

**MOTIVATING FACTORS THAT INFLUENCE
CHINESE TOURISTS IN THE PURCHASING DECISION ON
THAI DRIED FRUITS**



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CHINESE TOURISTS IN THE PURCHASING DECISION ON
THAI DRIED FRUITS**

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MOTIVATING FACTORS THAT INFLUENCES CHINESE TOURISTS IN THE PURCHASING DECISION ON THAI DRIED FRUITS

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ABSTRACT

It is known that Chinese tourists have high purchasing power and there is a high volume of Chinese tourists coming to travel in Thailand recently. It is interesting to comprehend their motivation and purchasing decision especially for Thai dried fruits in order to plan and execute business plan to be succeed. This study was to test hypotheses of the motivation force or influencing factors that encourage Chinese tourists to purchase Thai dried fruits based on cultural behaviors and marketing mix. The study was targeted at Chinese tourists who travelling in Thailand at a particular place as the respondents and the questionnaire was translated into Chinese. The hypotheses were tested by factor analysis and multiple regression. The findings were found that only trend following and promotion have positively influence Chinese tourists' purchasing decision on Thai dried fruits.

KEY WORDS: Thai Dried Fruits / Chinese Tourists / Motivating Factors / Purchasing Decision

70 pages

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CHAPTER I

INTRODUCTION

1.1 Introduction

According to the tourist statistics compiled by the Tourism Authority of Thailand, powered by a surge in Asian tourists, Thailand has managed to attract a total of 29.88 million visitors in 2015. Thailand tourism has successfully achieved a surge of 20.44% increased from 2014 and a generation of approximately 1.44 trillion baht tourism dollars. The Asian market, which dominates a total of 71.20% market share is able to generate a total of 821 billion baht in revenue. The top international tourists arrive to Thailand ranked by nation for 2015 was China, gaining the top spot for the second year in a row generating 7.9 million visitors followed by Malaysia, Japan, Korea, Lao PDR and India. It is obvious that tourism remains one of the keys GDP contributors to the economy of Thailand and Chinese tourists played a key important role in sustaining the economy of Thailand.

Chinese tourists in the past few years have gained attention from many countries which rely on tourism. Chinese tourists travelling outbound have increased in numbers due to China's changing economic system from a communist system to a free trade system which promotes Chinese to expand beyond China and enable mainland Chinese to travel out of the country more conveniently (Surasiranon, 2010).

This growth is also having an impact on the Chinese outbound market, since *“in 2012 China became the world’s biggest source of foreign tourists”* (Trivett&Skift Staff, 2013; pg.2). The United Nations World Trade Organization (UNWTO) revealed that from 2002 an increase of 395.7% of Chinese citizens have travelled outside their original country, accounting for about 83.2 million travelers; 37.9 million Chinese travelled abroad in the first five months of 2013, with a 17.3% increase in growth compared to the previous year (Trivett&Skift Staff, 2013).

Chinese tourists are expected to reach 100 million outbound journeys mark in the next few years, attracted by the possibility of experiencing the world, and global shopping. Global Blue (2013) has declared China the fastest increasing shopper country. The China Tourism Academy revealed, from a survey conducted in 2011, from among Chinese outbound travelers, that 26.85% of them spent most of their money on shopping instead of other types of expenditure. Confirming this tendency is Euromonitor International, which forecast that shopping will continue to play an important role in these Chinese trips, reaching USD 36 billion by this year (ETC & WTO, 2013).

Chinese tourists chose Thailand for a number of reasons. Thailand boast an array of tourism products that appeals to Chinese tourists which were not available in China such as historical and cultural attractions, natural attractions, friendly people, nightlife, shopping paradise, unique Thai food and many other attractions available in Thailand which were considered unique, exotic and inexpensive compared to China. Chinese tourists travel to Thailand not only for sightseeing but also for shopping. Thailand is a unique destination for shopping. From a range of cheap, mid range up to luxury products are available for tourists. Not to mention the initiative of "One Tambon One Product", tourists are able to purchase handmade and unique Thailand products and souvenirs produced all over Thailand in main cities such as Bangkok, Chiang Mai or Phuket. The Tourism Authority of Thailand realizes the abundant opportunities that are available to cater to the massive market that is China. According to Trakansiriwanich, Yasothornsrikul and Esichaikul (2011), China's economy is booming rapidly and expanding at a greater rate compared to other countries; hence, a great deal of attention needs to given to this market in order to continuously attract them to Thailand.

1.2 Dried Fruits Industry in Thailand

Thailand is blessed with a tropical weather where its lands and weather is suitable to provide a wide range of tropical and sub-tropical fruits. With an area of approximately 51.31 million hectares recorded in 2011, Thailand is famous for its

main agricultural production, rice while other production such as rubber, cassava, sugar cane, soybean, kenaf, fruits and vegetables are also important crops that contributed to Thailand's economy. There is a distinct focus on growing fruits for the past years due to the wonderful climate and Thailand's good image on producing good quality fruits which could fetch considerable profits. There are more than 1,000 species of fruits in Thailand which 57 kinds are produced commercially, such as mango, mangosteen, rambutan, durian and longan. In order to avoid the problem of oversupply, freezing and drying are some methods which are able to preserve the fruits and still enable producers to profit from the sales of dried or frozen fruits (Phavaphutanon, 2008).

Based on the study conducted by Pongpanich and P. Phitya-Isarakul (2008), we could conclude that there is a high demand of Thai fruits in China as China is the largest market for Thailand's fruit exports in terms of export volume and market share especially longan and durian which were exported in three ways; fresh, frozen and dried.

1.3 Problem Statement

Although there are empirical research which found out that China is the top export consumer country of Thai fruits consisting of fresh, frozen or dried, there are no specific research that highlights Thai dried fruits or the buying behavior of Chinese tourists in Thailand. With this knowledge, producers of dried fruits can learn to better market their products to Chinese tourists. It may even assist the Tourism Authority of Thailand to initiate campaigns which may not only help Thai brands but may even attract Chinese tourists to come for these campaigns alone. We hope that with this research, there will be more research done in this field in order to create the best tourism marketing promotion for Chinese tourists.

1.4 Research Questions

What are the motivation force or influencing factors that encourage Chinese tourists to purchase dried fruits in Thailand?

1.5 Research Objectives

The research objectives of this study are as the followings:

1.5.1 To identify the motivation force or influencing factors that encourage Chinese tourists to purchase Thai dried fruits from cultural dimensions and marketing mix, 4Ps. As Chinese is one of the top recorded tourists arriving to Thailand, it is imperative for researches to be done in order to provide full potential for Thailand to capture the growth of this market before the momentum is lost.

1.5.2 To explore Chinese's cultural behaviors and how each 4P characteristic in the marketing mix can encourage them to purchase Thai dried fruits.

1.6 Research Scope

This research will generally be targeted at Chinese tourists in general who visit Bangkok. It could be tour groups, individual travelers, business travelers, or backpackers. The aim of this research is to explore the potential of Thai dried fruits and their appeal on Chinese tourists.

1.7 Expected benefits

With this research, companies involved in dried fruit production and Thailand tourism related bodies could take advantage knowing more on the promotion of dried fruits and how it can best capture China market. Stores that sell dried fruits may also benefit from this research where they can determine what Chinese tourists need when they visit the store. On the tourism involved personnel such as tourism board, tour guides and drivers, identifying these factors can also assist them to better understand Chinese tourists shopping behavior.

Further research can be conducted from this research such as identifying the appeal of other fruits or souvenirs towards Chinese tourists and promotional campaigns that can appeal to Chinese tourists.

CHAPTER II

LITERATURE REVIEW

Tourism is identified as an activity involving people travelling to other places which are not considered their own country that include leisure activities in their free time (Holloway, 1994, Witt & Broke et al. 1991). Tourism forms a very important part of contribution to the destination's economy as it allows businesses such as hotel, restaurant, local produce and local attractions to prosper. In the era of globalization and the ability to obtain information and ideas from other countries, tourism products tend to become standardized (Boniface, 1995; Pearce, 2001; Urry, 1990) and may even be imitated and copied although originality and country of origin play as important factors and are what attract tourists through their curiosity (Van den Berg et al., 1995; p.14).

There are many activities that can be classified under tourism but not until Jansen-Verbeke (1991) started to consider that shopping could indeed be a motivation for tourism. In fact, another author, Johnson (1990) have stated that by having shopping segment for tourists, a destination can receive many advantages such as longer stays, competitive advantage over other tourist destinations that do not promote shopping and allow the destination to create and spread a commercial image. Many literatures have highlighted the importance of making shopping a must-have experience when on a holiday. Heung and Qu (1998) defined tourist shopping as “*the expenditure of tangible goods by tourists either for consumption in the destination (excluding food and drink items) or for export to their home countries/regions*” (Timothy, 2005). Tourists have indicated that shopping is considered as an enjoyable activity when they go on a holiday. It can be considered as part of an add-on tourist activity as it is a competitive advantage in attracting tourists (Jansen-Verbeke, 1998) and not a primary travel reason but in saying that, there are some who will also indicate that shopping is their primary motivation to travel. With the advancement of technology including transportation systems in the tourist destinations allowing

shopping to be done easily, financial facilities such as credit cards, money exchange booths, travelers checks, tax refunds convenience by technology, and many other new innovations, shopping abroad had never been easier (Timothy, 2005).

Gordon (1986) stated that the reason tourists shop is for souvenirs that represent and remind of the destination visited so they could bring home from abroad and fulfil their social bonds between themselves and their relatives and friends. Another author, Crick-Furman and Prentice (2000) also supported this notion where shopping can be associated with fun travel motives and quality time spending with their family and friends. There is no shopping list when tourists travel to a destination but the experience of shopping can become an exciting addition to other travel experiences (Thomas and LeTourneur, 2001). The practice of souvenirs purchase could date back to the Egyptian time, when they carried products from their campaigns (Hudman & Hawkins, 1989). Other factors that potential push tourists to shop abroad includes other personal satisfaction such as product knowledge, origin of product (Jansen-Verbeke, 1994) which meant tourists are purchasing authentic products not available in their home country, uniqueness (Burn & Warren, 1995), highly sought after and also recommendation from their friends and relatives, group peers and even recommendation from staffs that products are sought after and best selling (Hsu, Kang and Lam, 2006).

2.1 Hofstede's Cultural Dimensions

Before we delve into the motivational factors that will impact Chinese tourists, first of all, it is very important for us to have a better understanding on how Chinese culture affects Chinese tourists' behaviors. Based on the cultural dimensions theory of Geert Hofstede, Chinese culture is composed of high power distance, high degree of uncertainty avoidance, highly collective and masculine (Hofstede, 1980). To explain Chinese culture briefly based on Hofstede's cultural dimensions, high power distance would mean Chinese do not challenge higher authority but it may only apply in the work force in China as recent news on Chinese tourists abroad have created headlines whereby some Chinese tourists are known to challenge authorities of other countries as they feel that China is a growing power in the world. High power

distance in Chinese culture could be explained whereby their preference to use foreign products not available or produced in China as they believe that overseas products are considered to have a better quality than China made products (Klein et al., 1998; Zhou & Hui, 2003). By using foreign products and having the ability to travel abroad, this signified their different social status compared to other Chinese in China that have never been abroad, showing a high power distance relationship.

For high degree of uncertainty avoidance, Chinese tourists will avoid travelling to countries that are too exotic and unfamiliar to them. Hence, they are seen more favorable to join tour groups when they travel in order to avoid uncertainty which also related to the other cultural dimensions, collectivism. This is especially true where it can be observed when Chinese tourists travel. They travel in group and more often in tour group. Many activities that are done and products purchased are highly related to collectivism. According to Mehta, Lalwani, and Ping (2001), a majority of Asian consumers tend to follow social norms and rarely found to be more individualistic compared to the American. Simply said, Asian will follow what the group said or recommended and are highly influenced by the decision made in group. Group consisting of friends, relatives and reference groups are the top influencer which will affect the decision making of Chinese tourists when shopping (Hsu, Kang and Lam, 2006).

Finally, perhaps due to the enormous population in China which resulted in them having to compete on almost anything, they tend to have high masculine behavior to compete and get the best or achieve the best. According to Thatcher et al. (2003), Chinese tourists not only consider or feel that travelling outside China and spending money on shopping is only pleasure, but travelling outside China also highly demonstrate the achievement. On the bad side, however, due to having high masculine behavior, Chinese tourists could also be related to this as in a recent news report and video posting related to the prawn buffet at a hotel in Chiang Mai (<http://www.eturbonews.com/69567/savage-behavior-chinese-tourists-go-rampage-thai-buffet>), Chinese tourists were reported competing amongst each other to take prawns from the buffet line as much as they can, regardless if they could finish the prawns they took. Due to these cultures and in order for Thailand to adapt to these cultural differences, measures were then identified in order to address these very

important markets which are one of the top contributors to the tourism and economy of Thailand. (<http://www.nationmultimedia.com/business/Some-hotels-in-major-tourist-destinations-have-sep-30282417.html>).



Figure 2.1 Hofstede's cultural framework for Chinese from mainland China

2.2 McCarthy's Marketing Mix (4Ps)

In many other literatures, researchers also try to relate tourism with shopping behaviour and understand the underlying co-relation between them. Anthony (1985) have since discovered that the factor contributes to the enjoyment and pleasure of shopping is the socializing and interacting process. Other factors include escapism, freedom and fantasy which add on to the desire to increase the pleasure of shopping experience.

A look at marketing mix, 4Ps also shows the motivation for shopping. Product, price, place and promotion are placed highly important in order to attract consumers to shop. Products that were originated or produced in the country of origin or even products with a national brand can provide a sense of exclusivity or uniqueness, which in Thailand case, brands or products such as Thai instant noodles, all sorts of dried fruits such as durian, mango, lychee, health products such as herbal massage, aromatherapy burner, massage oil, Thai Tea packs and many more are proudly Thai brands and produced in Thailand.

For the factor of price in marketing mix, Choi (2002) found that Chinese tourists are primarily more concerned about price and the value of product perceived. Price perceived reflecting the value of product worthiness which can give consumers a sense of good quality with advantaged prices, and allow them to be satisfied (Tauber,1995; Westbrook & Black, 1985).

Place would generally meant the factors that will encourage and influence consumers to purchase the products from Thailand, not other destinations such as the environment of the shopping place, the location accessibility, atmosphere of the place and the staff who served them (Jansen and Verbeke, 1987). In addition, Chinese tourists will also feel confident if they could find Chinese language signs and Chinese-speaking staffs at the shops. According to Kim, Guo and Agrusa (2005), safety of payment, beautiful places, product promotion and good facilities are important elements for Chinese tourists. Airport is a location which Chinese tourists feel safe to shop (Rowley & Slack,1999).

Promotion on the national level campaigns such as "Amazing Thailand Grand Sales" and "OTOP Sales" allow local brands to exhibit their brands and products to tourists from all around the world at central tourist attraction places such

as shopping malls and tourist attraction sites. This notion had since been founded by Jansen-Verbeke (1991) that shopping is a promotion strategy and a tourism policy which can be used to develop the tourism sector in each destination. This also includes products' promotion that can directly influence tourists in their decision making process.

Many researchers have identified motivation as an important element which encourages consumers to purchase tourism products such as tours and tourism related products (Swarbrooke & Horner, 2007). In fact, motivation is the most important as it is an impulse force behind all behaviors (Fodness, 1994). Without proper understand of tourists' motivation, it will be impossible to identify and generate effective strategies for tourism marketing. Therefore, for a research on this topic to be successful, identifying the motivation force for purchase of any tourism products is essential. Swarbrooke and Horner (2007) have identified that there are multiple elements that influence consumers in their purchasing decision on tourism related products and Fodness (1994) has further claimed that motivation serves as an impulsive force behind all behaviors.

According to Thomas & LeTournear (2001), there are potentials for shopping to be a main attraction in the destination, which is especially true for Thailand where is known for shopping. In order to achieve that, it is vital to not only continuously promote the destination but also local products and includes more opportunities for products to be offered and promoted as shopping can be very important activity that can help to increase profits of the tourist destination for further development.

2.3 Framework

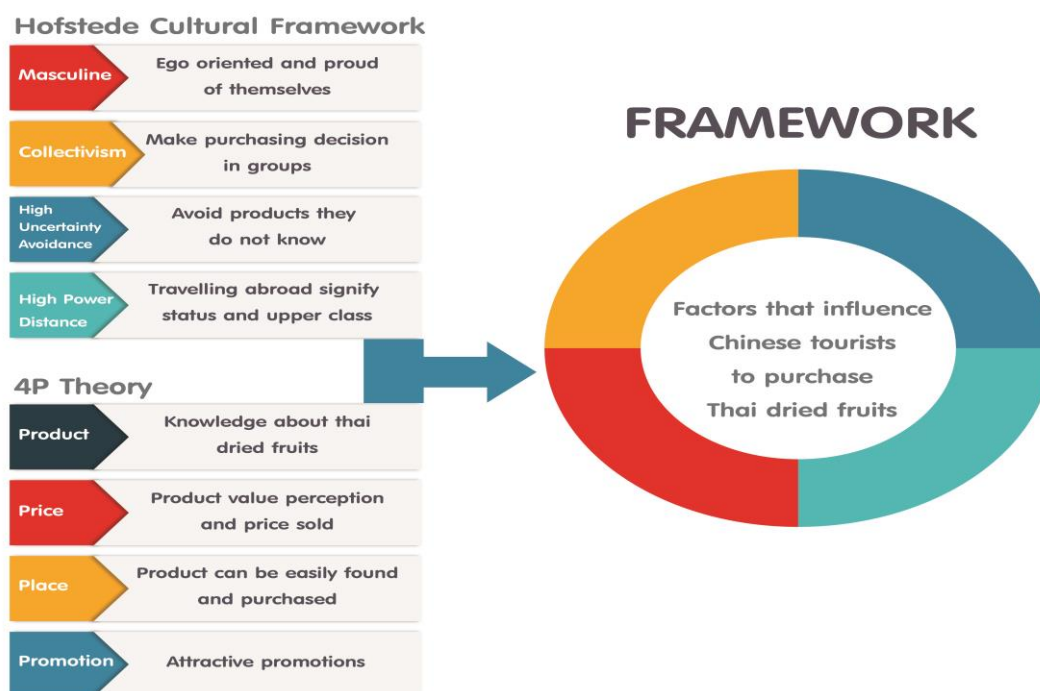


Figure 2.2 Motivation factors influencing Chinese tourists to purchase Thai dried fruits

Based on the framework as stipulated above and literature reviewed, we will segment the factors into push and pull factors that will motivate and influence Chinese tourists to purchase Thai dried fruits. For each factor, this research will aim to test the hypothesis related to each factor.

Table 2.1 Hypotheses Testing based on Motivation factors

Factors	Hypotheses
1. Masculine	Hypothesis A: Ego-oriented or proud of themselves have positively influence purchasing behavior
2. Collectivism	Hypothesis B: Group decision has positively influence purchasing behavior
3. High uncertainty avoidance	Hypothesis C: Chinese are very likely to avoid purchasing products they do not know
4. High power distance	Hypothesis D: Foreign products will increase likeliness of purchase
5. Product	Hypothesis E: Having a high level of knowledge on the product will increase the likeliness of purchase
6. Price	Hypothesis F: Price will have a positive influence on purchasing decision on Thai dried fruits
7. Place	Hypothesis G: Place will have a positive influence on purchasing decision on Thai dried fruits
8. Promotion	Hypothesis H: Thai dried fruits which have promotion will have a positive influence in purchasing decision process

This research will hope to test the hypotheses as above to determine the potential of these factors in motivating Chinese tourists' purchasing decision for dried fruits in Thailand.

CHAPTER III

RESEARCH METHODOLOGY

A quantitative research method will be applied for this research paper. Questionnaires which are to be translated into Chinese Mandarin language will be distributed to gain direct and primary information from Chinese tourists that had already been to Thailand or currently visiting Thailand. The questionnaires will be focusing on each of the 8 factors identified in the framework using different types of questions style such as Likert scale type questions (where 1 being not important and 5 being very important). The questions will ask respondents on their behavioral traits which are related to the Hofstede's Cultural Dimensions theory and then related to the different dimensions of 4Ps and what motivates or will motivate them to purchase Thai dried fruits when travelling to Thailand.

3.1 Instrument Development

According to Hox and Boeije (2005), primary data are data collected using procedures that best fit the collection of data for a specific research problem. These data are obtained directly from respondents where respondents give in their best responds according to the surrounding, feeling and mood of respondents at the time of completing the survey. Compared to secondary data which are obtained from collection of other researchers at other time or by other method of data gathering, this research is more suitable for primary data collection.

The questionnaire was developed based on literature reviews. It has been divided into many parts including demographics, consumer behavior, which based on Hofstede's framework, 4Ps marketing mix, and purchase intention.

Table 3.1 Questionnaire references

Factors	Questions	References
Consumer Behavior	I prefer to consume products that is produced overseas, because I consider it to have a better quality	Burn & Warren (1995); Jansen-Verbeke (1994); Klein et al. (1998); Zhou & Hui (2003)
	If I consume something that made in Thailand or bring it back as souvenirs, I will feel proud about it	Hofstede (1980); Klein et al. (1998)
	I am very likely to purchase something that my group purchase to avoid making a bad choice	Hofstede (1980)
	If most of the group members purchase a similar souvenir, I will also want to purchase it	Hsu, Kang & Lam (2006)
	I want to purchase the best brand of Thai dried fruits when it comes to souvenirs	Hofstede (1980); Thatcher et al. (2003)
	I believe by buying the best one, I can avoid making a bad choice of product purchase	Hofstede (1980); Thatcher et al. (2003)
	When I need to shop for souvenirs, I want to go to the place where they can offer the best ones that meet my demand	Hofstede (1980)

Table 3.1 Questionnaire references (cont.)

Factors	Questions	References
Consumer Behavior	If I want any specific brand of souvenirs, I will do whatever it takes to get it	Hofstede (1980)
Product	I know dried fruits very well; then, I prefer to buy it as souvenirs	Hofstede (1980); Pongpanich & P. Phitya-Isarakul (2008)
	Thai dried fruit is very well known in China; then, I prefer to buy it back as souvenirs	Hofstede (1980); Pongpanich & P. Phitya-Isarakul (2008)
	Because of the popularity of Thai dried fruits, Chinese will love to receive it as souvenirs	Hofstede (1980); Pongpanich & P. Phitya-Isarakul (2008)
Price	Price of Thai dried fruit is very important factor for me when I need to make decision to buy souvenirs	Boundless (2015)
	If the price is too expensive I would rather choose something else as souvenirs	Boundless (2015)
	No matter how favorable or popularity it is, I will not purchase Thai dried fruits if it is too expensive	Boundless (2015)

Table 3.1 Questionnaire references (cont.)

Factors	Questions	References
Place	Chinese-speaking staff is a very important factor which influence my purchase decision for souvenirs	Hofstede (1980)
	If staff recommends me to purchase Thai dried fruits, I will definitely buy it	Hofstede (1980)
	The atmosphere of the shop is very important to me when I need to purchase souvenirs	Drodge (2015)
	Location of the shop is a very important factor which can affect my decision when I need to purchase Thai dried fruits as souvenirs	Drodge (2015)
Promotion	I purchase Thai dried fruits as souvenirs because of promotion	Kotler (2004)
	Without a good promotion, I will not purchase Thai dried fruits	Kotler (2004)
	A good promotion will motivate me to purchase Thai dried fruits as souvenirs	Kotler (2004)

Table 3.1 Questionnaire references (cont.)

Factors	Questions	References
Purchase Intention	What is the main reason you decide to purchase Thai dried fruits as souvenirs?	Gordon (1986); Pongpanich & P.Phitya-Isarakul (2008)
	Next time when I need to buy souvenirs, I will definitely buy Thai dried fruits	Gordon (1986); Pongpanich & P.Phitya-Isarakul (2008)
	I will recommend others to purchase Thai dried fruits as souvenirs when they travel to Thailand	Gordon (1986); Pongpanich & P.Phitya-Isarakul (2008)

A total set of 110 questionnaires with a consideration of 10 unusable or void questionnaires via convenient sampling method will be distributed in order to research this paper.

3.2 Data Collection

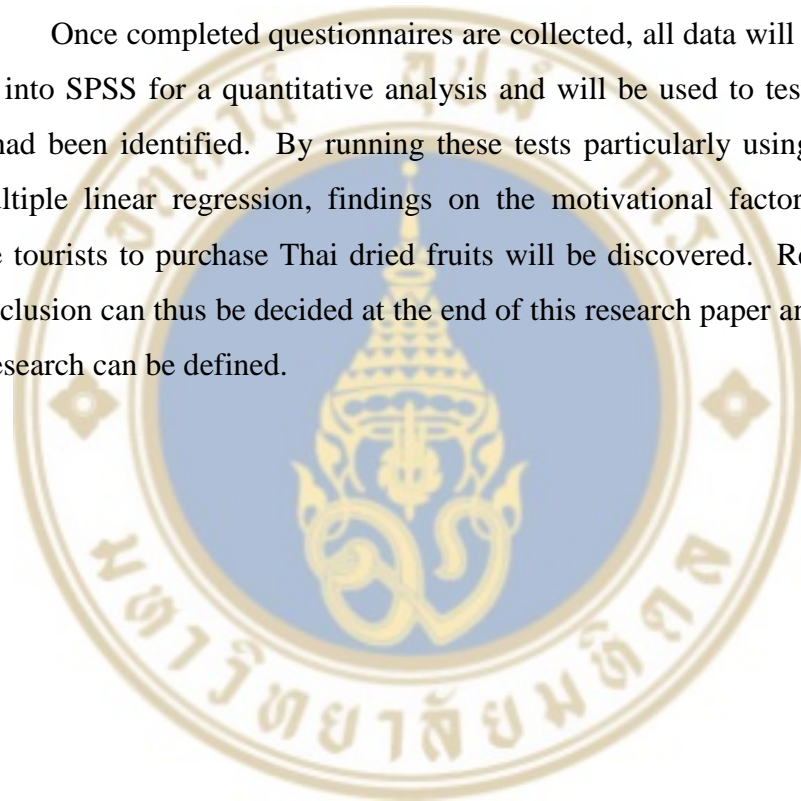
Based on previous studies by Baloglu (2000), questionnaire will be developed to identify the motivational factors of purchasing behavior. For the method of collecting the survey data, this paper will deploy the convenient sampling method as respondents consist of Chinese tourists who are individual tourists, travelling in groups, couples, tour groups etc. and are travelling in Bangkok. Respondents will be asked randomly in prime tourist areas where Chinese tourists like to visit such as Asiatique, Central World and Jatujak Market. These locations are prime locations which are famous for shopping where tourists will visit for a number of reasons but may or may not shop for products. However, this is also the place where Chinese tourists will go based on recommendation from travel guides, friends and tours having this place as part of the agenda. Respondents in this area will have more time to

complete the questionnaire and are willing to participate in this research. Researcher decided to collect 110 surveys from Chinese tourists.

The method of randomness is applied in order to ensure that the survey will provide a fair responds from different type of Chinese tourist groups and avoid bias where there will be a situation of over sampling from one group alone (Rittichainuwat, 2001).

3.3 Data Analysis

Once completed questionnaires are collected, all data will be tabulated and entered into SPSS for a quantitative analysis and will be used to test the hypotheses which had been identified. By running these tests particularly using factor analysis and multiple linear regression, findings on the motivational factors that influence Chinese tourists to purchase Thai dried fruits will be discovered. Recommendations and conclusion can thus be decided at the end of this research paper and also further in depth research can be defined.



CHAPTER IV

RESEARCH FINDINGS

4.1 Respondents' Profiles

SPSS was being utilized as a tool to understand and to make sense of data regarding how respondents review their thoughts and feelings toward each factor or statement. Answers will be analyzed to answer the objective of the research. Out of 110 sets of questionnaire being collected, 100 sets of data without any missing data was used. Firstly, we will take a look at who are our respondents in the below table.

Table 4.1 Profile of respondents

Respondents' Profile		Count
Gender	Male	21
	Female	79
Age	15 - 20 years	1
	21 - 25 years	19
	26 - 30 years	56
	31 - 35 years	24
Education	High school	3
	Bachelor's degree	63
	Master's degree	33
	Phd	1
Occupation	Employee	68
	Business owner	19
	Government employee	8
	Student	5
Is this your first time visiting Thailand?	Yes	46
	No	54
Do you buy Thai dried fruits as souvenirs?	Yes	89
	No	11
Main Reason to purchase Thai fruits	Product itself is well known in China	39
	Price of dried fruit here is attractive	20
	It is very convenience to get one and staffs at shops are friendly	31
	Promotion of dried fruits; bundle, price discount, free gifts, and etc.	10

According to Table 4.1, out of 100 respondents, 79 of them are female. 56 of them are 26 – 30 years old. Another 24 of them are 31 – 35 years old, and 19 of them are 21 – 25 years old. Most of them, 63 people, are holding at least Bachelor's degree. Another 33 of them are holding Master's degree. Only 3 of them are finished PhD. Most of them are employee, working in the private companies. Some of them, 19 people, own their own businesses. 8 people are working in government agency. And only 5 of them are students. By asking them about visiting Thailand for the first time or not, more than half or 54 of them have come to visit Thailand before. And almost all of them, 89 people, decide to purchase Thai dried fruits as souvenirs.

The main reason which they decide to purchase Thai dried fruits as souvenirs is that the product is very well known in China, 39%. Another reason is that the product itself is very convenience to get one, 31%. Price and promotion of the dried fruits are not that much important, because only 20 people and 10 people choose to buy it because of those reasons.

Before understanding how Chinese tourists think or perceive about each factor, researcher will take a look into Chinese consumer behavior first. Here is how they feel toward overseas products and other cultural dimensions, according to Hofstede's framework.

4.2 Culture Behavior of Chinese Tourists

Based on Hofstede's framework, the research will illustrate the impact of culture behavior to purchasing decision of Chinese tourists when buying Thai dried fruits.

4.2.1 Masculine

Table 4.2 Overseas products are better in quality

I prefer to consume products that are produced overseas, because I consider it to have a better quality

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	2	2.0	2.0	2.0
Disagree	3	3.0	3.0	5.0
Neutral	28	28.0	28.0	33.0
Agree	51	51.0	51.0	84.0
Strongly agree	16	16.0	16.0	100.0
Total	100	100.0	100.0	

According to the above table, it seems like Chinese believe that overseas products are better in term of quality. 51% of respondents express that they agree with the statement and 16% of them are strongly agree. Only 5% disagree with this. Apart from that, Table 4.3 below also confirms this. More than half of respondents, 72%, agree that they will feel proud to bring back or to consume the product that made in Thailand. Therefore, from both findings, it is similar to what Hofstede (1980) has mentioned before, masculine. Those people who are masculine tend to prefer overseas products and perceive it to have a better quality.

4.2.2 Collectivism

Table 4.3 Proud of bringing souvenirs back from Thailand

If I consume something that made in Thailand or bring it back as souvenirs, I will feel proud about it

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	0	0.0	0.0	0.0
Disagree	2	2.0	2.0	2.0
Neutral	26	26.0	26.0	28.0
Agree	49	49.0	49.0	77.0
Strongly agree	23	23.0	23.0	100.0
Total	100	100.0	100.0	

As for collectivism, it is said that Chinese culture is very high in collectivism (Hofstede, 1980). In Table 4.4 and Table 4.5 can elaborate this point quite well. It seems like Chinese prefer to purchase similar things along with the group members. If many of them purchase certain product as souvenirs, other group members are very likely to purchase it in order to avoid making a bad decision. According to two tables below, at least 59% of respondents express that they agree with the statement. It shows that Chinese are very collectivism similar to what Hofstede has found.

Table 4.4 Purchasing along with the group to avoid making a bad decision

I am very likely to purchase something that my group purchase to avoid making a bad decision

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	1	1.0	1.0	1.0
Disagree	5	5.0	5.0	6.0
Neutral	35	35.0	35.0	41.0
Agree	43	43.0	43.0	84.0
Strongly agree	16	16.0	16.0	100.0
Total	100	100.0	100.0	

Table 4.5 Purchase similar products with group

If most of the group members purchase a similar souvenir, I will also want to purchase it

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	1	1.0	1.0	1.0
Disagree	3	3.0	3.0	4.0
Neutral	29	29.0	29.0	33.0
Agree	53	53.0	53.0	86.0
Strongly agree	14	14.0	14.0	100.0
Total	100	100.0	100.0	

4.2.3 Uncertainty Avoidance

Hofstede (1980) also mentioned that Chinese are trying to avoid uncertainty. In order to test that, respondents were asked whether they will purchase the best product as souvenirs in order to avoid making a bad choice. It is very crystal clear that almost all of them agree with the statement.

Table 4.6 Getting the best Thai dried fruits as souvenirs

I want to purchase the best brand of Thai dried fruits when it comes to souvenirs

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	0	0.0	0.0	0.0
Disagree	0	0.0	0.0	0.0
Neutral	27	27.0	27.0	27.0
Agree	48	48.0	48.0	75.0
Strongly agree	25	25.0	25.0	100.0
Total	100	100.0	100.0	

Table 4.7 Getting the best Thai dried fruits to avoid mistake

I believe by buying the best Thai dried fruits, I can avoid making a bad choice of products purchase

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	0	0.0	0.0	0.0
Disagree	2	2.0	2.0	2.0
Neutral	26	26.0	26.0	28.0
Agree	57	57.0	57.0	85.0
Strongly agree	15	15.0	15.0	100.0
Total	100	100.0	100.0	

4.2.4 Power Distance

As for the last dimension of Hofstede's, high power distance, Hofstede (1980) stated that there is a very high power distance in Chinese culture. In this case, it means that they want to get the best souvenir, because it can represent their status. According to Table 4.8 and 4.9, at least 75% of respondents prefer to get the best souvenir and will do whatever it takes to get it. When they give those souvenirs to anyone back home, those souvenirs can show or can represent their status as well.

Table 4.8 Shop for souvenirs

When I need to shop for souvenirs, I want to go to the place where they can offer the best ones that meet my demand

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	0	0.0	0.0	0.0
Disagree	0	0.0	0.0	0.0
Neutral	27	27.0	27.0	27.0
Agree	46	46.0	46.0	73.0
Strongly agree	27	27.0	27.0	100.0
Total	100	100.0	100.0	

Table 4.9 Getting the right souvenirs

If I want any specific brand of souvenirs, I will do whatever it takes to get it

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	2	2.0	2.0	2.0
Disagree	4	4.0	4.0	6.0
Neutral	28	28.0	28.0	34.0
Agree	51	51.0	51.0	85.0
Strongly agree	15	15.0	15.0	100.0
Total	100	100.0	100.0	

4.3 Marketing Mix - 4Ps

Another framework that has an impact on Chinese tourists' purchasing decision on buying Thai dried fruits is marketing mix (4Ps), product, price, place, and promotion.

4.3.1 Product

Asking Chinese about Thai dried fruits, it seems like they know it very well. About 71% of respondents express that they know Thai dried fruits very well. Then, they prefer to purchase and bring it back home as souvenirs. Only 7% do not know Thai dried fruits.

Table 4.10 Knowledge of Thai dried fruits

I know Thai dried fruits very well; then, I prefer to buy it as souvenirs

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	0	0.0	0.0	0.0
Disagree	7	7.0	7.0	7.0
Neutral	22	22.0	22.0	29.0
Agree	53	53.0	53.0	82.0
Strongly agree	18	18.0	18.0	100.0
Total	100	100.0	100.0	

Table 4.11 Preference for souvenirs

Thai dried fruits are very well known in China; then, I prefer to buy it back as souvenirs

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	1	1.0	1.0	1.0
Disagree	4	4.0	4.0	5.0
Neutral	24	24.0	24.0	29.0
Agree	51	51.0	51.0	80.0
Strongly agree	20	20.0	20.0	100.0
Total	100	100.0	100.0	

Asking Chinese whether Thai dried fruits are very well known in China, they also agree with this, which is another reason why they decide to purchase it as souvenirs. 71% of those respondents agree with this statement. The main reason why Chinese prefer to purchase Thai dried fruits as souvenirs is because of its popularity among Chinese back home. Many Chinese love Thai dried fruits; thus, they decide to bring it back according to Table 4.12 below.

Table 4.12 Popularity of Thai dried fruits in China

Because of the popularity of Thai dried fruits in China, Chinese will love to receive it as souvenirs

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	0	0.0	0.0	0.0
Disagree	3	3.0	3.0	3.0
Neutral	19	19.0	19.0	22.0
Agree	58	58.0	58.0	80.0
Strongly agree	20	20.0	20.0	100.0
Total	100	100.0	100.0	

It is quite clear that Chinese are very well aware of Thai dried fruits. The mean of the knowledge about Thai dried fruits is quite high at 3.87. It implies that Chinese know about Thai dried fruits and have a favorable attitude toward it.

4.3.2 Price

To purchase a product, price is what customers need to trade for in order to acquire it since price has a profound impact that affects the demand of customers (Boundless, 2015). In the case of Thai dried fruits, it seems like Chinese need to take price into consideration when they decide to purchase it as souvenirs. 67% of total respondents take price into consideration. They stated that price is very important to them before making any decision to purchase. Table 4.14 also confirms this finding. If the price of Thai dried fruits is too expensive, Chinese tourists will rather get something else for souvenirs no matter how popular it is. 57% of respondents express that they agree with the statement. Only 8% do not agree with it.

Table 4.13 Importance of price

Price of Thai dried fruits is a very important factor for me when I need to make decision to buy souvenirs

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	0	0.0	0.0	0.0
Disagree	2	2.0	2.0	2.0
Neutral	31	31.0	31.0	33.0
Agree	52	52.0	52.0	85.0
Strongly agree	15	15.0	15.0	100.0
Total	100	100.0	100.0	

Table 4.14 Overprice souvenirs

If the price is too expensive, I would rather choose something else as souvenirs

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	0	0.0	0.0	0.0
Disagree	8	8.0	8.0	8.0
Neutral	35	35.0	35.0	43.0
Agree	35	35.0	35.0	78.0
Strongly agree	22	22.0	22.0	100.0
Total	100	100.0	100.0	

4.3.3 Place

No matter where you go, if you can find someone who can speak your language, they can assist you greatly when you need information or assistance. 60% of respondents agree with this. If there is any Chinese-speaking staff at the shop, they can influence purchase intention of Chinese tourists when they need to make their purchase for souvenirs. Another 52% express that they will purchase Thai dried fruits definitely, if there is any Chinese-speaking staff recommends them according to Table 4.16. Therefore, it is quite important for a shop to hire Chinese-speaking staffs in order to influence these Chinese customers.

Table 4.15 Chinese-speaking staff

A Chinese-speaking staff is very important factor which influence my purchase decision for souvenirs

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	1	1.0	1.0	1.0
Disagree	8	8.0	8.0	9.0
Neutral	31	31.0	31.0	40.0
Agree	40	40.0	40.0	80.0
Strongly agree	20	20.0	20.0	100.0
Total	100	100.0	100.0	

Table 4.16 Chinese-speaking staffs' recommendations

If a Chinese-speaking staff recommends me to purchase Thai dried fruits, I will definitely buy it

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	1	1.0	1.0	1.0
Disagree	7	7.0	7.0	8.0
Neutral	40	40.0	40.0	48.0
Agree	41	41.0	41.0	89.0
Strongly agree	11	11.0	11.0	100.0
Total	100	100.0	100.0	

By asking respondents whether atmosphere of the shop is important to them when they need to purchase souvenirs. 55% of respondents agree with the statement which aligned with Drodge (2015) claimed that creating a unique shopping environment is crucial, while the other 45% do not agree or disagree with it. As for location of the shop according to Table 4.18, it seems like location of the shop where it sells souvenirs is more important than atmosphere of the shop. About 64% of respondents express that location of the shop is very important to them, which can

affect their purchase intention. Only 4-5% of respondents express that the atmosphere and location of the souvenirs shop do not have any effect on their purchase intention.

Table 4.17 Atmosphere of the shop

The atmosphere of the shop is very important to me when I need to purchase souvenirs

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	2	2.0	2.0	2.0
Disagree	3	3.0	3.0	5.0
Neutral	40	40.0	40.0	45.0
Agree	39	39.0	39.0	84.0
Strongly agree	16	16.0	16.0	100.0
Total	100	100.0	100.0	

Table 4.18 Importance of shop location

Location of the shop is a very important factor which can affect my decision when I need to purchase Thai dried fruits as souvenirs

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	1	1.0	1.0	1.0
Disagree	3	3.0	3.0	4.0
Neutral	32	32.0	32.0	36.0
Agree	44	44.0	44.0	80.0
Strongly agree	20	20.0	20.0	100.0
Total	100	100.0	100.0	

4.3.4 Promotion

Promotion affects purchasing decision as Kotler (2004) says sales promotion stimulates quicker or greater purchase of particular products by consumers. In the case of Chinese tourists, they also purchase Thai dried fruits because of promotion as well. About 56% of respondents agree with the statement. Even without a good promotion, Chinese are very likely to purchase it. According to Table 4.20, the

answer of Chinese respondents is quite mix. It seems like some of them do not purchase Thai dried fruits as souvenirs because of promotion.

Table 4.19 Purchasing decision based on promotion

I purchase Thai dried fruits as souvenirs because of promotion

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	1	1.0	1.0	1.0
Disagree	5	5.0	5.0	6.0
Neutral	38	38.0	38.0	44.0
Agree	39	39.0	39.0	83.0
Strongly agree	17	17.0	17.0	100.0
Total	100	100.0	100.0	

Table 4.20 Promotion and purchase intention

Without a good promotion, I will not purchase Thai dried fruits

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	4	4.0	4.0	4.0
Disagree	21	21.0	21.0	25.0
Neutral	46	46.0	46.0	71.0
Agree	21	21.0	21.0	92.0
Strongly agree	8	8.0	8.0	100.0
Total	100	100.0	100.0	

Before proceeding to see how each factor impact Chinese tourists' purchase intention of Thai dried fruits, researcher will summarize the mean or average of each factor according to Chinese tourism. According to table below, it is quite clear that product, price, place and promotion are very important factors. Their entire means are quite high and cannot be neglected. To state the reason why Chinese tourists purchase Thai dried fruits as souvenirs is because of the product itself. Chinese people know the product quite well. If the price of the product is acceptable, they will try to purchase the best one in order to elaborate their status. As for place, if there is any Chinese-speaking staff, it can help to influence Chinese customers as well.

For promotion, even with or without promotion, Chinese tourists will still purchase the product. Promotion can help to encourage them to buy faster and easier. Due to this point, all hypotheses are accepted.

Table 4.21 Mean of each factor

		Statistics			
		Product	Price	Place	Promotion
N	Valid	100	100	100	100
	Missing	0	0	0	0
Mean		3.8733	3.7400	3.6675	3.4733

According to T-Test statistic, it seems like women prefer purchasing Thai dried fruits as souvenirs, because of its popularity in China. They believe that other Chinese would love to receive it. If the souvenir shop would like to attract Chinese women to be the main customers, they need to create a promotion to attract and to encourage them to purchase Thai dried fruits. It seems like good promotion can encourage women to buy Thai dried fruits more than men, significant different at 0.014, which is well below 0.05 as shown in the table below.

Table 4.22 T-Test results

		Group Statistics				
		Gender	N	Mean	Std. Deviation	Std. Error Mean
Because of the popularity of Thai dried fruits, Chinese people would love to receive it as souvenirs	Male		21	3.6190	.80475	.17561
	Female		79	4.0380	.66877	.07524
A good promotion will motivate me to purchase Thai dried fruits as souvenirs	Male		21	3.1905	.98077	.21402
	Female		79	3.8101	.89265	.10043

Independent Samples Test

		Levene's Test for Equality of Variances		T-Test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Because of the popularity of Thai dried fruits, Chinese would love to receive it as souvenirs	Equal variances assumed	4.876	.030	-2.442	98	.016	-.41893	.17153	-.75933	-.07852
	Equal variances not assumed			-2.193	27.777	.037	-.41893	.19105	-.81042	-.02744
A good promotion will motivate me to purchase Thai dried fruits as souvenirs	Equal variances assumed	.391	.533	-2.769	98	.007	-.61965	.22374	-1.06366	-.17564
	Equal variances not assumed			-2.621	29.412	.014	-.61965	.23641	-1.10288	-.13642

CHAPTER V

SUMMARY, RECOMMENDATION AND LIMITATION

5.1 Summary and Recommendation

The rise of Chinese tourism brings along a huge opportunity for various shops who offer souvenirs for them to purchase and bring back home. According to Geert Hofstede's cultural dimensions framework, Chinese culture is composed of high power distance, high degree of uncertainty avoidance, highly collective and masculine (Hofstede, 1980). These cultural dimensions also affect how they shop for souvenirs. To be precise, high power distance indicates that Chinese prefer to consume international products because they perceive those products are better than the local made ones. High degree of uncertainty avoidance means that they will try to protect themselves and try to avoid making a bad choice. High collectivism means that Chinese are very likely to make decision as a group or follow the voice of the group. If most of the members purchase similar products, they will likely to purchase it as well. As for masculine, Chinese prefer to get the best product. They will try and put an effort in finding the best one for souvenir.

Apart from cultural approach, the researcher also adopted marketing mix or 4Ps to analyze the reason and motivation of Chinese who decide to purchase Thai dried fruits as souvenirs. Marketing mix can be described as product, price, place, and promotion.

From the findings, it seems like only power distance has a positive relationship or correlation with purchase intention. Other cultural factors do not have much relationship with purchase intention. Therefore, souvenirs shops should try to offer Thai dried fruits that have Thai image and try to emphasize on “Made in Thailand” in order to encourage Chinese to buy and bring back as souvenirs. It seems like Chinese do know about Thai dried fruits very well. Hence, they want to bring it back as souvenirs to their family, friends, and relatives, and they also feel proud to buy and bring it back.

For marketing mix 4Ps, it seems like only product and promotion factors have a positive relationship with purchase intention. Because Thai dried fruits are very well known among Chinese already, souvenirs shops should try to promote Thai dried fruits according to its popularity among Chinese tourism. Chinese people can recognize those dried fruits very well. As for promotion, souvenirs shops should try to come up with a good campaign for females. According to T-Test statistic, female prefers to purchase Thai dried fruits because of promotion more than men. Therefore, shops should try to focus on this female group first. Once they start to purchase, it will be able to influence male to purchase the similar thing because of collectivism.

Table 5.1 Summary and Criteria

The overall finding has summarized into the table below:

Item	Accepted/Rejected	Reason	Significant Level
Hypothesis A	Accepted	Following trend can influence purchase intention	0.000
Hypothesis B	Accepted	Promotion can influence purchase intention	0.001
Hypothesis C	Rejected	Price sensitivity does not have any influence on purchase intention	No correlation, significant different above

5.2 Limitation and Further Study

Only small group of sample size was gathered, 100 set of questionnaires. Then, it might not be able to represent the whole target group which researcher currently study. If there is more time, the researcher could distribute more surveys to a larger group of people which might help to reflect the whole picture. Apart from that, focus group could be conducted before formulating questions on questionnaires;

then, the questionnaires could deliver better result. Not only that, cooperation with souvenirs shops could be asked in order to conduct questionnaires to those Chinese tourists who purchase Thai dried fruits on spot.

For further study, the researcher could try to conduct a research on promotion and product in depth in order to understand each factor more. As for promotion, it can be studied which type of promotion can encourage Chinese tourists to purchase more and how each promotion affects the mood and purchase intention of Chinese tourists. However, in terms of further study about product, it can be studied that besides the product itself, packaging whether has an effect on purchase intention.

5.3 Managerial Implication

Company should emphasize on designing a packaging which can represent Thai image or projecting Thai image or culture in Chinese's perception. The reason is quite simple, because Chinese tourists who travel to abroad prefer to purchase souvenirs made in that such country for their families, relatives, or friends back home. By purchasing something which is not available in China can demonstrate their social status, they want to express their status from something that they purchase or consume.

Apart from packaging, promotion also plays an important role in encouraging Chinese tourists to purchase product; especially women. Therefore, souvenirs shops and marketers should try to customize promotion to match Chinese women. Point of purchase also can help to encourage Chinese women to purchase. Once they purchase, they will also encourage others in their group to purchase as well, because of collectivism. However, color tone should be red or other bright color because red represents good meaning in Chinese culture.

Before conducting multiple regression, factor analysis should be conducted in order to remove some independent factors which might have correlation between each other and remove those cross loading factors out. Apart from that, researcher also can group people with similar interest into group by this method as well.

Table 4.23 Factor analysis result

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.762
Bartlett's Test of Sphericity	Approx. Chi-Square	463.771
	df	78
	Sig.	.000

Communalities

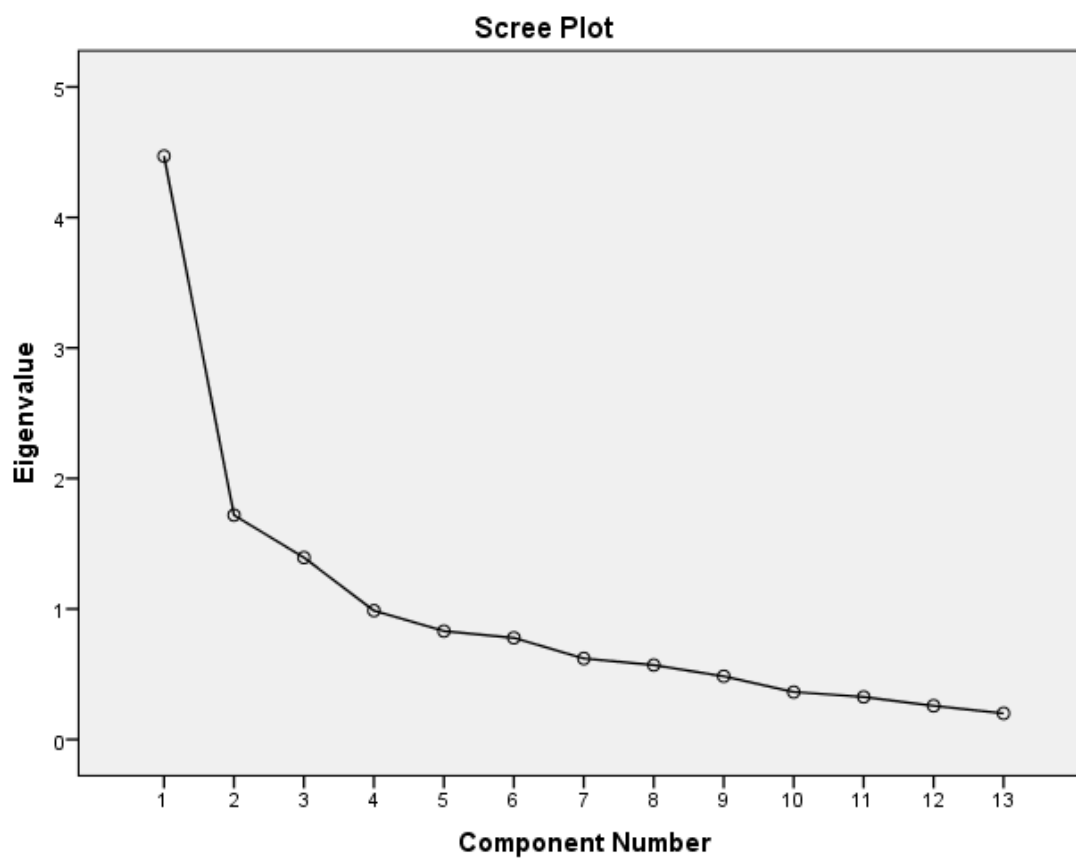
	Initial	Extraction
If I consume something that made in Thailand or brought it back as souvenirs, I will feel proud about it	1.000	.618
If most of the group members purchase similar souvenirs, I will also want to purchase it	1.000	.517
I believe by buying the best Thai dried fruits, I can avoid making a bad choice of product	1.000	.320
If I want any specific brand of souvenirs, I will do whatever it takes to get it	1.000	.538
I know Thai dried fruits very well, so I prefer to buy it as souvenirs	1.000	.589
Because of the popularity of Thai dried fruits, Chinese would love to receive it as souvenirs	1.000	.571
If the price is too expensive, I would rather choose something else as souvenirs	1.000	.793
No matter how favorable or popularity it is, I will not purchase if it is too expensive	1.000	.853
If staff recommends me to purchase Thai dried fruits, I will definitely buy it	1.000	.582
The atmosphere of the shop is very important to me when I need to purchase souvenirs	1.000	.394
I purchase Thai dried fruits as souvenirs because of promotion	1.000	.677
Without a good promotion, I will not purchase Thai dried fruits	1.000	.659
A good promotion will motivate me to purchase Thai dried fruits as souvenirs	1.000	.471

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.470	34.386	34.386	4.470	34.386	34.386	3.041	23.391	23.391
2	1.719	13.222	47.608	1.719	13.222	47.608	2.491	19.165	42.556
3	1.394	10.720	58.328	1.394	10.720	58.328	2.050	15.772	58.328
4	.987	7.593	65.921						
5	.830	6.385	72.307						
6	.779	5.991	78.297						
7	.620	4.770	83.068						
8	.570	4.384	87.452						
9	.484	3.723	91.175						
10	.364	2.798	93.973						
11	.326	2.507	96.480						
12	.258	1.984	98.464						
13	.200	1.536	100.000						

Extraction Method: Principal Component Analysis.



Rotated Component Matrix^a

	Components		
	Following trend	Promotion driven	Price Sensitive
If I consume something that made in Thailand or brought it back as souvenirs, I will feel proud about it	.750		
If I want any specific brand of souvenirs, I will do whatever it takes to get it	.711		
I know Thai dried fruits very well; then, I prefer to buy it as souvenirs	.710		

Rotated Component Matrix^a (cont.)

	Components		
	Following trend	Promotion driven	Price Sensitive
If most of the group members purchase similar souvenirs, I will also want to purchase it	.659		
Because of the popularity of Thai dried fruits, Chinese would love to receive it as souvenirs	.653		
I believe by buying the best one, I can avoid making a bad choice of product	.544		
Without a good promotion, I will not purchase Thai dried fruits		.809	
I purchase Thai dried fruits as souvenirs because of promotion		.775	
A good promotion will motivate me to purchase Thai dried fruits as souvenirs		.636	
If staff recommends me to purchase Thai dried fruits, I will definitely buy it		.609	
No matter how favorable or popularity it is, I will not purchase if it is too expensive			.917
If the price is too expensive, I would rather choose something else as souvenirs			.878

Rotated Component Matrix^a (cont.)

	Components		
	Following trend	Promotion driven	Price Sensitive
The atmosphere of the shop is very important to me when I need to purchase souvenirs			.403

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

According to Table 4.23, it seems like factor analysis could group people into three groups according to their preferences. The first group is those who prefer to consume products made in Thailand and feel good about it. They know Thai dried fruits very well and prefer to consume only the best or well-known one. Therefore, researcher decided to categorize this group as “following trend”. As for the second group, they purchase Thai dried fruits because of promotion only called “promotion driven”. For the last group, this is quite a price sensitive group. If they perceive that the price is too expensive, they will purchase other products as souvenirs instead.

After performing factor analysis, researcher rewrote previous hypotheses from eight into three; following trend, promotion driven, and price sensitivity as shown in the table below:

Table 4.24 Revised hypotheses

Factors	Hypotheses
1. Following trend	Hypothesis A: Following the trend will increase the likeliness of purchasing Thai dried fruits
2. Promotion driven	Hypothesis B: Promotion can positively influence purchasing behavior
3. Price sensitivity	Hypothesis C: Price sensitivity can negatively influence purchasing

Table 4.25 Multiple regression result**Descriptive Statistics**

	Mean	Std. Deviation	N
PURCHASE INTENTION	3.8200	.65335	100
Following trend	3.8267	.52380	100
Promotion driven	3.4900	.66754	100
Price sensitivity	3.6867	.71511	100

Correlations

		PURCHASE INTENTION	Following trend	Promotion driven	Price sensitivity
Pearson Correlation	PURCHASE INTENTION	1.000	.579	.534	.289
	Following trend	.579	1.000	.519	.363
	Promotion driven	.534	.519	1.000	.358
	Price sensitivity	.289	.363	.358	1.000
Sig. (1-tailed)	PURCHASE INTENTION	.	.000	.000	.002
	Following trend	.000	.	.000	.000
	Promotion driven	.000	.000	.	.000
	Price sensitivity	.002	.000	.000	.
N	PURCHASE INTENTION	100	100	100	100
	Following trend	100	100	100	100
	Promotion driven	100	100	100	100
	Price sensitivity	100	100	100	100

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.641 ^a	.411	.393	.50911	.411	22.347	3	96	.000	
2	.641 ^b	.410	.398	.50679	-.001	.115	1	96	.736	1.757

a. Predictors: (Constant), price sensitivity, promotion driven, following trend

b. Predictors: (Constant), promotion driven, following trend

c. Dependent Variable: PURCHASE INTENTION

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
		1	(Constant)	.712			.406	
	Following trend	.507	.117	.406	4.327	.000	.274	.740
	Promotion driven	.306	.092	.313	3.339	.001	.124	.489
	Price sensitivity	.027	.079	.029	.339	.736	-.129	.183
2	(Constant)	.754	.385		1.957	.053	-.011	1.518
	Following trend	.516	.114	.414	4.535	.000	.290	.742
	Promotion driven	.313	.089	.320	3.508	.001	.136	.490

a. Dependent Variable: PURCHASE INTENTION

Coefficient Correlations^a

Model		Price sensitive	Promotion driven	Following trend	
1	Correlations	Price sensitivity	1.000	-.214	-.222
		Promotion driven	-.214	1.000	-.447
		Following trend	-.222	-.447	1.000
	Covariances	Price sensitivity	.006	-.002	-.002
		Promotion driven	-.002	.008	-.005
		Following trend	-.002	-.005	.014
2	Correlations	Promotion driven		1.000	-.519
		Following trend		-.519	1.000
	Covariances	Promotion driven		.008	-.005
		Following trend		-.005	.013

a. Dependent Variable: PURCHASE INTENTION

According to Table 4.25, out of three groups, following trend, promotion driven, and price sensitivity group, it seems like only two groups, following trend and promotion driven can explain purchase intention the most, up to 39.8%, according to backward model. Following trend has the positive relationship with purchase intention, 0.414, significant difference below 0.05. As for promotion, it also has correlation with purchase intention, 0.32, significant difference below 0.05 as well. Price sensitive does not have correlation with purchase intention at all. Therefore, souvenirs shop should try to avoid lowering price unnecessary because not only reducing their profit but also does not help with growth sales.

If the market wants to create a campaign to attract people to buy, they should focus on promoting products made in Thailand and using promotion to motivate buying. Chinese do know about Thai dried fruits very well and prefer to get it back as souvenirs. Women should be their priority when they create any sales campaign or promotion because this group of customers prefers to shop for Thai dried fruits with good promotion more than men. Due to this point, this finding indicated that only hypothesis E and H are accepted.

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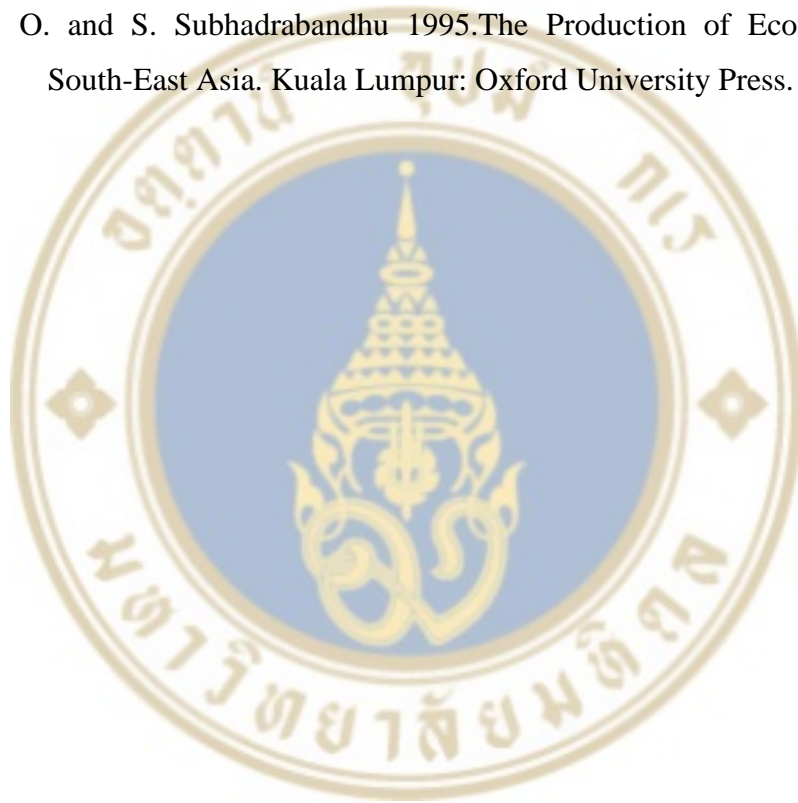
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APPENDIX A

Questionnaire (English)

“Motivating Factors that Influence Chinese Tourists in the Purchasing Decision on Dried Fruits in Thailand”

This questionnaire has been developed by Mahidol University’s International Student to be used for Thematic Study. All of the information given by respondents will be treated with high confidentiality and will be used for education purpose only. Please complete all questions truthfully by selecting the answers you prefer or fit with your opinion.

Part 1: Demographics

1. What is your gender?
 - a) Male
 - b) Female

2. Age
 - a) 15-20 years
 - b) 21-25 years
 - c) 26-30 years
 - d) 31-35 years

3. What is your level of education?
 - a) High School
 - b) Bachelor’s Degree
 - c) Master’s Degree
 - d) PhD

4. What is your occupation?
- Employee
 - Business Owner
 - Government Employee
 - Student
5. Is this your first time visiting Thailand?
- Yes
 - No
6. Do you buy Thai dried fruits as souvenirs?
- Yes
 - No
7. What is the main reason you decide to purchase Thai dried fruits as souvenirs?
- Product itself is well known in China
 - Price of dried fruits here is attractive
 - It is very convenience to get one and staffs at shops are friendly
 - Promotion of dried fruits; bundle, price discount, free gifts and etc.

Part 2: Consumer Behavior

Questions	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I prefer to consume products that is produced overseas because I consider it to have a better quality					

Questions	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
If I consume something that made in Thailand or bring it back as souvenirs, I will feel proud about it					
I am very likely to purchase something that my group purchase to avoid making a bad choice					
If most of the group members purchase a similar souvenir, I will also want to purchase it					
I want to purchase the best brand of Thai dried fruits when it comes to souvenirs					
I believe by buying the best Thai dried fruits, I can avoid making a bad choice of product purchase					

Questions	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
When I need to shop for souvenirs, I want to go to the place where they can offer the best ones that meet my demand					
If I want any specific brand of souvenirs, I will do whatever it takes to get it					

Part 3:Product

Questions	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I know Thai dried fruits very well; then, I prefer to buy it as souvenirs					
Thai dried fruit is very well known in China; then, I prefer to buy it as souvenirs					
Because of the popularity of Thai dried fruits, Chinese would love to receive it as souvenirs					

Part 4: Price

Questions	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Price of Thai dried fruits is a very important factor for me when I need to make decision to buy souvenirs					
If the price is too expensive, I would rather choose something else as souvenirs					
No matter how favorable or popularity it is, I will not purchase Thai dried fruits if it is too expensive					

Part 5: Place

Questions	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Chinese-speaking staff is a very important factor which influence my purchase decision for souvenirs					

Questions	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
If staff recommends me to purchase Thai dried fruits, I will definitely buy it					
The atmosphere of the shop is very important to me when I need to purchase souvenirs					
Location of the shop is a very important factor which can affect my decision when I need to purchase Thai dried fruits as souvenirs					

Part 6: Promotion

Questions	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I purchase Thai dried fruits as souvenirs because of promotion					
Without a good promotion, I will not purchase Thai dried fruits					

Questions	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
A good promotion will motivate me to purchase Thai dried fruits as souvenirs					

Part 7:Purchase Intention

Questions	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Next time when I need to buy souvenirs, I will definitely buy Thai dried fruits					
I will recommend others to purchase Thai dried fruits as souvenirs when they travel to Thailand					

APPENDIX B
Questionnaire (Chinese)

调查问卷

“影响中国游客决定购买泰国水果干的因素”

本调查问卷已经由玛希隆大学的国际学生开发的用于专题研究。所有的受访者给出的信息将具有高保密，且将仅用于教育目的。请选择您喜欢或者适合您意见的答案如实完成所有的问题。

第一部分：个人资料

1. 请选择您的个性

- 一) 男
- 二) 女

2. 年龄

- 一) 15-20 岁
- 二) 21-25 岁
- 三) 26-30 岁
- 四) 31-35 岁

3. 请选择您的学历

- 一) 高中
- 二) 学士学位
- 三) 硕士学位
- 四) 博士

4. 请选择您的工作

- 一) 员工
- 二) 老板
- 三) 公务员
- 四) 学生

5. 您是不是第一次来泰国?

- 一) 是
- 二) 不是

6. 您有没有买水果干作为纪念品?

- 一) 是
- 二) 不是

7. 您决定购买泰国水果干作为纪念品的主要原因是什么?

- 一) 产品本身在中国有名的
- 二) 泰国水果干的价格有吸引力
- 三) 方便购买, 而且店里的服务员性格好
- 四) 水果干的推广, 捆绑, 价格折扣, 赠品等。

第二部分: 消费者的行为

问题	完全不 同意 (1)	不同意 (2)	一般般 (3)	同意(4)	完全同 意(5)
我比较喜欢外国产品 因为我认为它的质量 比较好					

问题	完全不 同意 (1)	不同意 (2)	一般般 (3)	同意(4)	完全同 意(5)
如果我用泰国制造的产品或者用带回国的产品, 我会感到骄傲					
我会购买跟团一样的产品, 以避免一个坏的选择					
如果大部分的团购买一样的产品, 我也想买					
我想买最有名的泰国水果干如果它成为纪念品					
购买最好的泰国水果干, 不会选错					
需要购买纪念品的时候, 我去的地方是可以满足我的需求和买到最好东西的地方					
如果我想任何特定品牌的纪念品, 不管怎么样我会得到它					

第三部分： 产品

问题	完全不 同意 (1)	不同意 (2)	一般般 (3)	同意(4)	完全同 意(5)
我知道泰国水果干的 非常好，所以我宁愿 买它作为纪念品					
泰国水果干在中国很 有名，那么，我需要 买它做为纪念品					
由于泰国水果干的普 及，中国愿意接受它 作为纪念品					

第四部分： 价格

问题	完全不 同意 (1)	不同意 (2)	一般般 (3)	同意(4)	完全同 意(5)
当我需要做出决定购 买纪念品的时候，泰 国水果干的价格是最 重要的因素					
如果价格太贵，我会 选择购买其他东西作 为纪念品					
不管有利或普及，我 不会购买价格太贵的 泰国水果干					

第五部分：地点

问题	完全不同意 (1)	不同意 (2)	一般般 (3)	同意(4)	完全同意(5)
会说汉语的服务员是最重要的因素，让我容易做决定购买纪念品					
如果服务员介绍泰国水果干，我肯定买它					
当我购买纪念品的时候，店里的环境对我很重要					
当我需要购买泰国水果干作为纪念品，店铺的位置是非常重要的因素，能影响到我的决定					

第六部分：促销活动

问题	完全不同意 (1)	不同意 (2)	一般般 (3)	同意(4)	完全同意(5)
我购买泰国水果干，因为纪念品的促销					
如果没有一个很好的推广，我不会购买泰国水果干					

问题	完全不同意 (1)	不同意 (2)	一般般 (3)	同意(4)	完全同意(5)
一个好的促销活动将激励我购买泰国水果干作为纪念品					

第七部分：购买意向

问题	完全不同意 (1)	不同意 (2)	一般般 (3)	同意(4)	完全同意(5)
下次，当我需要买纪念品，我一定会买泰国水果干					
当其他人来泰国旅游，我会推荐他们购买泰国水果干作为纪念品					