THE ANALYSIS OF FACTORS INFLUENCING TOURISTS CHOOSING A RESORT IN CHIANG RAI, THAILAND

SORAWIS SELANANDA

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

Thematic paper
entitled

THE ANALYSIS OF FACTORS INFLUENCING TOURISTS CHOOSING A RESORT IN CHIANG RAI, THAILAND

was submitted to the College of Management, Mahidol University
for the degree of Master of Management
on
May 2, 2015

……………………………………………
Mr. Sorawis Selananda
Candidate

……………………………………   ……………………………………………
Asst. Prof. Randall Shannon,   Dr. Poomporn Thamsatitdej,
Ph.D.   Ph.D.
Advisor   Chairperson

……………………………………   ……………………………………………
Assoc. Prof. Annop Tanlamai,   Assoc. Prof. Vichita Ractham,
Ph.D.   Ph.D.
Dean   Committee member
College of Management
Mahidol University

ACKNOWLEDGEMENTS

THE ANALYSIS OF FACTORS INFLUENCING TOURISTS CHOOSING A RESORT IN CHIANG RAI, THAILAND

SORAWIS SELANANDA 5649228

M.M. (MARKETING MANAGEMENT)

THESIS ADVISORY COMMITTEE: ASST. PROF. RANDALL SHANNON, Ph.D. DR. POONPORN THAMSATITDEJ, Ph.D. ASST. PROF. VICHITA RACTHAM, Ph.D.

ABSTRACT

The purpose of this research is to examine what factors may influence tourists to choosing a resort in Chiang Rai, Thailand and understanding the tourists behaviour in Thailand.

In this paper, researcher focused on the information from tourists who have intention to travel in Chiang Rai, Thailand. This paper based multiple linear regression analysis as tools for investigate all of the hypothesised. The results shown two main factors those have relationship with tourists influencing. That is geography and design. The results can be helpful to resort owners, landowner and investor for plan and adapt their resort for influence tourists.

KEY WORDS: Factors, Resort, Chiang Rai, influencing, tourists, motivation

48pages

CONTENTS

CONTENTS (Cont.)

LIST OF TABLES

LIST OF TABLES (Cont.)

LIST OF TABLES (Cont.)

LIST OF FIGURES

CHAPTER I

INTRODUCTION

Thailand is a country in South-east Asia; the location of Thailand is on the center of Indochina because Thailand bordered by, Laos, Myanmar and Malaysia. Thailand has geography on both sea and mountains that tourist can travel with. The trend of tourism that comes to travel in Thailand is growth every year that from year 2012 to 2013, it growth up around 19.6% and since 2004 the trend is growth around 129.5%, Department of Tourism (2008-2012). We can see that Thailand travel trends are good, as it shown on figure 1.1.

Number of Tourists in Thailand
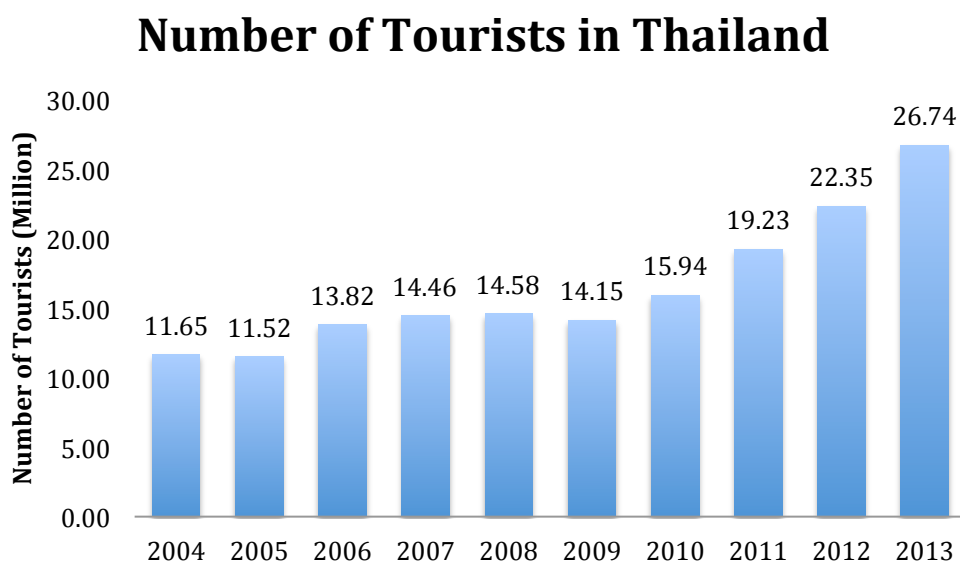
Figure 1.1 Number of Tourists in Thailand from years 2004 to 2013

Furthermore, tourist who travel in Thailand can separate in six divisions include of: North, Northeast, East, South, Middle and Bangkok that the highest place that tourist choose to travel is Northeast at 23% and follow by Central at 21% and North at 19%, as it show on Figure 1.2, National Statistical Office (2011).

Percentage of tourist seperate by region

Figure 1.2 Percentage of tourist separate by region on 2010

        This research is focus on Chiang Rai, one of the provinces in the Northern part of Thailand. Chiang Rai is the province that have great atmosphere with many place for travels. Chiang Rai still have full of nature that tourist can touch, such as Doi Mae Salong, Doi Tung and Phu Chi Fa. Moreover, the trend of tourist that come to travel in Chiang Rai is increase every year from 2012 to 2013, tourist increase around 5.74% and since 2004 tourist already increase at 153.22%, as it show in Figure 1.3: (Department of Tourism (2008-2012). However, the trend of hotel in term of the room from year 2010 to 2014 increase only 24.09% (Department of Tourism (2008-2012).

Number of Tourists in Chiangrai
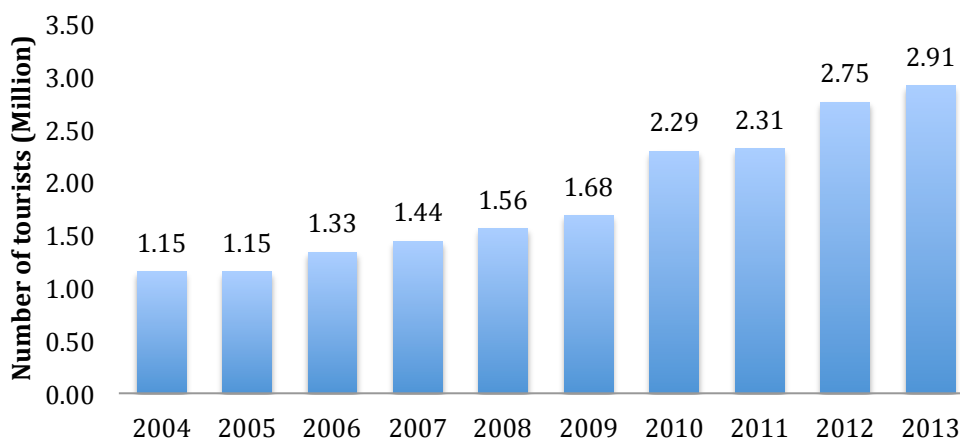
Figure 1.3 Number of Tourists in Chiang Rai from years 2004 to 2013

1.1 Problem Statement

The trend of hotel and resort increasing in the same way as trend of tourists that travels in Thailand and in Chiang Rai. Hotel and resort should understand what is exactly needs that customer want from the hotel and resort. So, I want to know what factors influence tourists choosing a resort services in Chiang Rai, Thailand.

1.2 Research Objective

- To study consumer behavior of tourists in Thailand

- To analyze the factors influencing tourists choosing a resort service in Chiang Rai, Thailand

- There will be differences between genders in term of tourists influencing factor to choose the resort services at Chiangrai, Thailand

- There will be differences between Ages in term of tourists influencing factor to choose the resort services at Chiangrai, Thailand

- There will be differences between Marital Statuses in term of tourists influencing factor to choose the resort services at Chiangrai, Thailand

- There will be differences between having kids and no kids in term of tourists influencing factor to choose the resort services at Chiangrai, Thailand

- There will be differences between incomes in term of tourists influencing factor to choose the resort services at Chiangrai, Thailand

1.3 Expected Benefit

This research will benefit to resort owners, resort manager and people who want to invest in this kind of business in Chiang Rai. The result of this research can be used for adapt and adjust the resort for make more tourists to buying services of the resort in Chiang Rai.

1.4 Research Questions

- What are the consumer behaviors of tourists in Thailand?

- What are the factors influencing tourists choosing a resort service in Chiang Rai, Thailand?

- Are they having differences between genders in term of tourists influencing factor to choose the resort services at Chiangrai, Thailand?

- Are they having differences different between Ages in term of tourists influencing factor to choose the resort services at Chiangrai, Thailand

- Are they having differences between Marital Statuses in term of tourists influencing factor to choose the resort services at Chiangrai, Thailand

- Are they having differences between having kids and no kids in term of tourists influencing factor to choose the resort services at Chiangrai, Thailand

- Are they having differences between incomes in term of tourists influencing factor to choose the resort services at Chiangrai, Thailand

1.5 Research Scope

This research will focus on three groups including of: Young Adult (age between 18-30), Family (Travel with a kids) and Aging people (age 45 and over). For understanding what are the difference of consumer preference between groups.

CHAPTER II

LITERATURE REVIEW AND FRAMEWORK DEVELOPMENT

2.1 Understanding consumer motivation

The advertising must be standardizing, because it impact to the image of the hotel. The advertising should concern about culture difference, economic difference and the perception of customer. Hotel must create awareness for sustain the customer and make a good image for their hotel (Messenger and Mei Lin, 1991).

Advertising on website of small hotel should base on emotional attachment. Such as texts, images, colors and animation. Furthermore, small hotel should provide unique online experiences on their website for make consumer interest in the hotel. These will effect to the consumers to make a decision to rent the hotel (Lwin and Phau, 2013).

Designs of the resort are one of the important factors that will make resort successful. The design of the resort must be careful analysis of location and the market. Tourists are concern about design as the same as they concern about rest and relaxation that they will gain from resort (Elliott and Johns, 1993).

The emotion of customer can create by design of the hotel. When hotel give a good design to the customer, it will make new experience to the customer and build opportunity to the hotel. Design will influence the customer buying the services (Lo, K.P.Y., 2007).

Good designs effect to the profitability of the hotels. Good design can be soft and hard components. If hotel uses design efficiency, it will cause sales increase, reduce number of staff and gain more profit with lower cost (Ransley and Ingram, 2001).

This paper will including the Feedback and complaint into responsiveness to by the studied of (Ngai, Heung, Wong and Chan, 2007) that Asian and Non-Asian have different behavior about the giving complain and feedback. Non-Asians are

tending to give a feedback directly and hotel should solve the problem immediately. Asians are higher power distant, so, they have tended to complain private or not complain, but they will tell the other by the word of mouth that make negative feedback to the hotel. Moreover, they found that money compensation is failure to solve the problem, because customers want high quality of service to solve their problem. In conclusion, hotel has to make a fast act about the negative feedback for sustain the good image to the hotel.

ICTs have positive effect to the hotel. Nowadays customers have increasing trend to using Internet services for finding and purchasing the hotel services. Furthermore, Many hotel are adopt ICTs to their hotel that will make a gap between hotel who have ICTs and hotel who don't have ICTs services to be good and bad grade of the services (Sahadev and Islam, 2005).

Hotel location and the features of the hotel are the heart of the hotel. It effect directly to the perceptions of customers. If hotel are o the great location and hotel features are exactly to the place. It will cause customer want to buying that hotel services (Emir and Saraçli, 2014).

Satisfaction is very important for hotel. It creates by designs that match with the environment. Hotel should reduce their ecological footprint to show that they are support to the environment. They need to make air quality in the room good, input natural light and in-room recycling option. All of these will build comfort perception to consumer and give them luxury experience (Emily J. Becker, 2009).

Environmental Management is important too. Some of customers are concern about environment topics that make hotel should aware about their environmental in the hotel. If hotel use environmental management, hotel can reduce the cost and gain more customer (Wan, P.Y., 2007).

Green hotel will increase customer repurchase rate. Green hotel is the hotel that provides natural accommodation, facilities, services and fresh environment. These factors will make give the positive attitude to the customers and influence them to come back again next time. Hotel should use technology to promote their green hotel too (Norazah, M.S and Norbayah, M.S., 2015).

Promotion is the way to bring more customers to the hotel. This day everyone can present the same product. So, the promotion will bring awareness to the customer. Hotel should give exclusive promotion to the customer who come regularly for sustain the customer to the hotel (Mateljic, 2010).

Hotel reputation is depends on many things. Reputation can be occurring by price, services, location, facilities and infrastructures. Good reputation is benefit to the hotel, because good reputations will success of the hotel that bring more occupancy, increase market share, build consumer attitude. (John Connell, 1992).

Price of the hotel is determining by quality of the hotel, quality of the room, cleanliness, services and location. All of these will make a consumer preference difference. It will show how much customer willing to spend on that hotel (Zhang, Ye and Law, 2011).

Price is not the main factor that make consumer decide to purchase the services. Location, hotel services and customer experience is more important than the price. The ways that customer decide to booking the hotel is expectation, customer need to receive as the same as their expectation or exceed (Eric, S.W.C. and Simon C.K.W., 2006).

2.2 Framework Development

This framework based on the literature review, all of the factors can separate into two dimensions include of: physical motivation (designs, ICTs, location and environment), mental motivation (advertising, feedback, promotion, reputation and value for money), as it shown in Figure 1.4:
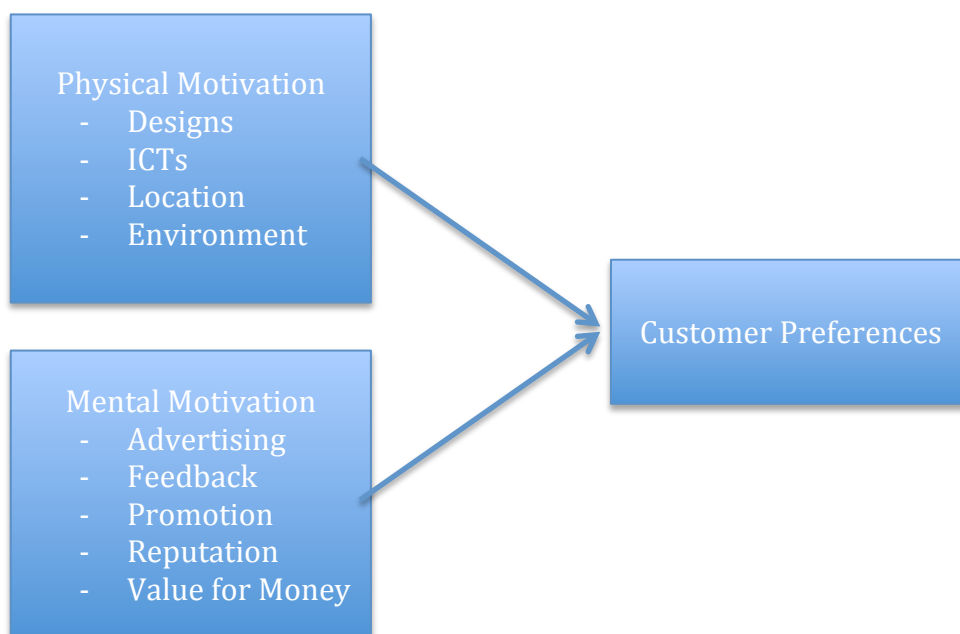
Figure 2.1 Framework of factors that influence tourists choosing a resort services in Chiang Rai, Thailand.

2.3 Hypothesis summary

According to the literature review and framework can be conclude hypothesis as follows:

H1: Design of resort has a positive effect to the tourists influencing factor to choose the resort services at Chiangrai, Thailand

H2: ICTs of resort have a positive effect to the tourists influencing factor to choose the resort services at Chiangrai, Thailand

H3: Location of resort has a positive effect to the tourists influencing factor to choose the resort services at Chiangrai, Thailand

H4: Environment of resort has a positive effect to the tourists influencing factor to choose the resort services at Chiangrai, Thailand

H5: Advertising of resort has a positive effect to the tourists influencing factor to choose the resort services at Chiangrai, Thailand

H6: Feedback of resort has a positive effect to the tourists influencing factor to choose the resort services at Chiangrai, Thailand

H7: Promotion of resort has a positive effect to the tourists influencing factor to choose the resort services at Chiangrai, Thailand

H8: Reputation of resort has a positive effect to the tourists influencing factor to choose the resort services at Chiangrai, Thailand

H9: Value for money of resort have a positive effect to the tourists influencing factor to choose the resort services at Chiangrai, Thailand

CHAPTER III
METHODLOGY

This research will focus on tourists that travel in Thailand. It can separate into three groups include of: young adult (age between 18 and 30), family (travel with kids) and aging people (age 45 and over). A method of gathering data had been distributed the questionnaire at Online Questionnaire.

For this research, researcher chooses quantitative method for measure what is these three groups of tourists want when they want to buying a resort services. In this research, it includes sample size select and the data analysis. Moreover, the method of data analysis that used in this paper include of: descriptive analysis, factor analysis, regression analysis and correlation analysis.

3.1 Sample size

Researcher selects 200 respondents by collect 20 to 30 respondents for each variable in the model. So, in this paper it has nine variables that cause researcher decide to collect this amount of questionnaires (Hair et al., 2009).

3.2 Questionnaire Designs

The question divided into two mains section that is physical motivation and mental motivation that includes of nine variables as follows: designs, ICTs, location, environment, advertisement, feedback, promotion, reputation and value for money.

This questionnaire consists of four sections, which contain 41 questions.

Part 1: Screening Information is using nominal scale for three questions

Part 2: General Information to be warm up question by using ordinal scale for two questions.

Part 3: two mains section on specific information for understanding consumer behavior by using interval scales for 31 questions and use five point Likert scale, from 5 to 1 that are Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree.

Part 4: Demographic Information is using nominal scales for 5 questions

The questions are shown as follows:

3.2.1 Screening Questions

1. Have you ever been traveled in Northern of Thailand?
2. Do you know Chiang Rai province?
3. Are you wants to travel in Chiang Rai?

3.2.2 General Questions

1. What do you think about Chiang Rai?
2. What are you expect to see in Resort?

3.2.3 Specific Questions

Design

Adapted from   (Wakefield and Baker, 1998)

1. I choose resort because their architecture gives it an attractive character
2. I choose resort because they're decorated in an attractive fashion
3. The interior wall and floor color schemes are attractive for me
4. I choose resort because the overall design of the resort interesting

ICTs

5. I always use Internet for booking the room
6. I often use Internet for find interesting resort
7. I always use telephone call for booking the room
8. I use agency for booking the room

Location

9. Location of the resort effect my purchasing decision
10. I always choose the resort that locate on great location
11. Location of the resort is out of my concern

Environment

Adapted from   (Fisher and Jeffrey, 1974)

                 (Mattila, 2004)

                 (Mattila and Wirtz, 2001)

12.I choose resort because their environment are attractive

13.I choose resort because their environment are comfortable

14.I choose resort because their environment are pleasant

15.I am not concern about environment of the resort

Advertisement

16.Advertising is attract my attention to try the resort services

17.I am interest in that resort because of advertisement

Feedback

18.I always check the feedback of the resort before booking

19.Positive feedback make me choose that resort

20.I am not concern about feedback at all

21.Negative feedback make me not choose that resort

Promotion

22.I always choose resort that offer good promotion

23.I am not concern about promotion when I choose resort

Reputation

24.I choose resort because of their reputation

25.I agree that reputation is one of the way to decide the resort

26.I am not concern about reputation of the resort

Value for Money

Refer to   (Burton, Lichtenstein, Netermeyer, and Garretson, 1998)

                 (Lichtenstein, Ridgway, Netemeyer, 1993)

                 (Peterson and Wilson, 1985)

27. Generally speaking, the higher the price of a product, the higher the quality.

28. The old saying "you get what you pay for" is generally true.

29. The price of a product is a good indicator of its quality.

30. I always have to pay a bit more for the best.

31. I am willing to stay in resort in Chiangrai

Demographic Questions

1. What Is your Gender?
2. How old are you?
3. What is your marital status?
4. Do you have kids?
5. How much your income?

3.3 Data Analysis

The researcher use Statistical Package for Social Sciences (SPSS) program software version 22.0 for calculate and test the variables that are relate to the topics including of two mains topic: physical motivation (designs, ICTs, location and environment), mental motivation (advertising, feedback, promotion, reputation and value for money).

This research uses measurement tools as follows:

1. Descriptive analysis
2. ANOVA analysis
3. Factor analysis
4. Regression analysis

CHAPTER IV
FINDINGS

This chapter presents the results of the analysis and finding of this study. In this research, we collected 203 of respondents as information's. This paper selected significant value at 0.05. This chapter include of: Demographics Information, Factor Analysis and Regression Analysis.

4.1 Demographic Information
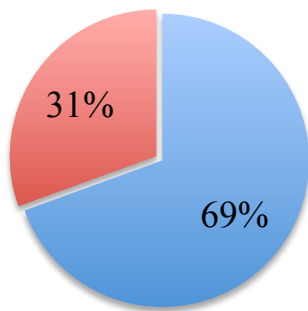
Figure 4.1 Gender
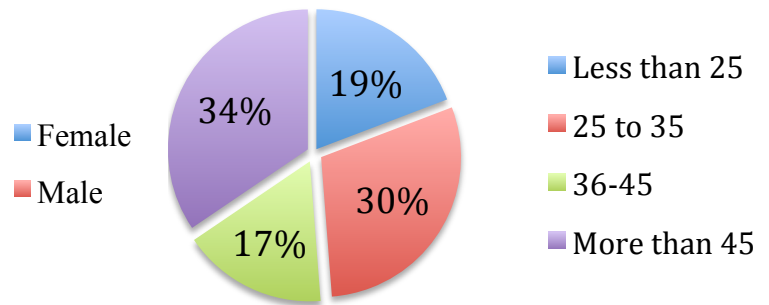
Figure 4.2 Age
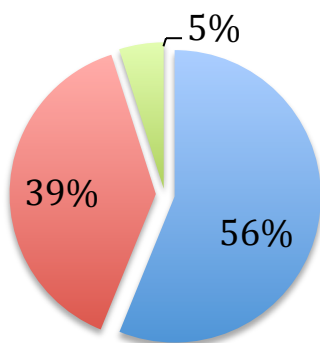
Figure 4.3 Marital Status
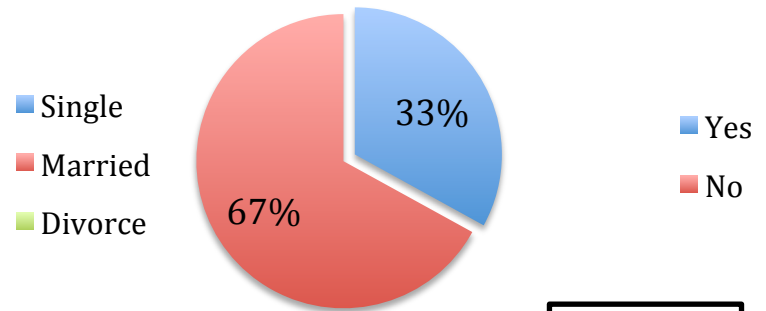
Figure 4.4 Kids

n = 203

n = 203
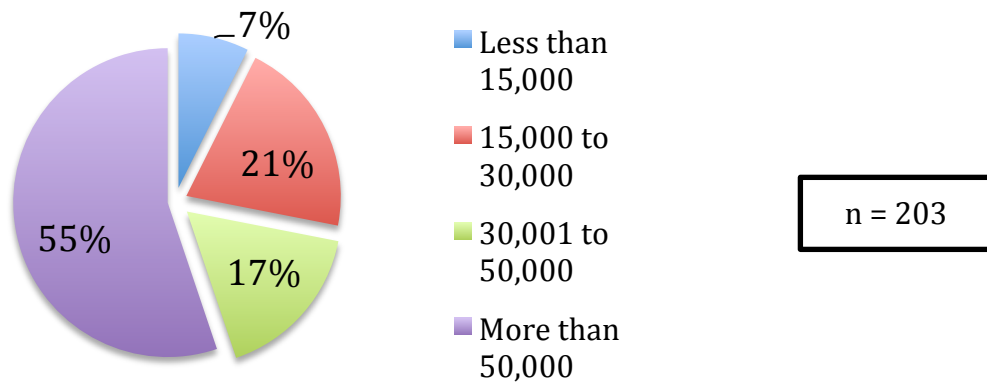
Figure 4.5 Income (Per Month)

Consumer Preference
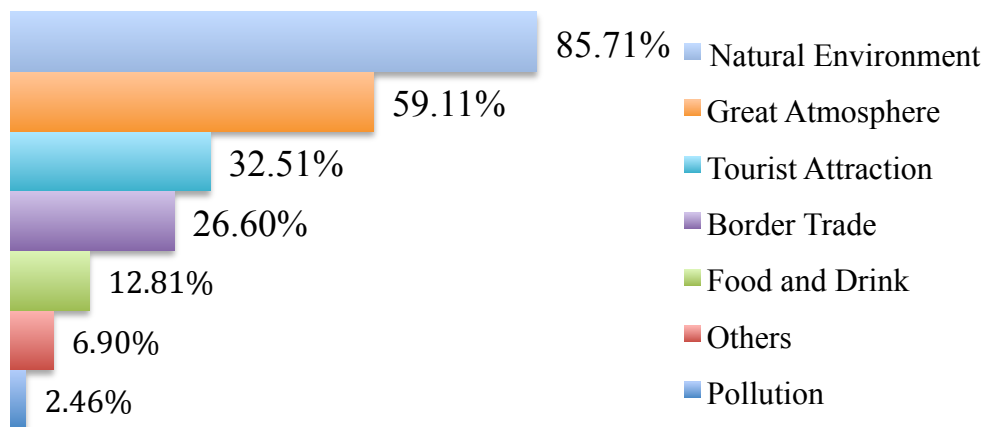
Figure 4.6 Consumer thought of Chiang Rai
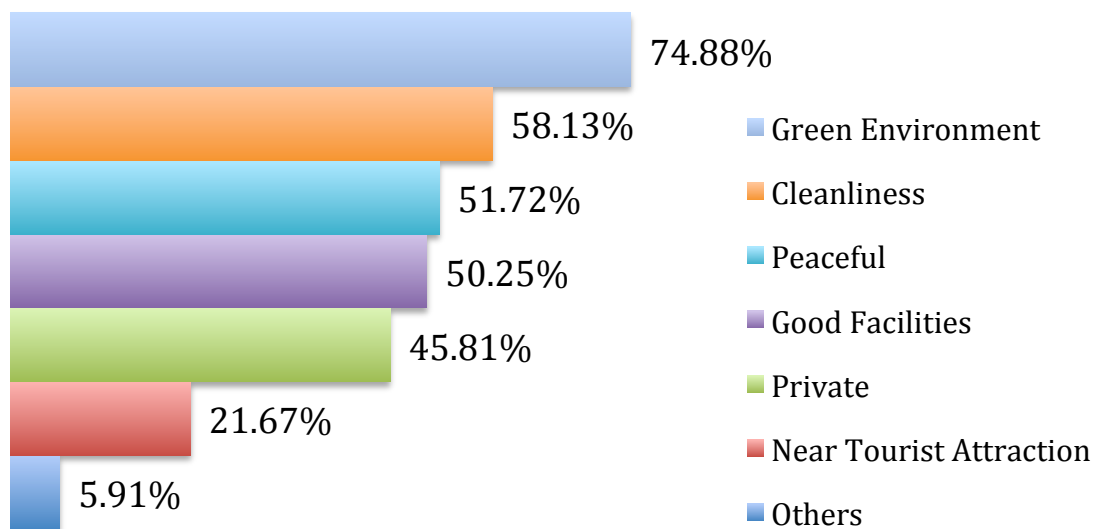
Figure 4.7 Consumer Expectation of Chiang Rai

From figure 4.1 to 4.5 it show information about gender from 203 respondents. The figure 4.1 shows that the majority of this paper is 69% from female and 31 % from male. Figure 4.2 shows the age that the highest respondents groups is on more than 45 at 34% and follow by 25 to 35 at 30%, less than 25 at 19% and 36 to 45 as the smaller group at 17%. Figure 4.3 shows about Marital Status are majority on Single at 56% and follow by married and divorce at 39% and 5%. Figure 4.4 show about kids that people who don't have kids is more than people who have kids at 67% and 33%. Figure 4.4 show that Income (per month) more than 50,000 Baht are majority in this paper at 55%. Follow by 15,000 to 30,000 Baht at 21 than are higher a little bit than 30,001 to 50,000 Baht at 17%. The smallest group is on income per month less than 15,000 Baht at 7%.

From figure 4.6 is show the consumer thought of Chiang Rai. 85.71% of respondents show that when talk about Chiang Rai they think about Natural Environment. Follow by Great Atmosphere at 59.11%. the third one that consumer thought is tourist attraction at 32.51%. the forth is border trade at 26.60%. Follow by Food and Drink at 12.81%. However, some of respondents thought about pollution at 6.90%. Furthermore, 2.46% of respondents think others than the input that includes of: Culture, Mae Fah Luang University, Golf club and disaster (earth quake).

From figure 4.7 is show the expectation of consumer about Chiang Rai. 74.88% of respondents show that they expect to see Green Environment in Chiang Rai. Follow by Cleanliness about 58.13%. The third is peaceful at 51.72% that a little bit higher than the forth is good facilities at 50.25%. The fifth is private at 45.81%. Next is nearly tourist attraction at 21.67%. Furthermore, 5.91% of respondents expect other than the input that includes of: good services, unique, culture, reasonable price and northern food.

4.2 ANOVA Analysis

4.2.1 Gender

A one-way between subjects ANOVA was conducted to compare the effect of gender on willing to stay in resort in Chiangrai in male and female conditions.

Table 4.1 ANOVA the different between genders in term of tourists influencing factor to choose the resort services at Chiangrai, Thailand

ANOVA

31. I am willing to stay in resort in Chiangrai

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.139	1	.139	.259	.611
Within Groups	107.546	201	.535		
Total	107.685	202			

From table 4.1, there was not a significant effect of gender on willing to stay in resort in Chiangrai at the p > 0.05 levels for the three conditions [F (1,201) = 0.259, P = 0.611].

Table 4.2 Descriptive the different between genders in term of tourists influencing factor to choose the resort services at Chiangrai, Thailand

Descriptives

31. I am willing to stay in resort in Chiangrai

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Minimum	Maximum	Between-Component Variance
Female	141	3.94	.763	.064	3.82	4.07	1	5	
Male	62	4.00	.653	.083	3.83	4.17	2	5	
Total	203	3.96	.730	.051	3.86	4.06	1	5	
Model Fixed Effects			.731	.051	3.86	4.06			
Random Effects				.051[a]	3.31[a]	4.61[a]			-.005

a. Warning: Between-component variance is negative. It was replaced by 0.0 in computing this random effects measure.

From table 4.2, Post hoc comparisons using the Turkey HSD test indicated that the mean score for female condition (M = 3.94, S.D = 0.763) did not significantly differ from male condition (M = 4.00, S.D = 0.653). Taken together, these results suggest that gender have no effect on willing to stay in resort in Chiang Rai.

4.2.2 Age

A one-way between subjects ANOVA was conducted to compare the effect of age on willing to stay in resort in Chiangrai in male and female conditions.

Table 4.3 ANOVA the different between ages in term of tourists influencing factor to choose the resort services at Chiangrai, Thailand

ANOVA

31. I am willing to stay in resort in Chiangrai

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.331	1	.331	.620	.432
Within Groups	107.354	201	.534		
Total	107.685	202			

From table 4.3, there was not a significant effect of age on willing to stay in resort in Chiangrai at the p > 0.05 levels for the three conditions [F (1,201) = 0.620, P = 0.432].

Table 4.4 Descriptive the different between ages in term of tourists influencing factor to choose the resort services at Chiangrai, Thailand

Descriptives

31. I am willing to stay in resort in Chiangrai

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	Between-Component Variance
						Lower Bound	Upper Bound			
<=35		99	3.92	.710	.071	3.78	4.06	2	5	
>35		104	4.00	.750	.074	3.85	4.15	1	5	
Total		203	3.96	.730	.051	3.86	4.06	1	5	
Model	Fixed Effects			.731	.051	3.86	4.06			
	Random Effects				.051[a]	3.31[a]	4.61[a]			-.002

a. Warning: Between-component variance is negative. It was replaced by 0.0 in computing this random effects measure.

From table 4.4, Post hoc comparisons using the Turkey HSD test indicated that the mean score for age less than or equal to 35 years old condition (M = 3.92, S.D = 0.710) did not significantly differ from age more than 35 years old condition (M = 4.00, S.D = 0.750). Taken together, these results suggest that age have no effect on willing to stay in resort in Chiang Rai.

4.2.3 Marital Status

A one-way between subjects ANOVA was conducted to compare the effect of marital status on willing to stay in resort in Chiangrai in single, married and divorce conditions.

Table 4.5 ANOVA the different between marital status in term of tourists influencing factor to choose the resort services at Chiangrai, Thailand

ANOVA

31. I am willing to stay in resort in Chiangrai

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.246	2	.123	.229	.795
Within Groups	107.439	200	.537		
Total	107.685	202			

From table 4.5, there was not a significant effect of marital status on willing to stay in resort in Chiangrai at the $p > 0.05$ levels for the three conditions [F (1,201) = 0.229, P = 0.795].

Table 4.6 Descriptive the different between marital status in term of tourists influencing factor to choose the resort services at Chiangrai, Thailand

Descriptives

31. I am willing to stay in resort in Chiangrai

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Minimum	Maximum	Between-Component Variance
Single	114	3.93	.675	.063	3.80	4.06	2	5	
Married	79	4.00	.816	.092	3.82	4.18	1	5	
Divorce	10	4.00	.667	.211	3.52	4.48	3	5	
Total	203	3.96	.730	.051	3.86	4.06	1	5	
Model Fixed Effects			.733	.051	3.86	4.06			
Random Effects				.051[a]	3.74[a]	4.18[a]			-.008

a. Warning: Between-component variance is negative. It was replaced by 0.0 in computing this random effects measure.

From table 4.6, Post hoc comparisons using the Turkey HSD test indicated that the mean score for single condition (M = 3.93, S.D = 0.675) did not significantly differ from married condition (M = 4.00, S.D = 0.816) and divorce condition (M = 4.00, S.D = 0.667). Taken together, these results suggest that marital status have no effect on willing to stay in resort in Chiang Rai.

4.2.4 Kids

A one-way between subjects ANOVA was conducted to compare the effect of kids on willing to stay in resort in Chiangrai in having kids and no kids conditions.

Table 4.7 ANOVA the different between kids in term of tourists influencing factor to choose the resort services at Chiangrai, Thailand

ANOVA

31. I am willing to stay in resort in Chiangrai

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.041	1	.041	.077	.782
Within Groups	107.644	201	.536		
Total	107.685	202			

From table 4.7, there was not a significant effect of kids on willing to stay in resort in Chiangrai at the p > 0.05 levels for the three conditions [F (1,201) = 0.077, P = 0.782].

Table 4.8 Descriptive the different between kids in term of tourists influencing factor to choose the resort services at Chiangrai, Thailand

Descriptives

31. I am willing to stay in resort in Chiangrai

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Minimum	Maximum	Between-Component Variance
Yes		67	3.94	.868	.106	3.73	4.15	1	5	
No		136	3.97	.655	.056	3.86	4.08	2	5	
Total		203	3.96	.730	.051	3.86	4.06	1	5	
Model	Fixed Effects				.732	.051	3.86	4.06			
	Random Effects					.051[a]	3.31[a]	4.61[a]			-.006

a. Warning: Between-component variance is negative. It was replaced by 0.0 in computing this random effects measure.

From table 4.8, Post hoc comparisons using the Turkey HSD test indicated that the mean score for traveler who have kids condition (M = 3.94, S.D = 0.868) did not significantly differ from no kid's condition (M = 3.97, S.D = 0.655). Taken together, these results suggest that kids have no effect on willing to stay in resort in Chiang Rai.

4.2.5 Income per month

A one-way between subjects ANOVA was conducted to compare the effect of income per month on willing to stay in resort in Chiangrai in income per month less than or equal to 75,000 Baht and income per month more than 75,000 baht conditions.

Table 4.9 ANOVA the different between incomes in term of tourists influencing factor to choose the resort services at Chiangrai, Thailand

ANOVA

31. I am willing to stay in resort in Chiangrai

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.819	1	.819	1.541	.216
Within Groups	106.865	201	.532		
Total	107.685	202			

From table 4.9, there was not a significant effect of income per month on willing to stay in resort in Chiangrai at the p > 0.05 levels for the three conditions [F (1,201) = 1.541, P = 0.216].

Table 4.10 Descriptive the different between incomes in term of tourists influencing factor to choose the resort services at Chiangrai, Thailand

Descriptives

31. I am willing to stay in resort in Chiangrai

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Minimum	Maximum	Between-Component Variance
<=75,000 Baht	91	3.89	.737	.077	3.74	4.04	2	5	
>75,000 Baht	112	4.02	.723	.068	3.88	4.15	1	5	
Total	203	3.96	.730	.051	3.86	4.06	1	5	
Model Fixed Effects			.729	.051	3.86	4.06			
Random Effects				.064	3.15	4.77			.003

From table 4.10, Post hoc comparisons using the Turkey HSD test indicated that the mean score for income per month less than or equal to 75,000 Baht condition (M = 3.89, S.D = 0.737) did not significantly differ from income per month more than 75,000 Baht condition (M = 4.02, S.D = 0.723). Taken together, these results suggest that income per month have no effect on willing to stay in resort in Chiang Rai.

4.2.6 Additional

From Appendix A: Additional founding, researcher found another significant relationship of the demographic factor with the main factor include of: Genders, Ages, Marital Statuses and Kids.

First relationship that researcher found is between genders and designs. Between male and female shown different in term of design when they choosing resort. Second relation is between ages and advertising. Between age less than or equal to 35 and age more than 35 shown different in term of advertising when they choosing resort. Third relation is marital statuses and advertising. Between single, married and divorce shown different in term of advertising when they choosing resort. Forth relation is marital statuses and ambivalent. Between single, married and divorce shown different in term of advertising when they choosing resort. The last relationship that researcher found is between kids and advertising. Between respondent who have kids and don't have kids shown different in term of advertising when they choosing resort.

All of additional found are shown significant value lower than 0.05 that means all of these relations are significant. However, they are no evidence that why they are difference between these factors.

4.3 Factor Analysis

Table 4.11 Total variance explained six variables influencing tourists choosing a resort services in Chiang Rai, Thailand.

Total Variance Explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.040	23.762	23.762	2.878	16.928	16.928
2	2.005	11.795	35.557	2.090	12.295	29.222
3	1.478	8.695	44.251	1.674	9.849	39.071
4	1.346	7.918	52.169	1.634	9.610	48.681
5	1.138	6.695	58.865	1.585	9.321	58.002
6	1.041	6.122	64.987	1.187	6.985	64.987
7	.885	5.204	70.191			
8	.763	4.489	74.680			
9	.682	4.010	78.691			
10	.588	3.461	82.152			
11	.549	3.231	85.383			
12	.544	3.198	88.581			
13	.503	2.962	91.542			
14	.405	2.382	93.924			
15	.384	2.258	96.182			
16	.359	2.112	98.294			
17	.290	1.706	100.000			

Extraction Method: Principal Component Analysis.

From table 4.11 it shows the amount of variables that are influence tourists to choose a resort services in Chiang Rai, Thailand. The total variance explained in the table the Eigen values is equal to 1.041 that higher than 1 with the cumulative percentage at 64.99% at 6 variables. So, it got 6 variables that are possible to significant. Those are shown on Figure 4.8.
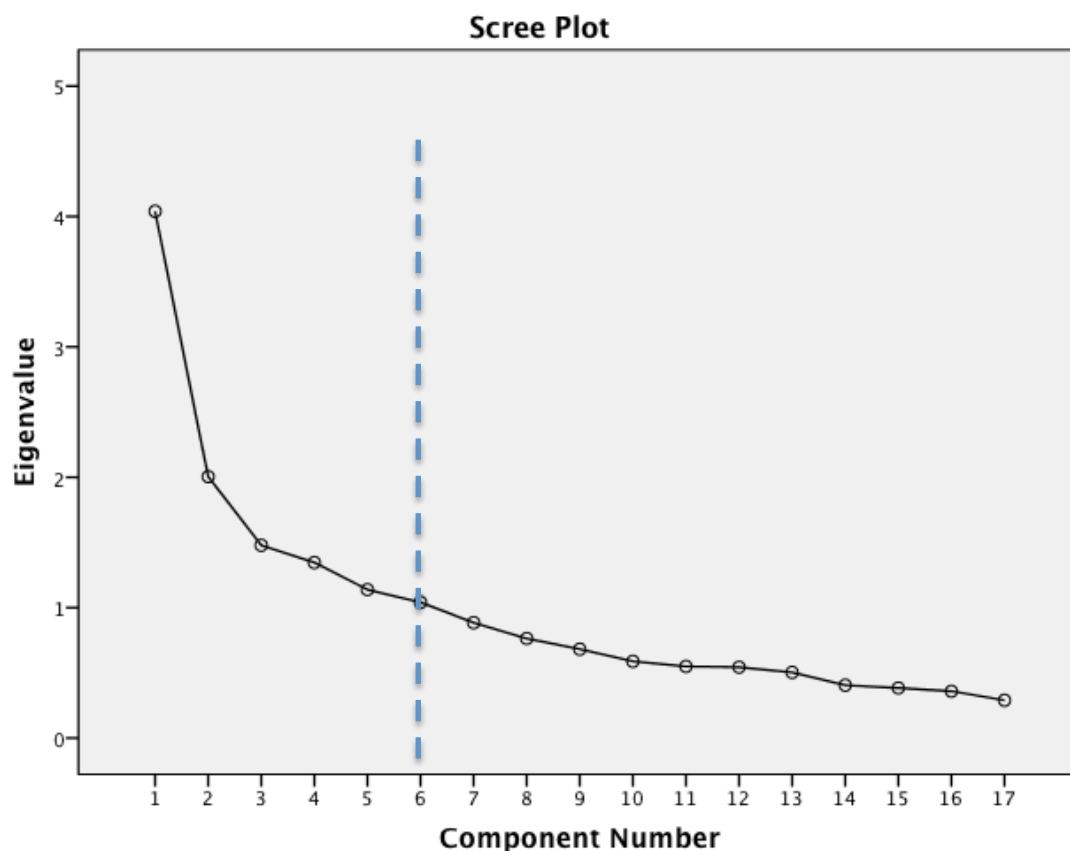
Figure 4.8 Scree plot of six variables influencing tourists choosing a resort services in Chiang Rai, Thailand

Table 4.12 Rotation Component Matrix of six variables influencing tourists choosing a resort services in Chiang Rai, Thailand

Rotated Component Matrix^a

	Component					
	1	2	3	4	5	6
9. Location of the resort effect my purchasing decision	.743					
14. I choose resort because their environment are pleasant	.709					
12. I choose resort because their environment are attractive	.685			**Geography**		
10. I always choose the resort that locate on great location	.671					
13. I choose resort because their environment are comfortable	.658					

Table 4.12 Rotation Component Matrix of six variables influencing tourists choosing a resort services in Chiang Rai, Thailand (Cont.)

Rotated Component Matrix[a]

	Component					
	1	2	3	4	5	6
27. Generally speaking, the higher the price of a product, the higher the quality		.842				
28. The old saying "you get what you pay for" is generally true		.791				
29. The price of a product is a good indicator of its quality		.708				
16. Advertising is attract my attention to try the resort services			.873			
17. I am interest in that resort because of advertisement			.855			
15. I am not concern about environment of the resort				.708		
11. Location of the resort is out of my concern				.707		
23. I am not concern about promotion when I choose resort				.687		
2. I choose resort because they're decorated in an attractive fashion					.832	
1. I choose resort because their architecture gives it an attractive character					.768	
8. I use agency for booking the room						.882
5. I always use Internet for booking the room						.533

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Value for Money — Advertising — Ambivalent — Design — ICTs

From table 4.12 it shows rotation component matrix that it reduction the component from 30 components at start of the research by cut the components that are cross loading, low scores and grouping the make sense components. As a result, 17 components were obtained.

The result of the factor analysis is shown in table 4.12. it can conclude to be six variables in this paper by using principle factor analysis with Varimax rotation. First variable is Geography. In this research geography mean environment of the resort and the location of the resort. So, geography is influence tourists to choose the resort in Ching Rai. A positive score meant tourists are concern about geography when they are choosing resort in Chiang Rai, while negative score meant geography didn't effect to the tourists when they decide to choose the resort in Chiang Rai. Second variable is value for money, it stated that value for money also influence tourists to choose the resort in Chiang Rai. A positive score shown tourists are concern about the money they have to pay to the resort that they want quality as worth as they paid, while, negative score meant tourists don't care about the money they have to pay when compare with what they get. Third variable is advertising, it represented tourists concern about advertising when they choose the resort. A positive score indicated advertising cause tourists want to choose the resort, while negative score indicated advertising is out of concern when tourists choose the resort. Forth variable, Ambivalent, it measured that tourist don't care anything when they decide to choose the resort in Chiang Rai. A positive score meant if tourists want to choose the resort they don't care anything and just choose it, while negative score meant tourist concern something when they decide to chose the resort in Chiang Rai. Fifth variable is design, it shown that tourists also think that design is important to them when they choose the resort. A positive score shown design is the factor that tourists are concern when they choose the resort in Chiang Rai, while negative score meant design is not in tourists mind at all. Last variable is ICTs. ICTs in this paper stand for Internet usage of the tourists. Tourists also used the Internet as tools for choosing resort services in Chiang Rai too. A positive score meant tourists use Internet for choose and booking the resort, while negative score shown tourists may ne use another tools for choose and booking the resort such as telephone.

After using factor analysis for reduce and combine variables. The results show that some of variables were cut because of it tend to be insignificant and some of variables were combine together by grouping for better significant value. So, the hypothesis had to be revised from hypothesis 6 to hypothesis 14.

The new hypothesis would be tested by multiple linear regression analysis for find what factors influence tourists choosing a resort services in Chiang Rai, Thailand. the new hypothesis are shown as follows:

H1: Geography of resort has a positive effect to the tourists influencing factor to choose the resort services at Chiangrai, Thailand

H2: Value for money of resort has a positive effect to the tourists influencing factor to choose the resort services at Chiangrai, Thailand

H3: Advertising of resort has a positive effect to the tourists influencing factor to choose the resort services at Chiangrai, Thailand

H4: Ambivalent of resort has a positive effect to the tourists influencing factor to choose the resort services at Chiangrai, Thailand

H5: Design of resort has a positive effect to the tourists influencing factor to choose the resort services at Chiangrai, Thailand

H6: ICTs of resort has a positive effect to the tourists influencing factor to choose the resort services at Chiangrai, Thailand

4.4 Multiple Regression Analysis

Table 4.13 ANOVA shown the result of six variables of Tourists choosing behavior in term of factor of influence to choose the resort in Chiang Rai

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.016	6	7.169	21.729	.000[b]
	Residual	64.669	196	.330		
	Total	107.685	202			

a. Dependent Variable: 31. I am willing to stay in resort in Chiangrai
b. Predictors: (Constant), ICTs, Ambivalent, Design, Advertising, ValueforMoney, Geography

   From the multiple regressions, the results of using six variables include of geography, value for money, advertising, ambivalent, design and ICTs as independent variables to reflect the tourists choosing behavior of the resort services in Chiang Rai, Thailand as dependent variable. It shown that ANOVA of six variables are influence tourists choosing behavior demonstrated the significant value at 0.000 significant which less than 0.05 significant levels, as shown to table 4.13. So, This model is considered significant.

Table 4.14 Model summaries of six variables of Tourists choosing behavior in term of factor of influence to choose the resort in Chiang Rai

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change	df1	df2	Sig. F Change
1	.632[a]	.399	.384	.573	.399	26.197	5	197	.000

a. Predictors: (Constant), ICTs, Advertising, Design, ValueforMoney, Geography

   From table 4.14, it shown model summary of six variables of Tourists choosing behavior in term of factor of influence to choose the resort in Chiang Rai that adjusted r square equal to 0.384. It meant the model explained 38.4 percentage of influencing of the tourists to choose the resort services in Chiang Rai, Thailand.

Table 4.15 Coefficients of six variables of Tourists choosing behavior in term of factor of influence to choose the resort in Chiang Rai

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.127	.392		.324	.746
	Geography	.767	.094	.532	8.192	.000
	Value for Money	.046	.061	.045	.748	.455
	Advertising	-.045	.058	-.045	-.765	.445
	Ambivalent	.009	.055	.010	.173	.863
	Design	.145	.063	.144	2.304	.022
	ICTs	.065	.053	.070	1.230	.220

a. Dependent Variable: 31. I am willing to stay in resort in Chiangrai

From table 4.15, it had shown the result coefficients of six variables of Tourists choosing behavior in term of factor of influence to choose the resort in Chiang Rai. There were two variables, which had positive relationship with the influencing factor of the tourists to choose the resort in Chiang Rai.

The two variables were geography and design. Geography variables had 0.000 significant values that lower than 0.05 significant levels. So, geography shown significant to the model and geography standardized coefficients (beta) is equal to 0.532. In addition, design variables had 0.022 significant values that also lower than 0.05 significant levels. So, design shown significant to the model and design standardized coefficients (beta) is equal to 0.144. The other variables are insignificant that we need to cut it off for the best result as will show in the next part.

Table 4.16 ANOVA shown the result of two variables of Tourists choosing behavior in term of factor of influence to choose the resort in Chiang Rai

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.053	2	21.026	64.074	.000[b]
	Residual	65.632	200	.328		
	Total	107.685	202			

a. Dependent Variable: 31. I am willing to stay in resort in Chiangrai
b. Predictors: (Constant), Design, Geography

After we cut all of the insignificant variables. It shown that ANOVA of two variables are influence tourists choosing behavior demonstrated the significant value at 0.000 significant which less than 0.05 significant levels, as shown to table 4.16. So, This model is still considered significant.

Table 4.17 Model summaries of two variables of Tourists choosing behavior in term of factor of influence to choose the resort in Chiang Rai

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.625[a]	.391	.384	.573	.391	64.074	2	200	.000

a. Predictors: (Constant), Design, Geography

From table 4.17, it shown model summary of two variables of Tourists choosing behavior in term of factor of influence to choose the resort in Chiang Rai that adjusted r square equal to 0.384. It meant the model explained 38.4 percentage of influencing of the tourists to choose the resort services in Chiang Rai, Thailand.

Table 4.18 Coefficients of two variables of Tourists choosing behavior in term of factor of influence to choose the resort in Chiang Rai

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.266	.329		.807	.421
	Geography	.790	.088	.549	8.986	.000
	Design	.146	.062	.145	2.375	.019

a. Dependent Variable: 31. I am willing to stay in resort in Chiangrai

Coefficientsa

          From table 4.18, it still shown that there were two variables, which had positive relationship with the influencing factor of the tourists to choose the resort in Chiang Rai.

          The two variables were geography and design. Geography variables had 0.000 significant values that lower than 0.05 significant levels. So, geography shown significant to the model and geography standardized coefficients (beta) is increasing to 0.549. In addition, design variables had decreasing to 0.019 significant values that also lower than 0.05 significant levels. So, design shown significant to the model and design standardized coefficients (beta) is increasing to 0.144. Which meant geography and design significantly were major influence tourists to choose the resort services in Chiang Rai, Thailand.

          In addition, the model of this study will be base on coefficient of beta that is:

$$Y = 0.266 + 0.549(X_1) + 0.145(X_2)$$

Y = influencing factor of tourists choosing a resort service in Chiang Rai

X_1 = geography

X_2 = design

          If geography and design increase equal to 1 point, then it will influence tourists to choose the resort services in Chiang Rai, Thailand increasing by 0.960.

4.5 Result of hypothesis testing

Table 4.19 Hypotheses results

Hypothesis No.	Statement	Result
H1	Geography of resort has a positive effect to the tourists influencing factor to choose the resort services at Chiangrai, Thailand	**Accepted**
H2	Value for money of resort has a positive effect to the tourists influencing factor to choose the resort services at Chiangrai, Thailand	**Rejected**
H3	Advertising of resort has a positive effect to the tourists influencing factor to choose the resort services at Chiangrai, Thailand	**Rejected**
H4	Ambivalent of resort has a positive effect to the tourists influencing factor to choose the resort services at Chiangrai, Thailand	**Rejected**
H5	Design of resort has a positive effect to the tourists influencing factor to choose the resort services at Chiangrai, Thailand	**Accepted**
H6	ICTs of resort has a positive effect to the tourists influencing factor to choose the resort services at Chiangrai, Thailand	**Rejected**

CHAPTER V
CONCLUSIONS

5.1 Discussions

The main objectives of this study are to study consumer behavior of tourists In Thailand and analyze the factors influencing tourists choosing a resort services in Chiang Rai. The research model was developed to understanding what is the factors that will make tourists choose the resort in Chiang Rai.

The result of the analysis are useful for resort owner in Chiang Rai, Landowner in Chiang Rai, Investor who interest to invest resort in Chiang Rai and researcher who interest in this topic. Regarding to the hypothesis model, there have two factors that are strong statistical significant. That is Geography and design, it shown that these factors effect to the influencing tourists to choose the resort in Chiang Rai. A positive relationship can be shown in this research that good location and environment will cause tourists choose the resort. This result suggests supporting evidence by Emir and Saraçli (2014), Wan (2007) and Mohd Suki and Mohd Suki (2015) that geography is an important reason why tourists choose the resort in Chiang Rai. A positive relationship can be shown in this research that design is also cause tourists choose the resort. This result suggests supporting evidence by Elliott and Johns (1993), Lo (2007) and Ransley and Ingram (2001) that design is also an important reason why tourists choose the resort in Chiang Rai. Furthermore, Becker states that designs have to be match with the environment of the resort that will influence more tourists to choose that resort (Becker, 2009).

5.2 Recommendations

The results of the current research shown that design was positively relate to influence tourists to choose the resort in Chaing Rai, Thailand. Thus, the resort owner and investor should focus on design as a main point of their resort. They should pay more attention about details of design. In addition, the design of the resort should be fashion and architecture of the resort must shown unique character of that resort.

Finally, given a positive relationship between influence tourists to choose the resort in Chiang Rai, Thailand. Geography should be the one that land owner and investor must concern. Tourists always find the resort that locates on the great place. That mean investor and landowner must find that place with care. Furthermore, they should focus on environmental too because tourists also concern about this topic too.

5.3 Limitations

This research only captures the groups of tourists base on Thai citizen and almost of respondents are locate on Bangkok and the other on each region of Thailand.

This research only focuses on finding the various factors that influencing tourists to choosing resort in Chiang Rai, Thailand but not deep in details about that factor.

5.4 Future Research

For the future research, the next researcher can study deeper on both design and geography in term of location of the resort. About design next researcher can find that what is the theme of design that tourists want from resort in Chiang Rai. Next one is location; next researcher can find where is the place that tourists want to rest in term of resort in Chiang Rai.

Moreover, next researcher can find the evidence of the relation between genders and design, age and advertising, marital statuses and advertising and ambivalent and the last relation is kids and advertising.

At last, next researcher can find more evidence environment, atmosphere, cleanliness, peaceful and tourist attraction that are they truly effect to customer decision and how they effect.

REFERENCES

Becker, Emily J., M.S. (2009). The Proximity Hotel: A Case Study on Guest Satisfaction of Sustainable Luxury Environments. Directed by Dr. Kenneth Gruber. 116pp.

Burton, Scot, Donald R. Lichtenstein, Richard G. Netermeyer, and Judith A. Garretson (1998), "A Scale for Measuring Attitude Toward Private Label Products and an Examination of Its Psychological and Behavioral Correlates, " JAMS, 26 (4), 293-306.

Chan, Eric S W; Wong, Simon C K, (2006). Hotel selection: When price is not the issue

Emir, Oktay; Saraçli, Sinan, (2014). Determination of the thermal hotel location: Application of analytic hierarchy process.

Eric W.T. Ngai Vincent C.S. Heung Y.H. Wong Fanny K.Y. Chan, (2007),"Consumer complaint behaviour of Asians and non-Asians about hotel services", European Journal of Marketing, Vol. 41 Iss 11/12 pp. 1375 – 1391

Fisher, Jeffrey David (1974), "Situation-Specific Variables as Determinants of Perceived Environmental Esthetic Quality and Perceived Crowdedness," Journal of Research in Personality, 8 (August), 177-188.

John Connell, (1992),"Branding Hotel Portfolios", International Journal of Contemporary Hospitality Management, Vol. 4 Iss 1 pp.

John Elliott Nick Johns, (1993), "The Influence of International Tourism Trends on the Design of Leisure Resorts", International Journal of Contemporary Hospitality Management, Vol. 5 Iss 2 pp.

Josef RansleyHadyn Ingram, (2001),"What is "good" hotel design?", Facilities, Vol. 19 Iss 1/2 pp. 79 – 87

Joseph F. Hair, Jr, William C. Black, Barry J. Barbin and Rolph E. Anderson, (2009). Multivariate Data Analysis, 7/E. New York, NY: Pearson.

Kathy Pui Ying Lo, (2010), Emotional design for hotel stay experiences: Research on guest emotions and design opportunities.

Lichtenstein, Donald R., Nancy M. Ridgway, and Richard G. Netemeyer (1993), "Price Perceptions and Consumer Shopping Behavior: A Field Study," JMR, 30 (May), 234-245.

Mateljic, Sara Roller, MSc (2010), Promotion and design in the hotel industry

Mattila, Anna S. and Jochen Wirtz (2001), "Congruency of Scent and Music as a Driver of In-store Evaluations and Behaviour," JR, 77 (2), 273-289.

Mattila, Anna S. (2004), Personal Correspondence.

Michael Lwin Ian Phau, (2013),"Effective advertising appeals for websites of small boutique hotels", Journal of Research in Interactive Marketing, Vol. 7 Iss 1 pp. 18 – 32

Norazah Mohd Suki Norbayah Mohd Suki , (2015),"Consumers' environmental behaviour towards staying at a green hotel", Management of Environmental Quality: An International Journal, Vol. 26 Iss 1 pp. 103 – 117

Peterson, Robert A. and William R. Wilson (1985), "Perceived Risk and Price-Reliance Schema as Price-Perceived-Quality Mediators," in Perceived Quality: How Consumers View Stores and Merchandise, Jacob Jacoby and Jerry C. Olson, ed. Lexington, MA: D.C. Health and Company, 247-267.

Sally J. Messenger Soo Mei Lin, (1991). "International Hotel Advertising: The Standardization Debate", International Journal of Contemporary Hospitality Management, Vol. 3 Iss 3 pp.

Sunil Sahadev Nazrul Islam, (2005),"Why hotels adopt ICTs: a study on the ICT adoption propensity of hotels in Thailand", International Journal of Contemporary Hospitality Management, Vol. 17 Iss 5 pp. 391 – 401

Wakefield, Kirk L. and Julie Baker (1998), "Excitement at the Mall: Determinants and Effects on Shopping Response," JR, 74 (4), 515-539.

Wan Yim King Penny, (2007),"The use of environmental management as a facilities management tool in the Macao hotel sector", Facilities, Vol. 25 Iss 7/8 pp. 286 – 295

Ziqiong Zhang Qiang Ye Rob Law, (2011),"Determinants of hotel room price", International Journal of Contemporary Hospitality Management, Vol. 23 Iss 7 pp. 972 - 981

APPENDICES

APENDIX A: Additional founding

A.1 Genders choosing resort by design

Table 6.1 ANOVA the different between genders in term of choosing resort by design factor

ANOVA

Design

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.587	1	2.587	5.027	.026
Within Groups	103.421	201	.515		
Total	106.007	202			

Table 6.2 Descriptive the different between genders in term of choosing resort by design factor

Descriptives

Design

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Minimum	Maximum	Between-Component Variance
Female	141	3.38	.7347	.0619	3.2536	3.4982	1.00	5.00	
Male	62	3.62	.6756	.0858	3.4494	3.7925	1.50	5.00	
Total	203	3.45	.7244	.0508	3.3505	3.5510	1.00	5.00	
Model Fixed Effects			.7173	.0504	3.3515	3.5500			
Random Effects				.1280	1.8243	5.0772			.02406

A.2 Ages choosing resort by advertising

Table 6.3 ANOVA the different between ages in term of choosing resort by advertising factor

ANOVA

Advertising

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.369	1	2.369	4.485	.035
Within Groups	106.161	201	.528		
Total	108.530	202			

Table 6.4 Descriptive the different between ages in term of choosing resort by advertising factor

Descriptives

Advertising

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Minimum	Maximum	Between-Component Variance
>=35		99	3.50	.6980	.0702	3.3557	3.6342	2.00	5.00	
<35		104	3.28	.7530	.0739	3.1324	3.4253	1.00	4.50	
Total		203	3.38	.7330	.0515	3.2828	3.4857	1.00	5.00	
Model	Fixed Effects			.7268	.0510	3.2837	3.4848			
	Random Effects				.1081	2.0111	4.7574			.01814

A.3 Marital Status choosing resort by advertising and ambivalent

Table 6.5 ANOVA the different between marital status in term of choosing resort by advertising and ambivalent factor

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Advertising	Between Groups	5.813	2	2.906	5.659	.004
	Within Groups	102.717	200	.514		
	Total	108.530	202			
Ambivalent	Between Groups	4.589	2	2.295	4.088	.018
	Within Groups	112.252	200	.561		
	Total	116.841	202			

Table 6.6 Descriptive the different between marital status in term of choosing resort by advertising and ambivalent factor

Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Minimum	Maximum	Between-Component Variance
Advertising	Single	114	3.48	.602	.056	3.3707	3.5942	2.00	5.00	
	Married	79	3.19	.829	.093	3.0041	3.3756	1.00	5.00	
	Divorce	10	3.80	.949	.300	3.1214	4.4786	2.00	5.00	
	Total	203	3.38	.733	.051	3.2828	3.4857	1.00	5.00	
	Model Fixed Effects			.717	.050	3.2851	3.4834			
	Model Random Effects				.153	2.7265	4.0420			.04442
Ambivalent	Single	114	2.41	.743	.070	2.2745	2.5500	1.00	5.00	
	Married	79	2.27	.744	.084	2.0991	2.4325	1.00	4.33	
	Divorce	10	2.97	.867	.274	2.3464	3.5869	1.67	4.33	
	Total	203	2.38	.761	.053	2.2773	2.4878	1.00	5.00	
	Model Fixed Effects			.749	.053	2.2789	2.4863			
	Model Random Effects				.134	1.8075	2.9576			.03217

A.4 kids statuses choosing resort by advertising

Table 6.7 ANOVA the different between kids statuses in term of choosing resort by advertising factor

ANOVA

Advertising

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.014	1	7.014	13.888	.000
Within Groups	101.515	201	.505		
Total	108.530	202			

Table 6.8 Descriptive the different between kids statuses in term of choosing resort by advertising factor

Descriptives

Advertising

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Minimum	Maximum	Between-Component Variance
Yes		67	3.12	.8751	.1069	2.9059	3.3329	1.00	5.00	
No		136	3.52	.6145	.0527	3.4105	3.6189	1.50	5.00	
Total		203	3.38	.7320	.0515	3.2828	3.4857	1.00	5.00	
Model	Fixed Effects			.7107	.0499	3.2859	3.4826			
	Random Effects				.2072	.7516	6.0169			.07251

APPENDIX B: Questionnaires

Mahidol University
College of Management

What are the factors influencing tourists choosing a resort service in Chiang Rai, Thailand?

This questionnaire is a part of final project of master of marketing and management at college management Mahidol university (CMMU). Please fill out the entire questions in this survey.

1. Have you ever been traveled in Northern of Thailand?

   ¢ Yes   ¢ No

2. Do you know Chiang Rai province?

   ¢ Yes   ¢ No

3. Are you wants to travel in Chiang Rai?

   ¢ Yes   ¢ No

4. What do you think about Chiang Rai? (Can choose more than 1)

   Natural Environment

   Great Atmosphere

   Tourist attraction

   Border Trade

   Pollution

   Food and Drink

   others please specify: _____

5. What are you expect to see in Resort?

   Good Facilities

   Green Environment

   Private

   Far from communities

   Near Tourist attraction   neutral

   Peaceful

   others please specify: _____

6. Please check the answers by giving 1-5 from 1 is strongly disagree to 5 is strongly agree.

	1	2	3	4	5
1. I choose resort because their architecture gives it an attractive character					
2. I choose resort because they're decorated in an attractive fashion					
3. The interior wall and floor color schemes are attractive for me					
4. I choose resort because the overall design of the resort interesting					
5. I always use internet for booking the room					
6. I often use internet for find interesting resort					
7. I always use telephone call for booking the room					
8. I use agency for booking the room					
9. Location of the resort effect my purchasing decision					
10. I always choose the resort that locate on great location					
11. Location of the resort is out of my concern					
12. I choose resort because their environment are attractive					
13. I choose resort because their environment are comfortable					
14. I choose resort because their environment are pleasant					
15. I am not concern about environment of the resort					
16. Advertising is attract my attention to try the resort services					
17. I am interest in that resort because of advertisement					
18. I always check the feedback of the resort before booking					
19. Positive feedback make me choose that resort					
20. I am not concern about feedback at all					
21. Negative feedback make me not choose that resort					
22. I always choose resort that offer good promotion					

	1	2	3	4	5
23. I am not concern about promotion when I choose resort					
24. I choose resort because of their reputation					
25. I agree that reputation is one of the way to decide the resort					
26. I am not concern about reputation of the resort					
27. Generally speaking, the higher the price of a product, the higher the quality					
28. The old saying "you get what you pay for" is generally true.					
29. The price of a product is a good indicator of its quality.					
30. I always have to pay a bit more for the best.					
31. I am willing to stay in resort in Chiangrai					

7. What Is your Gender?

¢ Male ¢ Female

8. How old are you?

¢ Less than 25

¢ `25-35

¢ 36-45

¢ More than 45

9. What is your marital status?

¢ Single   ¢ Married   ¢ Divorce

10. Do you have kids?

¢ Yes   ¢ No

11. How much your income?

¢ Less than 15,000

¢ 15,000-30,000

¢ 30,001-50,000

¢ More than 50,000