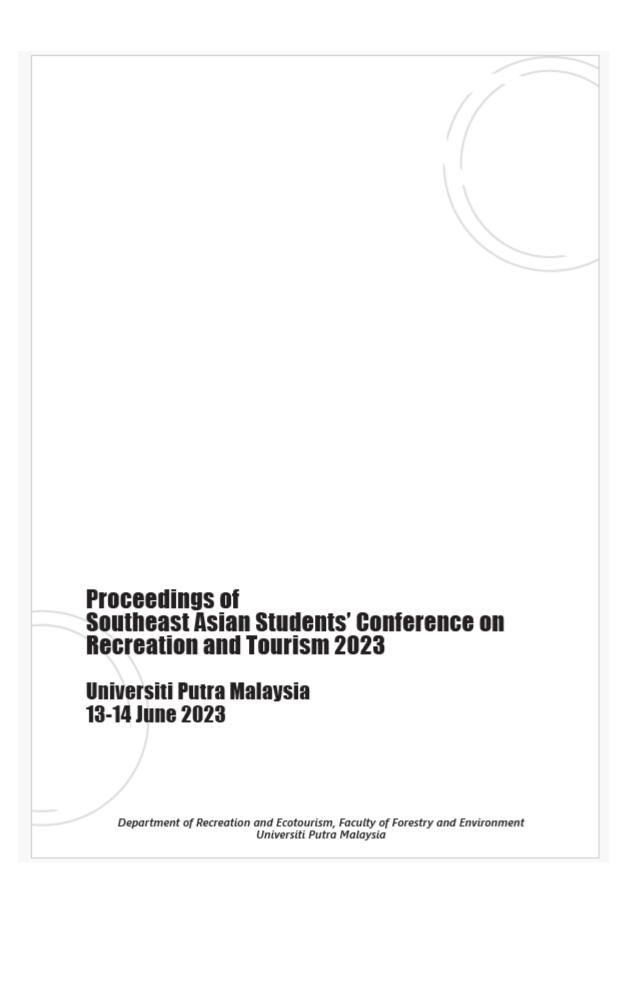


Proceedings of Southeast Asian Students' Conference on Recreation and Tourism 2023

Universiti Putra Malaysia 13-14 June 2023

Department of Recreation and Ecotourism, Faculty of Forestry and Environment Universiti Putra Malaysia



Proceedings of Southeast Asian Students' Conference on Recreation and Tourism 2023 Universiti Putra Malaysia 13-14 June 2023

Editors:

Noor Jalilah Jumaat Zulkhairi Azizi Zainal Abidin Mohd Aswad Ramlan Zamru Ajuhari Evelyn Lim Ai Lin

Organised by:
Department of Recreation and Ecotourism
Faculty of Forestry and Environment
Universiti Putra Malaysia, Selangor, Malaysia

In collaboration with:

College of Innovation and Management, Faculty of Management Sciences and Faculty of Humanities and Social Sciences, Songkhla Rajabhat University, Thailand

Fakulitas Pertanian, Universitas Mataram, Indonesia

College of Forestry and Natural Resources, University of the Philippines Los Baños, The Philippines





For more information, please contact:
Noor Jalilah Jumaat
Department of Recreation and Ecotourism
Universiti Putra Malaysia
43400 UPM, Serdang Selangor Darul Ehsan
n_jjalilah@upm.edu.my

e ISBN 978-967-5526-25-1 National Library of Malaysia Cataloging Data in Publication

Jumaat, N.J., Zainal Abidin, Z.A., Mohd Ramlan,
M. A., Ajuhari, Z., Lim, E.A.L.(Eds.), (2024).

Southeast Asian Students' Conference on Recreation and Tourism 2023. Serdang:
Faculty of Forestry and Environment, Universiti Putra Malaysia.

Design and illustration by Norsyahirah Hamzah
The publication of the e-book is supported by HAPM Consultants Sdn Bhd



SOUVENIR BUYING BEHAVIOR OF THAI TOURISTS AT PAK BARA PIER, LA-NGU DISTRICT, SATUN PROVINCE

Sunanya Halang, Iffan Dinnui, Aumma Nilsarkul, Kritsakorn Kajornkanchanakul, Unchasa Seenuankaew, and Morakot Ditta-Apichai*

College of Innovation and Management, Songkhla Rajabhat University, Thailand

Email: morakot.di@skru.ac.th

ABSTRACT

This survey research aims at investigating the basic information and market factors affecting the souvenir buying behavior of Thai tourists traveling to Pakbara Pier, La-ngu District, Satun Province. The sample consisted of Thai tourists who visited Pak Bara Pier from January to March 2023, a total of 100 samples, using a questionnaire as a tool for data collection. The obtained data were statistically analyzed in frequency, percentage, mean, and standard deviation. The results indicated that different genders, ages, education levels, incomes, professions, and statuses of tourists affect souvenir buying behavior differently. The marketing mix factors (7ps) such as products, prices, distribution channels, promotions, personnel, processes, and physical aspects affect the souvenir buying behavior of Thai tourists traveling to Pakbara Pier. Overall, all seven marketing mix factors affected the decision-making of Thai tourists at the highest level. When considering each factor, it was found that Thai tourists gave the most importance to products, followed by the process, physical appearance, personnel, prices, and distribution channels, respectively.

Keywords: Thai tourists, souvenir buying behaviour, marketing mix factors, Thailand

INTRODUCTION

Tourism is an important industry in the Thai economy. Tourism income in 2019 was 3.01 trillion baht, with most of the income coming from 10.99 million Chinese foreign tourists, while 166 million Thai tourists travel in Thailand, spending 1.08 million baht (Ministry of Tourism and Sports, 2019). In addition to generating income for the country, tourism also helps stimulate investment in the production of various goods and services, resulting in creating jobs and distributing income to the community. Souvenirs are one of the important products of the tourism industry. Souvenirs refer to things that are brought up as a nostalgic stimulus recalling past experiences or a symbol representing a person, event, or story that happened at that moment to remind the memory of that event (Sinratana, Province. 2001). Satun Province is a marine tourist attraction with an interesting history, culture, and way of life for Muslim communities in Thailand.

Lipe Island is the most visited destination in Satun Province because of its beautiful beaches and crystal-clear water. To visit Lipe Island, tourists must take a speed boat to Pak Bara Pier, which is located in Paknam Subdistrict, Langu District, Satun Province. The pier has three buildings, including the Port Support Building, the Tourist Port Building, and the Multipurpose Port Building. There are also many souvenir stores for tourists' shopping at the pier. The research team is therefore interested in studying the souvenir purchasing behavior of tourists and factors affecting their purchasing decisions, which will be beneficial to relevant agencies to improve and develop products that suit tourists' needs and to promote tourism at the Pak Bara Pier, Satun

LITERATURE REVIEW

When considering products or services, consumers go through a purchase decision process to decide whether they will buy them or not. Kotler (2003: 171) states that there are five steps in the consumer purchasing decision process: 1) A problem introduction is a situation when the desired situation and the actual conditions are different. 2) Information search occurs when a customer believes that their decision could be satisfied by buying and consuming a product, and they begin to look for information. 3) Alternatives evaluation is the process of evaluating the chosen alternative product or brand and selecting it according to what the customer wants. 4) A purchasing decision is a trust whereby the decisions taken regarding purchasing are correct. 5) Consumer post-purchase behavior is the process of evaluating the product that has been bought to see whether it satisfies their needs or not. If it is satisfactory, then there is a possibility FINDINGS they will come back to buy the product.

The souvenir shopping behavior of Thai tourists is divided into seven aspects: 1) product; 2) price; 3) distribution; 4) marketing promotion; 5) personnel; 6) process; and 7) physical characteristics (Wichaidit, 2016). Thai tourists choose to buy products with beautiful packaging and a variety of products (Inthasuwan & Sakarin, 2019). Products should have a unique community identity and be more memorable (Kaewkrom et al., 2017). Finally, Prathep (2021) found that Thai travelers shop at scan-friendly stores, pay more than cash, and promote online marketing and public relations.

METHODOLOGY

This research is a quantitative study using a paperbased survey to collect data from Thai tourists who visited the Pak Bara pier in Satun province. The data was collected by using a questionnaire survey on the souvenir shopping behavior of Thai

tourists, which is divided into 4 parts as follows: Part 1: Demographics such as gender, age, education level, occupation, income, status, etc. Part 2: Thai tourists' purchasing habits for souvenirs

Part 3: Factors Affecting Purchase Decisions Part 4: Satisfaction with the packaging design

Research samples are Thai tourists who visited the Pak Bara Pier in March 2023. Nonprobability sampling was used because it is less expensive and can be deployed more quickly than probability sampling (Etikan, Musa, & Alkassim, 2016). Because of the off-season, only a small number of domestic tourists (less than 100 visitors a day) visited the Pak Bara Pier. Therefore, convenience sampling was used to randomly collect about 20-25 responses for five days. In total, 100 participants agreed to participate in the research. A descriptive analysis was used to analyze the data.

Demographics

Most of the respondents were female, accounting for 53 percent, and the rest were male, representing 47 percent. Most people aged between 21 and 30 years, representing 46 percent, followed by 31 and 40 years of age, representing 20 percent; aged 18-20 accounted for 13 percent; aged 41-50 years accounted for 13 percent; and aged 51 and over accounted for 8 percent, respectively. Regarding the education background, the majority of respondents held a master's degree or higher, which accounted for 48 percent of people, followed by diplomas or high vocational certificates, which accounted for 28 percent, and high school or vocational certificates, which accounted for 12 percent. People with a bachelor's degree accounted for 8 percent, and finally, junior high school accounted for 4 percent, respectively.

Demographic information	Numbers	Percentage				
Gender						
Female	53	53				
Male	47	47				
Age						
18-20 years old	13	13				
21-30 years old	46	46				
31-40 years old	20	20				
41-50 years old	13	13				
51 and over	8	8				
Education						
Junior high school	4	4				
High school or vocational certificates	12	12				
Diplomas or high vocational certificates	28	28				
Bachelor's degree	8	8				
Master's degree or higher	48	48				

Buying behavior

Almost all tourists have bought souvenirs at Pak Bara Pier, representing 94 percent, and only six people have never bought souvenirs. The souvenir product tourists chose to buy the most is snacks, representing 48 percent, followed by dried food, representing 33 percent, OTOP shirts, representing 12 percent, woven bags, representing 5 percent, and other products, representing 2 percent, respectively.

Factors influencing buying decision

Table 1 presents factors influencing tourists' buying decisions. Overall, tourists are very satisfied (X = $4.37, \mathrm{S.D.} = 0.76$) with the souvenirs at Pak Bara Pier. When considering each factor, it was found that tourists were most satisfied with the products (X= $4.71, \mathrm{S.D.} = 0.47$), followed by the purchase process (X = $4.56, \mathrm{S.D.} = 0.73$), physical characteristics of stores (X= $4.53, \mathrm{S.D.} = 0.87$), sellers (X= $4.45, \mathrm{S.D.} = 0.64$), prices (X = $4.36, \mathrm{S.D.} = 0.76$), distribution channels (X = $4.34, \mathrm{S.D.} = 0.87$), marketing promotions (X = $4.17, \mathrm{S.D.} = 0.83$), and packaging (X = $4.17, \mathrm{S.D.} = 0.83$), respectively.

Factors	Mean	SD	Result
Product	4.71	0.47	Most satisfied
Product quality	4.8	0.4	Most satisfied
Variety of products	4.75	0.43	Most satisfied
Variety of brands	4.7	0.46	Most satisfied
Return or exchange policy	4.6	0.58	Most satisfied
Price	4.36	0.76	Very satisfied
Reasonableness of the product price	4.3	0.71	Very satisfied
Cheaper than buying from other channels	4.35	0.73	Very satisfied
Displaying the product price clearly	4.4	0.66	Very satisfied
Having a secured payment system	4.4	0.92	Very satisfied
Distribution channels (online and offline)	4.34	0.87	Very satisfied
24/7 order available via online applications (e.g., Line)	4.3	0.95	Very satisfied
Clear display of information and images	4.55	0.59	Most satisfied
Convenience of ordering	4.2	0.93	Very satisfied
Punctuality in product delivery	4.3	1.00	Very satisfied
Marketing promotions	4.17	0.83	Very satisfied
Social media Ads (e.g., Facebook, Line, Instragram)	4.5	0.59	Most satisfied
Having discount, giftset, and free samples	4.5	0.5	Most satisfied
Membership for a special offer	3.5	1.4	Satisfied

Sellers	4.45	0.64	Very satisfied
Salespeople are good at facilitating (e.g., giving advice)	4.55	0.59	Most satisfied
Salespeople are neatly dressed.	4.6	0.57	Most satisfied
Salespeople have good manners/polite	4.2	0.75	Very satisfied
Buying process	4.56	0.73	Most satisfied
Variety of payment methods (e.g., cash, QR code)	4.63	0.66	Most satisfied
Professional service without discrimination	4.57	0.71	Most satisfied
Professional service, agile and fast.	4.48	0.81	Very satisfied
Physical appearance	4.53	0.87	Most satisfied
The store area is safe.	4.56	0.84	Most satisfied
The store area has a nice, clean atmosphere.	4.5	0.89	Most satisfied
Packaging	3.84	0.93	Satisfied
The filling quantity is appropriate.	4.09	1.03	Very satisfied
The size of the package is easy to carry.	4.03	1.03	Very satisfied
The packaging design is appropriate	3.95	1.01	Satisfied
The use of color on the packaging is related to the product.	3.85	0.61	Satisfied
The package reflects the identity of community products	3.85	0.80	Satisfied
The brand is easily recognizable.	3.61	1.16	Satisfied
The completeness of information on the packaging	3.48	0.88	Less satisfied
Total	4.37	0.76	Very satisfied

DISCUSSION AND CONCLUSION

This research studied the souvenir shopping behavior of Thai tourists at Pak Bara Pier, La-ngu District, Satun Province. The research findings show that products, buying processes, and the physical appearance of the souvenir shops at Pak Bara Pier are the top three dimensions in which tourists are most satisfied. These findings are aligned with Rattanasueb (2011), who conducted a study on "Satisfaction of Thai tourists with the Market Mix Services of the Chiang Mai Zoo," showing that tourists were satisfied at a high level in six aspects, namely product, price, distribution channel, service personnel, service process, and physical environment. The findings of this study also show that of all factors, tourists have the lowest level of satisfaction with packaging. Therefore, souvenir producers and shops should pay more attention to packaging to increase tourists' satisfaction, especially the packaging design and completeness of production information.

In this study, we encountered a limitation related to the small sample size of domestic tourists surveyed at Park Bara Pier. Due to constraints such as time, resources, and access to participants, our sample size was limited. This limitation may have implications for the generalizability of our findings to a broader population of domestic tourists. Another limitation of our research is its exclusive focus on domestic tourists visiting Park Bara Pier. While this focus provided valuable insights into the preferences and behaviors of this specific group, it may not fully represent the diversity of tourists found in other geographical locations.

A larger and more diverse sample should be included in future studies which would enhance the generalizability of the findings. Expanding the scope of research to include international tourists would provide a more comprehensive understanding of tourist behavior and preferences. Comparative studies between domestic and international tourists can highlight differences and similarities, shedding light on the unique needs and experiences of both groups.

Southeast Astan Students' Conference on Recreation and Tourism 2023 (SEASCRT2023)

REFERENCES

Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. American journal of theoretical and applied statistics, 5(1), 1-4.

Inthasuwan, S. & Sakarin, O. (2019). Buying Decision Behavior of Tourists' Souvenirs in old Town, Songkhla (in Thai). Research and Development Institute Journal of Chaiyaphum Rajabhat University, 1(2), 79-86.

Kaewkrom, S. et al., (2017). Souvenirs Purchasing Behaviour Of Chinese Tourists In Phuket. Phuket College of International Tourism, Phuket Rajabhat University. Retrieved 762d9308813b0001617294?sector=files20 Thai). Bangkok: Odeon Store. r=0&sk=5b51037900ec8222fcad08c6fb31dc2a.

Kotler, P. (2003). Marketing Management. (12th Edition). New Jersey: Pearson.

Ministry of Tourism and Sports. (2019). ANNUAL REPORT 2019. (in Thai). Retrieved from https:// www.mots.go.th/download/AnnualReport/ AnnualReport2562compressed.pdf.

Prathep, T. (2021). Social changes from the epidemic situation COVID-19 has changed the eating habits of consumers, service providers have to adapt from the current impact. (in Thai). Retrieved from https://drive.google.com/file/d/1JxYxuTQhttCcl TQOcf05AhksJ34fnUSq/view.

Rattanasub, P. (2011). Satisfaction of Thai tourists. per service market mix of the Chiang Mai Zoo (Master thesis). Marketing Program, Chiang Mai University

https://fund.pkru.ac.th/storage/d/5c Sinratana, P. (2001). Souvenirs. (2nd edition). (in

Wichaidit, S. (2016). Buying Product Behaviour Toward Thai Tourist Kohkred, Nonthaburi Province (in Thai). Dusit Thani College Journal, 10(1), 166-179.