

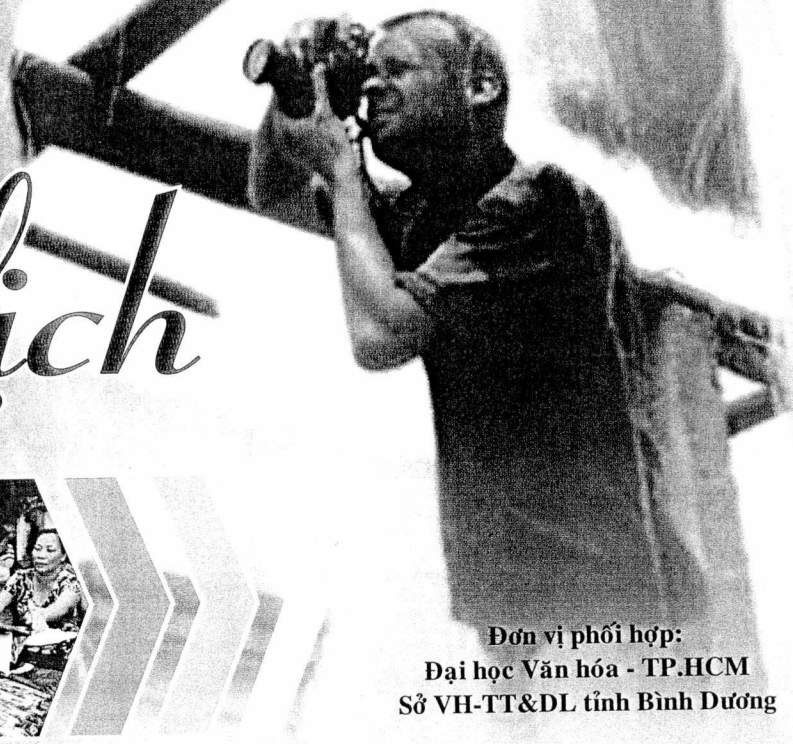
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Kỷ yếu này được xuất bản dưới sự tài trợ của đề tài "*Phát triển du lịch sinh thái và làng nghề tại tỉnh Bình Dương*" do PGS.TS. Huỳnh Quốc Thắng làm chủ nhiệm đề tài.

THE FACTOR AFFECTING TO PURCHASE SHELL SOUVENIRS OF THAI TOURISTS AT HUA - HIN BEACH, THAILAND

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Introduction

Hua Hin District has been widely known among Thais and foreigners. It is situated in Prachuap Kiri Khan Province and was originally given its name as “Baan Samore Riang” or “Baan Laem Hin”. Hua Hin is also the location for “Klai Kan Won Palace”, the royal residence of King Rama IX. In terms of tourism, Hua Hin is a famous beach town where tourists can comfortably spend their one day trip. As merely 196 kilometers apart from Bangkok, it usually takes 2 and a half or 3 hours by car, or only 45 minutes by plane (Wikipedia, 2014). Actually, Hua Hin has been very popular as it possesses plenty of natural attractions including long, calm, beautiful sand beaches, which you can enjoy swimming and doing other water sport activities. Due to its tropical climate with high humidity and occasional rain, Hua Hin is typically pleasant however, and tourists can visit year round. Generally, the best time of the year to visit Hua Hin, for those who like it hot, is the hot season or when it usually gets windy in the afternoon and evening by Southeast Wind. Summer in Hua Hin is a wonderful time for various beach activities for Thai and foreign tourists. (Statistics and Research Division, Tourism Authority of Thailand, 2000)

Tourists, as we have known, are likely to buy souvenirs from some particular tourist attractions. Literally, a souvenir is an object that you buy or keep to remind yourself of a special occasion or a place you have visited. Sometimes, “souvenirs” as objects include something people acquire for the memories they associate with them. The objects themselves might be defined or called in different terms; their real significance is the memento of someone, something or somewhere (The Royal Institute, 1999).

As they are made from the natural objects or local materials, souvenirs also help improve the economy of many tourist attractions. Some souvenirs are also good symbol of the communities. When you visit Prachuap Kiri Khan, you often see souvenir and gift shops which sell various items including “Shell Souvenirs”. Those

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shells were added value and they become the objects treasured for tourists' memories.

Souvenir creation and sales provide great income to the communities in Prachuap Kiri Khan, encouraging an opportunity to improve the local career, and an opportunity for a return visit, or to promote the local tourism.

The marketing mix, known as the 4Ps, is a combination of Products, Price, Place and Promotion. According to this business concept, the trader must consider an item or product that satisfies what a consumer demands. The next step is providing a product at a place which is convenient for consumers to access. Advertising is another step to create a communication with the potential customers and encourage them to spend their money on product. Setting price is the last part of this concept, and it is based on the producing cost and profit, or the customers' attraction (Pongsakornrangsilp, 2004).

Even though, the marketing mix strategies can cause consumer satisfaction, every of consumer gives particular attention on the 4 business concepts in different ways. The study on the factors affecting the consumer attention will probably be worth interesting as it could be applied when using the marketing mix in each business. Also, it would extend the satisfaction goal and give a way to be succeeded in the long-term business.

Thus, the research on "The Factors Affecting to Purchase Shell Souvenirs of Thai Tourists at Hua-Hin Beach, Thailand" was organized, and it aimed to study as followed:

1. To study the attention on the marketing mix and how it affected the purchase of Shell Souvenirs
2. To study the marketing mix which affected the purchase of Shell Souvenirs
3. To study how gender affected the marketing mix

Research Methodology

1. The population in the research is based on 1,062,609 Thai tourists who visited Hua Hin Beach (Tourism Department, 2010), however, their information didn't rely on any data of the government section about tourists who bought souvenir from Hua-Hin Beach. Due to the limitation of budget and time, there are only 200 samples, calculated by using Yamane (1967), with significance level of 0.1. The samples derived from convenience sampling and they were divided into the 100 of the tourists who purchased Shell Souvenirs and another 100 of those who didn't do so. All of collecting data did it in December 2013

2. The questionnaire was the instrument of this research and it composed of 3 parts. The first part was general data; the second part concerned the Shell

Souvenirs purchase behavior, and the third part included the marketing mix affecting the purchase of Shell Souvenirs.

3. The methods of analysis mainly started from the literature review, in order to study theories, concepts and research from books, journals and articles concerning the topic of this research. The questionnaires were, then, developed, based on the purpose of study. After the content and information were examined, the questionnaires were considered by two experts in marketing and tourism. Having some more advices on the validity, each question was carefully selected in terms of Index of Item Objective Congruence (IOC) of more than 0.05

4. The try-outs for questionnaires were done among 30 Thai tourists who purchased Shell Souvenirs at Hua-Hin Beach. The questionnaires' coefficient alpha of cronbach approximately equaled to 0.818. As the estimates of alpha almost reached 1, the questionnaires showed some confidence (Cronbach, 1951), and they were finally given to the samples of Thai tourists at Hua-Hin Beach.

5. The general data and the purchase behavior were eventually analyzed by using Descriptive Statistics, to describe the frequencies and percentages.

The analysis of the marketing mix affecting to purchase of Shell Souvenirs was done in order to reveal the frequency, percentage, mean and standard deviation. For the data of tourists who didn't purchase Shell Souvenirs, it was analyzed by using Binary Logistic Regression Analysis; the technique of Backward Stepwise was also applied in order to choose independent variables in an equation. In addition, the Wald Test (Hair et. al., 2010) was requested to examine the appropriate level of beta.

Consequently, according to a logistics regression equation, the codes were referred as followed:

Y = to purchase or not to purchase Shell Souvenirs
(0 = to purchase and 1 = Not to purchase)

X₁ = Product

X₂ = Price

X₃ = Place

X₄ = Promotion

The T-Test was also used to examine the difference of genders affecting to the marketing mix, and there was the use of Levene's Test for equality of variances, with significance level of 0.05.

6. All statistical data was analyzed through SPSS

Results

1. Referring to general data analysis of 200 samples, the proportion of them was as followed:

- Females (66.0%)
- Singles (70.0%)
- Age of 31 – 40 (44.5%)
- Office staff (37.5%)
- Salary ranged from THB 20,000 – 30,000 (64.5%)
- Graduates (77.5%)
- Having the residence in the Central of Thailand (68.5%)

2. Referring to the Shell Souvenirs purchase behavior, its proportion (n = 100) was as followed:

- The purchase of souvenirs as gifts. (69%)
- The purchase of key rings as souvenirs. (57%)
- The purchase of 1 - 5 items per visiting. (72%)
- The purchase price of THB101 - 200 per visiting. (91%)
- Making their own decision on the purchase of souvenir. (64%)

3. Referring to the marketing mix which affected the purchase of Shell Souvenirs, most of the respondents gave their attention on the 4Ps, ranged from the most to least as followed:

- Product
- Price
- Place
- Promotion

As for the respondents who purchased the Shell Souvenirs, they gave their attention on the 4Ps ranged from the most to least as followed:

- Product
- Price
- Place
- Promotion

As for the respondents who didn't purchase the Shell Souvenirs, they gave their attention on the 4Ps ranged from the most to least as followed:

- Price
- Product
- Place
- Promotion

All of the above data was presented in Table 1.

Table 1. Mean and S.D. of Purchase Sample, Not Purchase Sample, and Total Sample separate by Marketing Mixes

Marketing Mixes	Purchase (n = 100)		Not Purchase (n = 100)		Total (n = 200)	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
1. Product	4.10	0.42	3.80	0.51	3.95	0.49
Quality of Products	4.05	0.82	3.94	1.01	4.00	0.92
Size of Products suit for traveling	4.14	0.85	3.98	0.96	4.06	0.91
Attractive Packaging	4.04	0.92	3.69	1.09	3.87	1.02
Colorfulness	4.08	0.93	3.76	1.10	3.92	1.03
Uniqueness	4.19	0.91	3.63	1.11	3.91	1.05
2. Price	3.92	0.55	3.89	0.52	3.91	0.53
Negotiable Price	4.17	0.92	3.99	0.97	4.08	0.95
Reasonable Price	3.84	1.03	4.00	1.02	3.92	1.03
Various Price	3.97	0.93	3.87	0.91	3.92	0.92
Clarity Price	3.70	1.07	3.70	1.07	3.70	1.07
3. Place	3.71	0.51	3.69	0.55	3.70	0.52
Many shops Locating in the same area	3.71	1.08	3.66	1.13	3.69	1.10
Reliable Shop	4.01	1.02	3.84	1.02	3.93	1.02
Cleanliness of Shop	3.63	1.10	3.57	1.17	3.60	1.13
Attractive Decoration	3.63	1.13	3.59	1.17	3.61	1.15
Easy to see	3.57	1.11	3.54	1.16	3.56	1.13
4. Promotion	3.58	0.52	3.38	1.11	3.48	0.87
Cash Discount	3.58	1.08	3.51	1.05	3.55	1.06
Suggestion from Seller	3.79	1.00	3.33	1.12	3.56	1.08
Friendliness from Seller	3.47	1.08	3.47	1.08	3.47	1.07
Reliable Seller	3.54	1.14	3.45	1.04	3.50	1.09
Fast Service from Seller	3.51	1.12	3.29	1.30	3.40	1.22

4. Referring to the marketing mix which affected the purchase of Shell Souvenirs, analyzed through Binary Logistics Regression and the level of its Nagelkerk equaled to 0.598. In terms of Logistic Regression Analysis, it could be turned out at the equivalent of 59.8%. Also, when using Homer and Lemeshow test, the level of Chi-Square was 11.802, and its significance level equaled to 0.160. As the result was more than 0.05, it could be assumed that the calculating model was appropriate.

According to the model calculation, the result showed that Product and Promotion affected whether or not the tourists purchased Shell Souvenirs, as presented in Table 2

Table 2. Beta, S.E., Wald Statistics, sig. and Exp(B) of each Marketing Mixes Calculated by Binary Logistics Regression

	B	S.E.	Wald	Sig	Exp(B)
Constraint	3.065	2.148	2.035	0.154	21.436
X ₁	-2.068	0.422	24.044	0.000	0.126
X ₂	-0.113	0.296	0.144	0.704	0.893
X ₃	1.919	0.397	0.521	0.544	6.813
X ₄	-0.510	0.210	5.898	0.015	0.601

Thus, the equation of the tourists' decision on purchasing Shell Souvenirs was

$$W = -2.068 X_1 - 0.510 X_4$$

Based on this equation, to purchase Shell Souvenirs equaled to 0, and not to purchase Shell Souvenirs equaled to 1. The equation formed the result of 74.0% of the respondents who decided to purchase Shell Souvenirs, and 76.0% of the respondents who decided not to purchase them. Overall, the accuracy of the equation was about 75.0%

5. Finally, there was the use of T-Test to examine the difference of genders affecting to the marketing mix, and the use of Levene's Test for equality of variances. As presented in Table 3, the result of the test showed that females generally gave more attention to every combination of the marketing mix than males, with significance level of 0.05.

Table 3. Presenting Mean Separated by Gender, Levene, and t-test

4P	Mean (Female)	Mean (Male)	Levene	t-test
1. Product	4.08	3.68	4.308*	5.837***
2. Price	3.98	3.75	1.698	2.934***
3. Place	4.00	3.49	33.803***	7.830***
4. Promotion	3.85	2.72	0.554	10.996***

*Sig. = 0.05 **Sig. = 0.01 ***Sig. = 0.001

Conclusion

Referring to general data analysis, it is found that most of them are Females, Singles, Age of 31 – 40, Office staff, Salary ranged from THB 20,000 – 30,000, Graduates and Having the residence in the Central of Thailand. Referring to the Shell Souvenirs purchase behavior, it is found that the purchase of souvenirs as gifts, key rings as souvenirs, purchase 1 - 5 items per visiting, purchase price of THB101 - 200 per visiting, and making their own decision on the purchase.

Referring to the marketing mix which affected the purchase of Shell Souvenirs, most of the respondents gave their attention on the 4Ps as follows; Product, Price, Place, and Promotion. As for the respondents who purchased the Shell Souvenirs, they gave their attention on the 4Ps as follows; Product, Price, Place, and Promotion. And as for the respondents who didn't purchase the Shell Souvenirs, they gave their attention on the 4Ps as follows; Price, Product, Place, and Promotion.

Referring to the marketing mix which affected the purchase of Shell Souvenirs, the result showed that Product and Promotion affected whether or not the tourists purchased Shell Souvenirs.

Examination the difference of genders affecting to the marketing mix, it showed that females generally gave more attention to every combination of the marketing mix than males.

According to its useful data, this preliminary research is worth interesting as it could be applied to other study of souvenirs, particularly Shell Souvenirs. The traders and the governmental sections would probably extend the perspective of this research in order to develop the strategy of customer penetration.

In addition, this research could be more extended in terms of the samples, which would give much more various data. There were a few factors mentioned in this

research; some other factors could be included in order to analyze the decision on choosing services, for example.

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