

# Marketing Observations Affecting Development of Personnel Quality Service in Providing to Chinese Tourists in Thailand

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**Abstract—** The objectives of this study were to study 1) marketing mix factors. A sample of 400 subjects was selected by using a questionnaire as a study tool and the collected data were processed using Chi-Square statistical percentage and mean hypothesis testing (Chi-Square) and Multiple Regression Analysis. It was found that most of them were female, aged between 31-40 years old, engaged in personal business/business owners. Bachelor's degree Average monthly income of 35,001 baht or more. Choose to visit natural attractions. during the festival such as New Year's Day, Songkran Day, and make decisions by yourself with preferences. Taste is a perception channel to access public relations media. The average frequency of visiting Thailand is 1.26 times per year and the average cost of traveling to Thailand is 58,605 baht per time. very important level, resulting in Tour operators should focus on products. Tourism programs and activities for Chinese tourists should be organized with a variety of cultural tourism. Set prices that attract tourists during important festivals. Offer special prices during the off season. There are various contact channels to reach the target audience. Processes and service personnel should arrange service providers who are friendly, design services, and facilitate document preparation quickly and easily.

**Keywords—** marketing mix, Quality Service, Chinese people

## I. INTRODUCTION

At present, China's economy is developing rapidly and continuously expanding in every aspect, causing people to have higher incomes. As a result, people have a better quality of life. For this reason, the Chinese therefore traveling abroad more From the statistics of the number of Chinese outbound tourists in the past decade Since 2013, China has maintained its status as a country of origin with large outbound tourists. by the end of 2017, there were a total of 13,051 million outbound tourists, up from the 2018 China Tourism Administration Information Center survey and summary, when Traveling to foreign countries, most Chinese tourists choose to visit countries in Asia, followed by countries in Europe. by almost half of Chinese tourists visiting ( Angus, 1998)

Nowadays, the tourism industry is an industry that is important to the economic development of countries around the world, especially Thailand. Tourism is the main industry that generates income for The country is the top It also helps to develop and improve people's quality of life, which leads to the

creation of jobs and income distribution to other business sectors. The tourism industry is important for driving the country's economy. for trends and situations Tourism of Thailand found that in 2015, there were 29.9 million foreign tourists visiting the country, which is the 11th largest in the world, and the growth rate has continued to increase over the past 4 years. In the past, and in 2018-2022, it is estimated that the number of foreign tourists is not less than 10 percent per year. Mass tourism focuses mainly on the satisfaction of large groups of tourists. Development of alternative tourism (Alternative Tourism) ( Young, Fang, & Fang, 2009)

From the above information, the researcher is interested in studying the marketing mix factors affecting the behavior of Chinese tourists traveling to Thailand. to apply the results of the study as a guideline for the development of tourism business in Thailand.

## II. STUDY OBJECTIVES

To study the marketing mix factors of Chinese tourists traveling to Thailand to study the behavior of Chinese tourists traveling to Thailand. To compare the behavior of Chinese tourists traveling to Thailand classified by personal data to study the marketing mix factors affecting the behavior of Chinese tourists traveling to Thailand. ( Choibamroong, 2017)

### Hypothesis

- Different personal data has different behaviors of Chinese tourists traveling to Thailand.
- Marketing mix factors influence behavior of Chinese tourists traveling to Thailand.

## III. SCOPE OF STUDY

Content: A study of marketing mix factors affecting behavior of Chinese tourists traveling to Thailand. Based on Philip Kotler's 7P's Theory of Marketing Mix, which consists of Product (Price) , Distribution Channel (Place) , Promotion , Personnel (People) , Process (Process) and Physical and Presentation (Physical) evidence) Demographics The sample group used in the study was 400 Chinese tourists. (Kusumawati, Oswari, Utomo, & Kumar, 2014)

## IV. CONCEPTS, THEORIES AND RELATED RESEARCH

Study subject Marketing mix factors affecting behavior of Chinese tourists traveling to Thailand The student has studied

documents, concepts, theories and related research. to be used to formulate the conceptual framework and guidelines for the study as follows:

*A. Components of the marketing mix*

There are basically four marketing mixes: product, price, distribution channel. and marketing promotion, but the marketing mix of the service market is different from the marketing mix of general products, namely There has to be an emphasis on employees. The process of providing the service and the physical characteristics of which these three components are the main factors in the delivery of the service. Therefore, the service marketing mix consists of the 7Ps: product, price, distribution channel. Promotion of marketing, people, processes and physical characteristics as follows The product (Product) is something that can meet the needs and needs of human beings. What the seller has to offer to the customer and the customer will receive the benefits and value of that product. Generally, products are divided into two types, namely Tangible Products and Intangible Products. ( Kotler, Keller, Ang, Tan, & Leong, 2018)

Price refers to the value of a product in monetary terms. The customer compares the value (Value) of the service and the price (Price) of that service. If the value is higher than the price, the customer will decide to buy. Therefore, the service pricing should be clearly appropriate for the level of service. And it is easy to classify different service levels. ( Kang, & Gardner,1989)

The distribution channel (Place) is an activity related to the environment in the presentation of services to customers. This affects the customer's perception of the value and benefits of the services offered. which must be considered in terms of location (Location) and channels in offering services (Channels) ( Kale, & McIntyre, 1991)

Marketing promotion (Promotion) is one of the tools that are important in communicating to users. with the objective of informing or influencing attitudes and behaviors The use of services and is the key of relationship marketing. ( Henriksen,

2012)

Personnel (People) or employees (Employee), which requires selection, training, motivation in order to be able to create satisfaction for customers differently than competitors. The relationship between service personnel and service users of the organization. have an attitude that can respond to service users initiative have the ability to solve problems can create values for the organization ( Trompenaars, & Voerman, 2009)

The process (Process) is an activity that is related to the methodology and practice of service. presented to the service user in order to provide the service accurately and quickly and make the service user impressed ( Jolson, & Rossow, 1971).

Physical appearance and presentation (Physical Evidence/Environment and Presentation) is to demonstrate physical characteristics and present to customers in a concrete way. by trying to build overall quality both in terms of physical characteristics and service styles to create value for customers whether it's in terms of dressing clean and neat Negotiation must be gentle. and fast service or other benefits that customers should receive from the marketing mix The above 7 things are important to formulate various marketing strategies of the business. To have each mix to be appropriate for the environment of different businesses and industries, there is no fixed formula.( Kotler, 2000)

*B. Conceptual Framework in Education*

From the above study The study was based on 7P's marketing mix factor theory and consumer behavior theory. Summarize and coordinate into a conceptual framework to study the factors of marketing mix that affect the behavior of Chinese tourists traveling to Thailand as follows:

**Variable**

- Personal information
1. Sex
  2. Age
  3. Family status
  4. Education level
  5. Career
  6. Average monthly income

**dependent Variable**

- Marketing mix factor 7 P's (Philip Kotler)
1. Product
  2. Price
  3. Distribution channel
  4. Promotion
  5. Personnel
  6. Process
  7. Physical

V. RESEARCH METHODOLOGY

A study of marketing mix factors affecting behavior of Chinese tourists traveling to Thailand. It is a quantitative research. (Quantitative Research) by using survey research (Survey Research) through data collection via questionnaires. (Questionnaire) and data analysis by statistical methods with a package of research results. It is divided into steps as follows:

A. Resources

There are two types of data sources in this study. Primary data is the data obtained from the questionnaire of Chinese tourists traveling to Thailand and the secondary data is the data obtained. from textbooks, educational reports, research papers, and related documents and information from the Internet

B. Population and samples used in the study

The population used in the study were Chinese tourists traveling to Thailand.

A total of 400 samples were selected for this study. W.G.Cochran ( Cochran, 1954) unidentified sample size was calculated at the 95% confidence level as follows:

$$n = P(1-P)(Z^2) / (e^2)$$

$$n = (.50)(1-.50)(1.962)^2 / (.052)^2 \quad n = (.5)(.5)(3.8416) / .002 \quad n = .9604 / .002 \quad n = 384.16$$

In the calculations, 385 samples were obtained, but in order to prevent mistakes that may occur in answering the questionnaire Incomplete Information The researcher therefore used a sample of 400 people.

C. Research tools

The tools used in this study, the researcher used the questionnaire as a tool for data collection by the study authors. The steps were created as follows: the procedure for creating the tool for creating the tool used in this study created a questionnaire (Questionnaire) which has taken the following steps to study related theories and concepts including principles and methods for creating research questionnaires as well as formulating research concepts By receiving advice from the advisor, study the information from books, documents, articles and related research to be used as a guideline for creating questions, determining the issues and scope of the questions in accordance with the objectives. Concepts and theories used in the research work to create a draft questionnaire and present the created questionnaire to the advisor. To check and make additional suggestions for improvement in the parts that are not yet complete Complete the questionnaire improvements. According to the advisor suggested the questionnaire which has been revised to 3 experts to check the content validity (Content Validity) to improve the questionnaire according to the recommendations of the experts. Present to an advisor for re-examination and complete revision. Before being used for further data collection, the revised questionnaires as suggested by experts were used and try-out with a group that was similar to the sample group of 40 people. through analysis Classified and

analyzed for confidence. (Reliability) by finding Cronbach's alpha coefficient.

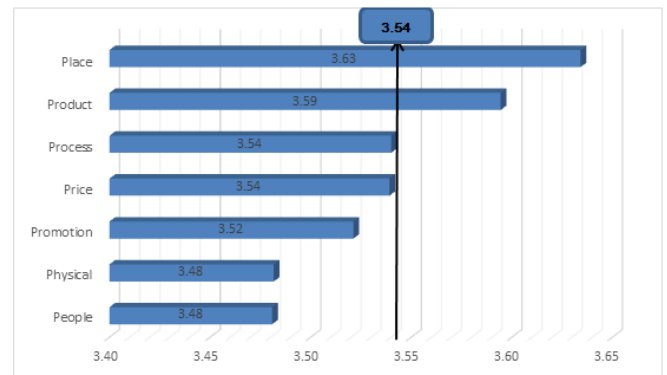
D. Methods for collecting data

in order to complete the study. There is a method for collecting data. The following information is gathered from studies from various sources, including textbooks, documents, and other relevant research results. and get it back by yourself Conduct a complete check This ensures that the questionnaire is complete, complete and can be used for further analysis.

E. Study Results

The study of marketing mix factors affecting behavior of Chinese tourists traveling to Thailand Examples of this study were Chinese tourists traveling to Thailand. 400 sets of questionnaires were used as a data collection tool, and 400 were returned, representing 100% of the questionnaire. The results of the study were divided into 5 parts as follows:

F. Overall Marketing Mix Factors



Shows the importance of marketing mix as a whole from the study of data. The importance of the marketing mix as a whole The average was included on the high priority level ( = 3.54) and when considering the level of importance 5 items were in high priority, consisting of distribution channel marketing mix ( = 3.63) product marketing mix ( = 3.59) service process marketing mix ( = 3.54) price marketing mix ( = 3.54) The marketing mix in the marketing promotion ( = 3.52) was in the high priority level, 2 items consisted of the marketing mix of physical characteristics ( = 3.48) and the marketing mix of personnel ( = 3.48), according to number.

G. Show marketing mix factors influence behavior of Chinese tourists traveling to Thailand

| Marketing Mix          | Unstandardized Coefficients |            | Standardized Coefficients |        |       |
|------------------------|-----------------------------|------------|---------------------------|--------|-------|
|                        | B                           | Std. Error | Beta                      | t      | Sig.  |
| (Constant)             | 1.319                       | .137       |                           | 9.623  | .000  |
| Product                | .029                        | .031       | .050                      | .944   | .346  |
| Price                  | .061                        | .030       | .123                      | 2.071  | .039* |
| Chanel of distribution | -.034                       | .033       | -.072                     | -1.025 | .306  |
| Promotion              | .031                        | .036       | .066                      | .846   | .398  |
| personal               | -.015                       | .033       | -.034                     | -.464  | .643  |
| Process                | -.008                       | .032       | -.019                     | -.263  | .793  |
| Physic                 | .040                        | .031       | .087                      | 1.310  | .191  |

\*significant level.05\*\*significant level.01

Comparison of influence of marketing mix with behavior of frequency of Chinese tourists visiting Thailand. It was found that behavior and price-related marketing mix (Sig = 0.039) had a statistically significant influence on the behavior of Chinese tourists traveling to Thailand.

VI. RESULTS, DISCUSSION AND RECOMMENDATIONS

Study subject Marketing mix factors affecting behavior of Chinese tourists traveling to Thailand The objective of this research was to study the marketing mix factors of Chinese tourists traveling to Thailand. Study the behavior of Chinese tourists traveling to Thailand. Compare the behavior of Chinese tourists traveling to Thailand and study the marketing mix factors affecting the behavior of Chinese tourists traveling to Thailand. 400 questionnaires were used as data collection tools and statistical data were analyzed such as percentage, mean, Chi-square hypothesis test and Multiple Regression Analysis.

The results of the data analysis can be summarized as follows:

A. Personal information

from the study of Marketing mix factors affecting behavior of Chinese tourists traveling to Thailand It was found that most of the respondents were female, aged between 31-40 years old, engaged in personal business/business owners. Most of them have a bachelor's degree with an average monthly income of 35,001 baht or more.

B. Information on the importance of marketing mix factors

From the study, it was found that the overall marketing mix factors were at a high level, consisting of products, prices, distribution channels. Promotion of marketing, personal

C. Process physical appearance The details are as follows.

Distribution The overall results of the study were at a very important level. The important details are as follows. 3 items are in a very important level, consisting of being able to book travel

programs and accommodation and accommodation via the internet and able to book travel programs and accommodation through tour companies, respectively.

Product side The overall results of the study were at a very important level. The important details are as follows. 3 items are in a very important level, consisting of a variety of tourism activities. beautiful cultural arts The adequacy of the accommodation is in 2 items of medium importance. The beauty of the tourist attraction. and the identity of the tourist attractions, respectively

Process The overall results of the study were at a very important level. The important details are as follows. It is in a very important level, 2 items, consisting of the process of entering Thailand is not difficult, traveling to various tourist spots, convenient and safe It is in a very important level, 1 item is receiving advice on useful and interesting tourist attractions, respectively.

In terms of price, the overall results of the study were at a very important level. The important details are as follows. In the level of very important 2 items, consisting of inexpensive product prices. The cost of living in tourist attractions is not high and is of moderate importance. One item is a cheap tour package, respectively.

Marketing promotion The overall results of the study were at a very important level. The important details are as follows. Two items are of high importance. There are promotions from tour companies. There are recommendations about new attractions. There are two items of high importance: to organize festivals and large events to promote attractive tourism. And there are promotions from hotels and airlines, respectively.

Physical appearance The overall results of the study were at a moderately important level. The important details are as follows. It is in a very important level, 1 item is that the attractions are beautiful and comfortable. It is in 2 very important levels. Traveling is convenient and safe, and accommodation is comfortable. and complete facilities, respectively

As for individuals, the overall results of the study were at a moderately important level. The important details are as follows. It is in a very important level, 1 item is the general public at the tourist attraction is polite. beaming 2 items were of medium importance: the reception in various places was polite, gentle, friendly, and the general public at the sights was polite. smiling in order.

VII. BEHAVIOR OF CHINESE PEOPLE WHO COME TO TRAVEL IN THAILAND

From the study, it was found that the Chinese respondents' travel behavior in Thailand The accommodation that many Chinese use is staying at the places that the tour company's program operates. Most of them are the type of places that Chinese people tend to choose, namely natural attractions. The time to travel to Thailand is during festivals such as New Year's Day, Songkran Day, the person influencing the decision is to make the decision by yourself. The reason for deciding to travel

in Thailand is preference, taste, perception of access to public relations media, namely social media such as Wechat, Sina, with average frequency of visiting Thailand at 1.26 times per year and The average cost of traveling to Thailand is 58,605 baht per visit.

#### VIII. DIFFERENT PERSONAL DATA OF CHINESE PEOPLE'S BEHAVIOR IN TRAVELING IN THAILAND DIFFERENT

Hypothesis 1: Different personal factors of Chinese people affect their travel behavior in Thailand. Different personal data about different genders of Chinese people affect their travel behavior in Thailand. different In terms of public relations media channels that are recognized Different personal data, gender, different Chinese people have different travel behaviors in Thailand. In terms of accommodation that you choose to use the service The type of tourist attractions in Thailand that you often choose The time period that you come to travel to Thailand Persons that influence decision making and the reasons for choosing to travel in Thailand that is no different The age difference of Chinese personal data affects the travel behavior of the accommodation that you choose to use. The type of tourist attractions in Thailand that you often choose The time period that you come to travel to Thailand Persons that influence decision making and in terms of public relations media channels that are perceived differently, personal information about different ages of Chinese people have different travel behaviors in Thailand In terms of the reasons for the decision to choose to travel in Thailand that are not different, the personal information of different occupations of the Chinese people, the behavior of traveling in Thailand In terms of accommodation that you choose to use the service The time period that you come to travel to Thailand The reasons for choosing to travel in Thailand different Personal data about different occupations of Chinese people's behavior in traveling in Thailand In terms of the types of tourist attractions in Thailand that you usually choose, the aspect of people influencing decision-making and media channels that are perceived as different, personal information, educational level, different Chinese people have different behaviors. come to travel in Thailand In terms of accommodation that you choose to use the service The type of tourist attractions in Thailand that you often choose In terms of the time of your visit to Thailand, the person who influenced the decision on the reasons for choosing to travel in Thailand and in terms of public relations media channels that do not differ in perception of personal information on average monthly income of different Chinese people's travel behaviors in Thailand The types of tourist attractions in Thailand that you often choose to go to and the reasons for choosing to travel in Thailand are different.

Personal data about different occupations of Chinese people's behavior in traveling to Thailand in terms of accommodation that you choose to use. The time period that you come to travel to Thailand The people who influenced decision making and the media channels perceived were not different.

#### IX. MARKETING MIX FACTORS INFLUENCE BEHAVIOR OF CHINESE TOURISTS TRAVELING TO THAILAND.

Hypothesis 2: Marketing mix factors influence behavior of Chinese tourists traveling to Thailand. Marketing mix factor, price, affecting behavior of Chinese tourists traveling to Thailand. at 0.05 level of statistical significance.

#### X. DISCUSSION OF THE RESULTS OF THE RECOMMENDATIONS OBTAINED FROM THE STUDY

The study's recommendations are as follows: From the research, it was found that Chinese tourists are of the working age who are self-employed or self-employed. As a result, they have the power to decide to come and travel in Thailand by themselves. Tourist attractions that often get attention, whether it is natural attractions, artistic places such as Wat Phra Kaew. performing arts venue such as the Cabaret show Or night attractions such as Khao San Road are interesting at a similar level, so that if companies involved in tourism Or organizing a tourism program in Thailand should pay attention to the development of tourism plans, activities plans, accommodation facilities. tourist service plan to suit the price of the tour package And the price is still affordable for tourists. And there are campaigns to organize to attract tourists to spread in tourism in various places.

#### XI. SUGGESTIONS FOR THE NEXT STUDY

In the next study, the factors affecting the satisfaction of Chinese tourists visiting Thailand should be studied. for gaining insights to develop and build confidence in a good image for tourism in Thailand.

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