

Factors Affecting Travel Behaviour of Thai Tourists at Don Wai Floating Market, Nakhon Pathom Province, Thailand

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This research aimed to: 1) study the demographic backgrounds of Thai tourists affecting their travel behavior at the Don Wai floating market, Nakhon Pathom province, Thailand; and 3) the relationship between marketing mix factors and these tourists' behavior. This study was a quantitative research, conducted over a period of three months between November 2017 and January 2018. The respondents of the study were 400 Thai tourists visiting the Dow Wai floating market. They were selected by simple random sampling. The sample size was determined based on Taro Yamane formula. A questionnaire was used to collect the data. The data were analyzed with descriptive statistics, T-test, F-test, one-way ANOVA. The research results revealed that: 1) the Thai tourists with different ages and educational background were likely to have different travel behavior, with the statistical significance of .05, whereas tourists with different gender, marital status, occupation, and average income per month were not different in their travel behavior; and 2) the four marketing mix or 4Ps had an effect on the tourists' behavior at floating market in terms of expenses spent at the market, and their frequency of visiting the market, with the statistical significance of .05.

Keywords: travel behavior, Thai tourists, floating market; demographic backgrounds; marketing mix

Thailand is a part of Southeast Asia Region where rich of tourism resource cover with natural, society, cultural, ancient remain, antique also to traditional that has identity in each local area. So that, The tourist both with Thai and foreigner were interested to travel that make tourism industry was growth up which supported from the government that aware on tourism industry and fulfill tourism plan in national economic and social development plan 12th (2017-2021) was appointed the strategy of tourism for support ability development to support the balancing ecology and stable Thai tourism industry. Also to developed the creative tourism places where attractive the quality tourist from all around the world both with balance and stable on base of outstanding and diversity of tourism resources that focus on cultural identity and Thai identity. In addition, The government was determined Thai tourism strategy between 2015-2017 that rely with international standard cover with environment preservation, tourist attraction and tourism service as well. (Tourism Authority of Thailand: 2014).

Now a day, the tourism began to interested in preservation tourism both with emotional to preserve and conserve the environment. Moreover, tourism was more learned to travel with themselves because the little group tourist would like to touching the natural and learning local traditional that make diversity of specify tourism as a part of conservation tourism or stable tourism such as ecology tourism, cultural tourism, adventure tourism and agricultural tourism. In order that, Don Wai floating market in Nakoenpathom Province where located in Kongkaram Don wai Temple area or Don Wai temple where far from Raiking Temple about 5-6 kilometer. This floating market as the landmark for shopping cover with local product food

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and beverage. So as to floating tourism is simple daily life, good atmosphere, lot of shop both with two border and a lot of boat. However, Don Wai Floating Market always popular tourist attraction among the tourist because it's ancient market where represent the old way of life that shown local identity and local tourist efficiently. The research result showed that there are 4 type of floating market in Thailand consist of 1. Market for buying product 2. Market in natural location 3. Market for cultural area and 4. Market for specific interest (Chutima Nootayasakul, 2016). Mix market consist of Product, Price, Place and Promotion from the tourism demand that can be tourist attractive was relied on suitable demand (Pransuk Huanprapai, 2016). That is the reason to studied on The Factors that affected to Thai Tourist Behavior in Donwai Floating Market, Nakornprathom Province that important for Thai tourism and Thai way of life which focus on Mix Market factors and Tourism behavior because as a key to determined tourism strategy that related with tourism behavior which change toward situation and present demand for benefit data and good for related organization as well.

Research Objective

1. to studied demography population that affected to tourist behavior of Thai tourist in Don Wai floating market, Nakornpathom Province.
2. to studied the factors that affected to tourist behavior of Thai tourist in Don Wai floating market, Nakornpathom Province.
3. to studied the relation between mix market factors and tourist behavior in Don Wai floating market, Nakornpathom Province.

Literature Review

Behavior and Consumer Concept

Consumer Behavior is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that precede or follow these activities. Consumer behaviour emerged in the 1940s and 50s as a distinct sub-discipline in the marketing area. Consumer behaviour is an inter-disciplinary social science that blends elements from psychology, sociology, social anthropology, ethnography, marketing and economics, especially behavioural economics. It examines how emotions, attitudes and preferences affect buying behaviour. Characteristics of individual consumers such as demographics, personality lifestyles and behavioural variables such as usage rates, usage occasion, loyalty, brand advocacy, willingness to provide referrals, in an attempt to understand people's wants and consumption are all investigated in formal studies of consumer behaviour. The study of consumer behaviour also investigates the influences, on the consumer, from groups such as family, friends, sports, reference groups, and society in general.

Consumer motivation for selected both with product and service. An owner business should represent good of product and service as well. Cover with market strategy that self created or apply against competitor to solve and developing. Also to aware on diversity factors for responding to demand toward most of consumer behavior such as consumer decision to selected some product should learn on what kind of product that target group would love to buy or what kind of goods they are interested. This data will lead to consumer

understanding that call 6 W 1 H which are 1) Who..Who is target group 2) What..What consumer buy3) Why..the reason to buy 4) Whom..Who join to buy 5) When..What time to buy 6) Where ..where are buying 7) How..How to buy (Patcharapan Maneechoti, 2017).

Tourism Behavior Concept

Tourism is a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups traveling away from home (Worapol Suvarnabhumi, 2010: 8).

Tourist Behavior is involve a consideration of various important issues regarding current tourism trends. In general, tourism can be defined in behavioral terms as persons who travel away from their normal residential region for a temporary period of at least one night. Their behavior involves a search for leisure experiences from interactions with features or characteristics of places they choose to visit (Rojana Taithani, 2016: 10).

Type of Tourism

Type of Thai Tourism that World Tourism Organization (Goeldner and Ritchie, 2006: 428) was defined there are 3 types to respond the tourism demand consist of

1. natural based tourism is natural tourism which are marine eco tourism, geo tourism, eco tourism, astrological tourism and agro tourism.
2. cultural based tourism is travel in historical places and local traditional which are historical tourism, cultural and traditional tourism and rural tourism or village tourism.
3. special interest tourism is mix tourism that related with other factor such as health tourism, edu-meditation tourism, ethnic tourism, sports tourism, adventure travel, home stay & farm stay tourism and long stay tourism.

Marketing Mix factors concept

Marketing Mix is a foundation model in marketing. The marketing mix has been defined as the set of marketing tools that the firm uses to pursue its marketing objectives in the target. Thus the marketing mix refers to four broad levels of marketing decision, namely: product, price, promotion, and place. Marketing practice has been occurring for millennia, but marketing theory emerged in the early twentieth century. The contemporary marketing mix, or the 4 Ps, which has become the dominant framework for marketing management decisions (Wichuda Tadsuphap, 2014).

1. Product is anything that can be offered to a market that might satisfy a want or need. In retailing, products are called *merchandise*. In manufacturing, products are bought as raw materials and sold as finished goods. A service is another common product type. Product should focus on 1) Product differently 2) Product component such as basic benefit, figure, package and brand 3) Product positioning is company design to shown the position and valuable of target group 4) Product development to improve a new product 5) Product mix and Product line.

2. Price is the quantity of payment or compensation given by one party to another in return for one unit of goods or services. In modern economies, prices are generally expressed in units of some form of currency. Although prices could be quoted as quantities of other goods or services, this sort of barter exchange is rarely seen. Prices are sometimes quoted in terms of vouchers such as trading stamps and air miles. In some circumstances, cigarettes have been used as currency, for example in prisons, in times of hyperinflation, and in some places during World War II. In a black market economy, barter is also relatively common.

3. Place is the channel structure consist of institute and activities for product movement and service to the market for there are 2 channel which are

3.1 Distribution channel is a chain of businesses or intermediaries through which a good or service passes until it reaches the end consumer. It can include wholesalers, retailers, distributors and even the internet itself

3.2 Physical distribution is defined as the group of activities that deals with the supply of finished product from the finished product to the end consumers.

4. Promotions refer to the entire set of activities, which communicate the product, brand or service to the user. The idea is to make people aware, attract and induce to buy the product, in preference over others consist of

4.1 Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them consist of 1) Create strategy 2) Media strategy

4.2 Personal selling Personal selling is also known as face-to-face selling in which one person who is the salesman tries to convince the customer in buying a product consist of 1) Personal selling strategy 2) Sales force management.

4.3 Sales promotion is one level or type of marketing aimed either at the consumer or at the distribution channel (in the form of sales-incentives). It is used to introduce new product, clear out inventories, attract traffic, and to lift sales temporarily consist of 3 types which are 1) Consumer promotion 2) trade oriented promotion 3) Sales force promotion.

4.4 Publicity and public relation is infotainment, i.e. which tends to inform and entertain the general public at the same time. It provides some interesting, juicy, controversial news to the general public, that has the capability of changing their opinion or outlook, about the product or company.

4.5 Direct marketing is promotional method that involves presenting information about your company, product, or service to your target customer without the use of an advertising middleman. It is a targeted form of marketing that presents information of potential interest to a consumer that has been determined to be a likely buyer (Poonyapa Naksin, 2016: 23-26)

Tourism is a part of service business that mix market as a key method to motivate the tourist would love to travel and spent them time in that tourist attraction. Analysis should beginning with study the demand of tourism market and tourist behavior (Boonlert Tangjitwattana, 2005). Marketing variables that can be controlled must be shared with organization to respond the target market (Siwarit Pongsakornrangsil, 2004).

Related Research

Rotchana Taitanee (2016) The study Tourist Behavior of Thai Tourists in Pranakorn Sir Ayutthaya Province The objectives of this study were to study (1) the personal characteristics of Thai tourists travelling in Phra Nakhon Si Ayutthaya Province; (2) the important level of tourism factors of Thai tourists in Phra Nakhon Si Ayutthaya Province (3) tourist behavior of Thai tourists travelling in Phra Nakhon Si Ayutthaya Province.

The result showed that (1) the majority of respondents were female, single, 20 – 30 years old, held Bachelor Degree and worked in the private sector and lived in central region. (2) The important level of tourism factors of Thai tourists in Phra Nakhon Si Ayutthaya Province was found that tourism resources were at the highest level. Tourism activities, tourist motivations, tourist facilities and promotion and marketing were at a high level respectively. (3) Tourist behavior of Thai tourists travelling in Phra Nakhon Si Ayutthaya Province were that the major purpose was to make a merit and pray respect to the Buddha. The respondents traveled more than 2 times or above, on the weekend with their family, by a car. They spent less than 500 baht per person on average for travel costs. The major source of information influencing travel was family. The most respondents recommended and persuaded others to visit Phra Nakhon Si Ayutthaya Province.

Apirat Songsook (2016) The study The Marketing Communication Strategy That Influences Travel Behavior of Chinese Tourists in Pattaya This research has the objectives (1) to study the demographics factor, marketing communication strategy, and travel behavior of Chinese tourists in Pattaya, (2) to study how demographics factor influences travel behavior of Chinese tourists in Pattaya, and (3) to study how marketing communication strategy influences travel behavior of Chinese tourists in Pattaya. The samples for this study are 394 Chinese tourists in Pattaya. Questionnaire which has already passed the reliability test is used as a research tool. Descriptive statistics used include frequencies, percentage, arithmetic mean, and standard deviation. Inferential statistics used include independent-sample t-test, one-way ANOVA, F-test, and multiple linear regression analysis.

This research finds that most of the tourists are female, 21-30 years old, have an Associate degree level of education, are private company employees, spend 1,379.48-1,724.13 CNY each trip, and visit Pattaya for the first time. The marketing communication strategy in overall is rated high. The travel behavior in overall is rated high. Hypothesis testing reveals that Chinese tourists who differ in gender, age, level of education, occupation, spending amount per trip, and number of trips have different travel behavior. Finally, marketing communication strategy regarding advertising, public relation, news dissemination, personal selling, and direct marketing influence travel behavior of Chinese tourists in Pattaya.

Chompoo Saisama (2016) The study The Attitude of Marketing Mix and the Purchasing Behavior of Consumers at Ladmayom Floating Market The purposes of this research were to compare the purchasing behavior of consumers at Ladmayom floating market according to their demographic and to study the influence of the attitude of marketing mix towards the purchasing behavior of consumers at Ladmayom floating market. The sample group included all consumers who regularly purchased at Ladmayom floating market.

The findings revealed that the majority of respondents were female with the age between 25-34 years old, single, undergraduate degree, and working for private company. The average income of the respondents was 10,001-20,000 baht per month. The overall attitude of marketing mix was rated as high level. From the hypothesis, it revealed that the difference in age and occupation resulted in different purchasing behavior with a 0.05 level of significance. Also, the attitude of marketing mix in terms of location and price determined the behavior of consumers in terms of frequency. The attitude of marketing mix in terms of price determined the behavior of consumers in terms of value.

Methodology

This study is survey research that data collective with questionnaire paper which research methodology are

Population and the sampling

Population in this research is Thai tourist who was traveled in Don Wai Floating Market, Nakornpathom Province. Population sample group without Probability theory from Thai tourist who was traveled in Don Wai Floating Market, Nakornpathom Province that calculated with Taro Yamane at statistic significant for 95 percentage for there are 400 people and data collective with Convenience Sampling.

Research Equipment

Research equipment in this research is questionnaire paper for there are 4 part. Part 1 is personal data as Close-ended Questions. Part 2 is the question on tourism motivation factors are Rating Scale there are 5 level as Interval Scale. Part 3 is The question on Mix Market are Rating Scale there are 5 level as Interval Scale. And part 4 is the question on tourism factors, Mix Market and tourism behavior as Open – ended Questions.

Statistic Analysis

This studied is quantitative Research there are 2 kinds of statistic consist of

1. Descriptive Statistic for discussion which are Percentage, Arithmetic and Standard Deviation.
2. Inferential Statistic for hypothesis test with t-test for compare the different between population mean 2 groups with F-test and One- Way ANOVA for compare the different population mean more than 2 groups. In addition to Regression Analysis is checked the relation between 2 variable or more and also use Pearson Product Moment Correlation Coefficient for compare the relation between 2 variable that liberal.

Findings

The Research Result showed that

Personal Characteristic of Thai tourist who answer the questionnaire papers which are gender, ages, status, education, occupation and income per month found that almost of the tourist is female for 60.3 percentage. They are between 26-30 years old for 56.5 percentage and single status for there are 56.5 percentage. They are graduated in bachelor degree there are 66.8 percentage and also company employee are 29.5 percentage. Moreover is income per month between 10,001- 20,000 baht for 34 percentage.

Tourism factors that related with Thai tourist behavior who was traveled in Don Wai Floating Market, Nakornpathom Province found that attractive motivation, attraction access and tourism comfortable are opinion in rather high with mean 4.30 4.08 and 4.3.96 by random order.

Tourism behavior of Thai tourist behavior who was traveled in Don Wai Floating Market, Nakornpathom Province found that almost of tourist acknowledge on this floating market from them cousin or family member for 35 percentage. Second time to visited this

floating market for 43.1 percentage. Would like to travel or relax for 58.3. Almost of the tourist travel with them family and cousin for 46.0. Travel with personal car for 72.0 and just look around for 4.30 percentage.

Conclusion and Recommendation

1. Mix Market factors that affected to tourism behavior of Thai tourist behavior who was traveled in Don Wai Floating Market, Nakornpathom Province found that factors on product, price, place and promotion almost of the sampling are rather good level that rely with the research of Narinthon Chomcheun (2013) who was studied on Consumer Behaviors and Service Marketing Mix Factors Affecting. Decision to Select Beauty Clinics of Consumers in Bangkok. The results are as follows each type of user behavior affects the decision for health clinics. The most important reason to use the service to solve your skin problems. Each service marketing mix factors affecting the decision to adopt a beauty clinic, what factors presented by the side of things, physical and people affect the decision for most Beauty clinics, followed by the product, process, price, place and promotion.

2. Thai tourist who has different with ages and education are has tourism behavior differently as well with statistic significant at 0.05 that related with the research of Chompoo Saisema (2011) who was studied on The Attitude of Marketing Mix and the Purchasing Behavior of Consumers at Ladmayom Floating Market. The research result showed that the majority of respondents were female with the age between 25-34 years old, single, undergraduate degree, and working for private company. The average income of the respondents was 10,001-20,000 baht per month. The overall attitude of marketing mix was rated as high level. From the hypothesis, it revealed that the difference in age and occupation resulted in different purchasing behavior with a 0.05 level of significance.

3. Mix Market on product, price, place and promotion are related with tourism behavior of Thai tourist behavior who was traveled in Don Wai Floating Market, Nakornpathom Province in expense factor and frequency to visited that related with the research of Wassana Samtea (2011) who was studied on Marketing Mix Factors Affecting Buying Behavior of Backyard Gardens and Herbal Plants at Khlong 15 Ornamental Plants and Flowers Center Ongkharak District, Nakhon Nayok Province. The research result showed that most respondents were female, between 31-40 years old, graduated with Bachelor's degree, worked in private companies, earned a monthly income of 10,001-20,000 Baht, and were single. Every marketing mix factor affected the buying behavior at a high level, and could be ranked from high to low as follows: the distribution channel factor, promotion factor, price factor, and product factor respectively.

Recommendation

From the research result on The Factors that affected to Thai Tourist Behavior in Donwai Floating Market, Nakornprathom Province would like to recommend that

Tourism behavior on expense factor cover with souvenir or shopping payment per a time at Don Wai Floating market found that all in rather good level but can be better than in expense factor because there has diversity choice of product such as Thai sweets, Crispy, foods, fruits, flower and other service from the local wisdom. The frequency to visited about 2 time per 3 month because without the motivation or attraction to visit again. So that, should

improve with promotion such as show how to cook is still less for example. In addition to the owner business should find the way to motivate customer would like to buying more such as increase the type of product be diversity choice.

Mix Market factor found was related with tourism behavior of Thai tourist behavior who was traveled in Don Wai Floating Market, Nakornpathom Province cover with any expense and mix market that related with tourism behavior. But for the frequency to visit factor consist of place and promotion factor are not the highest level opinion. So that, the owner business should aware on their promotion more that can challenge with competitor and increase the percentage to visit again of all tourist.

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