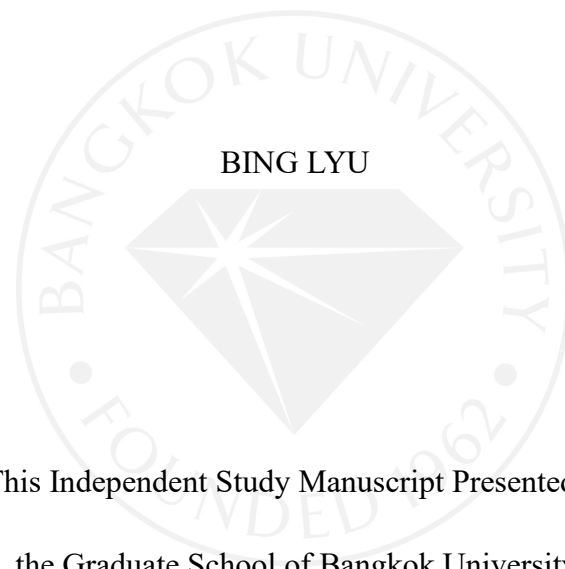


THE IMPACT OF MARKETING MIX FACTORS ON THAI FOODS'

BUYING BEHAVIOR OF CHINESE TOURISTS



THE IMPACT OF MARKETING MIX FACTORS ON THAI FOODS'
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This Independent Study Manuscript Presented to
the Graduate School of Bangkok University

in Partial Fulfillment

of the Requirement of the Degree

Master of Arts in Hospitality and Tourism Industry Management

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Bing Lyu

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บัณฑิตวิทยาลัย มหาวิทยาลัยกรุงเทพ
อนุมัติให้การค้นคว้าอิสระเป็นส่วนหนึ่งของการศึกษาตามหลักสูตร
ศิลปศาสตรมหาบัณฑิต สาขาวิชาการจัดการอุตสาหกรรมบริการและการท่องเที่ยว

เรื่อง THE IMPACT OF MARKETING MIX FACTORS ON THAI FOODS' BUYING
BEHAVIOR OF CHINESE TOURISTS

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The Impact of Marketing Mix Factors on Thai Food's Buying Behavior of Chinese Tourists (77 pp)

Advisor: Natanuj Chandavimol, Ph.D.

ABSTRACT

This research aimed to study the impact of marketing mix factors on Thai foods' buying behavior of Chinese tourists. This study used a quantitative research approach using online questionnaires to collect data from 400 samples of Chinese tourists, who travelled to Thailand in 2019, by convenience sampling methods. Descriptive statistics: frequency and percentage were used to analyze the demographic characteristics of respondents. Mean and standard deviations were used to analyze opinions of Chinese tourists on marketing mix factors affecting the buying behavior of Thai foods. Inferential statistics using multiple regression was used to test the hypotheses of marketing mix factors affecting the buying behavior of Thai foods by Chinese tourists.

The results showed that place, price, promotion factors have an impact on the average spending of Chinese tourists on Thai foods at a statistical significance level of 0.05. Price factor has an impact on the proportion of spending buy Chinese tourists on Thai foods at a statistical significance level of 0.05. Product factor also has an impact on the proportion of Thai food meals purchased by Chinese tourists at a statistical significance level of 0.05.

Keywords: Marketing Mix Factors, Thai foods' buying behavior, Chinese

Tourists



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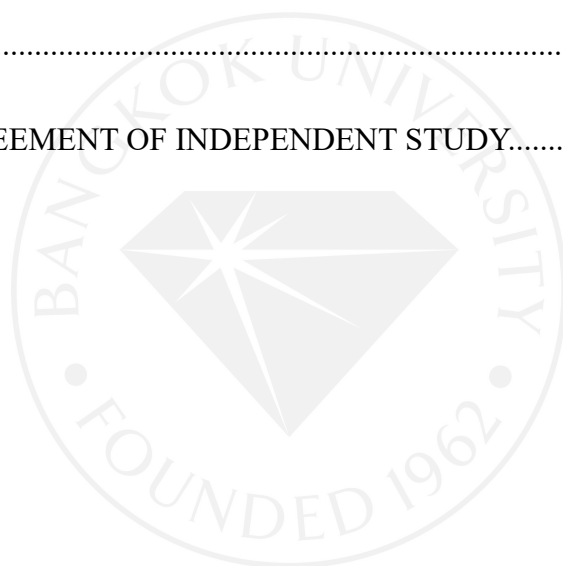
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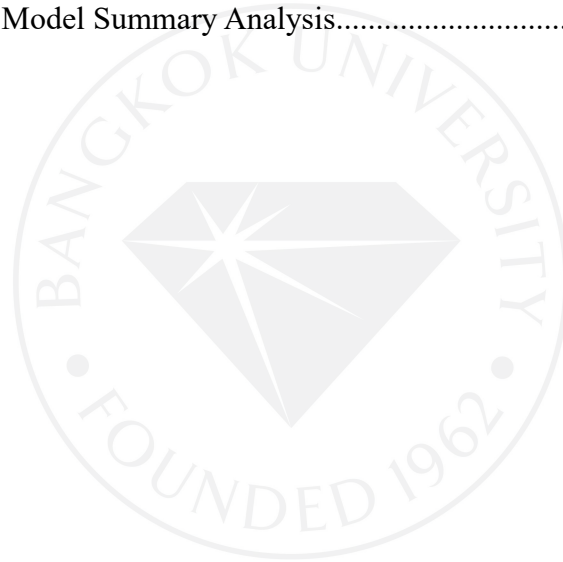
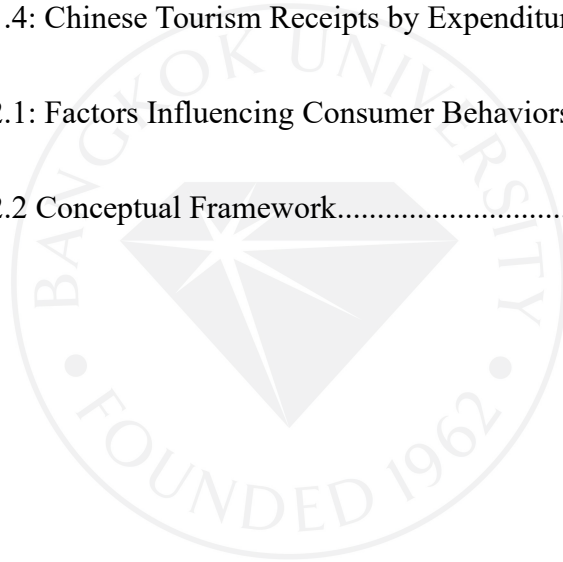


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CHAPTER 1

INTRODUCTION

1.1 Background

The tourism industry plays a significant role in economic development in Thailand. Thailand had become a popular travel destination for many people around the world, since the nation has been striving to boost the national tourism industry for nearly fifty years. It can be fixed as a major source of foreign exchange, job creation, wages, and government revenues (Asian and the Pacific, 2011). In 2019, Mastercard's Global Destination Cities Index disclosed Bangkok as the first place city for the fourth consecutive year while Paris overtakes London for the second place spot (Robino, 2019).

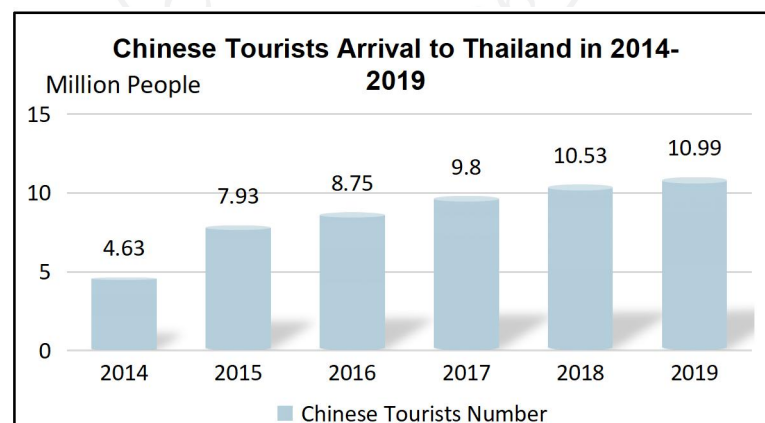


Figure 1.1: Number of Chinese Tourists Arrivals to Thailand in 2014 - 2019

Source: Ministry of Tourism and Sports of Thailand (2019)

From figure 1.1, there were stably increasing trend in Chinese tourists who chosen travelling around Thailand.

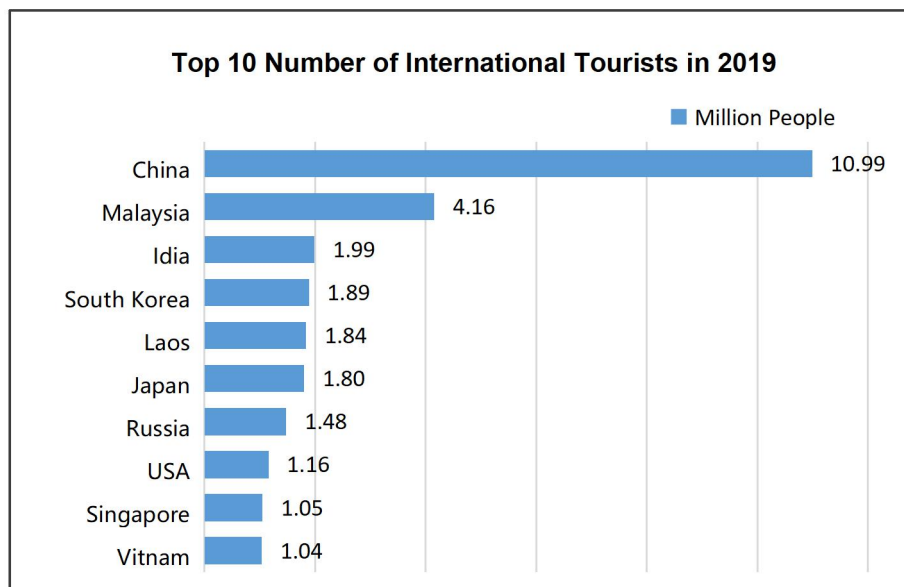


Figure 1.2: Top 10 Number of International Tourists in 2019

Source: Ministry of Tourism and Sports of Thailand. (2019).

From Figure 1.2, in 2019, the number of Chinese tourists visited Thailand were the largest and it was around 2.6 times more than Malaysia which was in the second place. Above all, it is indicated that Chinese tourists occupy the largest market share.

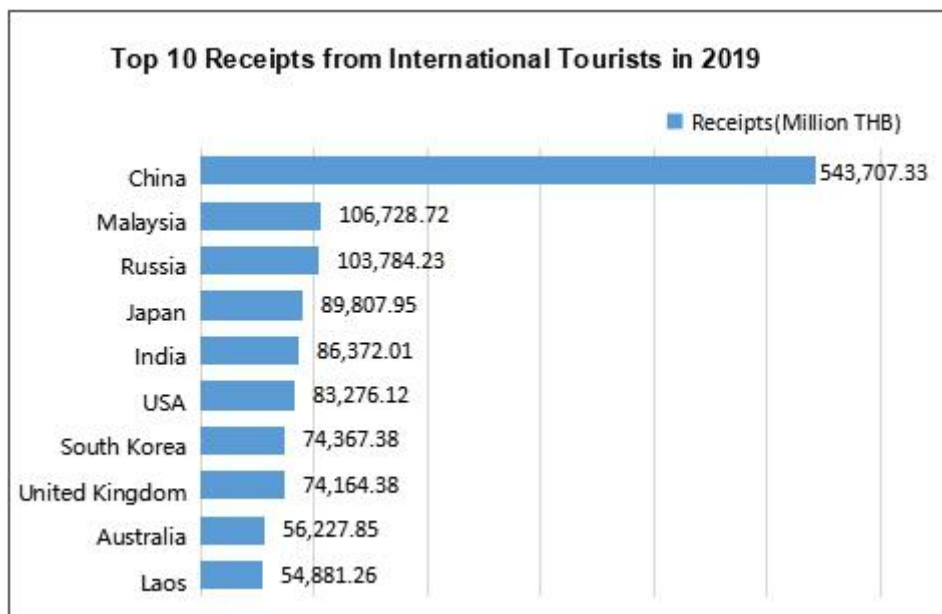


Figure 1.3: Top 10 Receipts from International Tourists in 2019

Source: Ministry of Tourism and Sports of Thailand. (2019).

Figure 1.3, it illustrated that China was a country that generated 543,707.33 million baht for Thailand inbound tourism in 2019, and it was approximately 5 times more than Malaysia which was in the second place, generated 106,728.72 million baht. Chinese annual capital injection into Thailand was US\$15,342 million. The total capital quantity was more than other countries. The average daily consumption of Chinese tourists in Thailand was US\$192, 53% higher than the average daily consumption of European tourists, which were US\$125 (The Thaiger, 2019). Therefore, Chinese tourists provided a great number of potential opportunities for the development of Thai food services in the tourism market in Thailand.

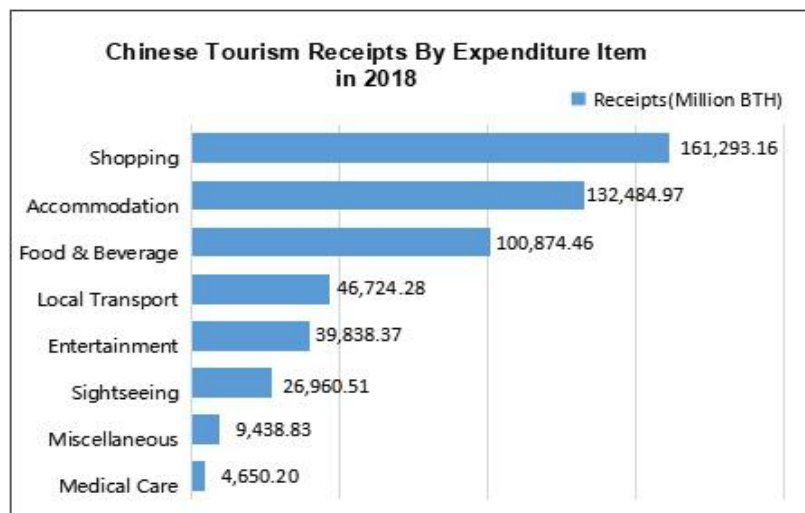


Figure 1.4: Chinese Tourism Receipts by Expenditure Item in 2018

Source: Ministry of Tourism and Sports of Thailand. (2018).

From Figure 1.4, the ability to consume of Chinese tourists was ahead any other international tourists, however, their expenditures on food and beverages were not significant in their total spending on a trip. Therefore, there are some opportunities to increase the expenditures of Chinese tourists on this part, which was expected to expand gradually since the Thai government wanted to promote Thailand as the destination of food (Tungsirisurp & Athigapanich, 2017).

TAT has been played a significant role in getting the kingdom's gastronomy word out (Newsroom, 2019). It is closely involved with the UNWTO and hosted the 4th UNWTO Forum on gastronomy tourism in 2018. Thailand became the first country in Asia to host the event and participants raved about the smiling Thai hospitality. In a noteworthy movement in recent years, TAT teamed up with century-old France-based Michelin renowned the world over for their restaurant star rating system. The partnership produced the first Michelin Guide Bangkok. The inaugural

Bangkok guide highlights 98 restaurants including international, Asia and mostly Thai with 28 Thai street-food stalls. It seems to be effective: Michelin sustainable rated the destination highly, as additional accolades were going to numerous restaurants across the country in the 2019 edition of the influential guidebook (Newsroom, 2019). Many new restaurants were added to the selection in Thailand, reinforcing Thailand's reputation as a go-to destination for gastronomy (Colin, 2018). Accordingly, Thailand has determined to become a gastronomic destination.

Thai food is an important part of tourism in Thailand, since it can show Thai culture and life style to tourists when they are experiencing Thailand as visitors (NEWS, 2019). However, the Ministry of Tourism and Sports of Thailand indicated that Chinese tourists in the third ranking of spending on food and beverages. Therefore, studying marketing mix factors affecting Thai Foods' Buying Behavior of Chinese Tourists in terms of average spend on Thai foods, and the proportion of spending on Thai foods, and proportion of Thai food meals would assist Thai food entrepreneurs to better understand the buying behavior of Chinese tourists. This can be used to improve their marketing strategies, which can generate an increase in spending on food as well as bring more revenue to Thailand, which can liven up the Thai economy.

1.2 Research Objectives

To study marketing mix factors affecting Thai Foods' Buying Behavior of Chinese Tourists.

1.3 Research Questions

How do marketing mix factors affect Thai foods' buying behavior of Chinese tourists?

1.4 Scope of the Study

1.4.1 Scope of content

This research aimed to study the marketing mix factors affecting Thai Foods' Buying Behavior of Chinese Tourists. Marketing mix factors covered product (taste, appearance, hygiene, packaging, and variety), price (reasonable price, payment method, and price range), place (convenience, availability), and promotion (advertisement, discount, sales promotion). The buying behavior on Thai foods of Chinese tourists covering average spending on Thai foods, and the proportion of spending on Thai foods, and the proportion of Thai food meals.

1.4.2 Scope of Population and Sample

The number of Chinese tourists in Thailand reached 10.99 million people in 2019 (Ministry of Tourism and Sports of Thailand, 2020). Sample group was 400 Chinese tourists, travelled to Thailand in 2019.

1.4.3 Scope of Related Variables

In this study, variables are presented as follows:

Independent variables

Marketing mix factors (product, price, place, and promotion)

Dependent variables

Thai foods' buying behavior of Chinese tourists (average spending on Thai

foods, proportion of spending on Thai foods, proportion of Thai foods).

1.5 Benefits of the Research

1.5.1 This study aimed to help Thai food entrepreneurs to better understand Chinese tourists' demand to improve marketing strategies, which will bring both revenue and profits to Thailand tourism and Thai food industry.

1.5.2 This study aimed to contribute effective implications to Thai government agencies, responsible for promoting and developing strategies of food tourism by focusing on Chinese tourists.

1.6 Definitions of Terms

Marketing mix refers to an effective tool used to mediate in the market, including the four main elements of product, price, place and promotion (Horovitz, 2000).

Product refers to Thai foods covering taste, appearance, hygiene, packaging, and variety.

Price refers to the total cost for Chinese tourists to acquire Thai foods. Price includes reasonable price, payment method, and price range.

Place refers to direct or indirect channels that Chinese tourists used to buy Thai foods covering convenience and availability.

Promotion refers to a set of activities to inform, persuade and influence the buying behavior of Chinese tourist on Thai foods covering advertisement, discount,

and sales promotion.

Buying behavior refers to average spending on Thai foods, the proportion of spending on Thai foods, and the proportion of Thai food meals by Chinese tourists travelling to Thailand in 2019.



CHAPTER 2

LITERATURE REVIEW

The review of literature in this research focuses on marketing mix factors affecting Thai foods' buying behavior of Chinese tourists. There are theories and researches related to the topic as follows:

- 2.1 Food tourism
- 2.2 Marketing mix
- 2.3 Customer behavior
- 2.4 Related Researches

2.1 Food Tourism

2.1.1 Definition of food tourism

Food tourism, gastronomic tourism, culinary tourism, and etc., these terms are related to the relationship between food and other personnel communicated, all of them have made considerable progress, and become one of the most creative parts of the tourism industry (UNWTO, 2012).

Hall and Sharples (2003) stated that gourmet tourism means one and two visits food producers and operators food festivals, food fairs, events, farmers' markets, cooking shows, demonstrations of related tourism activities, or leisure for entertainment purposes.

UNWTO (2012) explained that food sightseeing experience is an experience journey related to a specific lifestyle, such as experimenting, learning different cultures, learning knowledge, understanding the quality and attributes of tourism products, and understanding the region through consumption. Foods are the main reason or motivation for tourists to go to exclusive destinations, or at least for specific reasons. Therefore, food tourism can make suitable feelings for tourists who plan part or all of their trips to taste local foods or engage in food-related activities.

According to Ignatov and Smith (2006), cooking tourism is defined as the purchase or consumption of local food (including beverages) during sightseeing trips, or the observation and research of food production (from agriculture to cooking schools) is important motivation or activity.

Hall (2012) classified food lovers according to tourists' interest and participation in local cuisine. The four types of food tourists are as follows: (1) Gourmets: high attention and participation; (2) Local gourmets: high/medium level of attention and participation; (3) Tourist gourmets: medium/low attention and participation; (4) Familiar gourmets: less attention and participation.

In this study, food tourism can be regarded as an activity which is centered on food. According to this activity, people can gain some gastronomic experience, learn various gastronomic cultures, and deepen their knowledge and understanding of the relevant quality and attributes of local tourism products. In addition, the gourmet tourist area can also obtain economic benefits and the promotion of regional gourmet products through food tourism.

2.1.2 Food tourism in Thailand

The uniqueness of the destination cuisine had become a major factor in the popularity and charm of the destination, enhancing the image of the country's gastronomic culture (Horng & Tsai, 2012). TAT has been played a significant role in getting the kingdom's gastronomy word out (Newsroom, 2019). It is closely involved with the UNWTO and hosted the 4th UNWTO Forum on Gastronomy Tourism in 2018. Thailand became the first country in Asia to host the event and participants raved about the smiling Thai hospitality (Newsroom, 2019). In a noteworthy movement in recent years, TAT teamed up with century-old France-based Michelin renowned the world over for their restaurant star rating system. The partnership produced the first Michelin Guide Bangkok. The inaugural Bangkok guide highlights 98 restaurants including international, Asia and mostly Thai with 28 Thai street-food stalls (Newsroom, 2019).

Food Tourism is popular around the world, but few tourist destinations are taking advantage of this trend as Thailand. Travel Agencies, hotels, and other organizations in the travel industry are rapidly improving the way tourists experience Thai cuisine, and meeting planners have also noticed this (Syndicated, 2019). Thai government and the tourism industry have seized the opportunity to develop food Tourism (Syndicated, 2019).

At present, tourism industry in Thailand is leading transformation and upgrading. In addition to the government's support, how to maintain the numbers and total consumption of Chinese tourists while transforming is also very important. The study of Chinese tourists' buying behavior on Thai foods not only can help the food entrepreneurs to enhance their income, but also provide a reference for the

development of food tourism in Thailand.

2.2 Marketing Mix

2.2.1 Definition of Marketing Mix

The basic concept of market combination was proposed by McCarthy (1960). This is one of marketing frameworks generally used to determine the supply of products or brands that meet consumer needs. The marketing mix is usually considered 4P's, which is composed of four elements: price, product, place, and promotion.

2.2.1.1 Product

Product refers to the sales provided by the enterprise, and sometimes includes products and services. Product includes quality, characteristics, advantages, style, design, brand, packaging, service, warranty period, warranty, life cycle, investment, and return (Blythe, 2009).

Product factors include in terms of foods cover taste, charm, aroma, hygiene, variety, freshness, mouthfeel, juiciness and temperature of use (Seyed & Mahnoosh, 2013).

Kim and Eves (2012) believes that the taste, appearance and variety of food are the basis for attracting customers. The quality of the product will influence the reputation of the retailer and affect the consumer's purchase decision in the store (Pan & Zinkhan, 2006).

In this study, product refers to Thai foods covering taste, appearance, hygiene,

packaging, and variety.

2.2.1.2 Price

Price refers to the price at which the customer buys the product, including discounts, payment period, payment method etc. There are three main factors that affect prices: demand, cost and competition. Kotler and Keller (2012) explained that reasonable pricing will affect consumers' emotion of the product, product quality awareness.

Rodgers (2020) explained that eating in Thailand is relatively inexpensive. The highest price is determined by market demand, while the lowest price is established by the cost of the product. The average cost of a basic Thai meal in a restaurant is 90-150 baht, a basic meal of padthai noodles with chicken or tofu can be found at street carts and from simple restaurants for 30 to 40 baht, the average cost for padthai in tourist places is around 50 baht per plate. A bottle of drinking water or Thai beer also has different price between 7-11 and entertainment place.

Price in this study refers to the total cost for Chinese tourists to acquire Thai foods. Price includes reasonable price, payment method, and price range.

2.2.1.3 Place

Place refers to the distribution. Enterprises is not directly confronted by consumers, but pay attention to the cultivation of distributors and the establishment of a sales network, business and consumer contacts through distributors.

In Bangkok, there are many blocks or streets famous for the variety of street food, such as Yaowarat, Ratchada Train Night Market, Asiatique night market,

Anusawari Chai Samoraphum, Wongwian Yai, Wang Lang, Tha Din Daeng, Talat Phlu etc (Maureen, 2018). This study place refers to direct or indirect channels that Chinese tourists used to buy Thai foods covering convenience and availability.

With the diversification of retail business in urban areas, the location of retail stores has become more complex than in the past. Meanwhile, with rapid urbanization and improved accessibility in different regions, transport has grown up to be a key factor affecting the location of stores. Therefore, the impact of transportation on retail outlets has become a concern for academics and decision-makers (Lin, Chen, & Liang, 2018).

2.2.1.4 Promotion

Promotional activities and tools are essential to convey the advantages of products and services by influencing consumers reactions, beliefs and attitudes to convince and persuade target customers (Kotler & Armstrong, 2010). Promotions include advertising, personal sales, promotions, publicity, direct sales, advertising sponsorships, and personal sales.

Advertisement is a big entity now. There's no business can stand or survive without having one. Liao (2018) found that there is a positive influence of online advertising on customer's intention to purchase Thai instant noodle. From this research, most respondents agree that online advertising is a good source of product/service information; online advertising is enjoyable; online advertising is more efficient than conventional one.

In this study, promotion refers to a set of activities to inform, persuade and influence Thai foods' buying behavior of Chinese tourists covering advertisement,

discount, and sales promotion.

In conclusion, marketing mix factors also influence consumer's behavior. Part of the marketing strategy is to determine how consumers obtain knowledge and use information from the outside. The process of perception is the process of receiving, sorting, and interpreting information in order to give a specific meaning to an individual. Marketers are interested in what consumers think about brands, packaging, product prescriptions, labels, and prices (Kardes, Cronley, & Cline, 2011).

2.3 Customer Behavior

2.3.1 Definition of customer behavior

Consumer behavior involves how people-either individually or in groups-acquire, use, experience, discard, and make decisions about goods, services, or even lifestyle practices such as socially responsible and healthy eating (Perner, 2018).

The study of behavior has aroused people's attention. Consumer Behavior includes consumers' emotional, psychological, and action responses before and after these activities, as well as all activities related to the purchase, use, and disposal of goods or services (Kardes, Cronley & Cline, 2011).

2.3.2 Factors influence customer behavior

Hudson listed main seven factors that influence consumer behavior, shown in Figure 2.1.

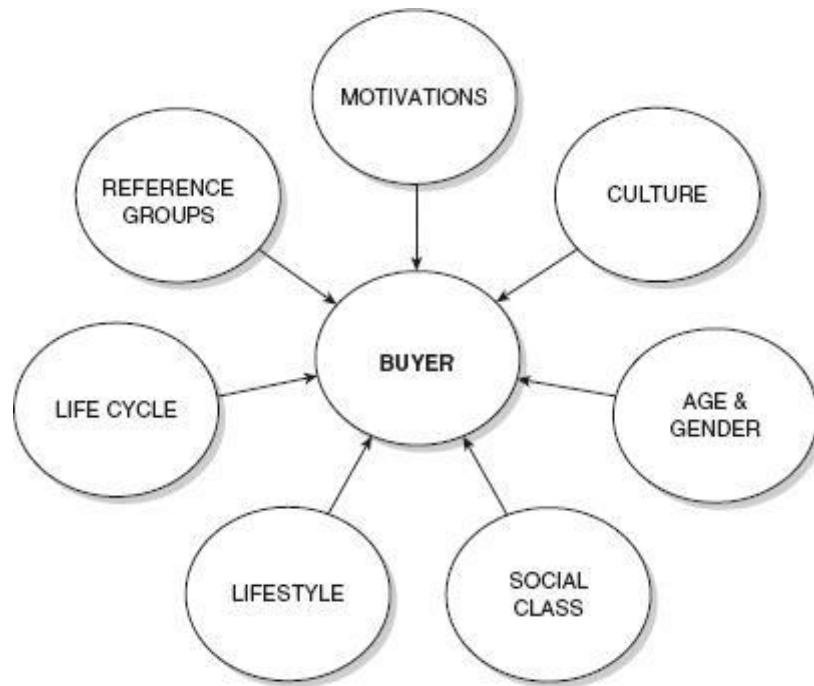


Figure 2.1: Factors influencing consumer behaviors

Seven key factors influence a consumer's behavior are:

1. Motivation: the essential motivation that prompts people to take action in order to meet their need.
2. Culture: norms, beliefs, and rituals are inherent to everyone and they affect our lives, communication, and thoughts about specific things.
3. Age and Gender: the market can also be segmented by gender and age.
4. Social Class: social status. The status of a person in a society is determined by factors such as income, wealth, education, family reputation, family value, and relationship with neighbors.
5. Lifestyle: the way people allocate time, energy, and money.

6. Life Cycle: stages that may go through when the family matures.

7. Reference group: family, university, work unit or religious group determines our moral behavior in society.

2.3.3 Customer buying behavior

2.3.3.1 Definition of customer buying behavior

Consumer buying behavior refers to the actions (including online and offline) that consumers take before purchasing products or services. This process may include search engine consultation, participation in social media posting, or various other actions. Understanding this process is valuable for companies, because it helps companies better adjust their marketing plans based on past marketing activities that have successfully attracted consumers to buy (Team, 2020).

Bitner (1992) noted that consumer behavior refers to the activities, which consumers undertook when they consumed, used and disposed of the products and services. To a large extent, customer decisions and purchasing behavior depend on the assessment of the satisfaction of the overall emotional experience and the performance of products and services. If the company was able to ascertain specific products and when consumers would buy such products or services, they tend to satisfy the maximum satisfaction of customers easily as the products were served to them at the right time (Kotler & Armstrong, 2010).

Ashraf, Rizwan, Iqbal, and Khan (2014) confirmed that consumers' buying decision can be driven by many factors, including promotional techniques such as free samples, discounts, prices, social environments and physical environments. Isabella,

Pozzani, Chen, and Gomes (2012) identified that among the variables that influence consumer purchasing decisions are prices, which have a significant influence on communication factors related to the advantages of purchasing goods or hiring services.

2.3.3.2 Customer decision-making process

There are six parts to the decision-making process.

1) Stimulus: stimulus is a clue or impetus from within the consumer, or a clue from outside the consumer. Clues can stimulate or stimulate consumer action. For retail buyers, it is important to recognize the location, image, and advertisement that prompts consumers to the store. Product categories, prices, and services are examples of external prompts. When the consumer awakens, he or she enters the next step of the decision-making process. Otherwise, he or she will ignore the prompt. If these prompts are ignored, the decision-making process for a particular project or service will be terminated.

2) Problem awareness: at this stage of the decision-making process, we recognize that consumers are not only driven by external and/or internal stimuli, but may also solve problems such as unmet need for the product or service being discussed. It is often difficult to judge the motivations of consumers. Many consumers will buy the same product for various reasons. Consumers (unconsciously) may not know the specific reason for the purchase. Consumers may not tell the retailer the real reason they bought a particular product. However, regardless of the consumer's motivation, when the consumer does not realize the value of solving the problem, the decision-making process is over.

3) Information search: when consumers judge the value of solving problems, they need to look for information. The information retrieval process involves collecting a list of alternative products or services that solve the problem, and determining the characteristics of each alternative product or service (in this case, a product). The list may be a formula or it may not be written. Consumers who have extensive purchasing experience in a specific field will decide which product can solve the problem based on their personal experience. On the other hand, consumers without product purchase experience will be more cautious and may spend more time investigating alternatives and looking around for information.

4) Evaluation of Alternatives: after the alternatives are evaluated, consumers can make a decision. Depending on the specific product characteristics, this may or may not be a simple task. However, when characteristics such as brand name, color, image, and quality are essential together with price, the decision may become more complicated. Consumers categorize products from their favorite products to their most annoying products, and then select products from a list of candidate products.

5) Purchase: after selecting a product from the list of alternative products, consumers can buy it. For retail buyers, this step may be the most important factor in the decision-making process. Additional factors such as prices, payment methods, guarantees, and guarantees should also be considered. If the consumer is satisfied, they can purchase the product.

6) Post-Purchase Behavior: once a product is purchased, consumers will pay attention to their post-purchase behavior, that is, whether consumers will continue to buy the same or similar products, or whether they will re-evaluate the purchased

products. This will also have an impact on retail buyers. Retail buyers need to further and stimulate consumers to return to the store or department. When a consumer reevaluates a purchase, he or she will consider whether the product's quality, reliability, and warranty period meet the promise. If satisfying, the consumer can return to the original place of purchase. In the case of dissatisfaction, consumers may change stores or brands, or "promote" to friends to express dissatisfaction. Numerous retailers realize that consumers have a lot of questions about their purchases, so they offer a "money back guarantee" or "free return" policy (Bohlinger, 2000).

Due to different personal preferences, the degree of participation and satisfaction with food during the trip are also different. When traveling overseas, some people like to taste local food, while others hate to choose familiar food. Even if they do similar activities and eat in the same place, the experience and satisfaction of foreign tourists are dissimilar (Pipaboon, 2014). According to the analysis of customer buying behavior and customer decision-making process, the consumption characteristics of Chinese tourists can be discovered to solve the issue of low consumption of Chinese tourists on Thai Foods.

2.4 Related Research

Choe and Kim (2018) completed the study of local food consumption, food destination impressions and to deliberate shadows. The research is based on local food consumption, local food consumption, local food status, food, destination impression, local food value, food and local food. The results indicated that taste, quality, emotional and cognitive values have a direct positive impact on the positive

attitude of tourists toward local food.

Zhang (2018) studied the influence of food and service quality, price value, and restaurant atmosphere on the satisfaction of Chinese tourists' seafood restaurants in Bangkok. This study mainly studies the purchasing attitudes of Chinese tourists to Bangkok seafood restaurants and the factors that affect their purchase satisfaction in seafood restaurants. The survey results show that the satisfaction of Chinese tourists with Bangkok seafood restaurants depends on the quality of the food, the value of the price and the aesthetics of the facilities.

Xue and Lin (2019) investigated and analyzed the impact of mobile payment on consumer behavior. This study mainly investigates the impact of mobile payment on consumer behavior and finds that mobile payment stimulates consumers' luxury consumption and consumer desire. The results show that mobile payment has stimulated consumer consumption, and there are age differences in the impact of payment methods on consumer behavior. Mobile payment and credit payment have increased the consumption expenditure of the elderly and triggered unreasonable early consumption by young people. The influence of payment methods on consumer behavior shows regional differences.

Nguyen, Phan, and Vu, 2015) (2015) studied the influence of marketing mix factors on food purchasing behavior: A study of Vietnamese supermarket consumers. This article mainly studies the influence of marketing mix elements on supermarket consumers' food purchasing behavior. The results show that product factors have the greatest impact on consumers' purchasing decisions, followed by shopping convenience, store atmosphere, prices, promotions, and personnel.

Sanitvong (2018) investigated the marketing mix factors influencing clean food consumption behavior of the DJ Poom menu restaurant in Bangkok, Thailand. The results show that the marketing mix factor that has the greatest impact on taste is the frequency behavior of consumers consuming non-polluting food in DJ Poom menu restaurants. According to different genders, the consumption behavior of each meal is also different.

Singsomboon (2014) studied the marketing strategy of Thailand's food tourism promotion. This research investigates the behavior of foreign tourists on Thai cuisine and the demand of foreign tourists for Thai cuisine proposes marketing strategies to promote Thai cuisine tourism. It was found that, the majority of the sample wanted to gain new experiences, the courses of Thai gastronomic were appropriate, flavors were the most distinctive point of Thai food that impressed them, and the most influential resource affecting foreign tourists' decision to learn Thai cooking was close friends. In addition, it was found that foreign tourists had the highest need in the people attribute, followed by physical evidence, product, productivity and quality of service, process, place, price, and promotion.

2.5 Hypothesis

H1o: Marketing mix factors affect average spending of Chinese tourists on Thai foods.

H1a: Marketing mix factors does not affect average spending of Chinese tourists on Thai foods.

H2o: Marketing mix factors affect the proportion of spending of Chinese

tourists on Thai foods.

H2a: Marketing mix factors does not affect the proportion of spending of Chinese tourists on Thai foods.

H3o: Marketing mix factors affect the proportion of Thai food meals of Chinese tourists.

H3a: Marketing mix factors does not affect the proportion of Thai food meals of Chinese tourists.

2.6 Theoretical Framework

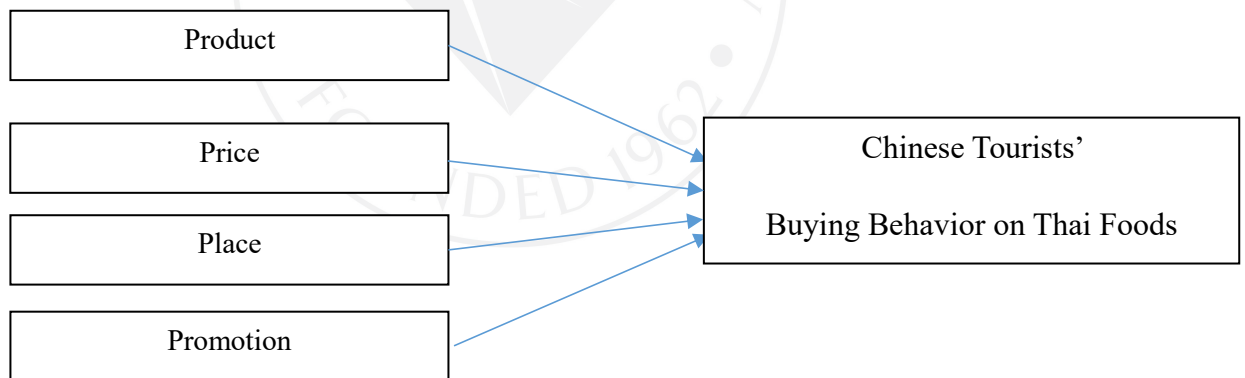


Figure 2.2 Conceptual Framework

CHAPTER 3

METHODOLOGY

3.1 Research Design

This research studied marketing mix factors affecting Thai foods' buying behavior of Chinese tourists. This research is a quantitative research and employed a convenience sampling method. Online questionnaire is a tool for collecting data from 400 Chinese tourists travelled to Thailand in 2019.

3.2 Population and Sampling Selection

3.2.1 Population

The population of this study is Chinese tourists who travelled to Thailand in 2019.

3.2.2 Sample Size

The number of Chinese tourists in Thailand reached 10,994,721 people in 2019 (Ministry of Tourism and Sports of Thailand, 2020).

The author determined sample size by applying a formula given the precision level set to be 95% confident ($e=0.05$); which was suggested by Yamane (1967). The formula is shown as follows:

$$n = \frac{N}{1 + N * (e)^2}$$

n: Sample size

N: Population size

e: Level of acceptable

The sample size is;

$$395.95 = \frac{10,994,721}{1 + 10,994,721 * (0.05)^2}$$

$$n \approx 400$$

Thus, the sample group was 400 Chinese tourists, who travelled to Thailand in 2019.

3.3 Reliability Testing

This research employed Cronbach's Alpha model to measure the reliability for pre-test to 30 samples from Chinese tourists who travelled to Thailand in 2019. The criteria are shown in Table 3.1:

Table 3.1: Criteria of Reliability

| Cronbach's Alpha Coefficient | Reliability Level |
|------------------------------|-------------------|
| 0.80 - 1.00 | Very High |
| 0.70 - 0.79 | High |
| 0.50 - 0.69 | Medium |
| 0.30 - 0.49 | Low |
| Less than 0.30 | Very Low |

The Cronbach's Alpha Coefficient was equivalent to 0.75, which means that the questionnaires are highly reliable and able to be distributed to the respondents.

All variables and questionnaires in the study are obtained through literature review and previous researches. Three experts in related fields were also invited to evaluate the questionnaire. Index of Item Object Congruence (IOC) was used to examine consistency between questions and objective or objective and content, which was calculated from the below formula:

$$IOC = \frac{22.67}{26}$$

$$=0.84$$

Where:

IOC= Consistency between questions and objective or objective and content.

ΣR = Total assessment points that given from all qualified experts

N= Number of qualified experts

There are 3 levels of assessment point as following:

+1 means the questionnaire's questions are certainly consistent with the objective.

0 means the questionnaire's questions are unsure to be consistent with the objective.

-1 means the questionnaire's questions are inconsistent with the objective.

The value of the consistency index must be greater than 0.50 as acceptable level. IOC result from three experts as $0.87 > 0.50$, which means the questions in the questionnaire were consistent and able to be used.

3.4 Research Instrument

The study was a quantitative research using online questionnaire as a tool for collecting data from 400 Chinese tourists, who travelled to Thailand in 2019. The questionnaire in Chinese version were distributed in the respondents.

The questionnaire consists of three parts. The first part related to the demographics of respondents (gender, age, marital status, education level, employment status, average monthly income). The second part is the opinion of Chinese tourists on the marketing mix factors affecting their buying behavior of Thai foods using likert's scale in table 3.2, it was included the product (taste, appearance, hygiene, packaging, and variety), price (reasonable price, payment method, and price range), place (convenience, availability), and promotion (advertisement, discount, sales promotion).

Table 3.2: Description of Five Point Likert Scale

| Level | Score |
|-------------------|-----------|
| Strongly Disagree | 1.00-1.80 |
| Disagree | 1.81-2.60 |
| Neutral | 2.61-3.40 |
| Agree | 3.40-4.20 |
| Strongly Agree | 4.21-5.00 |

The third part related to Thai foods' buying behavior of Chinese tourists, which included average spending on Thai foods, using absolute number in RMB, the proportion of spending on Thai foods, and the proportion of Thai food meals, using percentage.

3.5 Data Collection

3.5.1 Primary Data

Primary data gathered by online questionnaires, using WeChat as the main platform. The questionnaires were distributed by ten tour guides from various Chinese travel agencies to 400 Chinese tourists, who travelled to Thailand in 2019, using convenience sampling methods.

3.5.2 Secondary Data

The author reviewed information from websites, literary work, journals, newspapers, and research related fields. After that, the author applied these theories and principles to the research.

3.6 Data Analysis

The author employed statistical analysis to analyze data as follows:

3.6.1. Descriptive Statistics

3.6.1.1. The first part covering the demographics of respondents (gender, age, marital status, education level, employment status, average monthly income) was analyzed by frequency and percentage.

3.6.1.2. The second part regarding the opinion of Chinese tourists on marketing mix factors affecting Thai foods' buying behavior were analyzed by Mean and standard deviation.

3.6.2. Inferential Statistics

3.6.2.1. Multiple regression was used to test hypotheses if marketing mix factors affected Thai Foods' Buying Behavior of Chinese Tourists.

CHAPTER 4

FINDINGS AND ANALYSIS

In this chapter, the findings and analysis of this research are presented as follows:

4.1 Data analysis of demographic characteristics of the respondents

4.2 Data analysis of opinion on marketing mix factors affecting Thai foods' buying behavior of Chinese tourists

4.3 Data Analysis of Hypotheses Testing

4.1 Data Analysis of Demographic Characteristics of the Respondents

Table 4.1: Frequency and Percentage of Demographic Characteristics: Gender

| | Frequency | Percentage |
|--------|-----------|------------|
| Male | 162 | 40.5 |
| Female | 238 | 59.5 |
| Total | 400 | 100.0 |

As shown in the Table 4.1, most respondents were female with a number equal

to 238 respondents (59.5%) and male 162 respondents (40.5%).

Table 4.2: Frequency and Percentage of Demographic Characteristics: Age

| | Frequency | Percentage |
|-------------------|-----------|------------|
| 18-30 years old | 206 | 51.5 |
| 31-40 years old | 125 | 31.25 |
| 41-50 years old | 46 | 11.5 |
| 51-60 years old | 16 | 4.0 |
| 60 years old over | 7 | 1.75 |
| Total | 400 | 100.0 |

As shown in the Table 4.2, most respondents age are in the range between 18-30 years old, equal to 206 respondents (51.5%), followed by 31-40 years old 125 respondents (31.25%), 41-50 years old 46 respondents (11.5%), 51-60 years old 16 respondents (4%), and over 60 years old 7 respondents (1.75%) respectively.

Table 4.3: Frequency and Percentage of Demographic Characteristics: Marital Status

| | Frequency | Percentage |
|---------|-----------|------------|
| Single | 160 | 40.0 |
| Others | 145 | 36.25 |
| Married | 95 | 23.75 |
| Total | 400 | 100.0 |

As shown in Table 4.3, most respondents' marital status is single, equal to 160 respondents (40%), others 145 respondents (36.25%), and married 95 respondents (23.75%) respectively.

Table 4.4: Frequency and Percentage of Demographic Characteristics: Education

Level

| | Frequency | Percentage |
|---------------------|-----------|------------|
| Bachelor's degree | 191 | 47.75 |
| > Bachelor's degree | 148 | 37.0 |
| < Bachelor's degree | 61 | 15.25 |
| Total | 400 | 100.0 |

As shown in the Table 4.4, most respondents have education at Bachelor degree level, equal to 191 respondents (47.75%), followed by higher than bachelor's degree 148 respondents (37%), and below bachelor's degree 61 respondents (15.25%) respectively.

Table 4.5: Frequency and Percentage of Demographic Characteristics: Employment Status

| | Frequency | Percentage |
|---------------------------|-----------|------------|
| Private company employees | 147 | 36.75 |
| Students | 135 | 33.75 |
| Self-employed | 37 | 9.25 |
| Others | 31 | 7.75 |
| Retired | 27 | 6.75 |
| Government employees | 23 | 5.75 |
| Total | 400 | 100.0 |

As shown in Table 4.5, most respondents are private company employees, equal to 147(36.75%), followed by students 135 respondents (33.75%), self-employed 37 respondents (9.25%), others 31 respondents (7.75%), retired 27 respondents (6.75%), and government employee 23 respondents (5.75%) respectively.

Table 4.6: Frequency and Percentage of Demographic Characteristics: Average monthly income

| | Frequency | Percentage |
|-------------------|-----------|------------|
| ≦ 10,000 RMB | 207 | 51.75 |
| 10,001-30,000 RMB | 125 | 31.25 |
| 30,001-50,000 RMB | 57 | 14.25 |
| ≧ 50,000 RMB | 11 | 2.75 |
| Total | 400 | 100.0 |

As shown in Table 4.6, most respondents' average monthly income level is less than 10,000 RMB, equal to 207 respondents (51.75%), 10,000-30,000 RMB 125 respondents (31.25%), 30,001- 50,000 RMB 57 respondents (14.25%), and more than 50,000 RMB 11 respondents (2.75%%) respectively.

4.2 Data analysis of opinions on marketing mix factors affecting Thai foods' buying behavior of Chinese tourists

Table 4.7: Mean and Standard Deviation of Opinions on Marketing Mix Factors:

| Product | | | |
|--|------|----------------|----------------|
| Items | Mean | Std. Deviation | Interpretation |
| a1. I buy Thai foods for its taste. | 2.97 | 1.295 | neutral |
| a2. I buy Thai food because of the appearance. | 2.70 | 1.142 | neutral |
| a3. I buy Thai foods because they are hygienic. | 2.58 | 1.130 | disagree |
| a4. I buy Thai foods because of food packaging. | 2.60 | 1.083 | disagree |
| a5. I buy Thai foods because of the variety in food selection. | 2.83 | 1.254 | neutral |

As shown in Table 4.7, the result of respondents' opinions on products showed that the respondents agreed with the statement "I buy Thai food for its taste." at a neutral level (Mean = 2.97, S.D = 1.295), followed by "I buy Thai foods because of the variety in food selection." (Mean = 2.83, S.D = 1.254), and "I buy Thai food because of the appearance" (Mean = 2.70, S.D = 1.142). The lowest was "I buy Thai foods because they are hygienic." (Mean = 2.58, S.D = 1.130).

Table 4.8: Mean and Standard Deviation of Opinions on Marketing Mix Factors: Price

| Items | Mean | Std. Deviation | Interpretation |
|---|------|----------------|----------------|
| b1. I buy Thai foods that are valued for money in terms of quality. | 2.81 | 1.219 | neutral |
| b2. I buy Thai foods that are valued for money in terms of quantity. | 2.86 | 1.197 | neutral |
| b3. I have flexible payment methods to buy Thai foods. (Wechat Pay, Alipay) | 2.89 | 1.243 | neutral |
| b4. I buy Thai foods because of various price ranges. | 2.82 | 1.246 | neutral |

As shown in Table 4.8, the result of respondents' opinions on price factor showed that the respondents agreed on all statement at a neutral level. The highest mean was "I have flexible payment methods to buy Thai foods." (Mean = 2.89, S.D = 1.243), followed by "I buy Thai foods that are valued for money in terms of quantity." (Mean = 2.86, S.D = 1.197) and "I buy Thai foods because of various price ranges." (Mean = 2.82, S.D = 1.246). The lowest was "I buy Thai foods that are valued for money in terms of quality." (Mean = 2.81, S.D = 1.219).

Table 4.9: Mean and Standard Deviation of Opinions on Marketing Mix Factors:

Place

| Items | Mean | Std. Deviation | Interpretation |
|--|------|-------------------|----------------|
| c1. I buy Thai foods because it is convenient for me. | 2.82 | 1.259 | neutral |
| c2. I buy Thai foods because I can buy from many channels (i.e. outlets, online, call center). | 2.83 | 1.266 | neutral |
| c3. It is easy to buy Thai foods near popular tourist attractions. | 3.02 | 1.375 | neutral |

As shown in Table 4.9, the result of respondents' opinions on place factor showed that the respondents agreed with the statement at a neutral level. The highest mean was "It is easy to buy Thai foods near popular tourist attractions." (Mean = 3.02, S.D = 1.375), followed by "I buy Thai foods because I can buy from many channels." (Mean = 2.83, S.D = 1.266). The lowest was "I buy Thai foods because it is convenient for me." (Mean = 2.82, S.D = 1.259).

Table 4.10: Mean and Standard Deviation of Opinions on Marketing Mix Factors:

Promotion

| Items | Mean | Std. Deviation | Interpretation |
|--|------|----------------|----------------|
| d1. I buy Thai foods because of attractive advertisements. | 2.78 | 1.303 | neutral |
| d2. I buy Thai foods because I got a discount voucher. | 2.55 | 1.100 | disagree |
| d3. I buy Thai foods because of attractive promotions. | 2.75 | 1.168 | neutral |
| d4. I buy Thai foods that offer discounts. | 2.72 | 1.175 | neutral |

As shown in Table 4.10, the result of respondents' opinions on promotion factor showed that the respondents agreed with the statement "I buy Thai foods because of attractive advertisements." (Mean = 2.78, S.D = 1.303) at a neutral level, followed by "I buy Thai foods because of attractive promotions." (Mean = 2.75, S.D = 1.168) and "I buy Thai foods that offer discounts." (Mean = 2.72, S.D = 1.175). The lowest was "I buy Thai foods because I got a discount voucher." (Mean = 2.55, S.D = 1.100).

4.3 Data Analysis of Thai foods' buying behavior of Chinese Tourists

Table 4.11: Data of Thai foods' buying behavior of Chinese Tourists

| | Average |
|--------------------------------------|---------|
| Average spending on Thai foods (RMB) | 1367.30 |
| Proportion of spending on Thai foods | 31.7% |
| Proportion of Thai food meals | 41.5% |

As shown in Table 4.11, the average spending on Thai foods by Chinese tourists is 1367.30 RMB. The proportion of spending on Thai foods of Chinese tourists is 31.7%. The proportion of Thai food meals of Chinese tourists is 41.5%.

4.4 Data Analysis of Hypotheses Testing

Multiple regression analysis was used to test the hypotheses. The results are as follows:

H1: Marketing mix factors affect average spending of Chinese tourists on Thai foods

H1o: Marketing mix factors affect average spending of Chinese tourists on Thai foods.

H1a: Marketing mix factors does not affect average spending of Chinese tourists on Thai foods.

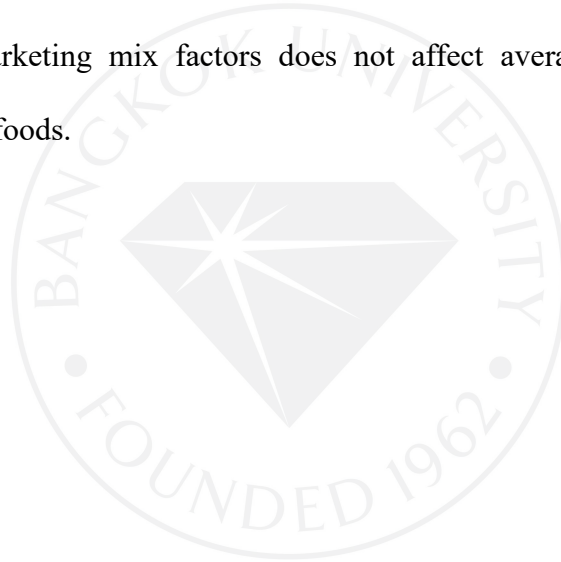


Table 4.12: Model Summary Analysis

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1 | .590 | .348 | .343 | 930.902 |

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|------------|-----------------------------|------------|---------------------------|--------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 3367.314 | 152.312 | | 22.108 | .000 |
| place | -367.891 | 75.635 | -.334 | -4.864 | .000 |
| price | -203.647 | 84.181 | -.177 | -2.419 | .016 |
| promotion | -160.040 | 77.006 | -.130 | -2.078 | .038 |

As the results shown in Model Summary of Table 4.11, R^2 was .348, which means the regression explained 34.8% of the variance in the data. There were three independent variables, which were an opinion level on place ($P = .000$), price ($P = .016$), and promotion ($P = .038$), affected the average spending on Thai foods of Chinese tourists at a statistical significance level of 0.05.

An increase in opinion levels on place, price, and promotion factors would lead to an increase in the average spending on Thai foods of Chinese tourists. Therefore, Hypothesis 1, marketing mix factors affect the average spending of Chinese tourists on Thai foods, was accepted.

H2: Marketing mix factors affect the proportion of spending of Chinese tourists on Thai foods.

H2o: Marketing mix factors affect the proportion of spending of Chinese tourists on Thai foods.

H2a: Marketing mix factors does not affect the proportion of spending of Chinese tourists on Thai foods.



Table 4.13: Model Summary Analysis

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1 | .394 | .155 | .153 | 14.288 |

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 13.362 | 2.135 | | 6.260 | .000 |
| price | 6.130 | .716 | .394 | 8.556 | .000 |

As the results shown in Model Summary of Table 4.12, R^2 was .155, which means the regression explained 15.5% of the variance in the data. Only one independent variable, which was an opinion level on price ($P = .000$) affected the proportion of spending on Thai food by Chinese tourists at a statistical significance level of 0.05.

An increase in opinion levels on place would lead to an increase in the proportion of spending of Chinese tourists on Thai foods. Therefore, Hypothesis 2, marketing mix factors affect the proportion of spending of Chinese tourists on Thai foods, was accepted.

H3: Marketing mix factors affect the proportion of Thai food meals of Chinese tourists.

H3o: Marketing mix factors affect the proportion of Thai food meals of Chinese tourists.

H3a: Marketing mix factors does not affect the proportion of Thai food meals of Chinese tourists.

Table 4.14: Model Summary Analysis

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1 | .171 | .029 | .027 | 19.924 |

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 32.393 | 3.273 | | 9.897 | .000 |
| product | 3.976 | 1.145 | .171 | 3.471 | .001 |

As the results shown in Model Summary of Table 4.13, R^2 was .029, which means the regression explained 2.9% of the variance in the data. There was only one independent variable, which was an opinion level on product factor ($P = .001$) affected the proportion of having Thai food meals of Chinese tourists at a statistical significance level of 0.05.

An increase in opinion levels on product would lead to an increase in the proportion of Chinese tourists eating Thai meals in Thailand. Therefore, Hypothesis 3, marketing mix factors affect the proportion of Thai food meals of Chinese tourists, was accepted.

Therefore, from the result of hypotheses testing, the following hypotheses e

accepted in this study:

- H1o: Marketing mix factors affect average spending of Chinese tourists on Thai foods.

- H2o: Marketing mix factors affect the proportion of spending of Chinese tourists on Thai foods.

- H3o: Marketing mix factors affect the proportion of Thai food meals of Chinese tourists.



CHAPTER 5

DISCUSSION AND CONCLUSION

In this chapter, the findings can be summarized and presented in 4 parts as follows:

5.1 Summary of the Findings

5.2 Discussion of the Research

5.3 Recommendations for Managerial Implications

5.4 Recommendations for Future Research

5.1 Summary of the Findings and Discussion

5.1.1 In terms of demographics of respondents, most respondents are female (59.5%), age range between 18-30 years old (51.5%), single (40%) and have education in Bachelor degree level or higher (47.8%). They are private company employees (36.8%), and average monthly income less than 10,000 RMB (51.7%).

5.1.2 In terms of opinions on marketing mix factors affecting Thai foods' buying behavior of Chinese tourists, respondents' opinions on product factor indicated as: respondents agreed that taste had the highest impact on Thai foods' buying decision (Mean = 2.97, S.D = 1.295) but still in neutral level, followed by variety and

appearance. In price factor, flexible payment method had the highest impact (Mean = 2.97, S.D = 1.295), followed by valued for money in terms of quantity and various price ranges. In place factor, convenience or able to buy near tourist attractions had the highest impact (Mean = 3.02, S.D = 1.375), followed by various buying channels. In promotion factor, attractive advertisements had the highest impact (Mean = 2.78, S.D = 1.303), followed by attractive promotions and discounts.

5.1.3 Hypotheses testing results could be summarized as following:

H1o: Marketing mix factors affect average spending of Chinese tourists on Thai foods

Opinion level on place, price, and promotion affected the average spending on Thai meals. It means that an increase in opinion level on place, price, and promotion factors would lead to an increase in the average spending on Thai foods of Chinese tourists. Therefore, this hypothesis was accepted in the study.

H2o: Marketing mix factors affect the proportion of spending of Chinese tourists on Thai foods

Opinion level on price affected the proportion of spending on Thai foods. It means that an increase in opinion level on place would lead to an increase in the proportion of spending on Thai foods of Chinese tourists. Therefore, this hypothesis was accepted in this study.

H3o: Marketing mix factors affect the proportion of Thai food meals of Chinese tourists

Opinion level on product factor affected on the proportion of having Thai food

meals of Chinese tourists. It means that an increase in opinion level on the product would lead to an increase in the proportion of having Thai food meals of Chinese tourists. Therefore, this hypothesis was accepted in this study.

5.2 Discussion of the Research

5.2.1 Regarding product factor, it was revealed that taste affected Thai foods' buying behavior of Chinese tourists the most. Likewise, the survey carried out to date by International Taste Institute (2021) confirmed that 88% agreed taste is a primary reason for customers to buy a product. Therefore, taste should be considered as a key focus for product development as well as a key decision to launch the product commercially.

5.2.2 Regarding price factor, it was revealed that flexible payment method i.e. WeChat pay, Alipay affected buying behavior of Chinese tourist on Thai foods, the most. This reflects the study on "Analysis of the Influence of Mobile Payment on Consumer Behavior" by Xue and Lin (2019), which confirmed that mobile payment stimulates consumers' consumption quantity. This was supported by the survey in 2018 showing that 92% of people in China's largest cities use Wechat Pay or Alipay as their main means of payment and over the past few years, paying with mobile phone has become a daily norm in China (Consulting, 2021). Therefore, a flexible payment method affected Chinese tourists' buying behavior.

5.2.3 Regarding place factor, it was revealed that respondents preferred to buy Thai food near popular tourist attractions the most, followed by a convenience place,

and various buying channels. Similarly, a study “The Impact of Marketing Mix Elements on Food Buying Behavior: A Study of Supermarket Consumers in Vietnam” by Nguyen et al., (2015) confirmed that shopping convenience influences consumer buying decisions. Moreover, most researchers agreed that a convenient location increased store patronage via reduced transaction costs (Ali, Kapoor, & Moorthy, 2010).

5.2.4 Regarding promotion factor, it was revealed that attractive advertisement factors highly influence the buying behavior of Thai foods. Similarly, Kotler and Armstrong (2010), mentioned that promotional tools are vital as it communicates the merits of the products and services through influencing the response, belief, and attitude of the consumer. Thai creative advertisements have been widely influenced on social media in China. It has a great effect on persuading and convincing target customers.

5.2.5 From the findings, it was found that marketing mix factors, namely place, price, and promotion affected average spending of Chinese tourists on Thai foods. Similar to Xu (2019) whose study revealed that price and place were significant factors affecting consumers’ purchase decisions of street food in Bangkok. The reason why product did not affect average spending is probably due to the fact that most Chinese tourists travelled to Thailand were repeat travellers, general products therefore no longer stimulate their excessive consumption.

5.2.6 It was found that only price affected the proportion of spending on Thai food by Chinese tourists. Accordingly, Wongleedee (2015) found that there was a correlation between the consumers’ buying expenses and their positive attitudes

towards the price of goods. Therefore, price affected the proportion of spending of Chinese tourists on Thai foods.

5.2.7 It was found that only product affected the proportion of having Thai food meals by Chinese tourists. It can be also explained that food quality has a positive influence on customer perception. Consumers today are conscious of the quality of food available before they buy for consumption (Gogoi, 2020). Product therefore affected the proportion of eating Thai food meals buy Chinese tourists.

5.3 Recommendations for Managerial Implications

There are some recommendations for Managerial implications as follows:

5.3.1 As it was found that marketing mix factors, namely price, place, and promotions affected the buying behavior of Chinese tourist on Thai foods in terms of average spending. Therefore, Thai food entrepreneurs need to elevate their spending by improving marketing strategies and focus on these three factors. For example, work in collaboration with Chinese online payment application companies to offer convenience in payment channels, the government can increase food outlets in popular tourist attractions, and enterprises can launch a variety of promotional methods, such as buy one get one free, and free tourist vouchers.

5.3.2 It was revealed that marketing mix factors in terms of price affected the proportion of spending by Chinese tourists on Thai foods. Therefore, Thai food entrepreneurs need to improve their price strategies. For example, create combo/set meals, offer complimentary items i.e., add free side dishes, try to create group

purchase prices for Chinese tourists. This would offer more choices and increase the attraction of Chinese tourists to buy Thai foods.

5.3.3 It was revealed that marketing mix factors in terms of product affected the proportion of buying Thai food meals of Chinese tourists. Therefore, Thai food entrepreneurs should pay more attention to the production of Thai foods, especially on taste, appearance, and variety to attract Chinese tourists to buy more Thai food meals. By improving the products, Thai food entrepreneurs will also be able to earn more revenue.

5.3.4 In recent years, both the Thai government and Tourism Authority of Thailand have introduced relevant policies to support the development of Thai food tourism. Chinese tourists are the most important target group for the Thai tourism industry. The result of the study will help government sectors to gain some insight on Chinese tourists' buying behavior of Thai foods and provide some guidelines to the private sector to help improve their marketing strategies and gain more revenue for the Thai food tourism industry.

5.4 Recommendations for Future Research

There are some recommendations for further researches as follows:

5.4.1 This study mainly focused on the impact of marketing mix factors on Thai Foods' Buying Behavior of Chinese Tourists. Other factors that influence buying behavior such as culture, lifestyle through reference groups are recommended to be studied to gain more insight to Thai foods' buying behavior of Chinese tourists.

5.4.2 Future research can also be done in term of qualitative analysis by

interviewing Chinese tourists who experienced Thai foods when travelling in Thailand to gain their in-depth opinions.



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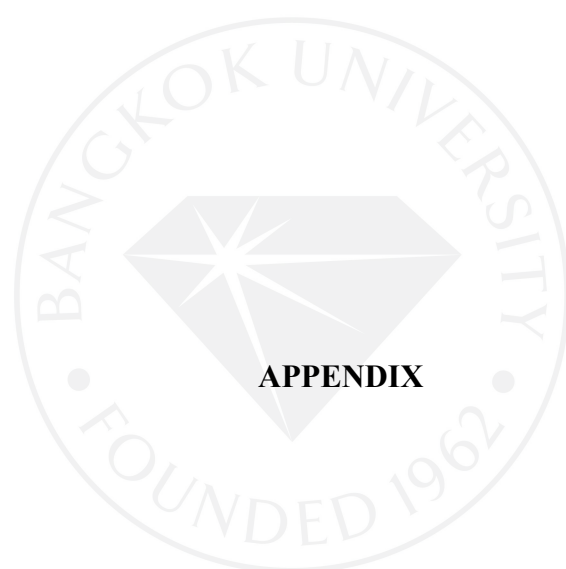
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APPENDIX

APPENDIX A**Questionnaire to explore THE IMPACT OF MARKETING MIX FACTORS ON
THAI FOODS' BUYING BEHAVIOR OF CHINESE TOURISTS**

This survey research was aimed to analyze the impact of marketing mix factors on Thai foods' buying behavior of Chinese tourists. I would be appreciated if you could contribute any fact and use information truthfully by filling out the questionnaire. The information provided will be treated highly confidential and will be used solely for the purpose of academic resources.

Thank you for your kind cooperation.

Student from Bangkok University

Part 1: Personal Information

Direction: Please tick in the answer box as appropriate

1. Gender

a. Female

b. Male

2. Age

- a. 18-30 years old
- b. 31-40 years old
- c. 41-50 years old
- d. 51-60 years old
- e. >60 years old

3. Marital Status

- a. Single
- b. Married
- c. Others

**4. Education Level**

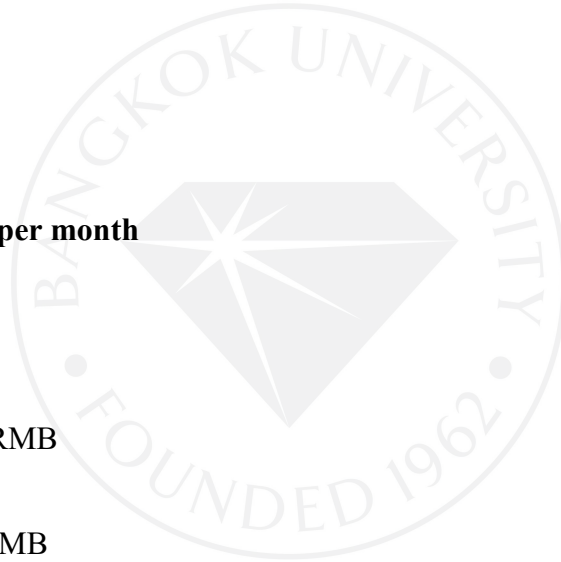
- a. < Bachelor's degree
- b. Bachelor's degree
- c. > Bachelor's degree

5. Employment Status

- a. Student
- b. Private company employees
- c. Government employees
- d. Self-employed
- e. Retired
- f. Others

6. Average Income per month

- a. \leq 10,000 RMB
- b. 10,001 - 30,000 RMB
- c. 30,001 - 50,000 RMB
- d. \geq 50,000 RMB



Part 2: Opinion on marketing mix factors affecting Thai foods' buying behavior of Chinese tourists

Indicate your opinion on the following statements using the scale below:

(1=strongly disagree, 2=somewhat disagree, 3=neutral, 4=somewhat agree, 5=strongly agree)

| Product | Strongly disagree---> strongly agree | | | | |
|---|--------------------------------------|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| I buy Thai foods for its taste. | | | | | |
| I buy Thai foods because of the appearance. | | | | | |
| I buy Thai foods because they are hygienic. | | | | | |

| Price | Strongly disagree---> strongly agree | | | | |
|---|--------------------------------------|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| I buy Thai foods because of food packaging. | | | | | |
| I buy Thai foods because of the variety in food selection. | | | | | |
| I buy Thai foods that are valued for money in terms of quality. | | | | | |
| I buy Thai foods that are valued for money in terms of quantity. | | | | | |
| I have flexible payment methods to buy Thai foods (Wechat Pay, Alipay). | | | | | |
| I buy Thai foods because of various price ranges. | | | | | |

| Place | Strongly disagree---> strongly agree | | | | |
|---|--------------------------------------|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| I buy Thai foods because it is convenient for me. | | | | | |
| I buy Thai foods because I can buy from many channels (i.e. outlets, online, call center) | | | | | |
| It is easy to buy Thai foods near popular tourist attractions. | | | | | |

| Promotion | Strongly disagree---> strongly agree | | | | |
|--|--------------------------------------|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| I buy Thai foods because of attractive advertisements. | | | | | |
| I buy Thai foods because I got discount voucher. | | | | | |
| I buy Thai foods because of attractive promotions. | | | | | |
| I buy Thai foods that offer discounts. | | | | | |

Part 3: Thai foods' Buying Behavior of Chinese Tourists

Direction: Please fill in the blank

1. Average spending per meal _____RMB per person.
2. How many percent of your spending on Thai foods out of your total spending on your trip _____% of total spending per person.
3. How many percent of Thai meals during your trip to Thailand _____% of total meals per person.



APPENDIX B:**Chinese Survey Questionnaire****问卷调查：营销组合因素对中国游客泰国食品购买行为的影响**

这份问卷调查的目的是为了调查分析营销组合因素对中国游客泰国食品购买行为的影响。这些问卷调查资料只是为了因素的完善提供参考，希望参与调查问卷者按照实际情况来填写这份问卷，该份调查资料作为个人资料不会对参与调查者造成任何影响。

非常感谢各位花费您宝贵时间来填写该份问卷调查。

曼谷大学学生

一：个人资料

注释: 请您按实际情况在正确选项的前面打√ (只选一项)

1. 性别

a. 女

b. 男

2. 年龄

- a. 18-30 岁
- b. 31-40 岁
- c. 41-50 岁
- d. 51-60 岁
- e. 60 岁以上

3. 婚姻状况

- a. 单身
- b. 已婚
- c. 其他

4. 教育背景

- a. 本科以下
- b. 本科
- c. 研究生



5. 就业状况

a. 学生

b. 私人企业

c. 政府部门

d. 个体经营

e. 退休

f. 其他

6. 月收入

a. 10,000 人民币以下

b. 10,001-30,000 人民币

c. 30,001-50,000 人民币

d. 50,000 人民币以上



二：请对以下问题进行满意度评分

注释：请在以下括号内打勾表示您的看法：（5）表示非常重要，（4）表示重要，（3）表示一般，（2）表示不太重要，（1）表示不重要

| 产品因素 | 您的看法 | | | | |
|-----------------|---------------|-----|-----|-----|-----|
| | 不重要 ---> 非常重要 | | | | |
| 我购买泰国食品是因为味道好 | (1) | (2) | (3) | (4) | (5) |
| 我购买泰国食品是因为它的外观 | (1) | (2) | (3) | (4) | (5) |
| 我购买泰国食品是因为它很卫生 | (1) | (2) | (3) | (4) | (5) |
| 我购买泰国食品是因为它的外包装 | (1) | (2) | (3) | (4) | (5) |
| 我购买泰国食品是因为它种类很多 | (1) | (2) | (3) | (4) | (5) |

| 价格因素 | 您的看法 | | | | |
|--------------------------|---------------|-----|-----|-----|-----|
| | 不重要 ---> 非常重要 | | | | |
| 我购买泰国食品是因为它的质量超越价值 | (1) | (2) | (3) | (4) | (5) |
| 我购买泰国食品是因为获得的数量超越假装 | (1) | (2) | (3) | (4) | (5) |
| 我购买泰国食品是因为支付方式灵活（微信&支付宝） | (1) | (2) | (3) | (4) | (5) |
| 我购买泰国食品是因为它的价格范围广 | (1) | (2) | (3) | (4) | (5) |

| 渠道因素 | 您的看法 | | | | |
|---|---------------|-----|-----|-----|-----|
| | 不重要 ---> 非常重要 | | | | |
| 我购买泰国食品是因为他们方便购买 | (1) | (2) | (3) | (4) | (5) |
| 我购买泰国食品是因为我可以通过多种渠道购买 (例如: 商场, 网络平台, 电视购物) | (1) | (2) | (3) | (4) | (5) |
| 在泰国的热门旅游景点很容易买到泰国食物 | (1) | (2) | (3) | (4) | (5) |
| 我购买泰国食品是因为它们的广告很吸引人 | (1) | (2) | (3) | (4) | (5) |

| 促销因素 | 您的看法 | | | | |
|-----------------------|---------------|-----|-----|-----|-----|
| | 不重要 ---> 非常重要 | | | | |
| 我购买泰国食品是因为我有优惠券 | (1) | (2) | (3) | (4) | (5) |
| 我购买泰国食品是因为它们的促销活动很吸引人 | (1) | (2) | (3) | (4) | (5) |
| 我购买泰国食物是因为它们提供折扣 | (1) | (2) | (3) | (4) | (5) |

三: 请根据您的实际情况在下划线处填写回答

1. 您每次在泰国食物的人均为人民币_____。
2. 您在泰国食物的花费占你旅行总花费的_____%。
3. 您在泰国之旅中, 泰国菜费用占您全部食物支出的_____%。

**** 非常感谢您花宝贵的时间来填写这份问卷调查, 谢谢! ****

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มหาวิทยาลัยกรุงเทพ
ขอตกลงว่าด้วยการอนุญาตให้ใช้สิทธิในสารนิพนธ์

วันที่ 2 เดือน 6 พ.ศ. 2021

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คณะ มนุษยศาสตร์และการจัดการการท่องเที่ยว ซึ่งต่อไปนี้เรียกว่า "ผู้อนุญาตให้ใช้สิทธิ" ฝ่ายหนึ่ง และ

มหาวิทยาลัยกรุงเทพ ตั้งอยู่เลขที่ 9/1 หมู่ 5 ถนนพหลโยธิน ตำบลคลองหนึ่ง อำเภอคลองหลวง จังหวัด
ปทุมธานี 12120 ซึ่งต่อไปนี้เรียกว่า "ผู้ได้รับอนุญาตให้ใช้สิทธิ" อีกฝ่ายหนึ่ง

ผู้อนุญาตให้ใช้สิทธิ และ ผู้ได้รับอนุญาตให้ใช้สิทธิ ตกลงทำสัญญากันโดยมีข้อความดังต่อไปนี้

ข้อ 1. ผู้อนุญาตให้ใช้สิทธิขอรับรองว่าเป็นผู้สร้างสรรค์และมีสิทธิแต่เพียงผู้เดียวในงานสารนิพนธ์หัวข้อ
'The Impact of Marketing Mix Factors on Thai Foods'
Buying Behavior of Chinese Tourists
ซึ่งถือเป็นส่วนหนึ่งของการศึกษาตามหลักสูตร ศิลปศาสตรมหาบัณฑิต ของมหาวิทยาลัยกรุงเทพ
(ต่อไปนี้เรียกว่า "สารนิพนธ์")

ข้อ 2. ผู้อนุญาตให้ใช้สิทธิตกลงยินยอมให้ผู้ได้รับอนุญาตให้ใช้สิทธิ ใช้สิทธิโดยปราศจากค่าตอบแทนและไม่มี
กำหนดระยะเวลา ในการนำสารนิพนธ์ ซึ่งรวมถึงแต่ไม่จำกัดเพียงการทำซ้ำ ตัดแปลง เผยแพร่ต่อสาธารณชน
ให้เข้าต้นฉบับหรือสำเนา งาน ให้ประโยชน์ในสารนิพนธ์ แก่ผู้อื่น อนุญาตให้ผู้อื่นใช้สิทธิโดยจะกำหนดเงื่อนไข
อย่างหนึ่งอย่างใดหรือไม่ก็ได้ ไม่ว่าทั้งหมดหรือเพียงบางส่วน หรือการกระทำอื่นใดในลักษณะทำนองเดียวกัน


ผู้ได้รับอนุญาตให้ใช้สิทธิมีวัตถุประสงค์ในการเก็บรวบรวม ใช้ หรือเปิดเผยข้อมูลส่วนบุคคลของผู้
อนุญาตให้ใช้สิทธิ เพื่อให้เป็นไปตามขอตกลงว่าด้วยการอนุญาตให้ใช้สิทธิในสารนิพนธ์ ของผู้อนุญาตให้ใช้สิทธิ
ตลอดไป โดยข้าพเจ้าในฐานะผู้อนุญาตให้ใช้สิทธิ ตกลงยินยอมให้ผู้ได้รับอนุญาตให้ใช้สิทธิทำการจัดเก็บ
รวบรวม ใช้ หรือเปิดเผยข้อมูลส่วนบุคคลดังกล่าวของข้าพเจ้าได้


ข้อ 3. หากกรณีมีข้อขัดแย้งในปัญหาสิทธิในสารนิพนธ์ระหว่างผู้อนุญาตให้ใช้สิทธิกับบุคคลภายนอกก็ดี หรือ
ระหว่างผู้ได้รับอนุญาตให้ใช้สิทธิกับบุคคลภายนอกก็ดี หรือมีเหตุขัดข้องอื่นๆ เกี่ยวกับสิทธิ อันเป็นเหตุให้
ผู้รับอนุญาตให้ใช้สิทธิไม่สามารถดำเนินงานนั้นออกทำซ้ำ เผยแพร่ หรือโฆษณาได้ ผู้อนุญาตให้ใช้สิทธิยินยอมรับ

ผิดและชดใช้ค่าเสียหายแก่ผู้ได้รับอนุญาตให้ใช้สิทธิในความเสียหายต่างๆ ที่เกิดขึ้นแก่ผู้ได้รับอนุญาตให้ใช้สิทธิ
ทั้งสิ้น

สัญญานี้ทำขึ้นสองฉบับ มีข้อความถูกต้องตรงกัน คู่สัญญาได้อ่านและเข้าใจข้อความในสัญญานี้โดยตลอดแล้ว
จึงได้ลงลายมือชื่อไว้ต่อหน้าพยานเป็นสำคัญ และเก็บไว้ฝ่ายละฉบับ

ลงชื่อ  ผู้อนุญาตให้ใช้สิทธิ
()

ลงชื่อ  ผู้ได้รับอนุญาตให้ใช้สิทธิ
(ดร. อัญชิภา จุลพิสิฐ)
ผู้อำนวยการสำนักหอสมุดและพื้นที่การเรียนรู้

ลงชื่อ  พยาน
(ดร. ชุติน แก้วพรัตน์)
ผู้อำนวยการหลักสูตร/ผู้รับผิดชอบหลักสูตร

ลงชื่อ  พยาน
(ผู้ช่วยศาสตราจารย์ ดร. ศิริวรรณ รุจิพงษ์)
คณบดีบัณฑิตวิทยาลัย