

# **Shopping Behavior of international free and independent Travelers (FIT) In Bangkok**

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## **Abstract**

In general, tourists who travel to various places want to have tangible objects to bring home with a place where they have seen what they have seen and their memories. Has created a souvenir service provider. This study was conducted with the purposes to study the behavior of shopping products for independent Foreign tourists in Bangkok, to study shopping factor that influence purchase decision, to find suggestions of tourists towards Thai products so that entrepreneurs develop products to meet the need.

The research tool was a questionnaire, based on the Marketing Mix strategy (the 4 P's): product, price, place and promotion. The research participants comprised free and independent Travelers (FIT) of five nationalities: French, Chinese, Korea, Germany and British. The researcher collected data by himself by collecting data from the questionnaire of 100 foreign tourists in Bangkok. SPSS for Windows was the statistical analysis package used to analyze the data. The statistic used were frequency, percentage, mean, standard deviation. Questionnaire about "Shopping Behavior of International Free and Independent Travelers (FIT) in Bangkok" There are five types of questions: Part 1: Demographic Characteristics, Part 2: Souvenirs Purchasing Behaviors, Part 3: Factors Influencing the Purchase, Part 4: Satisfaction and Suggestions on Purchasing, Part 5: what are the problems or weaknesses of Purchasing?

The results of the study showed key to the survival of souvenir shops survival depends on customers 'needs. Without understanding the customers, souvenir retailers will not be able to address the marketing needs. The findings also showed that factors in questionnaire based on the Marketing Mix strategy "very strongly" influenced the majority of the participants in making a decision to purchasing and weaknesses of Purchasing.

*Keywords:* free and independent Travelers (FIT)

## **Introduction**

Today, the "tourism sector" has become an important industry that generates more income for Thailand every year. Especially the international tourist market that grows both quantitatively and revenue clearly, reflected by Thailand's GDP. In 2016 was at 14.36 trillion baht, with tourism income Accounted for 17% of total GDP or 2.51 trillion baht, of which the majority of revenue comes from foreign tourists as high as 65% or 1.64 trillion baht, which is the most foreign tourists coming to Thailand in the year 2016 was "Chinese tourists" with 8,221,526 people. The revenue for the Thai tourism sector is ranked at 439,287 million baht, while in 2017 the Tourism Industry Council of Thailand (TAT) Thailand predicts the tourism sector to foreign visitors traveling in Thailand for about 33.73 to 34.39 million, an increase from 3.75 to 5.78%. Most of the tourists visiting Thailand in the proportion of 85% travel to Thailand with the budget specified, but 1 in 3 of those tourists or 36% revealed that they tend to spend on tourism and leisure in Thailand. Higher than the set budget and higher than other destinations that have visited. Most of the spending of tourists will be spent on food, beverages and accommodation with a ratio of 2 in 3 or about 62 percent of the total cost. In addition, Thailand is also a shopping city that attracts tourists. Spending more than the budget set out by tourists who spend more than their budget, mainly from North America, France and the United Kingdom. While most Australian, American and Singaporean tourists are highly disciplined by trying to control themselves, not enjoying spending more than their existing budget. Trip adviser has interesting issues is the ranking of Global Cities for Tourist Shopping, a survey of 75,000 tourists from 40 cities around the world. The survey results indicate that the city is the best for shopping, ranked No. 1 New York, 2nd, Bangkok and 3rd, Dubai.

In 2019 is expected that Thailand will continue to maintain the top 1 in the country that generates the highest tourism revenue of the world. With the aim of increasing tourism revenue by 11.5 percent, which is an increase of 12 percent from the international market and 10 percent for the domestic market, and Chinese tourists are important tourists. And the Thai economy in terms of the number of tourists and income from tourism, with Chinese tourists accounting for about 1 in 5 of foreign tourists completely Thailand.

At present, according to the popular tourist attractions of Thailand, we can see that there is tourism by oneself. Or that is known as "Independent tourists" are mostly young people and working people with more income. When more income the potential for shopping increases as well. And access to information on the internet due to the use of social media to convey travel stories in various aspects. This research results to delve into the behavior of foreign tourists who prefer to travel in groups or singles by themselves.

## Literature Review

### **A. Tourists' Satisfaction with Shopping Experience: A Socio-Demographic Analysis by Bahram Zeinali<sup>1</sup>, Mohsen Jafarpour , Aghil Hessam and Hamid Zolghadr**

The purpose of this study was to analyze tourists' satisfaction with shopping experience, by the sociodemographic (gender, age, education level, income and occupation). In order to study tourist satisfaction levels, seventeen relevant attributes in two categories were analyzed. The results of the study suggest that the Park can induce travelers for shopping by attractiveness, safety, sellers' respectful behavior, comfort of public vehicles, parking facilities, and transportation fee. The results also suggest that comparison of satisfaction levels bases on gender (a), age (b), education level (c), income (d), and occupation (e) are significant for the items: (a) clean and tidy shops, (b) attractiveness, (c) safety, and parking facilities, (d) trustworthiness, (e) sellers' knowledge about goods, and tidy sellers.

Two hundred questionnaires were answered in a face to face survey. The majority of the respondents participating in the study were gender, age, education level, occupation, marital status, income. Finally, most of the tourists in the study were students, several worked in the public sector, employees in the private sector or business, independent professionals or experts, unemployed, workers and Travel Characteristics Accommodation i.e. camping area ,apart hotel ,friends and relatives ,other Transportation i.e. private car , public transportation Information source i.e. internet ,word of mouth ,brochures ,NMB ,T/RC ,travel agency Length of stay i.e. one days Travel party i.e. friends ,family ,alone ,tour Times visiting i.e. first time ,twice or more the level of tourist satisfaction Stores Items Mean Std. Deviation t Sig. Factor Load

Findings based on the ordinal regression modeling indicated that age and income did not affect the level of satisfaction significantly. On the other hand, gender (1), education level (2) and occupation (3) affected items such as (1) clean and tidy shops, (2) trustworthiness, and (3) clean and tidy sellers negatively. Furthermore, in order to evaluate tourist loyalty, three indicators were used: recommending, decision to return (revisit), and positive word of mouth. Information of the survey about satisfaction levels of tourists is very important to develop three groups of programs.

The objective of this paper is to synthesize the representative existing literature on consumer online shopping attitudes and behavior based on an analytical literature review. In doing so, this study attempts to provide a comprehensive picture of the status of this subfield and point out limitations and areas for future research.

A total of 35 empirical studies are analyzed in this study. Of these, 29 of them

used survey method. Other research methods such as lab experiments and free simulation experiments are occasionally employed. Each of these studies addresses some aspect of online shopping attitudes and behavior. Our goal is to develop a taxonomy representing factors/aspects related to online shopping attitudes and behavior covered in the existing empirical IS literature.

## **B. The relationship between consumer characteristics and attitude toward online shopping**

This paper proposes a framework for enhancing our understanding of consumers' attitudes toward online shopping. The findings suggest that utilitarian orientations, convenience, price and wider selection are an important determinant of consumer's attitude toward online. To ensure the success of online business, it is important for the retailers to understand their targeted customers. The aim of this study examines the significance of attitude toward online shopping. The objectives of the study are twofold. The first section seeks to determine relationship between attitude towards online shopping with shopping orientations and perceived benefits scales. The second section investigates factors that influence peoples' attitudes towards online shopping. A five-level Likert scale was used to determine students' attitudes towards online shopping. A self-administered questionnaire was distributed to 500 students randomly in the selected faculties and institutes. All the selected respondents were enrolled in their respective faculties or institutes doing broad range of courses. Among 500 questionnaires that were distributed, approximately 405 were returned and only 370 fully answered questionnaires from the respondents were utilized.

H1: There is positive relationship between utilitarian orientation and attitude

The relationship between attitude toward online shopping and utilitarian orientation was investigated using Pearson product-moment correlation coefficients. Demographic characteristics of respondents. Gender, Age, Level of education, Ethnicity, Product purchase i.e. Food and beverage Clothing/accessory/shoes

H2: There is positive relation between hedonic orientation and attitude

The relationship between attitude toward online shopping and hedonic orientation was investigated using Pearson product-moment correlation coefficients. Pearson's correlation coefficients between shopping orientations and perceived benefits with attitude. Variables is Attitude, Utilitarian Orientation, Hedonic Orientation, Perceived Benefits

H3: There is positive relationship between the perceived benefits and the attitude

The relationship between attitude toward online shopping and perceived online shopping benefits was investigated using Pearson product-moment correlation

coefficients. The value of test statistic indicates a statistically significant relationship between attitude toward online shopping and purchase convenience, price, wider selection, utilitarian orientation

### **C. Buying Product Behavior Toward Thai Tourist Koh Kred Nonthaburi Province by Supaporn Wichaidit**

Koh Kred, Nonthaburi Province Is a cultural attraction that has a history, culture and way of life of interesting communities, Close to Bangkok. Convenient to travel and also have various products, including consumer goods that are diverse and unique in many communities, which is considered the selling point of Koh Kred. Nonthaburi Therefore, the researcher is interested in studying the buying behavior of Thai tourists traveling to Koh Kred. Nonthaburi to know the information of tourists who travel to Koh Kred, including gender, age and income per month, and factors affecting the purchase of tourists' products, including 1. Products (products that are unique, Product variety and modern novelty) 2. Price (product price is not too expensive the price of the product is appropriate when compared to the value that the tourists lose. 3. Distribution channels (variety of stores) 4. Marketing promotion (sellers have good service Good-natured and polite Product price reduction or product giveaway) 5. He satisfaction is the source of local souvenir products. 6. 3As is Attraction (Attraction) Tourism resources should attract the attention of tourists. Or has a pleasing appearance, inviting, unique charm, Easy accessibility (Accessibility) Tourism resources will draw a lot of attention to tourists if it is convenient to travel. If tourists can easily access the tourist attractions close Travelers will experience a lot of tourism., Impression (Amenity) Tourism resources should give a good impression and appreciation for sightseeing, such as historical tourism resources such as temples and historic sites. Which will benefit the relevant agencies in improving product development to suit the needs of tourists to promote tourism within Koh Kred Nonthaburi

The researcher distributed a questionnaire to Thai tourists traveling to Koh Kred. Nonthaburi Province and collect data by themselves According to the number of sample groups that can calculate 400 people by collecting data Friday and Sunday to cover both weekdays and holidays During the days of January to May 2015 and the use of all collected data to analyze data using computers using statistical packages In the form of percentage values, average values and standard deviations And analysis of differences using statistics for One-way analysis of variance. The suggestion is that the government should help promote the products and attractions to be more well-known, should have a clear zone and have signs at the end of the shop and there is

little promotion for Tourists who buy large quantities of products. And suggestions from all data analysis, namely product promotion A) There should be a unique design for the Mon community to be more diverse. Because many products still have many similarities especially for souvenirs to meet the needs of each group of tourists especially cultural tourists. B) Should have details on how to use the product for tourists. Price A) should determine the price to be standard in the same product B) The product price tag is clearly labeled. Distribution channels A) There should be a hawker shop management. Or cart in the corridor because the path is quite narrow if there is a hawker or wheelchair walking in the way will make tourists inconvenient to walk to see products. Marketing promotion A) There should be a marketing promotion for tourists who buy in large quantities. By reducing the product price or getting the product to attract tourists to use the service B) There should be more public relations on the tourist attractions. To attract more tourists to Koh Kret Which will affect the selection of products and better economic conditions C) There is a public relation for tourists to see cultural values rather than commercial for sustainable tourism in the future.

### **Methodology**

This research is a descriptive research. Sample groups used in researching tourists who travel to Bangkok. The tools used in the research were questionnaires. (Questionnaire) created and validated by content and tested confidence (Reliability) before being used to collect actual data from the sample group The questionnaire consists of various questions which are divided into 5 parts: Part 1: Demographic Characteristics: gender, age, education, nationality, occupation, traveling with, spending Part 2: Souvenirs Purchasing Behaviors: type of souvenir, reason of buying, preplan, How do you hear from? and where did you buy Part 3: Factors Influencing the Purchase: Product, Price, Place, Promotion, Personnel Part 4 Satisfaction and Suggestions on Purchasing: Attractiveness of packaging, Quality of souvenirs, Variety of goods, Service, Reasonable price, Promotion, Sales persons, Uniqueness Part 5: what are the problems or weaknesses of Purchasing: Satisfaction and Suggestions on Purchasing: Creativity, Low quality product, Variety of goods, Over price, Problems in communication of sale person , Less service mind, Aggressive selling, Uniqueness, Shop visibility and accessibility

**Table 1: Satisfaction and Suggestions on Purchasing  
Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Attractiveness of packaging	100	2	5	4.03	.745
Quality of souvenirs	100	3	5	4.63	.677
Variety of goods	100	2	5	4.17	.865
Service	100	3	5	4.15	.857
Reasonable price	100	3	5	4.40	.816
Promotion	100	1	5	4.12	1.274
Sales persons	100	2	5	4.03	.969
Uniqueness	100	2	5	4.10	.980
Valid N (listwise)	100				

. Figure 1. This is a diagram showing the Satisfaction and Suggestions on Purchasing

**Table 2: weaknesses of Purchasing  
Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Creativity	100	3	5	3.99	.835
Low quality product	100	2	5	3.79	.856
Variety of goods	100	1	5	3.97	1.077
Over price	100	1	5	3.58	1.056
Problems in communication of sale person	100	3	5	3.78	.917
Less service mind	100	2	5	3.71	.769
Aggressive selling	100	1	5	3.28	1.356
Uniqueness	100	3	5	4.45	.833
Shop visibility and accessibility	100	1	5	4.00	1.101
Valid N (listwise)	100				

. Figure 1. This is a diagram showing the weaknesses of Purchasing.

### Conclusion

The purpose of this study was to study Demographic Characteristics: gender, age, education, nationality, occupation, traveling with, spending. Souvenirs Purchasing Behaviors: type of souvenir, reason of buying, preplan, how do you hear from? and where did you buy. Factors Influencing the Purchase: Product, Price, Place, Promotion, Personnel. Attractiveness of packaging, Quality of souvenirs, Variety of goods, Service, Reasonable price, Promotion, Sales persons, Uniqueness. What are the problems or weaknesses of Purchasing: Satisfaction and Suggestions on Purchasing: Creativity, Low quality product, Variety of goods, Over price, Problems in communication of sale person, Less service mind, Aggressive selling, Uniqueness, Shop visibility and accessibility?

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