

**THE FACTORS THAT AFFECT JAPANESE  
RETIRES' DECISION MAKING ON THE LONG STAY  
TOURISM IN BANGKOK**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
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**THE FACTORS THAT AFFECT JAPANESE  
RETIREES' DECISION MAKING ON THE LONG STAY  
TOURISM IN BANGKOK**

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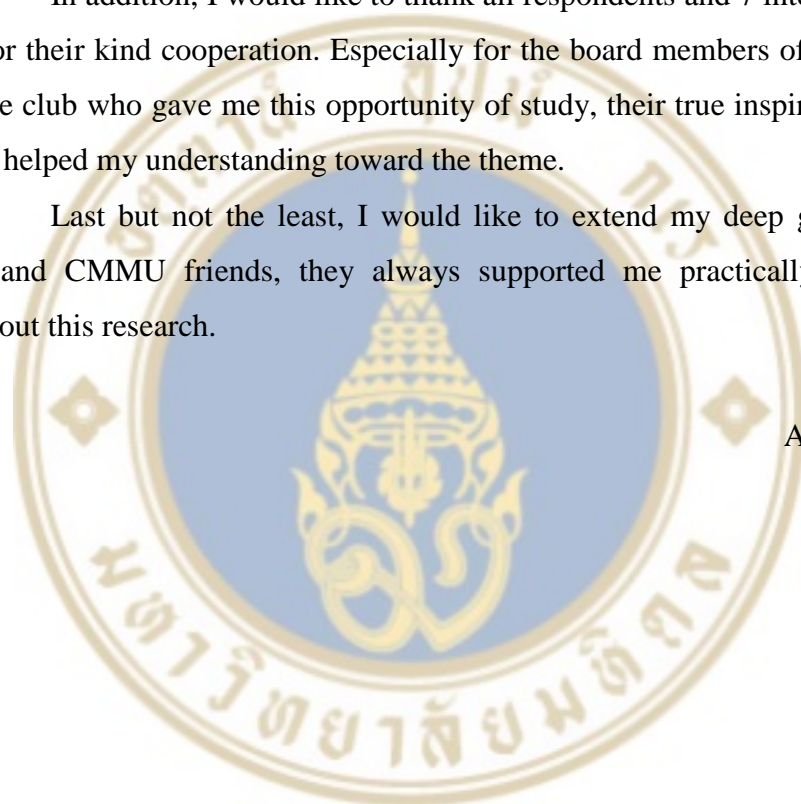
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Asami Kawamata



**THE FACTORS THAT AFFECT JAPANESE RETIREES' DECISION MAKING ON THE LONG STAY TOURISM IN BANGKOK**

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M.M. (GENERAL MANAGEMENT)

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**ABSTRACT**

Thailand has been attracting elderlies from all over the world as the destination of their long stay after retirement and its impact toward economic is significant over broad industries. This study is focus on Japanese pensioners who are residing in Bangkok with retirement visa, examines their motivational factors to selecting the city. The main purpose of this study is to clarify their motivational drivers to migrate Bangkok in order to figure out their future needs. The 14-motivation factors are formed to the assessment. The research composed of quantitative survey and qualitative interviews for total 103 respondents and 7 interviewees respectively.

The findings show their main reasons selecting the city are warm climate, hospitality of nation and good environment for outdoor activities. The paper concludes their ultimate purpose to migrate Bangkok is seeking the reason of their life as a people in the comfortable environment for challenging various kinds of activities. Some recommendations based on the findings are made.

**KEY WORDS:** Long stay destination / Retirement migration / Bangkok /  
Second home / Motivation

24 pages

## CONTENTS

	<b>Page</b>
<b>ACKNOWLEDGEMENTS</b>	<b>ii</b>
<b>ABSTRACT</b>	<b>iii</b>
<b>LIST OF TABLES</b>	<b>vi</b>
<b>LIST OF FIGURES</b>	<b>vii</b>
<b>CHAPTER I INTRODUCTION</b>	<b>1</b>
1.1 Back ground	1
<b>CHAPTER II LITERATURE REVIEW</b>	<b>3</b>
2.1 Definition	3
2.1.1 International Retirement Migration	3
2.1.2 Long Stay Tourism	3
2.2 Theoretical foundation	4
2.2.1 Motivation	4
2.2.2 Push and pull Factors	5
2.3 Proposed Framework	6
2.3.1 Variables	8
<b>CHAPTER III Research Methodology</b>	<b>11</b>
3.1 Research setting	11
3.2 Data collection	11
3.3 Process of the research	12
3.4 Data Analysis	12
<b>CHAPTER IV DATA ANALYSIS AND DISCUSSIONS</b>	<b>14</b>
4.1 Quantitative research result	14
4.1.1 Personal information of Respondents	14
4.1.2 Data analysis for variables	15
4.1.3 Data analysis for future needs	18
4.2 Qualitative interview analysis	19
4.3 Hypnosis testing	21

## CONTENTS (cont.)

	<b>Page</b>
<b>CHAPTER V CONCLUSIONS AND RECOMMENDATION</b>	<b>23</b>
5.1 Conclusion	23
5.2 Marketing Recommendation	24
5.3 Limitation of the survey	24
<b>REFERENCES</b>	<b>26</b>
<b>APPENDICES</b>	<b>28</b>
Appendix: Questionnaire	28
<b>BIOGRAPHY</b>	<b>29</b>



## LIST OF TABLES

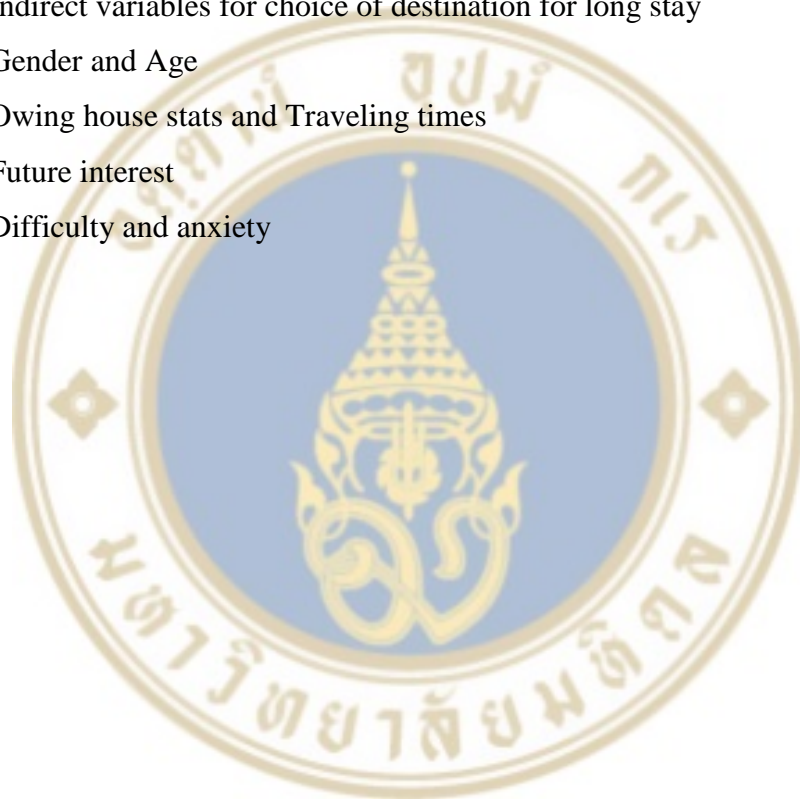
<b>Table</b>		<b>Page</b>
4.2	The result of 12 motivated factors	16
4.3	The result of 12 motivated factors by traveling times	17
4.4	The result of 12 motivated factors by age group	17
4.5	Detail of interviewee	19





## LIST OF FIGURES

<b>Figure</b>	<b>Page</b>
2.1 Maslow's Hierarchy of needs	5
2.2 Push and Pull factors	7
2.3 Indirect variables for choice of destination for long stay	10
4.1 Gender and Age	14
4.2 Owing house stats and Traveling times	15
4.3 Future interest	18
4.4 Difficulty and anxiety	19





# CHAPTER I

## INTRODUCTION

### 1.1 Background

Thailand is one of the most popular tourist destinations because of its beautiful nature represented by famous beaches, numerous tourism attractions, and the hospitality of Thai people. Although in previous decades it had a strong image as a Mecca of back packers, nowadays it is gathering attention as a host country of long stay tourism among the retirees from all over the world. Long stay tourism sometimes is considered as the International Retirement migration (IRM) that is the phenomena of crossing over the border for the retired people to seek a better quality of life. According to the Tourism Authority of Thailand (TAT), Thailand was listed at number 10 of the best countries for overseas retirement (Tourism Authority of Thailand, Online). In the last decade, IRM has grown rapidly worldwide because of getting lower travel costs and increasing the population of active seniors. This new transnational lifestyle has become a big boom in Japan as well. According to the data from the Long stay foundation, the population who move abroad after retirement constantly increased to 14.7 million in 2012 from 0.9 million in 1992 (Long Stay Foundation, Online).

The background of this trend especially seen in Japan is explained by 3 major factors. Firstly, increasing the number of retirement as Japanese baby boomers reached their retirement ages. Secondly these are said to be the last generation who can receive full of exclusive welfare benefits, which are derived from the economic growth in post world war era. Lastly, they are considered to have a strong desire to seek something of worth in their second life other than working. Because in most of cases, they have kept working in the harsh Japanese working society for their entire working period. It is common for Japanese citizens to spend their senior years in Southeast Asia countries, particularly the Philippines, Malaysia and Thailand (Toyota 2006,2012).

In response to increase demand of new tourism, the Thai government has been issuing the retirement Visa since 1992, which is favorable to the foreigners who are aged above 55 years and have certain financial criteria to stay the country for more than one year, in order to encourage market growth. As TOYOTA (2012) states the role of foreign retirees as long-term consumer, the long-tourist gives a stabilizing effect especially in the real estate sector and medical provision, as well as the tourism industry. Also, in an interview of the research manager at the Thailand long stay Tourism Management, it was emphasized that they must recruit “quality” retirees, who could spend generously and constantly. TOYOTA (2012).

Observing this phenomenon from the aspect of marketing, IRM is considered a huge potential market expected to give a sustainable positive affect on the nation’s economic growth through the retirement industry. This study, considering the long tourism as one of the prospective markets of traveling, focuses on Japanese retirees especially residing in Bangkok. It is attempting to identify their motivational factors of selecting Bangkok as a venue of their second life. It is also expected to get some marketing indications, which work to fill up the gap between retiree’s needs and destination offerings, in order that Bangkok would attract more retirees in the future.

## **1.2 Research Question**

The research question is to find what motivation drivers affect the Japanese retiree’s decision making to reside in Bangkok.

## **1.3 Research Objective**

This study aims to examine the future needs of Japanese retiree’s in Bangkok as the city keeps competitiveness as the long stay travel destination.

## **CHAPTER II**

### **LITERATURE REVIEW**

This chapter discusses the literature in international migration and related knowledge about motivation of traveling.

#### **2.1 Definition**

##### **2.1.1 International Retirement Migration**

International Retirement Migration (IRM) has been defined as a highly selective migration process, which retired individuals cross international boundaries by A.M. Williams, King et al, (1997). However as the term implies ambiguity, it has been used for a numerous styles of transnational movement of retirees, having different terms, purposes and destinations. One of the well known cases of IRM is “snow bird” which is to cross the US-Canadian border southward to escape the winter every year (King et al, 2000). The movement of elderly from north and west Europe to the Mediterranean is well established and widely known (King et al, 2000). Also it’s quite popular that Japanese retirees move to Southeast Asia nowadays.

From the aspect of motivation of moving, a number of researches are projected. Huete and Mantecon (2011) reveals the driver of IRM especially in the USA or Mediterranean is highly related to the rights of real estate. Cohen (1984) who focuses on lifestyle of expats in Thailand from 1981 to 1983 leads to the conclusion that they are motivated by looking for love. Williams, King, Warnes and Patterson states retirement migration in the EU involves Amenity-led-moves, like attractions and recreation to be satisfied in their retirement. Another study of IRM to Hua Hin and Cha Am in Thailand as destinations of choice, concludes the main motivation are high quality of living, warm climate, a low cost of living (Husa and Vielhaber, 2012).

##### **2.1.2 Long Stay Tourism**

On the other hand, long stay tourism is regarded one of the cases of IRM, but the usage of the term is more specified. It's because the word "long stay" has been registered by the Japanese foundation, which was founded in 1992 for the purpose of encouraging Japanese pensioners staying abroad after retirement. They defined "long stay" as a style of staying for a relatively long period (more than two weeks) in one place abroad not only enjoying leisure life but also promoting international goodwill through learning culture and contributing to its society under maintaining livelihood resource in Japan"(Long stay Foundation, Online) Therefore words of Long stay tends to implicate the Japanese retiree who draw a pension, it means above 60 years old in Japanese law and reside abroad having some purposes of life.

About the motivation study of long stay, Ono (2008) who examined Japanese retirees in Malaysia, refers to the retiree's considerable amount of free time and less focus on leisure of Japanese workers in the past and concludes "Long-stay tourism provides the retirees an opportunity to pursue their own "*ikigai*" which can be translated as "things making a life worthwhile". It's aligned with the statement of Foundation 'long-stay tourism is effective for self-actualization and creating "*ikigai*" (Long stay Foundation, Online).

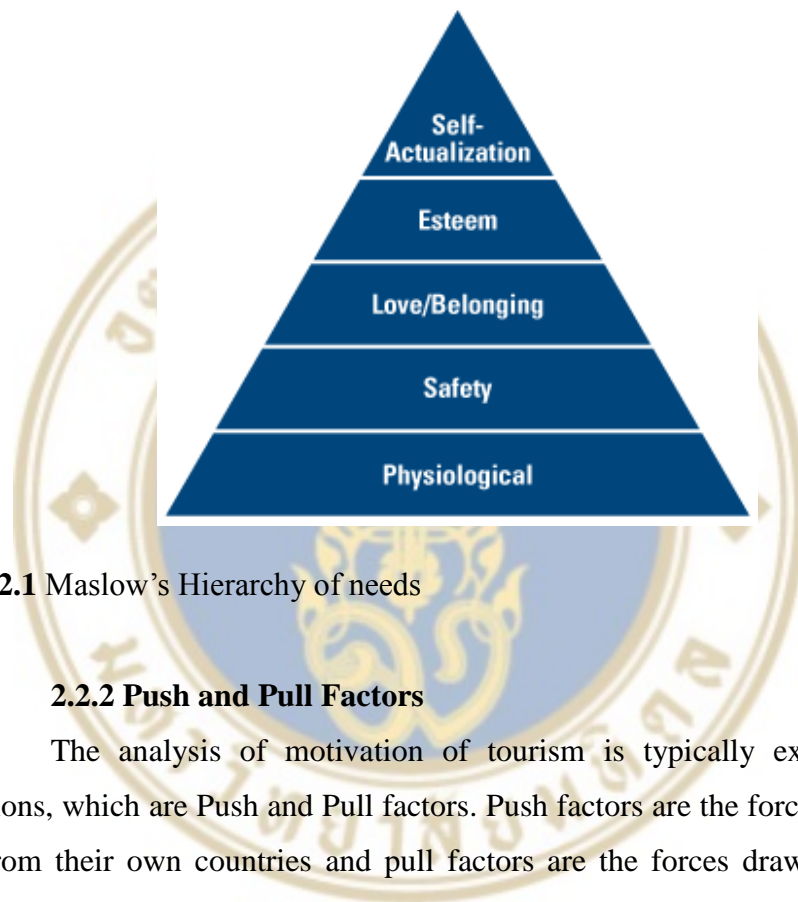
## **2.2 Theoretical Foundation**

### **2.2.1 Motivation**

The terms of motivation refers to factors that activate, direct, and sustain goal-directed behavior. Motives are the "whys" of behavior - the needs or wants that drive behavior and explain what we do (Nevid, 2013). Therefore motivation indicates the process of stimulating people to do actions to accomplish the goals.

Referring to the traveling motivation, as the traveling paradigm highly correlates with human beings, most of studies examine it based on Maslow's Hierarchy of need. According to the theory, people have specific needs and they are motivated by their desire to satisfy these needs. The needs are classified hierarchy and the bottoms are Physiological needs that are basic needs to survive life like air, food and shelter. Safety needs follow that, like protection from harm and danger. After fulfilling these lower

needs, the needs of love and belongings come up next, which are a need of friendship and a feeling of belonging to a group. Next stages of Esteem needs are divided into 2 groups. One is a need of esteem from others, like a feeling of an achievement or a desire for reputation. Another is an assessment by oneself, like self-confidence. The top of hierarchy is self-actualization, which is a desire of fulfillment to become one you really want to be by using your ability or skills to a maximum.



**Figure 2.1** Maslow's Hierarchy of needs

### **2.2.2 Push and Pull Factors**

The analysis of motivation of tourism is typically explained by two dimensions, which are Push and Pull factors. Push factors are the force to drive people away from their own countries and pull factors are the forces draw them to a new destination.

The most of the push factors are considered those of the origin country related, intrinsic motivation of individuals such as desire to escape daily life, on the contrary the pull factors are consisted by the variety series of attractiveness that the destination has. It includes tangible resources like scenery, historical monuments and the travelers' expectation such as reputation or image of the destination. (Baloglu & Uysal, 1996).



## 2.3 Proposed Framework

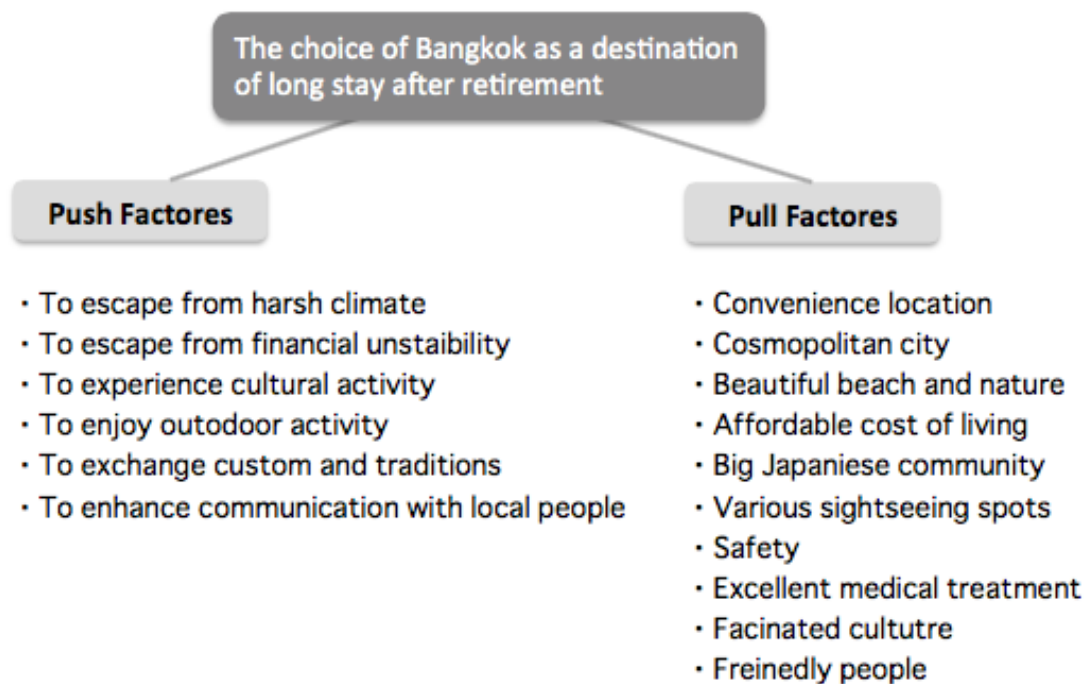
Applying these theories for this case study, it is considered the push factors of Japanese retirees are pretty much same as the previous studies' conclusion. They are "Escape from the home environments" and "Seeking better life of living" and "Social relationship" In the case of Japanese long stay, "comfortable life within the range of their pensions" (Research institute for senior life 2005) is a considerably important point.

For the push factors, I need to take into account some conditions of the Bangkok city from the view of Japanese retirees. One aspect is the existence of a huge Japanese community. According to the report of the Japanese embassy, there were a total of 26,991 Japanese residents in Bangkok in 2005, which makes it the forth-biggest Japanese population among the cities outside Japan. There are 3 major non-profit organizations for Japanese long stayers to support their migration process or daily life. Moreover, considering the status of many Japanese restaurants and shops open in Sukumvid area, Bangkok can be said to be an extremely hospital environment for Japanese and it is one of the distinguished points which sets the city apart from other popular destinations of retirees. Then the question is how does it affect the motivation of Japanese retiree to choose Bangkok as a long stay destination.

On the other hand, as many studies concluded that one of the biggest motivations of retirement migration is a view of investment. Especially among European retirees, it is a popular choice to have a second home to live in multiple-places, like the cases of migrate to Mediterranean and Turkey. Some tourists consider retiring and purchasing a second home and experiencing everyday life in the host destination (Rodriguez et al.,2004). Although some studies mentions for Japanese retiree eventually go back to Japan (Hongsrangon 2006), still it is considered one of the main sectors of retirement industry with tourism and care provider (Toyota 2012). Since Bangkok is a rapid developing city and keeps in a rush to build new condominiums, is this phenomenon any influence the motivation of Japanese retirees selecting the city? In this study, I examine these 2 hypotheses with another variables. Variables are formulated based on the below pull and push factors which was compiled by previous studies.

**Hypotheses 1:** A huge Japanese community has some certain impact on the motivation of choosing Bangkok as a destination of long stay for Japanese retirees.

**Hypotheses2:** A chance of possessing property has some impacts on the motivation of choosing Bangkok as a destination of long stay for Japanese retirees.



**Figure 2.2 :** Push and Pull factors



### **2.3.1 Variables**

Taking into account above push and pull factors and the hypotheses, I assume the independent variables of influencing the motivation for Japanese retiree as below.

#### **- Location**

Location is considerably important for migration because it sets the limit for their life activities. Therefore choosing a desirable location is the important step to travel and also to settle down. Bangkok city is located conveniently with just a 6 hour flight from Japan.

#### **- Cosmopolitan city**

According to the research of Department of Tourism, the number of foreign visitors has consistently increased, reaching 22.3million in 2012(TAT article Online). Also considering the city is one of the top destinations for the retirees all over the world, Bangkok is said to be a highly cosmopolitan urban city with a diversity of nationality of people.

#### **- Affordable living cost**

Living cost refers to the average cost of the basic necessities of living life, including food, accommodation and clothing. For many IRM who have a limited income, affordable cost of living within the pension is considered a critical variable.

#### **- Climate**

The climate through the entire year is an important matter for many migrants. It is related to the physical needs in Maslow's hierarchy of needs. Many studies point out retiree's changed their residential area as simply avoiding the coldest winter.

#### **- Japanese Community**

A huge Japanese community provides various kinds of services and activities to support retiree's life. It might help rid anxieties of staying abroad for Japanese retirees.

#### **- Sightseeing spots**

Numerous sightseeing spots inside and outside Bangkok are considered as entertainment, not only for tourists but also for residents. More over these attractions would be considered matched with their desire to seek something new experiences.

### **-Nature**

Although the city is a quite crowded urban city, once away from the center, there are a numerous beautiful natural areas within a few hours of driving. Pattaya beach or Hua Hin are well known as a destination of residence or short trips and can easily enjoy leisure and marine sports.

### **- Medical care level**

Health needs is classified as physiological need in Maslow's hierarchy and quite important. Bangkok is the place that has several international hospitals, which provide an excellent level of treatment and services and have good reputations.

### **- Indoor activities**

As refer to the pull motivation factors, many of retirees consider seeking something to do. In Bangkok, there are various kinds of cultural activities, such as learning languages, carving, Thai dancing, Thai cooking and so on.

### **- Outdoor activities**

Available sports, recreation like playing golf or playing tennis, going to the gym are essential in choosing a retirement destination. The opportunity to do these activities not only maintains their health, but also helps to fulfill their needs of love and belongings to get the companies. Bangkok city is a considerably good place to enjoy golf, as there are some good courses within the area at an affordable cost.

### **- Culture**

For many travelers, the experience of touching culture is an important attribute when choosing destination. Since Thailand has a lot of distinguished cultures in food, custom, heritages, the chances to touch them make living exciting.

### **- Nation's trait**

The characteristic of local people also greatly influences the decision of long time travel destination. As a reputation of smile-nation, Thai's characteristics of hospitality and consideration for others could be thought of as a significant influence on traveler's motivation.

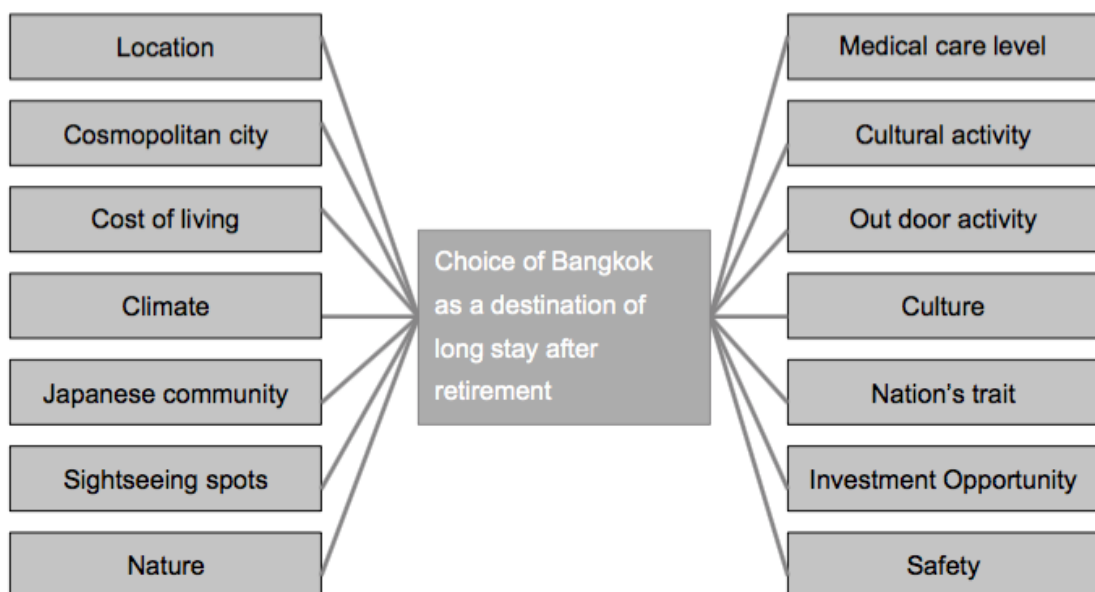
### **- Investment opportunity**

Thai government allows foreigners to own property with certain regulations. Since the transnational lifestyle which means accessing cultural and economic advantages of both countries, is getting popular as one of the form of

retirements, the investment opportunity for the property in Bangkok might motivate the long stayer.

### - Safety

Safety needs is the second basic needs in Maslow's hierarchy and probably is the first consideration when people think about traveling. They take into account country's crime rate or natural disasters.



**Figure 2.3** : Indirect variables for choice of destination for long stay

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter introduces the research methods including the way to collect the primary data and analysis technique used in this research.

#### **3.1 Research setting**

The research aims to clarify the motivational factors to induce Japanese retirees to select Bangkok for the long-stay destination and examines their intrinsic needs there. The study is based on the mixed approach of quantitative survey and qualitative discussion, because a wide questionnaire helps to obtain the classified futures of their motivation and the open-ended discussion is expected to bring more deep insights for their needs. The self-administrated survey consists of the demographic information and 14 attributes of motivational factors, and question relevant of future needs. In the structured group discussion, 7 selected participants within the respondents of the survey were gathered one place and discuss about the topic freely.

#### **3.2 Data collection**

The data was collected in November 2015, from a group of Japanese retirees whose age was over 60, and residents in Bangkok with a retirement Visa. To avoid inclining one characteristic of the demographic variables, the survey was conducted in 3 different tenures on different days. The first survey was held in the monthly meeting of the Japanese long stay community, which is a voluntary group to aim for a mutual help among Japanese retirees. Over 30 people at there participated in the survey. The second was in the weekly cultural event where a Thai Monk gave

mediation training for Japanese in Asok. There was a total 20 people there. The last survey was performed in a popular restaurant in the building of Japan association, which is the biggest Japanese non-profitable community in Bangkok. The sampling amount was total 103 questionnaires, which were distributed in person.

### **3.3 Process of the research**

The Questionnaires are organized into 3 parts, first parts captures personal information of gender, age, the status of holding house in Japan and the data of travel times before making the decision to move to Bangkok. The questions in the second parts are related on the motivation factors. 14 questions are ranked on a five-point liker scale. Each number represents: 5=Strongly agree, 4=Agree, 3=Neutral, 2=Disagree, 1=Strongly Disagree.

The last parts are the questions about their interest activities and anxiety in living in Bangkok. Questionnaires are with multiple selected answers among predictable variables to identify their seeking and their problem.

The group discussion among 7 Japanese retirees was held at a separated room in the cafe with informal environment that they felt free to express about their motivations of long stay in Bangkok or future plans or desires. The meeting took approximately 45 min. The researchers encouraged them to induce deeper conversation by participating in the discussion when it was needed.

### **3.4 Data Analysis**

Total 103 respondents surveys were analyzed by following ways.

1. Personal data of respondents are analyzed by descriptive statistics used frequency and percentages.
2. For analyze of 14 variables of retiree's motivations, the study used mean and standard deviation value. To translate the range of information in each level, the interval class formula be used.



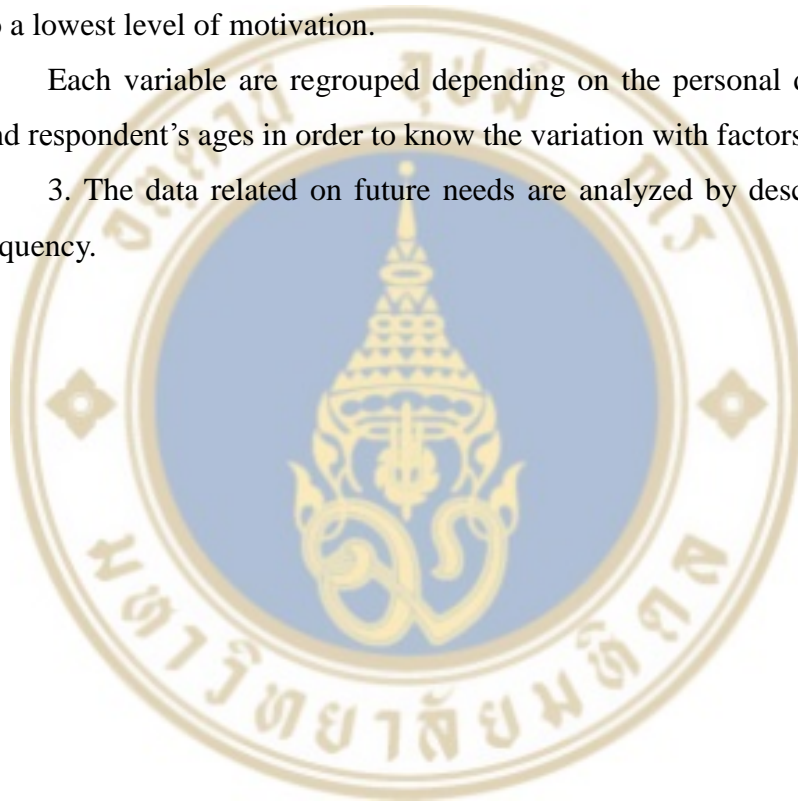
$$\begin{aligned} \text{Formula: } \quad & \frac{\text{Range (highest score – lowest score)}}{\text{Number of low}} = \frac{(5-1)}{5} \\ & = 0.8 \end{aligned}$$

Therefore, the mean scores are able to interpret as below.

The average score between 4.21-5 refers to a highest level of motivation. The average score between 3.41-4.20 refers to a high level of motivation. The average score between 2.61-3.40 refers to a medium level of motivation. The average score between 1.81-2.60 refers to a low level of motivation. The average score between 1.00-1.80 refers to a lowest level of motivation.

Each variable are regrouped depending on the personal data of traveling times and respondent's ages in order to know the variation with factors.

3. The data related on future needs are analyzed by descriptive statistics used frequency.



## CHAPTER IV

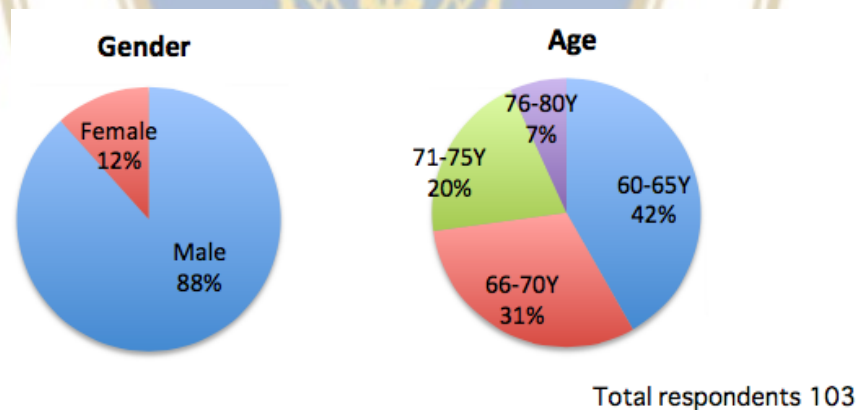
### DATA ANALYSIS AND DISCUSSIONS

This chapter illustrates the result of the research along with an analysis of the study using the framework given in the previous chapter.

#### 4.1 Quantitative research result

##### 4.1.1 Personal information of Respondents

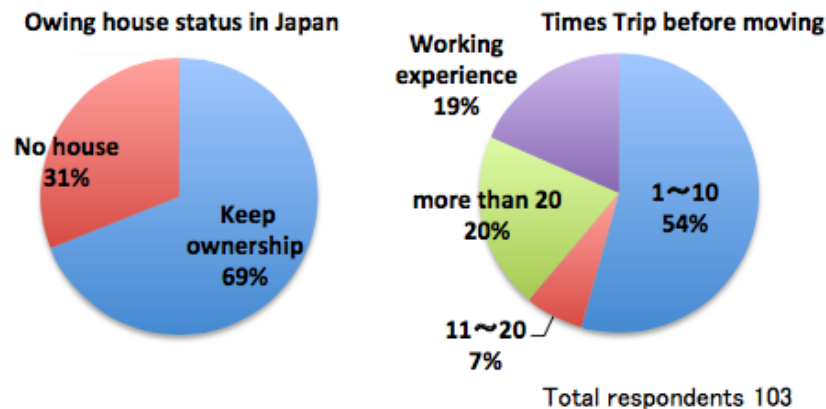
This paper aims for the understanding of drivers to influence Japanese retiree's decision making to select Bangkok as the destination of their second life. Therefore selected people are over 60, which is the age at which they start to receive pension in Japan, residents in Bangkok with retirement Visas. No limitation of gender and marital status and other categories in this study.



**Figure 4.1** Gender and Age

The majority of the respondents are male, which is 88% of total respondents, while only 12% of female. For about age group, it is dominant for the groups of 60-65years and 66-70years old, which are 42% and 31% respectively. Following large group is the age of 71-75 years people with 20%, and 7% of total participant are aged between 76-80 years old.





**Figure 4.2** Owing house status and traveling times

Figure 4.2, the left pie graph shows the status of ownership in house in Japan. As it illustrates, 69% of respondents still keep their house in Japan. On the other hand, 31% of respondents don't have own property in Japan. The other graph shows how many times they visited Bangkok before making the decision to live there. There were no respondents who had never visited Bangkok before. More than half of people respond that they had visited Bangkok below 10 times, 20% of people repeatedly visited there more than 20 times. 19% of respondents have an experience of expatriate in Thailand in the past.

#### 4.1.2 Data analysis for variables

Table 3 shows the result of 14 attributes of motivational factors of Japanese Retirees. As the data shows, the highest means score is Climate. It means Japanese retirees are greatly motivated to move to Bangkok by the temperate climate without winter, as same as a lot of previous studies have stated. The next biggest motivational factor is a Nation's trait, which earns average 3.45 points. Also the lowest deviation score, which attribute has indicates there is no difference depends on a person, indicates that many Japanese retirees are in favor of the characteristics of Thai people and regard its important factors for staying there. Outdoors activity is ranked as the third, which represents the popularity of golf among Japanese retirees in Bangkok. Lowest mean of attribute is economy activities like investment in property, which is

less motivation for long stayer. Overall result, it is found that 12 of 14 attributes given medium effects on retiree's motivation, only 2 factors gives higher influence.

**Table 4.2 :** The result of 12motivated factors

Motivation	Mean	S.D	Interpretation
Location	2.98	1.13	Medium
Cosmopolitalism	3.02	1.25	Medium
Cost of living	3.12	1.09	Medium
Climate	3.74	1.15	High
Japanese community	3.08	1.11	Medium
Sightseeing spots	2.85	1.30	Medium
Nature	2.85	1.23	Medium
Medical care level	3.03	1.01	Medium
Cultural activity	2.84	1.38	Medium
Outdoor activity	3.31	1.48	Medium
Culture	3.10	1.21	Medium
Nation's trait	3.45	0.88	High
Investment opportunity	2.62	1.11	Medium
Safety	2.84	1.08	Medium

On the other hand, referring to the data in detail (Tabe 4.3), which classifies each variables depend on the travel times. It shows that the group that has working experience in Thailand is highly motivated by Culture and Nation's trait, both scores are at 4.21 compare to the other 2 groups are 2.89 and 2.82. It can be anticipated that this came from their previous residential experiences. On the contrary the variety of sightseeing spots and cultural activity don't give much impact on the motivation among the group with travel Bangkok frequency and ex-expatriate. It is considered because they already experienced those things in their traveling or past residence periods. It could be explained for remarkably high score in culture variable among the group of expatriate. Probably they made the decision of retirement immigration based on their positive experiences during they had worked there.

Hospitality environment represents of existing a huge Japanese community is lower score in the group of frequent traveler and ex-residence while less experience group regards it is as important. We can see it would be a positive motivator for the

new comer to that place. Outdoor activities are popular among people in all groups almost equally, as well as climate score.

**Table 4.3** the result of 12 motivated factors by travel times

Times of traveling	Location	Cosmopolitanism	Cost of living	Climate	Community	Sightseeing	Nature	Medical care
Below 10	2.98	2.98	3.07	3.63	3.34	3.13	2.68	2.93
More than 10	3.00	2.89	3.39	3.96	2.64	2.50	3.29	2.93
Working	2.95	3.32	2.84	3.74	2.95	2.58	2.74	3.47
<b>Total</b>	<b>2.98</b>	<b>3.02</b>	<b>3.12</b>	<b>3.74</b>	<b>3.08</b>	<b>2.85</b>	<b>2.85</b>	<b>3.03</b>

Cultural activity	Outdoor Activity	Culture	Nation traits	Investment	Safety
3.09	3.11	2.82	3.21	2.41	2.84
2.71	3.61	2.89	3.39	2.75	2.96
2.32	3.47	4.21	4.21	3.05	2.68
<b>2.84</b>	<b>3.31</b>	<b>3.10</b>	<b>3.45</b>	<b>2.62</b>	<b>2.84</b>

Looking at the same data rearranged by their ages, I can find Climate score is getting higher according to their ages. Also, outdoor activities got quiet high score among 66-75 age groups, which is 3.81 comparing age group 60-65 has lower with 2.79. Investment and safety attributes are relatively low in all age groups. Top 3 variables in each age groups are 60-65 is (Climate, Culture, Cost of living), 66-70 is (Climate, Nation Traits, Cost of living), 71-75 is (Climate, Outdoor activity, Sight-seeing), 76-80 (Climate, Nation traits, Sight-seeing & Culture).

**Table 4.4** the result of 12 motivated factors by age group

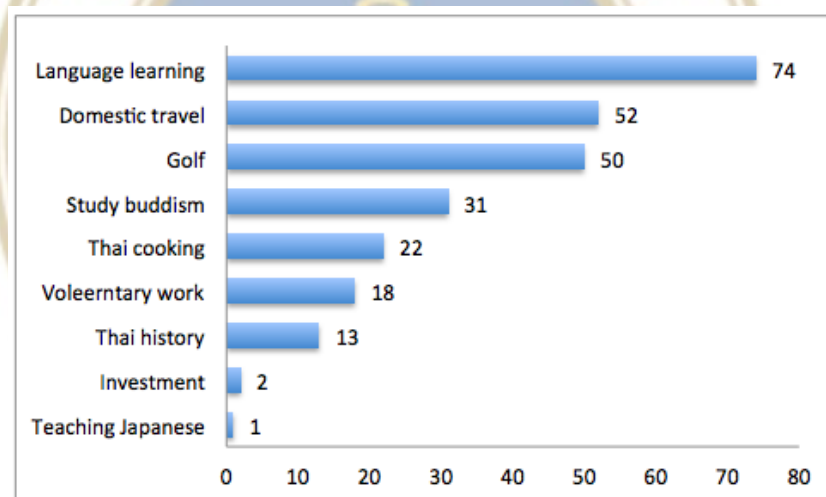
Ages	Location	Cosmopolitanism	Cost of living	Climate	Community	Sightseeing	Nature	Medical care
60-65	3.02	2.86	3.14	3.47	2.91	2.42	2.51	2.91
66-70	3.03	3.00	3.28	3.91	3.19	2.72	3.03	3.16
71-75	3.05	3.62	3.05	3.86	3.29	3.71	3.19	3.00
76-80	2.29	2.29	2.43	4.29	3.00	3.57	3.14	3.29
<b>Total</b>	<b>2.98</b>	<b>3.02</b>	<b>3.12</b>	<b>3.74</b>	<b>3.08</b>	<b>2.85</b>	<b>2.85</b>	<b>3.03</b>

**Table 4.4** the result of 12 motivated factors by age group (Cont.)

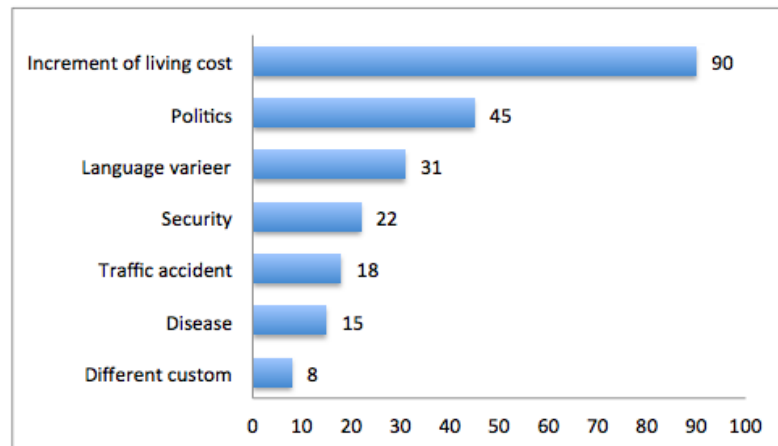
Cultural activity	Outdoor Activity	Culture	Nation traits	Investment	Safety
2.84	2.79	3.21	3.02	2.47	2.79
2.59	3.72	3.13	3.81	2.91	2.97
3.24	3.81	2.67	3.57	2.57	2.76
2.86	3.14	3.57	4.00	2.43	2.86
<b>2.84</b>	<b>3.31</b>	<b>3.10</b>	<b>3.45</b>	<b>2.62</b>	<b>2.84</b>

### 4.1.3 Data analysis for future needs

The third part is asking about their future interest and need, respondents may choose multiple responses out of 9 columns. First question is inquiry about the interest, which respondents have.

**Figure 4.3** Future interests

We found 74 out of 103 people have high potential to learn Thai language, and it is the most popular activity. The second popular activity is Domestic traveling, that 52 respondents answered as having interest in. Almost half of the people are motivated to play golf. It is a certain percentage of people interested in voluntary work and Thai cooking and Thai history.



**Figure 4.4** Difficulty and anxiety

Figure 4.4 shows the difficulty or anxiety which respondent has. Their most significant anxiety is apparently increasing living cost in Bangkok, 90 people out of a total 103 respondents are worried about it, as they couldn't keep the level of life standard, which they desire. 45 people feel anxiety about politics instability and 31 people feel difficulty of the language on their life. For about security, it seems most of people certainly satisfied, only 22 people state the issue as worrying.

## 4.2 Qualitative interview analysis

Within the respondents, 7 people talked their interesting and need freely. Respondent's details are showed as table 4.2.

**Table 4.2** Detail of interviewees

	Gender	Status of holding house	Travel times	Age	Free answered column in future desire
R1	Male	Holding	Below10	64	Hope to improve security in province
R2	Male	Holding	Working	62	Highly interest in the Buddhism routs
R3	Male	No	Over10	71	Participating volunteer work
R4	Male	Holding	Working	63	Hope to stop infration any more
R5	Male	Holding	Over10	78	keep doing my favorite activity Golf
R6	Male	Not	Below10	72	Politics stability
R7	Male	Holding	Working	65	more diversity of service in whole industry



### **Japanese Community**

Most of the interviewees regarded the Japanese community as a bit annoying, because it is considered out of their desire and needs, which was to experience a new world.

R6 mentioned, “I’ve never joined any events held in the Japanese community, because it’s boring. I think it is for newcomers just to get used to the life in Bangkok or expatriates and their family who want to keep a similar life as in Japan.” R7 mentioned, “ I live here to pursue my interests which are examining the route of Buddhism. Through the community group of visiting temples and ruins of Khmer consisting of people from many different countries, I met some friends from different nations having the same interests and felt really lucky not spending my entire life on a small island” Therefore it is concluded the big Japanese community helps people for a certain initial period or mitigate the first hurdle to reside abroad, but might work adversely if they want to do something new other than Japanese culture.

### **Language difficulty**

Although most retirees in the discussion consider the local language is inevitable for them, even if they don’t feel any difficulty in daily life, it is still a struggling matter. 3 out of 7 people still keep studying Thai at a language school, others gave up at the basic level, because learning language is not the real purpose of their staying. R3 said “You can survive, especially around Sukumvid area, with just a few simple Thai or even Japanese words, but it is not enough of course. There is no expansion in the world if you don’t speak Thai and it is not easy.” However its difficulty somehow would make people motivated. R4 said “During my working time in Thailand, I couldn’t spare much time for learning Thai because I was always busy in my job, now I keep studying and feel my developing. Speaking Thai apparently expands my life ability there, so I can say it is worth the challenge.

### **Thai custom**

All of the respondents agreed with their satisfaction toward the attitude for elder persons or foreign persons from local people. R7 “ I’m very comfortable to stay there, because everybody treats me respectfully from their nature. They offer me the seat on the BTS, Security guys or my acquaintances frankly greet me with a “wai” every morning. It makes me happy and I feel I belong to the society. I have never experienced bad treatment here.

### **Diversity of interests and needs**

Through the interview, I can find a variety of desires linked with their background and characteristics. R5 revealed he had lung cancer at the last stages. After he was diagnosed, he started to think about his life up until now. It kept him working so hard for his family, and finally concluded to use the rest of time to fully enjoy with his family and friends. Despite being strongly advised against it by his doctor, he visits Bangkok regularly and stays a few months to enjoy his favorite activities, golf with his friends. He said “I’m satisfied with my choice. Bangkok is the best place for me to enjoy my life. I recommend such an end of life for everyone.”

Also R4 commented, “I’m going to do voluntary work using my working experiences as an engineer. During my working there over 10 years, my interests just towards preceding the projects well. Now I’m planning to teach my electric knowledge to local people with my ex-colleagues. It is so exciting attempting to give vocational training without reward, but I think it’s the one I really wanted to do in that country.

## **4.3 Hypnosis testing**

Referring to the assessment of hypotheses 1, which is testing the effect of huge Japanese community on the moving motivation of Japanese retirees in Bangkok, is concluded be medium influence. It is because of the presence of a strong Japanese community would affect opposite ways depending on the group of people. Among the people who have less-experience in staying abroad or newcomers to Bangkok it’d be



helpful in every aspect on their life, however for the people already used to staying in Bangkok it might reduce the excitement of challenge or new experience by bringing the home country's custom and culture. It is because those people have much more interests for the residential country's culture and prefers to communicate with local people. Considering these opinions with the result of mean score, the biggest Japanese community in Asia is not so strong a driver for Japanese retirees to push them to migrate the city.

Referring to the assessment of hypotheses 2, which is testing the effect of opportunities of obtaining property on the moving motivation of Japanese retirees in Bangkok, can be said medium influence. Although there is no evidence as the data of actual retiree's property possessions in Bangkok, from the perspective of the motivation, many retirees residing in Bangkok have not much interest to invest in property. As expected the reason from the data, firstly it is because the most of them keep their own house in their home country and intend to go back there in the future, also as one interviewee mentioned, Bangkok is not a suitable place to obtain the second home because of the outrageous price of condominiums and the chance of less relaxation. It might be popular in more resort areas, like Pattaya or HuaHin. In conclusion, readiness for owning property doesn't much influence the motivation of Japanese retirees to migrate Bangkok.

## CHAPTER V

### CONCLUSIONS AND RECOMMENDATION

#### 5.1 Conclusions

The main objective of this research is to find out the critical factors pushing Japanese elderly come to Bangkok as a long stay traveling. After assessment for 14 variables and other compiled data, the research reconfirms the main motivational factors to retirement migration are almost the same as previous studies which are: warm weather, friendly traits of Thai nation, good environment for outdoor activities, despite of the different places and nationality of retirees.

However looking at the other attributes and their comments in the interview, it finds their intrinsic motivations of searching for more desirable way of life. Considering the relatively low variables for Safety and Medical care, it is said the retiree residing Bangkok already fulfill their basic of needs. They are quite active and seek a higher level of need as refer to the Maslow's hierarchy of needs. They are self-esteem or self-actualization needs which are interpreted in the culture and indoor or outdoor activities in this study. This type of motivation is quiet diverse depending on their life experiences and characteristics. However I can conclude the variety type of activities, notably attraction of culture, relaxing atmosphere, friendly nations that Bangkok city has able to responds such a various type of retirees needs.

In addition, it is another finding that many of retirees were ex-patriots and chose to return back to Bangkok after retirement. All of them cited familiarity of living, deep interest for Thai culture and friendly people as the reason of coming back. These types of retirees obtain strong and specific purpose for choosing Bangkok. After a long harsh working period in their life, they seek something be variables or meaningful in their rest of life except working.

Also, It is considered one of the reasons that less requirement cultural adjustments for many Japanese comparing western retirees, since we have same roots of race and religion, sharing some part of customs. It is a big difference from migration to western culture countries such as Australia and Hawaii or Muslim

countries such as Malaysia. This cultural similarity helps to fulfill the lower level of needs of Japanese retirees in Bangkok like shelter, foods, safety, belongings, and stimulate people to pursue higher level of needs.

## **5.2 Marketing recommendation**

The study found some implications for the long stay tourism especially about Japanese retiree's consumption. As many Japanese retirees mentioned in this study, the main anxiety and difficulty on their life is the difficulty of Thai language. It can be said the most significant and basic need for them in order to accomplish their retirement purpose of life. Since Bangkok has already facilitated a numerous kinds of language schools, it can be said still potential segments.

Another aspect is availability of more diversity activities, which Japanese retirees can easily participate in. Many retirees have an interest in a variety of types of events, but most information is only in Thai, especially the events rooted on the local culture. Since their interests are different from that of ordinary travelers, they are seeking more deep experience of the culture. Existing the bridge or support between these events and Japanese retirees, helps to fulfill their needs and also increase attractiveness of Bangkok as a destination for long stayer.

## **5.3 Limitation of the survey**

There are several limitations in this research. At first, the sampling volume of questioners was quite small, which was only 103 and also sampling place was limited area. They were within the center of Bangkok. It was influenced on characteristics of retirees as commonly their activity field defines their interests. Also most of respondents were male, without taking into account their marital status.

For the interview, also the attendance of the discussion was considerably small. In addition because of the informal conversation style it is hard to control the flow of topics and the direction. Then the answers were likely to be indirect and varied. However, it is inevitable as just one aspect of Japanese retirees residing in Bangkok.

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## APPENDIX A: QUESTIONNAIRE

### Questionnaire of motivational factors to migrate Bangkok for long-stay

#### Part 1 General questions

1. Gender (  Male ,  Female )
2. Age \_\_\_\_\_
3. Do you keep own residence in Japan (  Yes ,  No )
4. How many times travel to Bangkok before decide moving? \_\_\_\_\_times

#### Part 2 the Motivation for migration

Please circle the most suitable degree of number with the following question.

(1.Strong disagree 2 Disagree 3 moderate 4 Agree 5 Strongly agree)

I decide to move to Bangkok..

1	Because it's location , relatively near from Japan	1	2	3	4	5
2	Because Bangkok is a cosmopolitan city	1	2	3	4	5
3	Because a cost of living is low	1	2	3	4	5
4	Because of warm climate	1	2	3	4	5
5	Because a big Japanese community help to living the life	1	2	3	4	5
6	Because a variety of sightseeing spots	1	2	3	4	5
7	Because easy access to the beach and nature	1	2	3	4	5
8	Because high quality of medical care	1	2	3	4	5
9	Because variety of indoor activities related on its culture	1	2	3	4	5
10	Because easy to enjoy outdoor activities like golf	1	2	3	4	5
11	Because I love Thai culture	1	2	3	4	5
12	Because I love characteristics of Thai people	1	2	3	4	5
13	Because to invest property or small business	1	2	3	4	5
14	Because it's safety for living	1	2	3	4	5

#### Part 3 the Future needs

Please circle the most appropriate answer with the following question.

(Multiple answer)

1. What activities would you like to do next?

Thai language	Domestic travel	Golf	Study Buddhism	Thai cooking
Voluntary work	Thai history	Investment	Teaching Japanese	

2. What do you feel anxieties or problems living in Bangkok?

Increment of living cost	Politics	Language barrier	Security
Traffic accident	Disease	Culture difference	

3. What are the things you wish to facilitate in Bangkok?

\_\_\_\_\_