IMPACT OF DESTINATION IMAGE ON REVISIT INTENTION TO PATTAYA: THAI TOURISTS PERSPECTIVE

PIYAWAN KHANTABANDIT

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.... *Piyawan K.* ....
Miss Piyawan Khantabandit
Candidate

....
Assoc. Prof. Nathasit Gerdsri,
Ph.D.
Advisor

....
Assoc. Prof. Winai Wongsurawat,
Ph.D.
Chairperson

....
Assoc. Prof. Vichita Ractham,
Ph.D.
Dean
College of Management
Mahidol University

....
Asst. Prof. Wanwiphang Manachotphong,
Ph.D.
Committee member

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IMPACT OF DESTINATION IMAGE ON REVISIT INTENTION TO PATTAYA THAI TOURISTS PERSPECTIVE

PIYAWAN KHANTABANDIT   6449177

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. NATHASIT GERDSRI, Ph.D., ASSOC. PROF. WINAI WONGSURAWAT, Ph.D., WANWIPHANG MANACHOTPHONG, Ph.D.

ABSTRACT

Boosting Thailand's economy through domestic tourism is crucial, especially when the number of international visitors remains below the pre-pandemic level. According to the Ministry of Tourism, Pattaya in Chonburi is a top destination for Thai people to visit. The destination image concept was applied to see what Thai people perceived about Pattaya and make them revisit the place. The regression analysis shows that cognitive and affective images, components of destination images, have a positive effect on revisiting intention to Pattaya. Overall, accessibility to the destination, good accommodation choices, good nightlife and entertainment, beautiful landscapes, and festival activities and events attract tourists to Pattaya. Relaxation and fun also represent tourists' emotions when visiting Pattaya.

KEY WORDS: DESTINATION IMAGE/ REVISIT INTENTION/ COGNITIVE IMAGE/ AFFECTIVE IMAGE/ BRANDING

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CHAPTER I

INTRODUCTION

The National Economic and Social Development Council (NESDC) projected that the Thai economy will grow between 2.7% and 3.7% as a result of the recovery in the tourism sector from COVID-19 pandemic. Recognizing the significance of tourism, the government has implemented measures to stimulate the growth of tourism this year, including the enhancement of tourist facilities, the promotion of safe and sustainable tourism practices, the attraction of high-spending travelers, and the encouragement of domestic travel (NESDC, 2023). Historically, international tourism played a significant role in Thailand's GDP, accounting for approximately 11.5% in 2019 (S&P Global, 2023). While the easing of travel restrictions has led to a gradual increase in international tourist arrivals, the numbers remain below pre-pandemic levels (S&P Global, 2023).

Figure 1.1 Thailand international tourism visitors

Source: S&P Global (2023)

1.1 Problem statement

To bolster the Thai economy, it is imperative to not only focus on attracting international tourists but also to encourage domestic travel among Thai residents. Chonburi emerged as the top domestic travel destination among Thai travelers, drawing in an impressive 4.8 million visitors. This accounted for 6% of all domestic visitors and generated 65,905 million baht for the tourism industry and the Thai economy (Ministry of Tourism, 2023). Within Chonburi, Pattaya has gained a reputation as the most popular place to visit. It is known for a vibrant coastal city, its lively atmosphere, beautiful beaches, and an array of entertainment options, such as Pattaya beach, walking streets, Nongnuch Tropical Garden, and etc. where both international and Thai tourists can visit and enjoy while they stay. Given the challenges in growing the number of international tourists, Pattaya has emerged as a city with significant potential for fostering the Thai economy by actively stimulating and attracting domestic tourists.

1.2 Purpose of the study

This study aims to investigate factors influence Thai tourists to revisit Pattaya and advise relevant parties to implement appropriate marketing strategies and communication to the target group. The concept of destination image will be used to understand Thai customers' perception towards Pattaya and explore how it effect the revisit intentions of Thai tourists. The findings from this study can offer valuable insights to both the governmental and business sectors, informing the development of effective branding and marketing strategies aimed at enticing Thai tourists to choose Pattaya as their preferred destination. Ultimately, this research aims to make a contribution to the Thai tourism industry and further strengthen the country's economy.

1.3 Research Questions

1. How does the destination image of Pattaya affect the revisit intention of Thai tourists?

2. What attribute in the destination image has an impact on the revisit intention of Thai tourists?

3. What implications does this hold for the governmental and business sectors in developing branding and marketing strategies to attract Thai tourists to choose Pattaya as their preferred destination?

CHAPTER II
LITERATURE REVIEW

2.1 Destination image

Many research studies factors influencing customers to revisit the tourist spots in many countries, such as perceived quality (Allameh et al., 2015), perceived risk (Nguyen et al., 2020), destination image or DI (Allameh et al., 2015; Ngoc & Trinh, 2015; Nassar et al., 2015; Stylos et al., 2016; Hasan et al., 2020; Iordarnova, 2017; Ramseook-Munhurrun et al., 2015; Huete & Lopez,2020; Ranasinghe, 2019), satisfaction (Allameh et al., 2015; Ramseook-Munhurrun et al., 2015), price (Ha Nam Khanh, 2020; Ngoc & Trinh, 2015), infrastructure (Ha Nam Khanh, 2020; Nazir et al., 2022; Ngoc & Trinh, 2015), accessibility (Ha Nam Khanh, 2020) and etc. From many studies, it reveals the commonality that DI has a positive relationship with the revisit intention to various tourist spot globally. For example, Ngoc & Trinh, 2015 research shows that infrastructure, price, and destination image have positive effects on tourist revisit intention, while safety has negative effects on the revisit intention to Vung Tau city in Vietnam (Ngoc & Trinh, 2015).

DI is individual or group perceptions or ideas of a place (Allameh et al., 2015; Ngoc & Trinh, 2015; Ramseook-Munhurrun et al., 2015). The concept of destination image was introduced by Gartner in 1994, demonstrating the image formation process of individual which comprises of cognitive image, affective image, and conative image (Gartner, 1994). Cognitive images refer to the attributes, knowledge about a place, and how travelers perceived the destination (Gartner, 1994; Huete & Lopez, 2020; Ranasinghe, 2019). The examples of attributes are attractions, environment (Ranasinghe, 2019, Ramseook-Munhurrun et al., 2015), and friendly host community (Ramseook-Munhurrun et al., 2015). An effective image refers to feeling about the destination and typically measure in bipolar scales such as relaxing-stressful, fun-boring, beautiful-unpleasant, and exciting-boring. (Gartner, 1994, Huete & Lopez, 2020, Stylos et al., 2016). Lastly, Conative image refers to customers behavior (Gartner, 1994, Allameh et al., 2015).

However, in much research explore only two dimension which are cognitive image and affective image as conative image is influenced by cognitive and affective image (Gartner 1994, Huete & Lopez,2020)

The research by Huete and Lopez in 2019 gathered the attributes used in research written by many authors, including from 1999 to 2017. Additionally, more attributes were added under cognitive image from the research from 2015 to 2023 in this study. Therefore, the result in table 2.1 shows common attributes from past studies from 1999 to 2023.

Table 2.1 Cognitive image attributes

Cognitive image	Author
Hygiene	Baloglu and McCleary (1999), Beerli and Martin (2004), Stylos et al. (2016), Stylidis et al. (2017)
Infrastructure and access	Baloglu and McCleary (1999), Beerli and Martin (2004), Stylos et al. (2016), Stylos et al. (2016), Ngoc and Trinh (2015), Ha Nam Khanh (2020), Nazir et al. (2022)
Personal safety	Baloglu and McCleary (1999), Beerli and Martin (2004), Stylos et al. (2016), Stylidis et al. (2017), Ngoc and Trinh (2015), Nazir et al. (2022)
Good nightlife and entertainment	Baloglu and McCleary (1999), Beerli and Martin (2004), Ha Nam Khanh (2020)
Accommodation	Baloglu and McCleary (1999), Beerli and Martin (2004), Stylos et al. (2016), Stylidis et al. (2017)
Local food	Baloglu and McCleary (1999), Beerli and Martin (2004), Stylidis et al. (2017), Ha Nam Khanh (2020), Nazir et al. (2022)
Good beaches	Baloglu and McCleary (1999), Beerli and Martin (2004), Hasan et al. (2020)
Friendly people	Baloglu and McCleary (1999), Beerli and Martin (2004), Stylidis et al. (2017), Nazir et al. (2022)

Table 2.1   Cognitive image attributes (cont.)

Cognitive image	Author
Cultural landscapes	Baloglu and McCleary (1999), Stylos et al. (2016), Ngoc and Trinh (2015), Nazir et al. (2022)
Historical landscapes	Baloglu and McCleary (1999), Beerli and Martin (2004), Stylidis et al. (2017)
Natural landscapes	Baloglu and McCleary (1999), Beerli and Martin (2004), Stylos et al. (2016), Stylidis et al. (2017), Ngoc and Trinh (2015), Hasan et al. (2020)
Good value for money	Baloglu and McCleary (1999), Stylos et al. (2016), Ngoc and Trinh (2015), Ha Nam Khanh (2020)
Good climate	Baloglu and McCleary (1999), Stylos et al. (2016), Stylidis et al. (2017), Hasan et al. (2020), Ha Nam Khanh (2020), Nazir et al. (2022)
Beautiful landscapes	Beerli and Martin (2004), Stylos et al. (2016), Stylidis et al. (2017)
Unusual ways of life and customs	Beerli and Martin (2004), Stylos et al. (2016)
Opportunities for sports activities	Beerli and Martin (2004), Stylos et al. (2016), Stylidis et al. (2017)
Reputation destination	Beerli and Martin (2004), Stylos et al. (2016), Stylidis et al. (2017), Hasan et al. (2020)
Good quality of life	Beerli and Martin (2004), Nazir et al. (2022)
Good place for shopping	Stylos et al. (2016), Stylidis et al. (2017), Nazir et al. (2022)
Festival activities	Widayati et al (2020), Echtner (1991)

For affective image attributes, Huete and Lopez in 2019 found the most commonly used attributes from seven papers as shown in the table 2.2.

Table 2.2 Affective image attributes

Affective image	Author
Unpleasant or pleasant, Stressful or relaxing. boring or fun, Depressing or exciting	Baloglu and McCleary (1999), Bigne et al. (2001), Kim and Richardson (2003), Beerli and Martin (2004), Pike and Ryan (2004), Chi and Qu (2008) and Chen et al. (2016).

2.2 Revisit intention

The concept of intending to revisit a tourism destination refers to an individual's inclination or openness to return to the same destination, and it serves as the best indicator to predict their actual decision to visit the place again (Stylos et al., 2016, Allameh et al., 2015). Revisit intention is importance to business sectors in the tourism industry as it a key factor contribution to the sustainable development of the business (Ngoc & Trinh, 2015). According to studies by Lehto et al. (2004) and Zhang et al. (2014, 2018), it is widely accepted among researchers that individuals who revisit a destination tend to extend their stay, engage more actively in activities that involve spending, experience higher satisfaction levels, and share positive recommendations to others. Moreover, the first time visitors incur higher marketing expenses compared to repeated visitors (Lehto et al., 2004; Zhang et al., 2014).

Research in 2022 have examined the relationship between factors to revisit intention to Pattaya. The factors include destination image and food image. The findings have demonstrated a positive correlation between both destination image and food image with the intention of foreign tourists to revisit Pattaya (Lertputtarak, 2012). Nevertheless, a critical gap remains within this area as there is still a lack of study which explores these dimensions of destination image from a Thai tourists' perspective. Therefore, this research tries bridge this knowledge gap and provide comprehensive insights on how to improve the brand image of Pattaya.

2.3 Conceptual framework and hypothesis

The hypothesis can be written to explain the relationship between the cognitive image factors and affective image factors to revisit intention of Thai tourists to Pattaya as in Figure 2.1 below.
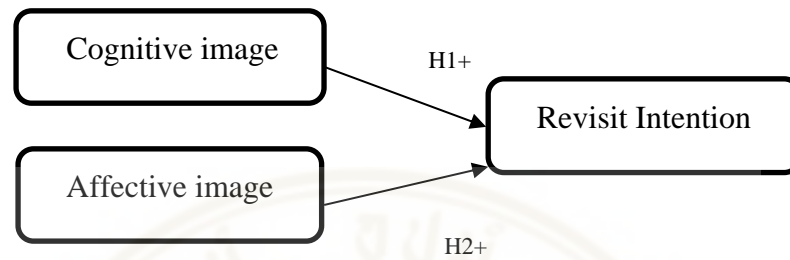

Figure 2.1 Conceptual framework

H1: Cognitive image has a positive effect on revisit intention of Thai tourists to Pattaya.

H2: Affective image has a positive effect on revisit intention of Thai tourists to Pattaya.

CHAPTER III
RESEARCH METHODOLOGY

This study adopts quantitative research methodology. To select the participants, a convenience sampling technique will be utilized, wherein 400 Thai tourists who have previously visited Pattaya within the past two years will be included.

3.1 Research design

Questionnaire surveys were distributed for collecting the data. The first part of the questionnaire is a screening question together with the behavioral questions. The qualified sample must meet all the criteria, including having visited Pattaya for at least 1 night away from home and having visited Pattaya for at least 2 times in the last 2 years, in order to continue to the next part of the questionnaire. The behavioral questions include their companion, average spending per trip, and information source about Pattaya. The questionaries were developed based on the study of Stylos et al in 2016.

The second part is about their perception on cognitive and affective attributes to explore whether Pattaya has included, or it can offer those factors when the respondents visit Pattaya. 5-Likert scale will be used on this part where respondents will evaluate the statements related to each variable from a scale of 1 to 5 from strongly disagree to strongly agree. The third part is the revisit intention to explore whether those factors influence the revisit intention. 5- Likert scale will be used on this part of the questionnaire where respondents can evaluate the statements of the intention to visit Pattaya from a scale of 1 to 5, similar to the previous part. Lastly, in the fourth part, which is demographic information, the respondent's information, such as gender, age, level of education, permanent residence, relationship status, and income per month will be collected for the researchers to understand better about the respondents' background.

3.2 The sample size

The questionnaire surveys were distributed to collect data by convenience sampling method on various online channels, such as Pattaya fans groups on Facebook. In this study, 95% confidence level is used to calculate the sample number of this study. Due to time limitation, 250 respondents participated in the survey, and 205 participants passed the criteria on screening questions at the first part of the survey.

3.3 Data analysis

3.3.1 Demographic information

The demographic information of the respondents were shown from table 3.1 to table 3.6 below, analyzing from the frequencies analysis. In the table 3, it shows the analysis categorizes individuals into three groups: Male, Female, and Not Specified. Out of the total number of individuals surveyed, 70 participants, comprising precisely 34.1% of the sample are male. The analysis reveals that 130 respondents, accounting for 63.4%, identify as female. This signifies a dominant representation of females within the surveyed group.

Table 3.1 Sample group – Gender information

Gender	Frequency	Percentage
Male	70	34.1
Female	130	63.4
Not specify	5	2.4

For the age group, the data shows a distribution of ages within the studied population. The largest age group is composed of individuals between 23 and 30 years old at 63.9%. The second-largest group consists of individuals aged 31 to 40 years, representing 31.2% of the total sample. The remaining age groups, including those below 18 years old, 18 to 22 years old, 41 to 50 years old, and more than 51 years old, each comprise smaller portions, with percentages ranging from 0.5% to 3.4% as shown in table 4.

Table 3.2   Sample group – Age information

Age	Frequency	Percentage
Below 18 years old	1	0.5
18-22 years old	1	0.5
23-30 years old	131	63.9
31-40 years old	64	31.2
41-50 years old	7	3.4
More than 51 years old	1	0.5

Regarding the education level, the data in table 5 reveals a diverse distribution of educational backgrounds within the studied population. The majority of the respondents, comprising 67.8% of the sample, have completed their education at the university or college level, followed by those who are currently studying or have completed post-graduate studies, making up 28.8% of the total sample.

Table 3.3   Sample group – Education information

Education	Frequency	Percentage
Completed high school (or equivalent)	2	1.0%
Current university student (bachelor's degree)	5	2.4%
Completed University/College	139	67.8%
Current/Finish post-graduate studies	59	28.8%

Most of the respondents have their permanent residence based in Bangkok, the capital city of Thailand at 58%, which usually takes two hours to commute to Pattaya by car. Other groups of respondents based in the suburban regions near Bangkok, including Nonthaburi at 15.6%, Pathum Thani 12.7%, and Samut Prakan at 12.7%, respectively.

Table 3.4 Sample group – Permanent residence

Permanent Residence	Frequency	Percentage
Bangkok	119	58.0
Nonthaburi	32	15.6
Pathum Thani	26	12.7
Samut Prakan	26	12.7
Chiang Mai	1	0.5
Chiang Rai	1	0.5

Personal relationships or family size can be the factors that dominate various travel decisions. From the group of the sample, the majority of the participants are in relationship at 42.9%, followed by single at 32.7%, and married with no children at 16.1%. A larger family with 1 child and more than 1 child contributes only 7.3% and 1.0% as shown in table 3.5, respectively.

Table 3.5 Sample group – Personal relationship

Personal Relationship	Frequency	Percentage
Single	67	32.7
In relationship (boyfriend/girlfriend)	88	42.9
Married (no kids)	33	16.1
Married with 1 kid	15	7.3
Married with more than 1 kids	2	1.0

About the monthly income, more than 50% of the respondents have an income ranging from 25,001-45,000 baht. The largest group of people have an income ranging from 25,001-35,000 baht, comprising of 34%, followed by the groups of people with the monthly income ranging from 35,001-45,000 baht at 23.4% as presented in table 3.6.

Table 3.6 Sample group – Average monthly income

Average monthly income	Frequency	Percentage
Less than 10,000 baht	3	1.5
10,000-15,000 baht	7	3.4
15,001-25,000 baht	44	21.5
25,001-35,000 baht	71	34.6
35,001-45,000 baht	48	23.4
45,001-55,000 baht	11	5.4
55,001-65,000 baht	8	3.9
more than 65,000 baht	13	6.3

3.3.2 Behavioral information

Questions regarding respondents' behavior on their visits to Pattaya were collected in the first section of the survey. The first question is about the times the participants visit Pattaya in the past 2 years which the participants must visit Pattaya more than 1 time to past the criteria of being a repeat visitor to Pattaya. The result shown in table 3.7 shows that 40% of the respondents visit Pattaya once a year, followed by approximately 1.5 times a year. For those who visit Pattaya 4 times and more than 4 times in the past 2 years contribute for 8.3% and 17.6%, respectively.

Table 3.7 Sample group – Visit time to Pattaya

During the last 2 years, how many times have you traveled to Pattaya?	Frequency	Percentage
2 times	82	40.0
3 times	70	34.1
4 times	17	8.3
More than 4 times	36	17.6

The average spending per trip per person when the participants visit Pattaya is mostly ranging from 1,001-3,000 baht, comprising of 40.5% of total number of respondents. The second largest group spends around 3,001-5,000 baht on their trip at

29.3% contribution to total sample group. The result of each spending range is shown in table 3.8 below.

Table 3.8   Sample group – Average spending per trip per person

Average spending per trip per person	Frequency	Percentage
Less than 1,000 baht	2	1.0
1,000-3,000 baht	83	40.5
3,001-5,000 baht	60	29.3
5,001-7,000 baht	28	13.7
7,001-9,000 baht	13	6.3
9,001-10,000 baht	12	5.9
10,001-20,000 baht	5	2.4
more than 20,001 baht	2	1.0

Regarding the companion visiting Pattaya with the respondents, the question allows the respondents to select multiple answers that applied to them. The result in figure 3.1 shows that 138 people or 67% of the sample group travel with their friends or cousins. The second group contribute 53% where people travel with their boyfriend or girlfriend. Lastly, 101 respondents travel with their families to Pattaya, and a minority of the people travel alone or with their coworkers.
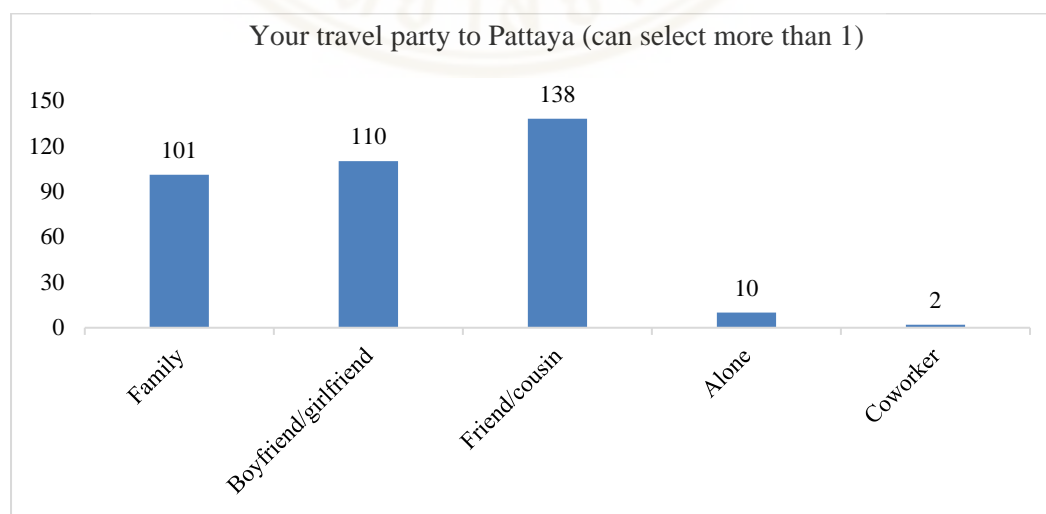
Figure 3.1 Sample group – your travel party to Pattaya

Lastly, the most popular source of information that the respondents usually use to find the information about Pattaya when go on a trip is on Facebook, selected from 159 people. Followed by Instagram, Google, and YouTube with similar numbers of respondents selecting the answers. As this question allows respondents to specify their source(s) of information and 5 individuals cited TikTok as one of the channels they utilize to gather information about Pattaya.
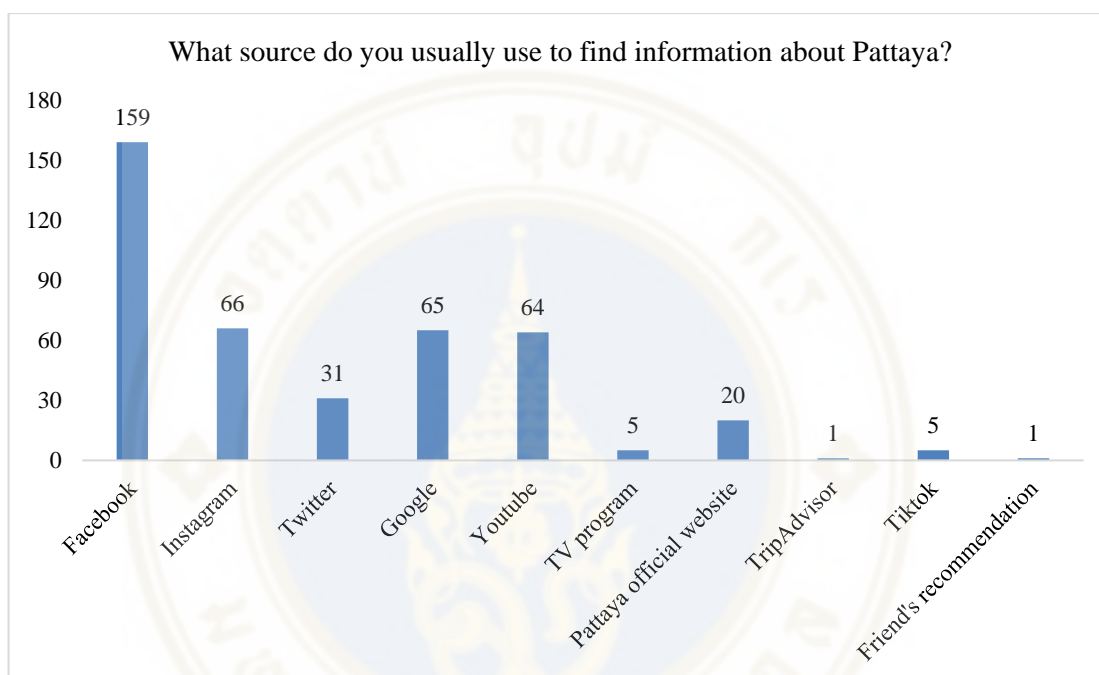
Figure 3.2 Sample group – Source of information about Pattaya

3.4 Reliability test

From the literature review, the cognitive image factor comprises of 21 variables, and affective image factor consists of 4 variables. Therefore, the reliability test was conducted to analyze the reliability of these factors translating into the questions in the second part of the survey. The results from the Cronbach's Alpha show the reliability on both factors as it shows the results which are more than 0.7. Table 3.9 shows the Cronbach's Alpha value at which is at 0.882 and at 0.722, for cognitive image and affective image, respectively.

Table 3.9   Reliability test

Cognitive image	Value
Cronbach's Alpha	.882
No. of items	21
Affective image	
Cronbach's Alpha	.772
No. of items	4

In this study, statistical approaches, including, t-test analysis, ANOVA analysis, and regression analysis will be employed to study significant patterns, relationships, and dependencies among variables under investigation and also to draw meaningful conclusions.

CHAPTER IV
FINDINGS

4.1 T-test analysis findings

The t-test is a statistical technique used to compare the means of two groups and assess whether their differences are statistically significant. In this study, the t-test analysis will be used to analyze the difference between the companion that the respondents travel with and see what they value the most about Pattaya.

The first analysis is to compare the differences between the group of people who travel with the family and people who are not. The result demonstrates that there are differences in these 2 groups on 2 statements, including, Pattaya helps me to avoid of daily routine, and Pattaya trip gives the feeling of fun which the two-sided p value less than 0.05. The mean score for the first statement is at 4.08 which is agree to the statement. For the second statement of feeling fun, the mean score is at 4.21 which is agree. Additionally, people who select family as their companion to visit Pattaya evaluated that they agree to the statements - Pattaya is easily accessible from permanent residence with the highest mean score at 4.16 for cognitive image variable and Pattaya trip gives the feeling of fun at a mean score of 4.21 for affective image variable.

Table 4.1 T-test analysis - family

		Levene's Test for Equality of Variances		t-test for Equality of Means								
						Significance		Mean	SD.	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p			Lower	Upper
Pattaya helps me to avoid of daily routine.	Equal variances assumed	.205	.651	2.017	203	.023	.045	.233	.116	.005	.461
	Equal variances not assumed			2.021	199.596	.022	.045	.233	.115	.006	.460
Pattaya trip gives the feeling of fun.	Equal variances assumed	.285	.594	2.114	203	.018	.036	.208	.098	.014	.402
	Equal variances not assumed			2.119	198.579	.018	.035	.208	.098	.014	.401

The second group of the analysis is for people who travel with their boyfriend and girlfriend and those who do not. The T-test analysis shows the difference between these two groups in the statement on cognitive image about local food which is Pattaya has appealing local food which the two-sided p value less than 0.05. The people who travel with their boyfriend and girlfriend have the mean score at 4.05 which is agree, compared with 3.76 for those who do not travel with their boyfriend and girlfriend. Similar to the previous group, the respondents who travel with their boyfriends and girlfriends agree to the statements "Pattaya is easily accessible from permanent residence" and "Pattaya trip gives the feeling of fun." with a mean score of 4.18 and 4.15, respectively.

Table 4.2   T-test analysis – Boyfriend and girlfriend

		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Significance One-Sided p	Significance Two-Sided p	Mean	SD.	Lower	Upper
Pattaya has appealing local food.	Equal variances assumed	.847	.359	2.544	203	.006	.012	.288	.113	.065	.510
	Equal variances not assumed			2.543	198.492	.006	.012	.288	.113	.065	.511

For the group that travels to Pattaya with friends or cousins, the significant difference shown in 2 statements, including, Pattaya is easily accessible from permanent residence, and Pattaya trip gives the feeling of fun with the two-side p value less than 0.05. In contrast to the previous group, friends and cousins' mean score is lower than those who do not travel with friends and cousins at the score for both questions. The highest mean score for this group is at 4.04 for 2 statements on cognitive image which are Pattaya has good choices of accommodation and Pattaya has good nightlife and entertainment. For the affective image, the highest mean score is at 4.09 for the statement "Pattaya trip gives the feeling of relaxing".

Table 4.3   T-test analysis – Friends and cousins

		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Significance		Mean	SD.	Lower	Upper
						One-Sided p	Two-Sided p				
Pattaya helps me to avoid of daily routine.	Equal variances assumed	.159	.690	-3.063	203	.001	.002	-.359	.117	-.590	-.128
	Equal variances not assumed			-3.208	147.605	<.001	.002	-.359	.112	-.580	-.138
Pattaya trip gives the feeling of fun.	Equal variances assumed	1.525	.218	-2.144	203	.017	.033	-.225	.105	-.431	-.018
	Equal variances not assumed			-2.430	179.687	.008	.016	-.225	.093	-.407	-.042

For the people who travel alone and not travel alone, the difference between these 2 groups is in the statement saying "Pattaya is a good place for shopping" with the two-side p-value less than 0.05. People who travel alone tend to be neutral about the statement at a mean score 3.10 whereas the people who do not travel alone tend to agree with the statement at a mean score 3.67. For the people who travel alone, the highest mean score is at 4.30 for cognitive image variable for the statement - Pattaya has good nightlife and entertainment. And for affective image, the highest score goes to the sentence - Pattaya trip gives the feeling of relaxing with the mean score at 3.90.

Table 4.4   T-test analysis – Alone

Independent Samples Test											
		Levene's Test for Equality of Variances		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Significance		Mean	SD.	Lower	Upper
						One-Sided p	Two-Sided p				
Pattaya has appealing local food.	Equal variances assumed	.046	.830	-2.088	203	.019	.038	-.567	.271	-1.102	-.032
	Equal variances not assumed			-2.000	9.859	.037	.074	-.567	.283	-1.199	.066

4.2 One-way ANOVA analysis findings

One-Way ANOVA is another statistical approach used to determine if a significant differences between the means of the various groups. In this study, ANOVA analysis will be employed to analyze the differences between those who visit Pattaya less frequently and more frequently in the past 2 years. In addition to the visit time, a group of people with difference average spending per trip will be analyzed to see which items in cognitive image and affective images they value the most.

Regarding visit frequently to Pattaya, the significant difference shown in the group who visit Pattaya once a year and the group who visit Pattaya more than 5 times in the last 2 years at the statement of Pattaya has beautiful landscapes. People who travel more than 5 times are more likely to agree with the statement with the mean score at 4.36, whereas people who visit Pattaya once a year have the mean score at 3.85 for the group. Another difference shown in the statement of Pattaya has good beaches which people who travel 3 times a year have higher mean score at 4.06 while the other group have a mean score at 3.68. The result showing the difference by ANOVA analysis shown in table 4.5.

Table 4.5   ANOVA analysis – Visit time to Pattaya in the past 2 years

Dependent Variable	(I) During the last 2 years, how many times have you traveled to Pattaya?	(J) During the last 2 years, how many times have you traveled to Pattaya?	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	Upper Bound
			Multiple Comparisons				
			Bonferroni				
Pattaya has beautiful landscapes.	2 times	3 times	-.146	.124	1.000	-.48	.18
		4 times	-.264	.203	1.000	-.80	.28
		more than 5 times	-.507*	.152	.006	-.91	-.10
Pattaya has good beaches.	2 times	3 times	-.374*	.136	.039	-.74	-.01
		4 times	-.141	.223	1.000	-.73	.45
		more than 5 times	-.178	.167	1.000	-.62	.27

Furthermore, descriptive analysis shows that people who visit Pattaya more than 5 times gave the highest mean score to 3 statements referring to 3 variables in cognitive image, including accommodation, value for money, and beautiful landscapes, compared with other groups.

About the average spending per trip per person, there is a significant difference between the groups of people with different spending on the statement - Pattaya has good beaches. Table 4.6 shows that the group that spends more than 20,001 baht per trip is not agree with the statement and have the lowest mean score at 2 which is disagree, whereas the other group with the spending ranging from 5,001-20,000 baht have the mean score more than 4 which is agree to the statement.

Table 4.6   ANOVA analysis – Average spending per trip per person

Dependent Variable	(I) Average spending per trip per person	(J) Average spending per trip per person	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Pattaya has good beaches.	more than 20,001 baht	Less than 1,000 baht	-2.500	.821	.074	-5.10	.10
		1,000-3,000 baht	-1.819	.587	.062	-3.68	.04
		3,001-5,000 baht	-1.700	.590	.123	-3.57	.17
		5,001-7,000 baht	-2.071*	.601	.019	-3.97	-.17
		7,001-9,000 baht	-2.077*	.623	.029	-4.05	-.10
		9,001-10,000 baht	-2.167*	.627	.019	-4.15	-.18
		10,001-20,000 baht	-2.200*	.687	.044	-4.37	-.03

Multiple Comparisons — Bonferroni

In the descriptive analysis, the result of the mean score shows the highest mean in the group of people who spend more than 10,001 baht, compared with other groups in 2 statements, including, Pattaya is easily accessible from permanent residence and Pattaya has a good reputation.

4.3 Regression analysis findings

In this study, regression analysis will be applied to explore and analyze the relationship between cognitive image variables and affective variables to revisit intention to Pattaya. Table 4.7 shows the ANOVA model with the sig. value at 0.001 which indicates that the regression model is acceptable. The intention to visit Pattaya in the next two years was used as a dependent variable for analysis.

Table 4.7   ANOVA result to show sig. value less than 0.05.

ANOVAª						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.139	2	9.069	67.228	<.001ᵇ
	Residual	27.251	202	.135		
	Total	45.390	204			
a. Dependent Variable: You intend to revisit Pattaya in the next two years.						
b. Predictors: (Constant), Overall affective image, such as feeling of fun, relaxing, excitement, and pleasant make me want to revisit Pattaya in the next two years., Overall cognitive image, such as accommodation, beautiful landscape, accessibility from the permanent residence make me want to revisit Pattaya in the next two years.						

Table 4.8 shows the sig. values less than 0.05 for both variables. The sig. value is at <0.01 for cognitive image variables and affective image variables, meaning that these 2 variables have a positive relationship with revisit intention Pattaya. Additionally, the beta value for cognitive image is higher than affective image indicating stronger effect of cognitive image than affective image.

Table 4.8   Regression analysis – coefficients

Coefficientsª						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.117	.255		4.378	<.001
	Overall cognitive image, such as accommodation, beautiful landscape, accessibility from the permanent residence make me want to revisit Pattaya in the next two years	.392	.058	.396	6.726	<.001
	Overall affective image, such as feeling of fun, relaxing, excitement, and pleasant make me want to revisit Pattaya in the next two years	.329	.053	.366	6.218	<.001

Concerning the cognitive image variables, the results show that the 3 highest mean score for cognitive image and 2 highest mean score for affective image are on the statements shown in table 4.9 below. In conclusion, for cognitive image, accessibility,

accommodation, nightlife and entertainment, landscapes, and festival activities and events are in the top where the sample agree that Pattaya have to offer. For affective image, feeling relaxing and fun are in the top 2 where the sample agrees that their trip to Pattaya involves these feelings.

Table 4.9   Mean scores for cognitive and affective image

Cognitive image	Mean score
Pattaya is easily accessible from permanent residence.	4.15
Pattaya has good choices of accommodation.	4.07
Pattaya has good nightlife and entertainment.	4.07
Pattaya has beautiful landscapes.	4.01
Pattaya is a good place for enjoying festival activities and events.	4.01
Affective image	**Mean score**
Pattaya trip gives the feeling of relaxing.	4.13
Pattaya trip gives the feeling of fun.	4.10

CHAPTER V
CONCLUSION AND RECOMMENDATION

5.1 Conclusion and recommendation

Referring to regression analysis, the results support that cognitive image and affective image, components of destination image have the positive effect to revisit intention to Pattaya from a Thai tourist's perspective. Overall, accessibility to the destination, good choices of accommodation, good nightlife and entertainment, beautiful landscapes, and festival activities and events attract tourists to revisit Pattaya. The feeling of relaxing and fun also represents the emotion of tourists when visiting Pattaya.

T-test analysis elaborates more about the target group. For the people who travel with their families, boyfriend and girlfriends agree to the statements about accessibility to Pattaya from their permanent residence and feeling of fun when visiting Pattaya. The difference shows between groups of people who have family as their companion that Pattaya helps them to avoid daily routine more than those who do not have family as their companion. For a couple like boyfriend and girlfriend, appealing local food is something Pattaya has to offer to them more than those who do not travel with their couples. On the other hand, people who travel with friends and cousins, the differences between this group and the other group are the accessibility and fun where the sample have lower mean score than those who do not travel with friends and cousins. In contrast to the previous group, people who travel with friends and cousins agree that Pattaya has a good choice of accommodation, nightlife, and entertainment, and gives the feeling of relaxing.

For visit time and spending, ANOVA analysis was implemented to analyze the sample's behavior. Regarding visit frequently to Pattaya, the significant difference shown in the group who visit Pattaya once a year and the group who visit Pattaya more than 5 times a year at the statement of Pattaya has beautiful landscapes which people who travel more than 5 times are more likely to agree with the statement. Another

variable mentioned is good beaches. The result shows that people who travel 3 times a year agree that Pattaya has good beaches more than a group of people that visit Pattaya once a year. Furthermore, descriptive analysis shows that people who visit Pattaya more than 5 times gave the highest mean score to 3 statements referring to 3 variables in cognitive image, including accommodation, value for money, and beautiful landscapes, compared with other groups that visit Pattaya less.

Regarding the spending, the result shows that the group that has the highest spending at more than 20,001 baht per trip disagrees that Pattaya has good beaches, whereas the other groups with lower spending agree to the statement. The result also shows that the group of people who spend more than 10,001 baht, compared with other groups, agrees that Pattaya is easily accessible from their permanent residences and Pattaya has a good reputation.

From the analysis, the suggestion is for the government agencies or the local business in Pattaya to leverage more about destination image on their communication by emphasizing the positive aspects such as accessibility to the destination, good choices of accommodation, vibrant nightlife and entertainment, beautiful landscapes, and various festival activities and events. Especially, accessibility to Pattaya as it is valued by many groups of people, such as people who travel with family and couples. Communication can also be more targeted to specific audience segments, based on their interests and needs. For example, for families, focus on promoting the aspect of Pattaya helping them break away from daily routines, while for couples, emphasize the appeal of local food experiences. Relevant parties can also investigate more about the beautiful landscape of Pattaya as well as good beaches as this aspect is appreciated by people who visit Pattaya more frequently to understand where specifically their favorite spots of Pattaya are.

Figure 5.1 Example of communication for family group

Figure 5.2 Example of communication for boyfriend/girlfriend group

Figure 5.3 Example of communication for friends/cousins' group

5.2 Limitation and future research

The sample is dominated by females, age group ranging from 23-30 years old, and permanent residence in Bangkok which each accounting for more than 60% of the respondents. Since this study focused on quantitative approach, there is a lack of qualitative data support available to gain a deeper understanding of each segment's preferences and characteristics.

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