THE MARKETING MIX (4C'S) AFFECTING THAI TOURISTS' INTENTION TO VISIT BANG SAEN DISTRICT, CHONBURI PROVINCE

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Abstract

The purposes of this research study were to study the relationship between demographic characteristics of Thai tourists and intention to visit Bang Sean District, Chonburi Province, and to study marketing mix (4C's) that influences the intention to visit Bang Saen District, Chonburi Province. The questionnaire was used for data collection. The statistics used for data analysis involved the percentage, mean, standard deviation, t-test, One-Way ANOVA, and multiple linear regression analysis.

The results revealed that Thai tourists with different ages, different intentions to visit Bangsaen District, Chonburi Province. Moreover, the marketing mix (4C's), including Thai tourist's cost and Convenience to buy affected intention to visit Bang Sean District, Chonburi Province at .05 significant level.

Keywords: Marketing mix (4C's), Thai tourists, Intention to visit, Chonburi Province

Introduction

Tourism is an industry consistently generating revenues for our country although Thailand's economic circumstances have not yet been improving. This is because Thailand is one of the worlds' top ten destinations where foreign tourists intend to visit, together with the present trend encouraging Thai people to experience the local travels. By the above reasons, Thailand's tourism industry has been a main business generating a large amount of revenues for the country. All sectors as well as the public sector should pay

attention to the improvement of tourist attractions along with the natural conservation, cultivation of conscious mind, attitude, and behavior of tourists so that they perform any activities appropriately and relevantly to the culture and ways of life in each local area, and tourists' image and safety as well. These should be recognized and cared by every sector while the friendly welcome should be offered to tourists for Thailand's good image (Industrialnew, 2018).

In 2019, there were 167,031,943 tourists who have been accommodating, which generated revenues amounting to Baht 2,781,180.58 million. Chonburi Province is a tourist attraction regularly favored where the tourists can visit the sea there after few hours of traveling. Bang Saen District of this province is the location of Bang Sean Beach that can be visited throughout the year under the administration of Saen Sook Municipality. It has been always visited by tourists, and is a top tourist attraction of Bangkokians because there are the integrated tourist services there and the tourists can appreciate the nature or sunset, swim in the sea, do various water activities, enjoy fresh seafood, or visit many activities supported by both government and private sectors at Bang Sean in order to encourage and attract more tourists after the sluggish time due to economic problems, political problems, and COVID-19 pandemic crisis. On last year, Bang Saen Beach has been visited by many tourists (Prapasawas, 2011), especially by 15,027,645 Thai tourists, which

generated revenues in the total of Baht 275,077.34 million (Ministry of Tourism and Sports, 2019). Therefore, the Researcher felt interested in studying the Marketing mix (4C's) affecting Thai tourists' intention to visit Bang Saen District of Chonburi Province, and in utilizing the research results to improve and develop any tourist attractions and other facilities there to meet the tourists' needs.

Objectives of the study

1. To study the relationship between demographic characteristics of Thai tourists and intention to visit Bang Sean District, Chonburi Province.
2. To study marketing mix (4C's) that influences the intention to visit Bang Saen District, Chonburi Province.

Benefits

1. To know the demographic factors of tourists that affect their intention to visit Bangsaen District, Chonburi Province.
2 To know the marketing mix (4C's) that affect their intentions to visit Bangsaen, Chonburi Province.

Literature review

All related documents and research papers were studied to be the knowledge basis. The studied issues were as follows:

Demographic factors

Serirat (2007) stated that demographic characteristics involved age, gender,

income, and education, which were the favored criteria to divide the market. Demographic characteristics are the important statistic features measured in the population to help determine the targeted markets, and they are easier to be measured than other variables. Some important demographic variables and persons with different demographic characteristics will have the different psychological characteristics.

Hanna & Wozniak (2001) and Schiffman & Kanuk (2006) stated that demographic characteristics were individuals' information about gender, age, religion, race, and occupation, etc., which influenced the expression of behavior.

Marketing mix (4C's)

Inbumrung (2010: 48) stated that attitude was an individual's assessment of feeling or opinion on anything whereas his/her attitude would influence his/her behavior. Therefore, if we want anyone to change his/her behavior, we must change his/her attitude first. However, in fact, it is hard to change attitude because it has been made up in mind. Thus, adapting consumers' behavior seems easier than changing it, which needs understanding, effort, and long length of time.

Prapasawas (2011: 11) stated that attitude was the direction we thought or were likely to do for something around us, e.g., attitude on retail shops, attitude on product, attitude or television program, etc. Attitude would indicate the direction of feeling to those things or how we feel,

either positive or negative, like or dislike, good or bad, satisfied or unsatisfied, etc.

Pradeep and Aspal (2011) stated that the 4C's marketing strategy was a factor and fundamental strategy of doing the business to directly satisfy customers, and to make their decision to buy easier.

1. Customer solution means the customers' need on a product at present. The customers' need must be considered first, that is, the product demanded by customers must be able to solve their problems.
2. Customer cost means the cost spent in terms of feeling and money if the customers feel that it is worthwhile to buy a product. The consumer cost comprises 4 following components: (1) financial cost (2) time cost (3) energy cost (4) mental cost
3. Convenience means the consumers' convenience to buy the product.
4. Communications means that the good communications will make customers trust and believe in the product. We must consider which media and content will be accepted by customers.

Tourists' behavior of decision-making

Jittangwattana (2005) stated that the tourists' reaction directly related to the use of tourist services as well as any other processes to make decision on tourism. The tourists' behavior in making decision on tourism involved 9 important steps as listed below.

1. Promotion of tourism market is to provide the tourism information to the

targeted group of tourists via various media and related agencies.

2. Tourism needs of each tourist is different. When the targeted group of tourists receive the tourism information, the tourism needs will emerge in each tourist's mind

3. Motivation driving tourists to visit comes from 2 factors: force to escape from repetition of daily life by way of tourism; and attraction to visit tourist attractions or to join tourist activities.

4. Tourists' decision deems an important element affecting tourism when one who wants to travel from tourism receives the tourism information and, then, wants to go out for tourism.

5. Planning for tourism expenses by studying all expenses in tourism. Planning for tourism expenses must cover all expenses incurred while traveling.

6. Preparation for travelling. When a tourist decides to select a particular tourist attraction and plans for tourism expenses, he/she must prepare by booking the travelling ticket and tourist program, and confirming the preparation of tourist documents and visa to other countries.

7. Tourism trip is the travel from home for tourism and going back home after the end of trip. The tourist result is assessed from the starting point to the destination as well as accommodation and food.

8. Tourism and tourists. The tourism results are assessed in relation to place, environment, people, service, facilities, and tourist experience.

9. Tourists' attitude. Tourists have experience from tourism and, then, they have attitude toward that tourism trip. If they get safety, they will have the good attitude toward the next tourism trip, and repeat the trip.

Tourism motivation

Motivation means the need arising out from an individual's surroundings which drive him/her to visit various destinations, that is, motivation drives him/her to show his/her behavior. The tourist's motivation means the cultural power factor and biological factor. Both factors determine behaviors. The psychological power factor includes the need on relaxation after working, and need to see new things. The social power factor is gladness to see the worlds' wonders.

It could be concluded that motivation is a factor inspiring an individual to show his/her behavior based on tourist objectives. Such behavior must be motivated so that the tourists need to travel.

Decision

Kotler & Keller (2006) stated that this theory is to explain the fundamental psychology to understand what the consumers' process of decision to buy is. The marketeers should try to understand such behavior. However, it is not typical that all customers must pass all 5 steps of decision to buy; either of them may be skipped or any of them may be reversed before making decision to buy. The process of decision to buy comprises the following 5 steps:

1. Problem perception

2. Information searching
3. Assessment of alternatives
4. Decision to buy
5. Post-purchase behavior

These studies were used as the framework to analyze the process of decision to buy products and services at Bang Saen District of Chonburi Province in accordance with the process of decision to visit to serve the customers' fundamental needs until it became the intention to search for information about Bang Saen District of Chonburi Province from searching the information by tourists themselves, asking any persons, or sharing experience from surrounding people until the tourists decide to visit Bang Saen District, Chonburi Province.

Wongkraisri (2014) studied The Marketing Mix Model 4'Cs and 4'Fs, the Advertising on Social Network, and the Marketing Activities Affecting the Customer's Intention to Use the Artificial Turf Football Field in Bangkok. The results of the study revealed that the Marketing Mix Model 4'Cs in terms of convenience of purchase and consumer demand affects the intention to use the artificial turf football field in Bangkok.

Suphathanachotipong (2019) studied The Quality of Service that Affects the Intention of Customer to Repurchasebank of Ayudhya Public Company Limiteda Case Study of Bangkok Metropolitan Area, Region 203. The results showed that customers with different gender, age, educational level, average monthly income, and occupation had the same intent to re-use the banking service.

Kassapa & Sirimongklon (2021) studied The Affect of Marketing Mix (4C's) on Customer's Buying Decision Making via Social Media (Facebook) in Khon Kaen Province. The study found that the marketing mix model 4'Cs in terms of consumer demand, consumer cost, consumer convenience, and communication influences purchasing decisions through social media (Facebook) with statistically significant.
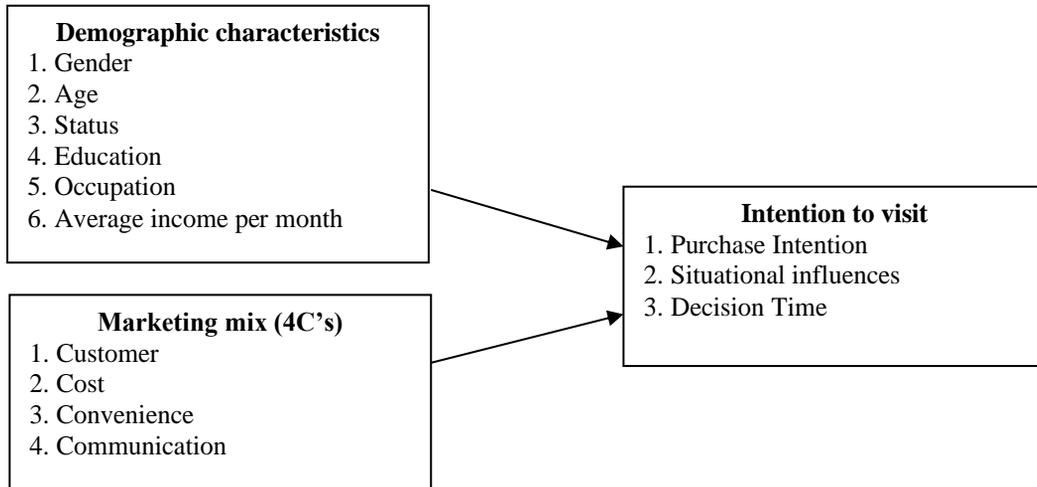
Conceptual framework

Demographic characteristics
1. Gender
2. Age
3. Status
4. Education
5. Occupation
6. Average income per month

Marketing mix (4C's)
1. Customer
2. Cost
3. Convenience
4. Communication

Intention to visit
1. Purchase Intention
2. Situational influences
3. Decision Time

Figure 1 Conceptual framework

Research hypotheses

H1: Demographic characteristics of Thai tourists affecting the intention to visit Bang Sean District, Chonburi Province.

H2: Marketing mix (4C's) affecting the intention to visit Bang Saen District, Chonburi Province.

Methodology

Population and Sample

In this research study, the population involved Thai tourists who used to visit Bang Sean District, Chonburi Province. As the exact number of populations could not be found, the sample size was calculated by using the formula of Cochran (1953) with 95% reliability; therefore, the sample involved 384 persons.

Research Instrument

The instrument for data collection is the self-administrated questionnaire.

Data Collection

This study was the survey research. The data collection may be divided into 2 parts: primary data; and secondary data.

Data Analysis

Descriptive statistics were used to calculate mean, percentage, and standard deviation.

Inferential statistics were used to test the hypotheses, which included t-test, One-Way ANOVA (F-test), and multiple linear regression.

Results

Section 1: General information about questionnaire respondents. The result showed that most questionnaire respondents (55.8%) were male; 41.3% was at ages between 21-30 years; 84.8% was single; 50.8% attained the education lower than the bachelor degree; 48.5% undertook the private business; and 43.0% earned the income at the range of Baht 20,001 – 30,000 per month.

Section 2 Marketing mix (4C's)

Table 1 Mean, Standard deviation, and level of opinion on marketing mix (4C's)

Marketing mix (4C's)	Level of Opinion		
	$\overline{X}$	S.D.	Interpretation
1. Needs of Thai tourists (Customer)	3.29	.396	Fair
2. Cost of Thai tourists	4.08	.438	High
3. Convenience to buy	3.83	.616	High
4. Communications	3.84	.350	High
Overall	**3.76**	**0.233**	**High**

From Table 1 regarding Marketing mix (4C's), it was found that the overall marketing mix was at the high level ($\overline{X}$ = 3.76). When considering each aspect, the highest mean fell into Thai tourists' cost ($\overline{X}$ = 4.08), followed by the communications ($\overline{X}$ = 3.84), and the lowest mean fell into Thai tourists' needs ($\overline{X}$ = 3.29) respectively.

Section 3 Intention to visit

Table 2 Mean, Standard Deviation, and level of opinion on intention to visit Bang Sean District, Chonburi Province

Intention to visit	Level of Opinion		
	$\overline{X}$	S.D.	Interpretation
1. Purchase Intention	4.21	.476	High
2. Situational influences	4.03	.414	High
3. Decision Time	4.20	.490	High
Overall	**4.15**	**.273**	**High**

From Table 2, the sample group had an opinion on the overall intention to travel at a high level ($\overline{X}$ = 4.15). Considering each aspect, it was found that the aspect with the highest mean was the purchase intent ($\overline{X}$ = 4.21), followed by the duration of the intention to travel ($\overline{X}$ = 4.20), and the aspect with the lowest mean was the travel intention situation ($\overline{X}$ = 4.03), respectively.

Section 4 Hypothesis testing

H1: Demographic characteristics of Thai tourists affecting the intention to visit Bang Sean District, Chonburi Province.

Table 3 demographic characteristics of tourists that influences the intention to visit Bang Sean District, Chonburi Province

Demographic characteristics	Intention to visit		
Gender	Purchase Intention	02.8	.649
	Situational influences	.087	.769
	Decision Time	.128	.720
Age	Purchase Intention	1.248	.290
	Situational influences	2.817	.025*
	Decision Time	1.339	.255
Status	Purchase Intention	1.374	.254
	Situational influences	.292	.747
	Decision Time	.420	.658
Level of education	Purchase Intention	2.184	.114
	Situational influences	.707	.494
	Decision Time	.316	.730
Occupation	Purchase Intention	1.074	.360
	Situational influences	.100	.960
	Decision Time	1.126	.338
Average income per month	Purchase Intention	.405	.805
	Situational influences	.588	.672
	Decision Time	.863	.486

* $p < .05$

From Table 3, it was found that the general data for different ages had significantly different travel intentions in Bangsaen District at a statistical level of 0.05. The differences of gender, statut, level of education, occuptation and average income per month were not different statistically.

H2: Marketing mix (4C's) affecting the intention to visit Bang Saen District, Chonburi Province.

Table 4 Multiple Regression of marketing mix (4C's) affecting Thai tourists' intention to visit Bang Sean District, Chonburi Province

Marketing mix (4C's)	β	S_E	Beta	t	P	VIF
Constant	3.755	.238		15.795	.000	
Thai tourists' needs (X1)	-.049	.034	-.071	-1.438	.151	1.004
Thai tourists' cost (X2)	.075	.031	.120	2.417	.016*	1.010
Convenience to buy (X3)	.055	.022	.123	2.490	.013*	1.008
Communications (X4)	.011	.038	.013	.273	.785	1.002
Adjust R Square (R^2) = 0.290, F = 3.995,						

*$p < .05$

From Table 4, it was found that no multicollinearity problem occurred while VIF value was in the range of 1.002 – 1.010 <10. This meant that each independent variable was independent while the constant was equivalent to 0.238. The result showed that t. = 15.795 and Sig. = 0.000. The Regression Analysis result presented the independent variable or marketing mix (4C's) with Sig. <0.05, e.g., Thai tourists' cost, and convenience to buy with the forecasting efficiency at 29%. The regression equation of this forecasting is as follows:

$$Y = a + \beta X_i$$

When Y represents attention to visit Bang Saen District, Chonburi Province

X_2 represents marketing mix (4C's) in respect with Thai tourists' cost

X_3 represents marketing mix (4C's) in respect with convenience to buy

Regression equation calculated by using raw scores is $Y = 3.755 + 0.075\ X_2 + 0.055\ X_3$

Regression equation calculated by using standard scores is $Z = 2.417\ X_2 + 2.490\ X_3$

Conclusion

The data obtained from the research study on marketing mix (4C's) affecting Thai Tourists' Intention to Visit Bang Sean District, Chonburi Province could be summarized below.

General information consists of different ages and different intentions to visit Bangsaen District, Chonburi Province. The reason is because the group of people aged 20 or under are teenagers who are students, so they intend to go to Bangsaen District with friends of the same age only during important festivals, which different from the group aged 21-30, which are undergraduates and working age groups. In the age group 31-40 years old are working people who earn income, which they traveling on vacation or taking the family to relax from hard work on weekends, including annual holidays such as New Year or Songkran.

As for the marketing mix (4C's), the cost of Thai tourists and the convenience of purchasing influenced their intention to visit Bangsaen District, Chonburi Province. The reason is because Thai tourists consider the cost and value of traveling to Bangsaen District, which is a beautiful and popular vacation destination, as well as being close to Bangkok, making it easy to travel. As a result, travel expenses are worthwhile in terms of food, travel, and travel expenses, as well as being able to book various services quickly and easily.

Discussion

1) the general data for different ages had significantly different travel intentions in Bangsaen District at a statistical level of 0.05. In accordance with Prapasawas (2011) study titled "Tourist Attitudes and Satisfaction towards One-Day Trips at Bangsaen Beach, Chon Buri Province of Bangkok Citizens". The research results showed that the demographic characteristics of sex, age, status, and

occupation had different attitudes towards one-day trips at Bangsaen Beach, Chonburi Province; also had varying levels of satisfaction across demographic characteristics of age, educational status, and income levels. Moreover, this is consistent with Doilom (2010) studied on Service Demands of Hotel Guests at Khao Kho, Phetchabun Province, which the results revealed that the results of the comparison of hotel guests' needs in Khao Kho District, Phetchabun Province, had no difference in the demand for hotels in Khao Kho District, Phetchabun Province by gender. As for the results of the comparison of the needs of hotel guests in Khao Kho District, Phetchabun Province classified by age, marital status, education level, average monthly income, and occupations were statistically different.

2) The marketing mix (4C's) were cost of Thai tourists and convenience of purchase, which had a statistically significant influence on the intention of traveling to Bangsaen at the 0.05 level. This is consistent with Choi & Chu (2000) who studied the factors of hotel guest satisfaction determinants in Hong Kong using Importance - Performance Analysis (IPA). The study found that the sample group focused on various factors such as service quality factor, service facility factor, value for money factor, hotel room and reception factors, food and entertainment factors, and safety factors. When analyzed by IPA, the factors that are highly valued by customers and that hotels are able to create high customer satisfaction include the hotel service quality factor, the hotel room and reception factor, and the safety factor. The

factors that hotels need to improve due to high customer focus but low satisfaction levels are value for money factors. And the factors that were less important to customers were the amenities factor, and the food and entertainment factor.

Recommendations

The suggestions of this study are as follows:

1) The finding on marketing mix (4C's) affecting Thai tourists' intention to visit Bang Saen District, Chonburi Province indicated that such Thai tourists mainly focused on their cost significantly. Therefore, the hotel and accommodation operators should set up the appropriate room price to make the tourists feel that such price is worthwhile. Pricing may be used as the marketing strategy to encourage Thai tourists to accommodate in 5-star accommodation rooms at the affordable price.

2) The finding on marketing mix (4C's) affecting Thai tourists' intention to visit Bang Saen District, Chonburi Province indicated that such Thai tourists mainly focused on their cost significantly. Therefore, the restaurant operators at Bang Saen District should plan and prepare the marketing strategy in food price, and any promotion activities via various channels to encourage all customers groups to have Michelin food at the affordable price.

3) The finding on marketing mix (4C's) affecting Thai tourists' intention to visit Bang Saen District, Chonburi Province indicated that such Thai tourists mainly

focused on their cost significantly. Therefore, the business operators relating to the tourism industry at Bang Saen District, Chonburi Province, e.g., tourism guide business, travelling, souvenir, and other businesses should utilize the tourists' cost factor to plan and prepare the business strategy and sales promotion activities to make the customers feel that their trip is cost-effective, which will subsequently increase their sales sum consistently.

4) The finding on the marketing mix (4C's) in respect with the convenience to buy can be used to provide the facilities, or build the awareness that Bang Saen District is located in the appropriate area, close to Bangkok and other community area with the convenient traveling, and tourist services and information, e.g., accommodation, food, and other activities. It is a tourism city in high safety.

Recommendations for further study

1) Other additional research instruments should be used for data analysis to obtain more precise analysis results such as in-depth interview, focus group, etc. in order to find out more information, problems and opinions from related persons so that the information is complete in all domains.

2) Other important and related variables should be studied. The studied area should be expanded as well to obtain the complete information, which may be utilized efficiently.

3) Further studies should be done in foreign tourists, e.g., Chinese, European tourists or potential ones from other countries.

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