

**THE STUDY OF PUSH AND PULL MOTIVATION FACTORS OF  
CHINESE TOURISTS COMING TO BANGKOK, THAILAND**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR  
THE DEGREE OF MASTER OF MANAGEMENT  
COLLEGE OF MANAGEMENT  
MAHIDOL UNIVERSITY  
2015**

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Thematic paper  
entitled  
**THE STUDY OF PUSH AND PULL MOTIVATION FACTORS OF  
CHINESE TOURISTS COMING TO BANGKOK, THAILAND**

was submitted to the College of Management, Mahidol University  
for the degree of Master of Management  
on  
December 13, 2015



.....  
Miss Nattakarn Premgamol  
Candidate

.....  
Asst. Prof. Nareerat Taechapiroontong  
Ph.D.  
Advisor

.....  
Asst. Prof. Kannika Leelapanyaert,  
Ph.D.  
Chairperson

.....  
Assoc. Prof. Annop Tanlamai,  
Ph.D.  
Dean  
College of Management  
Mahidol University

.....  
Asst. Prof. Parisa Rungruang,  
Ph.D.  
Committee member

## ACKNOWLEDGEMENTS

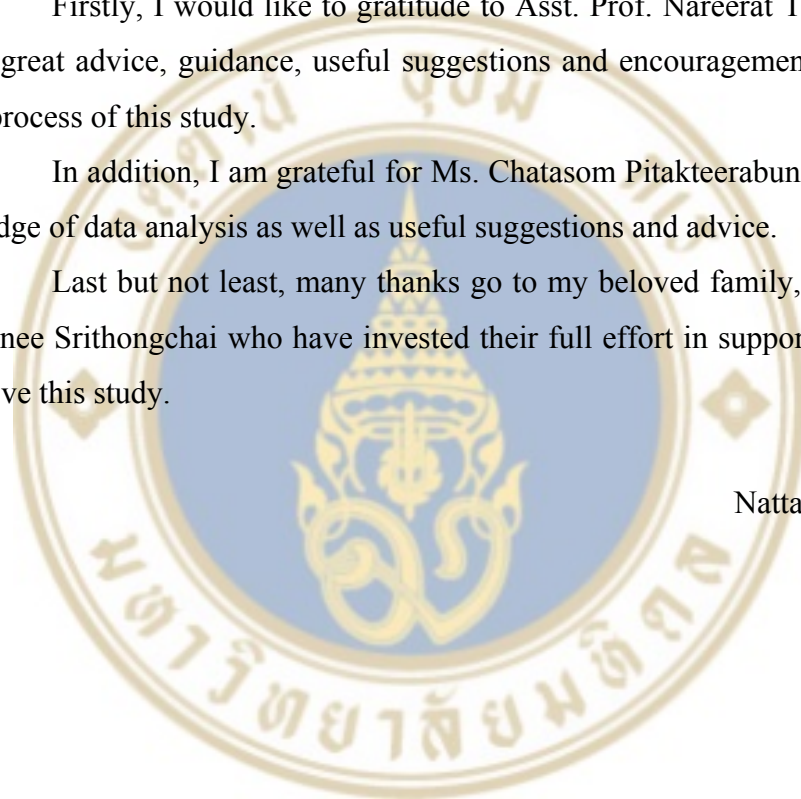
I would like to express my deepest appreciation to all those who provided me the possibility to achieve this study. They all have been a big part of this thematic paper achievement at Mahidol University.

Firstly, I would like to gratitude to Asst. Prof. Nareerat Taechapiroontong for her great advice, guidance, useful suggestions and encouragement throughout the whole process of this study.

In addition, I am grateful for Ms. Chatasom Pitakteerabundit who gave me knowledge of data analysis as well as useful suggestions and advice.

Last but not least, many thanks go to my beloved family, friends and Ms. Katemanee Srithongchai who have invested their full effort in supporting me in order to achieve this study.

Nattakarn Premgamol



**THE STUDY OF PUSH AND PULL MOTIVATION FACTORS OF CHINESE TOURISTS COMING TO BANGKOK, THAILAND**

NATTAKARN PREMGAMOL 5749072

M.M. (GENERAL MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASST. PROF. NAREERAT TAECHAPIROONTONG, Ph.D., ASST. PROF. KANNIKA LEELAPANYALERT, Ph.D., ASST. PROF. PARISA RUNGRUANG, Ph.D.

**ABSTRACT**

The purpose of this study is to investigate push and pull motivation factors that influence Chinese tourists coming to Bangkok, Thailand due to the rapid growth of Chinese outbound tourism market, and it is also to analyze the relationships among the push and pull motivation factors.

The researcher would like to know the key factors that motivate the tourists' decision to visit Bangkok, Thailand. This research uses quantitative method with total of 80 respondents by using paper-based questionnaires and conducts the survey at Suvarnabhumi International Airport. The finding of this research can be concluded that both push and pull motivation factors have an influence toward their decisions. However, push motivation factors contribute lower motivation level than pull motivation factors to the decision making of Chinese tourists in visiting Bangkok. The results of this research would help promote travel industry by attracting more Chinese tourists in coming to Bangkok, Thailand.

**KEY WORDS:** Push Motivation / Pull Motivation / Chinese / Tourist / Bangkok

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## **CHAPTER I**

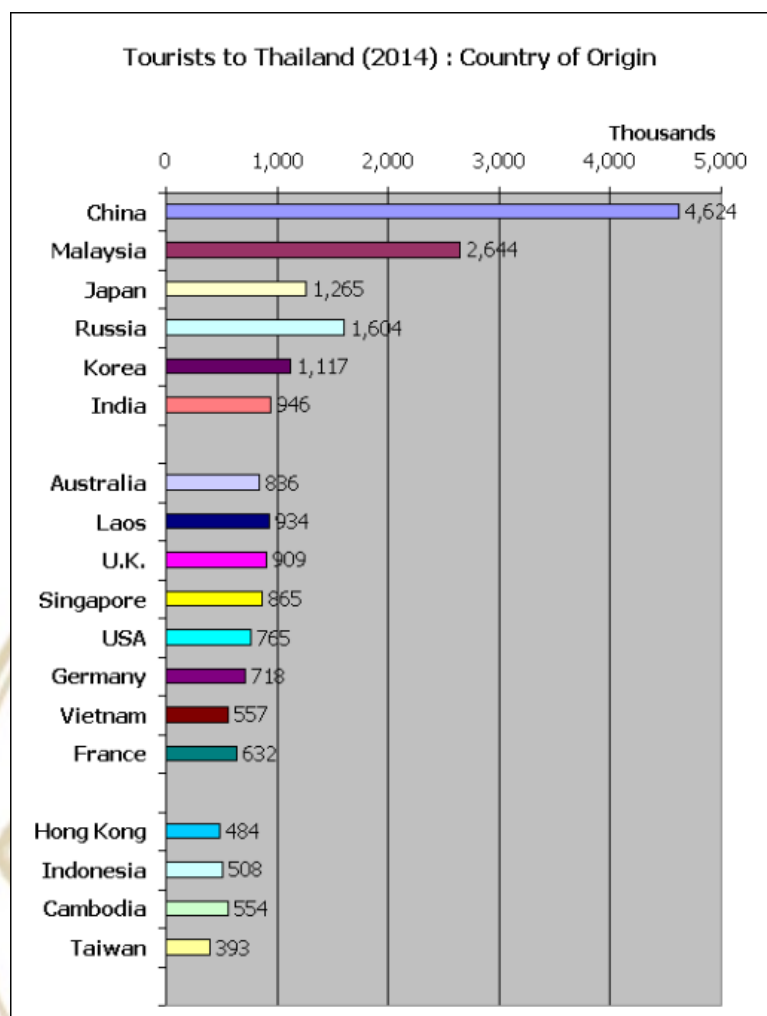
### **OVERVIEW AND BACKGROUND TO THE STUDY**

#### **1.1 Rationale for the study**

Recently, China has the world's fastest growing economy, with real GDP average growth rates of 10 percent for the past 30 years (Barnett, 2013). China's emergence creates tremendous growth opportunities and redraws the lines of force of the global tourism. China also has the world's largest population with 1.35 billion people, and occupies the third largest surface area after the Russian Federation and Canada.

The rapid growth of Chinese outbound tourism market has attracted a great deal of attention in recent years and increasingly common sight in Thailand. In 2014, there are around 4.7 million tourists from China visiting Thailand. Liengsaengthong (2015) says that "The development of tourism between China and Thailand is definitely going to grow more and more in the future, especially this year" Also, according to many Chinese, Thailand is the first destination they visit outside China. The reason is the low cost of trip. Many re-visitors mentions about good services and quality of products in the country. They feel it is worth a visit. For most Chinese tourists who visit Thailand for the first time, they come with an organized tour and they aim to re-visit again as independent travelers.











From 2012 onwards, China has been taking the top spot as far as providing tourists to Thailand, ahead of Malaysia, Japan, Russia, and South Korea. China has provided more than a million visitors to Thailand each year (<http://www.thaiwebsites.com/tourists-nationalities-Thailand-2014.asp>)



**Figure 1.1 Tourists to Thailand (2014) – Country of Origin**

According to China National Tourism Administration, travel agencies have organized about 9 million Chinese to foreign countries which increased of 21.38% over the same period in 2014. Thailand has become the top destination for tourists organized by travel agencies in the first quarter of 2015. In addition, based on the surveys conducted by travel agencies all around China, it is expected that the outbound tourism will increase substantially. The reason are the convenient visa policies, summer holiday travel peak, and operation of more international flights. (<http://www.travelchinaguide.com/tourism/2015statistics/outbound.htm>)

**Table 1.1 Top 10 Destinations for Tourists Organized by Travel Agencies in the first quarter of 2015**

Rank No.	Country	Percent
1	 Thailand	18%
2	 Hong Kong	17%
3	 South Korea	12%
4	 Taiwan	9%
5	 Japan	8%
6	 Macau	8%
7	 Singapore	3%
8	 Malaysia	2%
9	 Indonesia	2%
10	 France	2%

Source: China National Tourism Administration

In addition, Thai government is promoting the provinces of Samut Sakhon, Samut Songkram and Ratchaburi as locations to experience the traditional lifestyle of Thai people. Tourists can buy local handcrafts and eat local food at the floating markets. The director of the Samut Songkram office of the Tourism Authority of Thailand (TAT) mentions that three provinces are not far from Bangkok and this is the major tour routes which TAT is promoting and expects more Chinese will visit. Besides these three provinces, Thailand tour for Chinese includes Bangkok day tour, Ayutthaya, Chiang Mai and Chiang Rai, Pattaya, etc.

## **1.2 Research Objectives**

The purpose of this study is to examine the push and pull motivation factors that motivate Chinese tourists coming to Bangkok, Thailand. In this study, the researcher focuses on push and pull motivation factors in which it can be stated in the details as follow:

1. To examine the primary push factors in term of knowledge, prestige, enhancement of human relationship, relaxation, and find Thai partner that motivate Chinese tourists in visiting Bangkok
2. To examine the primary pull factors in term of historical and culture, events and activities, variety seeking, and easy access and affordable that motivate Chinese tourists in visiting Bangkok

## **1.3 Statement of Problems**

This study is to analyze and evaluate the push and pull motivation factors. Therefore, the research questions have been developed as follow:

1. What are the influencing push factors in term of knowledge, prestige, human relationship enhancement, relaxation, and finding Thai partner that motivate Chinese tourists in coming to Bangkok?
2. What are the influencing pull factors in term of historical and culture, events and activities, variety seeking, and easy access and affordable that motivate Chinese tourists in coming to Bangkok?

## **1.4 Scope and Limitations of Study**

This study focuses on Chinese tourists visiting Bangkok, Thailand. To conduct the study information, the researcher decides to do a survey on site at the Suvarnabhumi International Airport. Each respondent is given a survey questionnaire by convenience sampling in order to get the primary data from Chinese tourists. There are many limitations of this study. The first thing is the difficulty in language and literacy. Chinese are quite nationalism and rarely communicate in English. The next

limitation is the limited number of sampling size which is 80 respondents. There are large sizes of tourists visit Thailand in each day and it is impossible to collect data from all visitors. The time constraint is also one of the limitations for the study as the rush of time may lead to insufficient result. Moreover, the cooperation from the tourists is very essential to complete the survey. Lastly, the study focuses only on the push and pull motivation factors that influence Chinese tourists in making the decision coming to Thailand as destination choice.

### **1.5 Definition of Terms**

The following terms are used in this study. The push and pull motivation and theory are the basis for the definitions.

#### **Tourists**

Tourists are defined as people who are traveling outside of their own countries and meet new experiences or environments for a period not exceeding 12 months. The main purpose of their visit is to exercise an activity compensated for within the country visited and who stay at least one night in a collective or private accommodation in the country visited (Leiper, 1995).

#### **Motivation**

Motivation is a state of need or a condition that drives an individual towards certain types of action that are realized as likely to bring satisfaction (Moutinho, 2000).

#### **Push Motivation Factors**

Push motivation is the factor that motivates or creates the intangible or intrinsic desires of the individual to do and also push motivation is recognized as the first step and useful instrument in explaining the desire and understanding the people behavior (Crompton, 1979).



**Pull Motivation Factors**

Pull motivation factors are the forces that attract an individual to choose a specific product or services or attributes of the destination itself (Kim, Lee, and Klenosky, 2003).

**Decision Making**

Decision making is defined as selecting and committing oneself to a course of action through a process that involves a series of steps or events (Milman, 1993).



## **CHAPTER II**

### **REVIEW OF LITERATURE**

This chapter consists of literature reviews related in building up a conceptual framework. The first section describes the theory of push and pull motivation factors. The next one discusses about the literatures and previous researches related to this study. Lastly, the third section identifies the push and pull motivation factors leading to tourism decision making and relationship among the motivation factors.

#### **2.1 Chinese Tourists**

The starting point of Chinese outbound tourism can be tracked back to 1983, when Mainland Chinese citizens are allowed to visit Hong Kong and Macao under special arrangement (Zhang and Heung, 2001). Today the rapid growth of Chinese outbound tourism has been frequently associated and related to the country's fast economic development, rising individual wealth, and the relaxation of much travel restriction imposed by authorities. According to WTO the Chinese outbound market will be over 100 million tourists by the year 2020 (around 20.2 million in 2003).

Chinese people have the financial ability to travel. The Chinese economy has expanded significantly against the global economy, resulting in the enjoyment of higher purchasing power and the ability to spend more on tourism. Chinese people like to travel which cause the outbound travel destinations for Chinese people are increasing.

#### **2.2 Theory of Motivation**

Motivation is a driving force which constrains an individual to take action (Schiffman and Kanuk, 2004). This implies that the motivation drives or moves a

person to do something (Ryan and Deci, 2000). It is also considered as internal factors that raise and control human behaviors. Moreover, the motivation itself is the process that leads people to behave as they do, and the process begins when a need arises and a consumer wishes to satisfy (Solomon, 2004).

To understand the motivation in tourism is to know what encourages tourists to choose a destination choice. In the tourist industry, motivation is the fundamental reason for a particular traveling behavior and it is a decision making process of tourists as well as measuring the satisfaction of tourists' expectation (Snepenger, King, Marshall, and Uysal, 2006). Tourist motivation can be defined as "the global integrating network of biological and cultural forces which gives value and direction to travel choices, behavior and experience" (Pearce, Morrison and Rutledge, 1998).

One of the common theories used to examine tourist motivations is the push and pull motivation theory (Dann, 1977; Crompton, 1979; Yuan & McDonald, 1990; Klenosky, 2002). A review of literature on tourist motivations indicates that the push and pull motivation theory is a useful approach to understand travel motivations of various traveler groups.

### **2.3 Push Motivation Factors**

The motivation to spend time and money in leisure tourism can be described as either anomie or ego-enhancement (Dann, 1981). Anomie motivation considers the need to stay away or escape from the daily routine life while the ego-enhancement is the need for recognition through tourism activities. A tourist may decide to travel in order to escape from his/her daily life and seek psychological rewards, either personal or interpersonal. Tourists are pushed by their own motivations toward the destination choice where they expect their needs will be satisfied (Leiper, 1990). In addition, Crompton (1979) indicates push motivation useful in illuminating the desire for travel, as they are recognized as the starting point of understanding tourists' behavior.

Dann (1977) explains that the push factors are factors that make people want to travel and pull factors are those that affect where we travel. Push motivation can also be referred to the socio-psychological needs and the prompt a person to travel to a particular destination (Crompton, 1979; March and Woodside, 2005). Most of push factors are those intrinsic and intangible factors that encourage people to travel. These socio-psychological motives can link to the desire to escape, rest and relaxations, adventure, prestige and social interaction which also link to Maslow's (1943) pyramid of needs. In Maslow's pyramid of needs, each individual has five elements of behaviors which are the basic needs, safety needs, social needs, esteem and self-actualization (Mayo & Jarvis, 1981)

Referring to a study conducted by Mohammad & Som (2010), it is widely accepted that fulfilling prestige is a push factor in which people are motivated to pursue prestige, increase social status, visit a place that their friends also visit, and visit a place that would impress their friends and family. The results show that fulfilling prestige is the most important push factor and gaining knowledge is the fourth important rank of pull factor in the study. Novelty also plays a great part in travel decision as people are attracted to what are new and different. People seek into travelling to new places or doing things differently as part of their desires to satisfy their socio-psychological needs (Yuann and McDonald, 1990). Thus push factors create the desire to go on a holiday and refer to the specific forces in our lives that lead to the decision to take a holiday.

## **2.4 Pull Motivation Factors**

On the other hand, pull factors are known as extrinsic motivation that have emerged as a result of an attractiveness of the destination arising from mass publicity or promotion or any other means thereby giving an image to that destination (Kassean and Gassita, 2013). Pull factors have been conceptualized as the features, attractions, or attributes of the destination itself (Kim, Lee & Klenosky, 2002). As mentioned, Yuan and McDonald (1990) have clarified seven pull factors in order to develop a profile of pull factors for tourism destinations which include budget, culture and history, wilderness, ease of travel, cosmopolitan environment, facilities, and hunting.

Furthermore, Fakeye and Crompton (1991) identify six pull factors domain from 32 attributes by utilizing 10 sample of visitors to a well-known winter destination in Texas. Those pull factors are social opportunities and attractions, natural and cultural amenities, accommodations and transportation, infrastructure, foods, and friendly people, physical amenities and recreation activities, and bars and evening entertainment. They conclude that a perceiving of importance of attribute domains differed among non-visitors, first-time visitors, and repeat visitors.

Moreover, the pull factors influence the choice of a destination and refer to those factors that lead to the selection of destination once the decision of travel has been made (Gossens, 2000; Klenosky, 2002).

## **2.5 Related Literature Review**

In the reviewing past literatures on tourist motivation, there are several theories or models that have been developed to conduct the empirical study of travel motivation, including push and pull motivation (Dann, 1977). Klenosky (2002) indicates push and pull motivation theory providing an important theoretical framework, push factor considering whether to go (i.e., the desire to travel), and refer to the specific forces in our lives that lead to the decision in order to take a holiday, while pull factors associate with the decision where to go (i.e., choice of destination) (Kim, et al., 2007), and refer to those factors that lead to the selection of destination once the decision of travel has been made (Gossens, 2000; Klenosky, 2002)

Bogari, Crowther, and Marr (2003) reveal the push factors (i.e., cultural value, utilitarian, knowledge, social, economical, family, togetherness, interest, relaxation, and convenience of facilities) and find significant differences in motivation factors across demographic groups.

Zhang and Lam (1999) conduct a research on the motivation of Mainland Chinese tourists to visit Hong Kong by applying push and pull motivation factors theory as a conceptual framework for the study and conducting motivation factor on the data analysis in attempt to identify the underlying constructs of various push and pull factors in explaining Chinese tourist motivations to visit Hong Kong. The result shows that the main push factors are knowledge learning, prestige, and accessibility to



visit and are pulled by Hong Kong's high-tech image, expenditure, accessibility, service attitude, sightseeing variety, and cultural links.

Jiao (2003) studies on the motivation of Chinese tourists to visit Las Vegas and the result shows the most important push and pull driving force are entertainment, knowledge seeking, variety of thinking, hedonism, image and natural, conditions, convenience, and cleanliness. Hanqin and Lam (1999) indicates that the most significant push motivation for short-haul Chinese outbound tourist is to acquire new knowledge, and follow by enhancing self-image, as well as building the stronger relationships. In contrast, the pull motivations are desired by shopping paradise in a modern, cosmopolitan city, where the transportation systems and available services are in the high level of standard. Also, this can be connected to a desire by the Chinese to escape routine and drudgery of their everyday lives (Guo et al, 2007).

The top attractive attributes for a destination for Chinese tourists are safety, beautiful scenery, good tourist infrastructures in terms of size and quality, variety of entertainment, and social (Kim, Guo, and Agrusa, 2005) and to gain the new experiences (Du, 2006).

Cai et al. (1999) points out that Mainland Chinese tourists to Singapore, Malaysia, and Thailand (SMT) are mostly motivated by sightseeing, visiting friends and relatives, attending meeting/exhibition, business/academic exchange, and visiting partners/colleagues. Liu (1998) states that industry practitioners in the outbound Chinese business have observed that SMT's (Singapore, Malaysia and Thailand) attributes attract Chinese tourists including cleanliness and garden city of Singapore, casinos in Genting, Malaysia, sex in Thailand, shopping for imitated Swiss watches in Malaysia, imitated Japanese-brand cameras in Singapore, and precious natural stone. However, the most attractive element of SMT itineraries is the affordability.

Qu and Li (1997) states that the most crucial attributes Hong Kong- bound mainland Chinese tourists' point of view are: accessibility, safety, and ease of applying travel documents. Cai et al. (2001) also states that the US-bound Chinese tourists like shopping, dining, city sightseeing, visiting historical sites, amusement and theme parks, national park, and casinos/gambling while Chen (1998) also concludes that the U.S.-bound Mainland Chinese tourists like shopping, gambling, and watching shows. Chen (1998) mentions that there are several types of travel to the United States,



mainland. Chinese tourists come to the States for business, visiting friends and relatives, cultural exchange, studying, working, and scholars' visiting.

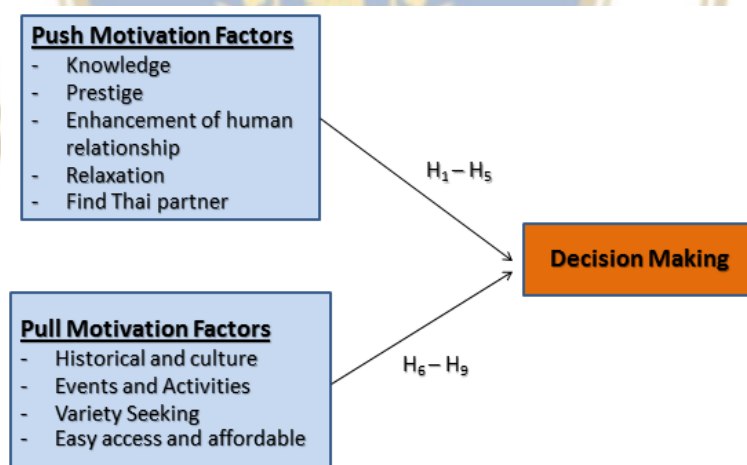


## CHAPTER III

### RESEARCH METHODOLOGY

The purpose of this chapter is to describe the theoretical framework and methodology that are used to achieve the research objectives of this study. The first section presents the method of research. The next sections are sources of data, sampling design that describes the target population, sample size and sampling procedure of this study. Moreover, this process designs the method of gathering information through the research instruments and questionnaire. Lastly, this chapter discusses on the statistical treatment of data.

#### 3.1 Framework and Hypothesis



H<sub>1</sub>: The push factor in term of knowledge has an influence over Chinese tourists' decision in coming to Bangkok.

H<sub>2</sub>: The push factor in term of prestige has an influence over Chinese tourists' decision in coming to Bangkok.

H<sub>3</sub>: The push factor in term of enhancement of human relationship has an influence over Chinese tourists' decision in coming to Bangkok.

- H<sub>4</sub>: The push factor in term of relaxation has an influence over Chinese tourists' decision in coming to Bangkok.
- H<sub>5</sub>: The push factor in term of finding Thai partner has an influence over Chinese tourists' decision in coming to Bangkok.
- H<sub>6</sub>: The pull factor in term of historical and culture has an influence over Chinese tourists' decision in coming to Bangkok.
- H<sub>7</sub>: The pull factor in term of events and activities has an influence over Chinese tourists' decision in coming to Bangkok.
- H<sub>8</sub>: The pull factor in term of variety seeking has an influence over Chinese tourists' decision in coming to Bangkok.
- H<sub>9</sub>: The pull factor in term of easy access and affordable has an influence over Chinese tourists' decision in coming to Bangkok.

### **3.2 Methods of the Study**

In this study, descriptive study is used in order to describe the characteristics of population. Zikmund (2003) expresses the descriptive study seeking to determine the answer to who, what, when, and how questions. This study focuses on the title "The Analysis of Push and Pull Motivation Factors of Chinese tourists coming to Bangkok, Thailand". The study uses a survey technique in order to collect data from a sample of Chinese tourist at Suvarnabhumi International Airport. The researcher uses the questionnaire as a research tool for gathering information from a sample group of people. Survey provides quick, inexpensive, efficient, and accurate means of assessing information about a population (Zikmund, 2000).

### **3.3 Respondents of the Study**

According to the study, it aims to analyze the push and pull motivation factors that influence Chinese tourists over the decision making to visit Bangkok, Thailand. The target population is focused on Chinese who come to visit Bangkok. Due to the limitation of time and money, the researcher decides to collect the data from respondents who are at Suvarnabhumi International Airport. There are many

Chinese people visiting Thailand in each day, so the target population is unknown. Therefore, the unknown population method is used to calculate a number of respondents (Yamane, 1967). Hence, I set 95% as confidence level (z-value) by assuming the population proportion at 95% of respondents who visiting Phuket, Thailand and the specify level of precision at 0.05. After the assuming, the sample size (n) of this study as below

$$n = \frac{p \times (1-p) \times Z^2}{D^2}$$

$$p = 0.95 \quad Z = 1.96 \quad D = 0.05$$

$$n = \frac{(0.95)(0.05)(1.96^2)}{0.05^2} = 72.99 \text{ respondents}$$

Thus, the total sample size applied to this research is 80 respondents due to the limitation of time and money.

### **3.4 Research Instruments / Questionnaire**

This study uses a survey method to collect primary data in order to distribute the questionnaire to Chinese tourists who visit Thailand. The design of questionnaire is based on a research objective and research framework. Questionnaire is divided into three parts. The first part of questionnaire is a screening question which aims to screen the respondents and understand the basis background of respondents. The second part is a main questionnaire that contains main 3 sectors which are push factor, pull factor, and Chinese's tourism decision making. The researcher decides to use five-point Likert scale or interval scale to measure the data by setting the motivation scale as "1 = Very low level, 2 = Low level, 3 = Neutral, 4 = High level, and 5 = Very high level". For the last part of the questionnaire, it is general information which includes gender, age, education, occupation, marital status, and monthly income.

### 3.5 Source of data

#### 3.5.1 Primary Data

Kotler (2000) indicates that the primary data is data gathered for a specific purpose of for a particular research project. Kotler further states that primary data can be collected in five ways such as observation, focus groups, surveys, behavioral data, and experiments. For this study, the researcher decides to use questionnaires to collect the primary data.

#### 3.5.2 Secondary Data

Kotler (2000) states that the secondary data are data collecting for another purpose and has already existed somewhere. It provides a starting point for study and offers the advantages of low cost and ready availability. For this study, the researcher collects secondary data by gathering from various sources such as academic journals, CMMU database, and also from the website.

### 3.6 Statistical Treatment of Data

After collecting the data from target respondents, the researcher analyzes the data by using the Statistical Package for Social Sciences (SPSS). From the theoretical framework, the researcher uses statistical analysis such as frequencies, descriptive to measure the general information of respondents, and Regression Analysis to test the hypotheses.

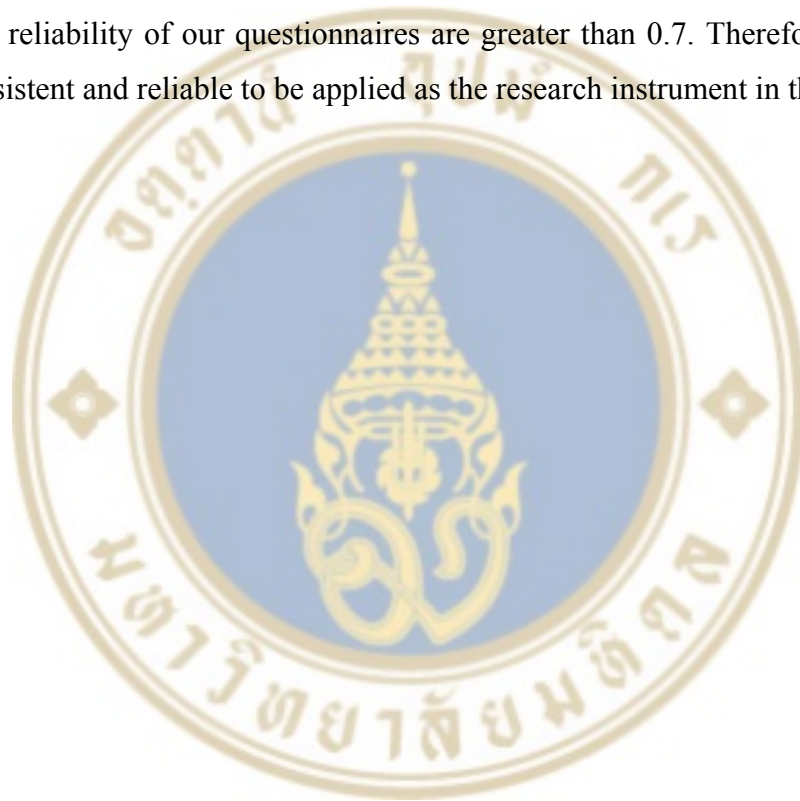
**Table 3.1 Value of  $r$  and Level of Relationship**

<b>Value of <math>r</math></b>	<b>Level of Relationship</b>
0.81 – 1.00	Very High Relationship
0.61 – 0.80	High Relationship
0.41 – 0.60	Moderate Relationship
0.21 – 0.40	Low Relationship
0.00 – 0.20	Very Low Relationship

### 3.7 Pretests

The objective of this section is to lessen errors or discrepancy that may occur from the result of questionnaire. The researcher has already reviewed a questionnaire prior to distribution so that it can be ensured the correctness of sentences, grammar, and sequence of questions. All part of questionnaires is mostly designed by using simple questions in order to avoid the confusion and bias by respondents.

In addition, the questionnaire is tested by 20 respondents and it is found that the reliability of our questionnaires are greater than 0.7. Therefore, all questions are consistent and reliable to be applied as the research instrument in this study.





## CHAPTER IV

### DATA ANALYSIS

This chapter contains a summary of data collection from questionnaires. The data is interpreted by using the Statistical Package for the Social Sciences (SPSS) Program. The data analysis is divided into three parts which are descriptive analysis, reliability testing ( $\alpha$  test) and hypothesis testing.

#### 4.1 Descriptive Analysis

The descriptive analysis is used to describe the characteristic. It is the transformation of raw data into understandable format. The descriptive analysis is also used to describe the demographic profile of respondents in term of gender, age, education, occupation, marital status, monthly income and also the general data. The data in this section is presented in a form of frequency and percentage distribution.

**Table 4.1 Demographic profile of the respondents**

Variables	Frequency	Percent
<b>Gender</b>		
Male	36	45.0%
Female	44	55.0%
<b>Age</b>		
21 – 30 years	55	68.8%
31 – 40 years	20	25.0%
41 – 50 years	5	6.3%

**Table 4.1 Demographic profile of the respondents (cont.)**

<b>Variables</b>	<b>Frequency</b>	<b>Percent</b>
<b>Education Level</b>		
Senior high school	7	8.8%
Bachelor / College Degree	56	70.0%
Master Degree or above	17	21.3%
<b>Marital Status</b>		
Single	36	45.0%
Married	43	53.8%
Divorced	1	1.3%
<b>Occupation</b>		
Students	9	11.3%
Employee	45	56.3%
Business Owner	7	8.8%
Government Officer	10	12.5%
Other	9	11.3%
<b>Monthly Income</b>		
Less than 2,000 RMB	2	2.5%
2,001 – 3,000 RMB	18	22.5%
3,001 – 4,000 RMB	14	17.5%
4,001 – 5,000 RMB	18	22.5%
5,001 – 6,000 RMB	12	15.0%
More than 6,000 RMB	16	20.0%
<b>Total</b>	<b>80</b>	<b>100.0%</b>

Table 4.1 describes the respondents' demographic information including gender, age, education level, marital status, occupation, and monthly income. Firstly, the analysis of demographic factor in term of gender, it indicates that the majority of respondents are females which consist 55.0% (44 of total respondents) while males contain 45.0% (36 of total respondents). The second is the analysis of demographic factor in term of age, the highest percentage of respondents is in age between 21 to 30

years which is counted as 68.8% (48 of total respondents). Others are 25.0% (20 of total respondents) whose ages are between 31 to 40 years, and 6.3% (5 of total respondents) has age between 41 to 50 years. The third part is the analysis of demographic factor in term of education level, the highest percentage of respondents' education level is Bachelor / College Degree which contains 70.0% (56 of total respondents). Others are Master Degree or above 21.3% (17 of total respondents) and Senior high school 8.8% (7 of total respondents). The fourth is demographic factor in term of marital status, the highest percentage of respondents' marital status is married which contains 53.8% (43 of total respondents). Others are single 45.0% (36 of total respondents) and divorced 1.3% (1 of total respondents). The fifth for demographic analysis is in term of occupation, the highest percentage of respondents' occupation is Employ which contains 56.3% (45 of total respondents). Others are government officer 12.5% (10 of total respondents), students and other 11.3% (9 of total respondents), and business owner 8.8% (7 of total respondents). Lastly, the analysis of demographic in term of monthly income, the highest percentages of respondents' monthly income are 2,001 to 3,000 RMB and 3,001 to 4,000 RMB which contains 22.5% (18 of total respondents.) Others are more than 6,000 RMB 20.0% (16 of total respondents), 3,001 to 4,000 RMB 17.5% (14 of total respondents), 5,001 to 6,000 RMB 15.0% (12 of total respondents), and less than 2,000 RMB 2.5% (2 of total respondents), respectively.

**Table 4.2 General Travel Information of the respondents**

<b>Variables</b>	<b>Frequency</b>	<b>Percent</b>
<b>Times of Visit</b>		
First time	54	67.5%
Second times	17	21.3%
3 – 4 times	4	5.0%
5 – 6 times	1	1.3%
More than 6 times	4	5.0%

**Table 4.2 General Travel Information of the respondents (cont.)**

<b>Variables</b>	<b>Frequency</b>	<b>Percent</b>
<b>Times of Visit</b>		
First time	54	67.5%
Second times	17	21.3%
3 – 4 times	4	5.0%
5 – 6 times	1	1.3%
More than 6 times	4	5.0%
<b>Length of Stay</b>		
Less than 1 day	2	2.5%
3 – 5 days	19	23.8%
A week	39	48.8%
More than a week	16	20.0%
A month	4	5.0%
<b>Primary Purpose</b>		
Vacation / Pleasure / leisure	66	82.5%
Business / Professional	1	1.3%
Visit Family / Friends / Relatives	12	15.0%
Others	1	1.3%
<b>Travelling Partner</b>		
Friends / Relatives	19	23.8%
Family and Kids	1	1.3%
Spouse	30	37.5%
Tour Group	20	25.0%
Alone	10	12.5%

Table 4.2 demonstrates the general travel information including times of visit, length of stay, primary purpose, and travelling partner. Firstly, the analysis of travel information is in term of times of visit, most respondents visit Bangkok for their first time which contains 67.5% (54 of total respondents.). Others visit for second times 21.3% (17 of total respondents), 3 to 4 times and more than 6 times 5.0% (4 of

total respondents), and 5 to 6 times 1.3% (1 of total respondents). Secondly, there is an analysis of travel information in term of length of stay, the most responses is to stay in Bangkok for a week which contains 48.8% (39 of total respondents.). Others stay 3 to 5 days 23.8% (19 of total respondents), more than a week 20.0% (16 of total respondents), a month 5.0% (4 of total respondents), and less than 1 day 2.5% (2 of total respondents). The third analysis is travel information in term of primary purpose of visit. Vacation / Pleasure / Leisure is primary purpose of most respondents which contains 82.5% (66 of total respondents.). Others purpose are to visit Family / Friends / Relatives 15.0% (12 of total respondents), Business / Professional and Others 1.3% (1 of total respondents). Lastly, for the analysis of travel information in term of travelling partner, the most respondents travel with spouse which contains 37.5% (30 of total respondents). Others travel with Tour Group 25.0% (20 of total respondents.), travel with Friends / Relatives 23.8% (19 of total respondents), travel alone 12.5% (10 of total respondents) and travel with Family and Kids 1.3% (1 of total respondents), respectively.

**Table 4.3 The Analysis of Push Factor, Pull Factor, and Decision Making by using Mean and Standard Deviation**

Factors	Mean	SD.	Motivation Level
<b>Push Motivation Factor</b>			
Knowledge	4.19	0.686	Very high
Prestige	3.57	0.924	High
Enhancement of human relationship	3.11	1.009	High
Relaxation	3.79	1.094	High
Find Thai partner	2.06	1.059	Moderate
<b>Pull Motivation Factor</b>			
Historical and Culture	3.84	0.835	High
Events and Activities	3.79	0.711	High
Variety seeking	4.08	0.777	Very high
Easy access and affordable	3.84	0.710	High



**Table 4.3 The Analysis of Push Factor, Pull Factor, and Decision Making by using Mean and Standard Deviation (cont.)**

Factors	Mean	SD.	Motivation Level
<b>Decision Making</b>			
I intend to select Bangkok as my destination choice in the future	3.78	1.031	High
Bangkok is the safe destination that I will independent revisit	3.68	1.167	High
I will recommend Bangkok to others	4.03	0.914	Very high
Thailand is a worth value for money to revisit	4.10	0.989	Very high

From Table 4.3, in term of push motivation factors, the variable that represents the highest mean score is “Knowledge” which is 4.19 and “Relaxation” represents the highest standard deviation which is 1.094. In term of pull motivation factors, “Variety seeking” represents the highest mean score which is 4.08 and “Historical and Culture” represents the highest standard deviation which is 0.835. Lastly, in term of decision making, “Thailand is a worth value for money to revisit” represents the highest mean score is 4.10 and “Bangkok is the safe destination that I will independent revisit” has the highest standard deviation at 1.167.

#### **4.2 Reliability Testing ( $\alpha$ Test)**

Reliability testing measures a consistency of reliability of variables. In this study, the questionnaire is tested reliability by using Cronbach’s Alpha test. Alpha coefficient ranges in value from 0 to 1, and also be used to describe reliability of factors. The higher score means the more reliable the generated scale is. The questionnaire is accepted when the level of alpha test above 0.7 or equal 0.7 which means that the researcher can rely of the questionnaire.



**Table 4.4 The Analysis of Reliability by using Cronbach's Alpha test**

Factors	Number of Questions	Cronbach's Alpha
<b>Push Motivation Factor</b>		
Knowledge	4	0.812
Prestige	4	0.734
Enhancement of human relationship	4	0.711
Relaxation	3	0.836
Find Thai partner	3	0.919
<b>Pull Motivation Factor</b>		
Historical and Culture	3	0.699
Events and Activities	4	0.724
Variety seeking	2	0.736
Easy access and affordable	5	0.713
<b>Decision Making</b>		
Decision Making	4	0.871

From Table 4.4, the reliability test outcome of research instrument shows that all variables which are knowledge, prestige, enhancement of human relationship, relaxation, and find Thai partner are greater than 0.7. As a result, all questions are consistent and reliable to be applied as the research instrument in this study.

### 4.3 Hypothesis Testing

From research hypothesis, three hypotheses are developed to study the push and pull motivation factors of Chinese Tourists coming to Bangkok, Thailand. All hypotheses are tested by using Regression Analysis.

**Table 4.5 Regression Analysis: Relationship between Push Motivation Factors in term of Knowledge and Chinese Tourist's Decision Making**

Variable	<i>B</i>	<i>SE B</i>	$\beta$	<i>t</i>	p-value
(Constant)	2.201	0.580		3.793	0.000
Knowledge	0.404	0.137	0.317	2.955	0.004

$SE_{est} = \pm 0.83414$

$R = .317$  ;  $R^2 = .101$  ;  $F = 8.732$  ;  $p\text{-value} = .004$

From the table 4.5, the p-value shows that the significant level is 0.004 which is less than 0.05 ( $0.004 < 0.05$ ). As a result, the null hypothesis is rejected, which can be concluded that push motivation factors in term of knowledge has a relationship toward Chinese Tourist's decision making for coming to Bangkok, Thailand. Moreover, at 0.404, it can be concluded that knowledge has moderate relationship to Chinese Tourist's decision making. The result of regression indicates that the knowledge is able to be used to explain 10.1% of the decision making ( $R^2 = 0.101$ ).

**Table 4.6 Regression Analysis: Relationship between Push Motivation Factors in term of Prestige and Chinese Tourist's Decision Making**

Variable	<i>B</i>	<i>SE B</i>	$\beta$	<i>t</i>	p-value
(Constant)	3.298	0.388		8.492	0.000
Prestige	0.167	0.105	0.177	1.585	0.117

$SE_{est} = \pm 0.86576$

$R = .177$  ;  $R^2 = .031$  ;  $F = 2.511$  ;  $p\text{-value} = .117$

From the table 4.6, the p-value shows that the significant level is 0.117 which is greater than 0.05 ( $0.117 > 0.05$ ). As a result, the null hypothesis is failed to be rejected. Thus, push motivation factors in term of Prestige has no relationship toward Chinese Tourist's decision making for coming to Bangkok, Thailand.

**Table 4.7 Regression Analysis: Relationship between Push Motivation Factors in term of Enhancement of human relationship and Chinese Tourist's Decision Making**

Variable	<i>B</i>	<i>SE B</i>	$\beta$	<i>t</i>	p-value
(Constant)	3.172	0.309		10.260	0.000
Enhancement of human relationship	0.232	0.095	0.268	2.454	0.016

$SE_{est} = \pm 0.84748$

$R = .268$  ;  $R^2 = .072$  ;  $F = 6.022$  ;  $p\text{-value} = .016$

From the table 4.7, the p-value shows that the significant level is 0.016 which is less than 0.05 ( $0.016 < 0.05$ ). As a result, the null hypothesis is rejected, which can be concluded that push motivation factors in term of Enhancement of human relationship has a relationship toward Chinese Tourist's decision making for coming to Bangkok, Thailand. Moreover, at 0.232, it can conclude that enhancement of human relationship has low relationship to Chinese Tourist's decision making. The result of regression indicates that the enhancement of human relationship is able to be used to explain 7.2% of the decision making ( $R^2 = 0.072$ ).

**Table 4.8 Regression Analysis: Relationship between Push Motivation Factors in term of Relaxation and Chinese Tourist's Decision Making**

Variable	<i>B</i>	<i>SE B</i>	$\beta$	<i>t</i>	p-value
(Constant)	3.400	0.352		9.657	0.000
Relaxation	0.130	0.089	0.163	1.459	0.149

$SE_{est} = \pm 0.86782$

$R = .163$  ;  $R^2 = .027$  ;  $F = 2.129$  ;  $p\text{-value} = .149$

From the table 4.8, the p-value shows that the significant level is 0.149 which is greater than 0.05 ( $0.149 > 0.05$ ). As a result, the null hypothesis is failed to be rejected, which can be concluded that push motivation factors in term of Relaxation has no relationship toward Chinese Tourist's decision making for coming to Bangkok, Thailand.

**Table 4.9 Regression Analysis: Relationship between Push Motivation Factors in term of Finding Thai Partner and Chinese Tourist's Decision Making**

Variable	<i>B</i>	<i>SE B</i>	$\beta$	<i>t</i>	p-value
(Constant)	4.105	0.214		19.151	0.000
Finding Thai Partner	-0.103	0.093	-0.124	-1.106	0.272

$SE_{est} = \pm 0.87277$

$R = .124 ; R^2 = .015 ; F = 1.223 ; p\text{-value} = .272$

From the table 4.9, the p-value shows that the significant level is 0.272 which is greater than 0.05 ( $0.272 > 0.05$ ). As a result, the null hypothesis is failed to be rejected, which can be concluded that push motivation factors in term of Finding Thai Partner has no relationship toward Chinese Tourist's decision making for coming to Bangkok, Thailand.

**Table 4.10 Regression Analysis: Relationship between Pull Motivation Factors in term of Historical and Culture and Chinese Tourist's Decision Making**

Variable	<i>B</i>	<i>SE B</i>	$\beta$	<i>t</i>	p-value
(Constant)	2.471	0.436		5.674	0.000
Historical and Culture	0.370	0.111	0.354	3.341	0.001

$SE_{est} = \pm 0.82269$

$R = .354 ; R^2 = .125 ; F = 11.163 ; p\text{-value} = .001$

From the table 4.10, the p-value shows that the significant level is 0.001 which is less than 0.05 ( $0.001 < 0.05$ ). As a result, the null hypothesis is rejected, which can be concluded that pull motivation factors in term of Historical and Culture has a relationship toward Chinese Tourist's decision making for coming to Bangkok, Thailand. Moreover, at 0.370, it can be concluded that historical and culture has low relationship to Chinese Tourist's decision making. The result of regression indicates that the historical and culture is able to be used to explain 12.5% of the decision making ( $R^2 = 0.125$ ).

**Table 4.11 Regression Analysis: Relationship between Pull Motivation Factors in term of Events and Activities and Chinese Tourist's Decision Making**

Variable	<i>B</i>	<i>SE B</i>	$\beta$	<i>t</i>	p-value
(Constant)	2.490	0.512		4.866	0.000
Events and Activities	0.370	0.133	0.301	2.789	0.007

$SE_{est} = \pm 0.83876$

$R = .301$  ;  $R^2 = .091$  ;  $F = 7.779$  ;  $p\text{-value} = .007$

From the table 4.11, the p-value shows that the significant level is 0.007 which is less than 0.05 ( $0.007 < 0.05$ ). As a result, the null hypothesis is rejected, which can be concluded that pull motivation factors in term of Events and Activities has a relationship toward Chinese Tourist's decision making for coming to Bangkok, Thailand. Moreover, at 0.370, it can be concluded that events and activities have low relationship to Chinese Tourist's decision making. The result of regression indicates that the events and activities is able to be used to explain 9.1% of the decision making ( $R^2 = 0.091$ ).

**Table 4.12 Regression Analysis: Relationship between Pull Motivation Factors in term of Variety Seeking and Chinese Tourist's Decision Making**

Variable	<i>B</i>	<i>SE B</i>	$\beta$	<i>t</i>	p-value
(Constant)	2.381	0.499		4.768	0.000
Variety Seeking	0.371	0.120	0.330	3.084	0.003

$SE_{est} = \pm 0.83042$

$R = .330$  ;  $R^2 = .109$  ;  $F = 9.510$  ;  $p\text{-value} = .003$

From the table 4.12, the p-value shows that the significant level is 0.003 which is less than 0.05 ( $0.003 < 0.05$ ). As a result, the null hypothesis is rejected, which can be concluded that pull motivation factors in term of Variety Seeking has a relationship toward Chinese Tourist's decision making for coming to Bangkok, Thailand. Moreover, at 0.371, it can be conclude that variety seeking has low relationship to Chinese Tourist's decision making. The result of regression indicates



that the variety seeking is able to be used to explain 10.9% of the decision making ( $R^2 = 0.109$ ).

**Table 4.13 Regression Analysis: Relationship between Pull Motivation Factors in term of Ease of access and affordable and Chinese Tourist's Decision Making**

Variable	<i>B</i>	<i>SE B</i>	$\beta$	<i>t</i>	p-value
(Constant)	0.743	0.405		1.834	0.070
Ease of access and affordable	0.821	0.104	0.667	7.911	0.000

$SE_{est} = \pm 0.65517$   
 $R = .667$  ;  $R^2 = .445$  ;  $F = 62587$  ;  $p\text{-value} = .000$

From the table 4.13, the p-value shows that the significant level is 0.000 which is less than 0.05 ( $0.000 < 0.05$ ). As a result, the null hypothesis is rejected, which can be concluded that pull motivation factors in term of Ease of access and affordable has a relationship toward Chinese Tourist's decision making for coming to Bangkok, Thailand. Moreover, at 0.821, it be can concluded that ease of access and affordable has very high relationship to Chinese Tourist's decision making. The result of regression indicates that the ease of access and affordable is able to be used to explain 44.5% of the decision making ( $R^2 = 0.445$ ).

#### 4.4 Hypothesis Result Summary

Hypothesis Result	Relationship Level	Sig.	Result
H1: The push factor in term of knowledge has influence Chinese tourists coming to Bangkok	0.404	0.004	Has relationship
H2: The push factor in term of prestige has influence Chinese tourists coming to Bangkok	0.167	0.117	Has no relationship



<b>Hypothesis Result</b>	<b>Relationship Level</b>	<b>Sig.</b>	<b>Result</b>
H3: The push factor in term of enhancement of human relationship has influence Chinese tourists coming to Bangkok	0.232	0.016	Has relationship
H4: The push factor in term of relaxation has influence Chinese tourists coming to Bangkok	0.130	0.149	Has no relationship
H5: The push factor in term of find Thai partner has influence Chinese tourists coming to Bangkok	-0.103	0.272	Has no relationship
H6: The pull factor in term of historical and culture has influence Chinese tourists coming to Bangkok	0.370	0.001	Has relationship
H7: The pull factor in term of events and activities has influence Chinese tourists coming to Bangkok	0.370	0.007	Has relationship
H8: The pull factor in term of variety seeking has influence Chinese tourists coming to Bangkok	0.371	0.003	Has relationship
H9: The pull factor in term of easy access and affordable has influence Chinese tourists coming to Bangkok	0.821	0.000	Has relationship

## **CHAPTER V**

### **DISCUSSION AND CONCLUSION**

This chapter discusses the research finding focusing on the motivation factors that influence Chinese tourists coming to Bangkok, Thailand. Motivation of 80 respondents with various demographics are analyzed by descriptive analysis and this chapter also includes a conclusion, recommendation, limitation and future research for this study.

#### **5.1 Conclusion**

Motivation can be defined as reasons for people's actions, desires, and needs. According to Crompton (1979), push motivation is used to describe the desire for travel, and it is the starting point of understanding tourists' behaviors. Pull motivation factors have been conceptualized as the features, attractions, or attributes of the destination itself (Kim, Lee & Klenosky, 2002).

In this study, motivation factors are recognized as the less important factors influencing a decision of Chinese tourists coming to Bangkok, Thailand. According to the study, push factors are knowledge, prestige, enhancement of human relationship, relaxation and finding Thai partner for doing business. Among these push factors, knowledge is the factor that influence Chinese tourists most in moderate relationship. Chinese tourists come to Bangkok in order to gain something different, experience a different lifestyle and visit a place they have not been to. Also, enhancement of human relationship has low relationship level toward decision making of Chinese to visit Bangkok. In addition, Chinese people are not influenced by prestige, relaxation, and particularly in finding Thai partner to do business. These intrinsic factors of Chinese cannot attract themselves to visit Thailand. As a result, push motivation factors are not really affect the decision making of Chinese tourists and they may be motivated by other external factors.

Besides push motivation factors, pull motivation is another factor that influences Chinese tourists coming to Bangkok, Thailand. Pull motivation factors are historical and culture, events and activities, variety seeking including easy access and affordable. From the study, easy access and affordable is the internal factor that plays the most important factor with very high relationship level motivation. Chinese tourists would like to explore cosmopolitan city of Bangkok, try Thai food. Moreover, they also like to have Thai spa and massage. Female Chinese outbound tourists are fond of shopping, especially countries producing high-quality goods.

From the descriptive analysis in this study, push motivation factor has less influenced Chinese tourists toward their decision makings to come to Bangkok. Also only knowledge and enhancement of human relationship attract Chinese visiting Bangkok while other intrinsic factors are not important toward their decision. Besides, there is a relationship between pull motivation factors and Chinese Tourists decision making. It can be concluded that two variables move to the opposite direction and Chinese tourists are mostly motivated by pull motivation factors mention above.

## **5.2 Recommendation**

This study suggests push and pull motivation factors that influence Chinese tourists coming to Bangkok, Thailand. The research finding could reveal a clearer point of view in understanding their motivations for travels.

From the research finding, there are many factors that motivate these Chinese tourists. Besides their push motivations factors which are their internal motivation, Bangkok has variety seeking which are factors that attract these Chinese tourists to visit Bangkok. Since the pull factors has higher motivation level than push factor and Chinese tourists are looking for Thai traditional food, cosmopolitan of Bangkok and Thai spa and massage, an increase in variety of promotions on these aspects could help increase number of Chinese tourists. From general travel information, most respondents state that this is their first time in visiting Bangkok and primary purpose of visit is to take a vacation and some of them re-visit Bangkok for a second time. There are still opportunities to increase Chinese tourists since variety seeking in Bangkok is attractive and pull them to visit.

### **5.3 Limitation**

There are several limitations in this research. The first limitation concerns the sampling frame. Since the sample size is limited, that may not be representative of all Chinese tourists. The sampling size is limited to 80 respondents and the data collecting method is to distribute questionnaires at Suvarnabhumi International Airport. Another limitation is the duration of this study as this research is conducted within 2 months. Moreover, Chinese passengers have limited time to do the questionnaire, so it is not able to collect in-depth information by additional interview and the data analysis is based only on questionnaire. The language and literacy difficulties are considered as another limitation as Chinese are quite nationalistic and rarely communicate in English.

### **5.4 Future research**

In order to obtain results which might be more representative of the Chinese tourists coming to Bangkok, Thailand, the sample size should be larger and broader, while the criteria for sampling should be specifically formed in order to accurately screen respondents.

Moreover, to make the study more useful and efficient, future research could do an in-depth study on push and pull motivation of Chinese tourists taking into account age, gender, education level, income etc. Since the push and pull motivation are varied among demographics. So, it could be useful to analyze deeper by comparing the source of motivation taking into account a specific demographic. A deeper analysis on specific group of respondents could make a research finding more precisely.

Furthermore, with this research finding, Chinese tourists have been influenced by both push and pull motivation factors in travelling to Bangkok, Thailand which the next researcher can do more on qualitative method research to find out insight deeply. Qualitative by depth interview can also lead to a good understanding of Chinese. Moreover, a research can be expanded to tourists from other ASEAN country. An understanding of the motivation of tourists and focusing more on what types of activities that suit them can help travel agency to shape strategy in order to attract more tourists and it can lead to an increasing in tourists visiting Thailand which will lead to an increase of GDP.

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## APPENDIX A



### Questionnaire: Chinese Tourists Visiting to Bangkok

This survey is a part of Thematic study for a Master Degree Program at College of Management Mahidol University on the topic of “The Study of Push and Pull Motivation Factors of Chinese Tourists Coming to Bangkok, Thailand”. All answers will be kept confidential. Your assistance in completing this questionnaire is greatly appreciated. (本次问卷调查是国立玛希隆大学管理学院硕士学位课程专题研究的一部分，题目是“中国游客来曼谷旅游的推动因素研究”，所有答案都将保密。对于您的协助完成调研，我们不胜感激。)

Instruction: Please put ✓ mark in the box 请选您的答案

#### **Part 1: Screening Questions** 回答问题

1. How many times you have visited Bangkok, Thailand?

(你来泰国曼谷旅游了几次?)

- |   |   |
|---|---|
| <input type="checkbox"/> First time (一次)          | <input type="checkbox"/> Second times (两次)    |
| <input type="checkbox"/> 3 – 4 times (三 / 四次)     | <input type="checkbox"/> 5 – 6 times (五 / 六次) |
| <input type="checkbox"/> More than 6 times (六次以上) |   |

2. What is generally the length of your stay? (你一般停留多久?)

- |  |  |
|--|--|
| <input type="checkbox"/> Less than 1 day (少于一天)    | <input type="checkbox"/> 1 – 2 days (一 / 两天) |
| <input type="checkbox"/> 3 – 5 days (三到五天)         | <input type="checkbox"/> a week (一个星期)       |
| <input type="checkbox"/> More than a week (一个星期以上) | <input type="checkbox"/> A month (一个月)       |

3. What is the primary purpose of your visit? (你的旅游初衷是什么?)
- Vacation / Pleasure / Leisure (度假 / 休闲/休息)
  - Business / Professional (商务)
  - Shopping (购物)
  - Visit Family / Friends / Relatives (访问家人/朋友/亲友)
  - En route to somewhere else (感兴趣的地方)
  - Others (其他) \_\_\_\_\_
4. Whom do you travel with? (你和谁一起来旅游?)
- Tour group (旅行团)
  - Spouse (配偶)
  - Business Associates (商务伙伴)
  - Family and kids (家人/小孩)
  - Friends / Relative (朋友/亲友)
  - Alone
5. What would you likely to do most when you visit Bangkok? (can choose more than 1) (你来曼谷最想做什么? 多选题)
- Looking for Thai partners (寻找泰国合作伙伴)
  - Pay respect to Bhudda (拜佛)
  - Shopping (购物)
  - Thai Massage (泰国按摩)
  - Traditional Thai Dance (泰国舞蹈)
  - Have Thai Food (泰国美食)
  - Others (其他) \_\_\_\_\_

**Part 2: Push and Pull Motivation Factors that Influence to Visiting Bangkok, Thailand**

Instruction: Please put ✓ mark in the scale box by ranking the level from 1 to 5 which 1 is for very low motivation level and 5 is for a very high motivation level

请从1-5个等级中（1代表最低，5代表最高）选出推动你来曼谷的动机

Motivation Level 动机等级	Very Low 很低	Low 低	Neutral 中等	High 高	Very High 很高
	1	2	3	4	5

Push Motivation factor 动机等级		Motivation Level				
		1	2	3	4	5
<b>Knowledge 文化知识</b>						
1	I want to see something different (我想要看见一些不同的东西)					
2	I want to increase knowledge about a foreign destination (我想要获取关于外国的知识)					
3	I want to experience a different lifestyle (我想要体验不同的生活方式)					
4	I want to visit places I have not been to (我想要去我没有去过的地方)					

Push Motivation factor 动机等级		Motivation Level				
		1	2	3	4	5
<b><i>Prestige 声望</i></b>						
5	I want to fulfill my dream of visiting a place (我想要实现去另一个地方旅游的梦想)					
6	I come to Thailand to visit a destination which most people value (我来泰国是因为很多人的评价)					
7	I want to visit a destination that would impress my friend or family 我想要拜访一个让我的家人和朋友都印象深刻的地方)					
8	I would like to visit a place that my friends have been to (我想要拜访一个我的朋友已经来过的地方)					
<b><i>Enhancement of human relationship 促进人际关系</i></b>						
9	I want to meet new people (我想要认识新的朋友)					
10	I will be able to share my travel experience after returning home (在回到家之后我将分享我的旅游经验)					
11	I want to visit friends or relatives (我想要拜访朋友或者亲戚)					
12	I want to travel with my family to foster family relationship (我想要和我的家人一起去寄养家庭旅游)					

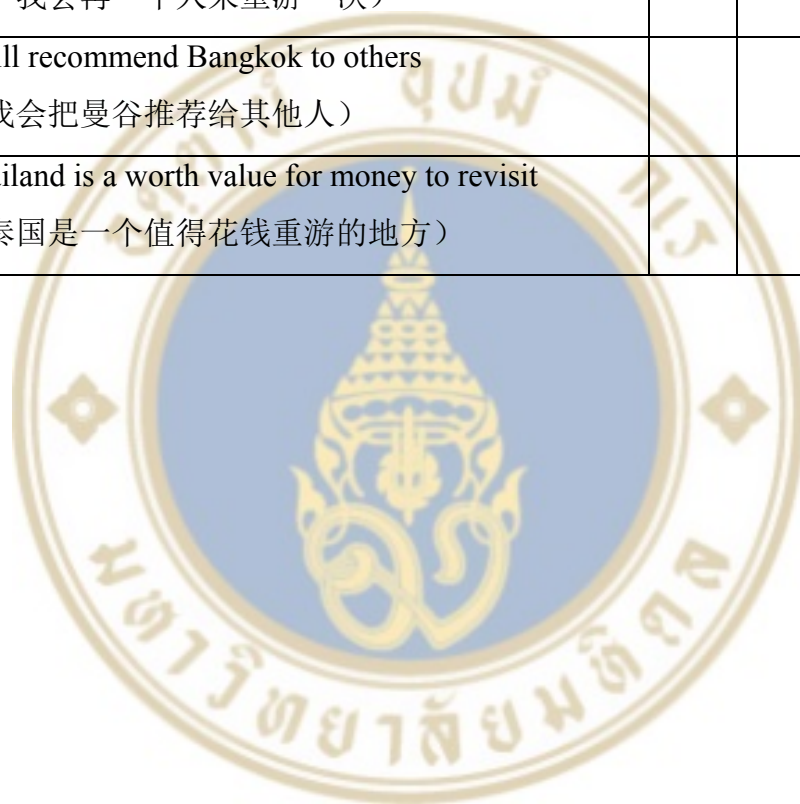


Push Motivation factor 动机等级		Motivation Level				
		1	2	3	4	5
<b>Relaxation</b> 休闲						
13	I want to escape from daily/routine (我想从日常行程中逃离)					
14	I come to Thailand for physically resting/relaxing (我来泰国是因为想要得到身体上的放松)					
15	I want to release work pressures (我想从释放工作中的压力)					
<b>Find Thai partner</b> 寻找泰国合作伙伴						
16	I'm seeking for the new opportunities to expand the business (我正在寻求新的商业拓展机会)					
17	I'm looking or Thai people to do business with (我正在寻求泰国生意合伙人)					
18	I come to survey the location to do new business (我正在考察新的生意基地)					

Pull Motivation factor		Motivation Level				
		1	2	3	4	5
<b>Historical and Culture</b> 泰国历史遗址 / 文化						
1	I'm interested in Thai historical sites (我对泰国历史遗址感兴趣)					
2	I would like to visit Buddhist temple (我想要参观寺庙)					
3	I would like to see Thai culture, Art and Tradition (我想要体验泰国文化, 艺术和传统)					

Pull Motivation factor		Motivation Level				
		1	2	3	4	5
<b>Events and Activities</b> 节日 / 活动						
4	I would like to experience the Thai festival (我想要体验泰国节日)					
5	I'm interested in inexpensive shopping goods (我对便宜的商品感兴趣)					
6	There are many activities for entire family (有很多针对退休家庭的活动)					
7	I would like to have Thai spa and massage (我想要体验泰式温泉的按摩)					
<b>Variety seeking</b> 寻求多样化						
8	I would like to explore cosmopolitan city of Bangkok (我想要探索国际大都市的生活)					
9	I would like to try Thai traditional food (我想要品尝泰国传统食物)					
<b>Easy access and affordable</b> 交通 / 方便						
10	Thailand is convenience of visa (泰国的签证很方便)					
11	I'm interested to travel to Thailand because value of Thai baht is less than ours (我对泰国旅游很感兴趣是因为泰铢的汇率好)					
12	Thailand is an affordable tourist destination (泰国是一个负担得起的旅游目的地)					
13	It is convenient for local transportation system (当地的交通系统很便利)					
14	There are availability of travel information (有可用的旅游信息)					

Decision Making		Motivation Level				
		1	2	3	4	5
1	I intend to select Bangkok as my destination choice in the future (我打算选择曼谷作为我的未来旅游目的地)					
2	Bangkok is the safe destination that I will independent revisit (曼谷是一个安全的旅游目的地, 我会再一个人来重游一次)					
3	I will recommend Bangkok to others (我会把曼谷推荐给其他人)					
4	Thailand is a worth value for money to revisit (泰国是一个值得花钱重游的地方)					



**Part 3: General Information**

## 1. Gender 性别

 Male 男 Female 女

## 2. Age levels 年龄层次

 Less than 20 years (20 岁以下) 21 – 30 years (21-30岁) 31 – 40 years (31-40岁) 41 – 50 years (41-50岁) 51 – 60 years (51-60岁) Above 60 years (60岁以上)

## 3. Education level 受教育水平

 Junior high school (初中) Senior high school (高中) Vocational Graduate (高职) Bachelor / College Degree (大学/本科) Master Degree or above (研究生或以上)

## 4. Occupation 职业

 Students (学生) Employee (一般职员) Business Owner (企业老板) Government Officer (政府公务员) Unemployed (无业) Other (其他) \_\_\_\_\_

## 5. Marital Status 婚姻状况

 Single (未婚) Married (结婚) Divorced (离婚)

## 6. Monthly Income (RMB) 月收入 (2000RMB)

 2,000 RMB 以下 2,001 – 3,000 RMB 3,001 – 4,000 RMB 4,001 – 5,000 RMB 5,001 – 6,000 RMB More than 6,000 RMB 以上

\*\*\*Thank you very much\*\*\* 非常感谢