STUDY OF BANGKOK DOMESTIC TOURISTS' DECISION TO TRAVEL WITH PACKAGE TOURS

By

SUVIMOL JIRASEVEEWONG

A Thesis submitted in partial fulfillment
of the requirements for the degree of

Master of Arts in Tourism Management

Graduate School of Business
Assumption University
Bangkok, Thailand

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ACCEPTANCE

This dissertation was prepared under the direction of the candidate's Advisor and Committee Members/Examiners. It has been approved and accepted by all members of that committee, and it has been accepted in partial fulfillment of the requirements for the degree of Master of Arts in Tourism Management in the Graduate School of Tourism Management of Assumption University of Thailand.

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Abstract

This is a study about domestic tourism. It concentrates on Thai Bangkok domestic tourists who have traveled within Thailand. The purpose of this research is to study the effect of demographic factors (gender, age, income, education, and marital status), social factors (friend and family),and 10P's marketing mix (promotion, product, price, place, people, physical environment, process, packaging and programming, partnership, participant) on Thai domestic tourists decision making to travel with group package tour.

Information was collected through 200 questionnaires that are completed by Thai tourists from Bangkok, who traveled within Thailand and 20 years old and above. After gathering information from the respondents, the data are processed by SPSS program. Descriptive statistics is used to describe general information. Spearman correlation is used to identify relationship between Independent variable (demographic and 10P's of service marketing) and Thai Bangkok domestic tourist decision making to travel with group package tour.

An examination of the demographic classification statistics shows that age is a factor which influence Thai domestic tourist decision to travel with group package tour. Respondents who are 21-40 years old prefer to travel with group package tour. The examination also reveal that respondents who have monthly income 20,000-50,000 and more than 50,000 baht would choose to travel with group package tour more than lower 20,000 baht respondents, this will imply that higher income tourist prefer travel with group package tour.

The results also show that respondents who travel with friends often travel by themselves. Most of male respondents, often with friends, prefer travel within Thailand by themselves. Respondents who travel with family prefer travel with group package tour.

Price, promotion, product, process, packaging and programming, people and physical environment also have relationship to Thai domestic tourist decision making on the topic of traveling with group package tours. This factors are things that respondent consider before purchase behavior.

Acknowledgement

Firstly, I would like to express my sincere thanks to **Dr. Navin Mathur, my thesis advisor** for his advice, support, and encouragement to this thesis.

I would like to thank **Dr.Ismail Ali Siad, Dr.Ishwar Chandra Gupta, and Dr. Adarsh Batra** for suggesting improvement for my thesis.

I would like to thank **my parents and my brothers** for their inspiration, their understanding and assistance provided throughout the process of completing.

Finally, I thank all my friends for their constant encouragement and assistants throughout my thesis. I also thank the respondents for their cooperation.

Suvimol Jiraseveewong

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Chapter 1
Introduction

Revenue from tourism contributes substantially to the Thai economy, now accounting for 5.4 percent of the country's GDP (Gross Domestic Product). Tourism has become one of the most important industries in Thailand. As shown by TAT (Tourism Authority of Thailand) research, the numbers of international and domestic tourists are increasing every year. This increase is a huge benefit to Thailand in the form of cash flow and job contribution.

There are three kinds of tour: inbound tours, outbound tours ,and domestic tours. All of them play a significant role in the Thai economy. However this thesis is focused on the topic of domestic tours and why Thais travel with package tour.

Table 1.1: Thai tourist and excursionist rate 1988-2001

Year	Total		Thai Tourist		Excursionist	
	Number (%)		Number (%)		Number (%)	
1988	39,318,600	-	21,459,916	-	17,858,684	-
1989	39,975,249	+1.67	23,945,863	+11.58	16,029,368	-10.24
1990	42,880,641	+7.27	25,324,031	+5.76	17,556,610	+9.53
1991	39,400,068	-8.12	24,204,720	-4.42	15,195,348	-13.45
1992	35,945,709	-8.77	22,076,290	-8.79	13,869,419	-8.73
1993	38,699,243	+7.66	25,285,476	+14.54	13,413,767	-3.29
1994	42,646,456	+10.20	27,701,913	+9.56	14,944,543	+11.41
1995	52,256,566	+22.53	31,809,682	+14.83	20,446,884	+36.82
1996	52,465,944	+0.40	33,706,539	+5.96	18,759,405	-8.25
1997	52,053,251	-0.79	34,272,809	+1.68	17,780,442	-5.22
1998	51,681,035	-0.72	33,176,433	-3.20	18,504,602	+4.07
1999	53,624,843	+3.76	35,136,858	+5.91	18,487,985	-0.09
2000	54,740,236	+2.08	35,171,994	+0.10	19,568,245	+5.84
2001	58,620,802	+7.09	36,948,180	+5.05	21,672,622	+10.75

Source: Tourism Authority of Thailand

According to above table, we will see the movement of increasing rate of Thai domestic travel between 1988-2001. Domestic tour increase in4.539%, so it is interesting future market for Thailand.

Table 1.2: Thai and international tourists distributed by region in 2000

Country part	Total		Thai		International tourist	
	Total income (million)	Expenditure/ 1person/ 1day	Income (million)	Expenditure/ 1person/1 day	Income (million)	Expenditure/1person/1 day
Total	498,421.48	2,338.63	223,732.14	1,702.70	274,689	3,361.07
North	61,309.93	2,063.60	34,281.68	1,728.93	27,028.25	2,735.12
Bangkok	204,989.76	3,272.68	101,909.29	2,749.28	103,080.47	41,881.12
Middle(not including Bangkok)	31,798.56	1,181.3	200,003.98	995.75	11,794.58	1,727.10
West	54,598.08	2,288.31	17,160.72	1,537.54	37,437..36	2,948.20
North West	21,046.58	621.61	19,898.19	607.30	1,148.39	1,050.56
South	124,978.57	3,016.18	30,478.28	2,117.80	94,200.29	3,496.00

Source: Tourism Authority of Thailand

From table 1.2, it can be seen that domestic tourists contributed income equal to 223,732.14million baht in the year 2000. That makes 45% of tourism industry income. The domestic market is therefore becoming an advantageous market for Thailand. In 2003, TAT started to collect data on the number of outbound trips. Decreasing the number of outbound trips decreases the amount of cash flow out of the country. Domestic tourism is stimulated now because of many reasons therefore the domestic tour is a strong and sustainable market.

Some people might question why the domestic tourist market is a strong and sustainable market when compared with the international tourist market. This can be easily explained by the following graphs, table, and information.

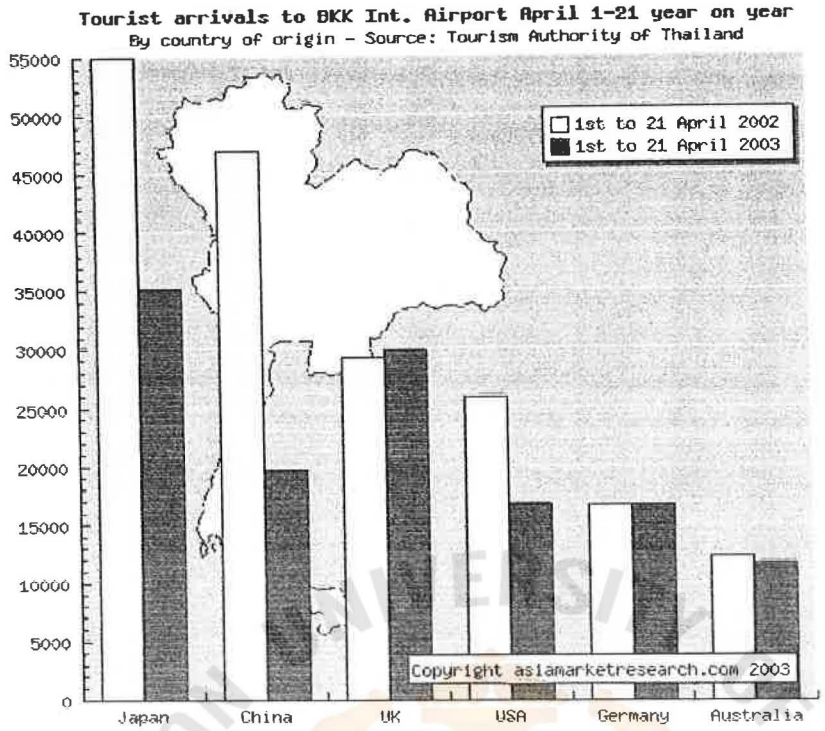

Figure1.1 Tourist arrivals to Bangkok International Airport April 1-21, year on year, 2002-2003.

Source: http://www.Asiamarketresearch.com

International tourism accounts for a much higher proportion of contribution to the economy in Thailand than any other Asian country.

While the tourism industry worldwide has suffered significantly ever since the World Trade Center bombing in the US, effects on the Asian tourism industry were moderated by an increasingly healthy rise in intra-regional travel as Asian tourists opted for shorter-haul (and perceived-safer) destinations and as travel became more affordable for Chinese mainlanders in particular due to high levels of economic growth.

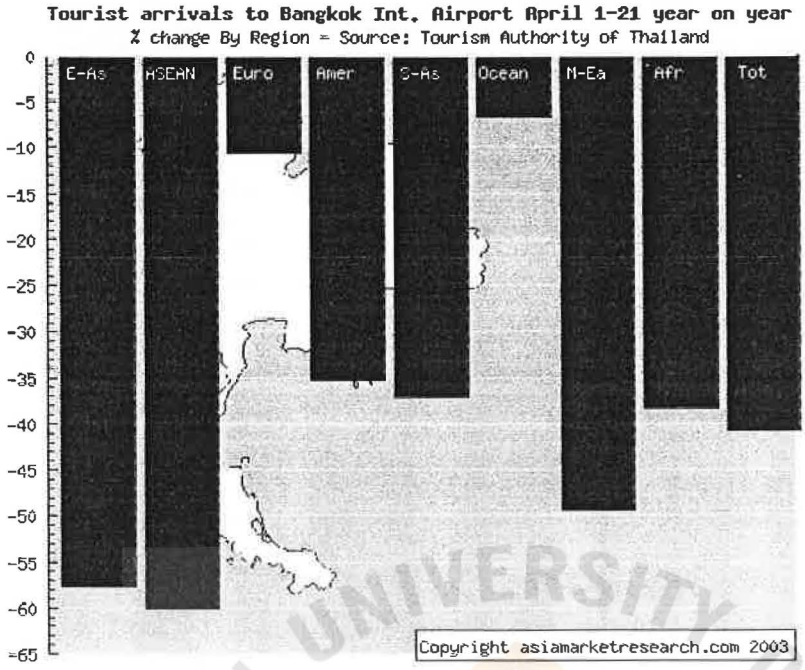

Figure 1.2 Tourist arrival to international Bangkok April 1-21 year on year 2003

Source: http://www.asiamarketresearch.

In 2003,overall tourist arrivals dropped by 41% between April 1st and April 21st compared to the same period in 2002. By far the most affected region was East Asia (Thailand's major incoming tourist inbound market as can be deduced from the first graph), and ASEAN (which includes the SARS affected and high value outgoing-tourist market of Singapore). Middle East arrivals were predictably down most probably due to the instability in the originating region. However visitors from Europe and Australia seemed less discouraged from visiting Thailand

According to figure 1.1 and 1.2, inbound market can be destroyed from unfortunately situation such as war and disease.

Table 1.3 Thai domestic tourists distribution 1995-2004

Year	Domestic						
	Thai Visitor		Average	Average Expenditure		Revenue	
	Trips	Change	Length of Stay	/Person/day	Change	Million	Change
	(Million)	(%)	(Days)	(Baht)	(%)	(Baht)	(%)
1995[1]	52.26	+22.53	2.27	1,248	-	148,112	-
1996[1]	52.47	+0.40	2.22	1,314	+6.41	157,323	+6.20
1997[1]	52.05	-0.78	2.31	1,466	+11.58	180,388	+14.66
1998[1]	51.68	-0.72	2.37	1,513	+3.18	187,898	+4.16
1999[1]	53.62	+3.02	2.43	1,523	+2.26	203,179	+7.42
2000[1]	54.74	+2.08	2.48	1,718	+12.79	210,516	+3.61
2001[1]	58.62	+7.09	2.51	1,703	-0.89	223,732	+6.28
2002[1]	61.82	+5.45	2.55	1,690	-0.77	235,337	+5.19
2003[2]	65.10	+5.31	2.65	1,750	+3.58	301,900	+28.28
2004[3]	67.12	+3.10	2.70	2,000			

Source: Tourism Authority of Thailand

From Table 1.3, we can see that during the Sars situation, Thai travel within Thailand still increased at a high rate. So, we can conclude that the domestic tour market is a strong and sustainable market. Some of the increase in the domestic tourist rate might have occurred because of the stimulus of the TAT travel program promotion. "Sars" is also a factor which helped to stop people traveling abroad.

1.1 Background of the Study

The study of domestic Thai tourists decision making is concerned with the study of consumer behavior. Consumer behavior is focused on how individuals make decisions to spend their available resources (time, money, effort)) on consumption related items. That includes what they buy, when they buy it, where they buy it, how often they buy it and how often they use it.

Studying consumer behavior improves the efficiency of any marketing plan for any business, including tourism businesses. It is also related to frequency marketing. Many firms are now practicing frequency marketing principles and this will help them increase their profit. To understand consumer behavior, the consumers decision making process must be defined and understood.

The decision making process can be viewed as three distinct but interlocking stages: the input stage, the process stage, and the output stage. These stages are depicted in the simplified model of consumer decision making in chapter2. The input stage influences the consumer's recognition. The process stage focuses on how consumers make decisions. The output stage of customer decision making consists of two closely related post-decision activities: purchase behavior and post-purchase evaluation.

The Marketing Mix is a marketing factor which is composed of people, place, product, physical evident, promotion, process, packaging and programming, partnership, and participate.

To understand the decision making of any Bangkok consumer, the demographic bases, social factors, and 10P's of the marketing mix in the service marketing business should be understood.

Demographic bases are created by demographic segmentation. This involves segmenting a market on the basis of gender, age, education, occupation, income, marital status, household size, or ethnic background. Age represents another important demographic variable. Teen and young adults, for example, prefer adventure trips and prefer traveling on their own.

Social factors are the surrounding things which influence Thai Bangkok domestic tourists such as family, friends and so on. Family and friends are highly regarded by domestic Bangkok Thai tourists because they are often a part of the tourists' decision making process.

1.2 Statement of the Problem

TAT is beginning to realize the significance of domestic tourism. Therefore TAT has begun plans to target Thai travel within the country. They are trying to promote attractive places in Thailand and expect to increase the domestic tourists rate. Increasing the domestic tourists gives many advantages. First, less foreign currency flows out of the country. Second, it makes a monetary contribution to local

and rural areas. Third, the jobless rate declines within the country and finally, it supports business organizations such as travel agencies, travel operations, hotels, and transportation.

According to "Domestic Thai Tourists Behavior Exposure Final Report 2545" (Chulalongkorn University, 2546), researcher found that 93.6% of Thai population travel in Thailand. Just only 6.4% population do not travel in Thai country because of some reason for example

1. They do not have time
2. They do not like travel
3. They are afraid that it might be dangerous during travel trip
4. They prefer travel abroad

Now, we are recognized that almost of Thai population (93.6%) travel in Thailand and that make huge income to our many governmental and privacy business organization. In the contrast, it was so surprised that 95.7% of Thai domestic tourist go travel by themselves (individual travel), just 4.3% of Thai population do travel with group package tour.

Figure 1.3 Domestic Thai tourist traveling within the country rate on year 2003

Source: Chulalongkon University

At the present, there are 976(31March 2004) licensed domestic company in Thailand while 4.3% of Thai population travel with group package tour. This become a problem and it become a statement of problem. For keeping old GTP customer and try to find strong point identifying why tourists travel with GTP, this thesis was occurred.

The findings of this study could be used as the basis for analysis, in both of governmental and private organizations to understand Thai Bangkok tourists' decisions for domestic tours. The findings can also be used for making commercial plans and tourist demand plans for domestic tourists.

Therefore, the following is the statement of problem for this research, "What factors influence domestic Thai Bangkok tourists in selecting group package tours (GPT)?"

1.3 Objective of the Study

The objective of this thesis is:

1. To determine whether domestic Bangkok tourists' demographic profiles are related to domestic tourists selecting GPT.
2. To determine whether domestic Bangkok tourists' socio-cultural factors are related to domestic tourists selecting GPT.
3. To determine whether the 10P's in service marketing are related to domestic Bangkok tourists' selecting GPT.

1.4 Scope

This thesis serves to begin taking into account domestic tourists decision factors. Furthermore, the study will gather information on the model of decision making in domestic tourism in order to explore the various performance and influence factors (demographic, social factors, marketing mix) in relation to Thai domestic tourists.

1.5 Limitation

The limitation of this study is the sample frame for the study. Due to constraints of time and other resources, the study could only be done with domestic tourists in Bangkok, Thailand, in 2003. The interpretation of the study will mainly serve as a guide to identify the relatedness of influence factors to domestic Thai Bangkok tourists' decisions to travel with package trips.

In addition, there are a tremendous amount of theories that refer to the tourists' decision making process and its factors, but this study focuses on those factors related to tourists' decision making which concern package tours: behavior approach, trait approach and process approach. These are referred by many authors in various books and journals.

1.6 Significance of the Study

Consumer behavior is an important component for a marketing plan because it allows marketers know the demand characteristics of their customer. This research will be advantageous for both governmental organizations and private organizations (travel agency, transportation company, hotel, etc).

TAT can take this information and adapt it to create their policy plan to stimulate domestic tourist, especially Bangkok tourist. TAT is a national organization, so their tourism plans will give advantages on national level and local level. Travel agencies, transportation companies, and hotels can also get this information to set smooth policy plans and receive maximum benefit.

1.7 Definition of Key Term

1. **Affect:** refers to feeling responses (Peter and Olson, 1996).
2. **Choice alternatives:** the alternative behaviors that consumers consider in the problem-solving process (Olson and J. Paul, 1996).
3. **Consumer behavior:** the study of human responses to products and services, and the marketing of products and service (Kardes, 1999).
4. **Cognition:** human beings have evolved a highly sophisticated cognitive system that performs the higher mental processes of understanding, evaluating, planning deciding and thinking (Olson and J. Paul, 1996).
5. **Domestic tourism:** people who travel and stay overnight within the boundaries of their own country (Middleton and Heinemann, 1994).
6. **Demographic characteristics:** objective characteristic of population (such as age, sex, marital status, income, occupation, and education) which are often used as the basis for marketing segmentation (Schiffman and Kanuk and J. Paul,2000).

7. **Domestic independent tour:** Custom-designed tou. for an individual traveler or group of travelers that includes destination within the home country .The alternative is to go the independent route. If nothing on the assembled market appeals to you, you may prefer to buy components from different suppliers or companies, whether it is a computer for you home or a vacation when you travel. It may take a little longer to put together and cost a little more, but the result will be exactly what you want (Jeanne, 2000).
8. **Family and friends:** the social component which assesses the extent to which individuals engage in leisure activities for social reason (Swarbrooke and Horner, 1996)
9. **Group inclusive tour:** Planned, organized and marketed by commercial travel organizers, group inclusive tours (GIT) minimize participants' exposure to the perceived risk of outbound tourism. Travel is on mass usually by coach or plane. GIT's can be single centred, particularly to mass tourism destinations; duo centred, notably to two cities or one city and one beach destination; or multi-destination with itineraries following on a well-defined route (Jafari, 2000).
10. **Group Package tour:** Definition of the term package - Holidays organized by a travel agency at the request and according to the specifications of a consumer or a limited group of consumers – Included (Viagens e Turismo SA and Alberto Carlos Lobo Gonalve Garrido,1990).
11. **Heterogeneity:** it is difficult for the tourism provider to give the same level of service at every consumption time (Swarbrooke ; Horner, 1996).
12. **Holiday industry pricing policies:** companies tend to hold one of two mutually exclusive views of their position in the industry: some large companies set out to dominate it by gaining and holding market share, even at the expense of short-term profits, while others, usually small companies feel that they have established a scale of operation which suits their philosophy and ambitions (Laws,1997).
13. **Intangible:** services have the characteristic of being intangible in that they can not be seen, or tasted or smelled before purchase (Swarbrooke and Horner, 1996).
14. **Inseparability:** services have the characteristic of over lap between the production and performance of the service and the consumption of it (Swarbrooke; Horner, 1996).

15. **Learning:** the process that results in changes in behavior, or expected, which come about from experience and practice or the conceptualization of that experience and practicing response to stimuli and/or situation (Hawkins, Coney and Best, 1980).
16. **Marketing mix:** the mixture of controllable marketing variables that the firm uses to pursue the desired level of sales in the target market (Kotler, 1994).
17. **Packaging holiday:** tour operators deal in holiday concepts consisting of certain basic elements, particularly hotel or other accommodation, travel between home and resort and various activities at the destination (Laws,1997).
18. **Packaging and Programming:** packaging is the combination of related and " complementary services into a single-price offering. Programming is a technique closely related to packaging. It involves developing special activities, events, or programs to increase customer spending, or to give added appeal to a package or other hospitality/travel service (Wiley, 1997).
19. **Partnership:** Technically, it would be correct to include partnership as part of both promotion and place/distribution. The marketing plan should spend some time discussing cooperative effort, their costs, and their financial paybacks (Wiley, 1997).
20. **Price:** price denotes the published or negotiated terms between a producer aiming to achieve predetermined sales volume and revenue objectives and prospective customers seeking to maximize their perceptions of value for money in the choice they make between alternative product (Middleton, 1994).
21. **Place:** the location of all the points of sale that provide prospective customers with access to tourist products (Middleton.1994).
22. **Product:** the shape or form of what is offered to prospective customers; in other words, the characteristics of the product as designed by management decisions (Middleton, 1994).
23. **Promotion:** promotion includes advertising, direct mailing, sales promotion, merchandising, sales-force activities, brochure production, and PR(public relations) activity (Middleton, 1994).
24. **Social class:** social class is determined by a complex set of variables, including income, family background and occupation (Solomon, Bamossy and Asgaard, 1999).

25. **Tour package:** the traveler is purchasing different elements, such as accommodations, sightseeing, and ground transportation, as one unit from one travel company (Jeanne, 2000).

Chapter 2
Literature Review

This discussion of related literature and research is presented in three parts. First it concerns the general description of package tour, second is impact of influence factors on tourists' decisions. Then factors which influence consumer decision making and how they manage their choices are reviewed. In this chapter, the previous studies are discussed.

2.1 Introduction

The U.S. Census Bureau, which conducts national travel surveys, defines a trip as "each time a person goes to a place at least 100 miles away from home and returns", and excludes trips for 1) travel as part of an operating crew on a train, airplane, truck, bus, or ship, 2) commuting to a place of work, and 3) student trips to and from school. The U.S. Travel Data Center, an independent, nonprofit research center on travel and tourism located in Washington, DC, uses the same definition as the Census Bureau (U.S. Census Bureau,1984).

2.2 Trip Attributes

Trip attributes have been defined as "the characteristics of trip that include party size, composition, frequency of trip, duration of trip, etc (Gupta:1995)

Package means the pre-arranged combination of not fewer than two of the following: transport, accommodations, other tourist services not ancillary to transport or accommodation and accounting for a significant proportion of the package. Package sold or offered for sale at an inclusive price and when the service covers a period of more than 24 hours or includes overnight accommodation. (European Community Directive:1993)

2.3 Typology of Tourism (S.M.JHA, 1995) Tourism can be classified into different categories that are the following;

Tourism on the basis of purpose of travel:

- Recreational: the tourists spend their leisure hour at the hill stations, sea beaches etc. such type of tourism provides an opportunity to the tourists to get away from the day-to-day humdrum and refresh their mind and energy.
- Cultural: such type of tourism satisfies the cultural curiosity of tourists and involves visits to ancient monuments, places of historic and religious importance.
- Adventure/Sport: This adventure tourism provides an opportunity to travel adventures places or sports-based places, such playing golf, hiking, skiing etc.
- Health: such type of tourism makes available to the tourists a place for recovery or medical treatment like places with curative possibilities, spas, etc.

Tourism on the basis of region:

- Domestic Tourism: it meant for the tourists belonging to their normal resident or to the areas in their own country and don't need any documentation for travel.
- World Tourism: such type of tourism is for traveling to countries other than their own with a different economic and political system and requires documents to cross the frontiers.

Tourism on the basis of number:

- Individual Tourism: The tourists move individually. The program is finalized by an individual depending upon his/her means and requirements.

Group Tourism: The tourists travel as a member of group and so, they do not find any separate programming.

Tourism on the basis of arrangement

- Independent: The tourists make transportation, accommodation, or other arrangements independently or the tourists are assisted by the travel agents.
- Inclusive: In this inclusive tour, the package tours are arranged as member of the inclusive group and the tourists buy a trip.

Demographic Factors

Demographic has been defined as "the study of human population in term of size, density, location, age, gender, race, occupation, and other statistics (Kotler & Armstrong, 2001). Demographic is the most common category in tourism. It contains

age, income, education, sex, occupation, etc. It is collected, as consumer profiles to easily looking at the fact that obtains existing in customers in travel and tourism. The demographic is extremely useful for marketers to predict the recreation participation of tourists (Mill and Morrison, 1992).

2.4 What is Decision Making

Every day, each of us makes numerous decisions concerning every aspect of our daily lives. However, we generally make these decisions without stopping to think about how we make them and what is involved in the particular decision-making process itself. In the most general terms, a decision is the selection of an option from two or more alternative choices. In other words, for a person to make a decision, a choice of alternatives must be available. When a person has a choice between making a purchase and not making a purchase, a choice between brand X and brand Y, or a choice of spending time doing "A" or "B", that makes a decision.

Perhaps the most important reason for segmenting is consumer preference heterogeneity, or variability in consumer preference. Tastes and preferences differ among people. Some people prefer hot and spicy food, whereas others prefer bland food. Some people are highly concerned about the appearance of a product, whereas others are more concerned about functionality. As preference heterogeneity increases, the case for segmentation increases in strength. Moreover the greater the variability, the larger the number of profitable segments present in a market.

Of course, preferences are not always highly variable. Some preferences are shared by large groups of people. Universal preferences frequently involve a "more is better" rule. For example, more value is better than less value. More miles per gallon is better than fewer miles per gallon. Bigger is better for some product categories, and smaller is better for others. Some product categories are composed of relatively homogeneous brands. In these cases, segmentation may not be a viable strategy. A firm should instead consider an aggregation strategy.

In actuality, no-choice purchase or consumption situations are fairly rare. For consumers, freedom often is expressed in terms of a wide range of product choices. Thus, if there is almost always a choice, then there is almost always an opportunity

for consumers to make decisions. Moreover, experimental consumer research reveals that providing consumers with a choice when there was originally none can be a very good business strategy, one that can substantially increase sales. For instance, when a direct-mail electrical appliance catalog displayed two coffeemakers instead of just one, the addition of the second comparison coffeemaker seemed to stimulate consumer evaluation that significantly increased the sales of the original coffeemaker.

Not all consumer decision-making situations receive the same degree of information search. If all purchase decisions required extensive effort, then consumer decision making would be an exhausting process that left little time for any thing else. On the other hand, if all purchases were routine, then they would tend to be monotonous and would provide little pleasure or novelty. On a continuum of effort ranging from very high to very low, three specific levels of consumer decision making can be distinguished: extensive problem solving, limited problem solving, and routinized response behavior.

2.5 Zanna and Rempel's (1988) Model

Although many attitudes are based on beliefs, this is not true for all attitudes. According to Zanna and Rempel's (1988) Model. Attitudes can be formed on the basis of beliefs (cognition), affect (feeling, moods, and emotions), behaviors (actions), or some combination of beliefs, affect, and behaviors. For example, many people have very favorable attitudes toward Dairy Queen hot fudge sundaes because eating hot fudges sundaes makes people feel good and positive moods and feeling results in positive evaluations or attitudes. Note that beliefs about how fattening and unhealthy hot fudge sundaes are have little impact on attitudes toward hot fudge sundaes. In this particular case, affect is a more important determinant of attitudes than is belief.

In other cases, behaviors have a powerful influence on attitudes. For example, after buying a new car, most consumers' attitudes toward the new car become even more favorable. Interestingly, Zanna and Rempel (1988) emphasize that not only are attitudes influenced by belief, affect, and behavior, attitudes also influence belief, affect, and behavior. Positive attitudes lead consumers to focus on positive beliefs, positive feelings, and positive behaviors. Negative attitudes lead consumers to dwell

on negative beliefs, negative feelings, and negative behaviors. Hence, there is reciprocal relationship between attitudes and bases of attitudes. Attitudes influence and are influenced by belief, affect, and behavior (Kardes, 1999).

2.6 The Expected-value Theory of Attitude

Most of the alternatives from which we choose are multi-attribute. Do I go to Wales or Luxor for my holiday? To choose between them I have to take account of weather, cost, travelling effort, food, opportunities for recreation, the charms of meeting Welsh and Egyptian people, and more. Consumers do not have objective measures of the association between these different outcomes with the main concept but, as described above they do have perceived likelihood (also known as expectancies or subjective probabilities) and evaluations. The attitude to an alternative is given by the sum of these expected value products, i.e.

$$A = b1e1 + b2b2 + b3e3 + \ldots\ldots b\,i\,e\,i$$

$$A = Ebi\,ei$$

When a person has a choice between several options we expect him or her to take the one with the largest expected value. Edwards (1954) describe this model as the subjective expected utility model of decision. This way of thinking about decisions accommodates Haley's (1968) idea that, to a buyer, a product is a bundle of expected gains and losses.

We can generalize this thinking to attitudes about other concepts than behaviour. Here there are no behavioural outcomes, but there are attributes. Thus the National Lottery has the attributes of attracting particular social groups, helping charities, being entertaining and creating problems because of the amount of money spent on it by people who can ill-afford to gamble. As before, these attributes have an evaluation, and a likelihood of being attached to a main concept; thus the $A = Ebi\,ei$ relationship applies to any attitude. Rosenberg (1956) pioneered this approach to attitude theory and Fishbein (1963) tested the relationship between *A* and *Ebi ei* using the beliefs and attitudes of fifty subjects. If *A* is related to *Ebi ei* then subjects with high scores on one measure will have high scores on the other; similarly, low scores on one will be matched by low scores on the other measure. By correlating respondents' scores on the two measures, the extent to which A is related to *Ebi ei* can be seen. Sum scores were calculated for each respondent by aggregating the products

to produce *Ebi ei*. Fishbein also asked direct questions the global measure was 0.80, which gave strong support to the idea that global attitudes are based on the sum of the expected values of the attribute.

2.7 Tourist Motivation

"Why do people travel?" appears to be just an ordinary question, whereas who can really answer this question. Many answers will come out. Many would say they travel because they want to see the world, to confront new experience, to visit their friends and relatives, to fulfill their dream, or to escape from their routine.

Accordingly, "why people really take their trip" can be answered by using psychological and sociological to explain the matter of fact. Dale Fodness clarifies why people travel depending upon the internal psychological factors, which are needs, wants, and goals. Those three are generated in our minds and bodies. Lunberg also claims that "what the traveler says are his motivations for traveling may be only reflection of deeper needs, needs which he himself does not understand, may not be aware of, or may not wish to articulate" (Mayo and Javis, 1987). Therefore, to understand the reasons of why an individual takes his or her trip is complicated and sophisticated, but it is essential to comprehend the travel motivation.

Motivation occurs when some people or individual wants to satisfy their needs. It can be something as a driving force behind behavior, and it is related with individual's personality. Motivation can influence an individual how to react in the world around him or her (Mayo and Javis, 1981).

Motive can defines as "the need or desire of an individual to do a particular thing". Motive intends to protect, satisfy, or enhance the individual. It can be either physiological or psychological. Physiological motives come from biological needs. For instance, the need to survive, everybody would have this need. Oxygen, water, food are example of physiological motives. Psychological motives, on the other hand, "stem from needs created by an individual's social environment" (Mayo and Javis, 1981).

2.8 Affect and Cognition

Affect and cognition refer to two types of internal, psychological responses that consumers may have to environmental stimuli and events, In simple language, affect concerns feelings, while cognition involves thinking. Affective responses vary in evaluation of positive or negative, favorable or unfavorable and in intensity or level of bodily arousal. For instance, affect includes relatively intense emotions such as love or anger, less strong feeling states such as satisfaction or frustration, diffuse moods such as relaxation or boredom, and rather mild overall evaluations such as " I like McDonald's French fries" or " I dislike BIC pens."

Cognition refers to the mental processes and knowledge structures involved in people's responses to the environment. For instance, it includes knowledge that people have acquired from their experiences and have stored in their memories. Cognition also includes the psychological processes associated with paying attention to and understanding aspects of the environment, remembering past events, forming evaluations, and making purchase choice decisions. While many aspects of cognition are conscious thinking processes, other cognitive processes are unconscious and essentially automatic.

It is common for researchers to think of all the stimuli in the external environment as information. Thus, information includes various stimuli associated with marketing strategies (a price tag, a coupon, a package, a store window display). To be effective, marketing information must be processed (taken in and "handled") by consumers' cognitive system. Researchers have developed information processing models to simplify and explain these complex cognitive activities. From an information processing perspective, cognition concerns (1) how people interpret information and transform it into knowledge or meaning (patterns of thought), and (2) how they use this transformed information to form judgments of objects and events to make decisions about appropriate behaviors (J. Paul and C.Olson, 1996).

2.9 Model of Consumer Decision Making

This section presents an overview model of consumer decision making that reflects the cognitive consumer and, to some degree, the emotional consumer. The model is designed to tie together many of the ideas on consumer decision making and

consumption behavior. It does not presume to provide an exhaustive picture of the complexities of consumer decision making. Rather, it is designed to synthesize and coordinate relevant concepts into a significant whole. This following chart has three major components (input, process and output) (Kanok and Schiffman,2001).

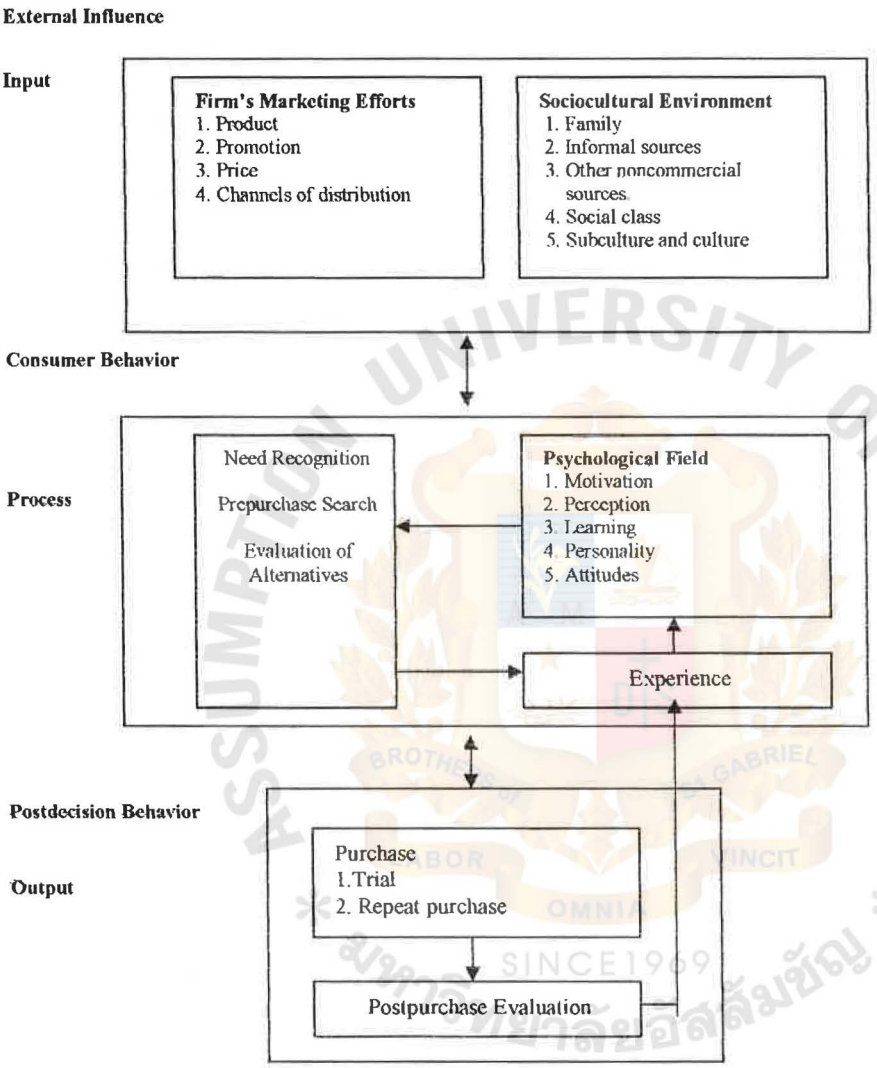

Figure2.1: Consumer decision making

2.10 The Basic Characteristics Of Services

In general, services are intangible. The intangibility feature is the most dominant defining services and determining the other three characteristics: simultaneous product and consumption, heterogeneity and perishability. Consequently

transferring service usually requires the presence and participation of the customer during production and consumption of the service which take place simultaneously. This human influence of the service, including the employee and the customer in the whole process of producing and consuming a service, often leads to a fluctuating quality of service.

Intangibility: The Degree of (In) Tangibility

Originally, services are intangible. Service are an activity, an experience and not a thing. Looking at services this way, the demarcation line between goods and services becomes rather diffuse. In daily life, service organizations are trying to make their intangible offer as tangible as possible, while many manufacturers (for instance, of fast moving consumer goods) try to create a image around their goods instead of focusing on the tangible aspects of their goods in advertising. Also, many services cannot be provided without tangibles. How could transportation services be provided when there were no planes? This expands (or challenge) the traditional notion that services are intangible (Rust, Keinghan, and Zahorik, 1996).

Inseparability: The Degree of Simultaneous Production and Consumption

The consumer has to participate in the production of services on many occasions sometimes even with out knowing it. This is in sharp contrast to the production of durables or non-durables. As a consequence, typically consumers do not know where a particular tangible product is made. For instance, not many readers will know which country or city the toothpaste they use, or fast-moving consumer goods like margarine, washing powder detergent or marmalade, are produced. On the other hand, they often know exactly who served them at the bank, taught them in class, styled their hare, or served them in a pub. In many cases, the consumer can not only pinpoint who served him/her, but knows him/her personally. Mostly, the service process can only start when the customer is present. It is difficult to provide a hair-cut when no one is in the barber shop.

This personal contact is meant by the words "interactive consumption" and "interaction process" in the definition of services. This interaction may be referred as "the service encounter". When both parties – physically – meet, the production, the service can take place. Both the customer and the employee have to perform particular activities. In other words, they have to play particular roles. In order to know exactly what is expected from both parties, it could be helpful if a particular script existed indicating the roles to be played. Then it is – hopefully – clear what each party is

expected to do. These scripts can become clear through experiences with the service provider or can be communicated in advance.

This simultaneity in production and consumption implies services can be affected by human beings at three levels:

1. The environment in which the process of producing and consuming the service takes places;
2. The personnel involved ; and
3. The consumer/customer.

The greater a service's intangibility the more important the physical environment in which the service takes place and its physical closeness will be. The atmosphere and ambiance in a restaurant is one of the issues determining a dinner's total quality. The behavior of a restaurant's personnel may affect this quality in a positive as well as in a negative way. The role of these persons should not be underestimated. They provide added value and security or safety to people who are dining at that particular restaurant for the first time. Those guests coming regularly to that restaurant will be welcomed personally and not posed questions about entrees or main courses they do not like (Rust, Keinghan, and Zahorik, 1996).

Inconsistency : The Degree Of Heterogeneity

It will be clear that the customer is not only subject to the service provider, but actively participates in the process of producing the service. The customer is an essential part of this whole process. This means that standardizing services is quite difficult on many occasions. It raises questions like;

- Who controls the customer?
- Who tells the customer what he/she is expected to do? And,
- What is the influence of time on service quality?

A service provider should try to find the optimum in controlling people and time with respect to these quality evaluations. The chance of heterogeneity in the final output of service delivery processes will still be large, even when companies try to standardize their service operations, provide manuals and train their employees. Automation and reducing the role of people in these processes cannot completely reduce the impact of people and environment on service quality. The automated teller machine has largely contributed to this but still depends on some activities that customer has to perform himself(Rust, Keinghan, and Zahorik, 1996).

Inventory: The Degree of Perishability

If a service becomes more and more intangible, the opportunities to store the service become less and less. In other words, the degree of intangibility increases the degree of perishability. Often, services which are perishable cannot be kept in stock. That is why the cost of warehousing and storage are quite often low or completely lacking in service companies. This may be seen as a positive result of perishability. However, not having the possibility to store services creates the complicated issue of "yield management". Frequently, managers in service organizations have to face fluctuations in demand or in capacity. That is why many service providers deliberately strive for minimizing un-used capacity in quiet times And " no sales " in busy times. Although, to a lesser extent, it even counts for electronic services such as the internet, i.e. in Europe if America starts working at approximately 3:00 AM Greenwich time. Information technology may dramatically change this "distribution problem" of services and create new opportunities to better service the customer (Rust, Keinghan, and Zahorik, 1996).

2.11 Marketing Management for Services: Expanding the Marketing Mix

Service marketing managers have found that the traditional four P's of marketing are inadequate to describe the key aspects of the service marketer's job. The traditional marketing mix is said to consist of the following elements of the total offering to consumers: the product, price, place, promotion, packaging, physical environment, participants, process, and people.

People

Many services require personal interactions between customers and the firm's employees, and these interactions strongly influence the customer's perception of service quality. For example, a person's stay at a hotel can be greatly affected by the friendliness, knowledge ability, and helpfulness of the hotel staff in most cases the lowest-paid people in the organization. One's impression of the hotel and willingness to return are determined to a large extent by the brief encounters with the front-desk staff, bellhops, housekeeping staff, restaurant wait staff, and so on, many of which take place outside the direct control of hotel management. In fact, the average hotel patron has very little contact with hotel supervisors and managers. Therefore, management faces a tremendous challenge in selecting and training all of these people

to do their jobs well, and, perhaps even more important, in motivating them to care about doing their jobs and to make an extra effort to serve their customers. After all, these employees must believe in what they are doing and enjoy their work before they can, in turn, provide good service to customers

Because services are often experienced at the provider's facilities, one's satisfaction with a service can also be influenced by other customers who are being served there. The right mix of customers can greatly increase the enjoyment of the experience - for example, at entertainment services, such as nightclubs or sporting events. Determining the desirable customer mix for a service, segmenting the market into compatible groups, and managing customer arrivals to avoid conflict and enhance the service experience are essential components of service management (Horner and Swarbrooke, 1996).

Physical Evidence

This element of the expanded marketing mix addresses the tangible components of the service experience and firm's image referred to earlier. Physical surroundings and other visible cues can have a profound effect on the impressions customers form about the quality of the service they receive. The service landscape that is the ambience, the background music, the comfort of the seating, and the physical layout of a service facility - can greatly affect a customer's satisfaction with a service experience. The appearance of the staff, including clothes and grooming, may be used as important clues. Promotional materials and written correspondence provide tangible evidence of the firm's professionalism. To the extent that these elements provide reassurance, they can be incorporated into the firm's marketing communication to help reduce customer anxiety about committing to the purchase. Service firms should design these items with extreme care, since they will play a major role in influencing a customer's impression of the firm. In particular, all physical evidence must be designed to be consistent with the personality that the firm wishes to project in the marketplace (Morrison, 1989).

Process of Service Production

Because customers are often involved in the production of services, the flow and progress of the production process is more important for services than it is for goods. A customer who buys a television set is not particularly concerned about the manufacturing process that made it, but the customer at a fine restaurant is not interested merely in the end result of the cessation of hunger. The entire experience of

arriving at the restaurant – of being seated, enjoying the ambiance, ordering, receiving, and eating the meal – is important. The pace of the process and the skill of the providers are both apparent to the customer and fundamental to his or her satisfaction with the purchase.

The importance of the process is true even for less sensual experiences. A customer who applies for a loan at a bank evaluates the purchase not only by the amount of the loan received and the interest rate paid. The speed and sensitivity of the approval process, the interaction with bank officers, the accuracy of bank statements, and the ease of getting redress if mistakes are found all affect the person's attitudes about doing further business with the bank and his or her willingness to recommend it to other.

Therefore, when designing service production processes, particular attention must be paid to customer perceptions of that process. For this reason. marketing and operations are closely related in service management (Morrison, 1989).

Price

Costing and pricing tours is one of the most difficult tasks a tour executive can face. To effectively cost and price a tour, it's necessary to project prices so that they cover costs, but not so that they go over expected costs by a wide margin or a considerable percentage. For clients to buy the tour, the total cost must be perceived by the client to be reasonable. Cost will be classified by type: variable costs or fixed costs. The importance of a breakeven point will be identified. In addition, the reader will learn how to establish or set a breakeven point. The final part of the chapter will discuss the costing process (Poynter, 1993)

Product

The product is at the heart of all marketing in tourism, leisure and hospitality. It is what gives consumers the benefits they are seeking and its production and delivery is the core activity of all tourism, leisure and hospitality organizations. The term "product" is commonly used and often defined. Many definitions of the word exist, none of which are universally accepted. A large number of them are derived from manufacturing industries. In recent years, the growth of service industries has led to new concepts of product linked to the fact that in most services the product is a mixture of tangible goods and intangible services. This concept has come to be known as the product/service mix (Horner and Swarbrooke, 1996).

The Three Levels of Product

Kotler (1994) has expanded his original definition of products to include the service elements. He has termed this concept the three levels of the product. This emphasizes the fact that the product planner must think about the product at three levels.

This three level concept tries to explain the fact that the consumer does not just purchase a product, they purchase benefits such as brand names, service elements and after-sales service. The core product is what the customer is really buying. It consists of the main benefit or benefits the purchaser identifies as a personal need that will be met by the product. Marketers need to turn the core product into an actual product. The actual product will include features, brand name, quality, styling and packaging.

Finally, there is the augmented product which includes all the additional servvice4s and benefits the customer receives. The augmented product is the total product bundle that should solve all the customer' problems, and even some they haven't thought of yet? (Lewis and Chambers, 1989).

The consumer benefit concept

Customers who are buying tourism, leisure and hospitality products are buying benefits not products. Bateson (1977) has argued that it is only through the idea of a consumer benefit that the service concept can be defined. The task of the marketer of tourism, leisure and hospitality products and services is to try and understand the benefits which customers seek. This is a complex issue, because different customer groups who purchase the same service may be seeking different benefits. The following table is an example of some of the main benefits sought by groups of customers with different characteristics.

Table2.1: Customer characteristic and their main benefit sought

Customer characteristic	Main benefits sought
Young, adventurous personalities	- Excitement - New experience
Fashion-conscious	- Status - Being seen taking part in a fashionable activity
Families with young children	- Entertainment for children - Special events for children - Economy - Reliability
Health-conscious	- Healthy nutritional food - Clean environment
Elderly people	- Reliability - Safety - Economy

Table2.2: Type of attraction and benefits sought

Type of attraction	Main benefit sought
Theme park	- Excitement - Variety of on-site attractions - Atmosphere - The company of other users - Value for money
Beach	- Suntan - Sea bathing - Economy - Company of others or solitude
Cathedral	- History -Aesthetic pleasure derived from architecture -Atmosphere- sense of peace and spirituality

Source: Swarbrooke (1996)

Promotion

Promotion of service marketing can presented through out 4 contribute channel as following (Chaoprasirt, 2004)

- Outlet (shop)
- Customer house (The promotion that is presented to customer directly at the customer home)
- Agency
- Electronic channel (electronic machine such as ATM Machine, internet, etc)

Place

Place is a crucial aspect of marketing, for consumers may like a product and be willing to pay its price, but if they cannot gain access to it, no sale will result. The nature of place in tourism may considered to with three aspects of distribution, namely:

- The distribution channels which operate in tourism, leisure and hospitality, and the role of marketing intermediaries such as travel agents;
- The growth of direct marketing, where producers communicate directly with potential consumers without the involvement of intermediaries; and
- The development of distribution channels in tourism.

There are increasing technology developments in the distribution system of tourism, leisure and hospitality. These include computer reservation systems and multi-media systems.

The distribution of tourism, leisure and hospitality products take place using distribution channels. As stated above, distribution channels can take two forms, namely:

- Directly from producer to consumer;

indirectly from the producer to the consumer - when the product is distributed; and indirectly, there are one or more intermediaries that are involved in the distribution channel (Horner and Swarbrooke, 1996).

Packaging

Packaging and programming are related concepts, since a large number of packages include some programming. For example, many golf and tennis packages include some instruction. The instruction portions of these packages are a special activity (program) arranged by the host resort. Computer "camps" at resorts are

another example, where expert advice on personal computer use (the program) is given to attendees.

What roles do packaging and programming play in the marketing of hospitality and travel services?. There are five key roles of packages and programs: 1) smoothing patterns of business; 2) improving profitability; 3) assisting in use of segmented marketing strategies; 4) bringing together related hospitality and travel organizations; 5) complementing other product/service – mix element.

Two major categories of packages are available from the hospitality and travel industry. These are:

- **Packages Developed by Intermediaries** - Many travel trade intermediaries, including tour wholesalers and operators, incentive travel planners, some travel agents, and convention/meeting planners, put together packages.
- **Packages Developed by Others** - Other packages have been developed by suppliers, carriers, destination marketing organizations, various clubs, and special interest groups. These packages can usually be purchased directly from the source (e.g., a hotel weekend package) and may or may not also be booked through a travel agent. In some instances, like many cruise packages, booking can only be done through travel agencies.

Packages can also be classified in four different ways. They can be categorized according to the (1) package elements, (2) target market, (3) package duration or timing, and (4) travel arrangements or destination (Kotler, 1999).

2.12 Past research

The variety of attractive tourist destinations, usually presented on television, was a major factor influencing the decision to domestic tourists. Other significant factors were budget, time, readiness, distance, convenient utilities, and safety in life and property(Wannathanom,1999).

There are flaws in domestic travel. These factors, such as inconvenient and unconnected transportation, need to be rectified (Jaroenwisan, 2000)

Airport procedures, pre-tour briefing, hotel, restaurant, coach (included coach seat arrangement), and scenic-spot are factors which make customer satisfaction or dissatisfaction in group package tour (Middleton,1991).

Product, promotion, customer creation and considerable opportunities are involved with travel agencies. A Database of tourist behavior would be important for future marketing purpose. It means tourism marketers need to recognize the past customer behavior for predicting the future buying behavior (Opermann,1999).

According to the above past research, promotion tools (television and price) and product (scenic spots, hotel) are major factors that cause dissatisfaction or satisfaction and also influence domestic tourists' decision making. A database of domestic tourists (domestic behavior) will help to understand what tourists want, then it can be applied to create GPT marketing management.

2.13 Conclusion

In Chapter2, general descriptions of package tour was presented (Trip attributes, Typology of Tourism). Besides that, the chapter 2 also was composed by demographic profile definition; theory of Zanna and Rempel's; Expect-Value theory; Tourist Motivation; Affect and Cognition; Model of Consumer Decision Making; The Basic Characteristics of Service Marketing and Past Research.

All of them are related to the subject of this thesis "Study of Thai Bangkok domestic Tourists' Decision to Travel with Package Tours". This thesis is a way try to find what is influence factor to make Bangkok domestic Tourists travel with package tour, so the general description of package tour was in this thesis. This thesis is concerned with service marketing and it also aims to measure consumer behavior, so it cannot ignore theories related to human expectation and the process of human need, so Zanna and Rempel's Model, The Expect-Value Theory of Attitude were used to explain it. For evaluating consumer behavior, there are internal and external persuasion factors that have to be considered, so affect, cognition and motivation were used. The Model of Consumer Decision Making helps to understand the whole view of decision making process. Basic characteristics of service marketing and marketing

mix are described to give detail about "marketing" in service jobs. Finally, past research references and supports the result of this thesis.

Chapter 3
Conceptual Framework

3.1 Introduction

This research's purpose is to find the relationship between domestic Bangkok tourists' decision making about package tours and influence factors (demographic, 10P's of service marketing and social factors). Demographic and social factors will tell the background of the customer, and helps to understand deeply how domestic Bangkok tourists (customers) make their choices. The 10P's from service marketing are key to knowing how promotion, product, price, place, physical environment, people, partnership, participate, process, and packaging and programming are related to Thai domestic Bangkok tourists' decision making style. This will be a significant advantage to any tourism organization because those 10P's are related to in the success of a company as it pursues the desired level of sales in the target market.

This chapter is composed of three parts. The first part is the conceptual framework which is composed of a dependent variable (package tour); independent variables (demographic and social factor and the 10P's) and the explanation of every factor of the independent and dependent variables in the conceptual framework. In the second part is the statement of hypotheses, there are 17 hypotheses. The last part is variable operationalization and concept. This part shows the details of independent variable definition, dependent variable definition, operational variable, level of measurement and questionnaire number.

3.2 The Conceptual Framework

The conceptual framework was developed and based on the integration of theories and textbook information on the study of customer decision making, concerned to "Study of Bangkok Domestic Tourists' Decision to travel with Group Package tour".

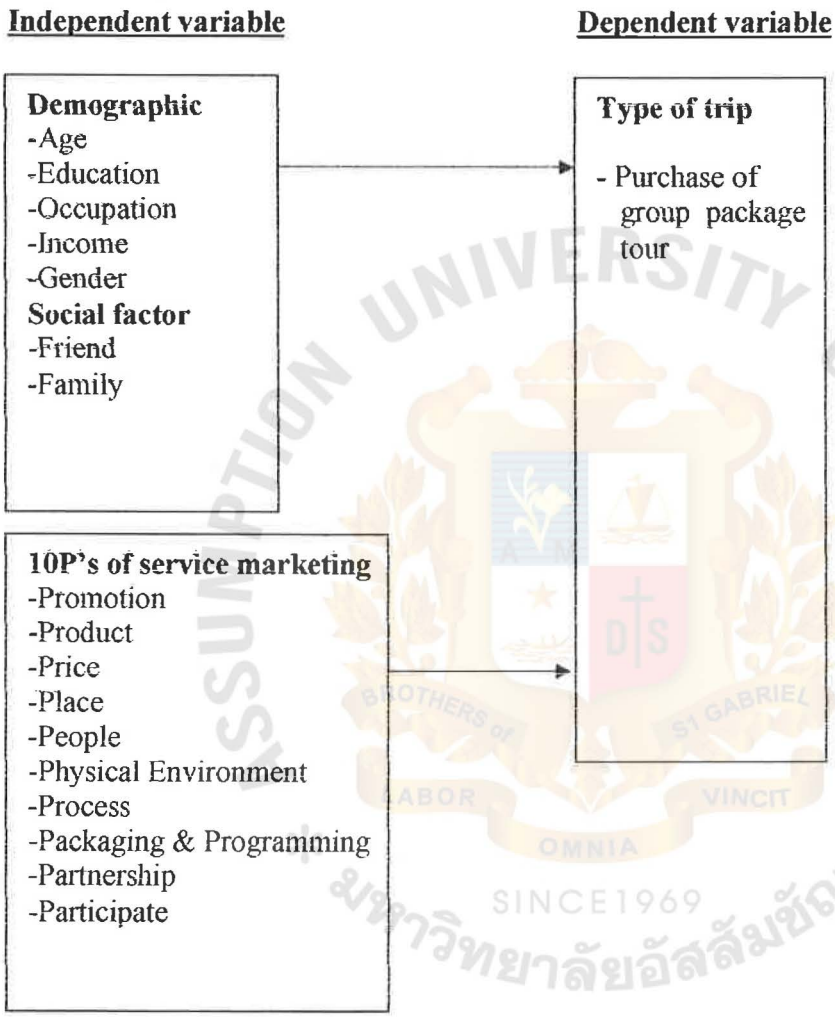

Figure 3.1 Conceptual Framework

This conceptual framework includes information on the independent variables (demographic, social factor and 10P's of service marketing) and the dependent variable that is the purchase of a group package tour.

Independent variable

Factor 1: refers to the influence of Thai domestic Bangkok tourists' demographics
Factor 2: refers to the influence of Thai domestic Bangkok tourists' social factor
Factor 3: refers to the influence of the 10P's on Thai domestic Bangkok tourists' decision making

Dependent variable

Factor 1 : Purchase of group package tour

The challenge of this conceptual framework is to find out the relation and influences of the demogranphic and sociocutural environment and 10P's of tourism marketing mix which that affect Thai domestic Bangkok tourists' decision making. The conceptual framework is based on the literature review as previously introduced.

3.3Statement of Hypotheses

Based on the conceptual framework presented earlier, the hypotheses are constructed to test the relationship between the independent variables (demographic, social factors and 10P's) and the dependent variable (group package tripe) and evaluate the validity of the assumption. This will explore how each independent variable is associated with the dependent variable, and in which direction.

1. **Demographic factors with a group package tour**

Ho1: There is no relationship between age and the decision to choose GPT.
Ha1: There is a relationship between age and the decision to choose GPT.

Ho2: There is no relationship between occupation and the decision to choose GPT.
Ha2: There is a relationship between occupation and the decision to choose GPT.

Ho3: There is no relationship between education and the decision to choose GPT.

Ha3: There is a relationship between education and the decision to choose GPT.

Ho4: H1.2o: There is no relationship between income and the decision to choose GPT.

Ha4: There is a relationship between income and the decision to choose GPT.

Ho5: There is no relationship between gender and the decision to choose GPT.

Ha5: There is a relationship between gender and the decision to choose GPT.

2. Social factors with a group package trip

Ho6: There is no relationship between friends and the decision to choose GPT.

Ha6: There is a relationship between friends and the decision to choose GPT.

Ho7: There is no relationship between family and the decision to choose GPT.

Ha7: There is a relationship between family and the decision to choose GPT.

3. 10P's of service marketing with a group package tour

Ho8: There is no relationship between promotion and the decision to choose GPT.

Ha8: There is a relationship between promotion and the decision to choose GPT.

Ho9: There is no relationship between product and the decision to choose GPT.

Ha9: There is a relationship between product and the decision to choose GPT.

Ho10: There is no relationship between price and the decision to choose GPT.

Ha10: There is a relationship between price and the decision to choose GPT.

Ho11: There is no relationship between place and the decision to choose GPT.

Ha11: There is a relationship between place and the decision to choose GPT.

Ho12: There is no relationship between people and the decision to choose GPT.

Ha12: There is a relationship between people and the decision to choose GPT.

Ho13: There is no relationship between physical environment and the decision to choose GPT.

Ha13: There is a relationship between physical environment and the decision to choose GPT.

Ho14: There is no relationship between process and the decision to choose GPT.

Ha14: There is a relationship between process and the decision to choose GPT.

Ho15: There is no relationship between packaging and programming and the decision to choose GPT.

Ha15: There is a relationship between packaging and programming and the decision to choose GPT.

Ho16: There is no relationship between partnership and the decision to choose GPT.

Ha16: There is a relationship between partnership and the decision to choose GPT.

Ho17: There is no relationship between participate and the decision to choose GPT.

Ha17: There is a relationship between participate and the decision to choose GPT.

3.4 Variable operationalization and concept

Table3.1: Operationalization and concept

Dependent variable definition	**Definition**	**Operational**	**Level of measurement**	**Questionnaire number**
Purchase of group package	Refers to buying behavior in group package tour.	1. Group package tour	Ordinal	3.1

Independent variable definition	Definition	Operation	Level of measurement	Questionnaire number
Demographic	Refers to the vital and measurable statistics of a population. Demographics help to locate a target market. Demographic characteristics, such as age, sex, marital status, income, occupation, and education, are most often used as the basis of market segmentation.	1. Age 2. Gender 3. Occupation 4. Education 5. Income	Ordinal Nominal Nominal Nominal Ordinal	1.2 1.1 1.4 1.3 1.5
Marketing Mixed	Defined as the mixture of controllable marketing variable that the firm uses to pursue the sought level of sales in the target market.	1.Product 2.Price 3.Place 4.Promotion 5.People 6.Physical environment 7.Process 8.Packaging and programming	Ordinal Ordinal Ordinal Ordinal Ordinal Ordinal Ordinal Ordinal Ordinal	2.4.1, 2.4.2 2.2.1 2.3.1, 2.3.2 2.1.1, 2.1.2 2.5.1, 2.5.2 2.6.1, 2.6.2 2.7.1, 2.7.2 2.10 2.8.1, 2.8.2

	Factors which are	9.Partnership 10.Participate	Ordinal Ordinal	2.9.1, 2.9.2 2.10
Social factor	studied of how individuals operate in a group.	1.Friends 2.Family		1.8.1 1.8.2

Chapter 4
Research Methodology

This chapter provides an overview of the method that will be used in this research. The first section explains the method of the research. The second explains about sampling size. The third section explains about the collection of data.

Research Method

Consumer behavior research is an advantage to any tourism industry in any country. This study will explore the decision making which is influenced by many factors (age, gender, occupation, education, income, promotion, price, place, product, physical evidence, process, people, packaging and programming, partnership, participate). This thesis will focus on which of these factors make Thai domestic Bangkok tourists decide to join a group package tour.

4.1Sample survey method

Related data collection begins with interviewing the Thai domestic Bangkok tourists to understand the tourists' consumer behavior in a current real situation and the factors that influenced their decision making.

4.2 Research instrument/questionnaire

The researcher used a designed questionnaire to gather data relating to the topic of the study. The questionnaire was pre-tested with thirty people to test understanding of the wordings, and sequences of the questions. English jargon was translated to Thai context using Thai definitions from two local business books.

The questionnaire was comprised of five parts which were structured as follows:

Part 1: Demographic profile is in relation to the research framework of this study consisting of age, gender, education, occupation, and income. It also has questions about frequency of travel, type of trip, and characteristics when taking a trip.

Part 2: The respondents were asked to rate nineteen questions using a five point scale. These questions relate to the 10P's (marketing mix) and tourists who choose group package tours.

Part 3: The respondents were asked to rate one question using a five point scale . This question asks about their future decision making for choosing GPT.

4.3 Sampling plan

In researching domestic Bangkok tourists in Thailand, a sampling plan must be used to collect information because of the large number of potential respondents.

4.3.1 Target population

This research focuses on factors that influence domestic Bangkok tourists in their decision making about the type of trip. The population that will be studied in this research is people 20 years old and above who are from Bangkok and those who travel within Thailand. The respondents have differences in age, gender, education, occupation, and income. This is a challenge to analyze and prove how different they are in decision making factors. What effect promotion, price, place, product, physical environment, process, people, partnership, participate, and packaging and programming have on those demographic profiles and socio-culture environment also must be analyzed.

4.3.2 Sampling units

The units of analysis from which respondents were contacted at Silom. Silom is business area of Bangkok, there are many people who are different in age, education, occupation, income, gender in this area. So Srilom is proper place for keeping answer from Bangkok respondents.

4.4 Sample Size

The research will mainly focus on **'non-probability sampling'**. Sample units are selected on the basis of convenience. The population selected to participate in this research is unknown.

Table 4.1: Samples sizes used in marketing research studies (Malhotra, 1999)

SAMPLE SIZES USED IN MARKETING RESEARCH STUDIES

Types of study	*Minimum size*	*Typical Range*
Problem identification research (e.g. Market potential)	500	1,000-2500
Problem solving research (e.g. pricing)	200	300-500
Product tests	200	300-500
Test marketing studies	200	300-500
TV/Radio/print advertising (per commercial or ad tested)	150	200-300
Test Market audits	10 stores	10-20 stores
Focus groups	6 groups	10-15 groups

Based on sample sizes used in research studies (Malhotra, 1999), the data will be collected from 200 questionnaires.

4.5 Collection of Data

4.5.1 Primary and secondary data

Primary data was collected from the returned questionnaires. Data to estimate the amount of manpower in the multi-level marketing business was obtained through telephone survey to the companies from the sampling frame to ensure reliability of the estimation.

Secondary data was collected from several sources including electronic journals, foreign management journals, and articles as well as academic textbooks from libraries and internet sources.

4.5.2 Primary data gathering procedure

The data was read, analyzed and summarized in easy form. The Statistical Package for SPSS was used to summarized the data where needed.

Descriptive statistic was used to explain, summarize, and analyze the data that was collected in the interview survey. The statistical procedures that will be applied to analyze the data of the questionnaires follow the basic statistical procedures. Reliability was measured by the consistency and stability of the questionnaire results. Frequency and percentage tables were the most common forms of data description of the general questions in Part 1 of the questionnaire. More importantly, the sample percentages were used directly as an estimate of the percentages of the total population that indicate each alternative response.

4.5.3 Statistical technique

All statistical interpretations of the data followed commonly accepted research practices. The form of data presentation from these procedures were again be presented in an easily interpreted format. The computer, to ensure accuracy and to minimize costs performed all statistical procedures. Descriptive statistics are used to describe the primary data of the respondents, particularly the demographic profile, social factors and new technology. Correlation was used to measure the relationship and the difference between the data of the two variables to find their relationships, which is the ultimate objective of this study. After collecting the data from the target respondents, it was coded into the symbolic form that was used in SPSS software. Spearman Rho is the appropriate method of testing association between given combinations of measurement. It indicated the strength of the relationship between two ordinal variables, ranks the measurements for each variable and calculates difference scores.

Chapter 5
Presentation and Critical Discussion of Result

5.1 Descriptive statistic

This section consist of two parts: firstly, respondent socio-demographic data are explained and secondly, general result of relationship between demographic profile, social factor and 10P's of service marketing and domestic tourist decision making .

5.1.1 Respondent socio-demographic data

Table 5.1 conclusion of socio-demographic data

Gender	**Frequency**	**Percent**
Male	41	20.5
Female	159	79.5
Total	200	100.0
Age		
20-40 years	44	22
41-60 years	114	57
Above 60	42	21
Total	200	100
Education	Frequency	Percent
Lower than Bachelor's degree	77	38.5
Bachelor's degree	98	49
Master's degree	25	12.5
Total	200	100
Occupation	Frequency	Percent
Unemployed	14	7
Business Owner	17	8.5
Government officer	4	2
Non-government officer	152	76
Other	13	6.5
Total	200	100
Monthly Income	Frequency	Percent
Less than 20,000	93	46.5
20,000 – 50,000	73	36.5
More than 50,000	34	17
Total	200	100

According to Chapter 4, 200 the population unit consists of 200 Bangkok respondents and the target population is people from Bangkok who are more than 20 years old. After the collection of data, it was found that the number of male

respondents is 41 persons (20.5%), and number of female respondent is 159 persons(79.5%). The respondent age of 20-40 has 44 persons(22%), the respondent age of 41-60 have 114 persons(57%), and respondent age of more than 60 has 42 persons(21%). The respondent that have education lower than a Bachelor's degree are 77(38.5%). The number of respondents that have Bachelor's degrees is 98 persons(49%). There are 25 respondents(12.5%) that have Master degree. The number of respondents that have monthly income have monthly income between 20,000 – 50,000 baht; and 34 respondents have monthly income that is more than 50,000 baht. There are 14 unemployed respondents(7%), Business owner has 17 persons(8.5%), government officer has 4(2%), non-government officer has 152 persons(76%) and other occupation has 13 respondents(6.5%).

5.2 The empirical results and findings

After performance of general, now hypothesizes were tested and their results were displays as following;

The test of hypothesis 1:

Ho1: There is no relationship between age and the decision to choose GPT.

Ha1: There is a relationship between age and the decision to choose GPT.

Level of significance = 0.05

Level of correlation coefficient (r) = 1 = a complete relationship between variables

r > 1 = a relationship between variables.

r = 0 = no relationship between variables.

r < 0 = an opposite relationship between variables.

r = -1 = a completely opposite relationship between variables

Table 5.2: Correlation between age and decision making

			Age	Do you intend to use GPT for your future domestic trip
Spearman's rho	Age	Correlation Coefficient	1.000	.608
		Sig. (2-tailed)	.	.000
		Number	200	200
	Do you intend to use GPT for your future domestic trip	Correlation Coefficient	.608	1.000
		Sig. (2-tailed)	.000	.
		Number	200	200

Table 5.2 shows the result of hypothesis testing. The significant level is .000, and the correlation coefficient level is .608, thus the null hypothesis is rejected at 95% confidence level. So, hypothesis Ho1 is automatically rejected, and Ha1 is fail to reject. It means that age is relationship to domestic Thai tourist decision making to travel with group package tour.

The test of hypothesis 2:

Ho2: There is no relationship between occupation and the decision to choose GPT.

Ha2: There is a relationship between occupation and the decision to choose GPT.

Level of significance = 0.05

Level of correlation coefficient (r) = 1 = a complete relationship between variables

r > 1 = a relationship between variables.

r = 0 = no relationship between variables.

r < 0 = an opposite relationship between variables.

r = -1 = a completely opposite relationship between variables

Table 5.3 Chi-square Test of Occuapation

	Valuc	df	Asymp. Sig. (2-sidcd)
Pearson Chi-Square	7.028	12	.856
N of Valid Cases	200		

Table 5.4 Frequency of occupation and decision making

		Do you intend to use GPT for your future domestic trip				Total
		No	Undecided	Yes	Definitely Yes	
Occupation	Unemployed	0	5	5	4	14
	Business Owner	0	3	12	2	17
	Government Officer	0	1	2	1	4
	Non-government Officer	2	38	89	23	152
	Other	0	2	10	1	13
Total		2	49	118	31	200

Table 5.3 shows the results of hypothesis testing, the significant level is .856, thus the null hypothesis is rejected at 95% confidence level. So, hypothesis Ha2 rejected ,and Ho2 is fail to reject. This means that occupation is no relationship to domestic Thai tourist decision making to travel with group package tour.

The test of hypothesis 3:

Ho3: There is no relationship between education and the decision to choose GPT.

Ha3: There is a relationship between education and the decision to choose GPT.

Level of significance = 0.05

Level of correlation coefficient (r) = 1 = a complete relationship between variables

r > 1 = a relationship between variables.

r = 0 = no relationship between variables.

r < 0 = an opposite relationship between variables.

r = -1 = a completely opposite relationship between variables

Table 5.5 Chi-square tests of education

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.326	6	.970
N of Valid Cases	200		

Table 5.6 Frequency of education and decision making

		Do you intend to use GPT for you future domestic trip				
		No	Undecided	Yes	Definitely Yes	Total
Education	Lower than Bachelor's degree	1	17	45	14	77
	Bachelor's degree	1	25	58	14	98
	Master's degree	0	7	15	3	25
Total		2	49	118	31	200

Table 5.5 shows the results of hypothesis testing. The significant level is .970, thus the null hypothesis is rejected at 95% confidence level. So, hypothesis Ha3 is automatically rejected ,and Ho3 is fail to reject. This means that education has no relationship to domestic Thai tourist decision making to travel with group package tour.

The test of hypothesis 4:

Ho4: There is no relationship between income and the decision to choose GPT.

Ha4: There is a relationship between income and the decision to choose GPT.

Level of significance = 0.05

Level of correlation coefficient (r) = 1 = a complete relationship between variables.

r > 1 = a relationship between variables.

r = 0 = no relationship between variables.

r < 0 = an opposite relationship between variables.

r = -1 = a completely opposite relationship between variables

Table 5.7 Descriptive statistics of income

	Mean	Std. Deviation	Number
Income per month	1.7100	.75415	200
Do you intend to use GPT for your future domestic trip	3.8900	.65578	200

Table 5.8 Correlations of income and decision making

			Income per month	Do you intend to use GPT for you future domestic trip
Spearman's rho	Income per month	Correlation Coefficient	1.000	.475
		Sig. (2-tailed)	.	.000
		Number	200	200
	Do you intend to use GPT for your future domestic trip	Correlation Coefficient	.475	1.000
		Sig. (2-tailed)	.000	.
		Number	200	200

Table 5.8 shows the results of hypothesis testing. The significant level is .000, correlation coefficient level is .475, thus the null hypothesis is rejected at 95% confidence level. So, hypothesis Ho4 is automatically rejected ,and Ha4 is fail to reject. This means that income has a relationship to domestic Thai tourist decision making to travel with group package tour.

The test of hypothesis 5:

Ho5: There is no relationship between gender and the decision to choose GPT.

Ha5: There is a relationship between gender and the decision to choose GPT.

Level of significance = 0.05

Level of significance = 0.05

Level of correlation coefficient (r) = 1 = a complete relationship between variables.

r > 1 = a relationship between variables.

r = 0 = no relationship between variables.

r < 0 = an opposite relationship between variables.

r = -1 = a completely opposite relationship between variables

Table 5.9 Chi-Square Tests of gender

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	98.502	3	.000
Number of Valid Cases	200		

Table 5.10 Frequency table of gender and decision making

		Do you intend to use GPT for your future domestic trip				Total
		No	Undecided	Yes	Definitely Yes	
Gender	Male	1	34	3	3	41
	Female	1	15	115	28	159
Total		2	49	118	31	200

Table 5.11 shows the results of hypothesis testing. The significant level is .000, thus the null hypothesis is rejected at 95% confidence level. So, hypothesis Ho5 is automatically rejected ,and Ha5 is fail to reject. This means that education has no relationship to domestic Thai tourist decision making to travel with group package tour.

The test of hypothesis 6:

Ho6: There is no relationship between friend and decision to choose GPT.

Ha6: There is a relationship between friend and decision to choose GPT.

Level of significance = 0.05

Level of correlation coefficient (r) = 1 = a complete relationship between variables.

r > 1 = a relationship between variables.

r = 0 = no relationship between variables.

r < 0 = an opposite relationship between variables.

r = -1 = a completely opposite relationship between variables.

Table 5.11 Descriptive statistics of friend

	Mean	Std. Deviation	Number
With friend	2.8700	1.34617	200
Do you intend to use GPT for your future domestic trip	3.8900	.65578	200

Table 5.12 Correlations of friend and decision making

			With friend	Do you intend to use GPT for you future domestic trip
Spearman's rho	With friend	Correlation Coefficient	1.000	-.303
		Sig. (2-tailed)	.	.000
		Number	200	200
	Do you intend to use GPT for your future domestic trip	Correlation Coefficient	-.303	1.000
		Sig. (2-tailed)	.000	.
		Number	200	200

Table 5.13 shows the results of hypothesis testing. The significant level is .000, correlation coefficient level is -.303, thus the null hypothesis is rejected at 95% confidence level. So, hypothesis Ho6 is automatically rejected ,and Ha6 is fail to reject. This means that friend has an opposite relationship (r<0) to domestic Thai tourist decision making to travel with group package tour.

The test of hypothesis 7:

Ho7: There is no relationship between family and the decision to choose GPT.

Ha7: There is a relationship between family and the decision to choose GPT.

Level of significance = 0.05

Level of correlation coefficient (r) = 1 = a complete relationship between variables.

r > 1 = a relationship between variables.

r = 0 = no relationship between variables.

r < 0 = an opposite relationship between variables

r = -1 = a completely opposite relationship between variables.

Table 5.13 Descriptive Statistics of family

	Mean	Std. Deviation	Number
With family	3.4150	1.28101	200
Do you intend to use GPT for your future domestic trip	3.8900	.65578	200

Table 5.14 Correlations of family and decision making

			With family	Do you intend to use GPT for your future domestic trip
Spearman's rho	With family	Correlation Coefficient	1.000	.360
		Sig. (2-tailed)	.	.000
		Number	200	200
	Do you intend to use GPT for your future domestic trip	Correlation Coefficient	.360	1.000
		Sig. (2-tailed)	.000	.
		Number	200	200

Table 5.14 shows the results of hypothesis testing. The significant level is .000, correlation coefficient level is .360, thus the null hypothesis is rejected at 95% confidence level. So, hypothesis Ho7 is automatically rejected ,and Ha7 is fail to reject. This means that family has a relationship to domestic Thai tourist decision making to travel with group package tour.

The test of hypothesis 8:

Ho8: There is no relationship between promotion and the decision to choose GPT.

Ha8: There is a relationship between promotion and the decision to choose GPT.

Level of significance = 0.05

Level of correlation coefficient (r) = 1 = a complete relationship between variables.

r > 1 = a relationship between variables.

r = 0 = no relationship between variables.

r < 0 = an opposite relationship between variables.

r = -1 = a completely opposite relationship between variables.

Table 5.15 Descriptive statistics of promotion

	Mean	Std. Deviation	Number
Sale promotion of GPT	3.6800	.72125	200
Do you intend to use GPT for your future domestic trip	3.8900	.65578	200
	Mean	Std. Deviation	N
Advertising of GPT	3.7200	.74456	200
Do you intend to use GPT for you future domestic trip	3.8900	.65578	200

Table 5.16 Correlations of promotion and decision making

			Sale promotion of GPT	Do you intend to use GPT for your future domestic trip
Spearman's rho	Sale promotion of GPT	Correlation Coefficient	1.000	.289
		Sig. (2-tailed)	.	.000
	Do you intend to use GPT for your future domestic trip	Correlation Coefficient	.289	1.000
Spearman's rho	Advertising of GPT	Correlation Coefficient	1.000	.149
		Sig. (2-tailed)	.	.035
	Do you intend to use GPT for your future domestic trip	Correlation Coefficient	.149	1.000
		Sig. (2-tailed)	.035	.
Total		Number	200	200

Table 5.17 shows the results of hypothesis testing. The significant level of sale promotion is .000, and .035. Correlation coefficient level of sale promotion is .289, and .149 thus the null hypothesis is rejected at 95% confidence level. So, hypothesis Ho8 is automatically rejected ,and Ha8 is fail to reject. This means that promotion has a relationship to domestic Thai tourist decision making to travel with group package tour.

The test of hypothesis 9:

Ho9: There is no relationship between product and the decision to choose GPT.

Ha9: There is a relationship between product and the decision to choose GPT.

Level of significance = 0.05

Level of correlation coefficient (r) = 1 = a complete relationship between variables.

r > 1 = a relationship between variables.

r = 0 = no relationship between variables.

r < 0 = an opposite relationship between variables.

r = -1 = a completely opposite relationship between variables.

Table 5.17 Descriptive statistics of product

	Mean	Std. Deviation	Number
Included product	3.8050	.80011	200
Do you intend to use GPT for your future domestic trip	3.8900	.65578	200
Destination places in GPT	3.9550	2.20620	200
Do you intend to use GPT for your future domestic trip	3.8900	.65578	200

Table 5.18 Correlations of product and decision making

			Included product	Do you intend to use GPT for you future domestic trip
Spearman's rho	Included product	Correlation Coefficient	1.000	.141
		Sig. (2-tailed)		.046
	Do you intend to use GPT for your future domestic trip	Correlation Coefficient	.141	1.000
		Sig. (2-tailed)	.046	
Spearman's rho	Destination places in GPT	Correlation Coefficient	1.000	.193
		Sig. (2-tailed)		.006
	Do you intend to use GPT for your future domestic trip	Correlation Coefficient	.193	1.000
		Sig. (2-tailed)	.006	
Total		Number	200	200

Table 5.18 shows the results of hypothesis testing. The significant level of included product is .046, and .006. Correlation coefficient level of included product is .141, and .193 thus the null hypothesis is rejected at 95% confidence level. So, hypothesis Ho9 is automatically rejected ,and Ha9 is fail to reject. This means that product has a relationship to domestic Thai tourist decision making to travel with group package tour.

The test of hypothesis 10:

Ho10: There is no relationship between price and the decision to choose GPT.

Ha10: There is a relationship between price and the decision to choose GPT.

Level of significance = 0.05

Level of correlation coefficient (r) = 1 = a complete relationship between variables.

r > 1 = a relationship between variables.

r = 0 = no relationship between variables.

r < 0 = an opposite relationship between variables.

r = -1 = a completely opposite relationship between variables.

Table 5.19 Descriptive statistics of price

	Mean	Std. Deviation	N
Price of GPT	3.9800	.66469	200
Do you intend to use GPT for your future domestic trip	3.8900	.65578	200

Table 5.20 Correlations of price and decision making

			Price of GPT	Do you intend to use GPT for your future domestic trip
Spearman's rho	Price of GPT	Correlation Coefficient	1.000	.371
		Sig. (2-tailed)	.	.000
		Number	200	200
	Do you intend to use GPT for your future domestic trip	Correlation Coefficient	.371	1.000
		Sig. (2-tailed)	.000	.
		Number	200	200

Table 5.20 shows the results of hypothesis testing. The significant level is .000, correlation coefficient level is .371, thus the null hypothesis is rejected at 95% confidence level. So, hypothesis Ho10 is automatically rejected ,and Ha10 is fail to

reject. This means that price has a relationship to domestic Thai tourist decision making to travel with group package tour.

The test of hypothesis 11:

Ho11: There is no relationship between place and the decision to choose GPT.

Ha11: There is a relationship between place and the decision to choose GPT

Level of significance = 0.05

Level of correlation coefficient (r) = 1 = a complete relationship between variables.

r > 1 = a relationship between variables.

r = 0 = no relationship between variables.

r < 0 = an opposite relationship between variables.

r = -1 = a completely oppositely relationship between variables.

Table 5.21 Descriptive statistics of place

	Mean	Std. Deviation	Number
Contribution channel of GPT	3.9100	3.02451	200
Do you intend to use GPT for your future domestic trip	3.8900	.65578	200
Reservation system of GPT	4.0955	3.04112	199
Do you intend to use GPT for you future domestic trip	3.8900	.65578	200

Table 5.22 Correlations of place and decision making

			Contribution channel of GPT	Do you intend to use GPT for your future domestic trip
Spearman's rho	Contribution channel of GPT	Correlation Coefficient	1.000	.060
		Sig. (2-tailed)	.	.395
	Do you intend to use GPT for your future domestic trip	Correlation Coefficient	.060	1.000
		Sig. (2-tailed)	.395	.
	Reservation system of GPT	Correlation Coefficient	1.000	.087
Spearman's rho		Sig. (2-tailed)	.	.223
	Do you intend to use GPT for you future domestic trip	Correlation Coefficient	.087	1.000
		Sig. (2-tailed)	.223	.
Total		Number	199	200

Table 5.22 shows the results of hypothesis testing. The significant level is .395,and .223. Correlation coefficient level is .060,and .087, thus the null hypothesis is rejected at 95% confidence level. So, hypothesis Ha11 is automatically rejected ,and Ho11 is fail to reject. This means that place has no relationship to domestic Thai tourist decision making to travel with group package tour.

The test of hypothesis 12:

Ho12: There is no relationship between people and the decision to choose GPT.

Ha12: There is a relationship between people and the decision to choose GPT.

Level of significance = 0.05

Level of correlation coefficient (r) = 1 = a complete relationship between variables.

r > 1 = a relationship between variables.

r = 0 = no relationship between variables.

r < 0 = an opposite relationship between variables.

r = -1 = a completely oppositely relationship between variables.

Table 5.23 Descriptive statistic of people

	Mean	Std. Deviation	Number
Information from guide	4.0050	3.53660	200
Do you intend to use GPT for your future domestic trip	3.8900	.65578	200
Staff's manner of GPT	3.7950	.70388	200
Do you intend to use GPT for your future domestic trip	3.8900	.65578	200

Table 5.24 Correlation of people and decision making

			Information from guide	Do you intend to use GPT for your future domestic trip
Spearman's rho	Information from guide	Correlation Coefficient	1.000	.506
		Sig. (2-tailed)	.	.000
	Do you intend to use GPT for your future domestic trip	Correlation Coefficient	.506	1.000
		Sig. (2-tailed)	.000	.
Spearman's rho	Staff's manner of GPT	Correlation Coefficient	1,000	.436
		Sig. (2-tailed)	.	.000
	Do you intend to use GPT for your future domestic trip	Correlation Coefficient	.436	1.000
		Sig. (2-tailed)	.000	.
Total		Number	200	200

Table 5.24 shows the results of hypothesis testing. The significant level is .000, correlation coefficient level is .506,and .436, thus the null hypothesis is rejected at 95% confidence level. So, hypothesis Ho12 is automatically rejected ,and Ha12 is fail to reject. This means that people has a relationship to domestic Thai tourist decision making to travel with group package tour.

The test of hypothesis 13:

Ho13: There is no relationship between physical evidence and the decision to choose GPT.

Ha13: There is a relationship between physical evidence and the decision to choose GPT.

Level of significance = 0.05

Level of correlation coefficient (r) = 1 = a complete relationship between variables.

r > 1 = a relationship between variables.

r = 0 = no relationship between variables.

r < 0 = an opposite relationship between variables.

r = -1 = a completely oppositely relationship between variables.

Table 5.25 Descriptive statistics of physical evident

	Mean	Std. Deviation	Number
Standard of hotel and restaurant	3.9000	.90226	200
Do you intend to use GPT for your future domestic trip	3.8900	.65578	200
Readiness of transportation of GPT	3.9200	.80426	200
Do you intend to use GPT for your future domestic trip	3.8900	.65578	200

Table 5.26 Correlations of physical evident and decision making

			Standard of hotel and restaurant	Do you intend to use GPT for your future domestic trip
Spearman's rho	Standard of hotel and restaurant	Correlation Coefficient	1.000	-.071
		Sig. (2-tailed)	.	.320
	Do you intend to use GPT for your future domestic trip	Correlation Coefficient	-.071	1,000
		Sig. (2-tailed)	.320	.
Spearman's rho	Readiness of transportation of GPT	Correlation Coefficient	1,000	-.028
	Do you intend to use GPT for your future domestic trip	Sig. (2-tailed)	.	.691
		Correlation Coefficient	-.028	1.000
	Do you intend to use GPT for your future domestic trip	Sig. (2-tailed)	.691	.
Total		Number	200	200

Table 5.26 shows the results of hypothesis testing, significant level is .320,and .691. Correlation coefficient level is -.071,and -.028, thus the null hypothesis is rejected at 95% confidence level. So, hypothesis Ha13 is automatically rejected ,and Ho13 is fail to reject. It means that physical environment has no relationship to domestic Thai tourist decision making to travel with group package tour.

The test of hypothesis 14:

Ho14: There is no relationship between process and the decision to choose GPT.

Ha14: There is a relationship between process and the decision to choose GPT.

Level of significance = 0.05

Level of correlation coefficient (r) = 1 = a complete relationship between variables.

r > 1 = a relationship between variables.

r = 0 = no relationship between variables.

r < 0 = an opposite relationship between variables.

r = -1 = a completely oppositely relationship between variables.

Table 5.27 Descriptive Statistics of Process

	Mean	Std. Deviation	Number
Booking system of GPT	3.7150	.77250	200
Do you intend to use GPT for your future domestic trip	3.8900	.65578	200

Table 5.28 Correlations of Process and decision making

			Booking system of GPT	Do you intend to use GPT for your future domestic trip
Spearman's rho	Booking system of GPT	Correlation Coefficient	1.000	.063
		Sig. (2-tailed)	.	.378
		Number	200	200
	Do you intend to use GPT for your future domestic trip	Correlation Coefficient	.063	1.000
		Sig. (2-tailed)	.378	.
Total		Number	200	200

Table 5.28 shows the result of hypothesis testing. The significant level is .378, correlation coefficient level is .063, thus the null hypothesis is rejected at 95% confidence level. So, hypothesis Ha14 is automatically rejected and Ho14 is fail to reject. This means that process has no relationship to domestic Thai tourist decision making to travel with group package tour.

The test of hypothesis 15:

Ho15: There is no relationship between packaging and programming and the decision to choose GPT.

Ha15: There is a relationship between packaging and programming and the decision to choose GPT.

Level of significance = 0.05

Level of correlation coefficient (r) = 1 = a complete relationship between variables.

r > 1 = a relationship between variables.

r = 0 = no relationship between variables.

r < 0 = an opposite relationship between variables.

r = -1 = a completely oppositely relationship between variables.

Table 5.29 Descriptive statistic of packaging and programming

	Mean	Std. Deviation	Number
Included activity	3.9300	2.18609	200
Do you intend to use GPT for your future domestic trip	3.8900	.65578	200

Table 5.30 Correlation of packaging and programming and decision making

			Included activity	Do you intend to use GPT for your future domestic trip
Spearman's rho	Included activity	Correlation Coefficient	1.000	.684
		Sig. (2-tailed)	.	.000
		Number	200	200
	Do you intend to use GPT for your future domestic trip	Correlation Coefficient	.684	1.000
		Sig. (2-tailed)	.000	.
		Number	200	200

Table 5.30 shows the results of hypothesis testing. The significant level is .000, correlation coefficient level is .684, thus the null hypothesis is rejected at 95% confidence level. So, hypothesis Ho15 is automatically rejected ,and Ha15 is fail to reject. This means that packaging and programming has a relationship to domestic Thai tourist decision making to travel with group package tour.

The test of hypothesis 16:

Ho16: There is no relationship between partnership and the decision to choose GPT.

Ha16: There is a relationship between partnership and the decision to choose GPT.

Level of significance = 0.05

Level of correlation coefficient (r) = 1 = a complete relationship between variables.

r > 1 = a relationship between variables.

r = 0 = no relationship between variables.

r < 0 = an opposite relationship between variables.

r = -1 = a completely oppositely relationship between variables.

Table 5.31 Descriptive statistics of partnership

	Mean	Std. Deviation	Number
Reputation of contracted tour operation	5.1600	23.31033	200
Do you intend to use GPT for your future domestic trip	3.8900	.65578	200
Familiarity of contacted hotel, transportation and airline	3.4800	.77628	200
Do you intend to use GPT for your future domestic trip	3.8900	.65578	200

Table 5.32 Correlations of partnership and decision making

			Reputation of contracted tour operation	Do you intend to use GPT for you future domestic trip
Spearman's rho	Reputation of contracted tour operation	Correlation Coefficient	1.000	.033
		Sig. (2-tailed)	.	.640
	Do you intend to use GPT for your future domestic trip	Correlation Coefficient	.033	1.000
		Sig. (2-tailed)	.640	.
Spearman's rho	Familiarity of contacted hotel, transportation and airline	Correlation Coefficient	1,000	.029
		Sig. (2-tailed)	.	.679
	Do you intend to use GPT for your future domestic trip	Correlation Coefficient	.029	1.000
		Sig. (2-tailed)	.679	.
Total		Number	200	200

Table 5.32 shows the results of hypothesis testing, significant level is .640,and .679. Correlation coefficient level is .033,and .029, thus the null hypothesis is rejected at 95% confidence level. So, hypothesis Ha16 is automatically rejected ,and Ho16 is fail to reject. This means that partnership has no relationship to domestic Thai tourist decision making to travel with group package tour.

The test of hypothesis 17:

Ho17: There is no relationship between participate and the decision to choose GPT.

Ha17: There is a relationship between participate and the decision to choose GPT.

Level of significance = 0.05

Level of correlation coefficient (r) = 1 = a complete relationship between variables.

r > 1 = a relationship between variables.

r = 0 = no relationship between variables.

r < 0 = an opposite relationship between variables.

r = -1 = a completely oppositely relationship between variables.

Table 5.33 Descriptive statistics of participant

	Mean	Std. Deviation	Number
Reputation of contracted tour operation	5.1600	23.31033	200
Do you intend to use GPT for your future domestic trip	3.8900	.65578	200
Reputation of contacted hotel transportation and airline	3.4600	.83178	200
Do you intend to use GPT for your future domestic trip	3.8900	.65578	200

Table 5.34 Correlations of Participate and decision making

			Reputation of contracted tour operation	Do you intend to use GPT for your future domestic trip
Spearman's rho	Reputation of contracted tour operation	Correlation Coefficient	1.000	.033
		Sig. (2-tailed)	.	.640
	Do you intend to use GPT for your future domestic trip	Correlation Coefficient	.033	1.000
		Sig. (2-tailed)	.640	.
Spearman's rho	Reputation of contacted hotel transportation and airline	Correlation Coefficient	1.000	.028
	Do you intend to use GPT for you future domestic trip	Sig. (2-tailed)	.	.690
		Correlation Coefficient	.028	1.000
Total		Number	200	200

Table 5.34 shows the result of hypothesis testing. The significant level is .640,and .690. Correlation coefficient level is .033,and.028, thus the null hypothesis is rejected at 95% confidence level. So, hypothesis Ho17 is automatically rejected ,and Ha17 is fail to reject. This means that participate has no relationship to domestic Thai tourist decision making to travel with group package tour.

Chapter 6
Conclusion and Recommendations

This chapter consists of two sections. The first section deals with the conclusion and second section involves the recommendations. The conclusion section summarizes the empirical results on hypothesis testing compared with the earlier study. Finally, some recommendations are provided for future study.

6.1 Summary of Description Analysis

Table 6.1 Summary of Description Analysis

Variable	Target group
Gender	Female (79.5)
Age	41-60 (57)
Education	Bachelor degree (49)
Occupation	Non-government officer (76)
Monthly Income	Less than 20,000 (46.5)

6.2 Summary of Hypothesis Testing

Table 6.2: Table of summary of Hypothesis Testing

Hypothesis	Finding	Conclusion
Ho1:There is no relationship between age and the decision to choose GPT.	Ho1 is rejected.	Age of Thai domestic tourists has a relationship with decision making to travel with group package tour.
Ho2: There is no relationship between occupation and the decision to choose GPT.	Ho2 fail to reject.	Occupation of Thai domestic tourists has no relationship with decision making to travel with group package tour.

Ho3: There is no relationship between education and the decision to choose GPT.	Ho3 fail to reject.	Education of Thai domestic tourists has no relationship with decision making to travel with group package tour.
Ho4: H1.2o: There is no relationship between income and the decision to choose GPT.	Ho4 is rejected.	Income of Thai domestic tourists has a relationship with decision making to travel with group package tour.
Ho5: There is no relationship between gender and the decision to choose GPT.	Ho5 is rejected.	Gender of Thai domestic tourists has a relationship with decision making to travel with group package tour.
Ho6: There is no relationship between friends and the decision to choose GPT.	Ho6 is rejected.	Friends have a relationship with decision making to travel with group package tour.
Ho7: There is no relationship between family and the decision to choose GPT.	Ho7 fail to reject.	Family has no relationship with decision making to travel with group package tour.
Ho8: There is no relationship between	Ho8 is rejected.	Promotion has a relationship with decision making to

promotion and the decision to choose GPT.		travel with group package tour.
Ho9: There is no relationship between product and the decision to choose GPT.	Ho9 is rejected.	Product has a relationship with decision making to travel with group package tour.
Ho10: There is no relationship between price and the decision to choose GPT.	Ho10 is rejected.	Price has a relationship with decision making to travel with group package tour.
Ho11: There is no relationship between place and the decision to choose GPT.	Ho11 is rejected.	Place has a relationship with decision making to travel with package tour.
Ho12: There is no relationship between people and the decision to choose GPT.	Ho12 is rejected.	People have a relationship with decision making to travel with group package tour.
Ho13: There is no relationship between physical environment and the decision to choose GPT.	Ho13 fail to reject.	Physical environment has no relationship to decision making to travel with group package tour.
Ho14: There is no relationship between process and the decision to choose GPT.	Ho14 is rejected.	Process has a relationship to decision making to travel with group package tour.

Ho15: There is no relationship between packaging and programming and the decision to choose GPT.	Ho15 is rejected.	Packaging and Programming has a relationship with decision making to travel with group package tour.
Ho16: There is no relationship between partnership and the decision to choose GPT.	Ho16 fail to reject.	Partnership has no relationship with decision making to travel with group package tour.
Ho17: There is no relationship between participate and the decision to choose GPT	Ho17 fail to reject.	Participate has no relationship with decision making to travel with group package tour.

As a result of the study, it was found that some of the demographic factors, social factors and 10P's are related to domestic tourists' decision making on the topic of traveling with group package tours. However, some of hypotheses were rejected.

In the demographic profile, occupation and education are not related to domestic Thai tourists' decision making to travel with group package tour. Age, income and gender have a relationship with domestic Thai tourists deciding to travel a group package tour.

In Chapter 3, there are two social factors which were set to find the relationship to domestic Thai tourist decision making: friends and family. From SPSS results of the collected data, it was found that friends have and opposite relationship with the Thai domestic tourists' travel with group package tour. Most Thai domestic tourists who always or generally travel with friends refuse to travel with group package tour. In contrast, it was also found that family is somewhat different from friends because domestic Thai tourists who always or generally traveling with family travel with group package tour 74% of the time with a coefficient of .360. So it can be concluded that family has a relationship to domestic Thai tourists' decision making to travel with group package tour.

The marketing mix in service marketing is composed of people, price, place, product, promotion, packaging and programming, participate, partnership, process, and physical environment. Some of them have relationships to domestic Thai tourists but in different degrees. Price, product, promotion, people, and packaging and programming have a relationship to Thai domestic tourists traveling with group package tour. While participate, partnership, process and physical environment do not have a relationship to Thai domestic tourists traveling with group package tour.

6.3 Recommendations

Table6.3: Table Recommendation

Finding	Recommendation
Age of Thai domestic tourist has a relationship with decision making to travel with group package tour	Older people choose their holiday time with group package tour more than young people. To take care of older people, travel companies have to train their staff well, because older people are sensitive.
Income of Thai domestic tourist has a relationship to traveling with group package tour.	According to result, the price of a domestic package tour is rather expensive for the majority of respondents. If companies want to stimulate demand from Thais who have a monthy income less than 20,000 baht, they have to decrease the package tour price. Decreasing the package tour price might destroy their old target customer view about the travel company, so they have to use marketing tools for solving this problem Example: 1. use sale discount card 2. use discount period 3. decrease cost of package tour

Gender of Thai domestic tourist has a relationship to traveling with group package tour.	Females travel with group package tour more than males. Activities and attractive places should also support female satisfaction Example: 1. Add some women's activities into the package tour. 2. Women often travel in groups, so there should be a special rate for group travelers.
Promotion has a relationship with Thai domestic tourists' decision making to travel with group package tour.	Using promotion in the correct period will help travel company get the highest benefit. Promotion can be used in many forms. Example: 1. Making people know the travel agency 2. Sale
Product has relationship with Thai domestic tourists' decision making to travel with group package tour.	1. A package tour should include a variety of places and activities that customers can participate in. 2. Travel companies should have package tours which customers are interested in.
Price has a relationship with Thai domestic tourists' decision making to travel with group package tour.	In marketing, price is the most significant tool that influences customer decision making. A low price or a high price of a package tour depends on the company's target customer. 1. If travel companies want to get

	more customers and do not care about high profit margins, it is necessary to consider the package tour price. A lower price is important because most domestic tourists' monthly income is less than 20,000 baht. 2. If the travel company's target customer is in high market, Package tours have to be luxurious and different from others. Companies should also try to make "brand" to encourage customer loyalty in the future.
Place has a relationship with Thai domestic tourists' decision making to travel with group package tour.	1. It should have many contribution channels for making reservations and all contribution channel have to be easy to reach. 2. System of reservations should be fast and payment methods have to be clear and safe for customer.
Packaging and programming have a relationship with Thai domestic tourists' decision making to travel with group package tour.	A package tour has to include modern and interesting things. Included activities create feelings of fun and participation.
Family has a relationship with Thai domestic tourists' decision making to travel with group package tour.	People view family as important and they think that it is better if there are things to do together on a weekend or holiday. 1. One-day trips are becoming their choice because they can spent time together and can get

	experience and knowledge from attractive places. This will stimulate people go out and find activities to do.
Friends has an opposite relationship with Thai domestic tourists' decision making to travel with group package tour.	Friends often travel in a group but they prefer to travel by themselves because that will make their trip flexible. GTP does not fulfill their needs because they want to travel with people who are familiar to them. Travel companies can sell options (hotels, ticket, etc.) to them. At the present, there are dedicated groups, the members have relationship in the form of "friends" and they join together in a big group. It is possible to sell them group package tours.

The foregoing section concludes the empirical results of the study. This section discusses the recommendations that are beneficial for future study.

A demographic profile is something that shows the background of tourist behavior. According to chapter 5, age, income and gender have relationships to domestic Thai tourists' decision making whether to travel with a package tour. So this might help both travel agencies and TAT to create their policy about the demand of the Thai domestic tourist. On the part of travel agencies, this will show them who is the target population for their business. They should mix what their target customer wants (10P's) and the related characteristics of demographic profile. On the part of governmental organization, TAT was organized to manage tourism. Stimulating domestic tourists to go traveling within Thailand is also one of their plans. There are two kinds of domestic travel styles; 1) group package tour, 2) individual travel. TAT attempted to make domestic tourists increase all the time because of cash flow needs within the country. Recently, TAT sent the weekday traveling project out to people.

They expect that it will increase the domestic travel rate. The weekday traveling project is a partnership between many organizations such as hotels, restaurants, transportation companies and also travel agencies. To create this project is necessary to find what are the characteristics of domestic Thai tourist demand. From SPSS results, we see that price, place, product, promotion, packaging and programming are related to tourists' decision making in different levels. That can also be used as a part of governmental and nongovernmental marketing.

6.4 Recommendation for Future Study

This thesis is attempt to find what factors make Bangkok tourist go travel with package tour. So the next study is what factors make Bangkok tourist go travel in the individual style. It is a question for agency why domestic Bangkok tourist prefer travel in individual style. If we can find why they make decision to go with individaul travel, then we can find the week point and strong point of both individual travel and GPT .

Study of Bangkok Domestic Tourists' Decision to Travel with Package Tours will be the topic that has worthy advantages for all travel agency and Tourism in the meaning of it will help them to stimulate the domestic tourism in Thailand.

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http://www.tat.or.th

http://www.google.com

http://www.yahoo.com

Appendix A

Questionnaire

This questionnaire is conducted to study Thai tourists and their decision making style for travel within Thailand. The purpose of this research is to identify factors that influence their decision making whether for travel with package tour. Your answer will be used as information for a Tourism Management thesis at ABAC university . All individual answers are confidential and this questionnaire will be destroyed after the information you provide is transferred to computer disc.

Screening Question

1. Are you form Bangkok

   ☐ Yes ☐ No

2. Do you travel in Thailand

   ☐ Yes ☐ No

Part1: Demographic

1.1 Gender

☐ Male ☐ Female

1.2 Age

☐ 20-40 years old
☐ 41-60 years old
☐ Above 60 years old

1.3 Education

☐ Lower than Bachelor's degree

☐ Bachelor's degree

☐ Master's degree

☐ Higher than Master's degree

1.4 Occupation

☐ Unemployed

☐ Business Owner

☐ Government Officer

☐ Non-government Employee

☐ Other_____

1.5 Income per month

☐ Less than 20,000

☐ 20,000-50,000

☐ More than 50,000

1.6 What type of trip do you choose for your journey?

☐ Individual trip

☐ Package trip

1.7 Do you travel in group or travel alone.

☐ In group

☐ Alone

1.8 If you travel in group, do you travel with:

		Always	Generally	Sometime	Rarely	Never
1.8.1	With a friend	5	4	3	2	1
1.8.2	With a family	5	4	3	2	1

Part2: Domestic Tourism and Package Tour

Please evaluate marketing factors affect your purchase decision for traveling with package tour according to the table given below.

Marketing Mix	Strongly disagree	Disagree	No opinion	Agree	Strongly agree
2.1 Promotion					
2.1.1 Sale promotion of group package tour					
2.1.2 Advertising of group package tour					
2.2 Price					
2.2.1 Price of group package tour					
2.3 Place					
2.3.1 Contribution channel of group package tour					
2.3.2 Reservation system of group package tour					
2.4 Product					
2.4.1 Included product (transportation, guide, food, etc) of group package tour)					
2.4.2 Destination places in program tour of group package tour					
2.5 People					
2.5.1 Information from guide of group package tour					
2.5.2 Staff's manner of group package tour.					
2.6 Physical Environment					
2.6.1 Standard of hotel and restaurant (cleanliness, place's discipline) in the program of group package tour.					

2.6.2 Readiness of transportation in the program of group package tour.					
2.7 Process 2.7.1 Booking system of group package tour					
2.8 Partnership 2.8.1 Reputation of contacted hotel, transportation and airline					
2.8.2 Familiarity of contacted hotel, transportation and airline.					
2.9 Participate 2.9.1 Reputation of contacted hotel, transportation and airline					
2.9.2 Familiarity of contacted hotel, transportation and airline.					
2.10 Packaging and Programming Included activities of GTP					

Part3: Decision making in The future

3.1 Do you intend to travel with group package tour in the future?

Absolutely yes	Yes	Undecided	No	Absolutely no
5	4	3	2	1

แบบสอบถาม

แบบสอบถามนี้ทำขึ้นเพื่อศึกษารูปแบบการตัดสินใจของนักท่องเที่ยวชาวไทยต่อการท่องเที่ยวภายในประเทศ จุดประสงค์ของงานวิจัยนี้คือ การหาปัจจัยที่มีอิทธิพลต่อการตัดสินใจซื้อและท่องเที่ยวกับโปรแกรมทัวร์ของบริษัทท่องเที่ยว ทุกคำตอบของท่านจะใช้เป็นข้อมูลในการทำวิทยานิพนธ์ของนักศึกษาคณะการจัดการการท่องเที่ยวของมหาวิทยาลัยอัสสัมชัญ โปรดตอบคำถามในแบบสอบถามนี้ และส่งแบบสอบถามนี้คืนแก่ผู้สัมภาษณ์ ข้อมูลส่วนบุคคลทั้งหมดจะถือเป็นความลับ.

คำถามใช้ในการตรวจสอบนักท่องเที่ยวกลุ่มเป้าหมาย

1. คุณเป็นคนกรุงเทพฯใช่หรือไม่

☐ ใช่ ☐ไม่ใช่

2. คุณเป็นคนหนึ่งที่ท่องเที่ยวกับโปรแกรมท่องเที่ยวภายในประเทศไทยใช่หรือไม่

3.

☐ ใช่ ไม่ใช่

ส่วนที่1 ลักษณะประชากร

1.1 เพศ

☐ ชาย หญิง

1.2 อายุ

☐ 20 – 40 ปี

☐ 41 – 60 ปี

☐ มากกว่า 60 ปี

1.3 การศึกษา

☐ น้อยกว่าปริญญาตรี

☐ ปริญญาตรี

☐ ปริญญาโท

☐ สูงกว่าปริญญาโท

1.4 อาชีพ

☐ ไม่ได้ทำงาน

☐ มีธุรกิจของตัวเอง

☐ ข้าราชการ

☐ ทำงานบริษัทเอกชน

☐ อื่นๆ

1.5 รายได้ต่อเดือน

☐ น้อยกว่า 20,000 บาท

☐ 20,000 – 50,000 บาท

☐ มากกว่า 50,000บาท

1.6 ที่ผ่านในประเทศไทยบ่อยแค่ไหน

☐ 1 – 3 ครั้งต่อปี

☐ 4 – 6 ครั้งต่อปี

☐ 7 – 9 ครั้งต่อปี

1.7 คุณเดินทางท่องเที่ยวคนเดียวหรือเดินทางท่องเที่ยวเป็นกลุ่ม (ถ้าตอบท่องเที่ยวเป็นกลุ่มโปรดตอบคำถามข้อ 1.8 ถ้าตอบไปท่องเที่ยวคนเดียว โปรดข้ามไปตอบคำถามในส่วนที่ 2 และ 3)

☐ เดินทางเป็นกลุ่ม

☐ เดินทางคนเดียว

1.8 ถ้าคุณเดินทางท่องเที่ยวเป็นกลุ่ม คุณเดินทางท่องเที่ยวกับเพื่อนและครอบครัวอย่างไร

	เสมอ	เป็นปกติ	บางครั้ง	น้อยมาก	ไม่เคย
9.1 เดินทางกับเพื่อน	5	4	3	2	1
9.2 เดินทางกับครอบครัว	5	4	3	2	1

2. ส่วนที่2 ตลุทธ์ทางการตลาดสำหรับนักท่องเที่ยวชาวไทย

ส่วนผสมทางการตลาด	ไม่เห็นด้วยอย่างมาก	ไม่เห็นด้วย	เฉยๆ	เห็นด้วย	เห็นด้วยอย่างมาก
2.1 การส่งเสริมการขาย 2.1.1 ราคาการส่งเสริมการขายของเฟิลตจทัวร์ 2.1.2 การโฆษณาของเฟิลตจทัวร์					
2.2 ราคา 2.2.1 ราคาของเฟิลตจทัวร์					
2.3 สถานที่ 2.3.1 ช่องทางในการติดต่อกับบริษัทที่ขายเฟิลตจทัวร์					
2.4 สินค้า 2.4.1 สถานที่ท่องเที่ยวในเฟิลตจทัวร์ 2.4.2 ในเฟิลตจทัวร์มี โรงแรม อาหาร สถานที่ท่องเที่ยวไว้ครบ					
2.5 พนักงาน 2.5.1 ความรู้ และความเชี่ยวชาญของมัคคุเทศ 2.5.2 การปฏิบัติตัวและมารยาท ของพนักงาน (ของบริษัทที่ขายเฟิลตจทัวร์)					
2.6 สิ่งแวดล้อมทางกายภาพ 2.6.1 มาตรฐานของโรงแรม และร้านอาหาร (ความสะอาด ความเป็นระเบียบของสถานที่) ที่ระบุไว้ในเฟิลตจทัวร์ 2.6.2 ความพร้อมในการให้บริการของยานพาหนะของเฟิลตจทัวร์					
2.7 ขั้นตอน 2.7.1 ระบบการจองโปรแกรมทัวร์ของเฟิลตจทัวร์					

ส่วนผสมการตลาด	ไม่เห็นด้วยอย่างมาก	ไม่เห็นด้วย	เฉยๆ	เห็นด้วย	เห็นด้วยอย่างมาก
2.8 การเข้าหุ้น 2.8.1 ชื่อเสียงของโรงแรม ภัตตาคาร สายการบิน ที่มีสัญญากับบริษัททัวร์ และระบุรวมอยู่ในแพ็คเกจทัวร์ 2.8.2 ความคุ้นเคยกับ โรงแรม ภัตตาคาร สายการบิน ที่มีสัญญา กับบริษัททัวร์ และระบุรวมอยู่ในแพ็คเกจทัวร์					
2.9 การเข้าร่วม 2.9.1 ชื่อเสียงของบริษัททัวร์ที่เป็นบริษัทพันธมิตร และระบุรวมอยู่ในแพ็คเกจทัวร์ 2.9.2 ความคุ้นเคยกับบริษัททัวร์ที่เป็นบริษัทพันธมิตร และระบุรวมอยู่ในแพ็คเกจทัวร์					
2.10 2.10.1 กิจกรรมที่รวมอยู่ในแพ็คเกจทัวร์					

ส่วนที่3 การตัดสินใจของนักท่องเที่ยวในอนาคต

3.1 ในอนาคต คุณตั้งใจจะเดินทางท่องเที่ยวกับบริษัทท่องเที่ยวในรูปแบบแพ็คเกจทัวร์หรือไม่

เที่ยวกับบริษัทท่องเที่ยวอย่างแน่นอน	เที่ยวกับบริษัทท่องเที่ยว	ยังไม่ตัดสินใจ	ไม่	ไม่อย่างแน่นอน
5	4	3	2	1

Appendix B

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

Pre-test

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

Number of Cases = 30 Number of Items = 20

Alpha = .0625

Table 5.2 Correlation between age and decision making

			Age	Do you intend to use GPT for your future domestic trip
Spearman's rho	Age	Correlation Coefficient	1.000	.608
		Sig. (2-tailed)	.	.000
		Number	200	200
	Do you intend to use GPT for your future domestic trip	Correlation Coefficient	.608	1.000
		Sig. (2-tailed)	.000	.
		Number	200	200

Table 5.3 Chi-square Test Of Occupation

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.028	12	.856
N of Valid Cases	200		

Table 5.4 Frequency of occupation and decision making

		Do you intend to use GPT for your future domestic trip				Total
		No	Undecided	Yes	Definitely Yes	
Occupation	Unemployed	0	5	5	4	14
	Business Owner	0	3	12	2	17
	Government Officer	0	1	2	1	4
	Non-government Officer	2	38	89	23	152
	Other	0	2	10	1	13
Total		2	49	118	31	200

Table 5.5 Chi-square tests of education

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.326	6	.970
N of Valid Cases	200		

Table 5.6 Frequency of education and decision making

		Do you intend to use GPT for you future domestic trip				Total
		No	Undecided	Yes	Definitely Yes	
Education	Lower than Bachelor's degree	1	17	45	14	77
	Bachelor's degree	1	25	58	14	98
	Master's degree	0	7	15	3	25
Total		2	49	118	31	200

Table 5.7 Descriptive statistics of income

	Mean	Std. Deviation	Number
Income per month	1.7100	.75415	200
Do you intend to use GPT for your future domestic trip	3.8900	.65578	200

Table 5.8 Correlations of income and decision making

			Income per month	Do you intend to use GPT for you future domestic trip
Spearman's rho	Income per month	Correlation Coefficient	1.000	.475
		Sig. (2-tailed)	.	.000
		Number	200	200
	Do you intend to use GPT for your future domestic trip	Correlation Coefficient	.475	1.000
		Sig. (2-tailed)	.000	.
		Number	200	200

Table 5.9 Chi-Square Tests of gender

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	98.502	3	.000
Number of Valid Cases	200		

Table 5.10 Frequency table of gender and decision making

		Do you intend to use GPT for your future domestic trip				Total
		No	Undecided	Yes	Definitely Yes	
Gender	Male	1	34	3	3	41
	Female	1	15	115	28	159
Total		2	49	118	31	200

Table 5.11 Descriptive statistics of friend

	Mean	Std. Deviation	Number
With friend	2.8700	1.34617	200
Do you intend to use GPT for your future domestic trip	3.8900	.65578	200

Table 5.12 Correlations of friend and decision making

			With friend	Do you intend to use GPT for you future domestic trip
Spearman's rho	With friend	Correlation Coefficient	1.000	-.303
		Sig. (2-tailed)	.	.000
		Number	200	200
	Do you intend to use GPT for your future domestic trip	Correlation Coefficient	-.303	1.000
		Sig. (2-tailed)	.000	.
		Number	200	200

Table 5.13 Descriptive Statistics of family

	Mean	Std. Deviation	Number
With family	3.4150	1.28101	200
Do you intend to use GPT for your future domestic trip	3.8900	.65578	200

Table 5.14 Correlations of family and decision making

			With family	Do you intend to use GPT for your future domestic trip
Spearman's rho	With family	Correlation Coefficient	1.000	.360
		Sig. (2-tailed)	.	.000
		Number	200	200
	Do you intend to use GPT for your future domestic trip	Correlation Coefficient	.360	1.000
		Sig. (2-tailed)	.000	.
		Number	200	200

Table 5.15 Descriptive statistics of promotion

	Mean	Std. Deviation	Number
Sale promotion of GPT	3.6800	.72125	200
Do you intend to use GPT for your future domestic trip	3.8900	.65578	200
	Mean	Std. Deviation	N
Advertising of GPT	3.7200	.74456	200
Do you intend to use GPT for you future domestic trip	3.8900	.65578	200

Table 5.16 Correlations of promotion and decision making

			Sale promotion of GPT	Do you intend to use GPT for your future domestic trip
Spearman's rho	Sale promotion of GPT	Correlation Coefficient	1.000	.289
		Sig. (2-tailed)	.	.000
	Do you intend to use GPT for your future domestic trip	Correlation Coefficient	.289	1.000
Spearman's rho	Advertising of GPT	Correlation Coefficient	1.000	.149
		Sig. (2-tailed)	.	.035
	Do you intend to use GPT for your future domestic trip	Correlation Coefficient	.149	1.000
		Sig. (2-tailed)	.035	.
Total		Number	200	200

Table 5.17 Descriptive statistics of product

	Mean	Std. Deviation	Number
Included product	3.8050	.80011	200
Do you intend to use GPT for your future domestic trip	3.8900	.65578	200
Destination places in GPT	3.9550	2.20620	200
Do you intend to use GPT for your future domestic trip	3.8900	.65578	200

Table 5.18 Correlations of product and decision making

			Included product	Do you intend to use GPT for you future domestic trip
Spearman's rho	Included product	Correlation Coefficient	1.000	.141
		Sig. (2-tailed)	.	.046
	Do you intend to use GPT for your future domestic trip	Correlation Coefficient	.141	1.000
		Sig. (2-tailed)	.046	.
Spearman's rho	Destination places in GPT	Correlation Coefficient	1.000	.193
		Sig. (2-tailed)	.	.006
	Do you intend to use GPT for your future domestic trip	Correlation Coefficient	.193	1.000
		Sig. (2-tailed)	.006	.
Total		Number	200	200

Table 5.19 Descriptive statistics of price

	Mean	Std. Deviation	N
Price of GPT	3.9800	.66469	200
Do you intend to use GPT for your future domestic trip	3.8900	.65578	200

Table 5.20 Correlations of price and decision making

			Price of GPT	Do you intend to use GPT for your future domestic trip
Spearman's rho	Price of GPT	Correlation Coefficient	1.000	.371
		Sig. (2-tailed)	.	.000
		Number	200	200
	Do you intend to use GPT for your future domestic trip	Correlation Coefficient	.371	1.000
		Sig. (2-tailed)	.000	.
		Number	200	200

Table 5.21 Descriptive statistics of place

	Mean	Std. Deviation	Number
Contribution channel of GPT	3.9100	3.02451	200
Do you intend to use GPT for your future domestic trip	3.8900	.65578	200
Reservation system of GPT	4,0955	3,04112	199
Do you intend to use GPT for you future domestic trip	3,8900	,65578	200

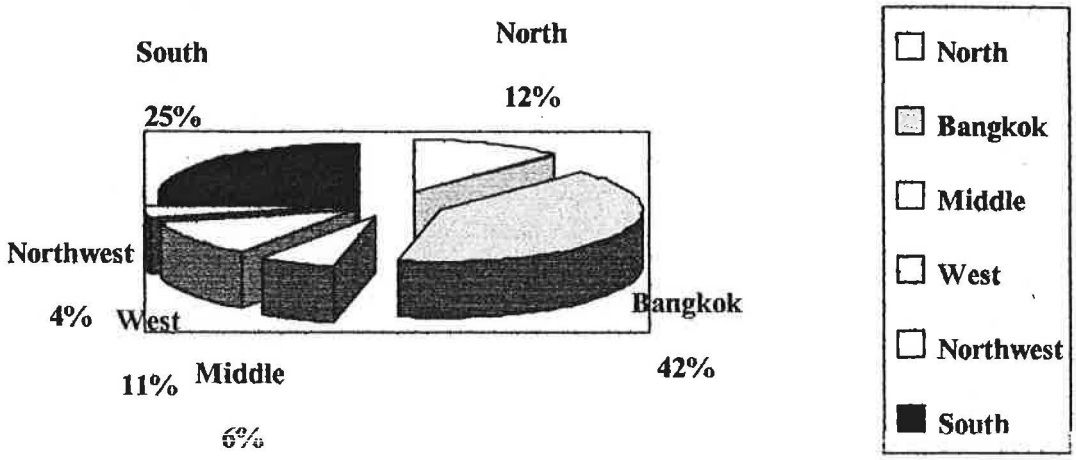
Table 5.22 Correlations of place and decision making

			Contribution channel of GPT	Do you intend to use GPT for your future domestic trip
Spearman's rho	Contribution channel of GPT	Correlation Coefficient	1.000	.060
		Sig. (2-tailed)	.	.395
	Do you intend to use GPT for your future domestic trip	Correlation Coefficient	.060	1.000
		Sig. (2-tailed)	.395	.
	Reservation system of GPT	Correlation Coefficient	1.000	.087
Spearman's rho		Sig. (2-tailed)	.	.223
	Do you intend to use GPT for you future domestic trip	Correlation Coefficient	.087	1.000
		Sig. (2-tailed)	.223	.
Total		Number	199	200

Table 5.23 Descriptive statistic of people

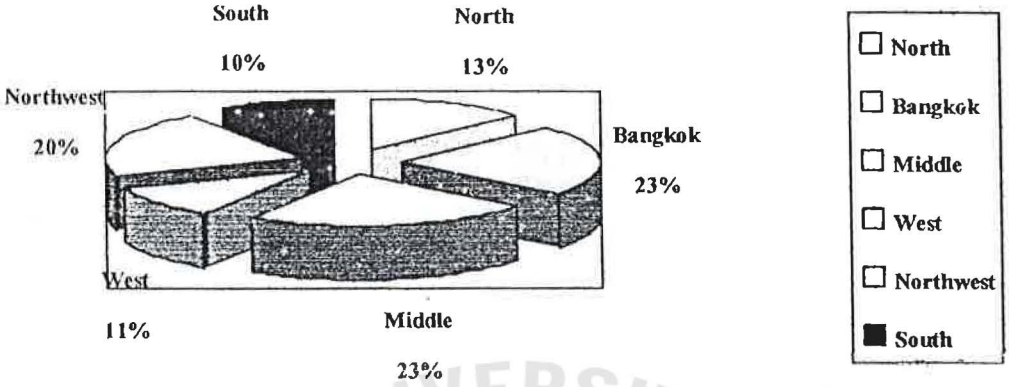
	Mean	Std. Deviation	Number
Information from guide	4.0050	3.53660	200
Do you intend to use GPT for your future domestic trip	3.8900	.65578	200
Staff's manner of GPT	3.7950	.70388	200
Do you intend to use GPT for your future domestic trip	3.8900	.65578	200

Tourism Income From Domestic Tourism on year 2544



Country part	Thai Domestic Tourism Income			Expenditure (Baht/1Person/1Day)
	Visitor (%) Excursionist	Tourist		Number (%)
Total	498,421.48	463,619.85	34,801.63	2,338.63
North	61,309.93	58,803.54	2,063.6	2,063.60
Bangkok	204,989.76	193,103.18	11,886.58	3,272.68
Middle (not included -Bangkok)	31,798.56	22,300.24	9,498.32	1,181.30
West	54,598.08	51,614.60	2,983.48	2,288.31
Northwest	21,046.58	18,297.46	2,749.12	621.61
South	124,678.57	119,500.83	5,177.74	3,016.18

Domestic tourist contribution in Thailand 2544



Country part	Visitor	Tourist	Excursionist
	Number (%)	Number (%)	Number (%)
Total	69,122,006	41,316,256	27,805,750
North	9,046,803	6,614,604	2,432,199
Bangkok	15,596826	9,705,011	5,891,815
Middle (not including Bangkok)	16,216,630	6,229,820	9,986,810
West	7,403,980	4,678,081	2,725,899
North West	14,153621	9,074,156	5,079,465
South	6,704146	5,014,584	1,689,562