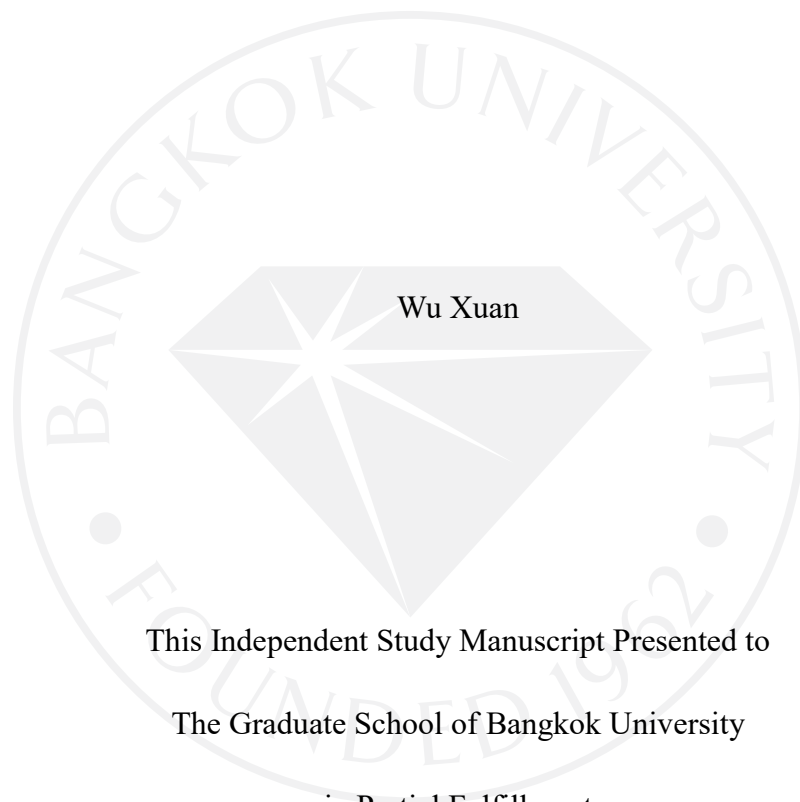THE IMPACTS OF PRODUCT ATTRIBUTES, PHYSICAL ENVIRONMENT, AND

CULTURAL AWARENESS ON CHINESE VISITORS TO VISIT NIGHT

MARKETS IN BANGKOK DISTRICT

THE IMPACTS OF PRODUCT ATTRIBUTES, PHYSICAL ENVIRONMENT, AND

CULTURAL AWARENESS ON CHINESE VISITORS TO VISIT NIGHT

MARKETS IN BANGKOK DISTRICT

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The Impacts of Product Attributes, Physical Environment, and Cultural Awareness on Chinese Visitors to Visit Night Markets in Bangkok District (58 pp.)

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ABSTRACT

This research aimed to identify factors that have impacts on Chinese visitors' decision making on visiting a night market when they come to Thailand. Based on findings of former researchers, product attributes, physical environment, and cultural awareness were chosen. A quantitative approach was deployed. Opinions of 300 Chinese citizens who had visited Thai night market at least once within 2017 were collected by questionnaire.

Statistical techniques for data analysis included descriptive and inferential statistics which were mean, standard deviation, and multiple regression analysis. The hypotheses were tested at the significant level of 0.05.

The findings were shown that product attributes, physical environment, and cultural awareness all affect Chinese visitors to do a decision to visit night markets in Bangkok while cultural awareness holds stronger influence than the other two factors.

Keywords: night market, Decision making, Chinese visitor, Thailand tourism

ACKNOWLEDGMENT

TABLE OF CONTENTS

TABLE OF CONTENTS (Continued)

LIST OF TABLES

LIST OF TABLES(Continued)

LIST OF FIGURES

CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem Statement

Night market is very prosperous in Asian countries, especially in Southeast Asia countries (Feng & Wu, 2016). There are many reasons for this phenomenon. For example, people tend to go outside after sunset because of the climate characteristics of Southeast Asian countries from which the concept of Night City is derived (Feng & Wu, 2016). Another reason is the working styles of Asian societies are different from those of Europe and the United States, Asian people work longer hours. Therefore, commercial activities and store management time are relatively extended, and night markets appear along with that (Cai, Peng, Zheng & Chen, 2015).

Regarding the increasing popularity of foreign tourists in Thailand, Thailand night markets become popular tourist spots for tourists (BMI Research, 2017). Different from shopping malls, night markets can better reflect the local culture and characteristics while satisfies tourists' purchase desire and provide a unique nightlife experience for visitors (Kuo, Chung & Kuo, 2012). In recent years, in order to attract tourists, night markets provided not only products of necessities (food and clothes) but also varieties of services (massage, haircut, nail painting), entertainment facilities (Ferris wheel, go-kart, video games) and performances (Thai boxing, magic show) (Tsai, 2013).

Bangkok, the political, economic and cultural center of Thailand, has a large number of night markets. They have different size, different types, different location, and different varieties of products. All these factors may affect visitors make decision to choose a night market to visit. On the other hand, Chinese tourists have become the

largest source of tourists in Thailand, and the number is increasing year by year (BMI Research, 2016). Thus Chinese tourists can become a representative group.

Various factors were found to influence consumers' decision making process in terms of visiting shopping mall or market among which physical environment and product attributes are essential (Rajagopal, 2010; Mohd Ali, 2013; Feng, and Wu, 2016; Said, Gambo, and Ismail, 2016). While taking about tourism attraction, culture is also an inevitable topic to discuss for improving culture tourist destination's attractiveness (Organization for Economic Co-operation and Development, 2009).

Consider all of the above factors, the research questions in this study will be:

(1) How product attributes affect Chinese visitors to make decision to visit night markets in Bangkok?

(2) How the physical environment affect Chinese visitors to make decision to visit night markets in Bangkok?

(3) How cultural awareness affect Chinese visitors to make decision to visit night markets in Bangkok?

The finding of this study can be used for a reference for operation a new night market, it also can help existing night markets to improve operation and management for attracting more tourists, especially Chinese visitors. For the shopping malls which want to attract more customers have the same reference function.

1.2 Objectives of Study

The purposes of this study are as follows:

1. To investigate the impact of product attributes on Chinese visitors' decision to visit night markets in Bangkok district.

2. To investigate the impact of physical environment on Chinese visitors' decision to visit night markets in Bangkok district.

3. To investigate the impact of cultural awareness on Chinese visitors' decision to visit night markets in Bangkok district.

1.3 Contribution of Study

By identify possible factors that could impact Chinese tourists' decision making on visiting Thai night market, this research could offer reference to operators relate to night market business in Thailand, such as market manager, policy makers on tourist, and manager of tourist agency. When they try to attract prospective visitors from Chinese tourist group, the influential factors should be areas they need to make improvement in.
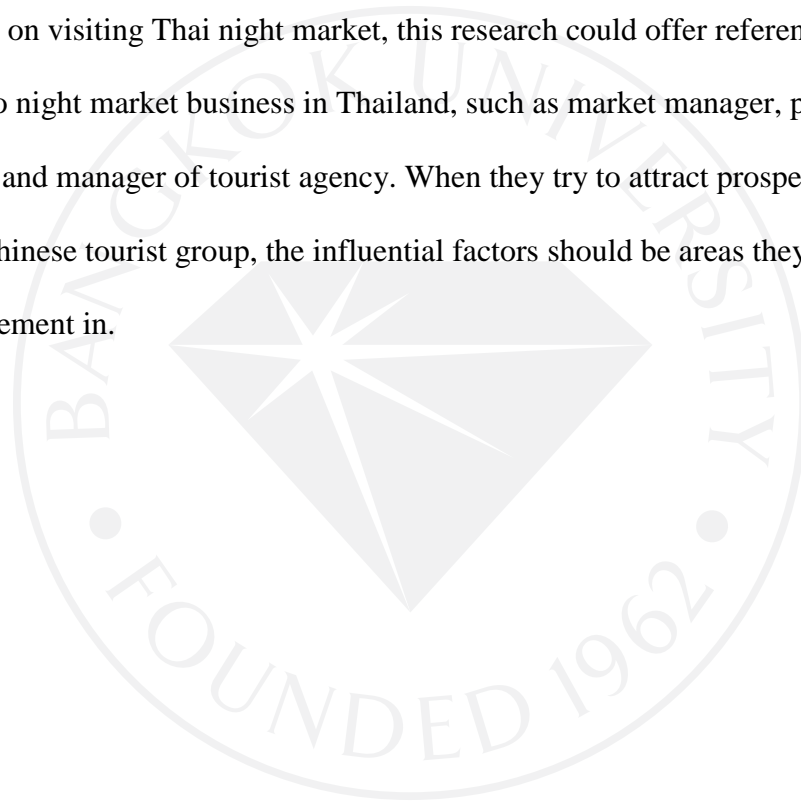
CHAPTER 2

LITERATURE REVIEW

2.1 Previous Studies and Hypothesis

Customers' decision making on choosing marketplace has been studied by various researches in names such as 'motives for marketplace (night market) visitation', 'preference of a marketplace', and 'decision-making in choosing a marketplace (shopping mall)' (Feng, and Wu, 2016; Rajagopal, 2010; Mohd Ali,2013). Feng and Wu (2016) suggest that the decision-making on choosing marketplace refers to the concept of shopping value. The concept shopping value reveals the hedonic and utilitarian benefits of shopping experiences (Babin et al, 1994, as cited in Feng, and Wu, 2016).

Product plays a primary role in attracting consumers as Rajagopal (2010) suggests that store attractiveness in terms of products and services as well as price should be important. Stores that are considered to charge low prices can attract value-conscious consumers based on this fact along (Peter, and Donnelly, 2013, p.48). The quality of products as well as newness can also influence consumers' notice (Peter, and Donnelly, 2013, p.48).

According to previous studies of Wakefield and Baker (1998, as cited in Mohd Ali, 2013) and Ismail(2007, as cited in Mohd Ali, 2013), 'tenant diversity' is the other dimensions to analyze a marketplace's attractiveness to consumer than 'physical environment'. 'Tenant diversity' refers to three factors: 'variety' which means various types of services prepared by marketplace for its consumers; 'mall essence' which includes goods and service prepared for consumers as well as concentration on the operational aspects such as diversity of shops, goods' quality,

goods' price, and after sale service; and 'entertainment' (Mohd Ali, 2013). This emphasizes the importance of product on attracting visitors in terms of price, variety, quality as well.

Because of that, the first hypothesis emerges as bellow.

Hypothesis 1: The product attributes can affect Chinese visitors to do a decision to visit night markets in Bangkok

According to previous studies of Wakefield and Baker (1998, as cited in Mohd Ali, 2013) and Ismail(2007, as cited in Mohd Ali, 2013), 'physical environment' is essential dimensions to analyze a marketplace's attractiveness to consumer. 'Physical environment' includes three factors: 'design' including ceiling, flooring/carpeting, architecture, internal view, layout and physical facilities; 'convenience' which addresses on security, parking spaces, width of the marketplace, comfortable of it and its capacity to offer commodities needed by the society; as wel as 'ambience' as a combination of music, colour, and sound (Mohd Ali, 2013). 'Aesthetics and design' of a market place is also seen as one of four factors that could attract customers as well as the other three factors are 'location of a mall', 'facilities and services', and 'quality of structures' (Said, Gambo, and Ismail, 2016).

In Rajagopal (2010)'s research on shoppers' shopping behavioral change , location and recreational facilities are also listed as factors that affect the preference of a marketplace among urban shoppers while others are ambience, store attractiveness in terms of products and services, brand value, price and shopping arousal.

In Feng and Wu (2016)'s research on local tourists' selection criteria for night market visitation, four factors were found and 'convenience' owns the

secondary importance which includes attributes of 'distance proximity', 'public transportation', 'articles for daily use', and 'diverse products'. 'Distance proximity' and 'public transportation' both imply the importance of location for night market.

The other three factors found in local tourists' selection criteria for night market visitation are 'tangibles', 'convenience', 'food', and 'psychological fulfillment' (Feng, and Wu, 2016). 'Tangibles' is primary including attributes of 'comfortable environment', 'cleanliness', 'bustling atmosphere', 'public security', 'store arrangement', 'friendly service', as well as 'reasonable price' (Feng, and Wu, 2016). Among those attributes, 'comfortable environment', 'cleanliness', 'bustling atmosphere', and 'public security' are all related to 'facilities' and as given above, 'facilities' is defined as an important factor attracting consumers (Said, Gambo, and Ismail, 2016; Rajagopal, 2010).

Based on that above, the second hypothesis emerges as bellow.

Hypothesis 2: The physical environment can affect Chinese visitors to do a decision to visit night markets in Bangkok

Culture is a highly complex portrait of people that includes almost everything like diet, climate, and festival (Wild, and Wild, 2016). Culture is also another important factor in tourism attraction. In the research given by the global forum named OECD (Organization for Economic Co-operation and Development) (2009), Culture is defined to have a mutually beneficial relationship as it creates distinctiveness for tourism product in a crowded global marketplace while tourism contribute to enhancing culture and offering financial support to cultural issues. Thus, all cultural features of night market in terms of physical environment, product, and activities should be considered in this study.

Culinary experiences can also be a key tourism attraction that local food and cuisine can affect visitors' destination choice and the enjoyment of the stay (Baltescu, 2016).

In that case, cultural awareness of tourists is also considered in this research. Therefore, the third hypothesis is as below:

Hypothesis 3: The cultural awareness can affect Chinese visitors to do a decision to visit night markets in Bangkok

2.2 Conceptual Framework

Based on previous studies, a comprehensive aggregation of factors including location, facilities, design, product, service, environment, psychology, and culture could have impact on consumer's decision-making on visiting a night market.

This study sums them up as 'product attributes', 'physical environment', and 'cultural awareness' Therefore, the framework of this study could be presented as in Figure 2.1.

Figure 2.1: Attractive Factor for Consumers' Decision on Visiting a Night Market

CHAPTER 3

METHODOLOGY

3.1 Research Design

This research uses quantitative research methods. In social sciences, quantitative research is widely used in psychology, economics, demography, sociology, marketing, community health, health & human development, gender and political science (Given & Lisa M, 2008). The researcher collects enough data through questionnaires and analyze the correlation between each independent variable and dependent variable. The questionnaire was designed by using 5-point scale to investigate the impacts of product attributes, physical environment, and cultural awareness on Chinese visitors to visit night markets in Bangkok.

3.2 Sampling Method and Sampling Selection

The 385 samples calculated by applying an equation proposed by Yamane (1973), was chosen from the target population.

The population of this research is Chinese visitors who visited Bangkok and visited the night market in Bangkok also in 2017. The sample survey does not limit the education and occupation of the samples but limit the time they visited the night market in Bangkok (in recent one year) in order to make the research results have universal applicability and reliability.

3.3 Research Instrument

The researcher made the Chinese version of the questionnaire into an online questionnaire on Tencent Questionnaire platform and put the questionnaire link address to several WeChat groups of Chinese people in Thailand which can pinpoint the target population.

The first part is demographic data. There are 3 questions in total. These 3 questions are Nominal questions.

Table 3.1: The questions of demographic data

Gender	1. Male 2. Female	Nominal
Age	1. 16 and below 2. 17 - 25 3. 26 - 35 4. 36 - 45 5. 46 - 55 6. 56 and above	Nominal
Visit frequency	1. Never 2. once 3. 2 - 4 times 4. 5 times and more	Nominal

The second part is questions of product attributes, physical environment and cultural awareness factors that may affect visitors' decision to visit a Bangkok night market, there are 13 questions in total. These questions are ordinal scale.

Table 3.2: The questions of product attributes, physical environment and cultural awareness factors

Product Attributes	The products have reasonable price.
	The night market has varieties of products to select.

(Continued)

Table 3.2 (Continued): The questions of product attributes, physical environment and

cultural awareness factors

Product Attributes	The products have good quality.
	The night market sells enough goods that are novel.
	The night market sells enough goods that are needed for daily use.
Physical Environment	Transportation is convenient to arrive the night market.
	The night market offers convenient physical facilities (such as toilet, shuttle bus, parking, etc.)
	The space and environments of the night market are clean.
	It's easy to look for the products because the night market is providing the guide maps in different positions.
Cultural Awareness	The cultural atmosphere and surrounding environment are interesting.
	The night market has a lot of Thai cultural products.
	The night market sells a lot of Thai cultural food and beverage.
	There are Thai cultural dancing at the night market.

The last part is questions of decision making about visiting the night market

in Bangkok, there are 5 questions in total. These questions are ordinal scale.

Table 3.3: The questions of decision making

Decision Making	You make sure that you will visit the night market in Bangkok.

Table 3.3 (Continued): The questions of decision making

Decision Making	You make sure that you will visit the night market in Bangkok after having enough information.
	You make sure that you will visit the night market in Bangkok if you do not have other places to visit.
	You make sure that you will visit the night market according to your previous visit.
	You make sure that you will visit the night market because of your life style of shopping at another new place.

3.4 Reliability and Content Validity

In order to rise the reliability of the research, and find out the potential questions that might emerged during the research. The researcher did the pretest of the research. The pretest is including product attributes, physical environment, cultural awareness and decision making. The researcher has selected 32 examples to start the pretest. The result is as table4. In this research, the researcher will use SPSS22.0 to analysis the data and go through the research. The researcher refers the reliability-Cronbach's alpha coefficient to measure the reliability (Zeng & Huang, 2005). In previous researches, if the Cronbach's alpha no less than 0.7, the research is reliable. Between 0.35 and 0.7, the research is acceptable, once the alpha is less 0.35, the research is not reliable.

Questions of the questionnaire are constructed on the base of previous researches given above and was approved by author's advisor Asst. Prof. Dr. Kasemson Pipatsirisak. Those assure the content validity of this research.

Table 3.4: The pretest of Cronbach's alpha of the questionnaire (Pretest).

The result of 32 samples		
Variables	Cronbach's alpha	Interpretation
All parts	0.918	Very High
Product Attributes	0.912	Very High
Physical Environment	0.910	Very High
Cultural Awareness	0.915	Very High
Decision Making	0.913	Very High

All the Cronbach's alpha is higher than 0.7, which means the questionnaire is reliable. After the collection of samples, the researcher collected 300 samples of Chinese visitors who have visited night market in Bangkok in recent one year. The researcher used the 300 samples to test the Cronbach's alpha. The content validity is approved by Asst. Prof. Dr. Kasemson Pipatsirisak.

Table 3.5: The Cronbach's alpha of the questionnaire (Total).

The result of 300 samples		
Variables	Cronbach's alpha	Interpretation
All parts	0.920	Very High
Product Attributes	0.913	Very High
Physical Environment	0.911	Very High
Cultural Awareness	0.895	Very High
Decision Making	0.880	Very High

All the Cronbach's alpha is higher than 0.7, which means the questionnaire is reliable. The content validity is approved by Asst. Prof. Dr. Kasemson Pipatsirisak.

CHAPTER 4

RESEARCH RESULTS

4.1 Summary of Demographic Data

Table 4.1: Frequency and percentage of demographic data: Gender

Gender	Frequency	Percent
Male	190	63.3
Female	110	36.7
Total	300	100.0

In this research, majority of the samples gender are male (63.3%, N=190), while minority of samples gender are female (36.7%, N=110).

Table 4.2: Frequency and percentage of demographic data: Age

Age	Frequency	Percent
16 and below	3	1.0
17 - 25	73	24.3
26 - 35	133	44.3
36 - 45	66	22.0
46 - 55	24	8.0
56 and above	1	0.3
Total	300	100.0

Majority of the samples age are between 26-35 years old (44.3%, N=133) and age between 16-25 years old (24.3%, N=73), It shows that the majority of Chinese visitors who travel to Thailand recruited in this research is youth.

Table 4.3: Frequency and percentage of demographic data: Visit Frequency (in recent

one year)

Age	Frequency	Percent
Never	0	0
once	188	62.7
2 - 4 times	97	32.3
5 times and more	15	5.0
Total	300	100.0

Majority of the samples are who have visited only one time at Bangkok night

market in recent one year (62.7%, N=188). Because people who have never visited at

Bangkok night market in recent one year are considered invalid questionnaires, so the

samples who have never visited at Bangkok night market is 0.

4.2 Results of Research Variables

From the second part to the third part, all the questions are using 5-point

scale method. Each question would be marked from 1 to 5. Determined as

"1=strongly disagree, 2=Disagree, 3=moderate, 4=agree, 5=strongly agree." As this

survey adopts 5-point scale questions, the average level of influencing factors. Will be

defined as following:

Average score from 1.00 to 1.80 refer to strongly disagree

Average score from 1.81 to 2.60 refer to disagree

Average score from 2.61 to 3.40 refer to moderate

Average score from 3.41 to 4.20 refer to agree

Average score from 4.21 to 5.00 refer to strongly agree

Table 4.4: The Mean and Standard deviation of the impact of product attributes on

Chinese visitors' decision to visit night markets in Bangkok district (N=300)

Product Attributes	Mean	Std. deviation	Interpretation
The products have reasonable price.	3.96	0.785	Agree
The night market has varieties of products to select.	3.91	0.693	Agree
The products have good quality.	3.73	0.752	Agree
The night market sells enough goods that are novel.	3.84	0.731	Agree
The night market sells enough goods that are needed for daily use.	3.77	0.824	Agree

In the table 4.4, the result shows that majority of Chinese visitors agree that product attributes is available at the night markets in Bangkok. The products having reasonable price is ranked in agree level (Mean=3.96, Std. deviation=0.785). The night market having varieties of products to select is ranked in agree level (Mean=3.91, Std. deviation=0.693). The products having good quality is ranked in agree level (Mean=3.73, Std. deviation=0.752). The night market selling enough goods that are novel is ranked in agree level (Mean=3.84, Std. deviation=0.731). The night market selling enough goods that are needed for daily use is ranked in agree level (Mean=3.77, Std. deviation=0.824). From the result we can know that product

attributes can affect Chinese visitors to do a decision to visit night markets in

Bangkok.

Table 4.5: The Mean and Standard deviation of the impact of physical environment on

Chinese visitors' decision to visit night markets in Bangkok district (N=300)

Physical Environment	Mean	Std. deviation	Interpretation
Transportation is convenient to arrive the night market.	3.82	0.769	Agree
The night market offers convenient physical facilities (such as toilet, shuttle bus, parking, etc.)	3.85	0.701	Agree
The space and environments of the night market are clean.	3.76	0.730	Agree
It's easy to look for the products because the night market is providing the guide maps in different positions.	3.73	0.815	Agree

In the table 4.5, the result shows that majority of Chinese visitors agree that

physical environment is available at the night markets in Bangkok. Transportation

being convenient to arrive the night market is ranked in agree level (Mean=3.82, Std.

deviation=0.769). The night market offering convenient physical facilities is ranked in

agree level (Mean=3.85, Std. deviation=0.701). The space and environments of the

night market being clean is ranked in agree level (Mean=3.76, Std. deviation=0.730).

The night market providing the guide maps in different positions is ranked in agree

level (Mean=3.73, Std. deviation=0.815). From the result we can know that physical

environment can affect Chinese visitors to do a decision to visit night markets in

Bangkok.

Table 4.6: The Mean and Standard deviation of the impact of cultural awareness on

Chinese visitors' decision to visit night markets in Bangkok district (N=300)

Cultural Awareness	Mean	Std. deviation	Interpretation
The cultural atmosphere and surrounding environment are interesting.	3.90	0.797	Agree
The night market has a lot of Thai cultural products.	3.93	0.719	Agree
The night market sells a lot of Thai cultural food and beverage.	3.81	0.789	Agree
There are Thai cultural dancing at the night market.	3.73	0.872	Agree

In the table 4.6, the result shows that majority of Chinese visitors agree that

cultural awareness is available at the night markets in Bangkok. The cultural

atmosphere and surrounding environment being interesting is ranked in agree level

(Mean=3.90, Std. deviation=0.797). The night market having a lot of Thai cultural

products is ranked in agree level (Mean=3.93, Std. deviation=0.719). The night

market selling a lot of Thai cultural food and beverage is ranked in agree level

(Mean=3.81, Std. deviation=0.789). There being Thai cultural dancing at the night

market is ranked in agree level (Mean=3.73, Std. deviation=0.872). From the result

we can know that cultural awareness can affect Chinese visitors to do a decision to

visit night markets in Bangkok.

Table 4.7: The Mean and standard deviation of decision making (N=300)

Decision Making	Mean	Std. deviation	Interpretation
You make sure that you will visit the night market in Bangkok.	3.64	0.935	Agree
You make sure that you will visit the night market in Bangkok after having enough information.	3.71	0.750	Agree
You make sure that you will visit the night market in Bangkok if you do not have other places to visit.	3.62	0.765	Agree
You make sure that you will visit the night market according to your previous visit.	3.67	0.827	Agree
You make sure that you will visit the night market because of your life style of shopping at another new place.	3.56	0.929	Agree

In the table 4.7, the result shows that the decision making of Chinese visitors is ranked in agree level. Majority Chinese visitors agree that they will visit the night market in Bangkok (Mean=3.64, Std. deviation=0.935). Majority Chinese visitors agree that they will visit the night market in Bangkok after having enough information (Mean=3.71, Std. deviation=0.750). Majority Chinese visitors agree that they will visit the night market in Bangkok if they do not have other places to visit (Mean=3.62, Std. deviation=0.765). Majority Chinese visitors agree that they will visit the night market according to their previous visit (Mean=3.67, Std. deviation=0.827). Majority Chinese visitors agree that they will visit the night market because of their life style of shopping at another new place (Mean=3.56, Std. deviation=0.929).

Table 4.8: The summary of Mean and Standard deviation of all variables.

Variables	Mean	Std. deviation	Interpretation
Product Attributes	3.84	0.757	Agree
Physical Environment	3.79	0.754	Agree
Cultural Awareness	3.84	0.794	Agree
Decision Making	3.64	0.841	Agree

Table 4.9: Product attributes and physical environment and culture awareness toward the decision making.

Independent Variables	B	Std. Error	Beta	t	Sig.
Product Attributes	0.803	0.045	0.720	17.890	.000*
Physical Environment	0.938	0.058	0.685	16.252	.000*
Cultural Awareness	0.948	0.052	0.725	18.169	.000*

a. Dependent Variable: destination decision

Adjusted R2: 0.526 df:(1), (298) F:330.109 P≤.000

*Significant at 0.05 level

The researcher uses the regression analysis method to analysis that if the product attributes can affect Chinese visitors to do a decision to visit night markets in Bangkok or not. From the table 4.9, the value of Adjusted R2 can explain that the product attributes have moderate prediction power 52% of total decision making. The product attributes (β =0.720) had positively affected on the decision making (P≤ 0.05).

Therefore, the hypothesis 1 was accepted. The significant level is at 0.05.

The researcher uses the regression analysis method to analysis that if the physical environment can affect Chinese visitors to do a decision to visit night markets in Bangkok or not. From the table 4.9, the value of Adjusted R2 can explain that the physical environment has moderate prediction power 52% of total decision making. The physical environment (β =0.685) had positively affected on the decision making (P≤0.05).

Therefore, the hypothesis 2 was accepted. The significant level is at 0.05.

The researcher uses the regression analysis method to analysis that if the cultural awareness can affect Chinese visitors to do a decision to visit night markets in Bangkok or not. From the table 4.9, the value of Adjusted R2 can explain that the cultural awareness has moderate prediction power 52% of total decision making. The cultural awareness (β =0.725) had positively affected on the decision making (P≤ 0.05).

Therefore, the hypothesis 3 was accepted. The significant level is at 0.05.

It can revolve that among the influence of product attributes (β=0.720), physical environment (β=0.685) and cultural awareness (β=0.725) differently affects Chinese visitors to do a decision to visit night markets in Bangkok. Cultural awareness is stronger than the product attributes and physical environment.

After the hypothesis testing, the following table is the results of hypothesis.

4.3 Summary of Hypothesis Testing

Table 4.10: The summary of Hypothesis testing and results.

Hypothesis	Results
Hypothesis 1: The product attributes can affect Chinese visitors to do a decision to visit night markets in Bangkok	Accepted
Hypothesis 2: The physical environment can affect Chinese visitors to do a decision to visit night markets in Bangkok	Accepted
Hypothesis 3: The cultural awareness can affect Chinese visitors to do a decision to visit night markets in Bangkok	Accepted

CHAPTER 5

DISCUSSION

5.1 Research Findings and Conclusion

This research aims to identify possible impact of some qualities of Thai night market on Chinese visitors' decision making in terms of visiting. In light of previous literatures, product attributes, physical environment, and cultural awareness were chosen as prospective factors to be studied. 300 Chinese participants who had visited Thai night market at least once in 2017 were asked to offer their opinions around the three factors. Questionnaire was used to collect participants' opinion and the data was analyzed through quantitative approaches.

According to the statistic, there hypotheses were approved as follows.

1. The product attributes can affect Chinese visitors to do a decision to visit night markets in Bangkok.

2. The physical environment can affect Chinese visitors to do a decision to visit night markets in Bangkok.

3. The cultural awareness can affect Chinese visitors to do a decision to visit night markets in Bangkok.

More precisely, reasonable price, varieties, good quality, high level of creativity, and practicability of product sold in the market all own influence on Chinese visitors' decision making on visiting Thai night market. Regarding physical environment, convenience derives from accessible transportation and facilities, cleanness of the market, and clear guidance for visiting could contribute to Chinese visitors' arriving. Culture is also relevant to Chinese visitors' decision visiting. As given by the result of this research, cultural atmosphere and surrounding, Thai style

products, Thai food, and Thai cultural performance are all capable to affect Chinese visitors to do a decision to visit night markets in Bangkok.

Nevertheless, there is a predisposition to visit night market for Chinese visitor when coming to Thailand. Most of the participants agreed that night market is a must-go stop during their visit in Thailand, though they will take collected information and previous visiting experience into consideration when making a visiting decision.

5.2 Discussion

The recognition of product's impact on Chinese visitors' visiting intention in this research conform to former researchers' emphasis on product price (Rajagopal, 2010; Peter, and Donnelly, 2013) and diversity (Wakefield,and Baker, 1998, as cited in Mohd Ali, 2013; Ismail,2007, as cited in Mohd Ali, 2013) . The emphasis was taken to study attractiveness of marketplace which relies on offering consumer with shopping value and is of more general extent than night market.

The finding that physical environment affect Chinese visitors to do decision to visit night market in Bangkok is consonance with what Feng and Wu (2016) uncovered in their research on Taiwan local tourist's selection criteria for night market as well as Rajagopal (2010)'s findings on urban shoppers' preference on marketplace's location.

The finding that cultural awareness can influence Chinese visitors' visiting decision squares with global authority (OECD, 2009)'s cry for culture conservation on tourism product.

Since majority of participants claims that they will go to a night market in Thailand whatsoever, there could be the presumption that, for current Chinese tourists,

at least for recent years, the hesitation of 'whether to go to a night market or not' has been skipped (or never existed) and their notion is more about 'which one to go to' consequently. That is to say, the three contributors identified in this research as known as product attributes, physical environment, and cultural awareness toward Chinese visitors' decision making, are not about deciding on going to a place for fun among many options including night market but choosing one night market out of many others.

This study has limitations ascribed to sampling method. Random sampling was adopted in recruiting participants. That avoids subjective influences from researcher on data resources with a risk of misrepresenting Chinese visitor as a group. Alone with that, the sample size could be larger to get a more accurate result considering the population of Chinese visitor.

5.3 Managerial Implementation

This research confirms a fascinate picture for operators relate to night market business in Thailand, such as market manager, policy makers on tourist, and manager of tourist agency. Visiting night market as a rigid demand of increasing Chinese visitors assure consistent benefit to them.

According to this research, products, environments, and cultural characteristic are three domains they should keep making improvements to attract Chinese visitors. It is recommended that managers to watch Chinese customs' satisfaction index on product's price, quality, varieties, creativity, and practicability. Among the five product attributes, to heighten attraction, reasonable price, more consumption options ascribed to product diversity, and as many as possible novel

goods should be the given more attention than good's quality and their daily-life utility in communication with target visitors.

Considering infrastructure construction, they should offer accessible transportation to customers (shuttle vehicle if needed), create a comfortable environment by cleansing the area, building as convenient human-friendly facilities as possible, and guiding visiting clearly. Convenience both in terms of transportation and shopping experience should be highlighted in promoting night market to Chinese visitors.

Characterizing night market with appealing cultural presentations is also a prime path to attract Chinese tourists. Managers can strengthen their market's attraction through cultural decoration, food, products, and even performances. Given the data above, possibility to buy appropriate Thai cultural products is lightly more attractive than being exposed to characterized cultural atmosphere. And cultural performance is with the least expectation from Chinese visitors which though also owns influence. Thanks to diverse Thai culture and advanced creative industry in Thailand, each night market here could build their own cultural feature, which may lead to a win-win differential competition among local night markets.

5.4 Future Research

As product attributes' impact on Chinese visitors' decision making on visiting is confirmed in this research, it is clear that purchasing demand is also a driven factor for them to go to night market alongside touring demand. Are they of equal importance in Chinese customers' decision making? In other words, are Chinese customers treating Thai night market as a tourist attraction where they mainly walk around for leisure purpose or as a 'market' where they can buy souvenirs? By

answering this question, managers could allocate their limited resources more accurately on improving customer satisfaction.

In addition, researches could be conducted to dig into Chinese customers' psychological level in order to see the reason of their insistence on purchasing demand in deciding visiting night market as well as to see if tourists from other country/culture own the same concern in decision making.

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APPENDIX

Reliability testing pretest (All Parts)

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	32	100.0
	Excluded[a]	0	.0
	Total	32	100.0

a. Listwise deletion based on all

variables in the procedure.

Reliablility Statistics

Cronbach's Alpha	N of Items
.918	21

Reliability testing total (All Parts)

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded[a]	0	.0
	Total	300	100.0

a. Listwise deletion based on all

variables in the procedure.

Reliablility Statistics

Cronbach's Alpha	N of Items
.953	18

Scale: Q4 PART

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded[a]	0	.0
	Total	300	100.0

a. Listwise deletion based on all

variables in the procedure.

Reliablility Statistics

Cronbach's Alpha	N of Items
.878	5

Scale: Q5 PART

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded[a]	0	.0
	Total	300	100.0

a. Listwise deletion based on all

variables in the procedure.

Reliablility Statistics

Cronbach's Alpha	N of Items
.860	4

Scale: Q6 PART

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded[a]	0	.0
	Total	300	100.0

a. Listwise deletion based on all

variables in the procedure.

Reliablility Statistics

Cronbach's Alpha	N of Items
.852	4

Scale: Q7 PART

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded[a]	0	.0
	Total	300	100.0

a. Listwise deletion based on all

variables in the procedure.

Reliablility Statistics

Cronbach's Alpha	N of Items
.879	5

Demographic Data

Gender

		Frequency	Percent
Valid	male	190	63.3
	female	110	36.7
	total	300	100.0

Age

		Frequency	Percent
Valid	16 and below	3	1.0
	17-25	73	24.3
	26-35	133	44.3
	36-45	66	22.0
	46-55	24	8.0
	56 and above	1	.3
	total	300	100.0

Frequency

		Frequency	Percent
Valid	once	188	62.7
	2-4 times	97	32.3
	5 times and more	15	5.0
	total	300	100.0

Descriptive Statistics

Product Attributes

	N	Mean	Std. deviation
Price	300	3.96	.785
Varieties	300	3.91	.693
Quality	300	3.73	.752
Novel	300	3.84	.731
Daily Use	300	3.77	.824
Total	**300**	**3.84**	**.757**

Physical Environment

	N	Mean	Std. deviation
Transportation	300	3.82	.769
Facilities	300	3.85	.701
Clean	300	3.76	.730
Guide Maps	300	3.73	.815
Total	**300**	**3.79**	**.754**

Cultural Awareness

	N	Mean	Std. deviation
Interesting	300	3.90	.797
Cultural Products	300	3.93	.719
Cultural Foods	300	3.81	.789
Dancing	300	3.73	.872
Total	**300**	**3.84**	**.794**

Decision Making

	N	Mean	Std. deviation
Q7.1	300	3.64	.935
Q7.2	300	3.71	.750
Q7.3	300	3.62	.765
Q7.4	300	3.67	.827
Q7.5	300	3.56	.928
Total	**300**	**3.64**	**.841**

Regreesion Analysis

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	Q4ALL, Q5ALL, Q6ALL	.	Enter

a. All requested variables entered.

b. Dependent Variable:

Q7 ALL

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.768[a]	.590	.585	2.23340

a. Predictors: (Constant), Q4ALL, Q5ALL, Q6ALL.

Anova[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2120.922	3	706.974	141.732	.000[a]
	Residual	1476.474	296	4.988		
	Total	3597.397	299			

a. Predictors: (Constant), Q4ALL, Q5ALL, Q6ALL.

b. Dependent Variable: Q7ALL

		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	BETA	t	Sig.
	Q4ALL	.803	.045	.720	17.890	.000
	Q5ALL	.938	.058	.685	16.252	.000
	Q6ALL	.948	.052	.725	18.169	.000

a. Dependent Variable: Q7ALL

QUESTIONNAIRE

Dear respondents,

This questionnaire is part of the Independent Study of a BU Master Candidate. The objective is to define some factors that impact Chinese visitors' decision-making of night market visitation in Bangkok of Thailand.

Please read each question carefully and provide a truthful response based on your own experiences. Your answer will be kept confidential.

After you finish answering the questionnaire, please press the submit button at the end.

Thank you for your cooperation!

Part 1: Personal Profiles

Q1 Your gender

1. Male

2. Female

Q2 Your age

1. 16 and below

2. 17- 25

3. 26- 35

4. 36- 45

5. 46- 55

6. 56 and above

Q3 Frequency of your visit at Bangkok night market in recent one year

1. Never

2. Once

3. 2-4 times

4. 5 times and more

Part 2: Personal Attitudes

There are several possible factors that may affect your decision to visit a Bangkok

night market, please choose the number that best represents your opinions.

Q4 According to your experience in visiting the night markets in Bangkok, what you think about "PRODUCT ATTRIBUTES" available at those markets.	Strongly disagree	disagree	Neither agree nor disagree	agree	Strongly agree
	1	2	3	4	5
The products have reasonable price.					
The night market has varieties of products to select.					
The products have good quality.					
The night market sells enough goods that are novel.					
The night market sells enough goods that are needed for daily use.					

| Q5 According to your experience in visiting the night markets in Bangkok, what you think about "PHYSICAL ENVIRONMENT" available at those markets.	Strongly disagree	disagree	Neither agree nor disagree	agree	Strongly agree
	1	2	3	4	5
Transportation is convenient to arrive the night market.					
The night market offers convenient physical facilities (such as toilet, shuttle bus, parking, etc.)					
The space and environments of the night market are clean.					
It's easy to look for the products because the night market is providing the guide maps in different positions.					

Q6 According to your experience in visiting the night markets in Bangkok, what you think about "CULTURAL AWARENESS" available at those markets.	Strongly disagree	disagree	Neither agree nor disagree	agree	Strongly agree

	1	2	3	4	5
The cultural atmosphere and surrounding environment are interesting.					
The night market has a lot of Thai cultural products.					
The night market sells a lot of Thai cultural food and beverage.					
There are Thai cultural dancing at the night market.					

Q7 How do you make your decision to visit the night market in Bangkok?	Strongly disagree	disagree	Neither agree nor disagree	agree	Strongly agree
	1	2	3	4	5
You make sure that you will visit the night market in Bangkok.					
You make sure that you will visit the night market in Bangkok after having enough information.					
You make sure that you will visit the night					

market in Bangkok if you do not have other places to visit.					
You make sure that you will visit the night market according to your previous visit.					
You make sure that you will visit the night market because of your life style of shopping at another new place.					

Thank you !
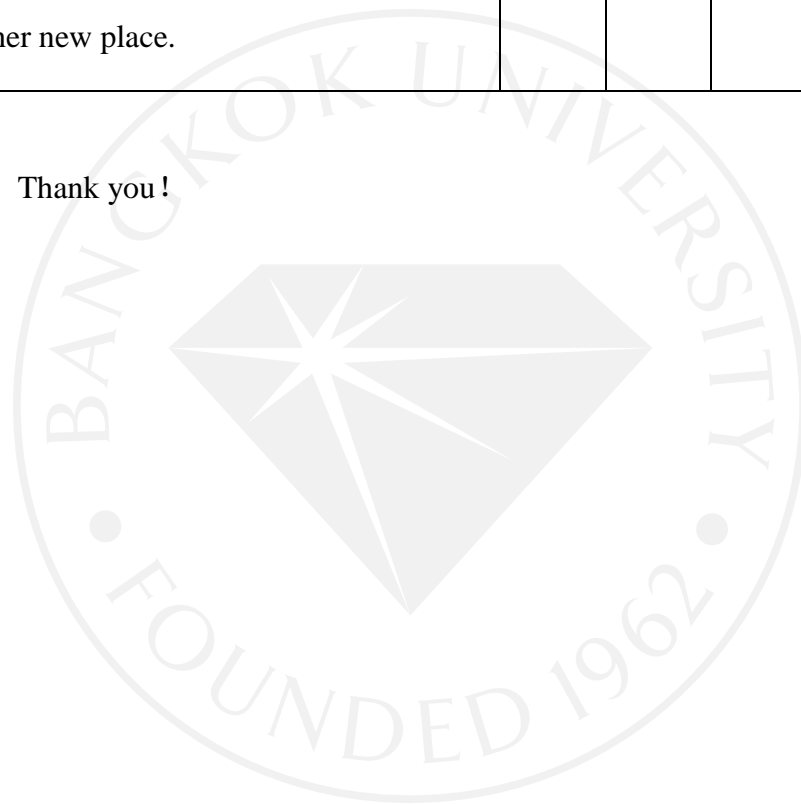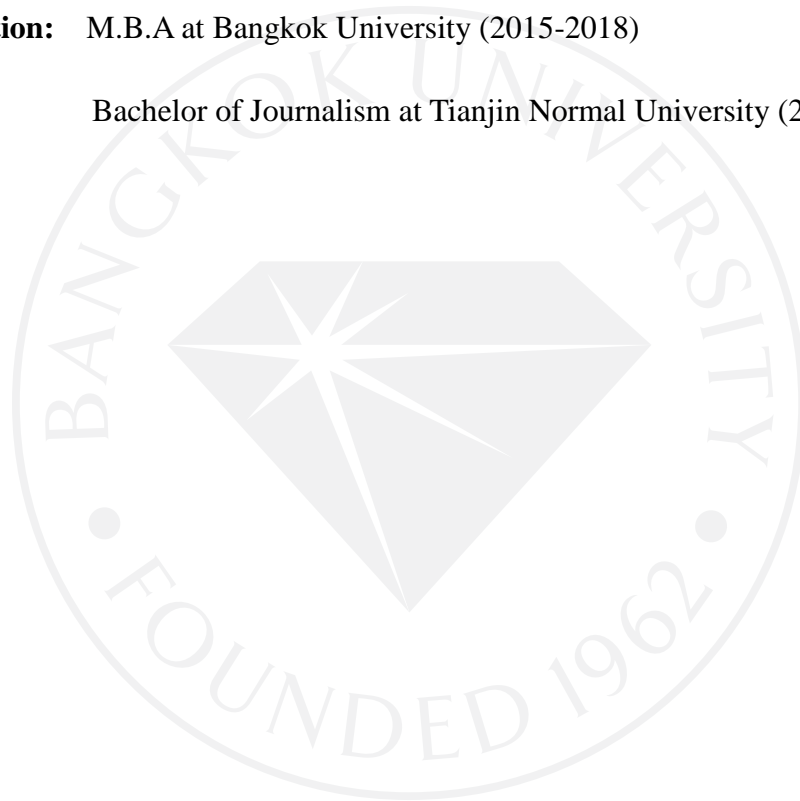
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