



ATTITUDE OF TOURISTS FROM MAINLAND CHINA TOWARDS
SELECTED TOURIST ATTRACTIONS IN BANGKOK

By

KANOKPORN SAE-OW

A Thesis Submitted in Partial Fulfillment
of the Requirements for the Degree of

Master of Business Administration

Graduate School of Business
Assumption University
Bangkok Thailand

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Abstracts

Tourism provides the entertainment to the people who visit any country or any other places they lives. Mainland China has the biggest areas in the world, also the number of people too. Many Mainland China Tourists who come to Thailand bring a large revenue to our country. Therefore, it is necessary to study the attitude of Mainland China Tourist toward the attractions places that they are visited.

This research will study the relationship between the attitude of Mainland China Tourists toward 3 selected tourist attractions classified by demographic variable by using the Correlation Analysis (Crosstabs and Cramer's V). These 3 tourist attractions are some of the tourist attractions in Bangkok. The result of the study found that there is a relationship between demographic variable and attitude of Mainland China Tourists. Most of Mainland China Tourists have positive attitude with The Royal Grand Palace and Phra Thi Nang Vimanmek. Mainland China Tourists have neutral attitude toward Damnoen Saduak Talat Naam Floating Market.

However most of Mainland China Tourists neither agreed nor disagreed that they will invest in Thailand or visit Thailand again. Therefore, the Tourism Authority Authority of Thailand (TAT) should set up a promotion campaign as giving coupon discount to foreigners in various free booklets or in the internet that the foreigners can print out and use it in Thailand.

Acknowledgement

I would like to dedicate all the success of the study of Mainland China Tourist attitude toward selected tourist attractions in Bangkok to my Grandparents, my Father and my Mother who is my beloved person in my whole life.

Dr. Navin Mathur who is my previous teacher and my thesis advisor have helped me to finish this thesis. Dr. Theerachote Pongtaweewould is another teacher who gives me a lot of advices. I also thank to Dr. Tang Zhi Min, Dr. Ishwar C. Gupta and Dr. Michael Schemmann. They gives attention to my questions and help me solved them.

Some of my Chinese friends who come to study Master Degree in Bangkok, Thailand have helped me translate English questionnaire to be in Chinese version. I have to thank you them too.

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Ms. Kanokporn Thanathanmanont

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CHAPTER I

GENERALITIES OF THE STUDY

1.1 Background of the Study

International tourism as the most attractive, exciting, and colorful part of tourism, plays a vital role in the global economy. According to study reports of the World Tourism Organization (WTO 1997) and the World Travel and Tourism Council (WTTC 1997), tourism is now the world's largest industry and employer, generating more than \$3.2 trillion per year in revenue and employing about 127 million people worldwide. It is expected that international arrivals will reach 935 million people per year by the year 2010, as compared to 500 million people per year in 1993 and merely 25 million people per year in 1950 (WTO 1997).

Germany, UK, France, USA, Canada, and Australia are traditional major international tourist generating countries while France, USA, Italy, Greece, Spain, Germany are major destinations. However, a great proportion of those visits is limited to nearby regions rather than far away destinations. Until 1980s, international tourism was highly concentrated in Europe and North America. In 1960, these two markets accounted for 92.8% of the total international tourist arrivals. In 1980, the figure is still a dominating 84.2% (WTO 1997).

However, due to the rapid increase in mass tourism in Japan, Korea, Taiwan, Hong Kong, Southeast Asia, and the opening of China for international tourism, this situation has been changing remarkably. In 1996, the East Asia and Pacific region's market share of international tourism receipts reached 20 percent, while the share of international tourist arrivals reached 16 percent, both more than doubling since the

beginning of the 1980s. With high growth rates around 10 percent in recent years, the East Asia and Pacific region has been observed as a phenomenal growth engine to the global tourism market (WTO 1997).

More recently, World Tourism Organization (WTO 1997) has projected that over the 25 years from now on; the main growth will be in the developing countries of Asia, Latin America. The top ten destinations in 2020 will be China (Mainland), USA, France, Spain, Hong Kong, Italy, UK, Mexico, Russian Federation, and Czech Republic. The top ten outbound tourist generators will be Germany, Japan, USA, China (Mainland), UK, France, Netherlands, Canada, Russian Federation, and Italy (WTO 1997).

Outbound travel from China expanded dramatically in 1991 when the government first allowed international leisure travel to a handful of Asian countries. In 1992 and early 1993, growth in arrivals from China into a few destinations in Asia was up three-fold, catapulting China into one of the top ten market sources for some of those destinations. In 1993, with an overseas travel volume of 3.74 million, which is only 0.31% of China's total population, China became the third largest tourist exporting country in Asian next to Japan and Taiwan. Departures grew 21% in 1995 to just over 4.5 million, and again in 1996 by 12% to 5 million (Bailey, 1998).

According to World Tourism Organization's projection (WTO 1998), China will keep an annual average growth of over 8% in the next 20 years, one of the highest in the world or two times the global average. By 2020, only the Mainland could generate some 100 million outbound tourists per year, ranking as the fourth biggest origin country then worldwide. If having the figures of Taiwan, Hong Kong and Macau added, the Chinese would be fairly over the third of United States which has a projection of 123.3 million people per year or even outnumber the top two: Germany

(163.5 million people per year) and Japan (141.5 million people per year). The era of Chinese is simply coming.

	1960	1970	1980	1990	2000
Number of arrivals (Thousand)	81	629	1,859	5,299	9,509
Tourism revenue (Million, US\$)	10	105	867	4,326	7,500*

Table 1.1: International Tourist Arrivals to Thailand and Tourism revenue during 1960 - 2000

Source: - Research & Statistics Division of Tourism Authority of Thailand. (TAT)

- World Tourism Organization (WTO)

** Data as collected in WTO database January 2001*

The understanding of the perceived importance of various vacation motives to travelers is an important step facilitating market segmentation and promotion. Successful tourism marketing requires an understanding of the factors that affect a destination's image and attractiveness (Ahmed & Krohn, 1990; Haahti, 1986).

A destination can be viewed as a uniquely complex product of the tourism industry comprising, among other factors, an area's climate, infrastructure and suprastructure, services, and natural and cultural attributes. Despite this complexity, it is nevertheless a product. It can then be argued that a destination also possesses an image. In fact, some pioneering research in image as a factor of tourism development confirms this. For instance, according to Hunt, "all places have images – good, bad and indifferent – that must be identified and either changed or exploited" (1975:7). Telisman-Kosuta (1989) insists that a tourist's decision is determined not only by the

destination's potential for performance, but also by the perception of its personality or image. Fakeye and Crompton (1991) also note that destination images are of paramount importance because they embed potential imagery of an area into the tourist's mind, allowing him or her a pre-taste of the particular destination. Thus, it is possible to say that (potential) tourists hold images of destinations, and, moreover, destination choice is influenced by the individual's perception of alternative possibilities and the feasibility of these perceptions.

A destination image may be referred to as the visual or mental impression of a place or a product experienced by the general public (Milman and Pizam, 1995). When initial credibility differs from the public's perception of a product, the perception of the image will determine that product's success or failure. Therefore, it is critical for any business, tourism or not, to sustain a positive impression to the public it tries to serve (Davidoff and Davidoff, 1994). Um and Crompton (1990) stated that the image of a place as a pleasure travel destination is derived, to a greater or lesser extent, from attitudes towards the destination's perceived tourism attributes.

The primary goal in promoting a destination is to project its image to potential tourists so that the product may become desirable to them (Fakeye and Crompton, 1991). Therefore, it is necessary to thoroughly examine an area's image in terms of its psychological or perceptual value, as well as its various potential tourism-oriented activities and attractions.

Safety is a major concern for tourists. Davidoff and Davidoff (1994) concluded that people would not travel to a location believed to be unsafe.

Most importantly, price can be a determining factor for destination choice as Meidan (1989) has insisted: customers rate the product at a price and without the price there is no indication of value.

Holloway (1986) stated that the success of a travel destination (as a consumer product) depends upon the interrelationship of three basic factors: its attractions; its amenities or facilities; and its accessibility for travelers. Supported by the Pennsylvania Bureau of Travel Development, Shih (1986) identified some important vacation attributes, including visitor safety, reasonable prices, good accommodation, and a relaxing vacation.



Main Attractions of Bangkok

The Royal Grand Palace

The *Royal Grand Palace* is made up of a vast complex of intricate buildings, including *Wat Mahathat* (Palace Temple) and *Wat Phra Keow* (Royal Chapel). Construction of the palace began in 1782 and was completed in time for the coronation of King Rama I, opening in 1785 to signify the end of the Burmese invasion of Thailand. The palace lies in the heart of the old town and covers an area of 160,000 sq metres (1,720,430 sq ft). The compound is surrounded by a moat and contains two sections, the former royal residence and the Buddhist temple. The Royal Chapel houses the famous *Emerald Buddha*, which is carved from a single piece of jade, and is the holiest and most revered religious object in Thailand. Although it is no longer used as the royal residence, the site is still used by the king for official ceremonies on special occasions.

Contact Addresses: Phra Barom Maha Rajcha Wang, Bureau of Royal Household,
Na Phralan Road, Phra Nakhon, Bangkok 10200, Thailand

Tel: 0-2222-8181-3

Fax: 0-2226-4949

Transportation: Air: Bangkok International Airport.

Rail: Train: Hualamphong Station.

Road: Bus: 1, 2, 3, 6, 9, 12, 15, 17, 30, 33, 39, 44, 53, 59, 60, 64, 65,
70, 80, 921, 201 or 203.

Car: Hwy-4 (from Hua Hin);

Hwy-3 (from Pattaya);

Hwy-32 or Hwy-177 (from Phitsanulok).

The entrance to the palace is on Na Phra Lan Road, near Sanam Luang in Bangkok.

Opening Times: Daily 08.30 a.m. – 03.30 p.m.

Admission Fees: B200 (adult), child (free)

Source: <http://www.worldtouristattractions.travel-guides.com/attractions/rgp/rgp.asp>



Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market)

Description: Located 80km (50 miles) southwest of Bangkok, *Damnoen Saduak Floating Market* is a daily riot of colour and noise. Farmers and smallholders from the surrounding hills turn up each morning to sell and exchange fruit and vegetables from their heavily-laden barges, as they sail up and down the canals amongst the orchards and vineyards. Trading starts early, at around 06.00 a.m. and lasts only until 11.00 a.m., with the main clients being other farmers and the residents of the stilt-houses that line the canals. Visitors can also take boat trips to see the way of life in the many villages up river.

Contact Addresses: For more information on Damnoen Saduak Floating Market, contact the Tourism Authority of Thailand.

Transportation: Air: Bangkok International Airport.

Road: Bus: 78 (from Bangkok Southern Bus Terminal to Damnoen Saduak Bus Terminal).

Car: Hwy-4 (from Bangkok), then Bangpaë-Damnoen Saduak Road.

Opening Times: Daily 06.00 a.m.-11.00 a.m. (approximately).

Admission Fees: Free.

Source: http://www.travexnet.com/sites/flt_mkt.html

<http://asiatravel.com/floating.html>

Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall

Vimanmek Palace is located behind Bangkok's National Assembly and is the world's largest building made entirely of goldenteak. The threestorey wooden palace has 81 rooms, halls and ante-rooms, excluding terraces and verandahs. Near the entrance to Vimanmek Palace is the Royal Carriage Museum where 13 royal horse-drawn carriages once used during the reign of King Rama V are collected. The collection is so splendid and regarded to be of great historical value.

Abhisek Dusit Throne Hall (The Support Museum), a one storey teak building built in the reign of King Rama V. is situated on the east wing of Vimanmek Throne Hall. Abhisek Dusit Throne Hall is now Thailand's first handicraft museum where Her Majesty The Queen collects handicraft masterpieces created by members of Support Foundation. In the museum, visitors find such handicrafts as niellowares, Thai silk with various unique designs, "Lipao" basketry like beautiful trays, handbags studded with jewels in different designs such as green beetle.

The compound is open daily from 9.00 am.4.00 pm. Admission fee is 50 baht per person. Free guide available.

Museum Hours : 9.30 a.m. - 3.15 p.m. everyday.

Traditional Thai dancing :

Two shows daily at 10.30 a.m. and at 2 p.m.

Location : Rajavithi Road, Dusit, Bangkok 10300

Admission Fee : Adults 50 Baht

Tel. 0-2281-8166, 0-2281-1569, 0-2280-5928-9

Source: <http://www.bangkoksite.com/Vimanmek>

<http://www.web.ku.ac.th/AmazingThailand/Bordin/destinations/Vimanmek.htm>

The researcher has selected three tourist attractions in Bangkok. From <http://www.tat.or.th/do/index.htm>, there are several major attractions suggested in this website, the researcher choose only 3 attractions for this study which are:

1. The Royal Grand Palace.
2. Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market)
3. Phra Thi Nang vimanmek and Abhisek Dusit Throne Hall.



1.2 Research Objectives

1. To identify attitudinal differences of Mainland China tourists (classified by demographic characteristics) about tourist attractions of Bangkok.

1.3 Statement of the Problem

The statement of the problem for this research is: is there any relationship in attitude of Mainland China tourists classified by demographic variables toward 3 attraction places in Bangkok?



1.4 Scope of the Research

This research will focus attention on investigating attitude of Mainland China tourists toward three main tourist attractions in Bangkok, which are The Royal Grand Palace, Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market) and Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall. The attitude of tourists will be highlighted by classifying them by their demographic characteristics – gender, age, education, occupation, and income.

The demographic characteristics of respondents will represent independent variables in this research and the factors related to the attitude of respondents will project dependent variables in this research. The researcher will measure differences in attitude of Mainland China tourists toward three main attractions in Bangkok between sub-variables of each demographic characteristic.

This study will focus on Mainland China Tourists who visit the three mentioned tourist attractions in Bangkok. The research will be conducted a survey at Donmuang Airport at both Terminal 1 and Terminal 2 during the month of September and October 2002. Therefore, the findings will demonstrate the attitudes of respondents during that period.

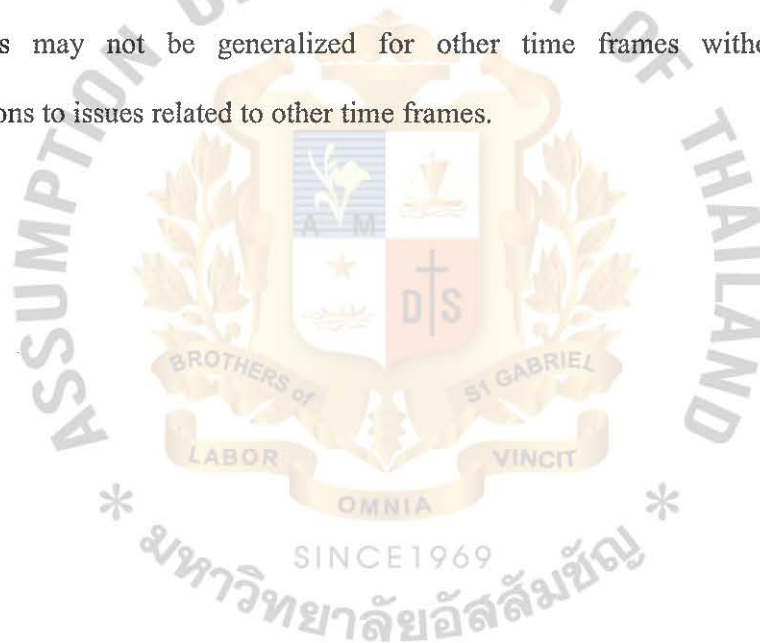
Main data sources will include books, journals, publications, periodicals and articles from TAT (Tourism Authority of Thailand), WTO (World Tourism Organization), Assumption University Library, Thammasat University Library and Chulalongkorn University Library. Internet is another useful source of information for this study too.

1.5 Limitations of the Research

1. The research will focus on identifying attitude of Mainland China tourists toward major tourist attractions in Bangkok, therefore its findings may not be generalized for other tourists without specific consideration about other tourists.

2. The research will focus on identifying attitude of Mainland China tourists about selected tourists attractions in Bangkok, therefore its findings may not be generalized for other tourist attractions in Bangkok—not included in the research framework of this research.

3. This research will focus on identifying attitude of Mainland China tourists towards places of tourist attractions in Bangkok during specific time frame, therefore its findings may not be generalized for other time frames without specific considerations to issues related to other time frames.



1.6 Significance of the Study

This study will provide useful information to TAT (Tourism Authority of Thailand) about attitude of Mainland China tourists visiting Bangkok. It will also provide an insight to the business operators about demographic profile of Mainland China tourists visiting Bangkok. The findings of this research will expose present situation and required changes about various aspect of 3 selected tourist attractions in Bangkok. As a result marketers can penetrate effectively to all market segments by implementing proper strategies such as improve and then promote the new image of the 3 mentioned tourist attractions in Bangkok to the market segments that have negative attitude toward those 3 attraction places in Bangkok. This will generate more Mainland China tourists to visit Bangkok and hence it will generate more revenue to our country too.



1.7 Definitions of Terms

Tourism

According to the Webster's Dictionary, tourism is: "1. the practice of touring: traveling for recreation. 2. the guidance or management of tourists as a business or a governmental function: provision of itineraries, guidance, and accommodations for tourists: the economic activities associated with and dependent upon tourists."

Tourist

Tourist is a visitor who travels to a country other than that in which he/she has his/her usual residence for at least one night but not more than one year, and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited. (Ning, 1999)

International Tourist

According to a definition formulated by World Tourism Organization (1997), "an international tourist is a person who spends more than twenty-four hours on holiday or business, or for any other motives in a country other than his own".

Mainland China Tourists

Mainland China Tourists are defined in this study as tourist who residing in the Mainland and holding a PRC (People Republic of China) passport, excluding visitors from Hong Kong, Taiwan and Macau. (Ning, 1999)

Demographics

Demographics are variables that are used to divide the market into groups such as age, family size, family life cycle, gender, income, occupation, education, religion, race, generation, nationality, social class (Kotler, 2000).

Attitude

Attitude is used to refer to an individual's "preference, inclination, views or feelings toward some phenomenon." Attitude is one of the most important notions in marketing literature, because it is generally thought that attitudes are related to behavior (Churchill, 1995).



CHAPTER II

REVIEW OF RELATED LITERATURE AND STUDIES

This chapter provides definitions, meanings, concepts of each dependent and independent variable, and previous studies of relevant issues in this study in order to allow a reader become more familiar with what we will be dealing with for the rest of the study.

Attitude of Mainland China Tourists towards 3 places of tourist attractions in Bangkok was chosen to be the research topic because nowadays tourism brings huge revenue to our country. Tourists from Mainland China are considered as one of the largest target market of this industry because of the largest amount of people of its country in the world. Therefore, we should study about their attitudes toward 3 places of tourist attractions in Bangkok which are important destination places among Mainland China Tourists who visit Bangkok in order to know what they think and feel about these 3 important tourist attractions in Bangkok for further improvement of travel industry in Thailand.

2.1 Definition and Features of the Main Independent Variable

Demographics are statistics that measure observable aspects of a population, such as birth rate, age distribution, and income (Solomon, 1997).

Demographic Segmentation, the market is divided into groups on the basis of demographic variables such as age, family size, family life cycle, gender, income, occupation, education, religion, race, generation, nationality, or social class. Demographic variables are the most popular bases for distinguishing customer groups. One reason is that consumer wants, preferences, and usage rates are often highly associated with demographic variables. Another is that demographic variables are easier to measure than most other types of variables (Kotler, 1997).

Demographic Characteristics, such as age, sex, marital status, income, occupation, and education, are most often used as the basis for market segmentation. Demography refers to the vital and measurable statistics of a population. Demographics help to locate a target market, whereas psychological and sociocultural characteristics help to describe how its members think and how they feel. Demographic information is often the most accessible and cost-effective way to identify a target market. Indeed, most secondary data, including census data, are expressed in demographic terms. Demographics are easier to measure than other segmentation variables, they are invariably included in psychographic and sociocultural studies because they add meaning to the findings. Demographic variables reveal ongoing trends that signal business opportunities, such as shifts in age, gender, and income distribution (Schiffman and Kanuk, 2000)

Demographics play an important role in market demand, segmentation, and marketing mix decisions (Hawkins et al., 1983). Market potential for any product is equivalent to the number of people who want or need it and also have the necessary

resources to buy it. Hence, it is necessary to evaluate the demographic characteristics of both present and potential buyers (Engel et al., 1993). Engel et al. (1993) also mentioned that the most widely used demographic factors are age, sex, family size, family life cycle, income, occupation, education, religion, race nationality, and social class.



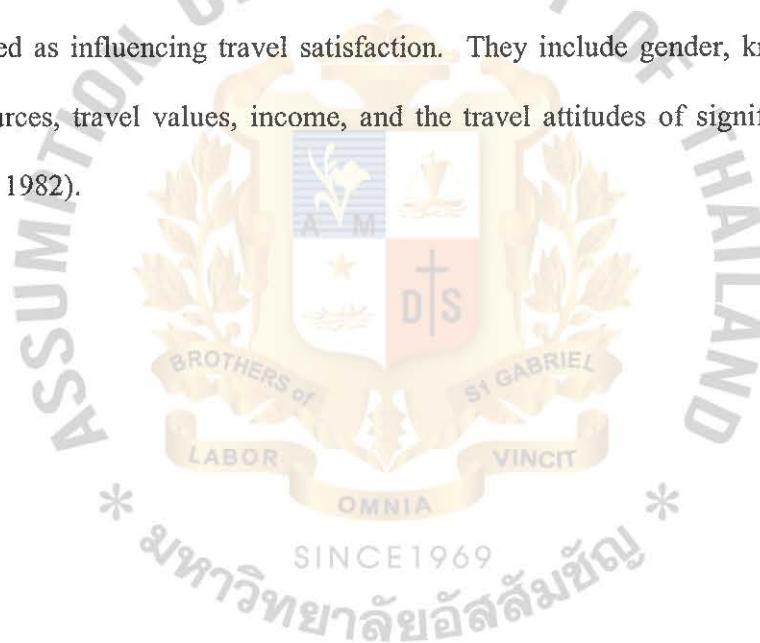
2.2 Theories and Studies Related to the Main Independent Variable

Mayo and Jarvis (1981) stated that destination attributes may be perceived differently by members of different cultural groups.

Mill and Morrison (1985) also mentioned that travellers from different countries and cultures generally have different perceptions as to favourite attractions.

Mayo and Jarvis (1981) stated that major influence on vacation travel behaviour (e.g. perception) is influenced by culture and social class.

While Stevens (1992) found that qualitative factors – beautiful scenery, quality of accommodation, and different culture – are more important than price when tourists are at the initial stage of selecting a vacation travel destination, a number of variables are identified as influencing travel satisfaction. They include gender, knowledge of travel resources, travel values, income, and the travel attitudes of significant others (Iso-Ahola, 1982).



2.3 Critical Analysis/Discussion of the Theories Related to the First Main Independent Variable and the Selection of a Generic Set of Sub-Variable

The major disadvantage of demographic segmentation is that it tends to be one dimensional and does not differentiate among brands. For instance, it can provide information on the potential for usage but not on why a particular brand is used or exactly who uses it. Such information is more likely to be learned from psychographic studies or the cross-correlation of several demographic variables (Schiffman and Kanuk, 1991).

2.4 Discussion of each of the Selected Sub-Variables

There are several variables under demography, but the most wide used among them include *age, sex, income, occupation, and education* (Schiffman and Kanuk, 2000). For this reason, these five variables will be chosen to study in this research.

Gender

Kotler (2000) referred to this particular variable that gender segmentation has long been applied in clothing, hairstyling, cosmetics, and magazines. He also suggested that occasionally other marketers notice an opportunity for gender segmentation. Additionally, he has given such examples as the cigarette market, where brands like Virginia Slims have been introduced, accompanied by appropriate flavor, packaging, and advertising cues to reinforce a female image.

One dimension that makes segmenting by gender so interesting is that the behaviors and tastes of men and women are constantly evolving. For example, in the past most marketers assumed that men were the primary decision-makers for automobile purchases, but this perspective is changing with the times (Solomon, 1997).

Gender has always been a distinguishing segmentation variable. Women have traditionally been the main users of a certain product, however, sex roles have blurred, and gender is no longer an accurate way of distinguishing consumers in some product categories. Much of the change in sex roles has occurred because of the continued impact of dual-income households. In addition to the impact of more women working and dual income households, male homemakers are expected to become an increasingly important target market in the future. This is the factor that marketers must take into consideration when developing their marketing strategies (Shiffman and Kanuk, 1997).

Age

Consumers of different age groups obviously have different needs and wants. Although people who belong to same age differ in many other ways, they do tend to share a set of values and common cultural experiences that they carry throughout life (Solomon, 1997).

Consumer wants and abilities change with age (Kotler, 1997).

Product needs and interests often vary with consumer's age. Because of age motivational differences, marketers have found age to be a particularly useful demographic variable for market segmentation. Many marketers have carved themselves a niche in the market place by concentrating on a specific age segment. Age especially chronological age, implies a number of underlying forces. In particular, demographers have drawn an important distinction between *age effects* (occurrences due to chronological age) and *cohort effects* (occurrences due to growing up during a specific time period) (Schiffman and Kanuk, 2000).

Income, Occupation, and Education

Because of the interrelationship among these three variables, education, occupation, and income are combined into a composite index of *social class* that is useful in that it reflects values, attitudes, tastes, and lifestyle (Schiffman and Kanuk, 1997).

Social class indicates people who are approximately equal in terms of their incomes and social standing in the community. They work roughly similar occupations, and they tend to have similar tastes in music, clothing, art, and so on. They also tend to socialize with one another, and they share many ideas and values regarding the way one's life should be lived. The distribution of wealth is of great interest to marketers, because it determines which groups have the greatest buying power and market potential (Solomon, 1997).

Social class has a strong influence on a person's preference in cars, clothing, home furnishings, leisure activities, reading habits, retailers, and so on. Many companies design products and/or services for specific social classes. Like most other segmentation variables, the tastes of social classes can change with the years (Kotler, 1997).

2.5 Relationship of the Independent Variable to the Dependent Variable

Goodrich (1980), Woodside and Lysonski (1989) and Um and Crompton (1990) stated that sociodemographic and trip variables affected perceptions of a destination image.

Um and Crompton (1990) mentioned that people's perceptions of a destination may be influenced by internal and external inputs. Internal inputs refer to travellers' sociodemographics, values, and motives, whereas external inputs mean various sources of information, including mass media, word-of-mouth, and past experience.

Regarding sociodemographic variables, Goodall and Ashworth (1988) suggested that sociodemographic variables such as age, occupation, and income are important factors influencing the formation of the tourist images and perceptions of the travel experience.

Woodside and Lysonski (1989) noticed that a destination image is influenced by destination attributes and travellers' variables such as age, income, past experiences, and personal values.

Baloglu (1997) examined motives of West German travelers to the United States in terms of sociodemographic and trip characteristics. He identified six image factors: adventure, nature and resort; urban environment; budget and value; history and culture; friendly environment; and active outdoor sport. These six image factors were found to vary significantly with travellers' sociodemographic and trip characteristics. Baloglu (1997) also suggested that different promotional strategies should be addressed to different segments of travelers with different vacation motives. For sources of information, they can be categorized internally or externally (Gitelson & Crompton, 1983). Internal sources of information relate to past experience, whereas external sources of information are associated with recommendations from travel

agencies, travel magazines, tourist organizations, and referrals from friends and relatives.

Lepisto and Damonte (1994) found that age was a discriminating demographic variable that influenced choice of destination, while Zimmer, Brayley and Searle (1995) identified that income and education influenced travellers when choosing nearby and farther-away destinations.



2.6 Definition and Features of the Main Dependent Variable

There are many definitions for the term *attitude*. An **attitude** is usually viewed as an enduring disposition to respond consistently in a given manner to various aspects of the world, including persons, events, and objects.

Attitudes composes of affective, cognitive, and behavioral components.

The **affective component** reflects an individual's general feelings or emotions toward an object.

The way one feels about a product, person, or object is usually tied to one's beliefs or cognitions. The **cognitive component** represents one's awareness of and knowledge about an object.

The third component of an attitude is the **behavioral component**. Intentions and behavioral expectations are reflected in this component, which therefore reflects a predisposition to action.

Four definitions of attitude according to Loudon and Bitta, 1993 are as follow. First, attitude is how positive or negative, favorable or unfavorable, pro or con a person feels toward an object. Secondly, attitude is consumer's learned tendencies to evaluate certain things or events in consistently favorable or unfavorable way. A third definition of attitude popularized by cognitively oriented social psychologists is: "an enduring organization of motivational, emotional, perceptual, and cognitive processes with respect to some aspect of the individual's world. This views attitudes as being make up of three components: (1) the cognitive or knowledge component, (2) the affective or emotional component, and (3) the conative or behavioral-tendency component. And the most recent definition of attitude, which treats attitudes as being multidimensional in nature, as opposed to the unidimensional viewpoint taken by earlier definitions, is to be a function of (1) the strength of each of several beliefs a

person holds toward an object and (2) the value or importance he gives to each belief as it relates to the object (Loudon and Bitta, 1993)

An attitude is a person's enduring favorable or unfavorable evaluations, emotional feelings, and action tendencies toward some object or idea (Philip Kotler, 1997).

Attitude is used to refer to an individual's "preference, inclination, views, or feelings toward some phenomenon." Attitude is one of the most important notions in marketing literature, because it is generally thought that attitudes are related to behavior (Churchill, 1995).



2.7 Theories and Studies Related to the Main Dependent Variable

Tourism literature has reported that people's perception of traveling lies in the results of traveling attitudes (Ragheb & Beard, 1982; Gartner & Hunt, 1987), perceived awareness, knowledge and information about traveling resources (Riddick, 1986), and images of tourist areas (Crompton, 1992; Rafferty, 1990).

Tourism literature has also mentioned that there are different types of multi-attribute models that study the relationship between people's perceptions of a place and their preference for the place as a travel destination (Goodrich, 1978; Scott, Schewe & Frederick, 1978). Efforts have been made to describe actual destination choice by exploring how tourists perceive a set of alternative travel destinations from which they make a final decision (Um & Crompton, 1990; Woodside & Lysonski, 1989; Woodside & Sherrell, 1977). For instance, a model built by Goodrich in 1978 suggested that an individual's attitude towards an object (e.g. relative preference for each region as a vacation spot) is a function of (determined by, associated with) the amount of valued attributes that the individual perceived the object (region) to have, and of the importance of those attributes to the individual (Goodrich, 1978).

Attitude theories primarily are concerned with how attitudes change. Three of the more popular viewpoints are founded on the general principle that the human mind strives to maintain harmony or consistency among currently perceived attitudes. If the mind perceives an inconsistency within its attitude structure, mental tension develops to return the structure to a consistent state. The three classical theories based upon the consistency principle are congruity, balance, and cognitive dissonance.

Here, it will be valuable to mention about the theory of cognitive dissonance, which was developed in 1957 by Leon Festinger, describes cognitive dissonance as a psychological state, which results when a person perceives that two cognitions, both of

which he or she believes to be true, do not “fit” together; that is, they seem inconsistent. The resulting dissonance produces tension which serves to motivate the individual to bring harmony to the inconsistent elements and thereby reduce psychological tension.

Dissonance can arise in three basic ways. First, any logical inconsistency can create dissonance. Second, dissonance can be created when a person experiences an inconsistency either between his or her attitude and his or her behavior or between two of his or her behaviors. Third, dissonance can occur when a strongly held expectation is disconfirmed. In all three cases, it is necessary that a person perceive the inconsistency; otherwise, no dissonance will occur. Some people are very capable of holding an attitude that contradicts their behavior without perceiving the contradiction. Therefore, they suffer no dissonance. Regardless of its source, cognitive dissonance arises after a decision has been made. The decision, if effective, commits the person to certain positions or attitudes where prior to that time he or she was capable of adjusting attitudes and behavior to avoid dissonance (Loudon and Bitta, 1993).

The most popular way of finding out people's attitudes towards anything has been to ask them how much they liked X, or whether they preferred X to Y, this kind of question taps into someone's feelings about an object. That is it only deals with one aspect of an attitude and tells us nothing about beliefs or intentions to act in relation to the object. This approach to understanding attitudes is therefore known as the single-attribute model. Later, the multi-attribute models of attitudes were developed which tried to overcome the problems of single-attribute models and provide a greater understanding of the complexity in the construction of many attitudes (Statt, 1997). One such model is *Fishbein attitude model*. Fishbein noted that his model was developed to measure a person's attitude toward an object or not toward performing

specific behaviors. Certain purchase constraints or needs can stand in the way of translating such an attitude toward an object and an attitude toward behavior relating to that object. As a result of these distinctions, Fishbein developed the following model for prediction of person's attitude toward an act such as purchase:

$$A\text{-act} = \sum_{i=1}^n B_i A_i$$

Where A-act = the individual's attitude toward performing a specific act

B_i = the individual's perceived likelihood or belief that performing the behavior will lead to some consequence

A_i = the individual's evaluation of consequence i

n = represents the number of salient consequences involved



2.8 Critical Analysis/Discussion of the Theories

Attitudes usually play a major role in shaping consumer behavior. In deciding which brand to buy, or which store to shop, consumers will typically select the brand or store that is evaluated most favorable. Consequently, in building an understanding of why consumers do or do not buy a particular product or shop a certain store, attitudes can be quite useful.

Attitudes can also be used to segment markets and choose target segments. One approach to segmentation involves dividing the market based on how favorable consumers are toward the product. All other things being equal, a firm would target the segment holding favorable attitudes, since these consumers should be more responsive to the product offering than those possessing less favorable attitudes.

The further discussed that attitudes represent an important influence on and reflection of an individual's lifestyle. Because of their importance, attitudes are often the focal point for a substantial amount of marketing strategy such as the antismoking ad campaign is to change attitudes regarding smoking, it is more common for marketers to attempt concerning a new or improved product.

According to the theory of cognitive dissonance, once an individual committed to a decision perceives an inconsistency in his attitude and/or behavior, with dissonance resulting, there are three major ways to reduce the dissonance and its accompanying tension. They are rationalization, seeking addition information that is supportive of or consistent with his or her behavior, and either eliminating or altering some of the dissonant elements, which can be accomplished by either forgetting or suppressing dissonant element or by changing his or her attitude so that it is no longer dissonant with another attitude or behavior (Loudon and Bitta, 1993).

2.9 Discussion of each of the Selected Sub-Variables

Components of Attitudes

Schiffman and Kanuk (2000) pointed out that it is useful to consider attitudes as having three components: cognitive, affective, and behavioral. Each of these attitude components is discussed in more detail below.

Cognitive Component

The cognitive component consists of a person's cognitions, that is, knowledge and perceptions that are acquired by a combination of direct experience with the attitude object and related information from various sources. This knowledge and resulting perceptions commonly take the form of beliefs, that is, the consumer believes that the attitude object possesses various attributes and that specific behavior will lead to specific outcomes.

Affective Component

A consumer's emotions or feelings about a particular product or brand constitute the affective component of an attitude. These emotions and feelings are frequently treated by consumer researchers as primarily evaluative in nature; that is, they capture an individual's direct or global assessment of the attitude-object (or the extent of which to individual rates the attitude-object as "favorable" or "unfavorable", "good" or "bad").

Conative Component

Conation is concerned with the likelihood or tendency that an individual will undertake a specific action or behave in a particular way with regard to the attitude object. According to some interpretations, the conative component may include the actual behavior itself.

In marketing and consumer research, the conative component is frequently treated as an expression of the consumer's intention to buy. Buyer intention scales are used to assess the likelihood of a consumer purchasing a product or behaving in a certain way.

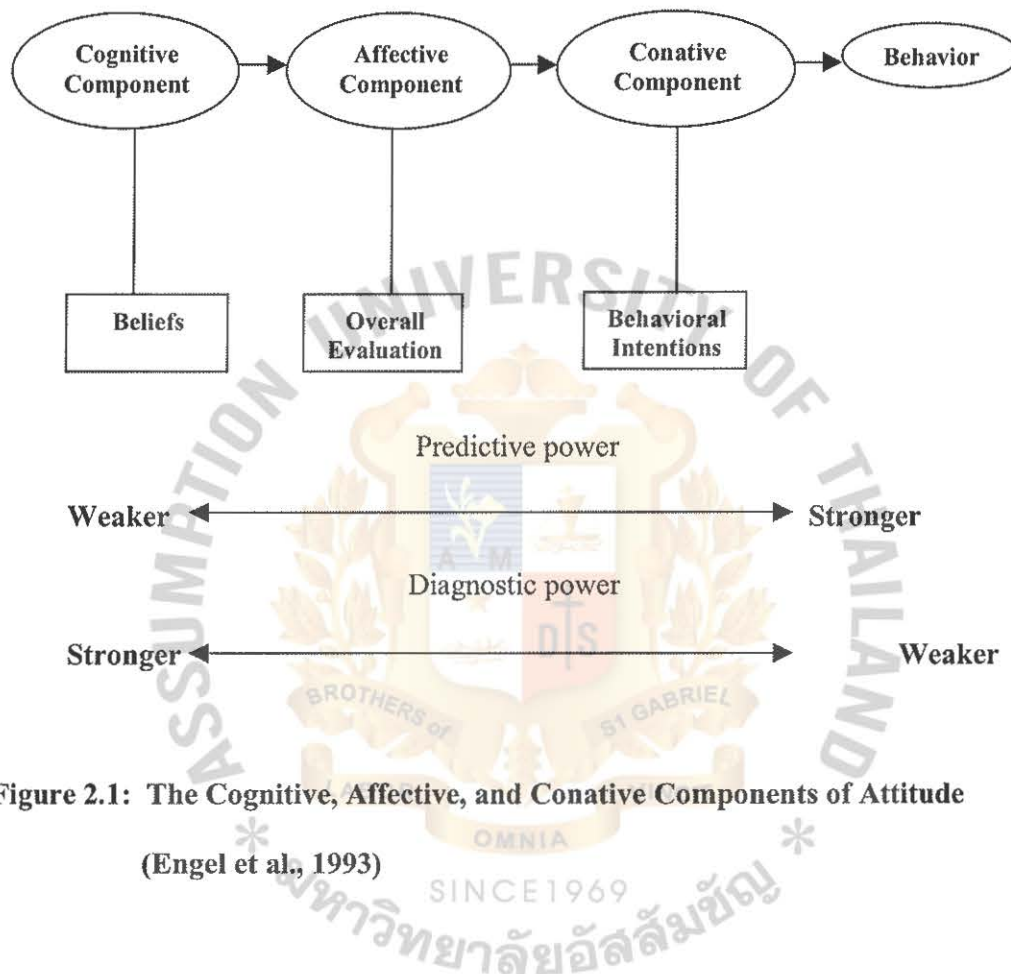


Figure 2.1: The Cognitive, Affective, and Conative Components of Attitude
(Engel et al., 1993)

Engel et al. (1993) has given a more contemporary view of attitudes is reflected within Figure 2.1. They further discussed that rather than conceptualizing attitudes as possessing three different components, attitudes are restricted to only the affective component, as reflected by the definition of attitude presented earlier. The remaining components, while closely related to attitudes are viewed as distinct entities. Elements residing within the cognitive component are seen as a major determinant of the

evaluations comprising the affective component which, in turn, is positioned as influencing the conative component. The conative component is viewed as the immediate determinant of actual behavior.



CHAPTER III

RESEARCH FRAMEWORKS

This chapter encompasses the framework of this research along with the elaboration of theoretical framework and conceptual framework. Research Hypotheses and Operationalization of the Independent and Dependent Variables will be discussed in this chapter too.

3.1 Theoretical Framework

A theoretical framework is a conceptual model of how one theorizes the relationship among the several factors that have been identified as important to the problems (Sekaran, 1992). It clarifies the questions and it summarized the overall concepts being investigated (Mc Daniel; Gates, 1998).

The model proposed in this study concerns with two principal variables that are demographic variables and attitudes toward 3 places of tourist attractions in Bangkok. The study is designed to explore such demographic measures as gender, age, education, occupation and income relatively to attitudes of Mainland China Tourists toward 3 places of tourist attractions in Bangkok.

Demographics play an important role in maket demand, segmentation, and marketing mix decisions (Hawkins et al., 1983). Engel et al. (1993) also mentioned that the most widely used demographic factors are age, sex, family size, family life cycle, income, occupation, education, religion, race nationality, and social class. In this study, the focus is on such variables as age, income, occupation and education.

Attitude is used to refer to an individual's "preference, inclination, views or feelings toward some phenomenon." Attitude is one of the more important notions in marketing literature, because it is generally thought that attitudes are related to behavior (Churchill, 1995).



3.2 Conceptual Framework

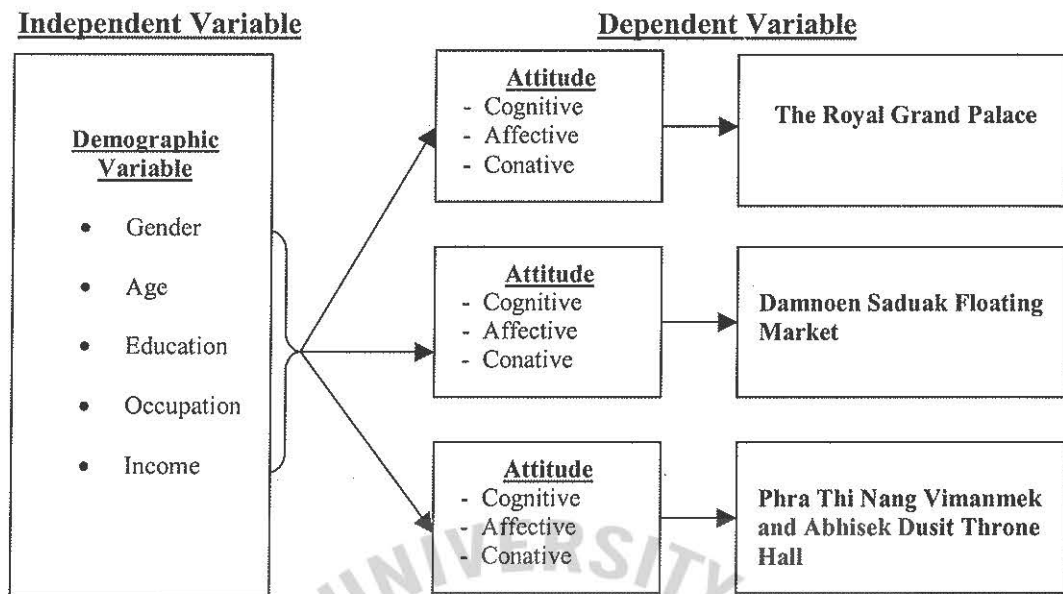


Figure 3.1: Conceptual Framework

Figure 3.1 illustrates the overall idea of the topic to be studied. It shapes the two types of variables and their sub-variables. The independent variable is the demographic characteristics of tourists from Mainland China towards places of tourist attractions in Bangkok, which contains five sub-variables, including gender, age, education, occupation, and income. The dependent variable is the attitudes toward 3 places of tourist attractions in Bangkok.

3.3 Research Hypotheses

Hypothesis is a conjectured statement about a relationship between two or more variables that can be tested with empirical data. Hypotheses are tentative statements that are considered to be plausible given the available information. A good hypothesis will contain clear implications for testing stated relationships (Carl; Roger, 1998).

According to the objectives of this research, there are totally fifteen hypotheses that need to be tested to achieve the objectives.

1. H1_o: There is no relationship between gender group and attitude of Mainland China tourists toward The Royal Grand Palace in Bangkok.
H1_a: There is a relationship between gender group and attitude of Mainland China tourists toward The Royal Grand Palace in Bangkok.
2. H2_o: There is no relationship between age group and attitude of Mainland China tourists toward The Royal Grand Palace in Bangkok.
H2_a: There is a relationship between age group and attitude of Mainland China tourists toward The Royal Grand Palace in Bangkok.
3. H3_o: There is no relationship between level of education and attitude of Mainland China tourists toward The Royal Grand Palace in Bangkok.
H3_a: There is a relationship between level of education and attitude of Mainland China tourists toward The Royal Grand Palace in Bangkok.

4. H4₀: There is no relationship between occupation and attitude of Mainland China tourists toward The Royal Grand Palace in Bangkok.
- H4_a: There is a relationship between occupation and attitude of Mainland China tourists toward The Royal Grand Palace in Bangkok.
5. H5₀: There is no relationship between income level and attitude of Mainland China tourists toward The Royal Grand Palace in Bangkok.
- H5_a: There is a relationship between income level and attitude of Mainland China tourists toward The Royal Grand Palace in Bangkok.
6. H6₀: There is no relationship between gender group and attitude of Mainland China tourists toward Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market) in Bangkok.
- H6_a: There is a relationship between gender group and attitude of Mainland China tourists toward Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market) in Bangkok.
7. H7₀: There is no relationship between age group and attitude of Mainland China tourists toward Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market) in Bangkok.
- H7_a: There is a relationship between age group and attitude of Mainland China tourists toward Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market) in Bangkok.

8. H8_o: There is no relationship between level of education and attitude of Mainland China tourists toward Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market) in Bangkok.
- H8_a: There is a relationship between level of education and attitude of Mainland China tourists toward Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market) in Bangkok.
9. H9_o: There is no relationship between occupation and attitude of Mainland China tourists toward Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market) in Bangkok.
- H9_a: There is a relationship between occupation and attitude of Mainland China tourists toward Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market) in Bangkok.
10. H10_o: There is no relationship between income level and attitude of Mainland China tourists toward Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market) in Bangkok.
- H10_a: There is a relationship between income level and attitude of Mainland China tourists toward Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market) in Bangkok.

11. H11₀: There is no relationship between gender group and attitude of Mainland China tourists toward Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall in Bangkok.

H11_a: There is a relationship between gender group and attitude of Mainland China tourists toward Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall in Bangkok.

12. H12₀: There is no relationship between age group and attitude of Mainland China tourists toward Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall in Bangkok.

H12_a: There is a relationship between age group and attitude of Mainland China tourists toward Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall in Bangkok.

13. H13₀: There is no relationship between level of education and attitude of Mainland China tourists toward Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall in Bangkok.

H13_a: There is a relationship between level of education and attitude of Mainland China tourists toward Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall in Bangkok.

14. H14_o: There is no relationship between occupation and attitude of Mainland China tourists toward Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall in Bangkok.

H14_a: There is a relationship between occupation and attitude of Mainland China tourists toward Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall in Bangkok.

15. H15_o: There is no relationship between income level and attitude of Mainland China tourists toward Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall in Bangkok.

H15_a: There is a relationship between income level and attitude of Mainland China tourists toward Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall in Bangkok.



3.4 Operationalization of the Independent and Dependent Variables

Before operationalization taking place, concepts must be well defined first. Concepts are abstract ideas generalized from particular facts. Without concept, there can be no theory (David and Coenza, 1993). An operational definition gives meaning to a concept by specifying the activities or operations necessary to measure it (Zigmund, 1997). The operational definition specifies what must be done to measure the concept under investigation.

In this research, there are three types of scales being used for measuring the dependent and independent variables, which is Likert Scale(Interval Scale), Nominal Scale and the last one is Ordinal Scale .

Business researchers' adaptation of the summated ratings method, developed by Rensis Likert, is extremely popular for measuring attitudes because the method is simple to administer. With the **Likert scale**, respondents indicate their attitudes by checking how strongly they agree or disagree with carefully constructed statements that range from very positive to very negative toward the attitudinal object. Individuals generally choose from five alternatives: strongly agree, agree, neither agree nor disagree, disagree, and strongly disagree.

To measure the attitude, researchers assign scores or weights to the alternative responses. Strong agreement indicates the most favorable attitudes on the statement that is positive toward the attitude, and the weight of 5 is assigned to this response. If a negative statement toward the object were given, the weights would be reversed, and "strongly disagree" would assigned the weight of 5.

In this research, the statement used in the questionnaire will be positive toward the attitude, so the weight of 5 will be assigned to "strongly agree", the weight of 4 will be assigned to "agree", the weight of 3 will be assigned to "neither agree nor

disagree”, the weight of 2 will be assigned to “disagree”, and the weight of 1 will be assigned to “strongly disagree”.



Below is the table that describes the Operationalization of Variables and the measurement of each variable.

Variable	Operationalization Definition	Scale	Question No.
Attitudes	<p>Cognitive</p> <ol style="list-style-type: none"> 1. I know more about historical knowledge. 2. I know more about cultural knowledge. 3. I found that price of goods in the attraction place is quite reasonable. 4. I found that the accessibility is excellent. <p>Affective</p> <ol style="list-style-type: none"> 5. I feel relax when visiting here. 6. I feel safe when visiting here. 7. I feel that the attraction place is clean. 8. I feel that the attraction place is beautiful. <p>Conative</p> <ol style="list-style-type: none"> 9. I will tell others to visit here. 10. I will visit this attraction place again. 11. I will tell the others that the manner of tourist guide of Thailand is very good. 12. I will invest in Thailand. 	<p>Likert Scale (Interval Scale)</p> <p>5 = Strongly agree 4 = Agree 3 = Neither agree nor disagree 2 = Disagree 1 = Strongly disagree</p>	Part 1 Q.1-12

Variable	Operationalization Definition	Scale	Question No.
Demographics			Part 2
• Gender	Gender	Nominal	Q.1
• Age	Age	Ordinal	Q.2
• Education	Education	Ordinal	Q.3
• Occupation	Occupation	Nominal	Q.4
• Income	Income	Ordinal	Q.5

Table 3.1: Operationalization of Variables & Variables Measurement



[CHAPTER IV

RESEARCH METHODOLOGY

4.1 Methods of Research Used

Descriptive research is adopted in this study. The major objective of descriptive research is to describe something—usually market characteristics or functions. Descriptive research is conducted for the following reasons:

1. To describe the characteristics of relevant groups, such as consumers, salespeople, organizations, or market areas.
2. To estimate the percentage of units in a specified population exhibiting a certain behavior.
3. To determine the perceptions of product characteristics.
4. To determine the degree to which marketing variables are associated.
5. To make specific predictions.

Descriptive research is preplanned and structured. It is typically based on large representative samples. A descriptive design requires a clear specification of the who, what, when, where, why, and way (the six Ws) of the research. In summary, descriptive research, in contrast to exploratory research, is marked by a clear statement of the problem, specific hypotheses, and detailed information needs.

The researcher will use the survey method for conducting this research. The advantages of survey method are providing a quick, inexpensive, efficient and accurate means of assessing information about a population (Sheatsley, 1974). The

growth of survey research is related to the simple idea that to find out what customers think.

4.2 Respondents and Sampling Procedures

Respondents are the persons who answer an interview's questions or persons who provide answers to written question in self-administered surveys (Zikmund, 1999). The main respondents of this survey are Mainland China Tourists who hold passport of People Republic of China for the age of 18 years and above both male and female.

Only Mainland China Tourists who visit all 3 attraction places which are The Royal Grand Palace, Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market) and Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall in Bangkok will be the main respondents in this research. The researcher will go to conduct a survey both Terminal 1 and Terminal 2 at Donmuang Airport, Bangkok, Thailand for the Mainland China Tourists who are departing from Bangkok during the month of September and October 2002.

The statistical data from Immigration Bureau, Police Department of Thailand indicates that Mainland China Tourists who arrivals to Thailand in the month of January 2001 is equal to 90,686 persons. Therefore the sample size in this research for about the period of one month (half month of September and another half month of October) will be 382 persons as refer to Table 4.1

Table 4.1: Theoretical sample size for different sizes of population and a 95 percent level of certainty

Population	Required sample for tolerable error			
	5%	4%	3%	2%
100	79	85	91	96
500	217	272	340	413
1,000	277	375	516	705
5,000	356	535	897	1,622
50,000	381	593	1,044	2,290
100,000	382	596	1,055	2,344
1,000,000	384	599	1,065	2,344
25,000,000	384	600	1,067	2,400

Source: Gary Anderson, Fundamentals of Educational Research, 1998

This research is a **nonprobability sampling**. **Nonprobability sampling** relies on the personal judgment of the researcher rather than chance to select sample elements. The researcher can arbitrarily or consciously decide which elements to include in the sample. Nonprobability samples may yield good estimates of the population characteristics. However, they do not allow for objective evaluation of the

precision of the sample results. Because there is no way of determining the probability of selecting any particular element for inclusion in the sample, the estimates obtained are not statistically projectable to the population. Commonly used nonprobability sampling techniques include convenience sampling, judgmental sampling, quota sampling, and snowball sampling.

In this research, the researcher used **convenience sampling**. **Convenience sampling** attempts to obtain a sample of convenient elements. The selection of sampling units is left primarily to the interviewer. Often, respondents are selected because they happen to be in the right place at the right time. Examples of convenience sampling include (1) use of students, church groups, and members of social organizations, (2) mall-intercept interviews without qualifying the respondents, (3) department stores using charge account lists, (4) tear-out questionnaires included in a magazine, and (5) "people on the street" interviews.

Convenience sampling is the least expensive and least time consuming of all sampling techniques. The sampling units are accessible, easy to measure, and cooperative.

4.3 Research Instruments/Questionnaire

The researcher will use questionnaire as an instrument of this research. It is a structured sequence of questions designed to draw out facts and opinions and which provides a vehicle for recording the data (Hague; Jackson, 1996). The questionnaire of this research is a structured questionnaire. Structured questionnaire is a list of questions that have pre-specified answer choices (Burns and Bush, 2000). The main advantages of this kind of questionnaire are that it can be collected in a complete form within a short period of time and can be obtained from the target respondent immediate completion. This approach is also easy to be interpreted by computer (Zikmund, 2000).

The questionnaire used in this research will be designed purposely to serve this research topic by the researcher. It includes two parts:

Part 1: is questioning about the attitude of Mainland China Tourists toward 3 tourist attractions in Bangkok.

Part 2: is questioning about personal data of the respondents.

All the questions will be close-ended questions for the ease of answering by the respondents and analyzing by the researcher except for the choice of occupation in question no. 4 of part II which is opened for the respondents to answer their occupation if their occupations are in the "Others" choice. All these seventeen questions will enable the researcher to answer the statement of problem and confirm the hypothesis.

An attitude scale will be developed to measure attitudes of Mainland China Tourists toward 3 tourist attractions in Bangkok. The attitude scale comprises of a number of questions and is coded on the five-point item scale (5 = strongly agree, 4 = agree, 3 = neither agree nor disagree, 2 = disagree, 1 = strongly disagree).

Pretest

According to Churchill (1995), data collection should never begin without an adequate pretest of the instrument. Therefore, it implies that this research requires conducting a pretest. The purpose of the pretest is to examine the reliability of the instrument (i.e. questionnaire) used in the research. According to Churchill (1995), reliability refers to the similarity of results provided by independent but comparable measures of the same object, trait, or construct is called reliability. Reliability is the agreement between two efforts to measure the same trait through maximally similar methods. Evaluating the reliability of any measuring instrument consists of determining how much of the variation in scores is due to inconsistencies in measurement. The reliability of the instrument should be established before it is used for a substantive study and not after. Reliability involves determining the consistency of independent or comparable measures of the same object, group, or situation.

In this study, the questionnaire will be available in both English and Chinese language. However, Chinese language questionnaire is used, as all respondents are Chinese. Substantially, there should be a minimum of 25 units in conducting a pretest (Wanichbancha, 2001). In this research, 30 sets of questionnaires are to be pretested to the target respondents at Terminal 1 and Terminal 2 of Donmunag Airport, Bangkok, Thailand. In pretest, it is essential for the researcher to look for evidence of ambiguous questions, inappropriate wording, and so fourth. Then mistakes will be corrected and adjusted to fit the respondents' understanding and to make sure that the questions are not biased or lead questions which mean questions that lead the respondents to certain answers.

4.4 Collection of Data/Gathering Procedures

There are two sources of data:

1. Secondary Data

Secondary information is any data originally generated for some purpose other than the present research objectives. A search for secondary information generally follows the statement of objectives. These data can be quickly and inexpensively obtained (Malhotra, 2000). Most of the secondary data used in this research is obtained from the articles, journals about tourism, periodicals, and textbooks relating to attitude, marketing research, business research which all are obtained from the library of TAT (Tourism Authority of Thailand), Assumption University, Chulalongkorn University, Thammasat University, etc.

2. Primary Data

Primary data is data originated by the researcher for the specific purpose of addressing the research problem. Obtaining primary data can be expensive and time-consuming (Malhotra, 2000). The primary data shall be gathered through the questionnaire survey (Structured questionnaire – a list of questions that have pre-specified answer choices), as previously mentioned since it is easy to interpret and analyze.

A survey approach will be employed for collecting primary data through the use of self-administered questionnaires. The questionnaires will be administered to systematic sample respondents. The process of data collection will be carried out through an allocation of questionnaires in Terminal 1 and Terminal 2 at Donmuang

Airport, Bangkok, Thailand during the month of September and October, 2002 at the departing point. The researcher will ask the respondents to answer the questionnaires, but if that respondent has not went to all three attraction places in the study. The researcher will ask more respondents in order to find out totally 382 target respondents who have visited all three attraction places.



4.5 Statistical Treatment of Data

The answer of 382 respondents will be analyzed by using SPSS software, which provides research findings based on statistical results such as frequencies, percentage.

SPSS program or the Statistical Package for the Social Sciences will be used to code, facilitate tabulation, and analyze statistical data.

In descriptive analysis, the data will be presented in a form of frequency, and percentage as for nominal, ordinal and some interval data.

The researcher will use Correlation Analysis in this research.

Correlation Analysis

According to Churchill (1995), correlation analysis is a term referring to a technique for studying the relationship between two or more variables. Correlation analysis involves measuring the closeness of the relationship between two or more variables; it considers the joint variation of two measures, neither of which is restricted by the experimenter.

$$r = \frac{n \sum xy - (\sum x)(\sum y)}{\sqrt{n \sum x^2 - (\sum x)^2} \sqrt{n \sum y^2 - (\sum y)^2}}$$

The values of the variables are in categories, so the researcher will use Crosstabs procedure.

Cross-Tabulations

Cross-tabulation describes two or more variables simultaneously. A cross-tabulation is the merging of the frequency distribution of two or more variables in a single table. It helps us to understand how one variable such as brand loyalty relates to another variable such as gender. Cross-tabulation results in table that reflect the joint distribution of two or more variables with a limited number of categories or distinct values. The categories of one variable are cross-classified with the categories of one or more other variables. Thus, the frequency distribution of one variable is subdivided according to the values or categories of the other variables.

Cramer's V

Cramer's V is a modified version of the phi correlation coefficient, ϕ , and is used in tables larger than 2*2. When phi is calculated for a table larger than 2*2, it has no upper limit. Cramer's V is obtained by adjusting phi for either the number of rows or the number of columns in the table, based on which of the two is smaller. The adjustment is such that V will range from 0 to 1. A large value of V merely indicates a high degree of association. It does not indicate how the variables are associated. For a table with r rows and c columns, the relationship between Cramer's V and the phi correlation coefficient is expressed as:

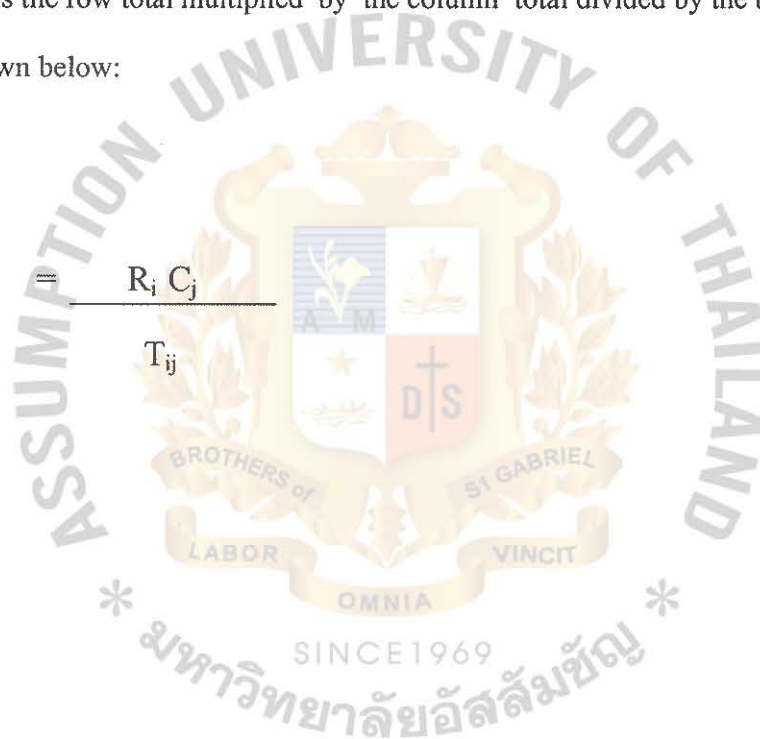
$$V = \sqrt{\frac{\phi^2}{\min(r-1), (c-1)}} \quad \text{or} \quad V = \sqrt{\frac{X^2/n}{\min(r-1), (c-1)}}$$

In this research, the researcher will use Correlation Analysis to study the relationship between independent variable and dependent variable. Crosstabs and Cramer's V are used as the statistical method for analyze the data from the SPSS program or the Statistical Package for the Social Sciences.

Expected count

Expected count is another term in analyzing the result. To compute the **expected** number of cases, multiply the probability by the total sample size. This result is the row total multiplied by the column total divided by the total sample size, as shown below:

$$E_{ij} = \frac{R_i C_j}{T_{ij}}$$



Reliability Test

Reliability is a criterion for evaluating measurement scales : it represents how consistent or stable the ratings generated by a scale are (Parasuraman, 1991). The reliability of measurement indicates the stability and consistency with which the instrument is measuring the concept and helps to assess the “goodness” of a measurement (Sekaran, 1992). The most specific technique in the Internal Consistency method is the Cronbach’s – Alpha.

Cronbach’s – Alpha produces the mean of all possible split – half coefficients resulting from different splitting of the measurement instrument. Coefficient – alpha can range from 0 to 1. A value of 0.6 or less is usually viewed as unsatisfactory (Hawkins and Tull, 1993). Coefficient alpha provides a summary measure of the interrelations that exist among a set of items. (Churchill, 1991)

The test from this study renders alpha values of 0.8504, 0.9046, 0.9227 for The Royal Grand Palace, Damnoen Saduak Floating Market, and Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall accordingly (See Appendix C). This computed figures well exceed the threshold of 0.60 for Cronbach’s – Alpha.

CHAPTER V

PRESENTATION OF DATA AND CRITICAL DISCUSSION RESULTS

The research on “Attitude of Tourists from Mainland china Towards Selected Tourist Attractions in Bangkok” has been conducted by the means of primary data collection method accounting 382 questionnaires. The researcher has able to get respondents from all 382 respondents. Since there is no missing values, the analysis of this research study has based on 382 respondents.

5.1 Presentation, Analysis and Interpretation of Data

According to the research objective, the results of the frequency distribution of demographic variable of the respondents will be shown below:

Table 5.1 Frequency Distribution of the Gender of the respondents

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	217	56.8	56.8	56.8
	Female	165	43.2	43.2	100.0
	Total	382	100.0	100.0	

It is obvious from the table 5.1 that 382 questionnaires have been distributed to collect the primary data to conduct this research study. From 382 respondents, 217 respondents (56.8%) are male and another 165 respondents (43.2%) are female.

Table 5.2 Frequency Distribution of the Age of the respondents

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	26 - 35 years	130	34.0	34.0	34.0
	36 - 45 years	123	32.2	32.2	66.2
	46 - 55 years	73	19.1	19.1	85.3
	more than 55 years	39	10.2	10.2	95.5
	less than or equal to 25 years	17	4.5	4.5	100.0
	Total	382	100.0	100.0	

130 respondents (34%) have the age between 26 – 35 years, 123 respondents (32.2%) have the age of 36 – 45 years, 73 respondents (19.1%) have the age between 46 – 55 years, 39 respondents (10.2%) have the age more than 55 years and the other 17 respondents (4.5%) have the age less than or equal to 25 years.

Table 5.3 Frequency Distribution of the Education level of the respondents

Education		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor Degree	185	48.4	48.4	48.4
	Vocational	124	32.5	32.5	80.9
	Secondary school	45	11.8	11.8	92.7
	Master Degree	28	7.3	7.3	100.0
	Total	382	100.0	100.0	

185 respondents (48.4%) hold Bachelor Degree, where 124 respondents (32.5%) graduated with Vocational, 45 respondents (11.8%) graduated with Secondary school and 28 respondents (7.3%) hold Master Degree.

Table 5.4 Frequency Distribution of the Occupation of the respondents

		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employee	219	57.3	57.3	57.3
	Business owner	89	23.3	23.3	80.6
	Government officer	48	12.6	12.6	93.2
	Student	26	6.8	6.8	100.0
	Total	382	100.0	100.0	

219 respondents (57.3%) are employee, 89 respondents (23.3%) are business owner, where 48 respondents (12.6%) are government officer and the other 26 respondents (6.8%) are student.

Table 5.5 Frequency Distribution of the Income level of the respondents

		Income(per month)			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,001 - 6,000 yuan	180	47.1	47.1	47.1
	6,001 - 10,000 yuan	90	23.6	23.6	70.7
	less than or equal to 2,000 yuan	84	22.0	22.0	92.7
	10,001 - 14,000 yuan	25	6.5	6.5	99.2
	more than 14,000 yuan	3	.8	.8	100.0
	Total	382	100.0	100.0	

180 respondents (47.1%) have income between 2,001 – 6,000 yuan, 90 respondents (23.6%) have income between 6,001 – 10,000 yuan, 84 respondents (22%) have income less than or equal to 2,000 yuan, where 25 respondents (6.5%) have income between 10,001 – 14,000 yuan and the other 3 respondents (0.8%) have income more than 14,000 yuan.

According to all fifteen hypothesis, the findings from analyzing the results from cross-tabulation by SPSS software are shown below:

Hypothesis 1

H1_o: There is no relationship between gender group and attitude of Mainland China tourists toward The Royal Grand Palace in Bangkok.

H1_a: There is a relationship between gender group and attitude of Mainland China tourists toward The Royal Grand Palace in Bangkok.

Table 5.6 Cross-tabulation analysis for Gender for Royal Grand Palace

Symmetric Measures					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	.424			.000
	Cramer's V	.424			.000
Interval by Interval	Pearson's R	-.126	.050	-2.472	.014 ^c
Ordinal by Ordinal	Spearman Correlation	-.137	.050	-2.703	.007 ^c
N of Valid Cases		382			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

The cross-tabulation analysis in Table 5.6 indicated that the significant of Cramer’s V is equal to 0.000 which is less than 0.5. Therefore, the null hypothesis was rejected which means that there is a relationship between gender group and attitude of Mainland China tourists toward The Royal Grand Palace in Bangkok.

Hypothesis 2

H2₀: There is no relationship between age group and attitude of Mainland China tourists toward The Royal Grand Palace in Bangkok.

H2_a: There is a relationship between age group and attitude of Mainland China tourists toward The Royal Grand Palace in Bangkok.

Table 5.7 Cross-tabulation analysis for Age group for Royal Grand Palace

Symmetric Measures					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	.790			.000
	Cramer's V	.395			.000
Interval by Interval	Pearson's R	-.006	.051	-.107	.914 ^c
Ordinal by Ordinal	Spearman Correlation	.033	.050	.651	.515 ^c
N of Valid Cases		382			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

The cross-tabulation analysis in Table 5.7 indicated that the significant of Cramer's V is equal to 0.000 which is less than 0.5. Therefore, the null hypothesis was rejected which means that there is a relationship between age group and attitude of Mainland China tourists toward The Royal Grand Palace in Bangkok.

Hypothesis 3

H3_o: There is no relationship between level of education and attitude of Mainland China tourists toward The Royal Grand Palace in Bangkok.

H3_a: There is a relationship between level of education and attitude of Mainland China tourists toward The Royal Grand Palace in Bangkok.

Table 5.8 Cross-tabulation analysis for Education level for Royal Grand Palace

		Symmetric Measures			
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	.804			.000
	Cramer's V	.464			.000
Interval by Interval	Pearson's R	.290	.054	5.917	.000 ^c
Ordinal by Ordinal	Spearman Correlation	.233	.053	4.671	.000 ^c
N of Valid Cases		382			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

The cross-tabulation analysis in Table 5.8 indicated that the significant of Cramer's V is equal to 0.000 which is less than 0.5. Therefore, the null hypothesis was rejected which means that there is a relationship between education level and attitude of Mainland China tourists toward The Royal Grand Palace in Bangkok.

Hypothesis 4

H4₀: There is no relationship between occupation and attitude of Mainland China tourists toward The Royal Grand Palace in Bangkok.

H4_a: There is a relationship between occupation and attitude of Mainland China tourists toward The Royal Grand Palace in Bangkok.

Table 5.9 Cross-tabulation analysis for Occupation for Royal Grand Palace

		Symmetric Measures			
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	.661			.000
	Cramer's V	.381			.000
Interval by Interval	Pearson's R	-.024	.053	-.470	.639 ^c
Ordinal by Ordinal	Spearman Correlation	-.003	.051	-.052	.958 ^c
N of Valid Cases		382			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

The cross-tabulation analysis in Table 5.9 indicated that the significant of Cramer's V is equal to 0.000 which is less than 0.5. Therefore, the null hypothesis was rejected which means that there is a relationship between occupation and attitude of Mainland China tourists toward The Royal Grand Palace in Bangkok.

Hypothesis 5

H5₀: There is no relationship between income level and attitude of Mainland

China tourists toward The Royal Grand Palace in Bangkok.

H5_a: There is a relationship between income level and attitude of Mainland

China tourists toward The Royal Grand Palace in Bangkok.

Table 5.10 Cross-tabulation analysis for Income level for Royal Grand Palace

		Symmetric Measures			
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	.729			.000
	Cramer's V	.365			.000
Interval by Interval	Pearson's R	.173	.047	3.430	.001 ^c
Ordinal by Ordinal	Spearman Correlation	.196	.047	3.887	.000 ^c
N of Valid Cases		382			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

The cross-tabulation analysis in Table 5.10 indicated that the significant of Cramer's V is equal to 0.000 which is less than 0.5. Therefore, the null hypothesis was rejected which means that there is a relationship between income level and attitude of Mainland China tourists toward The Royal Grand Palace in Bangkok.

Hypothesis 6

H_{6o}: There is no relationship between gender group and attitude of Mainland China tourists toward Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market) in Bangkok.

H_{6a}: There is a relationship between gender group and attitude of Mainland China tourists toward Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market) in Bangkok.

Table 5.11 Cross-tabulation analysis for Gender group for Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market)

		Symmetric Measures			
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	.385			.001
	Cramer's V	.385			.001
Interval by Interval	Pearson's R	-.013	.051	-.259	.796 ^c
Ordinal by Ordinal	Spearman Correlation	-.054	.052	-1.055	.292 ^c
N of Valid Cases		382			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

The cross-tabulation analysis in Table 5.11 indicated that the significant of Cramer's V is equal to 0.001 which is less than 0.5. Therefore, the null hypothesis was rejected which means that there is a relationship between gender group and attitude of Mainland China tourists toward Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market) in Bangkok.

Hypothesis 7

- H7_o: There is no relationship between age group and attitude of Mainland China tourists toward Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market) in Bangkok.
- H7_a: There is a relationship between age group and attitude of Mainland China tourists toward Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market) in Bangkok.

Table 5.12 Cross-tabulation analysis for Age Group for Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market)

Symmetric Measures					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	.892			.000
	Cramer's V	.446			.000
Interval by Interval	Pearson's R	-.090	.051	-1.754	.080 ^c
Ordinal by Ordinal	Spearman Correlation	-.040	.052	-.786	.433 ^c
N of Valid Cases		382			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

The cross-tabulation analysis in Table 5.12 indicated that the significant of Cramer’s V is equal to 0.000 which is less than 0.5. Therefore, the null hypothesis was rejected which means that there is a relationship between age group and attitude of Mainland China tourists toward Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market) in Bangkok.

Hypothesis 8

H8_o: There is no relationship between level of education and attitude of Mainland China tourists toward Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market) in Bangkok.

H8_a: There is a relationship between level of education and attitude of Mainland China tourists toward Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market) in Bangkok.

Table 5.13 Cross-tabulation analysis for Education level for Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market)

Symmetric Measures					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	.778			.000
	Cramer's V	.449			.000
Interval by Interval	Pearson's R	.146	.051	2.874	.004 ^c
Ordinal by Ordinal	Spearman Correlation	.054	.054	1.060	.290 ^c
N of Valid Cases		382			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

The cross-tabulation analysis in Table 5.13 indicated that the significant of Cramer’s V is equal to 0.000 which is less than 0.5. Therefore, the null hypothesis was rejected which means that there is a relationship between education level and attitude of Mainland China tourists toward Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market) in Bangkok.

Hypothesis 9

H9₀: There is no relationship between occupation and attitude of Mainland China tourists toward Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market) in Bangkok.

H9_a: There is a relationship between occupation and attitude of Mainland China tourists toward Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market) in Bangkok.

Table 5.14 Cross-tabulation analysis for Occupation for Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market)

Symmetric Measures					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	.734			.000
	Cramer's V	.424			.000
Interval by Interval	Pearson's R	-.133	.055	-2.610	.009 ^c
Ordinal by Ordinal	Spearman Correlation	-.085	.053	-1.661	.097 ^c
N of Valid Cases		382			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

The cross-tabulation analysis in Table 5.14 indicated that the significant of Cramer's V is equal to 0.000 which is less than 0.5. Therefore, the null hypothesis was rejected which means that there is a relationship between occupation and attitude of Mainland China tourists toward Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market) in Bangkok.

Hypothesis 10

H10_o: There is no relationship between income level and attitude of Mainland

China tourists toward Damnoen Saduak Talat Naam (Damnoen
Saduak Floating Market) in Bangkok.

H10_a: There is a relationship between income level and attitude of Mainland

China tourists toward Damnoen Saduak Talat Naam (Damnoen
Saduak Floating Market) in Bangkok.

**Table 5.15 Cross-tabulation analysis for Income level for Damnoen Saduak
Talat Naam (Damnoen Saduak Floating Market)**

		Symmetric Measures			
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	.796			.000
	Cramer's V	.398			.000
Interval by Interval	Pearson's R	-.051	.050	-.986	.325 ^c
Ordinal by Ordinal	Spearman Correlation	-.031	.051	-.596	.552 ^c
N of Valid Cases		382			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

The cross-tabulation analysis in Table 5.15 indicated that the significant of Cramer's V is equal to 0.000 which is less than 0.5. Therefore, the null hypothesis was rejected which means that there is a relationship between income level and attitude of Mainland China tourists toward Damnoen Saduak Talat Naam (Damnoen Saduak Floating Market) in Bangkok.

Hypothesis 11

H11_o: There is no relationship between gender group and attitude of Mainland China tourists toward Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall in Bangkok.

H11_a: There is a relationship between gender group and attitude of Mainland China tourists toward Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall in Bangkok.

Table 5.16 Cross-tabulation analysis for Gender Group for Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall.

Symmetric Measures					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	.402			.001
	Cramer's V	.402			.001
Interval by Interval	Pearson's R	-.002	.051	-.043	.965 ^c
Ordinal by Ordinal	Spearman Correlation	-.011	.051	-.212	.832 ^c
N of Valid Cases		382			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

The cross-tabulation analysis in Table 5.16 indicated that the significant of Cramer’s V is equal to 0.001 which is less than 0.5. Therefore, the null hypothesis was rejected which means that there is a relationship between gender group and attitude of Mainland China tourists toward Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall in Bangkok.

Hypothesis 12

H12₀: There is no relationship between age group and attitude of Mainland

China tourists toward Phra Thi Nang Vimanmek and Abhisek

Dusit Throne Hall in Bangkok.

H12_a: There is a relationship between age group and attitude of Mainland

China tourists toward Phra Thi Nang Vimanmek and Abhisek

Dusit Throne Hall in Bangkok.

Table 5.17 Cross-tabulation analysis for Age Group for Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall.

Symmetric Measures					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	.750			.000
	Cramer's V	.375			.000
Interval by Interval	Pearson's R	-.007	.050	-.143	.887 ^c
Ordinal by Ordinal	Spearman Correlation	.066	.050	1.288	.199 ^c
N of Valid Cases		382			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

The cross-tabulation analysis in Table 5.17 indicated that the significant of Cramer's V is equal to 0.000 which is less than 0.5. Therefore, the null hypothesis was rejected which means that there is a relationship between age group and attitude of Mainland China tourists toward Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall in Bangkok.

Hypothesis 13

H13_o: There is no relationship between level of education and attitude of Mainland China tourists toward Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall in Bangkok.

H13_a: There is a relationship between level of education and attitude of Mainland China tourists toward Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall in Bangkok.

Table 5.18 Cross-tabulation analysis for Education level Group for Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall.

Symmetric Measures					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	.872			.000
	Cramer's V	.504			.000
Interval by Interval	Pearson's R	.501	.042	11.272	.000 ^c
Ordinal by Ordinal	Spearman Correlation	.364	.051	7.626	.000 ^c
N of Valid Cases		382			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

The cross-tabulation analysis in Table 5.18 indicated that the significant of Cramer’s V is equal to 0.000 which is less than 0.5. Therefore, the null hypothesis was rejected which means that there is a relationship between education level and attitude of Mainland China tourists toward Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall in Bangkok.

Hypothesis 14

H14_o: There is no relationship between occupation and attitude of Mainland China tourists toward Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall in Bangkok.

H14_a: There is a relationship between occupation and attitude of Mainland China tourists toward Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall in Bangkok.

Table 5.19 Cross-tabulation analysis for Occupation for Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall.

Symmetric Measures					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	.687			.000
	Cramer's V	.396			.000
Interval by Interval	Pearson's R	-.046	.051	-.905	.366 ^c
Ordinal by Ordinal	Spearman Correlation	-.005	.051	-.088	.930 ^c
N of Valid Cases		382			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

The cross-tabulation analysis in Table 5.19 indicated that the significant of Cramer’s V is equal to 0.000 which is less than 0.5. Therefore, the null hypothesis was rejected which means that there is a relationship between occupation and attitude of Mainland China tourists toward Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall in Bangkok.

Hypothesis 15

H15₀: There is no relationship between income level and attitude of Mainland China tourists toward Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall in Bangkok.

H15_a: There is a relationship between income level and attitude of Mainland China tourists toward Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall in Bangkok.

Table 5.20 Cross-tabulation analysis for Income level for Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall.

Symmetric Measures					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Nominal by Nominal	Phi	.772			.000
	Cramer's V	.386			.000
Interval by Interval	Pearson's R	.209	.049	4.172	.000 ^c
Ordinal by Ordinal	Spearman Correlation	.248	.048	4.998	.000 ^c
N of Valid Cases		382			

- a. Not assuming the null hypothesis.
- b. Using the asymptotic standard error assuming the null hypothesis.
- c. Based on normal approximation.

The cross-tabulation analysis in Table 5.20 indicated that the significant of Cramer's V is equal to 0.000 which is less than 0.5. Therefore, the null hypothesis was rejected which means that there is a relationship between income level and attitude of Mainland China tourists toward Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall in Bangkok.

CHAPTER VI

SUMMARY, CONCLUSION AND RECOMMENDATIONS

In this chapter, summary of the hypothesis testing, summary of the findings, conclusions, and recommendations are presented.

6.1 Summary of Findings

Table 6.1 will show the result of all 15 hypothesis test:

Table 6.1 Summary of the results of the hypothesis

Hypothesis No.	Hypothesis	Test Statistic	Level of Significance	Result
1	H1 ₀ : There is no relationship between gender group and attitude of Mainland China tourists toward The Royal Grand Palace in Bangkok.	Cramer's V	0.000	Reject H1 ₀
2	H2 ₀ : There is no relationship between age group and attitude of Mainland China tourists toward The Royal Grand Palace in Bangkok.	Cramer's V	0.000	Reject H2 ₀
3	H3 ₀ : There is no relationship between level of education and attitude of Mainland China tourists toward The Royal Grand Palace in Bangkok.	Cramer's V	0.000	Reject H3 ₀

Hypothesis No.	Hypothesis	Test Statistic	Level of Significance	Result
4	H4 ₀ : There is no relationship between occupation and attitude of Mainland China tourists toward The Royal Grand Palace in Bangkok.	Cramer's V	0.000	Reject H4 ₀
5	H5 ₀ : There is no relationship between income level and attitude of Mainland China tourists toward The Royal Grand Palace in Bangkok.	Cramer's V	0.000	Reject H5 ₀
6	H6 ₀ : There is no relationship between gender group and attitude of Mainland China tourists toward Damnoen Saduak Talat Naam Floating Market in Bangkok.	Cramer's V	0.001	Reject H6 ₀
7	H7 ₀ : There is no relationship between age group and attitude of Mainland China tourists toward Damnoen Saduak Talat Naam Floating Market in Bangkok.	Cramer's V	0.000	Reject H7 ₀

Hypothesis No.	Hypothesis	Test Statistic	Level of Significance	Result
8	H8 ₀ : There is no relationship between level of education and attitude of Mainland China tourists toward Damnoen Saduak Talat Naam Floating Market in Bangkok.	Cramer's V	0.000	Reject H8 ₀
9	H9 ₀ : There is no relationship between occupation and attitude of Mainland China tourists toward Damnoen Saduak Talat Naam Floating Market in Bangkok.	Cramer's V	0.000	Reject H9 ₀
10	H10 ₀ : There is no relationship between income level and attitude of Mainland China tourists toward Damnoen Saduak Talat Naam Floating Market in Bangkok.	Cramer's V	0.000	Reject H10 ₀
11	H11 ₀ : There is no relationship between gender group and attitude of Mainland China tourists toward Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall in Bangkok.	Cramer's V	0.001	Reject H11 ₀

Hypothesis No.	Hypothesis	Test Statistic	Level of Significance	Result
12	H12 ₀ : There is no relationship between age group and attitude of Mainland China tourists toward Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall in Bangkok.	Cramer's V	0.000	Reject H12 ₀
13	H13 ₀ : There is no relationship between level of education and attitude of Mainland China tourists toward Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall in Bangkok.	Cramer's V	0.000	Reject H13 ₀
14	H14 ₀ : There is no relationship between occupation and attitude of Mainland China tourists toward Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall in Bangkok.	Cramer's V	0.000	Reject H14 ₀
15	H15 ₀ : There is no relationship between income level and attitude of Mainland China tourists toward Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall in Bangkok.	Cramer's V	0.000	Reject H15 ₀

From the table above, it shows that all demographic variable has relationship with attitude of Mainland China tourists toward three selected tourist attractions in Bangkok which are The Royal Grand Palace, Damnoen Saduak Talat Naam Floating Market and Phra Thi Nang Vimanmek.



6.2 Conclusions

Most Mainland China tourists who answer the questionnaire are male. The age of the largest group of respondents ranges between 26 – 35 years and 36 – 45 years. The largest group of respondents hold Bachelor degree. Majority of respondents visiting these three attractions are employee. The income of the largest group of respondents ranges between 2,001 to 6,000 yuan which is about 10,005 to 30,000 baht (with the exchange rate of 1 yuan equals to 5 baht).

According to the process of weighting the attitude of the Mainland China tourists toward selecting three attractions in Bangkok, The Royal Grand Palace got the weight of 4 for all demographic variables which means that almost all the respondents have positive attitude toward The Royal Grand Palace in cognitive, behavioral and conative components. (as can be seen in detail in Crosstab Analysis in Appendix D).

Damnoen Saduak Talat Naam Floating Market got the weight of 3 for all demographic variables which means that almost all the respondent has neutral attitude toward Damnoen Saduak Talat Naam Floating Market in cognitive, behavioral and conative components (as can be seen in detail in Crosstab Analysis in Appendix D).

The last tourist attraction in this research is Phra Thi Nang Vimanmek. Phra Thi Nang Vimanmek got the weight of 4 for all demographic variable which means that almost all the respondents have positive attitude toward Phra Thi Nang Vimanmek in cognitive, behavioral and conative components (as can be seen in detail in Crosstab Analysis in Appendix D).

Therefore, the conclusion is that the attitude of Mainland China tourists toward The Royal Grand Palace and Phra Thi Nang Vimanmek is positive while the attitude

of Mainland China tourists toward Damnoen Saduak Talat Naam Floating Market is neutral.

For the attitude of Mainland China tourists toward The Royal Grand Palace, most respondents agreed that they know more about historical knowledge and also about cultural knowledge. They also found that price of goods in The Royal Grand Palace is quite reasonable and also that the accessibility to The Royal Grand Palace is excellent. They agreed that they feel relaxed and safe while visiting here. They also strongly agreed that The Royal Grand Palace is clean and beautiful. They strongly agreed that they will tell to others to visit The Royal Grand Palace, they neither agreed nor disagreed that they will visit The Royal Grand Palace in the future. However they strongly agreed that they will tell to others that the manner of tourist guide of Thailand is very good.

For the attitude of Mainland China tourists toward Damnoen Saduak Talat Naam Floating Market, most respondents agreed that they know more about historical knowledge and also about cultural knowledge. They neither agreed nor disagreed that the price of goods in Damnoen Saduak Talat Naam Floating Market is quite reasonable. They neither agreed nor disagreed that the accessibility to Damnoen Saduak Talat Naam Floating Market is excellent and they also neither agreed nor disagreed that they feel relaxed and safe while visiting Damnoen Saduak Talat Naam Floating Market. They neither agreed nor disagreed that this place is clean. However, they agreed that Damnoen Saduak Talat Naam Floating Market is beautiful. They agreed that they will tell to others to visit this place, but they themselves neither agreed nor disagreed that they will visit this attraction or not. The good news is that they will tell to others that the manner of tourist guide of Thailand is very good.

For the attitude of Mainland China tourists toward Phra Thi Nang Vimanmek, most respondents agreed that they know more about historical knowledge and also about cultural knowledge. They found that the price of goods inside the attraction is quite reasonable and the accessibility to the Phra Thi Nang Vimanmek is excellent. They agreed that they feel relaxed and safe while visiting Phra Thi Nang Vimanmek. They strongly agreed that Phra Thi Nang Vimanmek is clean and beautiful. They strongly agreed that they will tell to others to visit this place. They neither agreed nor disagreed that they will visit this attraction place again or not. They strongly agreed that they will tell to others that the manner of tourist guide of Thailand is very good.

Finally, most tourists neither agreed nor disagreed that they will invest in Thailand. This is the attitude of Mainland China tourists toward these three attractions.

The attitude of Mainland China tourists toward The Royal Grand Palace is positive

The attitude of Mainland China tourists toward Damnoen Saduak Talat Naam Floating Market is not so good. It has not specifically impressed tourists in terms of the price of goods inside the attraction place, accessibility, relaxation & safety and cleanliness that they have visited Damnoen Saduak Talat Naam Floating Market.

The attitude of Mainland China tourists toward Phra Thi Nang Vimanmek is positive.

6.3 Recommendations

The conclusion part has explained that the attitude of Mainland China tourists toward The Royal Grand Palace and Phra Thi Nang Vimanmek is positive while it is neutral for Damnoen Saduak Talat Naam Floating Market. So the Tourism Authority of Thailand (TAT) should improve the destination image of these tourist attractions in Bangkok especially for Damnoen Saduak Talat Naam Floating Market in which the attitude of Mainland China tourists toward Damnoen Saduak Talat Naam Floating Market is just neutral. This can be an indication for The Tourism Authority of Thailand to know that Mainland China Tourists who bring large revenue to our country have no special impression about Damnoen Saduak Talat Naam Floating Market. Cleanliness, Safety, and Accessibility specifically needs improvement.

Since most respondents have neither agreed nor disagreed that they will visit these three attractions again. Therefore the Tourism Authority of Thailand (TAT) should set up a promotion campaign as giving coupon discount to foreigners in various free booklets or in the internet that the foreigners can print out and use it in Thailand.

For further study, the researcher recommends that the next study should be:

1. Study the attitude of Mainland China tourists toward other attraction places in Thailand.
2. Study the attitude of other foreign tourists who visited Thailand toward any interesting attraction places in Thailand.



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For the research of
Attitude of tourists from Mainland China towards selected tourist attractions in Bangkok

Dear Madam/Sir,

I am a MBA student of Assumption University (Bangkok, Thailand) who aimed to study about the attitude of tourists from Mainland China toward selected tourist attractions in Bangkok in order to fulfilled the requirement of Master of Business Administration Program.

Part 1

After visiting attraction places in Bangkok, please indicate your agreement or disagreement with the following questions. For each question please circle the appropriate number to indicate whether you:

5 – STRONGLY AGREE

4 – AGREE

3 – NEITHER AGREE NOR DISAGREE

2 – DISAGREE

1 – STRONGLY DISAGREE

Please circle one answer for each question and for every attraction places specified below after your visiting. There are no right or wrong answers to these questions. Just give your opinion.

	The Royal Grand Palace	Damnoen Saduak Floating Market	Phra Thi Nang Vimanmek
<u>Cognitive</u>			
1. I know more about historical knowledge.	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
2. I know more about cultural knowledge.	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
3. I found that price of goods in the attraction place is quite reasonable.	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
4. I found that the accessibility is excellent.	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
<u>Affective</u>			
5. I feel relax when visiting here.	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
6. I feel safe when visiting here.	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
7. I feel that the attraction place is clean.	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
8. I feel that the attraction place is beautiful.	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
<u>Conative</u>			
9. I will tell others to visit here.	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
10. I will visit this attraction place again.	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
11. I will tell the others that the manner of tourist guide of Thailand is very good.	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
12. I will invest in Thailand.	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1

Part 2

1. Gender

☐ Male

☐ Female

2. Age

☐ less than or equal to 25 years

☐ 46 – 55 years

☐ 26 – 35 years

☐ more than 55 years

☐ 36 – 45 years

3. Education

☐ Primary school

☐ Bachelor Degree

☐ Secondary school

☐ Master Degree

☐ Vocational

☐ Doctoral Degree

4. Occupation

☐ Student

☐ Government officer

☐ Employee

☐ Business owner

☐ Others(please specify _____)

5. Income (per month)

☐ less than or equal to 2,000 yuan

☐ 10,001 – 14,000 yuan

☐ 2,001 – 6,000 yuan

☐ more than 14,000 yuan

☐ 6,001 – 10,000 yuan

“Thank you for your cooperation”



中国大陆游客对曼谷市风景区感受问卷调查

尊敬的女士/先生:

您好！ 我是泰国易三仓大学的学生，我讲对中国大陆游客对曼谷市内3处风景区的感受进行调查，并把调查结果应用到我的商业调查报告中。 您诚挚的合作不仅是对本次调查的极大帮助,也是对这几处风景区能获得更好的旅游环境以便为您今后的再次光临提供更好的服务.

第一部

在游览过这些风景区后,请确定您是否同意以下问题(每个问题都有相应的数字代表您的态度):

- 5- 非常同意
- 4- 同意
- 3- 既不否定也不同意
- 2- 不同意
- 1- 完全不同意

请选择一个与相应答案最合适的数字, 答案没有对错的分别只是告诉我们您的观点.

	大皇宫	湄南河水上市场	五世皇柚木行宫
<u>知识收获与乐趣</u>			
1. 了解更多的历史知识。	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
2. 了解更多的文化知识。	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
3. 旅游景区的物价合理。	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
4. 交通十分便利。	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
<u>对风景区的感受</u>			
5. 游览时心情舒畅。	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
6. 游览时感觉十分安全。	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
7. 环境是否干净整洁。	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
8. 自然风景迷人。	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
<u>行为反应</u>			
9. 将告诉其他人来泰国游览。	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
10. 将再次来泰国游玩。	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
11. 将告诉别人泰国导游员十分有礼貌。	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
12. 将来泰国投资。			

第二部

1. 性别 ☐ 男

☐ 女

2. 年龄 ☐ 25或25 岁以下

☐ 46-55岁

☐ 26-35岁

☐ 55岁以上

☐ 36-45岁

3. 教育程度 ☐ 小学

☐ 学士

☐ 中学

☐ 硕士

☐ 专科

☐ 博士

4. 职业 ☐ 学生

☐ 公务员

☐ 职员

☐ 商人

☐ 其他 _____

5. 收入 (月) ☐ 2,000人民币或低于2000人民币

☐ 10,001-14,000人民币

☐ 2,001-6,000 人民币

☐ 14,000人民币以上

☐ 6,001-10,000人民币

感谢您的合作!



Appendix C

Reliability (For The Royal Grand Palace)

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 382.0

N of Items = 12

Alpha = .8504



Reliability (For Damnoen Saduak Floating Market)

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 382.0

N of Items = 12

Alpha = .9046



Reliability (Phra Thi Nang Vimanmek and Abhisek Dusit Throne Hall)

***** Method 1 (space saver) will be used for this analysis *****

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 382.0

N of Items = 12

Alpha = .9227





Frequencies Analysis

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	217	56.8	56.8	56.8
	Female	165	43.2	43.2	100.0
	Total	382	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	26 - 35 years	130	34.0	34.0	34.0
	36 - 45 years	123	32.2	32.2	66.2
	46 - 55 years	73	19.1	19.1	85.3
	more than 55 years	39	10.2	10.2	95.5
	less than or equal to 25 years	17	4.5	4.5	100.0
	Total	382	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor Degree	185	48.4	48.4	48.4
	Vocational	124	32.5	32.5	80.9
	Secondary school	45	11.8	11.8	92.7
	Master Degree	28	7.3	7.3	100.0
	Total	382	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employee	219	57.3	57.3	57.3
	Business owner	89	23.3	23.3	80.6
	Government officer	48	12.6	12.6	93.2
	Student	26	6.8	6.8	100.0
	Total	382	100.0	100.0	

Income(per month)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2,001 - 6,000 yuan	180	47.1	47.1	47.1
	6,001 - 10,000 yuan	90	23.6	23.6	70.7
	less than or equal to 2,000 yuan	84	22.0	22.0	92.7
	10,001 - 14,000 yuan	25	6.5	6.5	99.2
	more than 14,000 yuan	3	.8	.8	100.0
	Total	382	100.0	100.0	



Frequencies – Attitude questions toward The Royal Grand Palace

I know more about historical knowledge

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	agree	201	52.6	52.6	52.6
	strongly agree	154	40.3	40.3	92.9
	neither agree nor disagree	27	7.1	7.1	100.0
	Total	382	100.0	100.0	

I know more about cultural knowledge

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	agree	225	58.9	58.9	58.9
	strongly agree	130	34.0	34.0	92.9
	neither agree nor disagree	27	7.1	7.1	100.0
	Total	382	100.0	100.0	

I found that price of goods in the attraction place is quite reasonable

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	agree	153	40.1	40.1	40.1
	strongly agree	105	27.5	27.5	67.5
	neither agree nor disagree	98	25.7	25.7	93.2
	disagree	26	6.8	6.8	100.0
	Total	382	100.0	100.0	

I found that the accessibility is excellent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	agree	195	51.0	51.0	51.0
	neither agree nor disagree	121	31.7	31.7	82.7
	strongly agree	58	15.2	15.2	97.9
	disagree	8	2.1	2.1	100.0
	Total	382	100.0	100.0	

I feel relax when visiting here

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	agree	214	56.0	56.0	56.0
	strongly agree	137	35.9	35.9	91.9
	neither agree nor disagree	31	8.1	8.1	100.0
	Total	382	100.0	100.0	

I feel safe when visiting here

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	agree	225	58.9	58.9	58.9
	strongly agree	118	30.9	30.9	89.8
	neither agree nor disagree	35	9.2	9.2	99.0
	disagree	4	1.0	1.0	100.0
	Total	382	100.0	100.0	

I feel that the attraction place is clean

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	202	52.9	52.9	52.9
	agree	147	38.5	38.5	91.4
	neither agree nor disagree	31	8.1	8.1	99.5
	disagree	2	.5	.5	100.0
	Total	382	100.0	100.0	

I feel that the attraction place is beautiful

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	215	56.3	56.3	56.3
	agree	145	38.0	38.0	94.2
	neither agree nor disagree	17	4.5	4.5	98.7
	disagree	3	.8	.8	99.5
	strongly disagree	2	.5	.5	100.0
	Total	382	100.0	100.0	

I will tell others to visit here

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	198	51.8	51.8	51.8
	agree	164	42.9	42.9	94.8
	neither agree nor disagree	20	5.2	5.2	100.0
	Total	382	100.0	100.0	

I will visit this attraction place again

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neither agree nor disagree	221	57.9	57.9	57.9
	agree	96	25.1	25.1	83.0
	disagree	53	13.9	13.9	96.9
	strongly agree	12	3.1	3.1	100.0
	Total	382	100.0	100.0	

I will tell the others that the manner of tourist guide of Thailand is very good

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	189	49.5	49.5	49.5
	agree	165	43.2	43.2	92.7
	neither agree nor disagree	28	7.3	7.3	100.0
	Total	382	100.0	100.0	

I will invest in Thailand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neither agree nor disagree	224	58.6	58.6	58.6
	agree	77	20.2	20.2	78.8
	disagree	58	15.2	15.2	94.0
	strongly disagree	14	3.7	3.7	97.6
	strongly agree	9	2.4	2.4	100.0
	Total	382	100.0	100.0	

Frequencies -- Attitude questions toward Damnoen Saduak Talat Naam Floating Market

I know more about historical knowledge

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	agree	196	51.3	51.3	51.3
	neither agree nor disagree	142	37.2	37.2	88.5
	strongly agree	33	8.6	8.6	97.1
	disagree	11	2.9	2.9	100.0
	Total	382	100.0	100.0	

I know more about cultural knowledge

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	agree	202	52.9	52.9	52.9
	neither agree nor disagree	153	40.1	40.1	92.9
	strongly agree	24	6.3	6.3	99.2
	disagree	3	.8	.8	100.0
	Total	382	100.0	100.0	

I found that price of goods in the attraction place is quite reasonable

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neither agree nor disagree	203	53.1	53.1	53.1
	agree	135	35.3	35.3	88.5
	disagree	30	7.9	7.9	96.3
	strongly agree	14	3.7	3.7	100.0
	Total	382	100.0	100.0	

I found that the accessibility is excellent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neither agree nor disagree	230	60.2	60.2	60.2
	agree	102	26.7	26.7	86.9
	disagree	36	9.4	9.4	96.3
	strongly agree	14	3.7	3.7	100.0
	Total	382	100.0	100.0	

I feel relax when visiting here

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neither agree nor disagree	206	53.9	53.9	53.9
	agree	148	38.7	38.7	92.7
	strongly agree	17	4.5	4.5	97.1
	disagree	11	2.9	2.9	100.0
	Total	382	100.0	100.0	

I feel safe when visiting here

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neither agree nor disagree	229	59.9	59.9	59.9
	agree	103	27.0	27.0	86.9
	disagree	38	9.9	9.9	96.9
	strongly agree	12	3.1	3.1	100.0
	Total	382	100.0	100.0	

I feel that the attraction place is clean

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neither agree nor disagree	171	44.8	44.8	44.8
	agree	149	39.0	39.0	83.8
	disagree	35	9.2	9.2	92.9
	strongly agree	27	7.1	7.1	100.0
	Total	382	100.0	100.0	

I feel that the attraction place is beautiful

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	agree	180	47.1	47.1	47.1
	neither agree nor disagree	140	36.6	36.6	83.8
	strongly agree	35	9.2	9.2	92.9
	disagree	27	7.1	7.1	100.0
	Total	382	100.0	100.0	

I will tell others to visit here

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	agree	212	55.5	55.5	55.5
	neither agree nor disagree	91	23.8	23.8	79.3
	strongly agree	65	17.0	17.0	96.3
	disagree	14	3.7	3.7	100.0
	Total	382	100.0	100.0	

I will visit this attraction place again

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neither agree nor disagree	261	68.3	68.3	68.3
	agree	60	15.7	15.7	84.0
	disagree	52	13.6	13.6	97.6
	strongly disagree	8	2.1	2.1	99.7
	strongly agree	1	.3	.3	100.0
	Total	382	100.0	100.0	

I will tell the others that the manner of tourist guide of Thailand is very good

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	agree	176	46.1	46.1	46.1
	strongly agree	131	34.3	34.3	80.4
	neither agree nor disagree	70	18.3	18.3	98.7
	disagree	3	.8	.8	99.5
	strongly disagree	2	.5	.5	100.0
	Total	382	100.0	100.0	

I will invest in Thailand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neither agree nor disagree	250	65.4	65.4	65.4
	agree	67	17.5	17.5	83.0
	disagree	52	13.6	13.6	96.6
	strongly disagree	8	2.1	2.1	98.7
	strongly agree	5	1.3	1.3	100.0
	Total	382	100.0	100.0	

Frequencies – Attitude questions toward Phra Thi Nang Vimanmek

I know more about historical knowledge

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	agree	199	52.1	52.1	52.1
	strongly agree	137	35.9	35.9	88.0
	neither agree nor disagree	43	11.3	11.3	99.2
	disagree	3	.8	.8	100.0
	Total	382	100.0	100.0	

I know more about cultural knowledge

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	agree	169	44.2	44.2	44.2
	strongly agree	153	40.1	40.1	84.3
	neither agree nor disagree	52	13.6	13.6	97.9
	disagree	8	2.1	2.1	100.0
	Total	382	100.0	100.0	

I found that price of goods in the attraction place is quite reasonable

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	agree	157	41.1	41.1	41.1
	strongly agree	135	35.3	35.3	76.4
	neither agree nor disagree	60	15.7	15.7	92.1
	disagree	30	7.9	7.9	100.0
	Total	382	100.0	100.0	

I found that the accessibility is excellent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	agree	162	42.4	42.4	42.4
	strongly agree	128	33.5	33.5	75.9
	neither agree nor disagree	59	15.4	15.4	91.4
	disagree	33	8.6	8.6	100.0
	Total	382	100.0	100.0	

I feel relax when visiting here

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	agree	156	40.8	40.8	40.8
	strongly agree	155	40.6	40.6	81.4
	neither agree nor disagree	56	14.7	14.7	96.1
	disagree	15	3.9	3.9	100.0
	Total	382	100.0	100.0	

I feel safe when visiting here

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	agree	168	44.0	44.0	44.0
	strongly agree	168	44.0	44.0	88.0
	neither agree nor disagree	36	9.4	9.4	97.4
	disagree	10	2.6	2.6	100.0
	Total	382	100.0	100.0	

I feel that the attraction place is clean

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	226	59.2	59.2	59.2
	agree	126	33.0	33.0	92.1
	neither agree nor disagree	27	7.1	7.1	99.2
	disagree	3	.8	.8	100.0
	Total	382	100.0	100.0	

I feel that the attraction place is beautiful

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	218	57.1	57.1	57.1
	agree	112	29.3	29.3	86.4
	neither agree nor disagree	42	11.0	11.0	97.4
	disagree	10	2.6	2.6	100.0
	Total	382	100.0	100.0	

I will tell others to visit here

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	176	46.1	46.1	46.1
	agree	153	40.1	40.1	86.1
	neither agree nor disagree	47	12.3	12.3	98.4
	disagree	5	1.3	1.3	99.7
	strongly disagree	1	.3	.3	100.0
	Total	382	100.0	100.0	

I will visit this attraction place again

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neither agree nor disagree	210	55.0	55.0	55.0
	agree	116	30.4	30.4	85.3
	disagree	34	8.9	8.9	94.2
	strongly agree	16	4.2	4.2	98.4
	strongly disagree	6	1.6	1.6	100.0
	Total	382	100.0	100.0	

I will tell the others that the manner of tourist guide of Thailand is very good

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	171	44.8	44.8	44.8
	agree	165	43.2	43.2	88.0
	neither agree nor disagree	46	12.0	12.0	100.0
	Total	382	100.0	100.0	

I will invest in Thailand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neither agree nor disagree	227	59.4	59.4	59.4
	agree	84	22.0	22.0	81.4
	disagree	37	9.7	9.7	91.1
	strongly disagree	17	4.5	4.5	95.5
	strongly agree	17	4.5	4.5	100.0
	Total	382	100.0	100.0	

Crosstabs Analysis

According to Crosstabs Analysis the number 5, 4, 3, 2, 1 represents the following opinion from the respondents

5 – STRONGLY AGREE

4 – AGREE

3 – NEITHER AGREE NOR DISAGREE

2 – DISAGREE

1 – STRONGLY DISAGREE



Crosstabs – Royal Grand Palace by gender

MEROYAL * Gender Crosstabulation

			Gender		Total
			Male	Female	
MEROYAL 5.00	Count		0	1	1
	Expected Count		0.6	0.4	1
4.00	Count		146	100	246
	Expected Count		139.8	106.2	246
3.00	Count		69	64	133
	Expected Count		75.4	57.6	133
2.00	Count		2	0	2
	Expected Count		1.1	0.9	2
Total	Count		217	165	382
	Expected Count		217	165	382

Crosstabs – Royal Grand Palace by age

MEROYAL * Age Crosstabulation

			Age					Total
			less than or equal					
			to 25 years	26 - 35 years	36 - 45 years	46 - 55 years	more than 55 years	
MEROYAL	5.00	Count	1	0	0	0	0	1
		Expected Count	0	0.3	0.3	0.2	0.1	1
	4.00	Count	12	80	81	45	28	246
		Expected Count	10.9	83.7	79.1	47	25.1	246
	3.00	Count	4	50	42	26	11	133
		Expected Count	5.9	45.1	42.8	25.4	13.3	133
	2.00	Count	0	0	0	2	0	2
		Expected Count	0.1	0.7	0.6	0.4	0.2	2
	Total	Count	17	130	123	73	39	382
		Expected Count	17	130	123	73	39	382

Crosstabs – Royal Grand Palace by education level

MEROYAL * Education Crosstabulation

			Education				Total
			Secondary school	Vocational	Bachelor Degree	Master Degree	
MEROYAL 5.00	Count		0	0	1	0	1
	Expected Count		0.1	0.3	0.5	0.1	1
4.00	Count		8	92	130	16	246
	Expected Count		28.9	79.7	119.1	18	246
3.00	Count		37	30	54	12	133
	Expected Count		15.8	43.2	64.5	9.6	133
2.00	Count		0	2	0	0	2
	Expected Count		0.2	0.6	1	0.1	2
Total	Count		45	124	185	28	382
	Expected Count		45	124	185	28	382

Crosstabs – Royal Grand Palace by occupation

MEROYAL * Occupation Crosstabulation

			Occupation				Total
			Student	Employee	Government Officer	Business owner	
MEROYAL 5.00	Count		1	0	0	0	1
	Expected Count		0.1	0.6	0.1	0.2	1
4.00	Count		22	131	35	58	246
	Expected Count		16.8	141	32.1	57.3	246
3.00	Count		3	86	13	31	133
	Expected Count		8.9	76.1	16.9	31	133
2.00	Count		0	2	0	0	2
	Expected Count		0.1	1.1	0.3	0.5	2
Total	Count		26	219	48	89	382
	Expected Count		26	219	48	89	382

Crosstabs – Royal Grand Palace by income

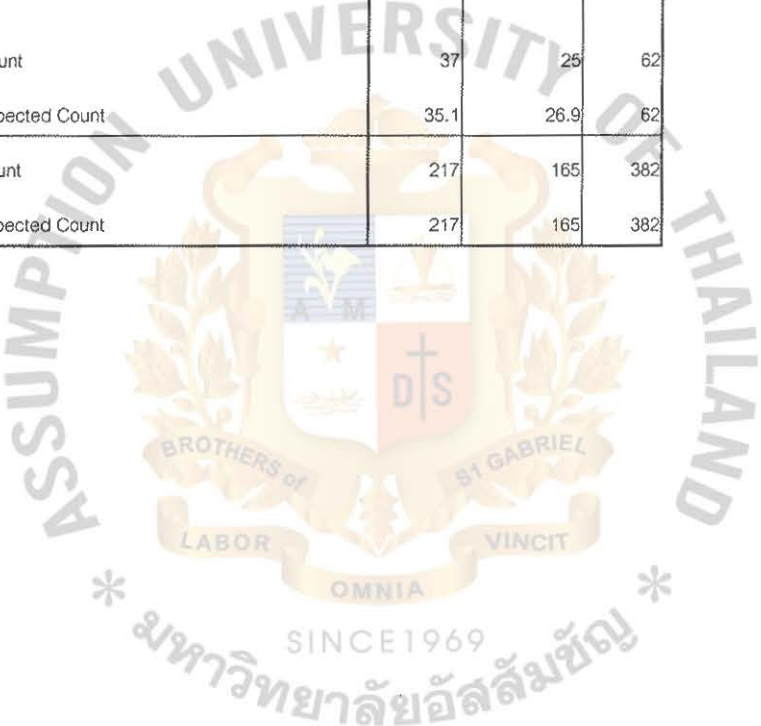
MEROYAL * Income (per month) Crosstabulation

			Income (per month)					Total
			less than or equal	2,001 -	6,001 -	10,001 -	more than	
			to 2,000 yuan	6,000 yuan	10,000 yuan	14,000 yuan	14,000 yuan	
MEROYAL 5.00	Count		1	0	0	0	0	1
		Expected Count	0.2	0.5	0.2	0.1	0	1
	4.00 Count		48	114	60	21	3	246
		Expected Count	54	116	58	16.1	1.8	246
	3.00 Count		35	64	30	4	0	133
		Expected Count	29.4	62.8	31.1	8.8	0.8	133
	2.00 Count		0	2	0	0	0	2
		Expected Count	0.4	0.9	0.5	0.1	0	2
	Total Count		84	180	90	25	3	382
		Expected Count	84	180	90	25	3	382

Crosstabs – Damnoen Saduak Floating Market by gender

MEFLOAT * Gender Crosstabulation

			Gender		Total
			Male	Female	
MEFLOAT	4.00	Count	32	23	55
		Expected Count	31.2	23.8	55
	3.00	Count	148	117	265
		Expected Count	150.6	114.4	265
	2.00	Count	37	25	62
		Expected Count	35.1	26.9	62
Total		Count	217	165	382
		Expected Count	217	165	382



Crosstabs – Damnoen Saduak Floating Market by age

MEFLOAT * Age Crosstabulation

			Age					Total
			less than or equal					
			to 25 years	26 - 35 years	36 - 45 years	46 - 55 years	more than 55 years	
MEFLOAT	4.00	Count	1	19	23	8	4	55
		Expected Count	2.5	18.6	18.3	10.5	5.5	55
	3.00	Count	16	96	86	39	28	265
		Expected Count	11.7	90.3	85.3	50.7	27.1	265
	2.00	Count	0	15	14	26	7	62
		Expected Count	2.8	21.2	19.8	11.8	6.2	62
Total		Count	17	130	123	73	39	382
		Expected Count	17	130.1	123.4	73	38.8	382

Crosstabs – Damneon Saduak Floating Market by education

MEFLOAT * Education Crosstabulation

			Education				Total
			Secondary	Vocational	Bachelor	Master	
			school		Degree	Degree	
MEFLOAT 4.00	Count		0	16	33	6	55
	Expected Count		6.4	17.7	26.7	4	55
3.00	Count		29	84	138	14	265
	Expected Count		31	86	128.2	19.4	265
2.00	Count		16	24	14	8	62
	Expected Count		7.4	19.9	30.2	4.6	62
Total	Count		45	124	185	28	382
	Expected Count		45	124	185	28	382

Crosstabs – Damnoen Saduak Floating Market by occupation

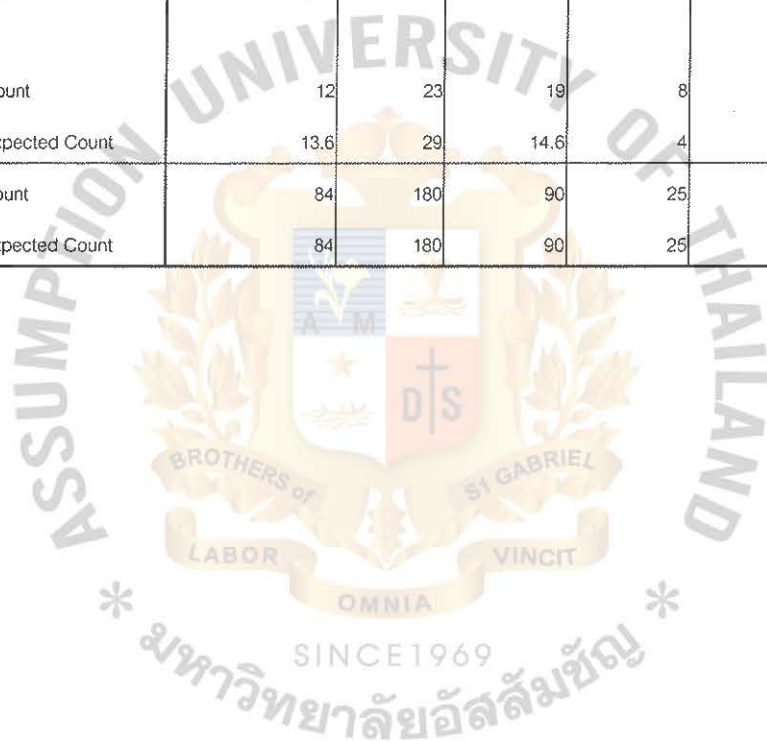
MEFLOAT * Occupation Crosstabulation

			Occupation				Total
			Student	Employee	Government Officer	Business owner	
MEFLOAT 4.00	Count		4	31	11	9	55
	Expected Count		3.7	31.5	7	12.8	55
3.00	Count		20	162	32	51	265
	Expected Count		18.1	151.9	33.3	61.9	265
2.00	Count		2	26	5	29	62
	Expected Count		4.1	35.6	7.8	14.6	62
Total	Count		26	219	48	89	382
	Expected Count		26	219	48	89	382

Crosstabs – Damnoen Saduak Floating Market by income

MEFLOAT * Income (per month) Crosstabulation

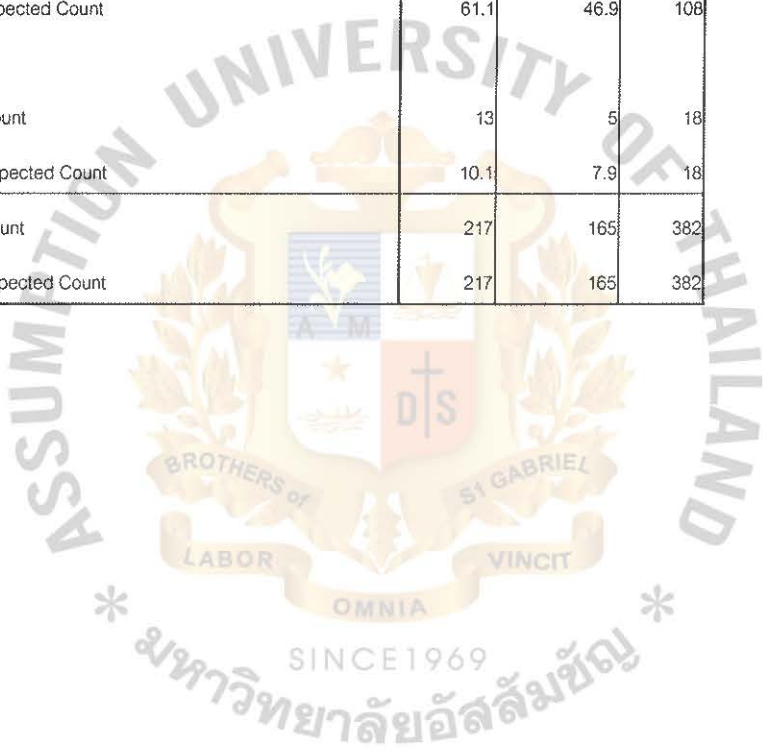
			Income (per month)					Total
			less than or equal	2,001 -	6,001 -	10,001 -	more than	
			to 2,000 yuan	6,000 yuan	10,000 yuan	14,000 yuan	14,000 yuan	
MEFLOAT	4.00	Count	7	36	9	3	0	55
		Expected Count	12.2	25.9	13.5	3.7	0.4	55
	3.00	Count	65	121	62	14	3	265
		Expected Count	58.2	124.9	62.5	17.5	2.1	265
	2.00	Count	12	23	19	8	0	62
		Expected Count	13.6	29	14.6	4	0.5	62
Total		Count	84	180	90	25	3	382
		Expected Count	84	180	90	25	3	382



Crosstabs – Phra Thi Nang Vimanmek by gender

MEVIMAN * Gender Crosstabulation

			Gender		Total
			Male	Female	
MEVIMAN 4.00	Count		149	107	256
	Expected Count		145.4	110.6	256
3.00	Count		55	53	108
	Expected Count		61.1	46.9	108
2.00	Count		13	5	18
	Expected Count		10.1	7.9	18
Total	Count		217	165	382
	Expected Count		217	165	382



Crosstabs – Phra Thi Nang Vimanmek by age

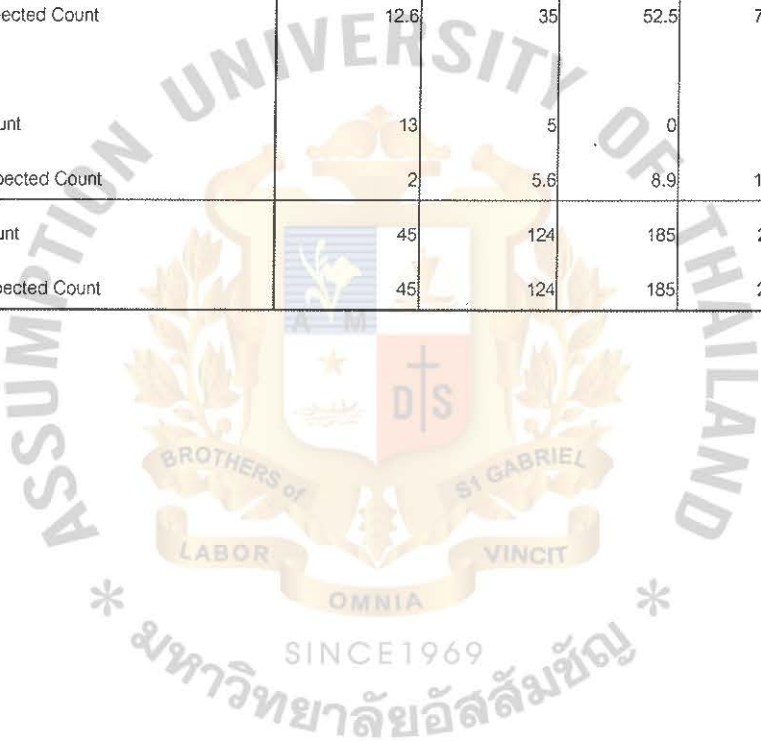
MEVIMAN * Age Crosstabulation

			Age					Total
			less than or equal					
			to 25 years	26 - 35 years	36 - 45 years	46 - 55 years	more than 55 years	
MEVIMAN	4.00	Count	13	79	87	46	31	256
		Expected Count	11.5	87	82.5	48.8	26.1	256
	3.00	Count	4	48	34	14	8	108
		Expected Count	5	36.9	34.7	20.7	10.9	108
	2.00	Count	0	3	2	13	0	18
		Expected Count	0.8	6.2	5.6	3.6	1.8	18
Total		Count	17	130	123	73	39	382
		Expected Count	17	130	123	73	39	382

Crosstabs – Phra Thi Nang Vimanmek by education

MEVIMAN * Education Crosstabulation

			Education				Total
			Secondary	Vocational	Bachelor	Master	
			school		Degree	Degree	
MEVIMAN	4.00	Count	6	83	143	24	256
		Expected Count	30.1	83.2	124.1	18.7	256
	3.00	Count	26	36	42	4	108
		Expected Count	12.6	35	52.5	7.9	108
	2.00	Count	13	5	0	0	18
		Expected Count	2	5.6	8.9	1.1	18
Total	Count		45	124	185	28	382
	Expected Count		45	124	185	28	382



Crosstabs – Phra Thi Nang Vimanmek by occupation

MEVIMAN * Occupation Crosstabulation

			Occupation				Total
			Student	Employee	Government Officer	Business owner	
MEVIMAN	4.00	Count	22	142	34	58	256
		Expected Count	17.4	146.7	32.3	59.7	256
	3.00	Count	4	70	9	25	108
		Expected Count	7.1	61.9	13.7	25.3	108
	2.00	Count	0	7	5	6	18
		Expected Count	1.1	10.1	2.5	4.3	18
Total	Count		26	219	48	89	382
	Expected Count		26	219	48	89	382

Crosstabs – Phra Thi Nang Vimanmek by income

MEVIMAN * Income (per month) Crosstabulation

			Income (per month)					Total
			less than or equal	2,001 -	6,001 -	10,001 -	more than	
			to 2,000 yuan	6,000 yuan	10,000 yuan	14,000 yuan	14,000 yuan	
MEVIMAN	4.00	Count	36	128	73	16	3	256
		Expected Count	56.2	120.6	60.1	16.8	2	256
	3.00	Count	44	44	11	9	0	108
		Expected Count	23.7	50.9	25.4	7.1	0.9	108
	2.00	Count	4	8	6	0	0	18
		Expected Count	3.8	8.3	4.3	1.1	0	18
Total		Count	84	180	90	25	3	382
		Expected Count	84	180	90	25	3	382



