

THE COMPARISON BETWEEN THE CAUSAL MODELS OF BUYING
DECISION-MAKING BEHAVIOR AMONG THAI AND NON-THAI SENIOR
TOURISTS TRAVELING IN THAILAND



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TOURISTS TRAVELING IN THAILAND

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By
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เรื่อง The Comparison between the Casual Models of Buying Decision-Making Behavior
among Thai and Non-Thai Senior Tourists Traveling in Thailand

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ABSTRACT

This quantitative study aimed 1) to study the differences in buying decision-making behavior of senior tourists with different demographics profiles, 2) to analyze the influence psychological factors affected buying decision-making behaviors of Thai and non-Thai senior tourists, and 3) to study and compare Thai and non-Thai senior tourist's buying decision-making behaviors in the five-stage buying decision-making behavior of Thai and non-Thai senior tourists in Thailand. Data from 435 survey responses were analyzed using mean scores, standard deviation, t-Test, one-way ANOVA and structural equation modeling (SEM).

The results showed significant differences ($p < 0.05$) in buying decision-making behaviors of senior tourists with different nationalities and education levels on information search, evaluation of alternatives, purchase decisions, and post-purchase behavior stages. Meanwhile, the current source of income showed significant differences on information search and purchase decision, evaluation of alternatives, purchase decisions and post-purchase behaviors among their incomes, evaluation of alternatives and post-purchase behaviors among their health conditions and on information search among their travel companions. Moreover, the result

showed significant differences on need recognition among their household types. In terms of psychological factors, the result showed that attitude was the highest factor affecting buying decision-making behaviors followed by perception, learning and belief. Lastly, the result highlighted that Thai and non-Thai senior tourists' buying decision-making behaviors were different. Interestingly, psychological factors of Thai senior tourists had lower effect on buying decision-making behaviors when compared to non-Thai tourists.



Approved: _____

Signature of Advisor

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CHAPTER 1

INTRODUCTION

1.1 Background

It is widely recognized that the world is becoming an aging society. The United Nation (2017) reported that global population structure has changed since 2000. At that time, there were 962 million citizens aged 60 years and there would be nearly 2.1 billion in 2050. Among the 2.1 billion elderly people worldwide, the senior citizens would account for 35 percent of the population in Europe, 28 percent in Northern America, 25 percent in Latin America and the Caribbean, 24 percent in Asia, 23 percent in Oceania and 9 percent in Africa accordingly.

Divided by regions, Asia has the highest number of older population followed by Europe, Northern America, Latin America and the Caribbean, Africa and Oceania (Table 1.1). The top ten countries with the largest percentage of people aged 60 years or over in 2017 were Japan (33.4%), Italy (29.45%), Germany (28.0%), Portugal (27.9%), Finland (27.8%), Bulgaria (27.7%), Croatia, (26.8%) Greece (26.5%), Slovenia (26.3%) and Latvia (26.2%).

Table 1.1: Number and distribution of persons aged 60 years or over by region, in
2017 and 2050

Regions	Population aged 60 years or over (Millions)	
	2017	2050
World	962.3	2,080.5
Africa	68.7	225.8
Asia	549.2	1,273.2
Europe	183.0	247.2
Latin America and the Caribbean	42.7	70.9
Oceania	76.0	198.2
Northern America	78.4	122.8

Source: United Nations. (2017). *World population ageing 2017: Highlights*. Retrieved June 20, 2019, from https://www.un.org/en/development/desa/population/publications/pdf/ageing/WPA2017_Highlights.pdf.

Table 1.2: Top ten countries with the largest percentage of people aged 60 years or over in 2017

Country	Percentage	Country	Percentage
Japan	33.4	Bulgaria	27.7
Italy	29.4	Croatia	26.8
Germany	28.0	Greece	26.5
Portugal	27.9	Slovenia	26.3
Finland	27.8	Latvia	26.2

Source: United Nations. (2017). *World population ageing 2017: Highlights*. Retrieved June 20, 2019, from https://www.un.org/en/development/desa/population/publications/pdf/ageing/WPA2017_Highlights.pdf.

Based on table 1.3, among South-Eastern Asian countries, the top three countries with the highest number of people who aged 60 years or over in 2017 would be Indonesia (22.74 million), Thailand (11.69 million) and Vietnam (10.61 million) (United Nation, 2017). One of the main factors is the rapid decrease of fertility that affects the number of newborn population. Therefore, the ratio of older population has been increasing. In addition, longevity of people is another factor affecting the gradual increase in number of elderly population. (Christensen, Doblhammer, Rau, & Vaupel, 2009).

Table 1.3: Top ten South-Eastern Asian countries with the largest percentage of people aged 60 years or over in 2017

Country	Million	Country	Million
Indonesia	22.74	Malaysia	3.07
Thailand	11.69	Cambodia	1.12
Viet Nam	10.61	Singapore	1.11
Philippines	8.02	Lao	4.34
Myanmar	5.04	Timor-Leste	0.71

Source: United Nations. (2017). *World population ageing 2017: Highlights*. Retrieved June 20, 2019, from https://www.un.org/en/development/desa/population/publications/pdf/ageing/WPA2017_Highlights.pdf.

Thailand's social structure has also entered the aging society rapidly. Since 2000-2001, the population aged above 60 years accounted for more than 10 percent of the total population (United Nations Development Programme, 2019), and will become an aging society in 2025 with 14 million of elderly population (United Nations Population Fund, Thailand, 2019) and will be totally an aging society in 2030. Moreover, it is estimated that the average age for Thai male population will be 76 years and 83 years for female during 2025-2030 (National Statistical Office, 2013). According to the reports, these trends and statistics have had impacts on economy of Thailand particularly the tourism industry (Baguisi, Aung, Yu, Linn, & Oo, 2015). Hence, the Tourism Authority of Thailand (TAT) highlighted that the

increase of elderly or senior population is very important because they have the potential to be tourists since they have time and money. Thus, they have high demand for travel or leisure with their travel companions. For this reason, the policies of tourism industry need to be focused, developed and arranged for this tourist segment (SCB Economic and Intelligence Center, 2017).

The above data show that we should focus on Thai and non-Thai senior tourists' travel activities since they place a great value on the quality of service, health and well-being including the convenience of activity in regard to their life experience which affects their decision-making. It would be beneficial to understand their perception, attitude, learning and belief towards tourism and buying decision-making behavior including the reason for traveling. The research objectives and other topics were discussed below.

1.2 Research Objectives

1.2.1 To study the differences in buying decision-making behaviors of senior tourists with different demographic profiles.

1.2.2 To analyze the influence psychological factors have on buying decision-making behaviors of Thai and non-Thai senior tourists.

1.2.3 To study and compare Thai and non-Thai senior tourist's buying decision-making behaviors.

1.3 Research Scopes

1.3.1 Content

This research was a comparative analysis and comparison of buying decision-

making behaviors between Thai and non-Thai senior tourists. A questionnaire survey was employed to find out about how they planned, selected, and travelled in Thailand.

1.3.2 Population, Sampling and location

There were two groups of population in this research. The first group was Thai senior tourists and the second group was non-Thai senior tourists.

1.3.3 Time

The research was conducted from December 2017 to January 2021.

1.4 Research Questions

1.4.1 What are senior tourists' psychological factors towards tourism?

1.4.2 Is there an effect of psychological factors on the buying decision-making behaviors of senior tourists?

1.4.3 What are the differences between Thai and non-Thai senior tourists' buying decision-making behaviors?

1.5 Research Benefits

1.5.1 The research will generate greater understanding about senior tourists' perception, attitude, learning and belief towards tourism and buying decision-making behaviors of Thai and non-Thai tourists. The knowledge gained can be used to develop marketing channels, activities or travel package.

1.5.2 The research will shed some light on senior tourists and influencing factors affecting their buying decision-making behaviors. The knowledge gained can be used to for develop an opportunities of tourism service providers.

1.5.3 The research will contribute useful information and insights for

organizations serving tourists such as policy makers or resort operators.

1.6 Operational Definition

1.6.1 Senior tourist in this study refers to Thai and non-Thai tourists who aged 60 and over (World Health Organization, 2018) and European, Japanese, Chinese, Vietnamese, Singaporean and Indonesian who can communicate in English (for non-Thai) and traveling in Thailand.

1.6.2 Psychological factors refer to perception, attitude, learning and belief towards tourism (Kotler & Armstrong, 2016).

1.6.3 Buying decision-making behavior refers to need recognition, information search, and evaluation of alternatives, purchase decision and post purchase behavior (Kotler, Bowen, Maken, & Baloglu, 2017). In this study, buying decision-making behaviors towards traveling in Thailand will be focused

CHAPTER 2

LITERATURE REVIEW

This current study aims to analyze Thai and non-Thai senior tourist's buying decision-making behaviors. This study is based on the following structures:

2.1 Related concepts and theories

2.2 Literature and Previous Studies

2.3 Hypotheses

2.4 Theoretical Framework

2.1 Related Concepts and Theories

2.1.1 The concepts and theories of tourism

2.1.1.1 Tourism definition

Guyer-Feuler (1905) were the first people to create a definition for tourism. They defined tourism as “a phenomenon unique to modern time which is dependent on the people's increasing need for a change and relaxing, the wish of recognizing the beauties of nature and art and the belief that nature gives happiness to human beings and which helps nations and communities' approaching to each other thanks to the developments in commerce and industry and the communication and transportation tools' becoming excellent.” (Bahar 2005 as cited in Esen & Uyar, 2012).

“Tourism is thus a rather general term, which can refer to the consumption of tourists, to the production units supplying goods and services particularly to tourists, or even to a set of legal units or of geographical areas related in a way or other to

tourists” (WTO 1996 as cited in Zaei & Zaei, 2013).

A set of socioeconomic activities carried out either by or for tourists. Those carried out by tourists correspond to what tourists do, while those carried out for tourists correspond to what other socio- economic institutions do to support the needs of tourists.” (Zaei & Zaei, 2013)

“Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non- residents) and tourism has to do with their activities, some of which involve tourism expenditure”. (World Tourism Organization, 2008)

2.1.1.2 Tourism Process

Nelson (2013) mentioned the way to conceptualize tourism in as a process with a series of stages as below:

- 1) Pre-trip stage is the first stage when the tourist thinks about travel and consider his or her options. They might consider different destinations with diverse reasons for example, accommodation and transportation or from their experiences and others but all are always concerned with budget for evaluation and decision making process. A family and friend’s previous experience is a key factor for their consideration because the perception of destination come from rating feedback on media sources such as travel guidebooks, travel magazines, news and travel television shows. Nowadays, the Internet is a channel for travel information searching: destination websites, tour agent and transportation website or personal travel blogs.

2) Trip stage is the period which the tourists use transportation to destination. It is called ‘movement stage’ and an important period while their participation in many activities at destination is called ‘experience stage’

3) Post-trip stage is the final stage when the tourist returns home with memories and relives in conversation with others about the trip. It includes the impression of service and destination accessibility and facilities. Memories are both positive and negative depending on the situations experienced during travel period and can influence many things for a long time afterward and past experiences can assist the tourist to make a decision and plan for next trip.

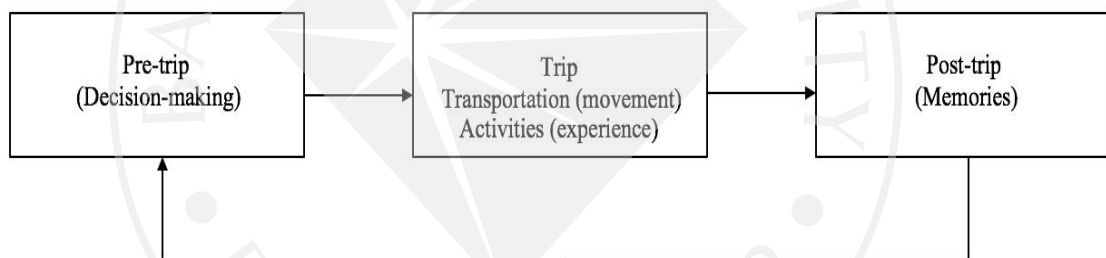


Figure 2.1: Tourism Process

Source: Nelson, V. (2013). *An introduction to the geography of tourism*. London: Rowman and Littlefield.

2.1.1.3 Tourism Typology

United Nations World Tourism Organization (UNWTO) defined three distinguishable tourism types. The first type was Domestic Tourism, which created activities, destinations, transportations and accommodations for tourists who traveled

in their country. The second type was outbound tourism, which contained the services for resident tourists who traveled outside of their country. The last type was Inbound Tourism, which comprises the services for visitors from abroad who travel to service providers' country (Fletcher, Fyall, Gilbert, & Wanhill, 2013).

The Tourism Authority of Thailand defined different types of tourism cited by Sharafuddin (2015) classified by reasons for travel of tourists as follows:

1) Adventure tourism is the one type of tourism which contains a lot of activities such as caving, trekking, elephant trekking, waterfall abseiling, whitewater rafting, mountain biking, snorkeling, sea kayaking, zip lining and skydiving.

2) Medical tourism according to The Kasikorn Research Center, in association with the Ministry of Public Health (2012 as cited in Sharafuddin, 2015), it was found that 2.5 million international patients have flown from various parts of the world to Thailand for medical treatment because Thailand is the best of medical experiences like spas and massage in the world.

3) Eco tourism is a responsible way to travel to natural areas that conserves the environment and improves the well-being of local people. In Thailand a popular eco-activities are trekking, river rafting, horse riding, mountain biking, nature photography, bird watching, night safari in national parks and spotting wild animals such as elephants and gibbons in day time.

4) Cultural tourism is attracting international tourists who are interested in Thai cultures. For short-term tourists, the cultural show is the best selections to learn and to understand Thai culture. The popular shows in Bangkok are

Siam Niramit, ancient Muay Thai boxing matches, Thai tribal dances, and puppet shows.

5) Wellness tourism is very popular in Thailand because of the unique massage and wellness techniques which were developed from Indian culture. There are Thai massage services in every location of the country especially on the streets of Bangkok, Chiang Mai and in the strands of all the beaches in Thailand.

6) Meetings, incentives, conventions and exhibitions tourism (MICE) is an importing tourism and Thailand is an Asian premium business tourism hub established by Royal Decree in 2002. A number of venues and quality of services are the important key to be a leader in this sector.

7) Cruise tourism is not popular in Thailand since only Phuket is a destination for sea cruise. However, river cruise tourism on the Chao Phraya River is already a very popular activity in Bangkok.

8) Sports tourism involves either observing or participating in a sporting event. In Thailand, golf tourism is the most important for Thai sport tourism. Ministry of Tourism and Sports of Thailand promotes, manages and organizes national and international sporting events within the country. They have taken various steps through strategic planning and developing policies for attracting private sector investment in this niche market.

9) Educational tourism is quite popular in Thailand nowadays, many foreigners come to Thailand to participate in various activities such as cooking Thai food, Thai carving, Thai language and other courses which are provided at institutes, colleges or universities around the country.

Hornor and Swarbrooke (2016) classified a different type and subtype of tourism based on tourist's subjective as followed.

1) Visiting friends and relatives tourism (VFR) is the first and biggest type since the family migration in pre-history. Friends and family members would like to see or visit each other. Furthermore, wedding and religious events also provide the opportunity for this tourism type.

2) Business tourism is the largest type related to trade, selling, transporting products to customers who live remotely away from the production area. Today, business tourism also involves conferences, seminars, training courses, product launches and incentive travel packages. This type of tourism is significant because it has the potential to spend money on both work and recreational activities.

3) Religious tourism is a part of visiting friends and relatives tourism mentioned above and usually involves visiting religious places.

4) Health tourism was firstly pioneered by the Romans and was popular again in the sixteenth and nineteenth centuries. In Europe, health tourism is the foundation of development of modern tourism industry. At first, this tourism type was simply involving tourist's medicinal benefits such as getting fresh air, relaxing, gaining health benefits from bathing in mineral spring and seawater.

5) Social tourism, which is prevalent in Germany, Spain and France provides a better service for groups in society, which have been ignored such as disabled people and single parent families who may not be given a chance to receive the same service and special offers as typical tourist customers.

6) Education tourism has a long history since notable members of Greek and Raman elites travelled to understand the world. Nowadays, education

tourism has developed and involves with exchange students who are young people travelling to learn cultures and languages in other countries and special interest holidays which motivate people to travel to learn new things.

7) Cultural tourism is today extremely popular and became the core of tourism in many countries. There are many objectives to travel such as visiting heritage and traditional festivals, attending local or original food testing, watching traditional sports and taking a part of local activities and visiting local workplaces such as craft or popular product factory.

8) Scenic tourism encourages tourists to visit spectacular natural scenery. Probably in the nineteenth century, the romantic movement in art is the main influence to inspire tourists to visit landscapes which artists and writers mentioned, making them popular interesting destinations.

9) Hedonistic tourism is created from four S areas: sea, sun, sand and sex. It involves affluent young men who visit brothels or see strip shows with a desire to complete their education with a desire to see the world from another angle. However, hedonistic tourism is negative for both tourists and providers as they are at risk of catching AIDS and sex tourism is seen and considered as some sort of human trafficking.

10) Activity tourism has been developing rapidly due to tourists' desire for new experience and their concern about health and fitness. This type of tourism includes using a transportation mode to a destination such as cycling and riding, participating in land-based sports such as golf and tennis or water-based activities such as diving and wind-surfing. Activity tourism is positive since it improves people's health.

11) Special interest tourism is a niche market and has been growing in recent years. It is somewhat like activity tourism but special interest tourism involves little or without physical exertion and the tourist desire to indulge in existing in a new interest location. Types of special interest tourism are diverse such as painting, gastronomy, visiting gardens and attending music festivals.

In addition, there are other forms of tourism depending on the reasons for travelling of tourists such as religion tourism, history tourism or sustainable tourism. It can be said that forms or types of tourism can be classified in many forms depending on many reasons such as period of travel, destinations or personal interest.

2.1.2 The concepts of demographic factors

In this study, demographic factors will focus on gender, nationality, age, marital status, education level, household type, current source of income, income, health condition and travel companion. Demographic factors are important and have effects on consumer differences. Gender refers to males and females. For tourism products, some activities are arranged for males such as fishing and some for females such as spa or massage (Solomon, 2016). Age is a factor related to the differentiation of consumer needs or requirements towards goods and services. Although people might belong to the same age group, they might not have the same needs or demands. Nationality is particularly often used as a descriptor of cultural devotion or tourist's root. In this study, Thai and non-Thai will be focused. Marital status is generally classified into 3 categories: single, married and divorced. Education level is concerned with consumer behavior. According to Rewtrakulpaiboon (2014), people who have high level of education tend to travel more often than people who have lower level. Household type is classified in three types. The first is nuclear family

which consists of father, mother and children. Second is extended family which consists of nuclear family and relatives such as grandparents. Third is household which is a single person living alone or a group consisting of people who live together (Hoyer, MacInnis, & Pieters, 2013). Health condition and travel companion are concerned with senior tourist decision-making behavior according to the study, it was found that senior tourists prefer to stay at three to five- star hotels since they would like to feel comfortable and be pampered, while travel companion is a study of their potential toward travelling and found that most of them would select package tours (Finsterwalder & Laesser, 2013).

2.1.3 The concepts and theories of senior tourists.

Thane (1978) considered social class differences and capabilities to work to define women aged between 45-55 years old and men aged 55-57 years old as the old age. However, Kowal, and Peachey (2001) defined 50 years old and over as ‘the old age’ in the paper titled “Indicators for the Minimum Data Set Project on Aging: A Critical Review in sub-Saharan Africa”

In Thailand, the elderly means people who are above 60 years old and are of Thai nationality (Ministry of Social Development and Human Security, 2003) and rely on or are eligible for government pensions and other benefits. Therefore, 60 years of age is the employee official retirement age of government sectors while 55 years of age is the retirement age for private sectors is 55 years based on the social security benefit requirement (Office of Retirement and Disability Policy, 2016).

According to Sniadek (2006), studies in the field of marketing and economics refer to the elderly people as those who aged from 60 years of age and she also classified the elderly people into four sub-categories: pre-retiree and early retiree is

the people aged 55-64 years, retiree is 65-74 years, old retiree or mature adult is 75-84 years and elderly is 85 years and over. (Figure 2.2) and in this paper, there are seven particular reasons to consider the elderly tourist market. First, it is the market with an unusual dynamic of growth due to their greatest budget of free time and affluent market. Second, they would like to maintain their health by travel and recreation and treat them as the reward for the previous busy life. Third, they can travel outside the season and social reasons is the last reason. Therefore, this study will be set up 55 years as a beginning of elderly tourist since they still have full energy to travel and their buying behavior is the highest interesting dimension to study.

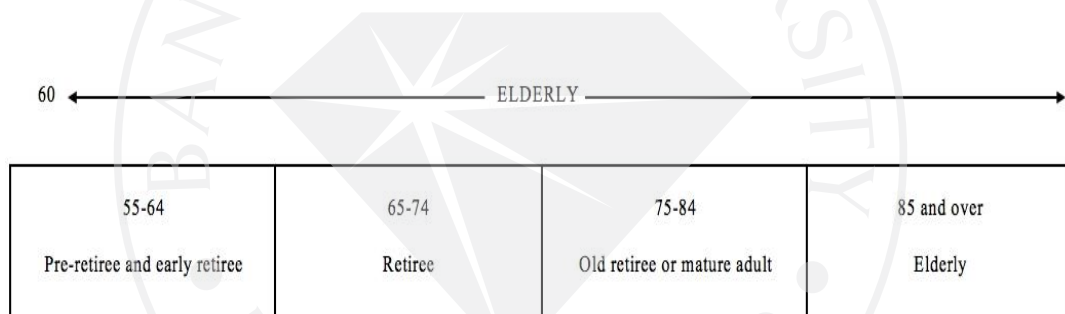


Figure 2.2: Senior Sub-categories.

Source: Sniadek, J. (2006). Age of seniors—a challenge for tourism and leisure industry. *Studies in Physical Culture and Tourism*, 13,103-106.

In addition, the characteristics of senior tourists are the potential segment for future tourism industry in Thailand. Some researchers and organizations classified their characteristics. For example, ACS Distance Education, UK indicated that the characteristics of elderly tourist are the person who have more flexible time to spend

on travelling and leisure in off-peak season and would like to be more experienced because travelling is often a lifestyle priority and they are prepared to pay since they have saved the money in the early year before retirement and health is the issue that they concern thus, they always have high demand of service quality (Patterson, 2007).

2.1.4 The concepts and theories of tourist behavior.

According to Reisinger (2009), tourist behavior is based on human behavior and refers to the manner, their act and behavior and it is concerned with the environment, responsibilities or everything in daily life. Human behavior has three major influences in behavior: mind, body and spirit (Figure 2.3). Mind has three elements:

- 1) Cognition (knowing, thinking, acting and understanding) is the process of knowing and understanding, perceiving, encoding, storing, processing, and retrieving information from environment and it generally explains the notion or action for the question of “what” such as what is the main idea?

- 2) Effect (feeling, emotion and attitude) explains about emotion for the question “how” such as how do you feel about this? While,

- 3) Conation (volition, reason, intention and will) explains about knowledge which affects behavior for the question “why” such as why did you come here?

Body also has three elements: (1) biology genetics (2) body functioning and (3) output behavior. The mind sends information that received from body back to body or we can note that the mind influences behavior through the body. Spirit has four elements: (1) philosophy (2) experiences (3) intuition and (4) beliefs.

Spiritual factors are deep influence on human behavior because it is important to understand the mind and how people learn, think, feel, reason to make their decisions which are also very important for tourism industry at this moment. Four different levels of environmental factors influence human behavior. The first level, called micro, the most influence on individual behavior includes family, local neighborhood, community institutions and peer group. The second level called, Meso, includes social institution, professional group and industries. The third level, called macro, includes local or nation trends in economy, politics, culture, social system or demographics. The last level, called supra, includes international and global trends and changes. All four levels have influence on human behavior in the same way as human behavior influence them and they also influence each other so they always come together and can never be separated.

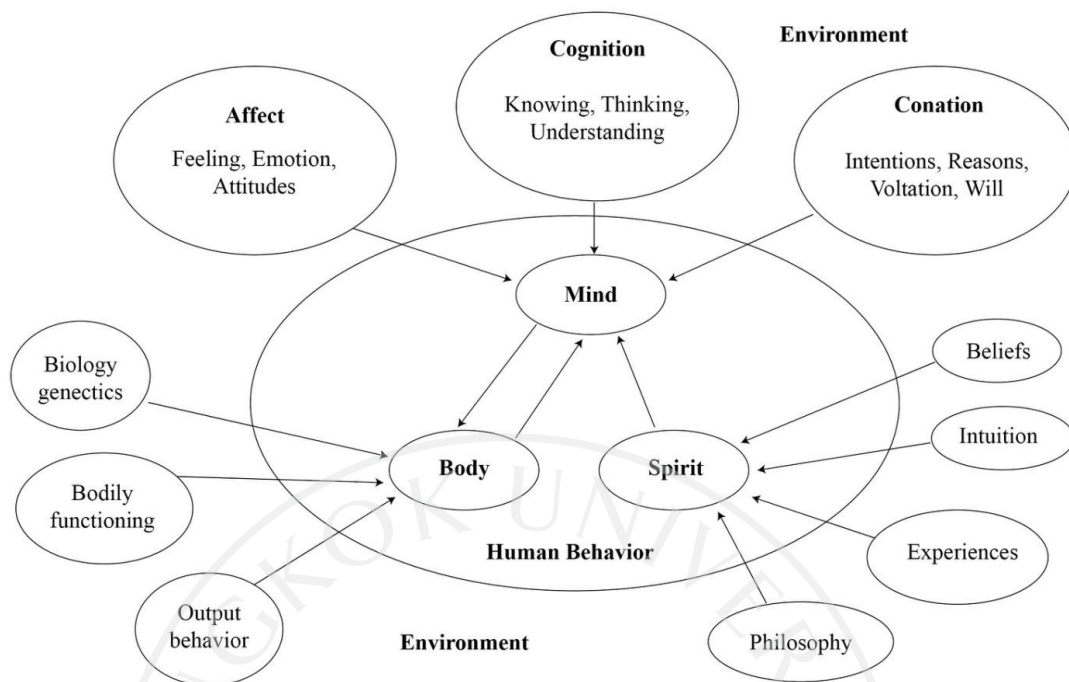


Figure 2.3: Human Behaviors

Source: Reisinger, Y. (2009). Shopping in tourism. In D. Buhalis & D. Costa.

Tourism business frontiers: Consumers, products and industry (pp. 127-136).

Burlington, MA: Butterworth-Heinemann.

The concept of tourist behavior sometimes can be understood as consumer behavior because it is a process which the consumers are selecting, purchasing, testing, and evaluating products, services, ideas, and experiences that their satisfaction, need and desire including expectation. Consumer behavior is a decision-making process when they need to select only one thing from several of diverse choices. While tourist behavior studies are concerned about the selection, purchase,

use, and evaluation of travel products, services, and experiences that attempt to understand and explain their decision making to spend time and money on related travel products and services. The study focuses on their mind; comprising cognition means thinking, knowing, understanding, perceiving, storing processing and retrieving information from the environment.

In a marketing field, consumer behavior is very important for marketers to understand and develop the product and design the strategy. There is several definition of the term 'consumer behavior'. For example, Peter and Olson (1999) mentioned that it was an interaction of people's thinking, feeling, and action and involvement with the marketing environment. Solomon (2011) explained that is the process for individuals or groups to select, buy, use or induce the products, services, ideas or experience of need and desire satisfaction. We can recognize this behavior as buyer behavior, which focuses on consumer and producer's interaction in purchase period. Hoyer, MacInnis, and Pieters (2013) mentioned that consumer behavior is an involvement of goods, service, activities, experiences, people, and ideas and more than buying.

In addition, consumer behavior can be classified as customer bahavior. It refers to the way they select, use and behave after the purchase hospitality and travel services. Personal and interpersonal factors influence their individual behavior (Morrison, 2002).

2.1.5 The concepts and theories of psychological factors.

In this study, psychological factors will be focused on perception, attitude, learning and belief.

2.1.5.1 Perception

Morrison (2002) classified that perception was a process which customers used their five senses (sight, hearing, taste, touch and smell) to consider hospitality and tourism service, which an individual selects, organizes and interprets information. There are four processes that make customers difference perceptual as follows:

1) Perceptual screens of filters.

People are stimulated from message, picture or text every day. For example, advertisements from T.V., pictures at the billboard or brand logos on product containers. There are a lot of letters, sounds and pictures which stimulate customers' attention and memories. Only small size of these messages is called selective exposure.

2) Perceptual Biases.

Customer changes all information to match their mind set even if the message or objective of information are clear. The customer may try to distort these messages.

3) Selective Retention.

Customers do not retain the information that they perceive for long time, even though it supports their beliefs, attitudes or propensity to buy.

4) Closer.

Customers are inclined to see what they would like to see because the human's brain does not work with incomplete images, people or organization. When information is unavailable to explain in image and a slogan is very important to automatically add information to customers' mind such as company's name even though it is not mentioned in the message. Beside four processes mentioned above,

size, color, movement, position, isolation or shape can also be used to support a desired perception.

Solomon (2011) studied and classified that perception was the process by which people selected, organized, and interpreted these sensations. There were three steps of perceptual process; firstly, exposure is the process that people received input raw data via five senses: sight, sound, smell, taste and texture. Secondly, attention is the process that people select things, which were they pay attention to because of the brains' capacity is limited and people attend a small portion of stimuli which is called perceptual selection.

Based on their experiences, there are two main factors in the selection process:

1) Personal selection factors are perceptual vigilance, people are aware of stimuli that relates to their current needs and they will see what they want to see and also don't see what they don't want to see. It is called perceptual defense; the other side of perceptual vigilance includes another factor namely adaptation. It occurs when people are well aware of the stimuli and do not pay attention at all and marketers have to increase the consumer's attention so they would notice it with the factors that can lead to adaptation such as intensity, duration, discrimination, exposure and relevance.

2) Stimulus selection factors are size, color, position and novelty. The proportion of them can be explained that size, color and position could attract people's attention. For example, texts in magazine covers or ads always put in the right-hand side of readers while novelty is the way to put the product in the place which low competition for attention such a wall of public area, a car park card or public restroom. Lastly, interpretation refers to the way people assign to sensory

stimuli. Expectation is the key that makes people interpret the information in a different way even though they perceive the same information. Furthermore, schema, a set of beliefs and priming, a process that evoke schema because people compare current stimulus to previous one that they use to confront in the past are sub factors in interpretation process. In marketing field, identifying and evoking the correct schema or beliefs are very important because consumer will evaluate the product, package or message by them.

Hult, Pride, and Ferrell (2012) explained that the perception is the process of selecting, organizing and interpreting information inputs to generate meaning through sight, hearing, touch, taste, and smell. There are three steps for this process and the first is selective exposure, the process which people select some input while ignore others because we cannot be aware of all inputs in the same time. Secondly, selective distortion, an individual's changing of information that is inconsistent with personal feeling or beliefs and the last one is selective retention, memorial of information input that support personal's feeling and beliefs and delete others which do not.

Kotler and Keller (2009) explained that people have different perception of the same purpose because three processes: selective attention, selective distortion and reflective retention. Selective attention is the process that people screen the most stimuli things out of diverse communication by advertisers, billboards or others. As marketing field, marketer have to work hard to find out which stimuli could attract consumer's notice and the findings are:

People are more likely to notice stimuli that relate to their current need. People who would like to buy something will notice some ads that presents the things they want.

People are more likely to notice stimuli they are anticipating. People notice the store; shop or shopping mall that offer the things they need.

People are more likely to notice stimuli whose deviations are large in relationship to the normal size of the stimuli. People are more likely to notice some ads that offers more discounts. Selective distortion is the way that people tend to interpret information to fit their perception. Brand or product beliefs and expectation are the key factors for the type of perception. We can find examples with the blind taste tests. Consumers test a product without knowing of the brand's name while other know. The opinions are surely different even though the product is same. Consumer's brand or product beliefs and expectation are created by past experience, marketing activities or the like which sometimes change their perception.

Selective retention is the way we do retain information that supports our attitudes and beliefs. Consumers normally remember good points about the product they like and forget good points about the product that they dislike.

Subliminal perception is the way we perceive information which are covert in ads, packaging or anywhere and affect our behaviors without being aware of it. This is called mechanism or mental processes.

Boone and Kurtz (2014) classified that perception is the way that human purport to collect the stimulus things through the five senses-sight, hearing, touch, taste, and smell. There are two factors which interact with a person's perception: (1) characteristics of the physical materials such as size, color, weight or shape. This is called stimulus factors and (2) a unique characteristic of the individual including sensory process, experience, motivation and expectation. This is called individual factors that affect learning, based on Howard Gardner's learning theory.

2.1.5.2 Attitude

Attitude is an overall individual of people favorable or unfavorable evaluation, feeling or emotion and behaviors toward an object and idea. There are three elements of attitude. Firstly, cognitive attitude is information and knowledge toward an object and idea of people. Secondly, affective attitude is feelings and emotional reactions and affects people's manners or behaviors (Boone & Kurtz, 2014; Hoyer, MacInnis, & Pieters, 2013; Pride & Ferrell, 2011; Robbins & Coulter, 2016 and Solomon, 2011). Attitude has five characteristics; favorability, attitude accessibility, attitude confidence, attitude persistence and attitude resistance. Favorability is the degree to something or someone we like and dislike. Attitude accessibility is how easily attitude can be recalled from memories. Attitude confidence is how strongly people the attitude. Attitude persistence is the period of attitude or endurance. Attitude resistance is attitude hardship (Hoyer, MacInnis, & Pieters, 2013)

2.1.5.3 Learning

Based on Howard Gardner's learning theory, Ferriman (2013) summarized seven learning styles that categorize most people. The first style is visual learning; people learn by pictures, images, diagrams, colors and mind maps. Physical learning or learning by doing people use their body in their learning process. Aural learning or people learn by sound, music or rhythms. Verbal learning or people prefer to learn by word both in speech and writing. Logical learning refers to learning reasons and systems. People with this learning style need to understand the reason for their learning. Social learning involves learning with others. Solitary or independent study refers to learning alone or learning by themselves.

In the marketing context, learning refers to immediate or expected change in consumer behavior as a result of experience or the process that consumers change or adjust their behaviors after doing something a tourist buying hospitality and travel service often learns through experience and combination of four elements (i.e., motivation or drive, cue, response and reinforcement). Motivation or drive is the process that leads people to behave as they do according to their needs and goals. It is influenced by emotions or feelings such as fear, hunger, tired, stress or greed. Cue is a stimulus that suggests a specific way to satisfy a silent motive such as price, packaging, advertising or product display store all of them can serve to consumer drives directly when they are compatible with consumer expectation. Response means that how consumer behaves or how their individuals react to a drive or cue. Reinforcement is a positive and negative outcome that influences the possibility consumer behavior in the future in response to a particular cue or stimulus (Boone & Kurtz, 2014; Morrison, 2002 and Nelson, 2010)

2.1.5.4 Belief

Belief refers to cognition, the processes involved in thinking, understanding, interpreting and knowledge that are developed from their experience, perception and learning (Kotler & Armstrong, 2016 and Peter & Olson, 1999) and it can be descriptive. It reveals what a person holds about something based on knowledge, opinion, or faith (Kotler, Bowen, Makens, & Baloglu, 2017)

2.1.6 The concepts and theory of buying decision making behavior

As previously mentioned, consumer buying decision-making behavior process consists of five stages. The details in each stage will be discussed as follows:

1) Need recognition is the beginning of the stage when people or consumers recognize a problem or need which is triggered by both internal and external stimuli, prior experience is such of internal stimuli and the smell of food at the restaurant is an external stimulus. Marketers have to determine the factors that lead to the consumer's problem recognition and what kind of their problem to create products and present how it would solve their problems or needs.

2) Information search is the stage when consumers are looking for more information about products, places or services since they do not have enough knowledge and information. There are several sources that they can search information. For example, personal source, the way that consumer can ask someone who has experience or knowledge such as friends, neighbors or family members, Commercial source can be searched by advertising, sale persons, dealers, packaging or product displays. Public sources refer to people or organization who have recommended about products, places or services such as restaurant reviews, travel twitter or consumer-rating organizations. The internet is the last type of information sources such as the company's website and recommendations from previous consumers. Word-of-mouth and public reviews in social media are information sources for hospitality and travel products since they are intangible products which consumers could not know what and how they will receive until they have received it.

3) Evaluation of alternatives is the process that explains about how consumers select the products or services among the alternatives and how they mentally sort a brand choice. There are several evaluation processes depending on consumers and their buying decisions. Firstly, some consumers see products as a package of product attributes such as restaurants. The attributes include food and

service quality, menu selection, atmosphere, location and price. All elements are based on 4Ps marketing mix (product, price, place and promotion) for products and 7Ps for services (product, price, place, promotion, process, physical evidence and people). Secondly, consumers will consider the most important degree of each attribute according to their needs and wants. Third, consumers develop and set up beliefs about which brands can stand on each attribute. It is called brand image. Consumer's beliefs vary from consumer's experience and the effect of perception. Fourth, consumers are assumed to have a benefit function for each attribute which shows a different level of expectations and satisfaction of attributes and the fifth is the attitude toward the different brands through some evaluation process.

4) Purchase decision is the stage when consumers rate the brand of products or services and prepare to make a purchase. Interestingly, attitude of others and unexpected situations are two essential factors that influence their purchase decisions such as consumers select the place because their wife or husband including other family members like the place and need to visit the place or the illness of children may cause consumer to change their decision to buy something or visit somewhere.

5) Post purchase Behavior is the essential stage for marketers to know that consumers are satisfied or not and what determines the factors. There is a relationship between consumer expectation, based on past experience, messages from sellers, friends and other information sources and perceived product performance if they are suitable. Then, the consumer will be satisfied. (Kotler, Bowen, Makens, & Baloglu, 2017).

According to the aims of this study, the concept of psychological and buying decision-making behavior which is classified by Kotler, Bowen, Makens, and Baloglu (2017) will be adapted.

2.2 Literature and Previous Studies

This study will focus on three main clusters of factors: demographic factors, psychological factors and buying decision-making behavior.

2.2.1 Literatures and previous studies of demographic factors.

Esichaikul (2012) studied travel motivation, behavior and requirement of European senior tourists who visited Thailand. The result showed that 65.12 percent of the respondents were male and earned a bachelor's degree (33.26%), aged between 55-59 years (46.05%) almost all of them were married (67.67%) and their health was still good (51.40%). Their economic status was good enough for them to travel (47.91%). This was because they were still full-time working (40.23%); thus their income which source by work or own saving (62.79%) could support them to travel as a hobby and leisure activities (75.58%). Subsequently, Johann & Padma (2016) studied on senior tourist's perception of their holiday experience and found that 463 tourists availed the package tour, 69.1 percent were aged 60 years and above, 56 percent were female and 44 percent were male at the same time of Losada, Alen, Dominquez, and Nicolau (2016) studied on travel frequency of senior tourists and described that female Spanish senior tourist who travelled more frequently than male, 63.1 percent were retired, 51.1 percent of the household type was nuclear family without children follow by nuclear family with children or others (21.5%).

Furthermore, Chen and Chen (2018) studied retiree's tourism behavior and found that

married senior tourists tended to travel often while the tourist who have income from their children would decrease their travel frequencies.

2.2.2 Literatures and previous studies of psychological factors.

Distinctive attributes of a travel destination can be built to attract tourists (Truong, Lenglet, & Mothe, 2017). A various prior research can support this concept. For example, the authentic and variety of food and ingredients are two first tourist's experience toward food tourism in Zimbabwean (Mkono, Markwell, & Wilson, 2013) and the other study proved that not only the restaurant but also street food can motivate tourists to visit the destinations (Tsai & Wang, 2017). Famous local sport should be included in travel itinerary for Taiwanese senior tourists and the price of optional tour must be reasonable and not too physically demanding for Chinese senior tourists (Wang, Ma, Hsu, Jao, & Lin, 2013) while shopping, organized day trip, practicing sport and physical activities are factors to visit the places and determine the length of stay for Spanish senior tourists (Losada, Alen, Dominquez, & Nicolau, 2016). Cleanliness and comfort of bedroom is the two most important hotel or accommodation attributes for German, Dutch and British senior tourists (Albayrak & Caber, 2015). Culture is one of destination attributes which influences tourists to visit Korea after they watch Korean soap operas (Lee & Bai, 2016). Image scenery was the highest destination image means for tourist who visited Toucheng/Jiaosi in Taiwan (Tan, 2017). Interestingly, destination decoration such as the color, vibrancy, artifact or lantern were cues that could attract tourists visit to learn Chinese history and culture at Chinese community in Bendigo, Australia (Laing, Wheeler, Reeves, & Frost, 2014) and while traveling, senior tourists believed that travelling could help improve their emotion, increase their energy and interest in life (Nikitina &

Vorontsova, 2015). Therefore, local people and institution of destination were the key of tourist' trust toward travel destination because tourist not only need an excellent treat but also expect to be treated with sincerity and kindness by personnel (Artigas, Yrigoyen, Moraga, & Villalon, 2017). All of this can create hedonic value which influences consumer attitudes toward travelling and affects their intention to travel (Gardiner, King, & Grace, 2014).

2.2.3 Literatures and previous studies of buying decision-making behavior.

As mentioned previously, there are three stages of tourism processes: pre-trip, during trip and post trips. The four steps of buying decision-making processes are in pre-trip stage (need recognition, information search, evaluation of alternatives and purchase decision) surely, post purchase behavior is in the post trip undeniable. Need recognition in tourism context can be defined as travel motivations, which support the question "Why people travel? (Fletcher, Fyall, Gilbert, & Wanhill, 2013). There are many previous studies about travel motivations of senior tourists. For example, Sangkakorn, Boonyanupong, Thiensiri, and Wandee (2011) studied Thai and international senior tourists aged 60 years and over and found that relaxation is the first motivation for both of them while sightseeing activities is one of European senior' need (Esichaikul, 2012) and visiting new places and gaining new knowledge and experience are the purpose of travel for foreign senior tourists (Utama, Putra, & Suradnya, 2014).

According to Di Pietro, Di Virgilio, and Pantano (2012), tourism products are intangible characteristics, online suggestions or social network is the new powerful tool for tourists to use for their travel proposes. Jacobsen and Munar (2012) studied on tourist information search and destination choices and found that the most

important information search for them to travel to Mallorca is family members or acquaintances and accommodation website followed by their own experience and reports in newspapers, magazines, radio or TV. Whereas websites and brochures produced by destinations are the information sources for senior tourists (Finsterwalder & Laesser, 2013).

The internet media and friends were famous sources for tourist who travel to Azerbaijan followed by tour agencies and social websites (Seyidov & Adomaitiene, 2016). Interestingly, Facebook was the most frequently accessed platform for searching information channels of Korean seniors and they were also purchased tourism products via mobile phones (Kim, Lee, & Bonn, 2017).

A study of the marketing mix factors that influence tourist's destination decision-making for cultural tourism in Chonburi province was determined by Potjanajaruwit (2015). It was found that physical evidence, price, people, and place were high important for Thai tourists whereas product, place and promotion were moderate important for foreign tourists.

In the purchase decision stage, family members will be involved and interactive such as between parents and children, husband and wife or among relatives. Kozak and Karadag (2012) studied British families toward the person who influence family decision-making to visit Turkey and found that self, spouse, kids, friends/relatives and sellers were the person who involved in decision-making of destination choices such as accommodations, restaurants or local tours. The highest rating for final purchase decision-making was self.

A positive relation between food destination image and both intention to recommend other people and revisit are the finding of a studied on tourists' attitude,

food destination image and intention behavior who visited to Hong Kong claimed by Choe and Kim (2018) which is in the same line of Xu, Jin, and Lin (2018) studied towards tourists' post-visit attitude on destination which found that destination attributes overall satisfaction had a positive effect on tourists' destination loyalty. Regarding the literatures, we can recognize that the studies towards Thai senior tourists' buying decision-making behavior pretty limited. This research gap is reasonable to study on the following hypotheses and framework.

2.3 Hypotheses

2.3.1 Senior tourists of different demographic profiles have different buying decision-making behaviors.

2.3.2 Psychological factors have an effect on buying decision-making behaviors.

2.3.3 Thai and non-Thai senior tourists' buying decision-making behaviors are different.

2.4 Theoretical Framework

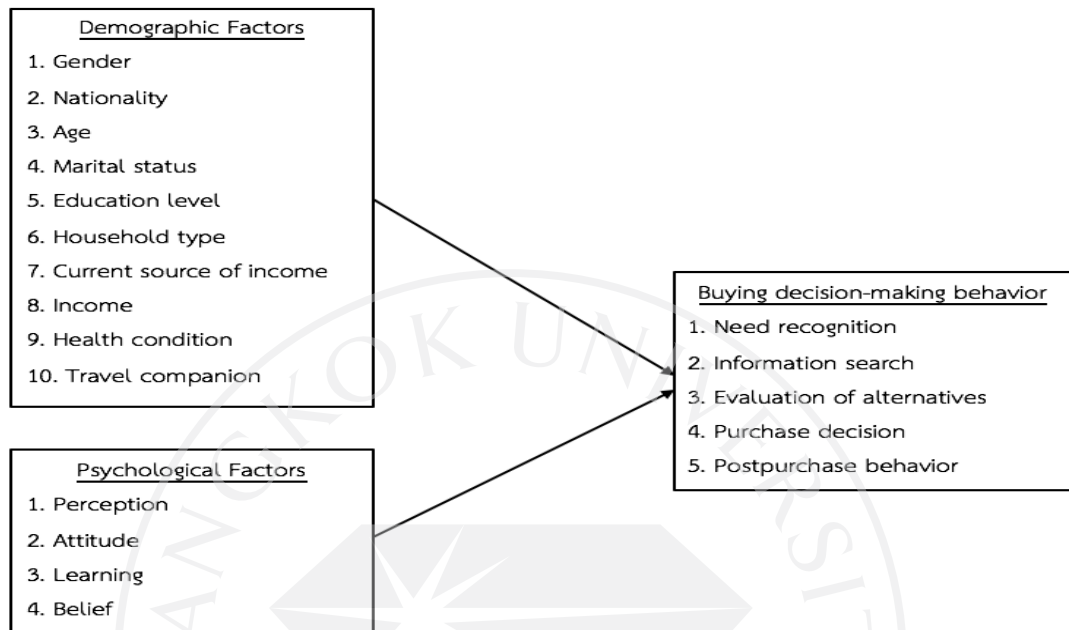


Figure 2.4: Theoretical Framework

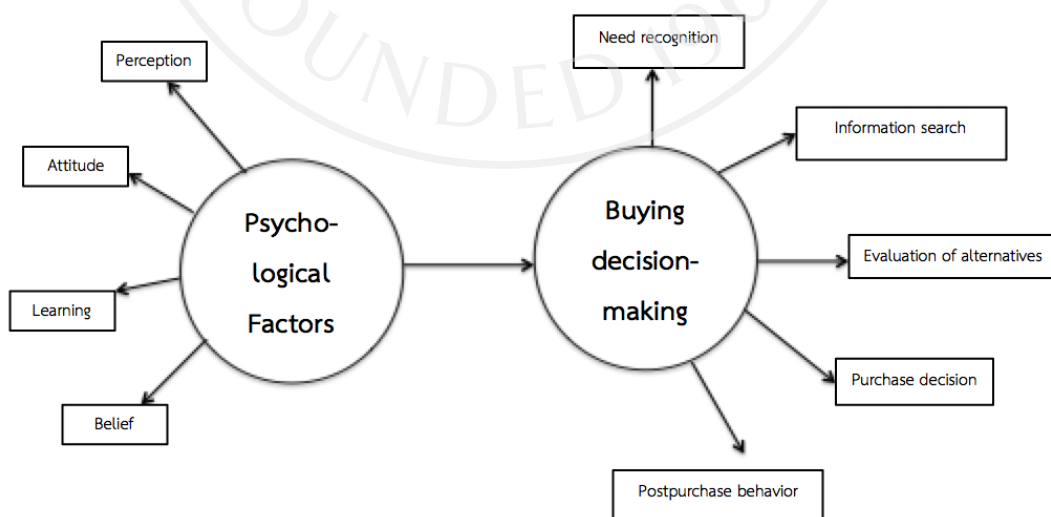


Figure 2.5: Statistical Framework

CHAPTER 3

METHODOLOGY

In this chapter, a research design, population and sample selection, research instrument, instrument pretest, data collection procedure and summary of demographic data will be described as methodology and techniques used.

3.1 Research Design

This research study used quantitative methodology to measure consumer behavior toward their knowledge, attitude or opinion for example to answer the questions related to how, when and who (Cooper & Schindler, 2014). There are three types of research in leisure and tourism field: survey, experimental and ethnographic method (Fin, Elliott-White, & Walton, 2000). A survey is the most used research type that researchers in this field has selected to collect data in many diverse methods such as questionnaire, interview or observation to answer the questions or compare the answers among participants who have different profiles. Moreover, the amount of information collected and period of time are the master advantage of survey research. For this reason, this type of research was used in this study.

3.2 Populations and Sample Selection

Population in this research is senior tourists who aged 60 years old and above. Two hundred and one Thai tourists and two hundred and thirty-four non-Thai tourists who traveled to Thailand were selected as samples. Questionnaires have been collected both online and physically in various destinations for example the grand

palace, the beach and the islands in Thailand. The numbers of samples have been calculated based on structural equation modeling (SEM) statistic, approximately 20 people per parameter (Wiratchai, 2005).

3.3 Research Instrument

The instrument for quantitative research was a questionnaire, which was developed from concepts, theories and previous studies. There were three parts to the questionnaire. The first part included questions regarding demographic factors consisted of ten demographic questions; namely, gender, nationality, age, marital status, education level, household type, current source of income, income, health condition and travel companion as mentioned in the previous chapter. In this part, the sample population selected the best or most accurate answers that were created. The second part asked about psychological factors regarding perceptions, attitudes, learning and beliefs toward tourism. The total questions in this part were 32.

This part used 5-points Likert rating scales (Very strongly agree (5), Strongly agree (4), Somewhat agree (3), Slightly agree (2) and Very slightly agree (1). The third part included questions regarding buying decision-making behavior. All five stages (need recognition, information search, evaluation of alternatives, purchase decision and post purchase behavior) were asked. The total questions in this part were 33.

3.4 Instrument Pretest

Researcher had designed the instrument based on both dependent and independent factors. The details of preparation in each step are discussed below:

Step 1 Classified the definitions and dimension of psychological factors and buying decision-making stage. Three to five questions have been provided in each factor.

Step 2 Created the questionnaire based on factors in three parts:

Part 1 Demographic factors

Part 2 Psychological factors

Part 3 Buying decision-making behaviors

Step 3 Delivered the questionnaire to three specialists to assess the content validity. They examined the content validity of all questions using the IOC (Index of Item-Objective Congruence). The questions have been revised before testing with thirty people in Thailand from different groups. The groups were similar to the samples. In terms of questionnaire reliability testing, Cronbach's Alpha coefficient was measured and the value equal 0.973.

3.5 Data Collection Procedure

As previously mentioned, this research is a quantitative research. Therefore, the questionnaire survey was the methodology for this process. Four hundred samples in Thailand were collected.

3.6 Statistics Used

As previously mentioned, there were three hypotheses in this research, which were analyzed by various statistics as follows:

3.6.1 Descriptive Statistics

Descriptive statistics was used to describe and analyze the demographic profiles of participant. To examine hypothesis 1, independent t-test was used to process the data and the result was displayed in percentage.

3.6.2 Inferential Statistics

Inferential Statistics is generally used for dependent variable analysis to compare more than three groups of independent variable. In this study, One-Way ANOVA was used to examined hypothesis 1 to make comparison between Thai and non-Thai senior tourist demographic profiles. t-test was also used.

3.6.3 Structural Equation Modeling (SEM) Statistic

This statistical measure is usually used for theory testing or theory building. In this research study, it was used for theory testing to examine hypotheses 2 and 3 in the section of psychological and buying decision-making behavior theory.

Table 3.1: Research Hypothesis and Statistic

Hypothesis	Statistical technique used
1	t-Test, ANOVA
2	SEM
3	SEM

CHAPTER 4

FINDINGS

In this study, the questionnaire data were collected by non-random sampling. In total, 435 senior tourists who were traveling in Thailand returned questionnaires. Of these, 201 were Thai and 234 non-Thai. In order to analyse the three hypotheses mentioned in the previous chapter, the researcher employed t-test and one-way ANOVA to test hypothesis 1 and structural equation modeling (SEM) was employed to test hypothesis 2-3. In the following chapter, the findings regarding demographic factor are described and the testing of hypotheses is discussed.

4.1 Description of Demographic Factors

4.1.1 Demographics of Sample Group (Frequency and Percentage)

The first part of the questionnaire inquired into the gender, nationality, age, marital status, education level, household type, current source of income, size of income, health condition and travel companions of the respondents. The information is listed in table 4.1 below.

Table 4.1: Demographic profile of senior tourist respondents (n = 435)

Variable	Value	Thai	non-Thai	Frequency	Percent
Gender	Male	76	98	174	40
	Female	126	136	261	60
Nationality	Thai	-	-	201	46.2
	Non-Thai	-	-	234	53.8
Age	60–64 years	124	115	239	54.9
	65–69 years	33	83	116	26.7
	70–74 years	26	33	59	13.3
	75 years and over	18	3	21	5.1
(Marital status)	Single	28	16	44	10.1
	Married	137	181	318	73.1
	Widowed /	36	37	73	16.8
	Divorced				
Education level	Lower than a bachelor's degree	69	25	94	21.6
	Bachelor's degree	81	183	264	60.7
	Master degree or higher	51	26	77	17.7

(Continued)

Table 4.1 (Continued): Demographic profile of senior tourist respondents (n = 435)

Variable	Value	Thai	non-Thai	Frequency	Percent
Household type	Living alone	21	32	53	12.2
	Living with spouse and family members	148	187	335	77
	Living with relative	30	13	43	9.9
	Living with others such as an acquaintance	2	2	4	0.9
Current source of income	Salary	61	44	105	24.1
	Pension / Welfare	78	151	229	52.6
	Support from family members	61	35	96	22.1
	Government support	1	4	5	1.2
Income	304.88 USD or lower (10,000 บาท หรือต่ำกว่า)	26	2	28	6.4

(Continued)

Table 4.1 (Continued): Demographic profile of senior tourist respondents (n = 435)

Variable	Value	Thai	non-Thai	Frequency	Percent
Income	304.91-457.32 USD (10,001-15,000 บาท)	23	-	23	5.3
	457.35-609.76 USD (15,001-20,000 บาท)	20	2	22	5.1
	609.80-762.21 USD (20,001-25,000 บาท)	31	17	48	11.0
	762.24-914.65 USD (25,001-30,000 บาท)	14	33	47	10.8
	914.68 USD or above (30,001 บาทขึ้นไป)	87	180	267	61.4
Health condition	Very strong and very healthy	95	137	232	53.3
	Quite strong and quite healthy	89	96	185	42.5
	Not strong and unhealthy	17	1	18	4.2

(Continued)

Table 4.1 (Continued): Demographic profile of senior tourist respondents (n = 435)

Variable	Value	Thai	non-Thai	Frequency	Percent
Travel companion	Traveling alone	4	10	14	3.2
	Traveling with spouse	19	50	69	15.9
	Traveling with family members	126	139	265	60.9
	Traveling with relatives	16	22	38	8.7
	Traveling with friend	33	13	46	10.6
	Traveling with travel agency	3	-	3	0.7

As can be seen in table 4.1, the study showed that the number of females was higher than that of males. There were 261 females (60%) and 174 males (40%). The most frequently reported nationality was non-Thai 234 people (53.8%) and Thai with 201 people (46.2%). Furthermore, the group aged 60-64 years old comprised the majority with a total of 239 people (54.9%), followed by the groups aged 65-69 years old with 116 people (26.7%), 70-74 years old with 59 people (13.3%) and 75 years old and over with 21 people (5.1%). Additionally, 318 respondents (73.1%) were married, 73 respondents (16.8%) were widowed or divorced and lastly, and 44 respondents (10.1%) were single. As regards to education, bachelor's degree was the most common education level in the sample group with 264 people (60.7%) in total.

94 people (21.6%) had a lower education level than a bachelor's degree and 77 people (17.7%) held a master's degree or higher. In addition, almost all of the respondents were living with spouses and family members. This group comprised 335 people (77%). 53 people (12.2%) are living alone, 43 (9.9%) are living with relatives while 4 people (0.9%) are living with others (e.g. an acquaintance). Moreover, the largest segment of the sample group relied on pension or welfare (52.6%) for income. This was followed by salary (24.1%), support from family members (22.1%) and government support (1.1%). Also, the most frequently reported level of income was 914.68 USD or more (61.4%), followed by 609.80–762.21 USD (11.0%), 762.24–914.65 USD (10.8%), 304.88 USD or lower (6.4%), 304.91-457.32 USD (5.3%), 457.35-609.76 USD (5.1%).

In terms of health, 232 respondents (53.3%), considered themselves very strong and very healthy. 185 respondents felt they were quite strong and quite healthy (42.5%) whereas 18 respondents (4.1%) claimed they were not strong and unhealthy. Lastly, 265 people (60.9%) are traveling with family members, followed by 69 people (15.9%) traveling with spouses, 46 people (10.6%) with friends, 38 people (8.7%) with relatives, 14 people (3.2%) alone and 3 people (0.7%) with travel agencies.

4.2 Hypotheses Testing

4.2.1 Hypothesis 1: Senior tourists of different demographic profiles have different buying decision-making behaviors.

To test hypothesis 1, independent t-test and one-way ANOVA were employed. Also, the researcher examined each demographic factor individually and therefore divided hypothesis 1 into the following sub-hypothesis.

H1a: There is a difference in buying decision behaviors between the genders of senior tourists.

H1b: There is a difference in buying decision behaviors between the ages of senior tourists.

H1c: There is a difference in buying decision behaviors between the nationalities of senior tourists.

H1d: There is a difference in buying decision behaviors between senior tourists with different marital statuses.

H1e: There is a difference in buying decision behaviors between senior tourists with different education levels.

H1f: There is a difference in buying decision behaviors between senior tourists living in different household types.

H1g: There is a difference in buying decision behaviors between senior tourists with different current sources of income.

H1h: There is a difference in buying decision behaviors between senior tourists with different income levels.

H1i: There is a difference in buying decision behaviors between senior tourists with different health conditions.

H1j: There is a difference in buying decision behaviors between senior tourists with different type of travel companions.

Table 4.2: An analysis of buying decision-making behaviors of senior tourists of different genders.

Variable	Value	Mean	S.D.	t	Sig.
Need	1) Male	3.9655	.59958		
	2) Female	3.9134	.63052	.861	.390
Info	1) Male	3.6437	.60461		
	2) Female	3.6232	.58473	.352	.725
Eva	1) Male	4.0881	.56970		
	2) Female	4.0358	.57308	.936	.350
Purchase	1) Male	3.8716	.56497		
	2) Female	3.8348	.57822	.657	.512
Post	1) Male	4.2365	.57874		
	2) Female	4.2403	.50091	-.071	.943

Sig.<0.05

According to the results shown in table 4.2, there was no significant difference in buying decision behavior between the genders of senior tourists.

Therefore, these findings do not support hypothesis H1a

Table 4.3: Analysis of buying decision behavior of senior tourists of different nationalities.

Variable	Value	Mean	S.D.	t	Sig.
Need	1) Thai	3.9891	.57068		
	2) Non-Thai	3.8872	.65375	1.735	.083
Info	1) Thai	3.8607	.55772		
	2) Non-Thai	3.4345	.54940	8.011	.000
Eva	1) Thai	3.9353	.58639		
	2) Non-Thai	4.1610	.53843	-4.182	.000
Purchase	1) Thai	4.0387	.54950		
	2) Non-Thai	3.6871	.54234	6.700	.000
Post	1) Thai	3.9353	.58639		
	2) Non-Thai	4.1610	.53843	-4.182	.000

Sig.<0.05

According to the results listed in table 4.3, only during the stage of need recognition was there no significant difference between Thai and non-Thai nationals. During the stage of information search a significant difference was found ($t=8.011$, $p=0.000$) This was also the case during evaluation of alternatives ($t=-4.182$, $p=0.000$), purchase decision ($t=6.700$, $p=0.000$) and post-purchase behavior ($t=-6.944$, $p=0.000$). Therefore, these results support hypothesis H1c.

Table 4.4: Analysis of buying decision-making behaviors of different age groups of senior tourists.

Variable	Value	Mean	S.D.	F	Sig.	Post hoc
Need	1) 60-64 years old	3.9046	.63320			
	2) 65-69 years old	3.9776	.61843			
	3) 70-74 years old	3.9414	.57797			
	4) 75 years old and over	4.0091	.57064	.482	.695	
Info	1) 60-64 years old	3.6799	.63451			
	2) 65-69 years old	3.5302	.52272			
	3) 70-74 years old	3.6149	.55515			
	4) 75 years old and over	3.6818	.51411	1.742	.158	
Eva	1) 60-64 years old	4.0112	.57825			
	2) 65-69 years old	4.1250	.58147			
	3) 70-74 years old	4.1178	.53074			
	4) 75 years old and over	4.0303	.53609	1.297	.275	

(Continued)

Table 4.4 (Continued): Analysis of buying decision-making behaviors of different age groups of senior tourists.

Variable	Value	Mean	S.D.	F	Sig.	Post hoc
Purchase	1) 60-64 years old	3.8410	.60707			
	2) 65-69 years old	3.8209	.51573			
	3) 70-74 years old	3.8716	.53136			
	4) 75 years old and over	4.0354	.57723	.915	.433	
Post	1) 60-64 years old	4.2253	.53407			
	2) 65-69 years old	4.3054	.51349			
	3) 70-74 years old	4.2217	.58516			
	4) 75 years old and over	4.0779	.45332	1.347	.258	

Sig.<0.05

According to the results listed in table 4.4, there were no significant differences between the age groups of senior tourists as regards to buying decision behavior. Therefore, these results do not support hypothesis H1b.

Table 4.5: Analysis of buying decision-making behaviors of senior tourists of different marital status.

Variable	Value	Mean	S.D.	F	Sig.	Post hoc
Need	1) Single	3.8818	.56948			
	2) Married	3.9660	.61123			
	3) Widowed/Divorced	3.8274	.66859	1.675	.189	
Info	1) Single	3.8220	.61253			
	2) Married	3.6164	.59300			
	3) Widowed/Divorced	3.5822	.56186	2.653	.072	
Eva	1) Single	3.9621	.65775			
	2) Married	4.0671	.54022			
	3) Widowed/Divorced	4.0685	.64838	.669	.513	
Purchase	1) Single	3.8182	.63222			
	2) Married	3.8298	.56170			
	3) Widowed/Divorced	3.9543	.57878	1.480	.229	
Post	1) Single	4.1623	.51424			
	2) Married	4.2305	.53401			
	3) Widowed/Divorced	4.3209	.53547	1.362	.257	

Sig.<0.05

The results of the analysis listed in table 4.5, show that there were no significant differences between the buying decision behaviors of senior tourists with different marital statuses. Therefore, these results do not support hypothesis H1d.

Table 4.6: Analysis of senior tourists buying decision-making behaviors of senior tourists with different education levels.

Variable	Value	Mean	S.D.	F	Sig.	Post hoc
Need	1) Lower than a Bachelor's degree	3.9021	.59441			
	2) Bachelor's degree	3.9371	.63902			
	3) Master's degree or higher	3.9636	.57832	.216	.806	
Info	1) Lower than a Bachelor's degree	3.5851	.62778			
	2) Bachelor's degree	3.5903	.57235			
	3) Master's degree or higher	3.8290	.58175	5.315	.005	1) <3), 2)<3) Bonferroni
Eva	1) Lower than a Bachelor's degree	3.9273	.47742			
	2) Bachelor's degree	4.1143	.58669			
	3) Master's degree or higher	4.0173	.60189	3.984	.019	1)<2) Bonferroni

(Continued)

Table 4.6 (Continued): Analysis of senior tourists buying decision-making behaviors of senior tourists with different education levels.

Variable	Value	Mean	S.D.	F	Sig.	Post hoc
Purchase	1) Lower than a Bachelor's degree	3.8416	.57227			
	2) Bachelor's degree	3.8056	.55338			
	3) Master's degree or higher	4.0101	.61553	3.866	.022	2)<3) Bonferroni
Post	1) Lower than a Bachelor's degree	4.0578	.52387			
	2) Bachelor's degree	4.3111	.52946			
	3) Master's degree or higher	4.2115	.50540	8.228	.000	1)<2) Bonferroni

Sig.<0.05

According to the results listed in table 4.6, there were no significant differences between the buying decision behaviors of senior tourists of different education levels during the need recognition stage. However, there were significant differences during the other four stages. Firstly, senior tourists with an education level lower than a bachelor's degree exhibited a lower rate of agreement than senior tourists holding a master's degree or higher, and those who held a bachelor's degree exhibited a lower rate of agreement than respondents holding a master's degree or higher during the information search stage ($t=8.011$, $p=0.000$). During the evaluation of alternatives

stage, senior tourists who had an education level lower than a bachelor's degree exhibited a lower rate of agreement than those who held a bachelor's degree ($t=-4.182, p=0.000$). As regards to the purchase decision stage, senior tourists who held a bachelor's degree exhibited a lower rate of agreement than those holding a master's degree or higher ($t=6.700, p=0.000$). Lastly, during the post-purchase behavior stage, senior tourists who had an education level lower than a bachelor's degree exhibited a lower rate of agreement than those who held a bachelor's degree ($t=-6.944, p=0.000$). Therefore, these results support hypothesis H1e.

Table 4.7: Analysis of senior tourists buying decision-making behaviors of senior tourists with different household types.

Variable	Value	Mean	S.D.	F	Sig.	Post hoc
Need	1) Living alone	3.8377	.51149			
	2) Living with spouse and family members	3.9773	.61378			
	3) Living with relatives	3.7256	.70511			
	4) Living with others	3.8500	.91469	2.661	.048	2>3 LSD
	4) Living with others	3.7500	.90779	.886	.448	
Info	1) Living alone	3.7484	.44772			
	2) Living with spouse and family members	3.6114	.59202			

(Continued)

Table 4.7 (Continued): Analysis of senior tourists buying decision-making behaviors
of senior tourists with different household types.

Variable	Value	Mean	S.D.	F	Sig.	Post hoc
Info	3) Living with relatives	3.6705	.70005			
	4) Living with others	3.3333	.97183	1.219	.302	
Eva	1) Living alone	4.0377	.54267			
	2) Living with spouse and family members	4.0751	.54785			
	3) Living with relatives	3.9651	.73872			
	4) Living with others	3.7500	.90779	.886	.448	
Purchase	1) Living alone	3.8281	.58575			
	2) Living with spouse and family members	3.8448	.56158			
	3) Living with relatives	3.9147	.54154			
	4) Living with others	3.8333	1.48102	.218	.884	
Post	1) Living alone	4.3369	.45788			
	2) Living with spouse and family members	4.2341	.52827			
	3) Living with relatives	4.1761	.54873			
	4) Living with others	4.0000	1.35526	1.075	.359	

Sig.<0.05

According to the results listed in table 4.7, there were significant differences between the buying decision behaviors of senior tourists living in different types of household during the need recognition stage. Senior tourists who were living with spouses and family members had higher rates of agreement than those who were living with relatives. Therefore, these results support hypothesis H1f.

Table 4.8: Analysis of senior tourists buying decision-making behaviors among current source of income

Variable	Value	Mean	S.D.	F	Sig.	Post hoc
Need	1) Salary	3.9733	.60895			
	2) Pension/Welfare	3.9039	.62621			
	3) Support from family member	3.9562	.61709			
	4) Government support	4.0800	.54037	.455	.714	
Info	1) Salary	3.8238	.55414			
	2) Pension/Welfare	3.5509	.58787			
	3) Support from family member	3.6198	.60345			
	4) Government support	3.5000	.58926	5.355	.001	1)>2) Bonferroni

(Continued)

Table 4.8 (Continued): Analysis of senior tourists buying decision-making behaviors
among current source of income

Variable	Value	Mean	S.D.	F	Sig.	Post hoc
Eva	1) Salary	4.0476	.50990			
	2) Pension/Welfare	4.0990	.60206			
	3) Support from family member	3.9566	.56104			
	4) Government support	4.2333	.41833	1.573	.195	
Purchase	1) Salary	4.0190	.44243			
	2) Pension/Welfare	3.7957	.60039			
	3) Support from family member	3.7882	.61137			
	4) Government support	3.9333	.20184	4.237	.006	1)>2) 1)>3) Bonferroni
Post	1) Salary	4.1878	.52725			
	2) Pension/Welfare	4.2832	.53702			
	3) Support from family member	4.1801	.52448			
	4) Government support	4.4000	.54772	1.397	.243	

Based on table 4.8, the result of this analysis found that, there was a significant difference among source of income. The senior tourists who have their own salary had higher agreement than who have pension or welfare on the information search stage ($t=5.355$, $p.=0.001$) as same as on the purchase decision stage, those who have their own salary had higher agreement than pension or welfare and support from family member. Therefore, this result supported the hypothesis (H1g).

Table 4.9: Analysis of senior tourists buying decision-making behaviors among income

Variable	Value	Mean	S.D.	F	Sig.	Post hoc
Need	1) 304.88 USD or lower	3.9071	.50620			
	2) 304.91-457.32 USD	3.8696	.77836			
	3) 457.35-609.76 USD	3.9545	.58856			
	4) 609.80-762.21 USD	4.1250	.56962			
	5) 762.24-914.65 USD	3.9702	.64062			
	6) 914.68 USD or above	3.9004	.61909	1.175		
Info	1) 304.88 USD or lower	3.6369	.44688			
	2) 304.91-457.32 USD	3.8333	.51493			
	3) 457.35-609.76 USD	3.5606	.70250			
	4) 609.80-762.21 USD	3.8333	.53262			

(Continued)

Table 4.9 (Continued): Analysis of senior tourists buying decision-making behaviors
among income

Variable	Value	Mean	S.D.	F	Sig.	Post hoc
Info	5) 762.24-914.65 USD	3.6028	.55555			
	6) 914.68 USD or above	3.5880	.61165	2.048	.071	
Eva	1) 304.88 USD or lower	3.8869	.49494			
	2) 304.91-457.32 USD	3.8986	.51429			
	3) 457.35-609.76 USD	3.8106	.60922			
	4) 609.80-762.21 USD	4.2396	.56483			
	5) 762.24-914.65 USD	4.0851	.58139			
	6) 914.68 USD or above	4.0705	.57073	2.753	.018	1),2),3)<4) 3)<6) LSD
Purchase	1) 304.88 USD or lower	3.7976	.69359			
	2) 304.91-457.32 USD	3.9758	.53493			
	3) 457.35-609.76 USD	4.0606	.47479			
	4) 609.80-762.21 USD	4.0185	.63243			
	5) 762.24-914.65 USD	3.7258	.58970			
	6) 914.68 USD or above	3.8181	.54738	2.339	.041	3)>5 4)>5,6 LSD

(Continued)

Table 4.9 (Continued): Analysis of senior tourists buying decision-making behaviors
among income

Variable	Value	Mean	S.D.	F	Sig.	Post hoc
Post	1) 304.88 USD or lower	3.8520	.33555			
	2) 304.91-457.32 USD	4.0994	.55735			
	3) 457.35-609.76 USD	4.1948	.35693			
	4) 609.80-762.21 USD	4.3036	.55338			
	5) 762.24-914.65 USD	4.3708	.59401			
	6) 914.68 USD or above	4.2600	.52812	4.254	.001	1)<3),4), 5),6) Bonferroni

Sig.<0.05

Based on table 4.9, the result of this analysis found that, there was a significant difference among income in the three stages. Firstly, on the evaluation of alternatives stage, senior tourists who have income between 304.88 USD or lower, 304.91-457.32 USD and 457.35-609.76 USD had less agreement than 609.80-762.21 USD and those who have income equal 457.35–609.76 either had less agreement than 914.68 USD or above. Interestingly, senior tourists who have income equal 762.24-914.65 USD and 914.68 USD or above had less agreement than 457.35-609.76 USD and 609.80-762.21 USD on the purchase decision stage. Whereas, on the post-purchase behavior stage, those who have income equal 304.88 USD or lower are less agreement than 457.35-609.76 USD, 609.80-762.21 USD, 762.24-914.65 USD and

914.68 USD or above ($t=-4.254$, $p=0.001$). Therefore, this result supported the hypothesis (H1h).

Table 4.10: Analysis of senior tourists buying decision-making behavior among health condition.

Variable	Value	Mean	S.D.	F	Sig.	Post hoc
Need	1) Very strong and very healthy	3.9784	.59352			
	2) Quite strong and quite healthy	3.9059	.64842			
	3) Not strong and unhealthy	3.6556	.54796	2.636	.073	
Info	1) Very strong and very healthy	3.6559	.57044			
	2) Quite strong and quite healthy	3.6288	.62027			
	3) Not strong and unhealthy	3.3426	.51915	2.356	.096	
Eva	1) Very strong and very healthy	4.1236	.56901			
	2) Quite strong and quite healthy	4.0072	.56542			

(Continued)

Table 4.10 (Continued): Analysis of senior tourists buying decision-making behavior
among health condition

Variable	Value	Mean	S.D.	F	Sig.	Post hoc
Eva	3) Not strong and unhealthy	3.7037	.51308	5.840	.003	1)>3) Bonferroni
Purchase	1) Very strong and very healthy	3.8903	.52121			
	2) Quite strong and quite healthy	3.8210	.63226			
	3) Not strong and unhealthy	3.6173	.51304	2.313	.100	
Post	1) Very strong and very healthy	4.2746	.55501			
	2) Quite strong and quite healthy	4.2239	.51372			
	3) Not strong and unhealthy	3.9286	.28676	3.694	.026	1)>3) Bonferroni

Sig.<0.05

Based on table 4.10, the result of this analysis found that, there was a significant difference among health condition on the evaluation of alternatives stage and post-purchase behavior. The senior tourists who are very strong and very healthy had stronger agreement than who are not strong and unhealthy ($t=5.840$, $p=0.003$). Therefore, this result supported the hypothesis (H1i).

Table 4.11: Analysis of senior tourists buying decision-making behaviors among travel companion.

Variable	Value	Mean	S.D.	F	Sig.	Post hoc
Need	1) Traveling alone	3.6857	.66432			
	2) Traveling with spouse	4.0841	.53732			
	3) Traveling with family Members	3.9223	.64444			
	4) Traveling with relatives	3.7579	.57920			
	5) Traveling with friends	3.9783	.55494			
	6) Traveling with travel agency	4.2667	.50332	2.150	.059	
Info	1) Traveling alone	3.5119	.71152			
	2) Traveling with spouse	3.6618	.49340			
	3) Traveling with family Members	3.5748	.62273			
	4) Traveling with relatives	3.6842	.58483			

(Continued)

Table 4.11 (Continued): Analysis of senior tourists buying decision-making behaviors
among travel companion.

Variable	Value	Mean	S.D.	F	Sig.	Post hoc
	5) Traveling with friends	3.8551	.42399			
	6) Traveling with travel agency	4.3889	.58531	3.060	.010	1),2),4)<6) 3)<5),6) LSD
Eva	1) Traveling alone	3.8690	.80643			
	2) Traveling with spouse	4.1570	.47044			
	3) Traveling with family Members	4.0377	.58391			
	4) Traveling with relatives	4.0921	.60242			
	5) Traveling with friends	4.0399	.54567			
	6) Traveling with travel agency	4.1111	.25459	.826	.532	
Purchase	1) Traveling alone	3.6190	.81849			
	2) Traveling with spouse	3.8760	.54451			

(Continued)

Table 4.11 (Continued): Analysis of senior tourists buying decision-making behaviors among travel companion.

Variable	Value	Mean	S.D.	F	Sig.	Post hoc
Purchase	3) Traveling with family Members	3.8201	.57923			
	4) Traveling with relatives	3.9152	.47171			
	5) Traveling with friends	3.9662	.55177			
	6) Traveling with travel agency	4.2963	.50103	1.478	.196	
Post	1) Traveling alone	4.2245	.80757			
	2) Traveling with spouse	4.3209	.52283			
	3) Traveling with family Members	4.2086	.54226			
	4) Traveling with relatives	4.3158	.43832			
	5) Traveling with friends	4.2236	.47871			
	6) Traveling with travel agency	4.3333	.21822	.682	.637	

Sig.<0.05

Based on table 4.11, the result of this analysis found that, there was a difference among travel companion on the information search stage. The senior

tourists who traveling with travel agency had higher agreement than those who traveling with their spouse, relatives or alone. Whereas, those who traveling with their family members had less agreement than those who traveling with friends or travel agency. Therefore, this result supported the hypothesis (H1j)

4.2.2 Hyposthesis 2: Psychological factors have an affected on buying decision-making behavior.

To test hypothesis 2, structural equation modeling (SEM) will be employed to examine the test by using AMOS. On the process of confirmatory factor analysis, psychological factor as a latent variable has four observed variables need to be focused consist with perception, attitude, learning and belief. Based on figure 4.1, the result found that a model of psychological had confirmed with four observed variables, (Chi-square = 1.023 < 2, DF = 1, P = 0.312 > 0.05, GFI = 0.999, AGFI = 0.988 > 0.9 and RMR = 0.001 < 0.05). Furthermore, when focused on standardized weight, all of observed variables are high range and the most highest is attitude (0.924) followed by perception (0.882), learning (0.877) and belief (0.820) respectively.

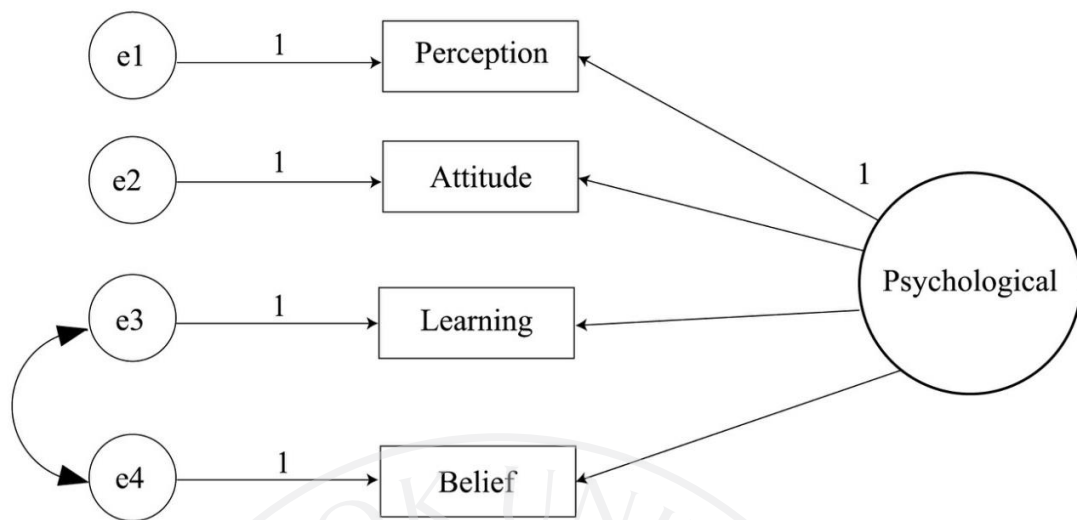


Figure 4.1: A psychological confirmation factor analysis (CFA) model

$$X^2 = 1.023, df = 1, p = 0.312, GFI = 0.999, AGFI = 0.988, RMR = 0.001$$

Table 4.12: A result of psychological confirmation factor analysis (CFA).

Factor	Squared Multiple Correlation	Standardized Regression Weight	Variance of error
Perception	777.0	882.0	092.0
Attitude	853.0	924.0	050.0
Learning	770.0	877.0	099.0
Belief	673.0	820.0	156.0

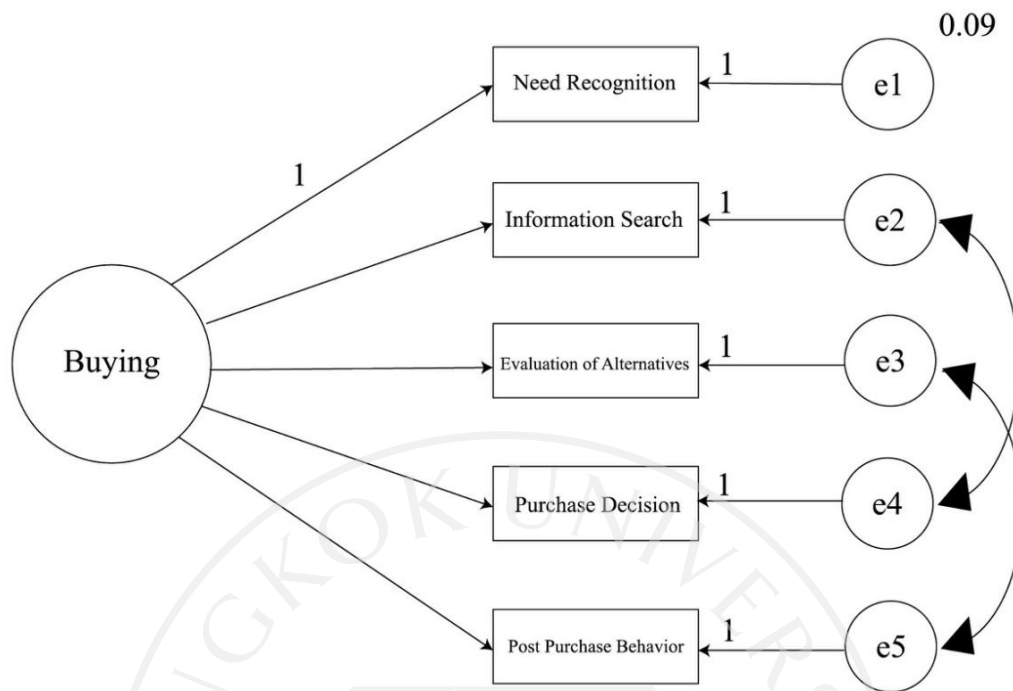


Figure 4.2: A buying decision-making behavior confirmation factor analysis (CFA) model.

$$X^2 = 1.856, df = 4, p = 0.115, GFI = 0.993, AGFI = 0.975, \text{ and } RMR = 0.005$$

Meanwhile, buying decision-making behavior as a latent variable has five observed stages need to be focused consist with need recognition, information search, evaluation of alternatives, purchase decision and post purchase behavior. Based on figure 4.2, the result found that a model of buying decision-making behavior had confirmed with five observed stages (Chi-square = 1.856 < 2, DF = 4, P = 0.115 > 0.05, GFI = 0.993, AGFI = 0.975 > 0.9 and RMR = 0.005 < 0.05). Moreover, the most highest rang when focused on standardized weight is need recognition (0.879)

followed by evaluation of alternatives (0.703), information search (0.668), purchase decision (0.666) and post purchase behavior (0.593) respectively.

Table 4.13: A result of buying decision-making behavior confirmation factor analysis (CFA).

Factor	Squared Multiple Correlation	Standardized Regression Weight	Variance of error
Need recognition	773.0	879.0	086.0
Infomation search	446.0	668.0	194.0
Evaluation of alternatives	495.0	703.0	165.0
Purchase decision	443.0	666.0	182.0
Postpurchase behavior	351.0	593.0	184.0

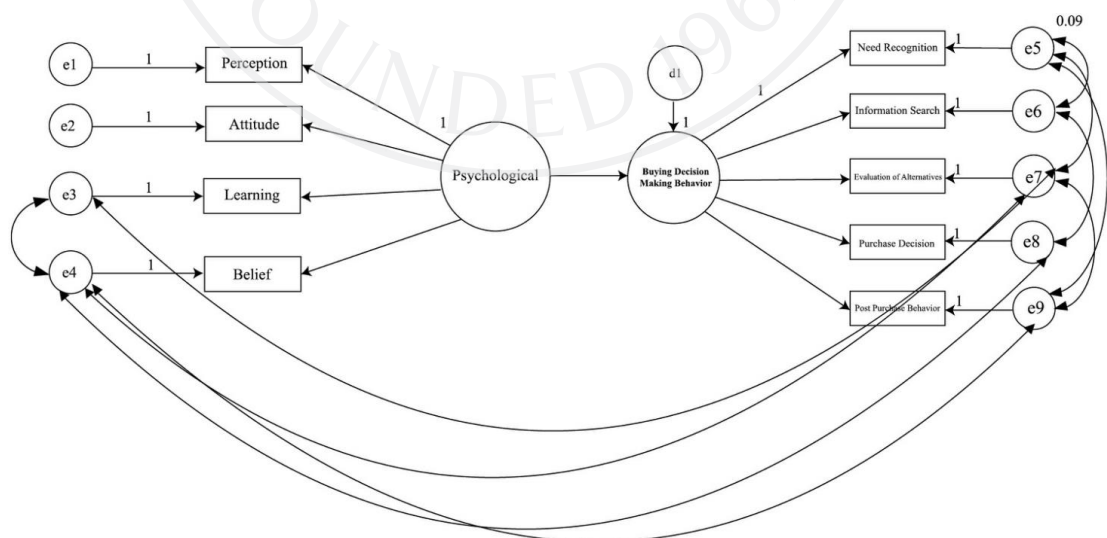


Figure 4.3: A causal model of psychological and buying decision-making behavior.

$$X^2 = 1.310, DF = 17, P = 0.174, GFI = 0.998, AGFI = 0.969, RMR = 0.008$$

Based on figure 4.3, the result of path analysis found that, psychological factors have an affect on buying decision-making behavior (Chi-square = 1.310 < 2, DF = 17, P = 0.174 > 0.05, GFI = 0.998, AGFI = 0.969 > 0.9 and RMR = 0.008 < 0.05). Therefore, the hypothesis 2 is accepted. Importantly, based on table 4.14, all variables had a direct positive effect on buying decision-making and the highest is attitude (0.926) followed by perception (0.887), learning (0.872) and lastly, belief (0.814). Therefore, this model is explained that psychological factors are effected on buying decision-making behavior in total 70% (R² = 0.700) and hypothesis 2 is accepted.

Table 4.14: A result of the effect by psychological on buying decision-making behavior.

Factor	making behavior-decision Buying		
	Direct effect	Indirect effect	Total effect
Perception	887.0	-	887.0
Attitude	926.0	-	926.0
Learning	872.0	-	872.0
Belief	814.0	-	814.0
R Square		700.0	

4.2.3 Hypothesis 3 Thai and non-Thai senior tourists' buying decision-making behaviors are different.

To test hypothesis 3, multi-sample structural equation modeling (SEM) will be employed to examine the test by using AMOS. In this part, nationality is a moderator variable, Thai and non-Thai senior tourists. To made more easy understanding, researcher had adjusted the model by using the formula of Kleins Model I cited by Sagan & Pawelek (2015) before comparison process. There are 201 for Thai and 234 for non-Thai and the result found that, psychological of Thai senior tourists had effect on buying decision-making behavior lower (Beta = 0.89) than non-Thai senior tourists (Beta = 0.96) Invariance testing of the model (table 4.15) showed that model form, measurement model and structural model between Thai and non-Thai senior tourists were different ($P < 0.05$, $X^2 > 2$) Therefore, nationality as a moderator variable had a difference effect on buying decision-making behavior among Thai and non-Thai senior tourists which supported hypothesis 3.

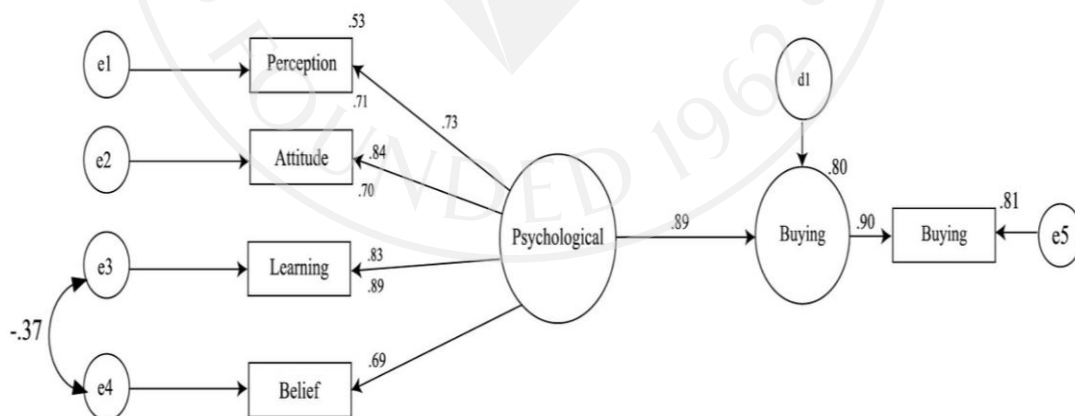


Figure 4.4: A model of psychological effect on buying decision-making behavior of Thai senior tourists.

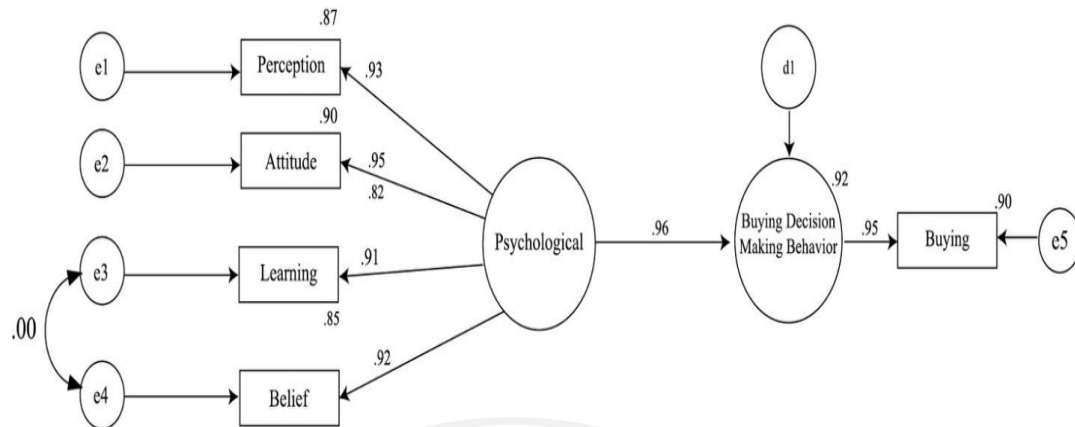


Figure 4.5: A model of psychological effect on buying decision-making behavior of non-Thai senior tourists.

Table 4.15: A result of invariance model between Thai and non-Thai senior tourist.

Model	χ^2	DF	P-value	RMSEA	CFI	AGFI	C^2/D F
Model Form	52.671	8	0.000	0.114	0.978	0.820	6.584
Measurement Model	101.84 7	11	0.000	0.138	0.956	0.756	9.259
Structural Model	104.97 9	12	0.000	0.134	0.955	0.770	8.748

(Continued)

Table 4.15 (Continued): A result of invariance model between Thai and non-Thai senior tourist.

Comparison	X^2_{diff}	DF_{diff}	X^2_{table}	X^2/DF	Conclusion
Form: Measurement	49.176	3	7.815	16.392	Different
Measurement: Structural	3.132	1	3.841	3.132	Different
Form: Structural	52.308	4	9.488	13.077	Different

CHAPTER 5

DISCUSSION

This chapter aims to summarize the findings of “The comparison between the causal models of buying decision-making behavior among Thai and non-Thai senior tourists traveling in Thailand” into 4 parts below.

5.1 Hypotheses Summary

5.2 Discussion

5.3 Recommendation for further application

5.4 Recommendation for further research

5.1 Hypotheses Summary

As previous mentioned that there are three hypotheses in this study and the summary of hypotheses finding are following;

H1: Senior tourists of different demographics have different buying decision-making behavior.

H2: Psychological factors have an affected on buying decision-making behavior.

H3: Thai and non-Thai senior tourists’ buying decision-making behaviors are different.

The finding of hypothesis 1 showed that, although there were no significant difference among gender, age, marital status but there were significant difference among their nationality, education level, household type, current source of income, income, health condition and travel companion in some of stage of buying decision-

making behavior as mentioned previously. Secondly, the finding of hypothesis 2 showed that psychological factors consist with perception, attitude, learning and belief had an effected on their buying decision-making behavior and lastly, the finding of hypothesis 3 showed that Thai and non-Thai senior tourists' buying decision-making behaviors were different. Therefore, all three hypotheses were accepted.

Table 5.1: Hypotheses Summary

Hypotheses	Methods	Results
H1: Senior tourists of different demographic profiles have different buying decision-making behaviors.		
H1a: There is a difference in buying decision behaviors between the genders of senior tourists.	Independent	
H1b: There is a difference in buying decision behaviors between the ages of senior tourists.	T-test	Rejected
H1c: There is a difference in buying decision behaviors between the nationalities of senior tourists.	One-way ANOVA	Rejected

(Continued)

Table 5.1 (Continued): Hypotheses Summary

Hypotheses	Methods	Results
H1d: There is a difference in buying decision behaviors between senior tourists with different marital statuses.	Independent	
H1e: There is a difference in buying decision behaviors between senior tourists with different education levels.	one-way ANOVA	Accepted
H1f: There is a difference in buying decision behaviors between senior tourists living in different household types.	one-way ANOVA	Accepted
H1g: There is a difference in buying decision behaviors between senior tourists with different current sources of income.	one-way ANOVA	Accepted
H1h: There is a difference in buying decision behaviors between senior tourists with different income levels.	one-way ANOVA	Accepted
H1i: There is a difference in buying decision behaviors between senior tourists with different health conditions.	one-way ANOVA	Accepted

(Continued)

Table 5.1 (Continued): Hypotheses Summary

Hypotheses	Methods	Results
H1j: There is a difference in buying decision behaviors between senior tourists with different type of travel companions.	one-way ANOVA	Accepted
H2: Psychological factors have an affected on buying decision-making behaviors	SEM	Accepted
H3: Thai and non-Thai senior tourists' buying decision-making behaviors are different.	SEM	Accepted

5.2 Discussion

According to the results of hypotheses above we can highlight that gender, age and marital status had no significant differences on the buying decision making-behavior between Thai and non-Thai senior tourists. The interesting result was supported the study of Omelan, Podatswski, and Raczkowski (2016) which found that the gender, professional activity and marital status were not related to or influenced by travel behavior of Polish senior tourists. On the other hand, nationality, education level, household type, current source of income, income, health condition and travel companion had significant differences especially during the information search stage. Senior tourists who graduated a master degree or higher would search for information

more than those who have a lower degree. This result was aligned with the study of Anekjumnongporn (2018) which mentioned that education was concerned with consumer behavior and he found that those who had higher education background tended to travel more than people who had lower level of education. It could be assumed that they would like to gain more new knowledge, experience or broaden their perspective. Moreover, senior tourists who depended on pension or welfare searched information less than those who had their own salary. This supported the study of Lertkulprayad (2011) which found that senior tourists who traveled to Thailand and tended to search for more travel information was those who had their own savings. The source of their searching were various channels such as newspaper, advertising, Thai friends, tour magazines, guidebooks and the Internet. Internet and phone were devices that they usually used for purchasing or booking tourism products. They paid for the trip out of their own saving for this reason. They would like to have accurate information before purchasing and they would make sure that every penny spent should have their money worth. Regarding the evaluation of alternatives stage, the result found that senior tourists who were very strong and very healthy had more evaluated tourism activities, products or accommodation before making decision than those who were not strong and unhealthy. This was contradictory to the study of Utama, Putra, and Suradnya (2014) which found that health or physical exercise were not the main push motivation to traveling to Bali for senior tourists. Lastly, in the post-purchase behavior stage, the result showed that those who had a lower tendency of revisiting Thailand or recommending Thailand to others was senior tourists who had the lowest income (304.88 USD or lower) compared to those who had higher income (457.35-609.76 USD, 609.80-762.21 USD,

762.24-914.65 USD and 914.68 USD or above). Likewise, senior tourists with a bachelor's degree had higher possibility of revisiting or recommending Thailand to others than those who had a lower than a bachelor's degree. These were aligned with another result found by Karnasuta (2019) that Chinese senior tourists who had high level of income and education would revisit Thailand and they would recommend their family members or friends to visit Thailand after their trips. Among psychological factors, attitude is the highest positive direct effect on buying decision-making behavior of senior tourists followed by perception, learning and belief. This result was confirmed the theories reviewed in the study of Wen (2009) that the attitude is the most important psychological factor affecting consumer's online purchase intention of travel products in various studies which are consistent with a study of Khandelwal, Bajpai, and Sharma (2012). It was found out that a consumer attitude had a relationship of purchase intention towards online buying decision both metro and non-metro city in India. Agag and El-Masry (2017) pointed out that psychological factor such as perception toward quality or usefulness of website is one of keys of consumer' trust and building consumer intention to purchase travel product online. It is linked to Wong and Yeh (2009) studied towards tourist destination decision-making and found that the perception of the tourist had positive effect on their decision-making especially the risk perception. Karl (2016) studied German tourists' destination choice behavior and presented that the perception of risk had an effect on decision-making towards destination perspective. Grag (2013) studied towards tourist's decision-making behavior in Malaysia and pointed out that risk perception had a great impact on the decision-making of selecting travel destination.

Chotiwtutideacha, Taeporamaysamai, and Wongadisai (2019) found that the perception had a positive effect on tourists' buying decision-making to visited Nakhon Phanom as a travel destination. Moreover, Simarmata, Keke, and Panjaitan (2016) found that the trust of customers had a positive significant directly influence on buying a ticket though online travel agent. Interestingly, psychological factors of Thai senior tourists had lower effect on buying decision-making behavior compared to non-Thai. In the same line with Maneesaeng and Wall (2019) study and it was found out that learning and memory had an effect on non-Thai tourists' decision-making who visited to Luang Prabang, and Mungkornhong and Chen (2019) studied about Chinese tourists' buying behavior and found that attitude, perception and belief were influenced on their buying behavior.

5.3 Recommendation for Further Application

According to the results, it reveals that information search is the most significant stage in buying decision-making behavior of senior tourists nowadays. To increase more travel bookings or buying through the internet, the marketing channel strategies should be considered and developed for this potential tourist segment.

Service providers such as tour agencies, tour operators or destination management companies are recommended to focus on this point. Moreover, marketing activities or promotions are other significant keys to attract senior tourists' interest when they are searching travel or tourism information via the internet.

Importantly, "a user friendly" version of marketing communication channel is the highest significant for this segment target group due to a limitation of ability to use the social media through various devices such as a smartphone or computer of senior

tourists but it don't mean that they cannot use or never use any technological device before. Therefore, those responsible organizations who are in this area such as web designers or content creators should strongly consider and develop applications or websites.

Beside the information search behavior of senior tourists, psychological factors such as attitude and perception are another keys to create a marketing advertisement to attract their attention or gain their perception toward Thailand in terms of one of the best travel destinations, accommodations, travel activities and travel experience. For the reason, psychological factors influence their buying decision-making behavior.

Lastly, for those service providers who target only Thai tourists as their main customers, they realize that the psychological factors of Thais especially senior tourists had low effect on buying decision-making decision behavior. Thai senior tourists might believe that they have good knowledge about Thailand as it is their motherland. Therefore, to increase their perception and boost their positive attitude, tourism products need to be advertised directly to this age segmentation when searching travel information.

5.4 Recommendation for Further Research

According to the limitation of time, there are some insufficiencies in this study. Therefore, qualitative research is highly recommended for the further research in terms of methodology. For example, in-depth interview or focus group interview are suggested to be conducted to gain more insights about senior tourist's buying decision behavior as well as their preferred activities while visiting Thailand.

Moreover, a satisfaction of services, accommodations, destinations and travel activities of senior tourists are some interesting areas to include when studying customers about satisfaction and the result might benefit travel organizations especially operation service providers.



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Questionnaire (A)

Subject: Factors and Behavior Influencing the Decision Making of

Senior Tourists Selecting Thailand as their Travel Destination

Instructions: The objective of this questionnaire is to collect information regarding factors and behaviors affecting travel decision-making. The information will help answer all research questions in this study. The questionnaire is divided into three parts totaling eleven pages as follows:

Part 1: Demographic Factors (Q1-Q12)

Part 2: Psychological Factors (Q1-Q32)

Part 3: Buying Decision Making Behavior (Q1-Q33)

Thank you

Part 1: Demographic Factors

For each question, please select the answer that is most relevant to you

1. Gender

1.1 ☐ Male

1.2 ☐ Female

2. Nationality

2.1 ☐ Singaporean

2.2 ☐ Vietnamese

2.3 ☐ Indonesian

2.4 ☐ Chinese

2.5 ☐ Japanese

2.6 ☐ European

3. Age

3.1 ☐ 60 – 64 years

3.2 ☐ 65 – 69 years

3.3 ☐ 70 – 74 years

3.4 ☐ 75 years and above

4. Marital status

4.1 ☐ Single

4.2 ☐ Married

4.3 ☐ Widowed/Divorced

5. Education Level

5.1 ☐ Lower than a bachelor's degree

5.2 ☐ Bachelor's degree

5.3 ☐ Master's degree and higher

6. Household type

- 6.1 ☐ Living alone
- 6.2 ☐ Living with spouse and / or family members
- 6.3 ☐ Living with relatives
- 6.4 ☐ Living with others such as an acquaintance

7. Previous occupation before retirement

- 7.1 ☐ Government officer / State enterprise employee
- 7.2 ☐ Business owner
- 7.3 ☐ Employee
- 7.4 ☐ Others (please specify)

8. Current occupation

- 8.1 ☐ Organization consultant/Specialist
- 8.2 ☐ Business owner
- 8.3 ☐ Freelance
- 8.4 ☐ Unemployed

9. Current source of income

- 9.1 ☐ Salary
- 9.2 ☐ Pension/Welfare
- 9.3 ☐ Support from family members
- 9.4 ☐ Government support

10. Income (1 THB = 0.03 USD)

10.1 ☐ 304.88 USD or lower

10.2 ☐ 304.91–457.32 USD

10.3 ☐ 457.35–609.76 USD

10.4 ☐ 609.80–762.21 USD

10.5 ☐ 762.24–914.65 USD

10.6 ☐ 914.68 USD or above

11. Health condition

11.1 ☐ Very strong and very healthy

11.2 ☐ Quite strong and quite healthy

11.3 ☐ Not strong and unhealthy

12. Travel companion

12.1 ☐ Traveling alone

12.2 ☐ Traveling with spouse

12.3 ☐ Traveling with family members

12.4 ☐ Traveling with relatives

12.5 ☐ Traveling with friends

12.6 ☐ Traveling with travel agency

Part 2: Psychological Factors

Please select the level of agreement that best reflects your opinion towards each statement

No.	Statement	Level of Agreement				
		Very Strongly Agree (5)	Strongly Agree (4)	Somewhat Agree (3)	Slightly Agree (2)	Very Slightly Agree (1)
1. Perception						
1	Thailand's travel destinations have beautiful scenery.					
2	Thailand has various travel destinations.					
3	Thailand is unique and still offers opportunities to see its traditional culture.					

No.	Statement	Level of Agreement				
		Very Strongly Agree (5)	Strongly Agree (4)	Somewhat Agree (3)	Very Strongly Agree (5)	Very Slightly Agree (1)
4	The attractions in Thailand differ in terms of their charm, aesthetics, and aspects like the local people's lifestyle and culture.					
1. Perception (Continued)						
5	Throughout Thailand, accommodations are comfortable.					
6	Throughout Thailand, accommodations are clean.					
7	Throughout Thailand, accommodations are safe.					

No.	Statement	Level of Agreement				
		Very Strongly Agree (5)	Strongly Agree (4)	Somewhat Agree (3)	Very Strongly Agree (5)	Very Slightly Agree (1)
8	Thailand offers many varieties of food.					
9	Thailand has exotic food.					
10	Overall, Thai food tastes good.					
11	Overall, Thai food is clean.					
12	Overall, Thailand has convenient transportation options.					
13	Overall, Thailand has plenty of information centers.					

No.	Statement	Level of Agreement				
		Very Strongly Agree (5)	Strongly Agree (4)	Somewhat Agree (3)	Very Strongly Agree (5)	Very Slightly Agree (1)
14	Overall, Thailand has convenient public transportation options.					
15	Overall, Thailand has interesting recreation activities.					
2. Attitude						
16	Traveling in Thailand offered good experiences and offered new knowledge for you.					
2. Attitude (Continued)						
17	Traveling in Thailand offered many opportunities for you to meet new people.					

No	Statement	Level of Agreement				
		Very Strongly Agree (5)	Strongly Agree (4)	Somewhat Agree (3)	Very Strongly Agree (5)	Very Slightly Agree (1)
18	Overall, the tourism industry of Thailand helps to generate income for local people.					
21	Traveling in Thailand make you feel more energetic.					
22	Traveling in Thailand helps you reflect on the value or meaning of life.					
21	Traveling in Thailand make you feel more energetic.					

No	Statement	Level of Agreement				
		Very Strongly Agree (5)	Strongly Agree (4)	Somewhat Agree (3)	Very Strongly Agree (5)	Very Slightly Agree (1)
22	Traveling in Thailand helps you reflect on the value or meaning of life.					
3. Learning						
23	You are able to differentiate the unique aspects of each travel destination in Thailand that you visited.					

No	Statement	Level of Agreement				
		Very Strongly Agree (5)	Strongly Agree (4)	Somewhat Agree (3)	Very Strongly Agree (5)	Very Slightly Agree (1)
24	You gained more knowledge and understanding of the local people, traditional lifestyle, customs and culture of Thailand by traveling here.					
3. Learning (Continued)						
25	You gained more knowledge and understanding of traditional Thai food through traveling and speaking with local people.					

No	Statement	Level of Agreement				
		Very Strongly Agree (5)	Strongly Agree (4)	Somewhat Agree (3)	Very Strongly Agree (5)	Very Slightly Agree (1)
26	You have gained more knowledge and understanding of Thailand's public transportation system.					
27	Thailand's recreation activities are an opportunity to participate and to learn new things.					
4. Belief						
28	You believe that you will be able to gain new knowledge when traveling in Thailand.					

No	Statement	Level of Agreement				
		Very Strongly Agree (5)	Strongly Agree (4)	Somewhat Agree (3)	Very Strongly Agree (5)	Very Slightly Agree (1)
29	You believe you can share experiences and knowledge about Thailand with others.					
30	You are able to travel in Thailand safely (e.g., (assets/goods are safe, healthcare is available if needed, public transportation is useful).					

No	Statement	Level of Agreement				
		Very Strongly Agree (5)	Strongly Agree (4)	Somewhat Agree (3)	Very Strongly Agree (5)	Very Slightly Agree (1)
4. Belief (Continued)						
31	You believe that you received kind service, good advice, and assistance from local people.					
32	Overall, you believe that Thailand is suitable for traveling due to well-managed tourism infrastructure.					

Part 3: Buying decision-making behavior

Please select the level of agreement that best reflects your opinion towards each statement

No	Statement	Level of Agreement				
		Very Strongly Agree (5)	Strongly Agree (4)	Somewhat Agree (3)	Very Strongly Agree (5)	Very Slightly Agree (1)
1. Need recognition						
1	You are traveling in Thailand regarding yourself and family member needs.					
2	You are traveling in Thailand because you are confident in its safety system.					

No	Statement	Level of Agreement				
		Very Strongly Agree (5)	Strongly Agree (4)	Somewhat Agree (3)	Very Strongly Agree (5)	Very Slightly Agree (1)
3	Traveling in Thailand helps your family members or you to pay attention to or better understand themselves or you.					
1. Need recognition (Continued)						
4	You are traveling in Thailand because you need to support the local people.					
5	Traveling in Thailand is an opportunity to achieve your goal or dream.					

No	Statement	Level of Agreement				
		Very Strongly Agree (5)	Strongly Agree (4)	Somewhat Agree (3)	Very Strongly Agree (5)	Very Slightly Agree (1)
2. Information search						
6	You searched for information about traveling in Thailand from your friend.					
7	You searched for information about traveling in Thailand from trusted resources (non-tourism industry personnel).					
8	You searched for information about traveling in Thailand from a travel agency or other travel representative.					

No	Statement	Level of Agreement				
		Very Strongly Agree (5)	Strongly Agree (4)	Somewhat Agree (3)	Very Strongly Agree (5)	Very Slightly Agree (1)
9	You searched for information about traveling in Thailand from various media such as leaflet, newspaper, magazine, television or radio.					
10	You searched for information about traveling in Thailand via internet (computer).					
2. Information search (Continued)						
10	You searched for information about traveling in Thailand via internet (computer).					

No	Statement	Level of Agreement				
		Very Strongly Agree (5)	Strongly Agree (4)	Somewhat Agree (3)	Very Strongly Agree (5)	Very Slightly Agree (1)
11	You searched for information about traveling in Thailand via internet (mobile telephone).					
3. Evaluation of alternatives						
14	You selected traveling in Thailand because of suitable of location, weather, environment or travel routing.					
15	You selected traveling in Thailand because of travel products promotions or deals.					

No	Statement	Level of Agreement				
		Very Strongly Agree (5)	Strongly Agree (4)	Somewhat Agree (3)	Very Strongly Agree (5)	Very Slightly Agree (1)
17	You selected traveling in Thailand because of the local people or service providers.					
4. Purchase decision						
18	You decided to travel by yourself.					
19	Family members and friends were involved with your travel decision making process.					
20	Previous experiences in or with Thailand were involved with your travel decision making process.					

No	Statement	Level of Agreement				
		Very Strongly Agree (5)	Strongly Agree (4)	Somewhat Agree (3)	Very Strongly Agree (5)	Very Slightly Agree (1)
21	A tour operator was involved with your travel decision making process.					
4. Purchase decision (Continued)						
22	Actual or potential threats of natural disaster affected your travel decision making process.					
23	Actual or potential threats of social unrest situation affected your travel decision making process.					

No	Statement	Level of Agreement				
		Very Strongly Agree (5)	Strongly Agree (4)	Somewhat Agree (3)	Very Strongly Agree (5)	Very Slightly Agree (1)
24	Travel destination promotions or promotional activities affected your travel decision making process.					
25	Actual or potential threats of political unrest situation or the state declaring martial law affected your travel decision making process.					

No	Statement	Level of Agreement				
		Very Strongly Agree (5)	Strongly Agree (4)	Somewhat Agree (3)	Very Strongly Agree (5)	Very Slightly Agree (1)
26	Actual or potential threats of political unrest situation or the state declaring martial law affected your travel decision making process.					
5. Post-purchase behavior						
27	You satisfied and impressed with Thailand's service quality.					
5. Post-purchase behavior (Continued)						
27	You satisfied and impressed with Thailand's service quality.					

No	Statement	Level of Agreement				
		Very Strongly Agree (5)	Strongly Agree (4)	Somewhat Agree (3)	Very Strongly Agree (5)	Very Slightly Agree (1)
28	You satisfied and impressed with Thailand's beautiful scenery.					
29	You satisfied and impressed with Thailand's destination management.					
30	You shared your satisfaction and impression towards traveling in Thailand with others.					
31	You recommended family members or friends to visit Thailand.					

No	Statement	Level of Agreement				
		Very Strongly Agree (5)	Strongly Agree (4)	Somewhat Agree (3)	Very Strongly Agree (5)	Very Slightly Agree (1)
32	If you have an opportunity, you will return to Thailand.					
33	If you have an opportunity, you will selected the same travel agency (if applicable).					

แบบสอบถาม (B)

เรื่อง ปัจจัยที่ส่งผลและพฤติกรรมการตัดสินใจท่องเที่ยวในประเทศไทยของนักท่องเที่ยวสูงวัย
คำชี้แจง แบบสอบถามนี้จัดทำขึ้นเพื่อรวบรวมข้อมูลสำหรับการวิเคราะห์และประเมินผล
การศึกษาค้นคว้าหัวข้อวิจัยดังกล่าวข้างต้น ผู้วิจัยใคร่ขอความอนุเคราะห์ในการตอบแบบสอบถามให้
ตรงกับข้อเท็จจริงหรือความคิดเห็นของท่านมากที่สุด

ทั้งนี้ ข้อมูลทั้งหมดจะถูกเก็บเป็นความลับเพื่อใช้ประโยชน์ทางการศึกษาเท่านั้น โดย
แบบสอบถามแบ่งออกเป็น 3 ส่วน ทั้งหมด 11 หน้า รายละเอียด ดังนี้

ส่วนที่ 1 ปัจจัยส่วนบุคคล (ข้อ 1-11)

ส่วนที่ 2 ปัจจัยด้านจิตวิทยา (ข้อ 1-32)

ส่วนที่ 3 พฤติกรรมการตัดสินใจ (ข้อ 1-33)

ขอขอบพระคุณผู้ตอบแบบสอบถามในความอนุเคราะห์และสละเวลามา ณ โอกาสนี้

ส่วนที่ 1 ปัจจัยส่วนบุคคล

โปรดทำเครื่องหมาย ☒ ลงใน ☐ หน้าข้อความที่ตรงกับความเป็นจริงของท่านมากที่สุดเพียงข้อ
เดียว

1. เพศ

1.1 ☐ ชาย

1.2 ☐ หญิง

2. อายุ

2.1 ☐ 60-64 ปี

2.2 ☐ 65-69 ปี

2.3 ☐ 70-74 ปี

2.4 ☐ 75 ปีขึ้นไป

3. สถานภาพสมรส

3.1 ☐ โสด

3.2 ☐ สมรส

3.3 ☐ หม้าย/หย่าร้าง

4. ระดับการศึกษา

4.1 ☐ ต่ำกว่าปริญญาตรี

4.2 ☐ ปริญญาตรี

4.3 ☐ สูงกว่าปริญญาตรี

5. ลักษณะของครอบครัว

- 5.1 ☐ อาศัยอยู่ตามลำพัง
- 5.2 ☐ อาศัยอยู่กับคู่สมรสและครอบครัว
- 5.3 ☐ อาศัยอยู่กับญาติ
- 5.4 ☐ อาศัยอยู่กับบุคคลอื่น

6. อาชีพก่อนเกษียณ

- 6.1 ☐ รับราชการ/พนักงานรัฐวิสาหกิจ
- 6.2 ☐ ค้าขาย/ธุรกิจส่วนตัว
- 6.3 ☐ พนักงานบริษัท/องค์กรเอกชน
- 6.4 ☐ อื่น ๆ (โปรดระบุ).....

7. อาชีพปัจจุบัน

- 7.1 ☐ ที่ปรึกษาองค์กร/ผู้เชี่ยวชาญ
- 7.2 ☐ ค้าขาย/ธุรกิจส่วนตัว
- 7.3 ☐ รับจ้าง/อาชีพอิสระ
- 7.4 ☐ ไม่ได้ประกอบอาชีพ

8. ที่มาหรือแหล่งรายได้ (ตอบเพียง 1 ข้อ)

- 8.1 ☐ ค่าตอบแทน/เงินเดือน
- 8.2 ☐ เงินบำนาญ/สวัสดิการ
- 8.3 ☐ สมาชิกในครอบครัว
- 8.4 ☐ เงินสนับสนุนจากรัฐบาล

9. ระดับรายได้

- 9.1 ☐ 10,000 บาทหรือต่ำกว่า
- 9.2 ☐ 10,001–15,000 บาท
- 9.3 ☐ 15,001–20,000 บาท
- 9.4 ☐ 20,001–25,000 บาท
- 9.5 ☐ 25,001–30,000 บาท
- 9.6 ☐ 30,001 บาทขึ้นไป

10. สุขภาพ

10.1 ☐ แข็งแรง10.2 ☐ ค่อนข้างแข็งแรง10.3 ☐ ไม่แข็งแรง

11. ท่านเดินทางท่องเที่ยวกับใคร

11.1 ☐ ท่องเที่ยวด้วยตัวเองเพียงลำพัง11.2 ☐ ท่องเที่ยวกับคู่สมรส11.3 ☐ ท่องเที่ยวกับสมาชิกในครอบครัว11.4 ☐ ท่องเที่ยวกับญาติ11.5 ☐ ท่องเที่ยวกับเพื่อน11.6 ☐ ท่องเที่ยวกับบริษัทนำเที่ยว

ส่วนที่ 2 ปัจจัยทางด้านจิตวิทยา

คำชี้แจง โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดเพียงข้อเดียว

ข้อ	คำอธิบาย	ระดับความคิดเห็น				
		เห็นด้วยมากที่สุด (5)	เห็นด้วยมาก (4)	เห็นด้วยปานกลาง (3)	เห็นด้วยน้อย (2)	เห็นด้วยน้อยที่สุด (1)
1. การรับรู้						
1	แหล่งท่องเที่ยวในประเทศไทยมีความสวยงาม					
2	แหล่งท่องเที่ยวในประเทศไทยมีความหลากหลาย					
3	แหล่งท่องเที่ยวในประเทศไทยมีความเป็นเอกลักษณ์แสดงออกถึงความเป็นไทย					
1. การรับรู้ (ต่อ)						
4	วิถีชีวิต ผู้คน และวัฒนธรรมในแต่ละท้องถิ่นมีความน่าสนใจ มีเสน่ห์ และความงดงามแตกต่างกัน					

ข้อ	คำอธิบาย	ระดับความคิดเห็น				
		เห็นด้วย มากที่สุด (5)	เห็นด้วย มาก (4)	เห็นด้วย ปานกลาง (3)	เห็นด้วย น้อย (2)	เห็นด้วย น้อยที่สุด (1)
1. การรับรู้ (ต่อ)						
5	ที่พักในประเทศไทยมีความ สะดวกสบาย					
6	ที่พักในประเทศไทยมีความ สะอาด					
7	ที่พักในประเทศไทยมีความ ปลอดภัย					
8	อาหารไทยมีความหลากหลาย					
9	อาหารไทยมีความแปลกใหม่					
10	อาหารไทยมีรสชาติอร่อยถูก ปาก					
11	อาหารไทยมีความสะอาด					
12	การเดินทางในประเทศไทยมี ความสะดวกสบาย					
13	การเดินทางในประเทศไทยมี แหล่งสอบถามข้อมูลรองรับ อย่างเพียงพอ					
1. การรับรู้ (ต่อ)						
14	การเดินทางในประเทศไทยมี รถสาธารณะรองรับ อย่างเพียงพอ					
15	ประเทศไทยมีกิจกรรม นันทนาการที่น่าสนใจ					

ข้อ	คำอธิบาย	ระดับความคิดเห็น				
		เห็นด้วยมากที่สุด (5)	เห็นด้วยมาก (4)	เห็นด้วยปานกลาง (3)	เห็นด้วยน้อย (2)	เห็นด้วยน้อยที่สุด (1)
2. ทักษะคติ						
16	การท่องเที่ยวในประเทศไทย ช่วยสร้างประสบการณ์และ องค์ความรู้ใหม่					
17	การท่องเที่ยวในประเทศไทย ช่วยให้ได้รู้จักกับผู้คนใหม่ๆ					
18	การท่องเที่ยวช่วยในประเทศไทย สร้างรายได้ให้กับสถานที่ และคนในชุมชน					
19	การท่องเที่ยวในประเทศไทย คือโอกาสในการแสดง สัมพันธภาพที่ดีระหว่างบุคคล ในครอบครัว					
20	การท่องเที่ยวในประเทศไทย ช่วยให้ผ่อนคลายจาก ความเครียด					
2. ทักษะคติ (ต่อ)						
21	การท่องเที่ยวในประเทศไทย ช่วยให้รู้สึกกระปรี้กระเปร่า					
22	การท่องเที่ยวในประเทศไทย ช่วยให้รู้สึกถึงคุณค่าในการมี ชีวิตอยู่					

ข้อ	คำอธิบาย	ระดับความคิดเห็น				
		เห็นด้วยมากที่สุด (5)	เห็นด้วยมาก (4)	เห็นด้วยปานกลาง (3)	เห็นด้วยน้อย (2)	เห็นด้วยน้อยที่สุด (1)
3. การเรียนรู้						
23	ท่านสามารถสัมผัสได้ถึงความแตกต่างที่โดดเด่นในด้านต่างๆของสถานที่ท่องเที่ยวในประเทศไทยที่ท่านไป					
24	ท่านมีความรู้ความเข้าใจในวิถีชีวิต ขนบธรรมเนียม และวัฒนธรรมในประเทศไทยรวมถึงไปถึงผู้คนในแต่ละท้องถิ่นของไทยมากขึ้น					
25	ท่านมีความรู้ความเข้าใจเกี่ยวกับอาหารไทยมากขึ้นจากการศึกษาและสอบถามจากผู้คนในท้องถิ่น					
26	ท่านมีความรู้ความเข้าใจเกี่ยวกับการคมนาคมและการเดินทางท่องเที่ยวในประเทศไทยมากขึ้น					
27	กิจกรรมนันทนาการในประเทศไทยเอื้อต่อการมีส่วนร่วมและเสริมสร้างองค์ความรู้ใหม่					

ข้อ	คำอธิบาย	ระดับความคิดเห็น				
		เห็นด้วย มากที่สุด (5)	เห็นด้วย มาก (4)	เห็นด้วย ปานกลาง (3)	เห็นด้วย น้อย (2)	เห็นด้วย น้อยที่สุด (1)
4. ความเชื่อ						
28	ท่านเชื่อมั่นว่าจะได้รับ ประสบการณ์และองค์ความรู้ ใหม่ ๆ ที่หลากหลายจากการ เดินทางท่องเที่ยวในประเทศไทย					
29	ท่านสามารถนำประสบการณ์ และองค์ความรู้ใหม่ ๆ ที่ได้ จากการท่องเที่ยวในประเทศไทยไป แบ่งปันหรือถ่ายทอด ให้ผู้อื่นต่อได้					
4. ความเชื่อ (ต่อ)						
30	ท่านสามารถเดินทาง ท่องเที่ยวในประเทศไทยได้ อย่างไม่ต้องกังวลเรื่องความ ปลอดภัยในด้านต่าง ๆ เช่น ทรัพย์สิน สุขภาพ หรือการ คมนาคม					
31	ท่านเชื่อมั่นว่าจะได้รับโมติ ริจิตจากผู้คนท้องถิ่นของไทยใน การให้บริการ คำแนะนำ หรือ ความช่วยเหลือในเรื่องต่าง ๆ					
32	ท่านเชื่อมั่นว่าประเทศไทยมี ความเหมาะสมในการเดินทาง ท่องเที่ยวเนื่องจากการ บริหารจัดการที่ดี					

ส่วนที่ 3 พฤติกรรมการตัดสินใจ

คำชี้แจง โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดเพียงข้อเดียว

ข้อ	คำอธิบาย	ระดับความคิดเห็น				
		เห็นด้วยมากที่สุด (5)	เห็นด้วยมาก (4)	เห็นด้วยปานกลาง (3)	เห็นด้วยน้อย (2)	เห็นด้วยน้อยที่สุด (1)
1. การรับรู้ความต้องการ						
1	ท่านเดินทางท่องเที่ยวในประเทศไทยเพื่อตอบสนองความต้องการส่วนตัวและสมาชิกในครอบครัว					
2	ท่านเดินทางท่องเที่ยวในประเทศไทยเนื่องจากมีความมั่นใจในเรื่องของความปลอดภัยในด้านต่าง ๆ					
3	การเดินทางท่องเที่ยวในประเทศไทยมีส่วนช่วยให้สมาชิกในครอบครัวดูแลใส่ใจและเข้าใจท่านมากขึ้น					
4	ท่านเดินทางท่องเที่ยวในประเทศไทยเนื่องจากต้องการมีส่วนร่วมในการช่วยเหลือหรือสนับสนุนคนในท้องถิ่น					

ข้อ	คำอธิบาย	ระดับความคิดเห็น				
		เห็นด้วย มากที่สุด (5)	เห็นด้วย มาก (4)	เห็นด้วย ปานกลาง (3)	เห็นด้วย น้อย (2)	เห็นด้วย น้อยที่สุด (1)
1. การรับรู้ความต้องการ (ต่อ)						
5	การท่องเที่ยวในประเทศไทยมีส่วนช่วยให้ท่านบรรลุจุดมุ่งหมายหรือช่วยเติมเต็มความฝันอย่างหนึ่งในชีวิต					
2. การค้นหาข้อมูล						
6	ท่านสอบถามข้อมูลเกี่ยวกับการท่องเที่ยวในประเทศไทยจากเพื่อน					
7	ท่านสอบถามข้อมูลเกี่ยวกับการท่องเที่ยวในประเทศไทยจากผู้มีประสบการณ์หรือบุคคลที่นับถือ					
8	ท่านสอบถามข้อมูลเกี่ยวกับการท่องเที่ยวในประเทศไทยจากพนักงานบริษัทนำเที่ยวหรือพนักงานขาย					

ข้อ	คำอธิบาย	ระดับความคิดเห็น				
		เห็นด้วยมากที่สุด (5)	เห็นด้วยมาก (4)	เห็นด้วยปานกลาง (3)	เห็นด้วยน้อย (2)	เห็นด้วยน้อยที่สุด (1)
2. การค้นหาข้อมูล (ต่อ)						
9	ท่านสืบค้นข้อมูลการท่องเที่ยวในประเทศไทยจากสื่อต่าง ๆ ด้วยตนเอง เช่น โบชัวร์ หนังสือพิมพ์ นิตยสาร โทรทัศน์ หรือวิทยุ					
10	ท่านสืบค้นการท่องเที่ยวในประเทศไทยข้อมูลด้วยตนเองจากอินเทอร์เน็ตผ่านคอมพิวเตอร์					
11	ท่านสืบค้นข้อมูลการท่องเที่ยวในประเทศไทยด้วยตนเองจากอินเทอร์เน็ตผ่านโทรศัพท์มือถือ					
3. การประเมินก่อนตัดสินใจซื้อ						
12	ท่านเลือกเดินทางท่องเที่ยวในประเทศไทยเนื่องจากมีสิ่งอำนวยความสะดวกเพียงพอต่อความต้องการ					
13	ท่านเลือกเดินทางท่องเที่ยวในประเทศไทยเนื่องจากความเหมาะสม					

	ของค่าใช้จ่าย					
ข้อ	คำอธิบาย	ระดับความคิดเห็น				
		เห็นด้วยมากที่สุด (5)	เห็นด้วยมาก (4)	เห็นด้วยปานกลาง (3)	เห็นด้วยน้อย (2)	เห็นด้วยน้อยที่สุด (1)
3. การประเมินก่อนตัดสินใจซื้อ (ต่อ)						
14	ท่านเลือกเดินทางท่องเที่ยวในประเทศไทยเนื่องจากความเหมาะสมของสถานที่ เช่น สภาพภูมิอากาศ สภาพแวดล้อม หรือการเดินทาง เป็นต้น					
15	ท่านเลือกเดินทางท่องเที่ยวในประเทศไทยเนื่องจากมีการจัดรายการส่งเสริมการขาย หรือของสมนาคุณต่าง ๆ					
16	ท่านเลือกเดินทางท่องเที่ยวในประเทศไทยเนื่องจากคุณภาพของกระบวนการจัดการของสถานที่หรือองค์กรต่าง ๆ					
17	ท่านเลือกเดินทางท่องเที่ยวในประเทศไทยเนื่องจากผู้คนที่เกี่ยวข้อง เช่น คนในชุมชน หรือผู้ให้บริการ					

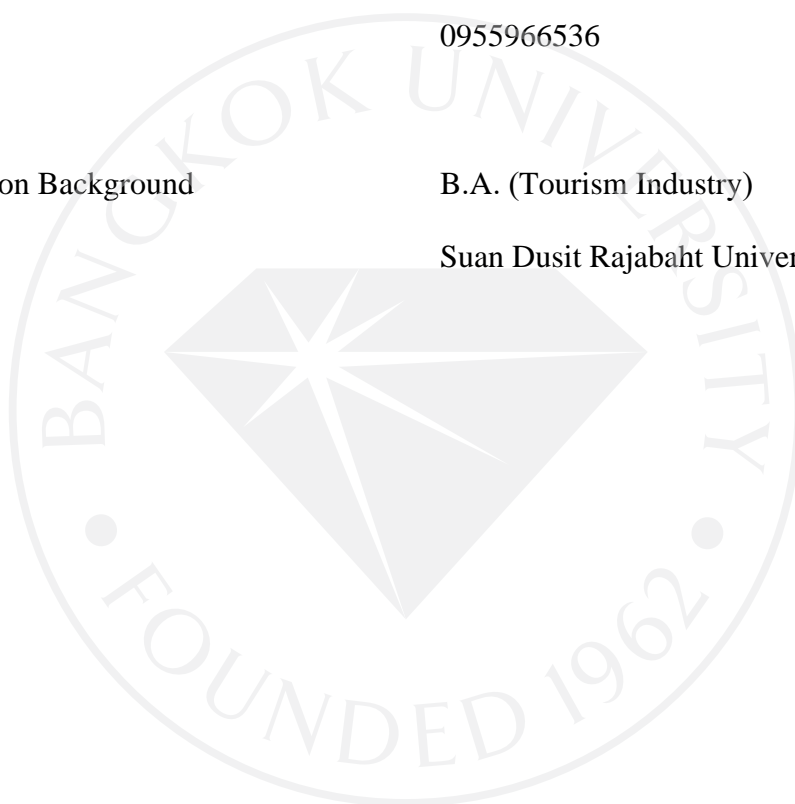
ข้อ	คำอธิบาย	ระดับความคิดเห็น				
		เห็นด้วยมากที่สุด (5)	เห็นด้วยมาก (4)	เห็นด้วยปานกลาง (3)	เห็นด้วยน้อย (2)	เห็นด้วยน้อยที่สุด (1)
4. การตัดสินใจซื้อ						
18	ท่านตัดสินใจเดินทางท่องเที่ยวหรือเลือกรับบริการต่าง ๆ ด้วยตัวของท่านเอง					
19	สมาชิกในครอบครัวและเพื่อนมีส่วนในการตัดสินใจเดินทางท่องเที่ยวของท่าน					
20	ประสบการณ์เดิมมีส่วนในการตัดสินใจเดินทางท่องเที่ยวของท่าน					
21	บริษัทนำเที่ยวมีส่วนในการตัดสินใจเดินทางท่องเที่ยวของท่าน					
22	การเกิดภัยธรรมชาติในสถานที่ท่องเที่ยวมีส่วนในการตัดสินใจเดินทางท่องเที่ยวของท่าน					
23	การเกิดจลาจลในภูมิลำเนามีส่วนในการตัดสินใจเดินทางท่องเที่ยวของท่าน					

ข้อ	คำอธิบาย	ระดับความคิดเห็น				
		เห็นด้วยมากที่สุด (5)	เห็นด้วยมาก (4)	เห็นด้วยปานกลาง (3)	เห็นด้วยน้อย (2)	เห็นด้วยน้อยที่สุด (1)
4. การตัดสินใจซื้อ (ต่อ)						
24	การจัดรายการส่งเสริมการขายของแหล่งท่องเที่ยวมีส่วนในการตัดสินใจเดินทางท่องเที่ยวของท่าน					
26	การสนับสนุนจากรัฐบาล เช่น ท่องเที่ยวแล้วสามารถลดหย่อนภาษีได้มีส่วนในการตัดสินใจเดินทางท่องเที่ยวของท่าน					
26	การสนับสนุนจากรัฐบาล เช่น ท่องเที่ยวแล้วสามารถลดหย่อนภาษีได้มีส่วนในการตัดสินใจเดินทางท่องเที่ยวของท่าน					
5. พฤติกรรมหลังการซื้อ						
27	ท่านมีความพึงพอใจในและประทับใจในคุณภาพการบริการของแหล่งท่องเที่ยวที่ท่านเดินทางไป					

ข้อ	คำอธิบาย	ระดับความคิดเห็น				
		เห็นด้วยมากที่สุด (5)	เห็นด้วยมาก (4)	เห็นด้วยปานกลาง (3)	เห็นด้วยน้อย (2)	เห็นด้วยน้อยที่สุด (1)
5. พฤติกรรมหลังการซื้อ (ต่อ)						
28	ท่านมีความพึงพอใจในและประทับใจในความสวยงามของสถานที่ที่ท่านเดินทางไป					
29	ท่านมีความพึงพอใจในและประทับใจในการจัดการแหล่งท่องเที่ยวที่ท่านเดินทางไป					
30	ท่านถ่ายทอดประสบการณ์ความประทับใจ ความพึงพอใจในเรื่องต่าง ๆ ที่เกิดจากการท่องเที่ยวในประเทศไทยให้ผู้อื่นรับทราบ					
31	ท่านแนะนำให้สมาชิกในครอบครัว เพื่อน หรือบุคคลรู้จักเดินทางท่องเที่ยวไปยังสถานที่ในประเทศไทยที่ท่านเคยไป					
32	เมื่อมีโอกาสท่านจะเดินทางท่องเที่ยวไปยังสถานที่ท่องเที่ยวในประเทศไทยที่ท่านประทับใจซ้ำอีก					
33	ท่านจะเลือกใช้บริการด้านการท่องเที่ยวในประเทศไทยกับบริษัทเดิม					

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มหาวิทยาลัยกรุงเทพ
ข้อตกลงว่าด้วยการอนุญาตให้ใช้สิทธิในวิทยานิพนธ์

วันที่ 22 เดือน มกราคม พ.ศ. 2564

ข้าพเจ้า (~~นาย/นาง~~/นางสาว) ณัฐรา คชสิทธิ์ อยู่บ้านเลขที่ 62 / 86
ซอย เรวัต 9 ถนน เทพารักษ์ ตำบล/~~แขวง~~ บางเมืองใหม่
อำเภอ/~~เขต~~ เมืองสมุทรปราการ จังหวัด สมุทรปราการ รหัสไปรษณีย์ 10270
เป็นนักศึกษาของมหาวิทยาลัยกรุงเทพ รหัสประจำตัว 7580500119

ระดับปริญญา ☐ ตรี ☒ โท ☐ เอก

หลักสูตร.....ศิลปศาสตรมหาบัณฑิต.....สาขาวิชา.....การจัดการอุตสาหกรรมบริการและการท่องเที่ยว.....
คณะ.....มนุษยศาสตร์และการจัดการการท่องเที่ยว..... ซึ่งต่อไปนี้จะเรียกว่า “**ผู้อนุญาตให้ใช้สิทธิ**” ฝ่ายหนึ่ง และ

มหาวิทยาลัยกรุงเทพ ตั้งอยู่เลขที่ 9/1 หมู่ 5 ถนนพหลโยธิน ตำบลคลองหนึ่ง อำเภอคลองหลวง จังหวัดปทุมธานี 12120 ซึ่งต่อไปนี้จะเรียกว่า “**ผู้ได้รับอนุญาตให้ใช้สิทธิ**” อีกฝ่ายหนึ่ง

ผู้อนุญาตให้ใช้สิทธิ และ ผู้ได้รับอนุญาตให้ใช้สิทธิ ตกลงทำสัญญากันโดยมีข้อความดังต่อไปนี้

ข้อ 1. ผู้อนุญาตให้ใช้สิทธิขอรับรองว่าเป็นผู้สร้างสรรค์และมีสิทธิแต่เพียงผู้เดียวในงานวิทยานิพนธ์หัวข้อ.....
THE COMPARISON BETWEEN THE CAUSAL MODELS OF BUYING DECISION-MAKING BEHAVIOR
AMONG THAI AND NON-THAI SENIOR TOURISTS TRAVELING IN THAILAND

ซึ่งถือเป็นส่วนหนึ่งของการศึกษาตามหลักสูตรศิลปศาสตรมหาบัณฑิต.....ของมหาวิทยาลัยกรุงเทพ
(ต่อไปนี้จะเรียกว่า “**วิทยานิพนธ์**”)


ข้อ 2. ผู้อนุญาตให้ใช้สิทธิตกลงยินยอมให้ผู้ได้รับอนุญาตให้ใช้สิทธิ ใช้สิทธิโดยปราศจากค่าตอบแทนและไม่มีกำหนดระยะเวลา ในการนำวิทยานิพนธ์ ซึ่งรวมถึงแต่ไม่จำกัดเพียงการทำซ้ำ ดัดแปลง เผยแพร่ต่อสาธารณชน ให้เข้าต้นฉบับหรือสำเนา งาน ให้ประโยชน์ในวิทยานิพนธ์ แก่ผู้อื่น อนุญาตให้ผู้อื่นใช้สิทธิโดยจะกำหนดเงื่อนไขอย่างหนึ่งอย่างใดหรือไม่ก็ได้ ไม่ว่าทั้งหมดหรือเพียงบางส่วน หรือการกระทำอื่นใดในลักษณะทำนองเดียวกัน

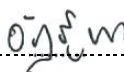
ผู้ได้รับอนุญาตให้ใช้สิทธิมีวัตถุประสงค์ในการเก็บรวบรวม ใช้ หรือเปิดเผยข้อมูลส่วนบุคคลของผู้อนุญาตให้ใช้สิทธิ เพื่อให้เป็นไปตามข้อตกลงว่าด้วยการอนุญาตให้ใช้สิทธิในวิทยานิพนธ์ ของผู้อนุญาตให้ใช้สิทธิตลอดไป โดยข้าพเจ้าในฐานะผู้อนุญาตให้ใช้สิทธิ ตกลงยินยอมให้ผู้ได้รับอนุญาตให้ใช้สิทธิทำการจัดเก็บรวบรวม ใช้ หรือเปิดเผยข้อมูลส่วนบุคคลดังกล่าวของข้าพเจ้าได้


ข้อ 3. หากกรณีมีข้อขัดแย้งในปัญหาสิทธิในวิทยานิพนธ์ระหว่างผู้อนุญาตให้ใช้สิทธิกับบุคคลภายนอกก็ดี หรือระหว่างผู้ได้รับอนุญาตให้ใช้สิทธิกับบุคคลภายนอกก็ดี หรือมีเหตุขัดข้องอื่นๆ เกี่ยวกับลิขสิทธิ์ อันเป็นเหตุให้ผู้ได้รับอนุญาตให้ใช้สิทธิไม่สามารถดำเนินงานนั้นออกทำซ้ำ เผยแพร่ หรือโฆษณาได้ ผู้อนุญาตให้ใช้สิทธิยินยอม

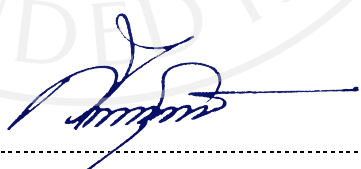
รับผิดชอบและชดใช้ค่าเสียหายแก่ผู้ได้รับอนุญาตให้ใช้สิทธิในความเสียหายต่างๆ ที่เกิดขึ้นแก่ผู้ได้รับอนุญาตให้ใช้สิทธิทั้งสิ้น

สัญญานี้ทำขึ้นสองฉบับ มีข้อความถูกต้องตรงกัน คู่สัญญาได้อ่านและเข้าใจข้อความในสัญญานี้โดยตลอดแล้ว จึงได้ลงลายมือชื่อไว้ต่อหน้าพยานเป็นสำคัญ และเก็บไว้ฝ่ายละฉบับ

ลงชื่อ  ผู้อนุญาตให้ใช้สิทธิ
(**นางสาวณัฐวรา คชสิทธิ์**)

ลงชื่อ  ผู้ได้รับอนุญาตให้ใช้สิทธิ
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