Mai Zoo Service The study "Factors Affecting Tourists' Decision-Making in Consuming Chiang Mai Zoo Service" aimed to study 1) the factors affecting the tourists' decisions in consuming Chiang Mai Zoo services, 2) the behaviors of the tourists who visited Chiang Mai Zoo, and 3) the problems and obstacles in consuming Chiang Mai Zoo services. The samples used in the study were 400 Thai tourists who visited the zoo.

The study revealed that:

1) Personal factors did have any influence on the decision-making in consuming Chiang Mai Zoo services. The internal factors were correlated with the decision-making to visit the Zoo with the significance level of 0.05. Thus, it can be included that the internal factors affecting the decision-making in consuming Chiang Mai Zoon services were not significantly different. However, marketing mix factors, including product, price, place, and promotion, as well as process, personnel, physical environment, and the standard of the services, had high level of influence on the decision-making of the tourists to consume Chiang Mai Zoo services (with the significance level of 0.01). Therefore, it can be stated that marketing mix factors had high level of influence on the decision-making to consume Chiang Mai Zoo services.

2) The majority of the respondents (265 or 49.7%) visited Chiang Mai Zoo to relax with their family members. Most of the respondents (324 or 81. 0%) received information from the Zoo via different types of media. More than half (232 or 58.0%) thought that the Zoo was a tourist destination for families.

3) The major problems and obstacles in consuming Chiang Mai Zoo services were inadequate parking spaces and extra fees to use other services which increased the overall price.

**Kritsara Wapeeta (2012)** conducted research on behavior and satisfaction of tenants towards Ayutthaya Community Housing Project Phase 2 under the national housing authority, Pranakhon si Ayutthaya Province This study aimed to: 1) examine the behavior of tenants towards the selection of rooms for rent; 2) study the satisfaction of tenants; 3) compare the satisfaction level of tenants according to their personal factors; and 4) compare the satisfaction level of tenants regarding selection of rooms for rent. The sample group consisted of 245 tenants in Ayutthaya Community Housing Project 2 Phase 1, under the National Housing Authority, Phranakhon Si Ayutthaya Province. The research instrument was a questionnaire. Statistical analysis was performed by percentage, mean, standard deviation, t-test, F-test and LSD. The findings were as follows:

1. The behavior of most tenants had surveyed for the rooms before making a decision. They obtained information about the rooms for rent from their relatives or friends. The reasons for selecting the rooms were price and location. Most of them rented a double room. Most of the rent prices were 700-1,200 baht. The duration of stay was from 6 months to a year. The tenants knew that there were security guards and cleaners every day.

2. The overall satisfaction of the tenants was a moderate level regarding room, price, location and environment, marketing the room rental promotion and service. When considering each aspect, the tenants were satisfied with at a moderate level except the room condition. The tenants were satisfied with fans or air-conditioners in the rooms at a low level. In addition, the tenants were satisfied with location near the markets, restaurants and night entertainment at a low level. However, they were satisfied with easy at a high level.

3. Regarding the tenants’ satisfaction classified by personal factors, different personal factors did not yield any different satisfaction. But, when considering each aspect, the tenants with different status and career had different satisfaction with location and environment. The tenants with different monthly income had different satisfaction with the condition of the rooms with a statistically significant level of .05.

4. Regarding the tenants' satisfaction classified by behavior of selecting rooms for rent, different behavior of selecting room for rent did not yield any different satisfaction with room rental. However, different (length) duration of stay yielded different satisfaction with room rental, regarding room type and price with a statistically significant level of .05

**Mongkol Apinhawat (2012)** researched Tourist's behaviors and satisfaction with the management of Bang Pa-In Palace, Phranakhon si Ayutthaya Province. The purposes of this research were to: 1) examine behaviors of Thai and foreigners tourists; 2) study the tourists' levels of satisfaction; 3) investigate the tourists' levels of opinion on management; 4) compare the tourists' levels of opinion on management, classified by their personal factors; 5) compare the tourists' levels of satisfaction, classified by their personal factors and behaviors; 6) explore the relationship between the tourists' levels of opinion on management and their levels of satisfaction. The sample group consisted of 400 Thai and foreign tourists. The research instrument was a questionnaire. Statistical analysis was performed using frequency, percentage, mean, standard deviation, t-test, F-test, LSD, the Chi-square test, and Pearson correlation coefficient. The findings indicated the following:

1. Most Thai tourists came for sightseeing and relaxation. They came by their own cars in groups of 2-5 persons, spending 1-2 hours each time. They spent about 101-500 baht for a visit. Information on the tour was provided by family and friends. Most foreign tourists came here to relax with a group tour, spending 2-3 hours for each visit. They spent 501-1,000 baht for the trip. Information was supplied by the Tourism Authority of Thailand.

2. The tourists who visited the Bang Pa-In Palace were highly satisfied with the services provided by staff, process of servicing, facilities, and location.

3. The tourists' level of opinion on management was high in terms of services planning, services organization, motivation and quality of service control.

4. As a whole, tourists with different careers had different opinions, regarding service planning, and service organization.

**Natthakrit Tonsomrod (2012)** studied “The Comparison Study on the Tourist Behaviors at Thai – Lao Border : a Case Study between Chong – Mek Border, Ubon Ratchathani Province and Mukdahan Border, Mukdahan Province.” The objective of this research was to make a comparison study on the tourist behavior at Thai — Lao borders: a case study between Chortg—Mek Border. Ubon Ratchathani Province and Mukdahan Border. Mukdahan Province. The samples in this research consisted of Thai tourists, Lao tourists and other nationality tourists. The results of the study are as follows: the tourist Behaviors at Thai-Lao border. Most tourists who visited Lao borders usually traveled on Saturdays and Sundays and traveled on one day did not stay overnight. The forms of traveling are different. Most of tourists who visited Chong—Mek Border travel by bus whereas at Mukdahart Border travel by private cars. Product buyer behavior, the comparison of product selecting behavior of tourists at both borders, there were significant differences in every kind of products at the level .05. The most three popular products which tourists buy at Chong—Mek Border are duty free products, daily use products and weaving clothes. The most two popular products which tourists bought at Mukdahan Border were home products, and electrical appliances and equipments. The other products which were daily use products, duty free products, flowers and plants, clothing, weaving clothes and forest products are equally popular among tourists. Tourist Opinions towards products, there were significant different at the level .05 at all four items such as products, price, and marketing promotion.

**Hatairat Dechsakda (2010)** studied “Thai visitors’ Satisfaction towards Pattaya Floating Market in Chonburi.” The aim of the study was to examine the Thai visitors’ satisfaction towards Pattaya Floating Market in Chonburi. The sample was 400 Thai visitors at Pattaya Floting Market and the questionnaire was used to collect data. The findings showed that most of the Thai visitors were male. All the samples were 21-30 years old and single. Also, they finished the Bachelor’s Degree and were private companies’ employees. Their incomes were between 15,001-20,000 baht. The Thai visitors ‘satisfaction towards product marketing mix was at the strongly satisfactory level. As for the satisfaction towards channels to the Pattaya Floating Market, physical appearance, personnel, price, marketing promotion, and service process including the Thai visitors' behavior , it was found that the most of the Thai visitors accompanied their friends to the market and it was their first time. In addition, their acquired tourism information was from the internet. They mostly went to the market on weekends by personal car and their decisions depended on their friends. As for the cost, they approximately paid 401-600 baht. Agreed with the hypothesis, their different basic information consisting education level, status, career, income and the marketing mix, and their tourism behavior were significant different at the 0.05 level. Beside, their satisfaction towards the marketing mix and their tourism behavior consisting of frequency of traveling to the Pattaya Floating Market, traveling cost, future trend about the tourism behavior, and trend of telling other people to come to the Pattaya Floating Market, were significant correlated at the 0.05 level.

**Sanchai Kiatsongchai (2009)** examined Foreign Tourist Behavior in Consuming Tourism Product in Chiangkhan Municipality, Chiangkhan District, Loei Province. The objectives of this research are (1) to study demographic information of foreign tourists visiting Chiangkhan Municipality, Chiangkhan district, Loei Province and (2) to study behavior of foreign tourists in consuming tourism products within Chiangkhan Municipality, Chiangkhan district, Loei Province

The research findings were as follows:

1. Most foreign tourists were male, aged between 20 – 30 years old with higher education than undergraduate level. Most of them were company employees with average income over 15,000 USD per year and were residents form Europe, especially, Belgium.

2. The research found that foreign tourists travel into Chiangkhan mostly with leisure purpose by taking public bus and accompanied by friend. Most of them came here for the first time and arranged their travel themselves by searching tourism information from their friends. Moreover, it was found that relaxation was their motivation to visit the place whereas Old Wooden House community was their most visited and cycling was their choice of activity. Foreign tourists spent 3,644.69 Baht per person in average while staying in Chiangkhan which could be categorized in average amount per person into: accommodation for 1m371.43 Baht, food and

beverages for 936.67 Baht, souvenirs for 668.18 Baht, recreational activities for 533.33 Baht, Fees for 861.11 Baht, local transport for 758.33 Baht, massage and spa for 400 baht and others such as donation and shopping for 868.33 baht.

Most foreign tourists liked traveling within Chiangkhan and felt most impressed with people's ways of life, but felt least impressed with other aspects such as tourist information center, insects and mosquitoes. However, Most foreign visitors agreed that it was worth for money and would recommend Chiangkhan as a destianation for their relatives and friends. Whenever they heard about Chiangkhan afterwards, the Old Wooden House community along the Khong River would appear in their mind.

**Anupap Jirattikan (2008)** studied of Marketing Mix of Foreign Tourist's Satisfaction toward Koh Chang, Trad Province Tourism. The objectives of the research were: (1) to investigate the influence of marketing mix on the satisfaction of foreign tourists, and (2) to find the problems that occurred while they were staying at Koh Chang in Trad Province. The sample was 410 foreign tourists who visited Koh Chang, and the research method used the questionnaires by using accident sampling. Questionnaires and observation were used as research tools. The research results showed as follows. (1) Background information of foreign tourists in detail: female foreign tourists (59.00%) visited Koh Chang more than males (41.00%). About one third were more than 51 years old (39.30%) and they were European (29.80%). More than half the tourists were married (58.50%). Their annual income ranged from 30,001 – 40,000 USD (38.80%). About one fifth had their own business, and they were technicians (21.70%)., Foreign tourists expressed the opinion that Koh Chang was well known (60.50%). Most visited Koh Chang at least once (81.70%) and chose three star hotels to stay (39.00%).They liked to travel during January – April (99.00%) and stayed 6 – 10 nights (48.30%). Most planned to come back to Koh Chang (83.40%). They were interested in Windsurf or Kayak (76.30%). (2) There were significantly positive correlations among personal data, marketing mix factors, and satisfaction. These factors were sex, age, residence, marriage status, income, and occupation. (3) According to marketing sector, both males and females were satisfied traveling to Koh Chang. (4) The results of One -

Way ANOVA showed that tourists who had the same sex, age, and place of residence had the same level of satisfaction, whereas those who had different marriage status and occupation had different levels of satisfaction.

**Siriphone Souphanthong (2008)** studied of Services Marketing Mix Affecting European Tourist Decision Towards Tourism Services in Luang Prabang Province, Lao People’s Democratic Republic. By The objectives of this independent study were to determine the services marketing mix affecting European tourist decision towards tourism services in Luang Prabang Province, Lao People’s Democratic Republic, and the tourist behavior also the tourist problems Questionnaires were used for data collection from 322 European tourists in Luang Prabang. The results showed that the respondents considered almost all of the services marketing mix factors at a high level of importance except price and promotion factors were at a moderate level of importance. The sub-factors which had the highest mean scores in each factor were as follows: the reputation of Luang Prabang as a world heritage was for the product, less price bargaining was for the price, ease of travel on their own was for the place, advertisement through the internet was for the promotion, courtesy of service staffs was for the people, historical and cultural attractions (architectural identify of buildings, stores, accommodations, palace and temples) were for the physical evidences, finally punctual, convenient and fast services were for the process. All of these sub-factors were at a high level of importance, for the tourist behavior, the study showed that it was the first visit to Luang Prabang of the respondents. They stayed in the guest houses and traveled by the organized tour groups. The average length for staying was 3-4 days. Total estimated expenditures for this trip (excluded transportation costs to Luang Prabang e.g: air, bus and boat fares) were between USD 301-400. The first rank of the sources of information about Luang Prabang was from the internet. They made their own decision to visit Luang Prabang also organized the trips and travel plans by themselves. They might recommend others to visit Luang Prabang and they would visit Luang Prabang again within the next 3 years.

**Supaporn Kupimai (2008)** researched the foreign tourist's expenditure behavior of buying products at Pattaya Floating Market and to study the buying behavior of foreign tourists at Pattaya Floating Market. The data was collected by using Stratified Random Sampling. Samples are composed of 385 foreign tourists who traveled at Pattaya Floating Market. The study found that most of the respondents are male, age 45 years and over and have marital status. They have owned business with monthly income less than $USD 500 and have domicile in Asia. The study of foreign tourists buying behavior products found that the most favorite products is category of food with expenditure less than $USD 50 per time. The reason to brought products is products form has interesting and objective to brought products is to use personally. Most respondents think that category of food is the most popular products and they decide to buy by themselves. In addition, the result of marketing mix affecting foreign tourist's expenditure behavior of buying products at Pattaya Floating Market found that most important factor is product, price, place and promotion as high total average level, The hypothesis testing found that the generality of foreign tourists (age, marital status, occupation, monthly income and domiciles) is affecting to average expense of each purchasing; on the contrary, all marketing mix factor have no affecting to average expense of each purchasing.

**Sudara Rattanakitrungrueang (2007)** studied of Marketing Mix Factors Influencing Toruist's Tourism Decision to Travel to Sukhothai. The main aim of this research was to investigate tourist's tourism decision to travel to Sukhothai with regard to revisiting and length of stay. The scope of this study was also based on Thai domestic tourists who traveled in Sukhothai. The study was a quantitative research, using structured questionnaire survey to collect data from 400 Thai visitors who were traveling to Sukhothai. The findings from the descriptive analysis showed that the majority of the respondents were female and single. Their ages were between 20 – 29 years old, holding bachelor degrees, working in the private companies, and having an income less than 10,000 baht per month. They were more likely to be independent travelers than choosing package tourists, and they spent 300 to 600 baht per day per person excluding transportation fees to the province. The tourists preferred to stay two days in Sukhothai, and they visited the province average twice a year. For the marketing mix factors, several product factors were taken into account in the study and Loy Khra Thong festival was the most significant product factor influence on tourists' decision traveling to Sukhothai. Regard to the price factors, transportation fair had highest degree of influence on their trip to Sukhothai. For the place factors, the necessity of tour guide was the most influence factor on tourists' traveling to Sukhothai. Finally, for the promotion factors, tourism campaigns as Amazing Thailand, Unseen Thailand, and Happiness on Earth had most influence on tourists' traveling to Sukhothai. Moreover, the mass media such as television, radio, newspapers and magazines were the most effective marketing communication tools which the tourists received information and news about Sukhothai. From the study, product factors had the most influence followed by place factors, promotion factors, and price factors on tourists' decision traveling to Sukhothai respectively.

In order to investigate behavior and the marketing mix towards Thai visitors traveling to Asiatique, it is important to understand Thai visitors' attitudes and behaviours in both internally and externally. Next chapter will discuss research methodology which will be used in the study.

# CHAPTER 3

# RESEARCH METHODOLOGY

The purpose of this research is to study Behavior and the Marketing mix towards Thai visitors traveling to Asiatique. It aims to study factors of tourist behavior when choosing accommodation at this hotel. This study applies the quantitative research method by using questionnaire survey as the specific method for gathering data.

## 3.1 Population and sampling

Data collection was the step in finding data for the result research and achieve of the objective (Zigmund, 2003). which data collected in this research include secondary data and primary data. For secondary data, the data were collected through dissertation, journals, and online database for used in reference section.

The population for this study consists of Thai visitors who visit Asiatique during April to May 2014. There is no statistical record in Asiatique recently so the exact population is not found. It is necessary to use a formula to calculate the sample for without knowing the exact population. According to Cochran (1977), in case of unidentified of the exact size of the population, but perceive that it refers to massive size of population. In order to estimate the proportion of the population is as follows;

$$n = \frac{p(1-p)Z^2}{e^2}$$

And when proportion of the population is not mentioned; p = 0.5 the formula bellow is used;

$$n = \frac{Z^2}{4e^2}$$

n = the number of sam .

e = Level of sampling error that allow happen.

P = the proportion of the population that the researcher wants to random.

Z = a given confidence level or statistical significance.

Z at the 0.10 significance level of 1.65 (confidence 90%), Z = 1.65.

Z at the 0.05 significance level of 1.96 (confidence 95%), Z = 1.96.

Z at the 0.01 significance level of 2.58 (confidence 99%), Z = 2.58.

$$n = \frac{Z^2}{4e^2}$$

$$n = \frac{(1.96)^2}{4(0.05)^2}$$

$$n = 384.16 \approx 384$$

The sample size of this study is 400 Thai visitors. Quota sampling was used by convenience sampling method. This method can be advantage in lower cost and high accuracy of result including speed of data collection and availability of population selection (Cooper and Schindler, 2003).

### 3.2 Research Instrument

The research used a questionnaire survey about Behavior and the Marketing mix towards Thai visitors traveling to Asiatique. The questionnaire consists of 4 parts and each part which will represent each instrument as follows;

Part 1: Demographic Profiles, The first Part consisted about the subjects' personal background information such as gender, age, education, occupation, economic status, life style, personality and income. Each question consisted of both closed-ended and open-ended question which Baloglu, S. (1999) stated that the open-ended survey used accepted precise questioning and also allowed for additional exploration when appropriate and know different segments due to socio-demographic variables. Frequency and percentage will be used to analyze the data by using T-Test and one-way ANOVA (F-Test).

Part 2: Behavior of Thai visitors, the third part of the questionnaire is to explore behavior of Thai visitors traveling to Asiatique which Likert scale is used for each question, that ranges from 1 (strongly disagree) to 5 (strongly agree) in each question. Correlation will be used to identify the data by using Mean and Standard Deviation.

Part 3: Marketing mix, the second part of the questionnaire is to explore Marketing mix towards Thai visitors traveling to Asiatique. Marketing mix is derived from the previous Marketing mix studies of (Kotler, 1997: 92) which consists Product, Price, Place (Distribution Channel), Promotion, Physical Evidence, Process and People. Thai visitors are asked to indicate their level of satisfaction on a 5 point Likert scale that ranges from 1 (very dissatisfied) to 5 (very satisfied). Correlation will be used to analyze the data by using Mean and Standard Deviation.

Part 4: Visitor decision making, the forth part of the questionnaire is to acknowledge Visitor decision making traveling to Asiatique which each question is a 5 point Likert scale, that ranges from 1 (strongly disagree) to 5 (strongly agree). Correlation will be used to analyze the data by using Mean and Standard Deviation.

Thai visitors' perceptions were measured using five scales as follows:

| | | |
|---|---|---|
| Strongly disagree | = | 1 point |
| Disagree | = | 2 points |
| Neutral | = | 3 points |
| Agree | = | 4 points |
| Strongly agree | = | 5 points |

The translations of level ranking are analyzed as following the criteria of Thai visitors' perception designed by Best (1977: 174).

$$\text{The interval score of each level} = \frac{\text{Maximum score} - \text{Minimum score}}{\text{The amount of level}}$$

$$= \frac{5-1}{5}$$

$$= 0.8$$

The score among 1.00 – 1.80 means strongly disagree on perception

The score among 1.81 – 2.60 means disagree on perception

The score among 2.61 – 3.40 means neutral on perception

The score among 3.41 – 4.20 means agree on perception

The score among 4.21 – 5.00 means strongly agree on perception

### 3.2.1 Instrument Testing

The researcher gives the questionnaire to the thesis advisor and research experts to check the content validity of the instrument. The committee members from the Stamford International University check up on both qualifications and significant particle specialize in the area of Hospitality Management. Next, pilot-test is given to 30 tourists who visited Asiatique during April 2014 and then the researcher use Cronbach's alpha coefficient for the reliability of questionnaire.

## 3.3 Validity and Reliability

### 3.3.1 Content Validity Test

Primarily, three experts from the committee with the above characteristics are invited to collaborate effectively and to analyze the construct validity that considered by the Item Objective Congruence Index (IOC) or calculate IC.

The researcher use Item Objective Congruence Index (IOC) ranges between zero and one; "0 = Disagree" and "1 = Agree" which evaluates the judges' agreement concerning the delegate of a measurement in relation to the content studied.

For calculating the IOC, the following formula is applied:

$$\boxed{IOC = \frac{\Sigma R}{N}}$$

IOC = Internal Consistency
$\Sigma$ R = Number of items evaluated by judge
N = Total of judges

A commonly accepted rule for describing Item Objective Congruence Index (IOC) is as follow:

**Table 3.1** Internal Consistency (IC)

| **Value** | **IOC** |
|---|---|
| 0.90 –1.00 | Excellent |
| 0.70 –0.89 | Good |
| 0.50 –0.69 | Fair |
| 0.00 –0.49 | Poor |

**Table 3.2** Content Validity Index in the Travel Behavior and Marketing Mix Questionnaire

| Question | Judge 1 | Judge 2 | Judge 3 | $\Sigma$ R | $IC=\frac{\Sigma R}{N}$ | Result |
|---|---|---|---|---|---|---|
| 1. What is your gender? (Gender) | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 2. How old are you? (Age) | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 3. How many members in your household do you have including yourself? (Social Status) | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 4. What is the highest level of education you have? (Education) | 1 | 0 | 1 | 2 | 0.67 | Fair |
| 5. What is your occupation? | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 6. Which monthly income category best fits you? (Income) | 1 | 1 | 1 | 3 | 1.00 | Excellent |

**Table 3.2** Content Validity Index in the Travel Behavior and Marketing Mix Questionnaire (Cont.)

| Question | Judge 1 | Judge 2 | Judge 3 | Σ R | IC=Σ R / N | Result |
|---|---|---|---|---|---|---|
| **Travel Behaviour Statements** | | | | | | |
| **What encourage you to visit Asiatique?** | | | | | | |
| 1. Word of mount from friends/relatives | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 2. Pictures from friends/relatives' social network | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 3. Advertisement on media | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 4. Website of Asiatique | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 5. Companion friends/relatives | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| **The reasons for your visits?** | | | | | | |
| 6. Just walking and looking around | 1 | 1 | 0 | 2 | 0.67 | Fair |
| 7. Meeting or waiting for someone | 1 | 1 | 0 | 2 | 0.67 | Fair |
| 8. Dining or buying some food | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 9. Shopping or purchasing some products | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| **The important source for you to make the decision or inspiring you of visiting Asiatique?** | | | | | | |
| 10. Newspaper | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 11. Magazine | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 12. Billboard | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 13. Internet | 1 | 1 | 1 | 3 | 1.00 | Excellent |

**Table 3.2** Content Validity Index in the Travel Behavior and Marketing Mix Questionnaire (Cont.)

| Question | Judge 1 | Judge 2 | Judge 3 | Σ R | IC= $\frac{\Sigma R}{N}$ | Result |
|---|---|---|---|---|---|---|
| 14. Television | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 15. Radio | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 16. Friends/ relatives | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| **How long do you usually spend time over at Asiatique?** | | | | | | |
| 17. Less than 30 min. | 1 | 0 | 0 | 1 | 0.34 | Poor |
| 18. 30 min – 1 hour | 1 | 0 | 0 | 1 | 0.34 | Poor |
| 19. 1- 2 hours | 1 | 0 | 0 | 1 | 0.34 | Poor |
| 20. More than 2 hours | 1 | 0 | 0 | 1 | 0.34 | Poor |
| **The preference on Asiatique The Riverfront that would bring you here again?** | | | | | | |
| 21. Variety of products sold and outlets | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 22. Appropriate sales promotion | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 23. Excellent services provided | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 24. Quality products | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 25. Reputation | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 26. Safety | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 27. Weather and atmosphere | 1 | 0 | 1 | 2 | 0.67 | Fair |
| 28. Convenience | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 29. Services provided | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| **In your opinion, the comparative advantages of Asiatique?** | | | | | | |
| 30. Various products and outlets | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 31. Reasonable price | 1 | 1 | 1 | 3 | 1.00 | Excellent |

**Table 3.2** Content Validity Index in the Travel Behavior and Marketing Mix Questionnaire (Cont.)

| Question | Judge 1 | Judge 2 | Judge 3 | Σ R | IC=Σ R / N | Result |
|---|---|---|---|---|---|---|
| 32. Appropriate sales promotion | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 33. Good location | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 34. Warranty and high quality of products | 1 | 0 | 1 | 2 | 0.67 | Fair |
| 35. Good atmosphere | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| **Feeling while walking around Asiatique?** | | | | | | |
| 36. Safe | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 37. Comfortable | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 38. Annoy | 1 | 0 | 1 | 2 | 0.67 | Fair |
| 39. Lonely | 1 | 0 | 1 | 2 | 0.67 | Fair |
| 40. Fun | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 41. Noisy | 1 | 0 | 1 | 2 | 0.67 | Fair |
| 42. Excited | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 43. Disappointed | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| **Are you willing to spend when you visit to Asiatique?** | | | | | | |
| 44. Food and drink | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 45. Clothes | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 46. Miscellaneous | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 47. Extravaganza | 1 | 0 | 1 | 2 | 0.67 | Fair |
| 48. Fee such as ticket, etc. | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 49. Does political situation affect your visit to Asiatique? | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| **Companion on your visit to Asiatique?** | | | | | | |
| 50. Nobody (alone) | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 51. Family members | 1 | 1 | 1 | 3 | 1.00 | Excellent |

**Table 3.2** Content Validity Index in the Travel Behavior and Marketing Mix Questionnaire (Cont.)

| Question | Judge 1 | Judge 2 | Judge 3 | Σ R | IC=Σ R / N | Result |
|---|---|---|---|---|---|---|
| 52. Friends/ relatives | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 53. Tour group | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 54. Is Asiatique influential over your social media? | 1 | 1 | 0 | 2 | 0.67 | Fair |
| 55. Are you always check-in over your social media when you visit Asiatique? | 1 | 1 | 0 | 2 | 0.67 | Fair |
| 56. Do you take a picture and post over your social media when you visit Asiatique? | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| **Marketing Mix Statements** | | | | | | |
| 1. Availability of food | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 2. Variety of food | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 3. Facilities and services provided | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 4. Convenience of location and parking | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 5. Products available | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 6. Variety of shops, outlets, and restaurants | 1 | 1 | 1 | | 1.00 | Excellent |
| 7. Quality of products | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 8. Variety of the products | 1 | 0 | 1 | 2 | 0.67 | Fair |

**Table 3.2** Content Validity Index in the Travel Behavior and Marketing Mix Questionnaire (Cont.)

| Question | Judge 1 | Judge 2 | Judge 3 | Σ R | IC=Σ R / N | Result |
|---|---|---|---|---|---|---|
| 9. Uniqueness of the products | 1 | 0 | 1 | 2 | 0.67 | Fair |
| 10. Value for money | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 11. Price negotiable | 1 | 0 | 1 | 2 | 0.67 | Fair |
| 12. Variety payment method (by cash, etc) | 1 | 0 | 1 | 3 | 1.00 | Excellent |
| 13. variety of product's price level | 1 | 0 | 1 | 2 | 0.67 | Fair |
| 14. Environment, atmosphere and decoration | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 15. Cleanliness of the walking area | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 16. Cleanliness of restrooms | 1 | 0 | 1 | 2 | 0.67 | Fair |
| 17. Cleanliness of restaurants | 1 | 0 | 1 | 2 | 0.67 | Fair |
| 18. Reputation and popularity | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 19. Safety and security | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 20.Convenience of transportation | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 21.Variety of transportations | 1 | 0 | 1 | 2 | 0.67 | Fair |
| 22. Appropriateness of sales promotion and packages | 1 | 1 | 1 | 3 | 1.00 | Excellent |

**Table 3.2** Content Validity Index in the Travel Behavior and Marketing Mix Questionnaire (Cont.)

| Question | Judge 1 | Judge 2 | Judge 3 | Σ R | IC=Σ R / N | Result |
|---|---|---|---|---|---|---|
| 23. Appreciation of Advertisement | 1 | 0 | 1 | 2 | 0.67 | Fair |
| 24.Attractiveness of discount | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 25.Uniqueness of the infrastructures | 1 | 0 | 1 | 2 | 0.67 | Fair |
| 26. Shops and restaurants is provided in the proper area | 1 | 0 | 1 | 2 | 0.67 | Fair |
| 27. Enough Parking space | 1 | 0 | 1 | 2 | 0.67 | Fair |
| 28.Facilities provided such as ATM, information center etc. | 1 | 0 | 1 | 2 | 0.67 | Fair |
| 29.Appropriateness time of the service delivery | 1 | 0 | 1 | 2 | 0.67 | Fair |
| 30. Provide service to customers equally | 1 | 0 | 1 | 2 | 0.67 | Fair |
| 31.Clearness of the condition and instruction | 1 | 0 | 1 | 2 | 0.67 | Fair |
| 32. Politeness and friendliness of staff | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 33. Professional and knowledgeable staff | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 34. Good service mind of staff | 1 | 0 | 1 | 2 | 0.67 | Fair |

**Table 3.2** Content Validity Index in the Travel Behavior and Marketing Mix Questionnaire (Cont.)

| Question | Judge 1 | Judge 2 | Judge 3 | Σ R | IC=Σ R / N | Result |
|---|---|---|---|---|---|---|
| **Visitor Decision-Making Statements** | | | | | | |
| 1. Do you satisfied with your visit to Asiatique this time? | 1 | 1 | 0 | 2 | 0.67 | Fair |
| 2. Would you like to revisit to Asiatique? | 1 | 1 | 1 | 3 | 1.00 | Excellent |
| 3. Would you visit Asiatique frequently in the future? | 1 | 0 | 0 | 1 | 0.34 | Poor |
| 4. Would you recommend others to visit Asiatique? | 1 | 1 | 0 | 2 | 0.67 | Fair |

### 3.3.2 Reliability Test

The researcher applies a technique for analyzing the reliability, consistency and stability of the results of repeated measurements. Moreover, the researcher will consider the questions which query relevance, any questions should be cut off and determine the reliability of the test may be obtained from the questionnaire. Cronbach's alpha coefficient will be used for the reliability of questionnaire.

For calculating the Cronbach's alpha coefficient, the following formula is used:

$$\alpha = \frac{n}{(n-1)}\left(1 - \frac{\sum_{i=1}^{n} s_i^2}{s_{sum}^2}\right)$$

$s^2_i$ = the estimates of the variances of the $n$ items

$s^2_{\text{sum}}$ = the variance of the sum of all items

**Table 3.3** Cronbach's Alpha if Item Deleted

| Questions | Cronbach's Alpha if Item Deleted |
|---|---|
| **Part:2** | |
| **What encourage you to visit Asiatique?** | |
| 1. Word of mount from friends/relatives | .895 |
| 2. Pictures from friends/relatives' social network | .895 |
| 3. Advertisement on media | .893 |
| 4. Website of Asiatique | .891 |
| 5. Companion friends/relatives | .894 |
| **The reasons for your visits?** | |
| 6. Just walking and looking around | .895 |
| 7. Meeting or waiting for someone | .894 |
| 8. Dining or buying some food | .891 |
| 9. Shopping or purchasing some products | .891 |
| **The important source for you to make the decision or inspiring you of visiting Asiatique?** | |
| 10. Newspaper | .892 |
| 11. Magazine | .894 |
| 12. Billboard | .893 |
| 13. Internet | .892 |
| 14. Television | .893 |
| 15. Radio | .892 |
| 16. Friends/ relatives | .895 |
| **How long do you usually spend time over at Asiatique?** | |
| 17. Less than 30 min. | .889 |
| 18. 30 min – 1 hour | .889 |
| 19. 1- 2 hours | .892 |
| 20. More than 2 hours | .894 |
| **The preference on Asiatique The Riverfront that would bring you here again?** | |
| 21. Variety of products sold and outlets | .894 |
| 22. Appropriate sales promotion | .893 |
| 23. Excellent services provided | .890 |
| 24. Quality products | .890 |

**Table 3.3** Cronbach's Alpha if Item Deleted (Cont.)

| Questions | Cronbach's Alpha if Item Deleted |
|---|---|
| 25. Reputation | .894 |
| 26. Safety | .891 |
| 27. Weather and atmosphere | .894 |
| 28. Convenience | .892 |
| 29. Services provided | .891 |
| **In your opinion, the comparative advantages of Asiatique?** | |
| 30. Various products and outlets | .894 |
| 31. Reasonable price | .890 |
| 32. Appropriate sales promotion | .891 |
| 33. Good location | .895 |
| 34. Warranty and high quality of products | .891 |
| 35. Good atmosphere | .893 |
| **Feeling while walking around Asiatique?** | |
| 36. Safe | .892 |
| 37. Comfortable | .893 |
| 38. Annoy | .890 |
| 39. Lonely | .892 |
| 40. Fun | .894 |
| 41. Noisy | .895 |
| 42. Excited | .892 |
| 43. Disappointed | .889 |
| **Are you willing to spend when you visit to Asiatique?** | |
| 44. Food and drink | .893 |
| 45. Clothes | .891 |
| 46. Miscellaneous | .892 |
| 47. Extravaganza | .893 |
| 48. Fee such as ticket, etc. | .892 |
| 49. Does political situation affect your visit to Asiatique? | .895 |
| **Companion on your visit to Asiatique?** | |
| 50. Nobody (alone) | .892 |
| 51. Family members | .892 |
| 52. Friends/ relatives | .894 |
| 53. Tour group | .896 |
| 54. Is Asiatique influential over your social media? | .894 |
| 55. Are you always check-in over your social media when you visit Asiatique? | .893 |

**Table 3.3** Cronbach's Alpha if Item Deleted (Cont.)

| Questions | Cronbach's Alpha if Item Deleted |
|---|---|
| 56. Do you take a picture and post over your social media when you visit Asiatique? | .893 |
| **Part:3** | |
| 1. Availability of food | .893 |
| 2. Variety of food | .893 |
| 3. Facilities and services provided | .893 |
| 4. Convenience of location and parking | .893 |
| 5. Products available | .892 |
| 6. Variety of shops, outlets, and restaurants | .892 |
| 7. Quality of products | .892 |
| 8. Variety of the products | .892 |
| 9. Uniqueness of the products | .892 |
| 10. Value for money | .892 |
| 11. Price negotiable | .890 |
| 12. Variety payment method (by cash, etc) | .891 |
| 13. variety of product’s price level | .890 |
| 14. Environment, atmosphere and decoration | .894 |
| 15. Cleanliness of the walking area | .893 |
| 16. Cleanliness of restrooms | .892 |
| 17. Cleanliness of restaurants | .894 |
| 18. Reputation and popularity | .895 |
| 19. Safety and security | .893 |
| 20.Convenience of transportation | .894 |
| 21.Variety of transportations | .893 |
| 22. Appropriateness of sales promotion and packages | .894 |
| 23. Appreciation of Advertisement | .895 |
| 24.Attractiveness of discount | .893 |
| 25.Uniqueness of the infrastructures | .893 |
| 26. Shops and restaurants is provided in the proper area | .895 |
| 27. Enough Parking space | .893 |
| 28.Facilities provided such as ATM, information center etc. | .895 |
| 29.Appropriateness time of the service delivery | .893 |
| 30. Provide service to customers equally | .891 |
| 31.Clearness of the condition and instruction | .891 |
| 32. Politeness and friendliness of staff | .892 |
| 33. Professional and knowledgeable staff | .892 |

**Table 3.3** Cronbach's Alpha if Item Deleted (Cont.)

| Questions | Cronbach's Alpha if Item Deleted |
|---|---|
| 34. Good service mind of staff | .893 |
| **Part:4** | |
| 1. Do you satisfied with your visit to Asiatique this time? | .893 |
| 2. Would you like to revisit to Asiatique? | .894 |
| 3. Would you visit Asiatique frequently in the future? | .893 |
| 4. Would you recommend others to visit Asiatique? | .893 |
| **Total 94 items** | **.894** |

### 3.4 Data Collection

Data collection is the step in finding data for the result research and achieve of the objective (Zigmund, 2003). which data is collected in this research include secondary data and primary data. For secondary data, the data is collected through dissertation, journals, and online database for use in reference section. In part of primary collects 400 Thai visitors who visited Asiatique during April – May 2014.

### 3.5 Data Analysis

The researcher checks and collects the data from survey and input data coding and analyzed using software package for statistical analysis. It is used to analyze the data in helping to generate result. This research uses descriptive and inferential statistical analysis would be applied.

There are four parts from the questionnaire using descriptive statistics;

3.5.1 Personal Factors will be analyzed by applied descriptive statistics, frequency and percentage.

3.5.2 Marketing Mix Factors will be examined by using mean and standard deviation.

3.5.3 Travel Behaviours both internal and external factors will be analyzed by using mean and standard deviation.

3.5.4 Visitor Decision Making will be analyzed by using mean and standard deviation.

There is one part from the questionnaire using inference statistics;

3.5.5 Hypotheses Testing will be used T-Test and F-Test for examine, and correlation.

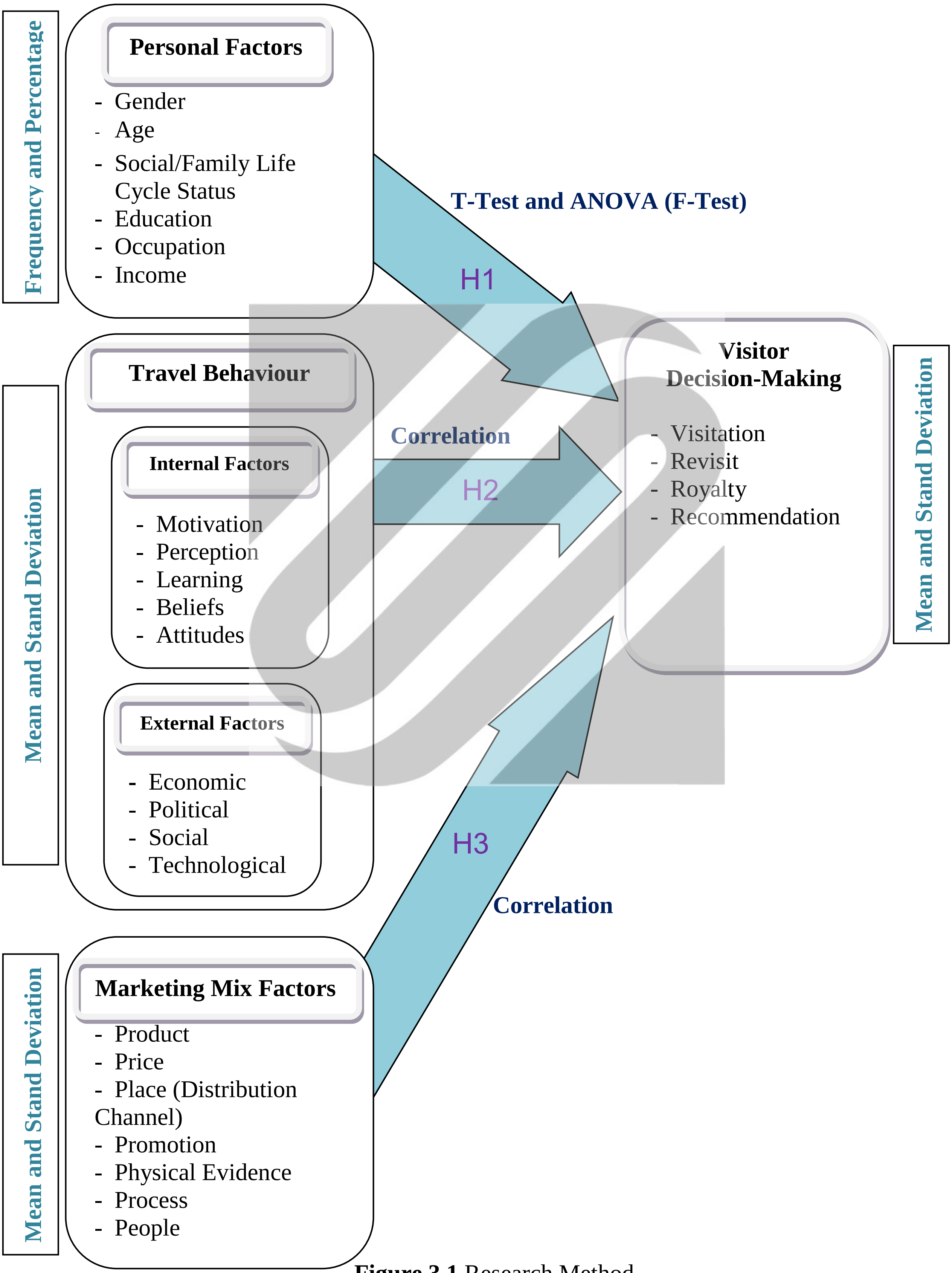

**Figure 3.1** Research Method

# Chapter 4

## RESEARCH FINDINGS

Study on Travel Behaviour And Marketing Mix Towards Thai Visitors Visiting Asiatique using a questionnaire to collect data from a sample of 400 people, all subjects in the data analysis procedure. Presentation and analysis of data, divided into five sections as follows.

4.1 presents the results of the analysis of the sample, including gender, age, number of family members, educational level, occupation and monthly income, which presents the results of data analysis by using frequency and percentage.

4.2 presents the analysis of data on the opinions of respondents on Travel Behavior is divided by internal and external factors, which presents the results of data analysis using frequency, percentage, average and the standard deviation.

4.3 presents the analysis of data on the opinions of respondents to the Marketing Mix Factor, which presents the data by analyzing using frequency, percentage, average and the standard deviation.

4.4 presents the analysis of data about the Visitor Decision-Making. The data will be analyzed by frequency, percentage and the standard deviation.

4.5 presents the results of testing hypotheses.

In order to understand the presentation of the data analysis, the study defines the symbols used in presenting the data analysis.

$\bar{X}$ = Mean
S.D. = Standard Deviation
t = t-distribution
F = F-distribution
LSD = Least Significant Difference
r = Pearson’s Correlation Coefficient
Sig. = Significant
* = 0.05
** = 0.01

### 4.1 Descriptive Statistical Analysis of Demographic Profiles

The researcher was analyzed the general demographic sample survey of 400 people, including gender, age, number of family members, educational level, occupation and monthly income by using frequency and percentage, as detailed below.

**Table 4.1** Demographic Characteristics of the Respondents

| Demographic Profile | Frequency (N = 400) | Percentage (%) |
|---|---|---|
| **Gender** | | |
| Female | 177 | 44.3 |
| Male | 223 | 55.7 |
| **Age** | | |
| 20and under | 11 | 2.8 |
| 21-30 years old | 196 | 49.0 |
| 31-40 years old | 114 | 28.4 |
| 41-50 years old | 60 | 15.0 |
| Above 50 | 19 | 4.8 |
| **Social Status** | | |
| 1 Member | 217 | 54.3 |
| 2 Members | 119 | 29.7 |
| 3-4 Members | 32 | 8.0 |
| More than 5 members | 32 | 8.0 |
| **Education Level** | | |
| High school graduate | 9 | 2.3 |
| Some college | 8 | 2.0 |
| College graduate | 44 | 11.0 |
| Bachelor degree | 312 | 78.0 |
| Master degree and over | 27 | 6.7 |
| **Occupation** | | |
| Student | 8 | 2.0 |
| Business owner | 103 | 25.7 |

**Table 4.1** Demographic Characteristics of the Respondents (Cont.)

| Demographic Profile | Frequency (N = 400) | Percentage (%) |
|---|---|---|
| Government officer | 25 | 6.3 |
| State enterprises officer | 26 | 6.4 |
| Private sector employee | 228 | 57.0 |
| Retired | 5 | 1.3 |
| Unemployed | 5 | 1.3 |
| **Monthly Income** | | |
| Less than10,000 baht | 6 | 1.5 |
| 10,000-20,000 baht | 53 | 13.3 |
| 20,001-30,000 baht | 180 | 45.0 |
| 30,001-40,000 baht | 119 | 29.7 |
| More than 40,000 baht | 42 | 10.5 |

From table 4.1.1 describes the analysis of demographic data of the sample of 400 respondents, including gender, age, and number of family members, educational level, occupation and monthly income as follows.

**Gender:** sample of 400 respondents, mostly were male of 223 people or 55.7 percent and female of 44.3 percent or 177 respondents.

**Age group:** were aged between 21-30 years old for 196 respondents or 49.0 percent, followed by 114 respondents of age between 31-40 years or 28.4 percent. Age between 41-50 years was 60 respondents or 15.0 percent. Next, age over 50 years was 19 respondents or 4.8 percent. The rest of respondents were remaining of 11 respondents or 2.8 percent which were older than 20 years old.

**Social Status:** most samples had only one member in a family with a total of 217 respondents or 54.3 percent. Next, following by 2 members in a family with a total of 119 respondents or 29.7 percent. Following of 3-4 members in a family and for more than five members in a family had the same number of 32 respondents or 8.0 percent.

**Education Level:** most of the studies had a bachelor degree of 312 respondents or 78.0 percent, followed by a college graduate of 44 respondents or 11.0 percent. Next, following a master degree of 27 respondents or 6.7 percent. Following a degree in High school graduate of 9 respondents or 2.3 and the rest of 8 respondents or 2.0 percent were educated of some college level.

**Occupation:** the most of the samples had a career as private company employees of 228 respondents or 57.0, followed by a career as a business owner of 103 respondents or 25.7. A career as state enterprises officer were 26 respondents or 6.4 percent. Following a career as a government officer were 25 respondents or 6.3 percent. Student of 8 respondents or 2.0 percent, and the remaining retirement and unemployment had the same number of 5 respondents or 1.3 percent.

**Monthly Income:** Most of the samples had monthly income of 20,001-30,000 Baht per month of 180 respondents or 45.0 percent, followed by a monthly income of 30,001-40,000 Baht, 119 respondents or 29.7 percent. Monthly income of 10,001-20,000 baht for 53 respondents or 13.3 percent, following a monthly income of more than 40,000 baht was 42 respondents or 10.5 percent. The rest of 6 respondents or 1.5 percent had a monthly income of less than 10,000 baht.

## 4.2 Descriptive Statistical Analysis of Travel Bahaviour

This research was analyzed data on the review of the respondents to the Travel Behavior is divided into two parts: 1) the internal factors include Motivation, Perception, Learning, Beliefs, and Attitudes. 2) The external factors include Economic, Political, Social, and. Technological. The data is analyzed by frequency, percentage and standard deviation as follows;

**Table 4.2** Opinion of sample size on Travel Behavior

| Travel Behavior | $\bar{X}$ | S.D. | Level of opinion | Rank |
|---|---|---|---|---|
| **Internal Factors** | **3.96** | **0.201** | **Agree** | |
| Motivation | 3.82 | 0.342 | Agree | 5 |
| Perception | 3.98 | 0.358 | Agree | 3 |
| Learning | 3.97 | 0.283 | Agree | 4 |
| Beliefs | 4.00 | 0.353 | Agree | 2 |
| Attitudes | 4.04 | 0.302 | Agree | 1 |
| **External Factors** | **3.87** | **0.253** | **Agree** | |
| Economic | 4.04 | 0.358 | Agree | 1 |
| Political | 3.71 | 0.557 | Agree | 3 |
| Social | 3.69 | 0.391 | Agree | 4 |
| Technological | 4.03 | 0.426 | Agree | 2 |
| **Overall** | **3.95** | **0.190** | **Agree** | |

From table 4.2 shows the results of this study on the review of the respondents to the Travel Behavior those overall opinions toward Travel Behavior is agree with a mean of 3.95 and standard deviation equal to 0.190.

When considering the factors, the Internal Factor is having the highest average mean with an average of 3.96 and a standard deviation of 0.201, which is considered a comment level seen as, agree to the factors. Moreover, the External Factor has the lowest mean of 3.87 with a standard deviation of 0.253, which is considered the opinions of accession.

For Internal Factor on the criterion in descending order from the highest to the lowest average are shown as the following results;

1. Attitudes with an average of 4.04 and a standard deviation of 0.302 were on the agree level.

2. Beliefs with an average of 4.00 and a standard deviation of 0.353, which samples' opinions on the agreed level.

3. Perception with an average of 3.98 and a standard deviation of 0.358, which samples' opinions on the agreed level.

4. Learning with an average of 3.97 and a standard deviation of 0.283, which samples' opinions on the agreed level.

5. Motivation with mean of 3.82 and standard deviation equal to 0.342, which samples' opinions on the agreed level.

The External Factors on the criterion in descending order from the highest to the lowest average are shown the following results;

1. Economic average of 4.04 and a standard deviation of 0.358, which samples' opinions on the agreed level.

2. Technological average of 4.03 and standard deviation equal to 0.426, which samples' opinions on the agreed level.

3. Political average of 3.71 and a standard deviation of 0.557, which samples' opinions on the agreed level.

4. Social with mean of 3.69 and standard deviation equal to 0.391, which samples' opinions on the agreed level.

### 4.3 Descriptive Statistical Analysis of Marketing Mix Factors

The research was analyzed data on the opinions of a sample of the Marketing Mix Factors include Product, Price, Place (Distribution Channel), Promotion, Physical Evidence, Process, and People, which presents the results of data analysis by frequency, the average percentage and standard deviation as follows;

**Table 4.3** Level of satisfaction on Marketing Mix Factors

| Marketing Mix Factors | $\bar{X}$ | S.D. | Level of satisfaction | Rank |
|---|---|---|---|---|
| Product | 3.97 | 0.270 | Satisfied | 5 |
| Price | 3.95 | 0.496 | Satisfied | 6 |
| Place (Distribution Channel) | 4.03 | 0.334 | Satisfied | 2 |
| Promotion | 3.95 | 0.440 | Satisfied | 6 |
| Physical Evidence | 4.02 | 0.384 | Satisfied | 4 |
| Process | 4.03 | 0.446 | Satisfied | 2 |
| People | 4.05 | 0.420 | Satisfied | 1 |
| **Overall** | **4.00** | **0.186** | **Satisfied** | |

From table 4.3 shows the results of this study on the review of the respondents toward the Marketing Mix Factors found that the opinions of Marketing Mix Factors overall satisfied levels by a mean of 4.00 and standard deviation equal to 0.186.

Considering the Marketing Mix Factors that the side with the highest average is the People and the mean is 4.05 with a standard deviation of 0.420, which considered a comment level of Satisfied. By the way, the lowest mean is Price which had an average of 3.95 with a standard deviation of 0.496 which considered a comment level of Satisfied. The average sort from the highest to the lowest, are shown the following results;

1. People with mean of 4.05 and standard deviation equal to 0.420, which samples' opinions on the level of Satisfied.
2. Place (Distribution Channel), with a mean of 4.03 and standard deviation equal to 0.334, which samples' opinions on the level of Satisfied.
3. Process with mean of 4.03 and standard deviation equal to 0.446, which samples' opinions on the level of Satisfied.
4. Physical Evidence with an average of 4.02 and a standard deviation of 0.384, which samples' opinions on the level of Satisfied.
5. Product with an average of 3.97 and a standard deviation of 0.270, which samples' opinions on the level of Satisfied.
6. Promotion with an average of 3.95 and a standard deviation of 0.440, which samples' opinions on the level of Satisfied.
7. Price is the average of 3.95 and a standard deviation of 0.496, which samples' opinions on the level of Satisfied.

## 4.4 Descriptive Statistical Analysis of Visitor Decision-Making

The research was analyzed data on the review of the respondents to the Visitor Decision-Making contain Visitation, Revisit, Royalty, and Recommendation. The present analyzed by frequency, percentage and standard deviation as following;

**Table 4.4** Level of satisfaction on Visitor Decision-Making

| Visitor Decision-Making | $\bar{X}$ | S.D. | Level of opinion | Rank |
|---|---|---|---|---|
| Visitation | 3.65 | 0.557 | Agree | 4 |
| Revisit | 3.74 | 0.616 | Agree | 3 |
| Royalty | 3.90 | 0.739 | Agree | 2 |
| Recommendation | 4.22 | 0.684 | Strongly agree | 1 |
| **Overall** | **3.88** | **0.404** | **Agree** | |

From table 4.4 shows the results of this study on the review of the respondents to the Visitor Decision-Making found that the respondents perceived the Visitor Decision-Making in the overall level of Agree with a mean of 3.88 and standard deviation equal to 0.404.

The highest mean score found in Recommendation, the average was 4.22 with a standard deviation of 0.684, which was considered a comment level of strongly agree. The lowest mean was the Visitation, with a mean of 3.65 and a standard deviation of 0.557, which was considered the comment level of Agree. The highest to the lowest average are shown as the following results;

1. Recommendation with an average of 4.05 and a standard deviation of 0.420, which samples' opinions on the level of Satisfied.

2. Royalty with an average of 4.03 and a standard deviation of 0.334, which samples' opinions on the level of Satisfied.

3. Revisit a mean of 4.03 and standard deviation equal to 0.446, which samples' opinions on the level of Satisfied.

4. Visitation with mean of 4.02 and standard deviation equal to 0.384, which samples' opinions on the level of Satisfied.

## 4.5 Hypotheses Testing

**Hypothesis 1**: A Thai visitor with different personal factors has different effect on Visitor Decision-Making in visiting Asiatique.

Hypothesis 1.1: A Thai visitor with different gender has different effect on Visitor Decision-Making in visiting Asiatique.

$H_0$: A Thai visitor with different gender has no different effect on Visitor Decision-Making in visiting Asiatique.

$H_1$: A Thai visitor with different gender has different effect on Visitor Decision-Making in visiting Asiatique.

**Table 4.5** Comparison of the average of Visitor Decision-Making by gender

| visitor decision-making | Gender | $\bar{X}$ | S.D. | t | Sig. |
|---|---|---|---|---|---|
| Visitation | Female | 3.61 | 0.522 | -0.934 | 0.351 |
| | Male | 3.67 | 0.583 | | |
| Revisit | Female | 3.68 | 0.566 | -1.561 | 0.119 |
| | Male | 3.78 | 0.652 | | |
| Royalty | Female | 3.90 | 0.759 | 0.095 | 0.924 |
| | Male | 3.90 | 0.725 | | |
| Recommendation | Female | 4.23 | 0.672 | 0.303 | 0.762 |
| | Male | 4.21 | 0.695 | | |
| Overall | Female | 3.86 | 0.379 | -0.753 | 0.452 |
| | Male | 3.89 | 0.424 | | |

From table 4.5 shows a comparison of the average of the reviews for the visitor decision-making by gender. The hypothesis testing, the significance level of 0.05 was found that gender differences did not affect the visitor decision-making in all aspects. (Sig.> 0.05).

Hypothesis 1.2: A Thai visitor with different age has different effect on Visitor Decision-Making in visiting Asiatique.

$H_0$: A Thai visitor with different age has no different effect on Visitor Decision-Making in visiting Asiatique.

$H_1$: A Thai visitor with different age has different effect on Visitor Decision-Making in visiting Asiatique.

**Table 4.6** Comparison of the average of Visitor Decision-Making by age

| visitor decision-making | Age | $\bar{X}$ | S.D. | F | Sig. |
|---|---|---|---|---|---|
| Visitation | 20 and under | 3.18 | 0.405 | 14.673 | 0.000* |
| | 21-30 | 3.82 | 0.493 | | |
| | 31-40 | 3.61 | 0.558 | | |
| | 41-50 | 3.38 | 0.585 | | |
| | Above 50 | 3.21 | 0.419 | | |
| Revisit | 20 and under | 3.45 | 0.522 | 2.910 | 0.021* |
| | 21-30 | 3.81 | 0.627 | | |
| | 31-40 | 3.76 | 0.614 | | |
| | 41-50 | 3.60 | 0.588 | | |
| | Above 50 | 3.47 | 0.513 | | |
| Royalty | 20 and under | 3.91 | 0.539 | 1.007 | 0.404 |
| | 21-30 | 3.83 | 0.758 | | |
| | 31-40 | 3.99 | 0.735 | | |
| | 41-50 | 3.95 | 0.769 | | |
| | Above 50 | 3.95 | 0.524 | | |
| Recommendation | 20 and under | 4.27 | 0.905 | 7.772 | 0.000* |
| | 21-30 | 4.05 | 0.651 | | |
| | 31-40 | 4.35 | 0.652 | | |
| | 41-50 | 4.38 | 0.715 | | |
| | Above 50 | 4.68 | 0.478 | | |
| Overall | 20 and under | 3.70 | 0.384 | 1.229 | 0.298 |
| | 21-30 | 3.87 | 0.403 | | |
| | 31-40 | 3.93 | 0.414 | | |
| | 41-50 | 3.83 | 0.426 | | |
| | Above 50 | 3.83 | 0.264 | | |

* Significant at the 0.05 level.

Table 4.6 shows a comparison of the average of the respondents for the Visitor Decision-Making of the sample by age. The result of this study at the significance level of 0.05 was found that different age of visitor affect decision-making in the Visitation, Revisit and Recommendation (Sig. <0.05) in general. Royalty was found no effect on Visitor Decision-Making (Sig.> 0.05).

For the Visitation, Revisit and Recommendation when testing a couple different using LSD results are shown in Table 4.7 – 4.10

**Table 4.7** The average of Visitor Decision-Making on Visitation classify by aging with the method of LSD

| Age | $\bar{X}$ | 20 and under | 21-30 | 31-40 | 41-50 | Above 50 |
|---|---|---|---|---|---|---|
| | | 3.18 | 3.82 | 3.61 | 3.38 | 3.21 |
| 20 and under | 3.18 | - | 0.63* | 0.42* | 0.20 | 0.03 |
| 21-30 | 3.82 | | - | 0.21* | 0.43* | 0.61* |
| 31-40 | 3.61 | | | - | 0.22* | 0.39* |
| 41-50 | 3.38 | | | | - | 0.17 |
| Above 50 | 3.21 | | | | | - |

* Significant at the 0.05 level.

From Table 4.7 shows the average of Visitor Decision-Making on Visitation of the sample by age using LSD method showed that Thai visitors with the age group of 21-30 years had different decision-making in term of Visitation of the age group of 31-40 years. Thai visitors with the age group of 41-50 years and older than 50 years had different decision-making in term of Visitation of the group aged group between 31-40 years and the group of 41-50 years and older than 50 years, at a statistically significant level. 0.05 (total 7 pairs)

**Table 4.8** The average opinion testing on Visitor Decision-Making on Revisit classify by aging with the method of LSD

| Age | $\bar{X}$ | 20 and under | 21-30 | 31-40 | 41-50 | Above 50 |
|---|---|---|---|---|---|---|
| | | 3.45 | 3.81 | 3.76 | 3.60 | 3.47 |
| 20 and under | 3.45 | - | 0.35 | 0.31 | 0.15 | 0.02 |
| 21-30 | 3.81 | | - | 0.04 | 0.21* | 0.33* |
| 31-40 | 3.76 | | | - | 0.16 | 0.29 |
| 41-50 | 3.60 | | | | - | 0.13 |
| Above 50 | 3.47 | | | | | - |

* Significant at the 0.05 level.

From table 4.8 shows the opinion testing on Visitor Decision-Making on Revisit classify by aging with the method of LSD showed that Thai visitors with the age group of 21-30 years had decision-making in Revisit than Thai visitors with the aged of 41-50 years and older than 50 years statistically significant at the 0.05 level (including two pairs).

**Table 4.9** The average opinion testing on Visitor Decision-Making on Recommendation classify by aging with the method of LSD

| Age | $\bar{X}$ | 20 and under | 21-30 | 31-40 | 41-50 | Above 50 |
|---|---|---|---|---|---|---|
| | | 4.27 | 4.05 | 4.35 | 4.38 | 4.68 |
| 20 and under | 4.27 | - | 0.23 | 0.08 | 0.11 | 0.41 |
| 21-30 | 4.05 | | - | 0.30* | 0.34* | 0.64* |
| 31-40 | 4.35 | | | - | 0.03 | 0.33* |
| 41-50 | 4.38 | | | | - | 0.30 |
| Above 50 | 4.68 | | | | | - |

* Significant at the 0.05 level.

From table 4.9 shows the average opinion testing on Visitor Decision-Making on Recommendation classified by aging with the method of LSD showed that Thai visitors with the age group of 21-30 years had different decision-making on Recommendation from the age group of 31-40. Thai visitors with the age group of 41-50 years and older than 50 years had different decision-making on Recommendation from with Thai visitors group between 31-40 years statistically significant at the 0.05 level (including 4 pairs).

Hypothesis 1.3: A Thai visitor with different social status has different effect on Visitor Decision-Making in visiting Asiatique.

$H_0$: A Thai visitor with different social status has no different effect on Visitor Decision-Making in visiting Asiatique.

$H_1$: A Thai visitor with different social status has different effect on Visitor Decision-Making in visiting Asiatique.

**Table 4.10** Comparison of the average of Visitor Decision-Making by Social Status

| Visitor decision-making | Social status | $\bar{X}$ | S.D. | F | Sig. |
|---|---|---|---|---|---|
| Visitation | 1 Member | 3.85 | 0.430 | 27.154 | 0.000* |
| | 2 Members | 3.47 | 0.608 | | |
| | 3-4 Members | 3.25 | 0.568 | | |
| | More than 5 members | 3.31 | 0.535 | | |
| Revisit | 1 Member | 3.84 | 0.598 | 5.060 | 0.002* |
| | 2 Members | 3.66 | 0.641 | | |
| | 3-4 Members | 3.53 | 0.621 | | |
| | More than 5 members | 3.53 | 0.507 | | |
| Royalty | 1 Member | 3.86 | 0.777 | 0.919 | 0.431 |
| | 2 Members | 3.91 | 0.713 | | |
| | 3-4 Members | 4.03 | 0.595 | | |
| | More than 5 members | 4.03 | 0.695 | | |

**Table 4.10** Comparison of the average of Visitor Decision-Making by Social Status (Cont.)

| Visitor decision-making | Social status | $\bar{X}$ | S.D. | F | Sig. |
|---|---|---|---|---|---|
| Recommendation | 1 Member | 4.09 | 0.650 | 7.518 | 0.000* |
| | 2 Members | 4.31 | 0.686 | | |
| | 3-4 Members | 4.56 | 0.669 | | |
| | More than 5 members | 4.44 | 0.716 | | |
| Overall | 1 Member | 3.91 | 0.401 | 1.011 | 0.388 |
| | 2 Members | 3.84 | 0.421 | | |
| | 3-4 Members | 3.84 | 0.400 | | |
| | More than 5 members | 3.83 | 0.367 | | |

* Significant at the 0.05 level.

From table 4.10 shows a comparison of the average of Visitor Decision-Making on Social status by the hypothesis testing, the significance level of 0.05 was found that different Social status affects Visitor Decision-Making in the Visitation, Revisit and Recommendation (Sig. <0.05). Generally the Royalty found that different Social status gave no affect the Visitor Decision-Making (Sig.> 0.05).

For the Visitation, Revisit and Recommendation when testing a couple different using LSD results are shown in Table 4.11 - 4.13

**Table 4.11** The average opinion testing on Visitor Decision-Making on Visitation classify by Social Status with the method of LSD

| Social Status | $\bar{X}$ | 1 Member 3.85 | 2 Members 3.47 | 3-4 Members 3.25 | More than 5 members 3.31 |
|---|---|---|---|---|---|
| 1 Member | 3.85 | - | 0.38* | 0.60* | 0.54* |
| 2 Members | 3.47 | | - | 0.22* | 0.16 |

**Table 4.11** The average opinion testing on Visitor Decision-Making on Visitation classify by Social Status with the method of LSD (Cont.)

| Social Status | $\bar{X}$ | 1 Member | 2 Members | 3-4 Members | More than 5 members |
|---|---|---|---|---|---|
| | | 3.85 | 3.47 | 3.25 | 3.31 |
| 3-4 Members | 3.25 | | | - | 0.06 |
| More than 5 members | 3.31 | | | | - |

* Significant at the 0.05 level.

From table 4.11 shows the average of the reviews for the Visitor Decision-Making of the sample in the Visitation by Social Status with LSD method. It showed that Thai visitors with group of Social Status of 1 member had decision-making in the field of Visitation differently from the group with Social status of 2 members. Groups with Social status of 3-4 members, groups with Social status above 5 members and Thai visitors with Social status of 2 members had decision-making in the Visitation differently with Groups with Social status 3-4 members statistically significant at the 0.05 level (including 4 pairs).

**Table 4.12** The average opinion testing on Visitor Decision-Making on Revisit classify by Social Status with the method of LSD

| Social Status | $\bar{X}$ | 1 Member | 2 Members | 3-4 Members | More than 5 members |
|---|---|---|---|---|---|
| | | 3.84 | 3.66 | 3.53 | 3.53 |
| 1 Member | 3.84 | - | 0.17* | 0.31* | 0.31* |
| 2 Members | 3.66 | | - | 0.13 | 0.13 |
| 3-4 Members | 3.53 | | | - | 0.00 |
| More than 5 members | 3.53 | | | | - |

* Significant at the 0.05 level.

From table 4.12 shows the average of the reviews for the Visitor Decision-Making of the sample in the Revisit by Social Status is paired with LSD method. It showed that Thai visitors group with social status of 1 member had decision-making in the Visitation different from the group with social status of 2 members. The group of social status of 3-4 members and the groups with social status above 5 members had statistically significant at the 0.05 level (3 pairs).

**Table 4.13** The average opinion testing on Visitor Decision-Making on Recommendation classify by Social Status with the method of LSD

| Social Status | $\bar{X}$ | 1 Member 4.09 | 2 Members 4.31 | 3-4 Members 4.56 | More than 5 members 4.44 |
|---|---|---|---|---|---|
| 1 Member | 4.09 | - | 0.22* | 0.47* | 0.35* |
| 2 Members | 4.31 | | - | 0.25 | 0.13 |
| 3-4 Members | 4.56 | | | - | 0.13 |
| More than 5 members | 4.44 | | | | - |

* Significant at the 0.05 level.

From table 4.13 shows the average of the reviews for the Visitor Decision-Making of the sample in the Recommendation by Social status is paired with LSD method. It showed that Thai visitors group with Social status of 1 member had decision-making in the visitation different from the group with social status of 2 members. The group of social status of 3-4 members and groups with social status above 5 members had statistically significant at the 0.05 level (3 pairs).

<u>Hypothesis 1.4</u> : A Thai visitor with different education has different effect on Visitor Decision-Making in visiting Asiatique.

H0: A Thai visitor with different education has no different effect on Visitor Decision-Making in visiting Asiatique.

$H_1$: A Thai visitor with different education has different effect on Visitor Decision-Making in visiting Asiatique.

**Table 4.14** The average comparison on the reviews for the Visitor Decision-Making of Sample by Education

| visitor decision-making | Education | $\bar{X}$ | S.D. | F | Sig. |
|---|---|---|---|---|---|
| Visitation | High school graduate | 3.11 | 0.601 | 14.845 | 0.000* |
| | Some college | 3.13 | 0.354 | | |
| | College graduate | 3.32 | 0.601 | | |
| | Bachelor degree | 3.75 | 0.515 | | |
| | Master degree and over | 3.30 | 0.465 | | |
| Revisit | High school graduate | 3.33 | 0.500 | 3.780 | 0.005* |
| | Some college | 3.50 | 0.535 | | |
| | College graduate | 3.55 | 0.548 | | |
| | Bachelor degree | 3.80 | 0.622 | | |
| | Master degree and over | 3.56 | 0.577 | | |
| Royalty | High school graduate | 3.78 | 0.441 | 0.747 | 0.561 |
| | Some college | 3.75 | 0.707 | | |
| | College graduate | 3.93 | 0.728 | | |
| | Bachelor degree | 3.88 | 0.752 | | |
| | Master degree and over | 4.11 | 0.698 | | |
| Recommendation | High school graduate | 4.33 | 1.000 | 6.037 | 0.000* |
| | Some college | 4.00 | 0.756 | | |
| | College graduate | 4.59 | 0.622 | | |
| | Bachelor degree | 4.14 | 0.663 | | |
| | Master degree and over | 4.52 | 0.643 | | |

**Table 4.14** The average comparison on the reviews for the Visitor Decision-Making of Sample by Education (Cont.)

| visitor decision-making | Education | $\bar{X}$ | S.D. | F | Sig. |
|---|---|---|---|---|---|
| Overall | High school graduate | 3.64 | 0.417 | 1.985 | 0.096 |
| | Some college | 3.59 | 0.376 | | |
| | College graduate | 3.85 | 0.370 | | |
| | Bachelor degree | 3.89 | 0.407 | | |
| | Master degree and over | 3.87 | 0.395 | | |

* Significant at the 0.05 level.

Table 4.14 shows a comparison of the average of the reviews for the Visitor Decision-Making of the sample by education using the hypothesis testing, the significance level of 0.05 was found that different Education background affects Decision-Making in Visitation, Revisit and Recommendation (Sig. <0.05). In general and for Royalty, different education background did not affect Decision-Making (Sig.> 0.05).

When testing of pairing differences using LSD for the Visitation, Revisit and Recommendation, the results are shown in Table 4.15 – 4.17

**Table 4.15** The average opinion testing on Visitor Decision-Making on Visitation classify by Education with the method of LSD

| Education | $\bar{X}$ | High school graduate | Some college | College graduate | Bachelor degree | Master degree and over |
|---|---|---|---|---|---|---|
| | | 3.11 | 3.13 | 3.32 | 3.75 | 3.30 |
| High school graduate | 3.11 | - | 0.01 | 0.21 | 0.64* | 0.19 |

**Table 4.15** The average opinion testing on Visitor Decision-Making on Visitation classify by Education with the method of LSD (Cont.)

| Education | $\bar{X}$ | High school graduate | Some college | College graduate | Bachelor degree | Master degree and over |
|---|---|---|---|---|---|---|
| | | 3.11 | 3.13 | 3.32 | 3.75 | 3.30 |
| Some college | 3.13 | | - | 0.19 | 0.63* | 0.17 |
| College graduate | 3.32 | | | - | 0.43* | 0.02 |
| Bachelor degree | 3.75 | | | | - | 0.45* |
| Master degree and over | 3.30 | | | | | - |

* Significant at the 0.05 level.

From Table 4.15 shows the average reviews for the Visitor Decision-Making of the sample in the Visitation by Education paired with LSD method. It showed that Thai visitors group with education level of bachelor degree had different decision-making in term of Visitation from the group with education level of high school graduate, degree some college level, college graduate and master degree and over with significant at the 0.05 level (total 4 pairs).

**Table 4.16** The average opinion testing on Visitor Decision-Making on Revisit classify by Education with the method of LSD

| Education | $\bar{X}$ | High school graduate | Some college | College graduate | Bachelor degree | Master degree and over |
|---|---|---|---|---|---|---|
| | | 3.33 | 3.50 | 3.55 | 3.80 | 3.56 |
| High school graduate | 3.33 | - | 0.17 | 0.21 | 0.46* | 0.22 |

**Table 4.16** The average opinion testing on Visitor Decision-Making on Revisit classify by Education with the method of LSD (Cont.)

| Education | X | High school graduate | Some college | College graduate | Bachelor degree | Master degree and over |
|---|---|---|---|---|---|---|
| | | 3.33 | 3.50 | 3.55 | 3.80 | 3.56 |
| Some college | 3.50 | | - | 0.05 | 0.30 | 0.06 |
| College graduate | 3.55 | | | - | 0.25* | 0.01 |
| Bachelor degree | 3.80 | | | | - | 0.24* |
| Master degree and over | 3.56 | | | | | - |

* Significant at the 0.05 level.

From Table 4.16 shows the average reviews for the Visitor Decision-Making of the sample in the Revisit by Education paired using LSD method. It showed that Thai visitors group with education level of bachelor degree had different decision-making in visitation from the group with education level of high school graduate, a College graduate levels and Master degree and over with significant at the 0.05 level (3 pairs).

**Table 4.17** The average opinion testing on Visitor Decision-Making on Recommendation classify by Education with the method of LSD

| Education | $\bar{X}$ | High school graduate | Some college | College graduate | Bachelor degree | Master degree and over |
|---|---|---|---|---|---|---|
| | | 4.33 | 4.00 | 4.59 | 4.14 | 4.52 |
| High school graduate | 4.33 | - | 0.33 | 0.26 | 0.19 | 0.19 |

**Table 4.17** The average opinion testing on Visitor Decision-Making on Recommendation classify by Education with the method of LSD (Cont.)

| Education | X | High school graduate | Some college | College graduate | Bachelor degree | Master degree and over |
|---|---|---|---|---|---|---|
| | | 4.33 | 4.00 | 4.59 | 4.14 | 4.52 |
| Some college | 4.00 | | - | 0.59* | 0.14 | 0.52 |
| College graduate | 4.59 | | | - | 0.45* | 0.07 |
| Bachelor degree | 4.14 | | | | - | 0.37* |
| Master degree and over | 4.52 | | | | | - |

* Significant at the 0.05 level.

From table 4.17 shows the average reviews for the Visitor Decision-Making of the sample in Recommendation by education paired using LSD method. It showed that Thai visitors group with education level of college graduate had dissimilar of decision-making in the recommendation from the group with the education level of some college. Moreover, a group of Thai visitors with education level of bachelor degree had distinct with decision-making in the recommendation from the group with the education level of college graduate and master degree and over with statistically significant at the 0.05 level (3 pairs).

<u>Hypothesis 1.5</u>: A Thai visitor with different occupation has different effect on Visitor Decision-Making in visiting Asiatique.

$H_0$: A Thai visitor with different occupation has no different effect on Visitor Decision-Making in visiting Asiatique.

$H_1$: A Thai visitor with different occupation has different effect on Visitor Decision-Making in visiting Asiatique.

**Table 4.18** The average comparison on the reviews for the Visitor Decision-Making of Sample by Occupation

| visitor decision-making | Occupation | $\bar{X}$ | S.D. | F | Sig. |
|---|---|---|---|---|---|
| Visitation | Student | 3.25 | 0.463 | 7.441 | 0.000* |
| | Business owner | 3.62 | 0.612 | | |
| | Government officer | 3.40 | 0.577 | | |
| | State enterprises officer | 3.19 | 0.491 | | |
| | Private sector employee | 3.76 | 0.493 | | |
| | Retired | 3.40 | 0.548 | | |
| | Unemployed | 3.20 | 0.447 | | |
| Revisit | Student | 3.63 | 0.518 | 2.969 | 0.008* |
| | Business owner | 3.71 | 0.666 | | |
| | Government officer | 3.64 | 0.569 | | |
| | State enterprises officer | 3.42 | 0.504 | | |
| | Private sector employee | 3.82 | 0.600 | | |
| | Retired | 3.40 | 0.548 | | |
| | Unemployed | 3.20 | 0.447 | | |
| Royalty | Student | 3.88 | 0.354 | 0.176 | 0.983 |
| | Business owner | 3.84 | 0.777 | | |
| | Government officer | 3.92 | 0.702 | | |
| | State enterprises officer | 3.88 | 0.588 | | |
| | Private sector employee | 3.93 | 0.762 | | |
| | Retired | 4.00 | 0.707 | | |
| | Unemployed | 3.80 | 0.447 | | |

**Table 4.18** The average comparison on the reviews for the Visitor Decision-Making of Sample by Occupation (Cont.)

| visitor decision-making | Occupation | X | S.D. | F | Sig. |
|---|---|---|---|---|---|
| Recommendation | Student | 4.63 | 0.744 | 2.558 | 0.019* |
| | Business owner | 4.24 | 0.678 | | |
| | Government officer | 4.04 | 0.790 | | |
| | State enterprises officer | 4.54 | 0.647 | | |
| | Private sector employee | 4.16 | 0.667 | | |
| | Retired | 4.60 | 0.548 | | |
| | Unemployed | 4.60 | 0.548 | | |
| Overall | Student | 3.84 | 0.186 | 1.396 | 0.215 |
| | Business owner | 3.85 | 0.432 | | |
| | Government officer | 3.75 | 0.361 | | |
| | State enterprises officer | 3.76 | 0.350 | | |
| | Private sector employee | 3.92 | 0.407 | | |
| | Retired | 3.85 | 0.418 | | |
| | Unemployed | 3.70 | 0.112 | | |

* Significant at the 0.05 level.

From table 4.18 shows comparison of the average of the reviews for the Visitor Decision-Making of the sample by occupation with the hypothesis testing, the significance level of 0.05 was found that the different occupation is affecting toward Visitor Decision-Making on Visitation, Revisit and Recommendation (Sig. <0.05). In general and in term of Royalty, the different occupation does not affect the Visitor Decision-Making (Sig.> 0.05).

When testing of pairing differences using LSD for the Visitation, Revisit and Recommendation, the results are shown in Table 4.18 - 4.21

**Table 4.19** The average opinion testing on Visitor Decision-Making on Visitation classify by Occupation with the method of LSD

| Occupation | $\bar{X}$ | (1) | (2) | (3) | (4) | (5) | (6) | (7) |
|---|---|---|---|---|---|---|---|---|
| | | 3.25 | 3.62 | 3.40 | 3.19 | 3.76 | 3.40 | 3.20 |
| (1) Student | 3.25 | - | 0.37 | 0.15 | 0.06 | 0.51* | 0.15 | 0.05 |
| (2) Business owner | 3.62 | | - | 0.22 | 0.43* | 0.14* | 0.22 | 0.42 |
| (3) Government officer | 3.40 | | | - | 0.21 | 0.36* | 0.00 | 0.20 |
| (4) State enterprises officer | 3.19 | | | | - | 0.57* | 0.21 | 0.01 |
| (5) Private sector employee | 3.76 | | | | | - | 0.36 | 0.56* |
| (6) Retired | 3.40 | | | | | | - | 0.20 |
| (7) Unemployed | 3.20 | | | | | | | - |

* Significant at the 0.05 level.

From table 4.19 shows the average reviews for the Visitor Decision-Making of the sample in the Visitation by Occupation paired using LSD method. It showed that Thai visitors group with a private sector employee had decision-making in the Visitation different from groups of a student, business owner, government officer, state enterprises officer and unemployed. Moreover, a group of Thai visitors with business owner had different decision-making in the Visitation from state enterprises officer statistically significant at the 0.05 level (6 pairs)

**Table 4.20** The average opinion testing on Visitor Decision-Making on Revisit classify by Occupation with the method of LSD

| Occupation | $\bar{X}$ | (1) | (2) | (3) | (4) | (5) | (6) | (7) |
|---|---|---|---|---|---|---|---|---|
| | | 3.63 | 3.71 | 3.64 | 3.42 | 3.82 | 3.40 | 3.20 |
| (1) Student | 3.63 | - | 0.08 | 0.02 | 0.20 | 0.20 | 0.23 | 0.43 |
| (2) Business owner | 3.71 | | - | 0.07 | 0.29* | 0.11 | 0.31 | 0.51 |

**Table 4.20** The average opinion testing on Visitor Decision-Making on Revisit classify by Occupation with the method of LSD (Cont.)

| Occupation | $\bar{X}$ | (1) | (2) | (3) | (4) | (5) | (6) | (7) |
|---|---|---|---|---|---|---|---|---|
| | | 3.63 | 3.71 | 3.64 | 3.42 | 3.82 | 3.40 | 3.20 |
| (3) Government officer | 3.64 | | | - | 0.22 | 0.18 | 0.24 | 0.44 |
| (4) State enterprises officer | 3.42 | | | | - | 0.40* | 0.02 | 0.22 |
| (5) Private sector employee | 3.82 | | | | | - | 0.42 | 0.62* |
| (6) Retired | 3.40 | | | | | | - | 0.20 |
| (7) Unemployed | 3.20 | | | | | | | - |

* Significant at the 0.05 level.

From table 4.20 shows the average reviews for the Visitor Decision-Making of the sample in the Revisit by occupation paired with LSD method. It showed that Thai visitors group with a private sector employee had dissimilar decision-making in the Revisit from State enterprises officer and Unemployed. Thai visitors with group of business owner had different decision-making in the Revisit from a group of State enterprises officer statistically significant at the 0.05 level (3 pairs).

**Table 4.21** The average opinion testing on Visitor Decision-Making on Recommendation classify by Occupation with the method of LSD

| Occupation | $\bar{X}$ | (1) | (2) | (3) | (4) | (5) | (6) | (7) |
|---|---|---|---|---|---|---|---|---|
| | | 4.63 | 4.24 | 4.04 | 4.54 | 4.16 | 4.60 | 4.60 |
| (1) Student | 4.63 | - | 0.38 | 0.59* | 0.09 | 0.46 | 0.03 | 0.03 |

**Table 4.21** The average opinion testing on Visitor Decision-Making on Recommendation classify by Occupation with the method of LSD (Cont.)

| Occupation | X | (1) 4.63 | (2) 4.24 | (3) 4.04 | (4) 4.54 | (5) 4.16 | (6) 4.60 | (7) 4.60 |
|---|---|---|---|---|---|---|---|---|
| (2) Business owner | 4.24 | | - | 0.20 | 0.30* | 0.08 | 0.36 | 0.36 |
| (3) Government officer | 4.04 | | | - | 0.50* | 0.12 | 0.56 | 0.56 |
| (4) State enterprises officer | 4.54 | | | | - | 0.38* | 0.06 | 0.06 |
| (5) Private sector employee | 4.16 | | | | | - | 0.44 | 0.44 |
| (6) Retired | 4.60 | | | | | | - | 0.00 |
| (7) Unemployed | 4.60 | | | | | | | - |

* Significant at the 0.05 level.

From table 4.21 shows the average reviews for the Visitor Decision-Making of the sample in Recommendation by the Occupation paired using LSD method. It showed that Thai visitors with a group state enterprises officer differed decision-making on the Recommendation from the group of a Business owner, Government officer, and Private sector employee. Thai visitors groups with a Student had dissimilar decision-making on the Recommendation are different from the group of Government officer statistically significant at the 0.05 level. (Total 4 pairs)

Hypothesis 1.6: A Thai visitor with different income has different effect on Visitor Decision-Making in visiting Asiatique.

$H_0$: A Thai visitor with different income has no different effect on Visitor Decision-Making in visiting Asiatique.

$H_1$: A Thai visitor with different income has different effect on Visitor Decision-Making in visiting Asiatique.

**Table 4.22** The average comparison on the reviews for the Visitor Decision-Making of Sample by Income

| visitor decision-making | Income | $\overline{X}$ | S.D. | F | Sig. |
|---|---|---|---|---|---|
| Visitation | Less than 10,000 Baht | 3.33 | 0.516 | 9.263 | 0.000* |
| | 10,000-20,000 Baht | 3.58 | 0.663 | | |
| | 20,001-30,000 Baht | 3.79 | 0.457 | | |
| | 30,001-40,000 Baht | 3.59 | 0.573 | | |
| | More than 40,000 Baht | 3.29 | 0.554 | | |
| Revisit | Less than 10,000 Baht | 3.50 | 0.548 | 4.003 | 0.003* |
| | 10,000-20,000 Baht | 3.79 | 0.631 | | |
| | 20,001-30,000 Baht | 3.84 | 0.587 | | |
| | 30,001-40,000 Baht | 3.65 | 0.632 | | |
| | More than 40,000 Baht | 3.50 | 0.595 | | |
| Royalty | Less than 10,000 Baht | 4.00 | 0.632 | 2.622 | 0.035* |
| | 10,000-20,000 Baht | 4.13 | 0.761 | | |
| | 20,001-30,000 Baht | 3.87 | 0.755 | | |
| | 30,001-40,000 Baht | 3.78 | 0.703 | | |
| | More than 40,000 Baht | 4.05 | 0.697 | | |

**Table 4.22** The average comparison on the reviews for the Visitor Decision-Making of Sample by Income (Cont.)

| visitor decision-making | Income | X | S.D. | F | Sig. |
|---|---|---|---|---|---|
| Recommendation | Less than 10,000 Baht | 4.33 | 0.817 | 9.524 | 0.000* |
| | 10,000-20,000 Baht | 4.06 | 0.599 | | |
| | 20,001-30,000 Baht | 4.05 | 0.645 | | |
| | 30,001-40,000 Baht | 4.20 | 0.684 | | |
| | More than 40,000 Baht | 4.50 | 0.672 | | |
| Overall | Less than 10,000 Baht | 3.79 | 0.401 | 3.109 | 0.015* |
| | 10,000-20,000 Baht | 4.03 | 0.469 | | |
| | 20,001-30,000 Baht | 3.89 | 0.393 | | |
| | 30,001-40,000 Baht | 3.80 | 0.352 | | |
| | More than 40,000 Baht | 3.83 | 0.461 | | |

* Significant at the 0.05 level.

From table 4.22 shows comparison of the average of the reviews for the Visitor Decision-Making of the sample by Income with hypothesis testing, the significance level of 0.05 was found that different Income affects Visitor Decision-Making differently for overall and in all aspects (Sig. <0.05).

When testing of pairing differences using LSD for the Visitation, Revisit and Recommendation, the results are shown in Table 4.23 - 4.25

**Table 4.23** The average opinion testing on Visitor Decision-Making on visitation classify by Income with the method of LSD

| Income | $\bar{X}$ | (1) | (2) | (3) | (4) | (5) |
|---|---|---|---|---|---|---|
| | | 3.33 | 3.58 | 3.79 | 3.59 | 3.29 |
| (1) Less than 10,000 Baht | 3.33 | - | 0.25 | 0.46* | 0.25 | 0.05 |
| (2) 10,000-20,000 Baht | 3.58 | | - | 0.21* | 0.00 | 0.30* |
| (3) 20,001-30,000 Baht | 3.79 | | | - | 0.21* | 0.51* |
| (4) 30,001-40,000 Baht | 3.59 | | | | - | 0.30* |
| (5) More than 40,000 Baht | 3.29 | | | | | - |

* Significant at the 0.05 level.

From table 4.23 shows the average reviews for the Visitor Decision-Making of the sample of Visitation classified by income using LSD method. It showed that the group of Thai visitors with the Income of 20,001-30,000 baht had different decision-making in the Visitation of groups with Income Less than 10,000 baht, 10,000-20,000 baht, 30,001-40,000 baht and more than 40,000 baht. Moreover, Thai visitors with Income more than 40,000 baht had dissimilar decision-making in the group with Income Less than 10,000-20,000 baht and 30,001-40,000 baht significantly at 0.05.

**Table 4.24** The average opinion testing on Visitor Decision-Making on Revisit classify Income with the method of LSD

| Income | $\bar{X}$ | (1) | (2) | (3) | (4) | (5) |
|---|---|---|---|---|---|---|
| | | 3.50 | 3.79 | 3.84 | 3.65 | 3.50 |
| (1) Less than 10,000 Baht | 3.50 | - | 0.29 | 0.34 | 0.15 | 0.00 |
| (2) 10,000-20,000 Baht | 3.79 | | - | 0.05 | 0.15 | 0.29* |
| (3) 20,001-30,000 Baht | 3.84 | | | - | 0.20* | 0.34* |
| (4) 30,001-40,000 Baht | 3.65 | | | | - | 0.15 |
| (5) More than 40,000 Baht | 3.50 | | | | | - |

* Significant at the 0.05 level.

Table 4.24 shows the average reviews for the Visitor Decision-Making of the sample of Revisit identified by income and pairing using LSD method. It showed that the group of Thai visitors with the income 20,001-30,000 baht had distinct decision-making from the group of Thai visitors with Income 30,001-40,000 baht and More than 40,000 baht. Thai visitors with the income 10,001-20,000 baht had different decision-making from groups with the group of Thai visitors with Income More than 40,000 baht statistically significant at the 0.05 level (3 pairs).

**Table 4.25** The average opinion testing on Visitor Decision-Making on Royalty classified by Income with the method of LSD

| Income | $\bar{X}$ | (1) | (2) | (3) | (4) | (5) |
|---|---|---|---|---|---|---|
| | | 4.00 | 4.13 | 3.87 | 3.78 | 4.05 |
| (1) Less than 10,000 Baht | 4.00 | - | 0.13 | 0.13 | 0.22 | 0.05 |
| (2) 10,000-20,000 Baht | 4.13 | | - | 0.26* | 0.35* | 0.08 |

**Table 4.25** The average opinion testing on Visitor Decision-Making on Royalty classified by Income with the method of LSD (Cont.)

| Income | $\bar{X}$ | (1) | (2) | (3) | (4) | (5) |
|---|---|---|---|---|---|---|
| | | 4.00 | 4.13 | 3.87 | 3.78 | 4.05 |
| (3) 20,001-30,000 Baht | 3.87 | | | - | 0.09 | 0.18 |
| (4) 30,001-40,000 Baht | 3.78 | | | | - | 0.27* |
| (5) More than 40,000 Baht | 4.05 | | | | | - |

* Significant at the 0.05 level.

From table 4.25 shows the average reviews for the Visitor Decision-Making of the sample in the Royalty which classified by Income and paired by using LSD method. It showed that the group of Thai visitors with the income 30,001-40,000 baht had dissimilar decision-making from the group of Thai visitors with Income 10,001-20,000 baht and more than 40,000 baht. The group of Thai visitors with income 10,001-20,000 baht had different decision-making from the group of Thai visitors with income 20,000-40,000 baht statistically significant at the 0.05. (3 pairs) .

**Table 4.26** The average opinion testing on Visitor Decision-Making on Recommendation classified by Income with the method of LSD

| Income | $\bar{X}$ | (1) | (2) | (3) | (4) | (5) |
|---|---|---|---|---|---|---|
| | | 4.33 | 4.06 | 4.05 | 4.20 | 4.50 |
| (1) Less than 10,000 Baht | 4.33 | - | 0.27 | 0.28 | 0.13 | 0.17 |
| (2) 10,000-20,000 Baht | 4.06 | | - | 0.55* | 0.40* | 0.10 |
| (3) 20,001-30,000 Baht | 4.05 | | | - | 0.15 | 0.45* |
| (4) 30,001-40,000 Baht | 4.20 | | | | - | 0.30* |

**Table 4.26** The average opinion testing on Visitor Decision-Making on Recommendation classified by Income with the method of LSD (Cont.)

| Income | $\bar{X}$ | (1)<br>4.33 | (2)<br>4.06 | (3)<br>4.05 | (4)<br>4.20 | (5)<br>4.50 |
|---|---|---|---|---|---|---|
| (5) More than 40,000 Baht | 4.50 | | | | | - |

* Significant at the 0.05 level.

Table 4.26 shows the average reviews for the Visitor Decision-Making of the sample in Recommendation by the income using LSD method. It showed that the group of Thai visitors with the income of 10,000-20,000 baht had different decision-making in the Recommendation from the group of Thai visitors with Income of 20,001-30,000 baht and 30,001-40,000 baht. Thai visitors with the Income More than 40,000 baht had dissimilar in decision-making on the Recommendation from the group of Thai visitors with Income of 20,001-30,000 baht and 30,001-40,000 baht statistically significant at the 0.05 level (including 4 pairs).

**Table 4.27** The average opinion testing on Visitor Decision-Making on overall classified by Income with the method of LSD

| Income | $\bar{X}$ | (1)<br>3.79 | (2)<br>4.03 | (3)<br>3.89 | (4)<br>3.80 | (5)<br>3.83 |
|---|---|---|---|---|---|---|
| (1) Less than 10,000 Baht | 3.79 | - | 0.24 | 0.10 | 0.13 | 0.04 |
| (2) 10,000-20,000 Baht | 4.03 | | - | 0.14* | 0.22* | 0.19* |
| (3) 20,001-30,000 Baht | 3.89 | | | - | 0.09 | 0.06 |
| (4) 30,001-40,000 Baht | 3.80 | | | | - | 0.03 |
| (5) More than 40,000 Baht | 3.83 | | | | | - |

* Significant at the 0.05 level.

From table 4.27 shows the average reviews for the Visitor Decision-Making of the sample as a whole by the Income using with LSD method. It showed that the group of Thai visitors with the Income 10,000-20,000 baht had distinct decision-making in general from the Income 20,001-30,000 baht, 30,001-40,000 baht and more than 40,000 baht statistically significant at the 0.05.

**Hypothesis 2**: Travel behaviour both internally and externally of Thai visitor has a relationship to Visitor Decision-Making in visiting Asiatique.

$H_0$: Travel behaviour both internally and externally of Thai visitor has no relationship to Visitor Decision-Making in visiting Asiatique.

$H_1$: Travel behaviour both internally and externally of Thai visitor has a relationship to Visitor Decision-Making in visiting Asiatique.

**Table 4.28** Relationship between Travel Behaviour and Visitor Decision-Making in visiting Asiatique

| Visitor decision-making | Travel behaviour | | | | | |
|---|---|---|---|---|---|---|
| | Internal Factor | | External Factor | | Overall | |
| | r | Sig | r | Sig | r | Sig |
| Visitation | 0.146 | 0.003** | 0.326 | 0.000** | 0.188 | 0.000** |
| Revisit | 0.145 | 0.004** | 0.218 | 0.000** | 0.176 | 0.000** |
| Royalty | 0.212 | 0.000** | 0.124 | 0.013* | 0.213 | 0.000** |
| Recommendation | 0.284 | 0.000** | 0.062 | 0.213 | 0.276 | 0.000** |
| Overall | 0.322 | 0.000** | 0.278 | 0.000** | 0.346 | 0.000** |

* Significant at the 0.05 level.

** Significant at the 0.01 level.

From table 4.28 shows the relationship between Travel Behaviour and Visitor Decision-Making in visiting Asiatique that The Travel Behaviour overall both the Internal and External factor have relationship with Visitor Decision-Making in overall significant statistical level. 0.01 (Sig <0.01), but is relatively low by having the correlation coefficient (r) of 0.322, 0.278 and 0.346, respectively.

Overview of travel Behaviour considers the relationship with Visitor Decision-Making in the Visitation, Revisit, Royalty and Recommendation with statistically significant at 0.01 (Sig <0.01), but is relatively low with the correlation coefficient (r) of 0.188, 0.176, 0.213, and 0.276, respectively. Internal factors of travel Behaviour that is interrelated in the Visitor Decision-Making Visitation, Revisit, Royalty and Recommendation with statistically significant at 0.01 (Sig <0.01), but is relatively low with the correlation coefficient (r) of 0.145, 0.146, 0.212, and 0.284, respectively.

External Factor of Travel Behaviour found to be correlated with the Visitor Decision-Making in the Visitation and Revisit a statistically significant level of 0.01 (Sig <0.01). The Royalty is statistically significant at 0.05 (Sig <0.05). All these three factors were associated with low levels of External Factor of Travel Behaviour with the correlation coefficient (r) of 0.326, 0.218 and 0.124 respectively. In the Recommendation, there was no relationship with the external factors of Travel Behaviour (Sig> 0.05).

**Hypothesis 3**: Marketing mix factor has a relationship to Visitor Decision-Making in visiting Asiatique.

$H_0$: Marketing mix factor has no relationship to Visitor Decision-Making in visiting Asiatique.

$H_1$: Marketing mix factor has a relationship to Visitor Decision-Making in visiting Asiatique.

**Table 4.29** Relationship between Marketing mix factor and Visitor Decision-Making in visiting Asiatique

| Marketing mix factor | Stat. | Visitor decision-making<br>Visitation | Revisit | Royalty | Recommendation | Overall |
|---|---|---|---|---|---|---|
| Product | r | 0.073 | 0.139 | 0.104 | 0.224 | 0.220 |
| | Sig | 0.145 | 0.005** | 0.037 | 0.000** | 0.000** |
| Price | r | 0.081 | 0.032 | 0.083 | 0.168 | 0.149 |
| | Sig | 0.104 | 0.521 | 0.098 | 0.001** | 0.003** |

**Table 4.29** Relationship between Marketing mix factor and Visitor Decision-Making in visiting Asiatique (Cont.)

| Marketing mix factor | Stat. | Visitor decision-making | | | | |
|---|---|---|---|---|---|---|
| | | Visitation | Revisit | Royalty | Recommendation | Overall |
| Place | r | 0.131 | 0.067 | 0.173 | 0.176 | 0.224 |
| | Sig | 0.009** | 0.180 | 0.001** | 0.000** | 0.000** |
| Promotion | r | 0.082 | 0.035 | 0.067 | 0.075 | 0.104 |
| | Sig | 0.101 | 0.480 | 0.181 | 0.135 | 0.038* |
| Physical | r | 0.027 | 0.103 | 0.109 | 0.191 | 0.179 |
| | Sig | 0.590 | 0.040* | 0.029* | 0.000** | 0.000** |
| Process | r | 0.069 | 0.096 | 0.165 | 0.167 | 0.206 |
| | Sig | 0.171 | 0.056 | 0.001** | 0.001** | 0.000** |
| People | r | 0.102 | 0.117 | 0.182 | 0.210 | 0.252 |
| | Sig | 0.041* | 0.019* | 0.000** | 0.000** | 0.000** |
| Overall | r | 0.168 | 0.168 | 0.251 | 0.353 | 0.386 |
| | Sig | 0.001** | 0.001** | 0.000** | 0.000** | 0.000** |

* Significant at the 0.05 level.

** Significant at the 0.01 level.

From table 4.29 shows the relationship between Marketing Mix Factor with Visitor Decision-Making in visiting Asiatique. The overall Marketing Mix Factor had relationship in term of Visitation, Revisit, Royalty, and Recommendation. Moreover, in overviews there are statistically significant at 0.01 (Sig <0.01), but the relationship is at low level by having the correlation coefficient (r) of 0.168, 0.168, 0.251, 0.353, and 0.386, respectively.

Product found that the relationship between the Visitor Decision-Making in Revisit, Recommendation and overall with statistically significant at the 0.01 level, but is relatively low with the correlation coefficient (r) of 0.139, 0.224 and 0.220, respectively, On the other hand, in visitation and royalty, there were no relationships with visitor decision-making.

Price found that the relationship between the Visitor Decision-Making in Recommendation and overall with statistically significant at the 0.01 level, but the relationship is low with the correlation coefficient (r) of 0.168 and 0.149, respectively. In visitation, revisit and royalty, there were no relationships with visitor decision-making.

Place found to be correlated with the Visitor Decision-Making in term of Visitation, Royalty, Recommendation and overall statistically significant at the 0.01 level, but the relationship is low with the correlation coefficient (r) of 0.131, 0.173, 0.176 and 0.224 respectively. In revisit, there was no relationship with Visitor decision-making.

The Promotion is found to be correlated with the Visitor Decision-Making in overall statistically significant at the 0.05 level, but is relatively low with the correlation coefficient (r) of 0.104. In visitation, revisit, royalty and recommendation, there were no relationships to the Visitor decision-making. Physical is found to be correlated with the Visitor Decision-Making in Recommendation, and all are statistically significant at the 0.01 level and is associated with the Visitor Decision-Making in the Revisit and Royalty, but is relatively low with the correlation coefficient (r) of 0.191, 0.179, 0.103, and 0.109, respectively. In visitation, there was no relationship with Visitor decision-making.

Process is found to be correlated with the Visitor Decision-Making in in term of Royalty, Recommendation and overall statistically significant at the 0.01 level, but is relatively low with the correlation coefficient (r) of 0.165, 0.167 and 0.206, respectively. In visitation and revisit, there were no relationships with Visitor decision-making.

People are found to be correlated with the Visitor Decision-Making in term of Royalty, and Recommendation with overall statistically significant at the 0.01 level. Moreover, People are associated with the Visitor Decision-Making in term of visitation revisit statistically significant at the 0.05 level, but it is relatively low as the correlation coefficient (r) of 0182, 0.210, 0.252, 0.102 and 0.117 respectively.

# CHAPTER 5

# SUMMARIES, DISCUSSION AND RECOMMENDATIONS

Research on Travel Behaviour And Marketing Mix Towards Thai Visitors Visiting Asiatique is using a questionnaire to collect data from a sample of 400 people. The summary of the findings, discussion and suggestions are all following;

## 5.1 Summaries

### 5.1.1 The results of the analysis of the sample.

The analysis of the demographic data of the sample of 400 respondents is summarized below;

1. Gender; most were male (55.7 percent).
2. Age; were aged between 21-30 years (49.0 percent).
3. Social Status; mainly has 1 other family members (54.3 percent).
4. Education Background; most have a bachelor's degree (78.0 percent).
5. Occupation: most career with work for private companies (57.0 percent).
6. Monthly Income; most with monthly income between 20,001-30,000 baht (45.0 percent).

### 5.1.2 Analysis of the data on the opinions of respondents on Travel Behavior.

The analysis of data on the opinions of respondents on Travel Behavior found that opinions of sample on Travel Behavior in the overall level of agree ($\bar{X}$= 3.95) when considering the factors, the result show that the maximum average is ($\bar{X}$= 3.96) from Internal Factor and the minimum average is ($\bar{X}$= 3.87) in External Factor.

For Internal Factor, it was found that Attitudes had considering the highest mean ($\bar{X}$= 4.04). Secondly, Beliefs ($\bar{X}$= 4.00) and Perception ($\bar{X}$= 3.98) respectively. The lowest mean is at ($\bar{X}$= 3.82) on Motivation.

For the External Factors, Economic aspects was found with the highest mean ($\bar{X}$ = 4.04), followed by Technological ($\bar{X}$ = 4.03) and the Political ($\bar{X}$ = 3.71), respectively. On the other hand, Social had the lowest average ($\bar{X}$ = 3.69).

### 5.1.3 Data analysis of sample's opinions on the Marketing Mix Factors.

The analysis of data of sample's opinions on the Marketing Mix Factors found that the opinions of Marketing Mix Factors overall was at Satisfied level ($\bar{X}$=4.00). The result with the highest average is People ($\bar{X}$=4.05), followed by the Place or Distribution Channel ($\bar{X}$=4.03) and Process ($\bar{X}$=4.03) respectively. Price had a result with the lowest average ($\bar{X}$=3.95).

### 5.1.4 Data Analysis Results of on the review of the respondents to the Visitor Decision-Making

The analysis of data on the review of the respondents to the Visitor The Decision-Making, the subjects perceived the Visitor Decision-Making in the overall level of Agree ($\bar{X}$=3.88). On the criterion that the side with the highest mean score is Recommendation ($\bar{X}$=4.22) and then Royalty ($\bar{X}$=4.03) and Revisit ($\bar{X}$=4.03) severally. The Visitation which had the lowest average ($\bar{X}$=4.02).

### 5.1.5 The result of hypotheses testing

Hypothesis 1: A Thai visitor with different personal factors has different effect on Visitor Decision-Making in visiting Asiatique.

Result of this study showed that personal factors with different gender had no effect on Visitor Decision-Making in visiting Asiatique. The difference is significant at the 0.05 level in all aspects.

Personal factors with different of Age, Social status, Education level, and Occupation had affect Visitor Decision-Making in visiting Asiatique with a significant at the 0.05 level in Visitation, Revisit and Recommendation. However, Royalty and overall did not affect Visitor Decision-Making

Different Individual Monthly Income had Affected the performance differently in significant at the 0.05 level in all areas. All are listed in the table 5.1

**Table 5.1** Results of the comparison on Visitor Decision-Making toward Personal Factor

| Personal Factor | Visitor Decision-Making in visiting Asiatique | | | | |
|---|---|---|---|---|---|
| | Visitation | Revisit | Royalty | Recommendation | Overall |
| Gender | - | - | - | - | - |
| Age | Accept * | Accept * | - | Accept * | - |
| Social Status | Accept * | Accept * | - | Accept * | - |
| Education Level | Accept * | Accept * | - | Accept * | - |
| Occupation | Accept * | Accept * | - | Accept * | - |
| Monthly Income | Accept * | Accept * | Accept * | Accept * | Accept * |

* Significant at the 0.05 level.

Hypothesis 2: Travel Behaviour both internally and externally of Thai visitor has a relationship to Visitor Decision-Making in visiting Asiatique.

Test results showed that the overall premise of Travel Behaviour had a relationship with Visitor Decision-Making in term of Visitation, Revisit, Royalty and Recommendation with statistically significant at the 0.01 which is low levels.

Internal factors on Travel Behaviour correlated with Visitor Decision-Making in the Visitation, Revisit, Royalty and Recommendation with statistically significant at the 0.01 level which is low levels.

Travel Behaviour with external factors correlated with the Visitation and Visitor Decision-Making Revisit statistically significant at the 0.01. Royalty had significant at the 0.05, which had a low level relationship. Recommendation had no relation to external factors of Travel Behaviour as shown in table 5.2

**Table 5.2** Result of Relationship between Travel Behaviour and Visitor Decision-Making in visiting Asiatique

| Travel behaviour | Visitor Decision-Making in visiting Asiatique | | | | |
|---|---|---|---|---|---|
| | Visitation | Revisit | Royalty | Recommendation | Overall |
| Internal Factor | Accept ** | Accept ** | Accept ** | Accept ** | Accept ** |
| External Factor | Accept ** | Accept ** | Accept * | - | Accept ** |
| Overall | Accept ** | Accept ** | Accept ** | Accept ** | Accept ** |

* Significant at the 0.05 level.

** Significant at the 0.01 level.

Hypothesis3: Marketing mix factor has a relationship to Visitor Decision-Making in visiting Asiatique.

The result of Hypotheses testing showed that Marketing Mix Factor had low relationship with the Visitor Decision-Making visiting Asiatique in term of Visitation, Revisit, Royalty, Recommendation, and all are statistically significant at the 0.01 level.

Product had relationship with Visitor Decision-Making in term of Revisit, Recommendation and all are statistically significant at the 0.01 level which is low. However, Product had no relationship with Visitation and Royalty on Visitor Decision-Making.

Price had relationship with Visitor Decision-Making in Recommendation and all are low statistically significant at the 0.01 level. On the other hand, Price had no relationship with Visitation, Revisit and Royalty on Visitor decision-making.

Place associated with Visitor Decision-Making on Visitation, Royalty, Recommendation and overall statistically as low significant at the 0.01 level. However, Place had no association with Revisit on Visitor decision-making at all.

Promotion had relationship with Visitor Decision-Making and all are low statistically significant at the 0.05 level. On the other hand, Promotion had no relationship with Visitation, Revisit, Royalty and Recommendation on Visitor decision-making.

Physical associated with Visitor Decision-Making in term of Recommendation and all are low statistically significant at the 0.01 level and had a relationship with Visitor Decision-Making on Revisit and Royalty at low significant of the 0.05 level. Contrarily, Physical had no relationship with Visitation on Visitor decision-making.

Process had relationship with Visitor Decision-Making on Royalty, Recommendation and all are low statistically significant at the 0.01 level. Visitation and Revisit had no association with Process on Visitor decision-making at all.

People associated with Visitor Decision-Making on Royalty, Recommendation and overall statistically as low significant at the 0.01 level. Moreover, People had a relationship with Visitor Decision-Making in term of Visitation and Revisit and overall statistically low significant at the 0.05 level.

**Table 5.3** Result of Relationship between Marketing Mix factor and Visitor Decision-Making in visiting Asiatique

| Marketing mix factor | Visitor Decision-Making in visiting Asiatique | | | | |
|---|---|---|---|---|---|
| | Visitation | Revisit | Royalty | Recommendation | Overall |
| Product | - | Accept ** | - | Accept ** | Accept ** |
| Price | - | - | - | Accept ** | Accept ** |
| Place | Accept ** | - | Accept ** | Accept ** | Accept ** |
| Promotion | - | - | - | - | Accept ** |
| Physical | - | Accept * | Accept * | Accept ** | Accept ** |
| Process | - | - | Accept ** | Accept ** | Accept ** |
| People | Accept * | Accept * | Accept ** | Accept ** | Accept ** |
| Overall | Accept ** | Accept ** | Accept ** | Accept ** | Accept ** |

* Significant at the 0.05 level.

** Significant at the 0.01 level.

## 5.2 Discussion

The research on Travel Behaviour And Marketing Mix Towards Thai Visitors Visiting Asiatique found the discussions with the following results;

A different personal factors has different effect on Visitor Decision-Making in visiting Asiatique which agree with the study of Bancha Chantatong (2013) whom studied on Factors Affecting Tourists' Decision-Making in Consuming Chiang Mai Zoo Service, found that Personal factors did have influence on the decision-making in consuming Chiang Mai Zoo services. The factors were correlated with the decision-making to visit the Zoo with the significance level of 0.05. Moreover, in term of personal factors, it is also agree to the study of Foreign Tourist Behavior in Consuming Tourism Product in Chiangkhan Municipality, Chiangkhan District, Loei Province by Sanchai Kiatsongchai (2009), found that most of the respondents were male aged between 20 – 30 years old with higher education than undergraduate level. Most of them were company employees. However, this issue is against study of Anupap Jirattikan(2008) studies of Marketing Mix of Foreign Tourist's Satisfaction toward Koh Chang, Trad Province Tourism. It found that female tourists (59.00%) visited Koh Chang more than males (41.00%), one third were more than 51 years old (39.30%). and one fifth had their own business.

The opinion of the respondents on Travel Behavior in the overall level of agreement with the following factors: the average maximum is Internal Factor, especially with the Attitudes, which is the highest value. It shows the travel behavior of Thai visitors who come to Asiatique mainly focus on the feeling of walking in the surrounding atmosphere. In order for Asiatique to create interest and attract Thai visitors to visit Asiatique, it must focus on creating an atmosphere that led to the creation rather than focusing on the External Factors which had the lowest average in the Travel Behavior. The research analysis from this study found that internal factors on Travel Behaviour correlated with Visitor Decision-Making with statistically significant at the 0.01 level which agreed to the study of Kritsara Wapeeta (2012), conducted research on behavior and satisfaction of tenants towards Ayutthaya

Community Housing Project Phase 2 under the national housing authority, Pranakhon si Ayutthaya Province found that internal behaviour had a relationship with the satisfaction of tenants. Moreover, the study of Tourist’s behaviors and satisfaction with the management of Bang Pa-In Palace, Phranakhon si Ayutthaya Province by Mongkol Apinhawat (2012) agreed to the research analysis result that tourists were satisfied and had a relationship toward management of Bang Pa-In Palace, Phranakhon si Ayutthaya Province especially in term of motivation, perception, learning , beliefs, and attitudes.

The opinion of the respondents on Marketing Mix Factors in the overall level of satisfied shows that it is important to the develop following the Marketing Mix Factors by the factor that have the highest average is People, which focused on efficiency and service of the staff, whether it is polite, friendly, being the experts, and provide better service. However, Price had lowest average which reflects Thai visitors who travel to Asiatique have a good financial position. That the reason of Thai visitors who travel to Asiatique focus more on the services of the staff over the price of goods and services, as they are willing to pay for good service. The results of this study suggested that tourists were not solely making their tourism decisions on single marketing mix element. According to the findings of this research, people is the most element at agree level of the marketing mix. Specifically, royalty and recommendation were the most acceptable sub-elements. Place, physical were concentrated on respectively. On the other hand, promotion had no relationship at all in term of visitor decision making. Price had relationship only with recommendation. Therefore, this research is against the study of Bancha Chantatong(2013) studies on Factors Affecting Tourists’ Decision-Making in Consuming Chiang Mai Zoo Service which found that marketing mix factors, including product, price, place, and promotion, as well as process, personnel, physical environment, had high level of influence on the decision-making of the tourists to consume Chiang Mai Zoo services (with the significance level of 0.01). However, the study of Tourist’s behaviors and satisfaction with the management of Bang Pa-In Palace, Phranakhon si Ayutthaya Province by Mongkol Apinhawat (2012) found that tourists who visited the Bang Pa-In Palace were highly satisfied with the services provided by staff which is agree with the research of Travel Behaviour and Marketing Mix towards Thai Visitors Visiting Asiatique. In addition, this research absolutely agree with the study of Services Marketing Mix Affecting European Tourist Decision Towards Tourism Services in Luang Prabang Province, Lao People’s Democratic Republic by Siriphone Souphanthong (2008) which is indicated that the respondents considered almost all of the services marketing mix factors at a high level of importance except price and promotion factors were at a moderate level of importance.

The opinion of the respondents on the Decision-Making in the overall falls over the level of Agree. When considering the result, it found that Recommendation had the highest mean score which reflects on satisfied of Thai visitors travel to Asiatique, that leading to the world of mouth to introduce more people to travel to Asiatique.

Overall, the discussion, there were agree and against between the research analysis result and those among the previous studies. These different results happened as time change, people’s behaviour can change accordingly. Moreover, trend of travelling can change following time. In addition, different locations or atmospheres provide different purpose or style of traveling or visiting differently so the objective of the studies may not be exactly the same among all the researches.

## 5.3 Recommendations

### 5.3.1 Recommendations from this study

The results of the study on Travel Behaviour And Marketing Mix Towards Thai Visitors Visiting Asiatique made aware of various factors in the Travel Behaviour And Marketing Mix Towards Thai Visitors Visiting Asiatique can be useful in determining ways to improve and develop atmosphere, products and services in appropriately. The researcher found that the majority were male, aged between 21-30 years with one family member who holds a bachelor's degree to pursue a career as a private company and have a monthly income between 20,001-30,000 baht who focus on efficiency of service of employees in various areas, including courtesy and friendly, being an experts and provide better service with a focus on the travel habits of Internal Factor in the sense that the atmosphere surrounding in Asiatique.

It is shown that the level of interest of Thai visitors travel to Asiatique, most with a good financial position so they rather focus on service quality and more sensitive to the ambient around Asiatique so executives or entrepreneurs who want to succeed within Asiatique should focus on developing their services and personnel within the store to deliver quality services to all Thai visitors travel to Asiatique. Moreover, creating uniqueness and a great atmosphere, which affects the creation of attitudes of Thai visitors travel to Asiatique, which is impressive indeed affect that lead to recommendation others to travel to Asiatique.

Recommendations that based on the results of the research and related to Marketing Mix Factors are as following;

1. Related to the product, Asiatique should maintain the good quality and increase diversity of products both goods and food. Moreover, especially with restaurant, the food should maintain clean and fresh to serve to visitors.

2. In term of price, shops and restaurants in Asiatique should not compete a price war. It will make no income from the business. Moreover, it is enabling operators to reduce capital then lead to low quality and contribute to the overall Aiatique. Moreover, the shops and restaurants in Asiatique should provide a clear price to the customers.

3. Related to place, Asiatique should maintain and creating more uniqueness on the atmosphere and surrounding such as a walkway with a theme of Line’s cartoon.

4. Related to promotion, Asiatique should organize the events more on weekdays to pull the visitors in such as the mini concert from pop star singers. In addition, Asiatique should use technology to promote, communicate and provide the information to the visitors such as application on Android and iOS.

5. Related to people, Asiatique should maintain and improve to the better service quality from their own staffs and from the shops and restaurants in Asiatique. Asiatique should ensure that all staffs that have contact with visitors are not only correctly trained but also have to be a right kind of people for the job. Furthermore, Asiatique should realize and adding the value of after sales support and advice provide by staffs. This is the way of adding the value to what the visitors or customers buy from Asiatique. This will become more importance that price for those who visit Asiatique.

6. In term of process, Asiatique should sufficient and proper call center to visitor as sometimes tentative visitors would love to get the information but could not find the source and by calling TAT (the Tourism Authority of Thailand), so often tentative visitors have to stay on hold for several minute listening to a recorded message before they are able to get through. So many of them have given up before. Moreover, Asiatique should provide clear and visible of steps to take the boat or Ferris wheel to visitors or even for some restaurants that would require the step to order to buy food.

7. In term of physical evidence, Asiatique should maintain clean, neat and unique theme. Moreover, Asiatique should provide testimony over their website and maintain in the proper way on social media as tentative visitors or visitors can not experience the service or product before coming, so they can talk to other people with experiences of the service. Asiatique should take the feedback from social media and study the positive way to develop for the better product and service. For this reason, new visitors can then see these feedbacks with respond of Asiatique then they are more likely to visit with confidence.

### 5.3.2 Recommendation for travel agencies and TAT (Tourism Authority of Thailand)

1. From the research analysis result, TAT (Tourism Authority of Thailand) should take part and helping Asiatique promote the events or as a travel destination when launching the Exhibition booth.
2. Asiatique should provide flyers or leaflets to travel agencies on different locations. Moreover, Asistique should distribute this leaflet the different tourist attractions.
3. Asiatique should deal with TAT (Tourism Authority of Thailand) and travel agencies with a good promotion for bringing the group of visitors.
4. Agencies should add Asiatique in the travel list for Bangkok tour.

### 5.3.3 Recommendations for Future Research

1. This study examines Travel Behaviour and Marketing Mix towards Thai Visitors Visiting Asiatique. However, to make the most efficient. It should be studied more visitors from abroad o obtain information on Travel Behaviour and Marketing Mix that affect different nations of tourists.

2. This study further factor may be the perception of an integrated marketing communications (Integrated Marketing Communication) to study together with the addition of Travel Behaviour and Marketing Mix to understand the appropriate ways to meet the needs of the most discerning traveler

3. This study may further the integration of the qualitative study such as depth interviews or group discussion with researchers to understand the details. The concept of sample helps enrich the study of quantitative studies in another way as well.

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# APPENDIX A

# SURVEY QUESTIONNAIRE

**Part 1: Personal Information**

Please check √ in the boxes that best describe your answers

1. What is your gender? (Gender)

☐ 1.) Female
☐ 2.) Male

2. How old are you? (Age)

☐ 1.) 20 and under
☐ 2.) 21-30
☐ 3.) 31-40
☐ 4.) 41-50
☐ 5.) Above 50

3. How many members in your household do you have including yourself? (Social Status)

☐ 1.) 1 Member
☐ 2.) 2 Members
☐ 3.) 3 - 4 Members
☐ 4.) More than 5 members

4. What is the highest level of education you have? (Education)

☐ 1.) Some high school or less
☐ 2.) High school graduate
☐ 3.) Some college
☐ 4.) College graduate
☐ 5.) Bachelor degree
☐ 6.) Master degree and over

5. What is your occupation? (Occupation)

☐ 1.) Student
☐ 2.) Business owner
☐ 3.) Government officer
☐ 4.) State enterprises officer
☐ 5.) Private sector employee
☐ 6.) Retired
☐ 7.) Unemployed

6. Which monthly income category best fits you? (Income)

☐ 1.) Less than10,000 baht
☐ 2.) 10,001-20,000 baht
☐ 3.) 20,001-30,000 baht
☐ 4.) 30,001-40,000 baht
☐ 5.) More than 40,000 baht

**Part 2: Information related with Travel Behaviour toward Asiatique The Riverfront**

Please indicate the scale that best describes your opinion on the performances of Asiatique The Riverfront from each statement?

1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree

| | Travel Behaviour Statements | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|---|
| Motivation | **What encourage you to visit Asiatique?** | | | | | |
| | 1. Word of mount from friends/relatives | | | | | |
| | 2. Pictures from friends/relatives' social network | | | | | |
| | 3. Advertisement on media | | | | | |
| | 4. Website of Asiatique | | | | | |
| | 5. Companion friends/relatives | | | | | |
| | **The reasons for your visits?** | | | | | |
| | 6. Just walking and looking around | | | | | |
| | 7. Meeting or waiting for someone | | | | | |
| | 8. Dining or buying some food | | | | | |
| | 9. Shopping or purchasing some products | | | | | |
| Perception | **The important source for you to make the decision or inspiring you of visiting Asiatique?** | | | | | |
| | 10. Newspaper | | | | | |
| | 11. Magazine | | | | | |
| | 12. Billboard | | | | | |
| | 13. Internet | | | | | |
| | 14. Television | | | | | |
| | 15. Radio | | | | | |
| | 16. Friends/ relatives | | | | | |
| Learning | **How long do you usually spend time over at Asiatique?** | | | | | |
| | 17. Less than 30 min. | | | | | |
| | 18. 30 min – 1 hour | | | | | |
| | 19. 1- 2 hours | | | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| | 20. More than 2 hours | | | | | |
| Learning | **The preference on Asiatique The Riverfront that would bring you here again?** | | | | | |
| | 21. Variety of products sold and outlets | | | | | |
| | 22. Appropriate sales promotion | | | | | |
| | 23. Excellent services provided | | | | | |
| | 24. Quality products | | | | | |
| | 25. Reputation | | | | | |
| | 26. Safety | | | | | |
| | 27. Weather and atmosphere | | | | | |
| | 28. Convenience | | | | | |
| | 29. Services provided | | | | | |
| Beliefs | **In your opinion, the comparative advantages of Asiatique?** | | | | | |
| | 30. Various products and outlets | | | | | |
| | 31. Reasonable price | | | | | |
| | 32. Appropriate sales promotion | | | | | |
| | 33. Good location | | | | | |
| | 34. Warranty and high quality of products | | | | | |
| | 35. Good atmosphere | | | | | |
| Attitudes | **Feeling while walking around Asiatique?** | | | | | |
| | 36. Safe | | | | | |
| | 37. Comfortable | | | | | |
| | 38. Annoy | | | | | |
| | 39. Lonely | | | | | |
| | 40. Fun | | | | | |
| | 41. Noisy | | | | | |
| | 42. Excited | | | | | |
| | 43. Disappointed | | | | | |
| Economic | **Are you willing to spend when you visit to Asiatique?** | | | | | |
| | 44. Food and drink | | | | | |
| | 45. Clothes | | | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| | 46. Miscellaneous | | | | | |
| | 47. Extravaganza | | | | | |
| | 48. Fee such as ticket, etc. | | | | | |
| Political | 49. **Does political situation affect your visit to Asiatique?** | | | | | |
| Social | **Companion on your visit to Asiatique?** | | | | | |
| | 50. Nobody (alone) | | | | | |
| | 51. Family members | | | | | |
| | 52. Friends/ relatives | | | | | |
| | 53. Tour group | | | | | |
| Technological | 54. **Is Asiatique influential over your social media?** | | | | | |
| | 55. **Are you always check-in over your social media when you visit Asiatique?** | | | | | |
| | 56. **Do you take a picture and post over your social media when you visit Asiatique?** | | | | | |

**Part 3: Information related with Marketing Mix toward Asiatique The Riverfront**

Please indicate the scale that best describes your satisfactions on the performances of Asiatique The Riverfront from each statement?

1 = Very dissatisfied, 2 = Dissatisfied, 3 = Neutral, 4 = Satisfied, 5 = Very satisfied

| | Marketing Mix Statements | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|---|
| Product | 1. Availability of food | | | | | |
| | 2. Variety of food | | | | | |
| | 3. Facilities and services provided | | | | | |
| | 4. Convenience of location and parking | | | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| | 5. Products available | | | | | |
| | 6. Variety of shops, outlets, and restaurants | | | | | |
| | 7. Quality of products | | | | | |
| | 8. Variety of the products | | | | | |
| | 9. Uniqueness of the products | | | | | |
| Price | 10. Value for money | | | | | |
| | 11. Price negotiable | | | | | |
| | 12. Variety payment method (by cash, etc) | | | | | |
| | 13. variety of product’s price level | | | | | |
| Place (Distribution Channel) | 14. Environment, atmosphere and decoration | | | | | |
| | 15. Cleanliness of the walking area | | | | | |
| | 16. Cleanliness of restrooms | | | | | |
| | 17. Cleanliness of restaurants | | | | | |
| | 18. Reputation and popularity | | | | | |
| | 19. Safety and security | | | | | |
| | 20.Convenience of transportation | | | | | |
| | 21.Variety of transportations | | | | | |
| Promotion | 22. Appropriateness of sales promotion and packages | | | | | |
| | 23. Appreciation of Advertisement | | | | | |
| | 24.Attractiveness of discount | | | | | |
| Physical Evidence | 25.Uniqueness of the infrastructures | | | | | |
| | 26. Shops and restaurants is provided in the proper area | | | | | |
| | 27. Enough Parking space | | | | | |
| | 28.Facilities provided such as ATM, information center etc. | | | | | |
| Process | 29.Appropriateness time of the service delivery | | | | | |
| | 30. Provide service to customers equally | | | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| | 31.Clearness of the condition and instruction | | | | | |
| People | 32. Politeness and friendliness of staff | | | | | |
| | 33. Professional and knowledgeable staff | | | | | |
| | 34. Good service mind of staff | | | | | |

## Part 4: Information related with Visitor Decision-Making toward Asiatique The Riverfront

Please indicate the scale that best describes your opinion on the decision making upon visiting Asiatique.

1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree

| Visitor Decision-Making Statements | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| 1. Do you satisfied with your visit to Asiatique this time? | | | | | |
| 2. Would you like to revisit to Asiatique? | | | | | |
| 3. Would you visit Asiatique frequently in the future? | | | | | |
| 4. Would you recommend others to visit Asiatique? | | | | | |

**Comments and suggestions**

……………………………………………………………………………………………

……………………………………………………………………………………………

***** Thank you very much *****

# APPENDIX B

# CONTENT VALIDITY INDEX IN THE TRAVEL BEHAVIOUR AND MRKETING MIX QUESTIONNAIRE (IOC FORM)

**Part 1: Personal Information**

Please check √ in the boxes that best describe your answers

| Question | -1 | 0 | 1 | Suggestion |
|---|---|---|---|---|
| 1. What is your gender? (Gender)<br>☐ 1.) Female ☐ 2.) Male | | | | |
| 2. How old are you? (Age)<br>☐ 1.) 20 and under ☐ 2.) 21-30<br>☐ 3.) 31-40 ☐ 4.) 41-50<br>☐ 5.) Above 50 | | | | |
| 3. How many members in your household do you have including yourself? (Social Status)<br>☐ 1.) 1 Member ☐ 2.) 2 Members<br>☐ 3.) 3 - 4 Members<br>☐ 4.) More than 5 members | | | | |
| 4. What is the highest level of education you have? (Education)<br>☐ 1.) Some high school or less<br>☐ 2.) High school graduate<br>☐ 3.) Some college<br>☐ 4.) College graduate<br>☐ 5.) Bachelor degree<br>☐ 6.) Master degree and over | | | | |
| 5. What is your occupation? (Occupation)<br>☐ 1.) Student<br>☐ 2.) Business owner<br>☐ 3.) Government officer<br>☐ 4.) State enterprises officer<br>☐ 5.) Private sector employee<br>☐ 6.) Retired<br>☐ 7.) Unemployed | | | | |

| | | | | |
|---|---|---|---|---|
| 6. Which monthly income category best fits you? (Income)<br>☐ 1.) Less than10,000 baht<br>☐ 2.) 10,001-20,000 baht<br>☐ 3.) 20,001-30,000 baht<br>☐ 4.) 30,001-40,000 baht<br>☐ 5.) More than 40,000 baht | | | | |

**Part 2: Information related with Travel Behaviour toward Asiatique The Riverfront**

Please indicate the scale that best describes your opinion on the performances of Asiatique The Riverfront from each statement?

1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree

| Travel Behaviour Statements | -1 | 0 | 1 | Suggestion |
|---|---|---|---|---|
| **What encourage you to visit Asiatique?** | | | | |
| 1. Word of mount from friends/relatives | | | | |
| 2. Pictures from friends/relatives' social network | | | | |
| 3. Advertisement on media | | | | |
| 4. Website of Asiatique | | | | |
| 5. Companion friends/relatives | | | | |
| **The reasons for your visits?** | | | | |
| 6. Just walking and looking around | | | | |
| 7. Meeting or waiting for someone | | | | |
| 8. Dining or buying some food | | | | |
| 9. Shopping or purchasing some products | | | | |
| **The important source for you to make the decision or inspiring you of visiting Asiatique?** | | | | |
| 10. Newspaper | | | | |
| 11. Magazine | | | | |

| | | | | |
|---|---|---|---|---|
| 12. Billboard | | | | |
| 13. Internet | | | | |
| 14. Television | | | | |
| 15. Radio | | | | |
| 16. Friends/ relatives | | | | |
| **How long do you usually spend time over at Asiatique?** | | | | |
| 17. Less than 30 min. | | | | |
| 18. 30 min – 1 hour | | | | |
| 19. 1- 2 hours | | | | |
| 20. More than 2 hours | | | | |
| **The preference on Asiatique The Riverfront that would bring you here again?** | | | | |
| 21. Variety of products sold and outlets | | | | |
| 22. Appropriate sales promotion | | | | |
| 23. Excellent services provided | | | | |
| 24. Quality products | | | | |
| 25. Reputation | | | | |
| 26. Safety | | | | |
| 27. Weather and atmosphere | | | | |
| 28. Convenience | | | | |
| 29. Services provided | | | | |
| **In your opinion, the comparative advantages of Asiatique?** | | | | |
| 30. Various products and outlets | | | | |
| 31. Reasonable price | | | | |
| 32. Appropriate sales promotion | | | | |
| 33. Good location | | | | |
| 34. Warranty and high quality of products | | | | |
| 35. Good atmosphere | | | | |
| **Feeling while walking around Asiatique?** | | | | |
| 36. Safe | | | | |
| 37. Comfortable | | | | |

| | | | | |
|---|---|---|---|---|
| 38. Annoy | | | | |
| 39. Lonely | | | | |
| 40. Fun | | | | |
| 41. Noisy | | | | |
| 42. Excited | | | | |
| 43. Disappointed | | | | |
| **Are you willing to spend when you visit to Asiatique?** | | | | |
| 44. Food and drink | | | | |
| 45. Clothes | | | | |
| 46. Miscellaneous | | | | |
| 47. Extravaganza | | | | |
| 48. Fee such as ticket, etc. | | | | |
| 49. **Does political situation affect your visit to Asiatique?** | | | | |
| **Companion on your visit to Asiatique?** | | | | |
| 50. Nobody (alone) | | | | |
| 51. Family members | | | | |
| 52. Friends/ relatives | | | | |
| 53. Tour group | | | | |
| 54. **Is Asiatique influential over your social media?** | | | | |
| 55. **Are you always check-in over your social media when you visit Asiatique?** | | | | |
| 56. **Do you take a picture and post over your social media when you visit Asiatique?** | | | | |

**Part 3: Information related with Marketing Mix toward Asiatique The Riverfront**

Please indicate the scale that best describes your satisfactions on the performances of Asiatique The Riverfront from each statement?

1 = Very dissatisfied, 2 = Dissatisfied, 3 = Neutral, 4 = Satisfied, 5 = Very satisfied

| Marketing Mix Statements | -1 | 0 | 1 | Suggestion |
|---|---|---|---|---|
| 1. Availability of food | | | | |
| 2. Variety of food | | | | |
| 3. Facilities and services provided | | | | |
| 4. Convenience of location and parking | | | | |
| 5. Products available | | | | |
| 6. Variety of shops, outlets, and restaurants | | | | |
| 7. Quality of products | | | | |
| 8. Variety of the products | | | | |
| 9. Uniqueness of the products | | | | |
| 10. Value for money | | | | |
| 11. Price negotiable | | | | |
| 12. Variety payment method (by cash, etc) | | | | |
| 13. variety of product’s price level | | | | |
| 14. Environment, atmosphere and decoration | | | | |
| 15. Cleanliness of the walking area | | | | |
| 16. Cleanliness of restrooms | | | | |
| 17. Cleanliness of restaurants | | | | |
| 18. Reputation and popularity | | | | |
| 19. Safety and security | | | | |
| 20.Convenience of transportation | | | | |
| 21.Variety of transportations | | | | |
| 22. Appropriateness of sales promotion and packages | | | | |
| 23. Appreciation of Advertisement | | | | |
| 24.Attractiveness of discount | | | | |
| 25.Uniqueness of the infrastructures | | | | |

| | | | | |
|---|---|---|---|---|
| 26. Shops and restaurants is provided in the proper area | | | | |
| 27. Enough Parking space | | | | |
| 28.Facilities provided such as ATM, information center etc. | | | | |
| 29.Appropriateness time of the service delivery | | | | |
| 30. Provide service to customers equally | | | | |
| 31.Clearness of the condition and instruction | | | | |
| 32. Politeness and friendliness of staff | | | | |
| 33. Professional and knowledgeable staff | | | | |
| 34. Good service mind of staff | | | | |

**Part 4: Information related with Visitor Decision-Making toward Asiatique The Riverfront**

Please indicate the scale that best describes your opinion on the decision making upon visiting Asiatique.

1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree

| Visitor Decision-Making Statements | -1 | 0 | 1 | Suggestion |
|---|---|---|---|---|
| 1. Do you satisfied with your visit to Asiatique this time? | | | | |
| 2. Would you like to revisit to Asiatique? | | | | |
| 3. Would you visit Asiatique frequently in the future? | | | | |
| 4. Would you recommend others to visit Asiatique? | | | | |

# APPENDIX C

# LIST OF EXPERTS

# LIST OF EXPERTS

| NAME | POSITION |
|---|---|
| 1. Dr. Chompunuch Jittithavorn | Lecture and Head of Master of Business Administration Hospitality and Tourism Management, Stamford International University. |
| 2. Dr. Apitep Saekow | Assistant President, Academic Affairs-Postgraduate School and Dean Postgraduate School, Stamford International University. |
| 3. Dr. Donn Pjongluck | Graduate Lecturer in Business Administration Concentration, Stamford International University. |

# BIOGRAPHY

**Name:** Mister Jitkanth Praipisut

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**Place of Birth:** Nakhon si Thammarat, Thailand

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2005 - 2009 Assumption University, Bangkok, Thailand
Bachelor Degree of Faculty of Arts
Major: Business English
Minor: Hospitality and Tourism Management

2009 - 2010 Business & Hotel Management School, Luzern, Switzerland
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