ABSTRACT

The overall objective of this study was to investigate the perception of the use of green product information by foreign tourists and to investigate the consumers’ willingness to use a wider spread of information in the purchase of their future tourism products in terms of age, gender, and education qualification. In order to understand the difference of these variables, relevant theories and concepts were reviewed and synthesized to form the theoretical and conceptual frameworks.

In this study, the researcher used the survey method as the methodology and 384 sets of questionnaires were distributed at the areas which are often frequented by foreign tourists in Bangkok such as the terminal in the Bangkok International Airport and the Grand Palace. The target population in this study was international tourists who were traveling to Bangkok. The researcher used a non-probability judgment sampling technique and employed statistical testing by using One Way Analysis of variance (ANOVA), t-test, and Chi-Square test.

From the study, it can be concluded that the majority of the respondents have strong concern towards environmental information. The respondents searched for environmental information about their intended destinations prior to booking. This would also indicate that the information plays a role in the decision-making process. Also, based on the proportion of the present respondents, who are relatively more educated, they are more likely to be alert to environmental desirability, including those with a higher education, and a greater understanding of the issues under investigation. Therefore, the result of how influential such green product information
is on the purchasing behavior of travel products exposes that respondents were slightly more positive in reference to their use of environmental information for holiday purchase decisions. This is mirrored by the initial question asked for day-to-day products.

Recommendations based on these finding suggest strategic implications for green marketing in tourism industry such as the travel organization, tour representatives, and Destination Management Company.