



**A STUDY OF THE IMPACT OF THE
DEMOGRAPHIC CHARACTERISTIC OF
CHINESE TOURISTS CONSUMPTION
BEHAVIOR IN THAILAND**

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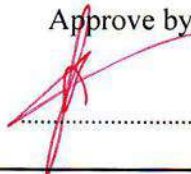
Abstract

The tourist industry is not an emerging industry, but travel is a globalized hot topic and becoming more and more popular especially in some developing countries such as China, India, Thailand, and many other Southeast Asia countries. Tourism even has been one of the primary sources of finance in some counties like Thailand and Malaysia. With the rapid growth of the national economy in China, citizens start to distract their attention to spiritual enjoyment and comfort. Travel is one of the most simple ways to enrich a peoples mental well-being. In recent years, the number of Chinese nationals that travel abroad is growing, especially people traveling to Thailand. Since its unique culture, abundant sightseeing resources, adjacent territories, and lower consumption level, Thailand has become the first choice when Chinese people decide to travel abroad. The enormous existing and potential tourist markets are expected to create vast wealth. Thus, it is practical significance to research the impact of demographic characteristics of Chinese tourists consumption behavior in

Thailand and put forward corresponding countermeasures and suggestions for the Thai government and related enterprises.

In this study, the demographic characteristic of Chinese tourists was represented by gender, age, degree of education, and income. Their consumption behavior was described by traffic consumption, accommodation consumption, food consumption, as well as shopping and entertainment. For this paper, a questionnaire was designed with liker- scale model to collect the data about the factors above. According to the feedback information, Chinese tourists were mainly young and middle-aged with an undergraduate degree and medium to high-income level. Then, using multiple linear regression equations to analyze the relationship between demographic characteristic factors and the consumption behavior with SPSS, the results showed that the degree of education, income, and gender had a significant relationship with Chinese consumption behavior in Thailand. Finally, according to the research results, this study proposed some suggestions for the Thai government and relative tourism enterprises to serve Chinese tourists better.

Keywords: Chinese tourists, Consumption behavior, Thailand, Demographic characteristic

Approve by

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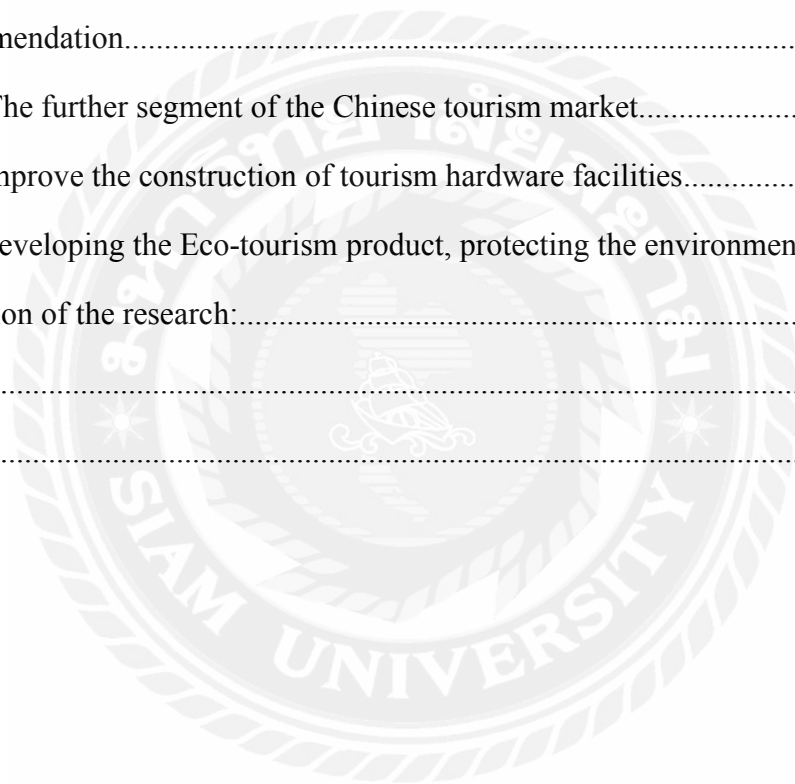
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Chapter1 Introduction

1.1 Research Background

The development of tourism plays an increasingly significant role in the growing global economy (Lee & Chang,2008), and it also brings income and creates a job for many countries. With the rapid development of the Chinese economy, the levels of income of Chinese people have been greatly improved. Along with rising levels of income, travel has become an essential indicator of the quality of life for the country's growing affluent population with more and more Chinese traveling overseas for their vacations. (World Tourism Cities Federation,2014). Data from China Tourism Academy showed that China's outbound market reached 149.72 million in 2018, an increase of 14.7% from the previous year (China Tourism Academy,2017). Chairman Xi Jinping even predicted that from 2014 to 2018, the Chinese outbound tourists would amount to over 0.5 billion (Dai & Li, 2014). Spending by Chinese tourists reached USD115.29 billion in 2017, 5% more than in 2016, and ranking first worldwide (The World Bank,2017). Hence, Chinese outbound tourists is a vast and potential market; the spending power of Chinese tourists is strong. Tourism managers and planners should be attractive to the travel behavior of prospective Chinese outbound tourists because of the enormous potential of outbound tourists (Huang& Lu,2017).

Tourism is an industry that plays a significant role in Thailand economic and social development. And it not only contributes directly to revenue generation in services trade of the country but also provides to many businesses. Further, the World Travel & Tourism Council (WTTC) reports that the total contribution of tourism to GDP was THB3,229.8 billion (USD95.0 billion), 21.2% of total GDP in 2017 in Thailand, and

Tourism also, directly and indirectly, created 5,834,000 jobs (15.5% of total employment) in 2017 in Thailand (World Travel & Tourism Council, 2017). Therefore, Thai government realizes that the importance of tourism in term of promoting and place a priority on the tourism industry, it is one of the significant things to focus on the foreigner tourists market, especially Chinese outbound tourists market. And the Thai government continuously promote and develop the tourism industry by an action plan. Now Tourism Authority of Thailand has strengthened cooperation with many provinces and cities in China. In 2017, there are 20 major airlines of China, and nine Thailand airlines have signed operational routes. The flights between Bangkok International Airport and Shanghai Pudong International Airport is the highest, followed by Guangzhou Baiyun Airport. At the same time, The Thai government launched the 4.0 development strategy and strived to build a modern tourism industry, striving to make it in 4 or 5 years. The quality of leisure tourism in Thailand has been comprehensively improved, making Thailand become the preferred destination for international visitors.

Now the Thai government has given priority to the development of tourism and attaches importance to the foreign tourist market. In particular, the Tourism Authority of Thailand has indicated that it will pay more attention to develop the Chinese tourist market. According to data from the China National Tourism Administration, the growth rate of Chinese tourists entering Thailand has increased significantly in the past eight years. As shown in Figure 1, from 2010 to 2018, the number of Chinese visitors arrival in Thailand has increased year by year. Chinese Even in 2014, many problems that were not conducive to tourism development in Thailand, such as political turmoil and natural disasters, tourism is still an essential industry in Thailand.

In recent years, Chinese tourists have been a vital source of inbound tourism to Thailand.

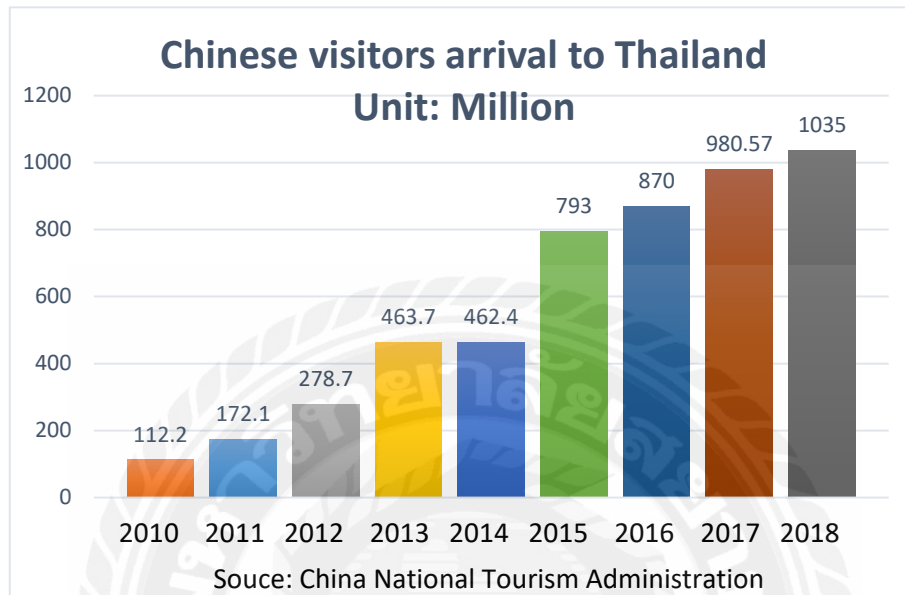


Figure 1: Chinese visitors arrival in Thailand

With economic development and improvement, the living standards of Chinese tourists have been increasing. According to the Ministry of Tourism and Sports of Thailand (2017) reports that more than 9.8 million Chinese tourists visited Thailand in 2017, an increase of 11.97% from the previous year, and also represent 30% of total inbound international travelers, reached a new level. And Chinese tourist also created more than THB 524 billion (USD16.45 billion) for Thailand, increased by 15.78% compared with the same period in 2016. According to China Tourism Academy (2018) reports that China has become the largest outbound tourist source in 10 countries including Thailand, Japan, South Korea, Vietnam, Cambodia, Russia, Maldives, Indonesia, North Korea, and South Africa. The number of destinations for Chinese tourists to travel abroad was increasing in 2016, 151 countries and regions have

become destinations for Chinese tourists to visit overseas. And to attract more inbound tourists to the historical era, now many countries are seeking to develop new resources (Sanchez-Canizares & Lopez-Guzman, 2012). Due to the business environment is extremely competitive, understanding tourist consumption behaviors is imperative in the tourism industry (Swarbrooke and Horner, 1999). Thus, to serve Chinese customers, sympathetic Chinese tourists' consumption behavior is crucial to business (Kaiyang, Carola, Wen & Anjala, 2016).

1.2 The problem to be investigated

Consumer behavior research is the study of how individuals, groups, and organizations choose, buy, use, and dispose of goods, services, ideas, or experiences to meet their needs and satisfy. To establish appropriate marketing strategies, the first step is understanding consumer behavior. Marketing strategy is directly affected by knowledge of consumer behavior. In today's highly competitive marketing environment, customer consumption behavior is numerous. Thus, consumer research effectively helps to analyze and discover the needs and wants of potential consumers (Kanuk & Schiffman, 2004). Understanding consumer buying behavior is a vital task of marketing management (Kotler, 2008), and in a tourism context, consumer behavior underpins all market activities. Through an understanding of consumer behavior patterns, marketers may determine the best timing for their promotions, be able to better design products to cater for consumers' needs and to persuade them to buy certain products (Horner & Swarbrooke, 2007). Support from the study of Morrison, Hsieh, and O'Leary (1994) that a better understanding of travelers and why they behave the way they do, the better will be capable of serving travelers needs and expectation. The changes in the behavior of consumers, in turn, have an impact on the

industry directly or indirectly. To attract and retain Chinese tourists, understanding their consumption behavior is one of the essential things.

Hence, this study intended to investigate the consuming behavior of Chinese tourists when they visited Thailand regarding their demographic background and behaviors, developing and improving the Thailand tourism industry and also marketing to potential tourists

1.3 The objective of the study

Since the beginning market reforms, the development of China's economic and social has rapidly developed, the living standard and the level of income of Chinese people also have been greatly improved, several Chinese people travel abroad is increasing. Nowadays, Chinese outbound tourists are one of the most important markets in the Thailand tourism industry, spending by Chinese tourist in Thailand is significantly growing. Therefore, the Tourism Authority of Thailand is currently focusing on the Chinese tourists market. However, Chinese tourists' consumption behavior is changing, and today's tourists are more interested in their consumption style (Meltem, Evren&Cennet, 2017). Therefore, understanding Chinese tourists consumption behavior in Thailand is one of the critical factors to Thailand's tourism industry. Sufficient research on the consumption behavior of Chinese tourists traveling to Thailand will have a positive impact on the healthy, rapid and stable development of tourism in Thailand, and provide valuable suggestions for the development of targeted tourism commodity policies for relevant tourism departments in Thailand.

1.4 The scope of the study

The researcher designs this study to survey research by structured survey questionnaire to collect data which focuses on the factors that affected Chinese tourists consumption behavior when they visited Thailand. The consumption behavior of tourists have dramatically changed, many factors drive the changes, customers want services that satisfy their unique needs and demand reliable service delivery because of customer awareness, and knowledge is increasing. This study analyzes the impact of the demographic characteristic of Chinese tourists consumption behavioral in Thailand.

1.5 Research significance

This study aims to understand the consumption behavior of Chinese tourists in Bangkok, Thailand. Though there are few studies focus on Chinese tourist's consumption behavior in Thailand, this study contributes to Thailand's tourism industry and related marketing. Chinese tourists visiting Thailand is continuously increasing. According to statistics, the total number of international tourists visiting Thailand in 2017 has exceeded 35 million. Among them, Chinese tourists rank first, with more than 9.8 million. Visitors from China have always been the core force driving the rapid development of tourism in Thailand. Therefore, understanding Chinese tourists behavior in Thailand target and discover potential customers, based on their demography and their consumption behaviors in general. This is the advantage of theoretical of this study. This will help the relevant tourism management departments and related tourism companies in China and Thailand to carry out more targeted publicity and promotion, more accurately find the target market, and provide

the need of services and Chinese tourists, thereby enhancing the tourism industry in Thailand. The attraction and competitiveness when competing with other countries have a positive impact on the healthy, rapid, and stable development of tourism in Thailand.

1.6 Research hypotheses

In a word, this paper uses the theory planned behavior, the method of reasoned action, and Maslow's hierarchy of needs to analyze the consumption behavior of Chinese tourists in Thailand. According to the literature review, the study analyzes mainly independent and dependent variables and their relationships, the description of sample data, the study also analyze the results. Based on this, the Thai government and enterprises are the proposed tourism development strategy for the characteristics of Chinese tourists' consumption.

By consulting relevant study, tourists consumption behaviors have an impact on demographic characteristics. The survey of Marzieh & Hossein (2015) indicates that there is a significant relationship between tourists consumption behavior and demographic factors (age, gender, and education, income,etc.). In summary, the research hypotheses are as follows:

H1: the gender of Chinese tourists has an impact on consumption behavior in Thailand

H2: the income of Chinese tourists has an impact on consumption behavior in Thailand

H3: the age of Chinese tourists has an impact on consumption behavior in Thailand

H4: the degree of education of Chinese tourists has an impact on consumption behavior in Thailand.



Chapter 2 Literature Review

2.1 Research Status on consumption Behavior

Understanding consumer behavior is the critical challenges facing management in tourism. John C. Mowen (1993), Leon G. Schiffman, and Einhorn H.J (1994) used the relevant principles of psychology to analyze the personal behaviors of tourists and group behaviors systematically. It is concluded that time, age, education level, and income level have an essential influence on the practice of tourists. Divisekera, Sarath (2010) found that the level of tourist consumption is found to be highly sensitive to incomes but less sensitive to prices. Walsh (1986) believes that different ages have different needs in tourism, so age is a factor that affects the behavior of tourists. Kim (2000) conducted a study on the tourism behavior of Japanese tourists and concluded that gender and age have an impact on tourism behavior of tourists.

In the literature on consumer behavior shows that tourists' food consumption is a common research topic (Kim, Y. G, Eves, & Scarles,2009; Seo, Kim, Oh, & Yun,2013). Telfer & Wall (2000) believed that food consumption makes up to one-third of the total spending of tourists among the different travel expenditures. The study of Athena, Margaret, Anita & Richard (2012) show that tourist food consumption has a significant effect on the economic viability and sustainable competitiveness of a destination and the hospitality businesses operating in the locality. Cohen and Avieli's(2004) find that local foods can attract tourists but tourists food unfamiliarity can also be an impediment to consumption. Hence, it is appealing to both business owners and researchers to understand the behavior of food while traveling abroad. Demographic characteristics are the crucial variables in explaining variations in food consumption in different contexts (e.g., Furst et al., 1996; Khan,

1981; Randall & Sanjur,1981). For instance, some evidence suggests that age, gender, education background, and income have a significant effect on food consumption. For example, Khan (1981) contends that owing to diminished taste and olfactory sensitivity; older people tend to display different food preferences as compared to younger persons. Tse and Crotts (2005) found that tourists' age was negatively correlated with the number and range of their culinary explorations. Kim, Eves & Scarles (2009) also identified that three demographic variables that affect tourists' local food consumption are gender, age, and education. The study of Athena, Margaret Anita & Richard (2012) showed that female interviewees were found to be more interested in and excited about tasting local food when on holiday. Seniors with higher education level were found to be more concerned about health and had a stronger desire to understand and experience foreign cultures through local food consumption.

Transportation as tourism occurs where the form of transportation is integral to the overall experience of tourism, such as cruising or taking a scenic railway journey. Traffic is a fundamental driver of the tourism industry: it is a precondition for travel since it facilitates mobility and the movement of tourists from their place of origin (i.e., their home area) to their destination and back. Hawaii. Divisekera (2009) analyses the demand for accommodation, food, transportation, and others among ten tourism source markets for Australia, and identifies the mutual relationships of the need for these expenditure categories by calculating the cross-price elasticities. Wu et al. (2011) analyzed the short-run dynamics of the demand for accommodation, food, and shopping, They consider eight major source markets, and find substitution relationships among the expenditure categories in most cases. Zhang LinYun (1999) point out that tourists' consumption is divided into primary consumption, actual

consumption, and random consumption. The primary consumption refers to the daily use of tourists in transportation, accommodation, food, and others. Actual consumption refers to the cost of tourists visiting attractions, entertainment, and the purpose of this tour. Random consumption refers to tourists who shop randomly; taste flavored meals and other consumption during the trip. This study analyzes the impact of the demographic characteristic of Chinese tourists consumption behavioral in Thailand. And consumption behavior mainly uses necessary consumption behavior.

In summary, it is concluded that the factors affecting the consumption behavior of tourists include the level of education, age, gender, and income based on the above research. Consumption behavioral can be divided into four parts: transportation, food, accommodation, and others.

2.2 Related theory on consumption behavior

2.2.1 The Theory of Reasoned Action

Theory of Reasoned Action was proposed by Ajzen and Fishbein (1975). The theory explains the basic human behavior based on social psychology. Robertson(1970) demonstrated that psychology is the study of individual behavior. This theory is also emphasizing the psychological in necessary human behavior. This theory is adequately explaining and developing an understanding of the mental and cognitive processes involved in contextual consumer decision-making (Justin, Ashwin & Jayesh, 2016). The theory holds that his social environment and its values influence a person's social behavior and that values determine a person's actions. At the same time, the theory holds that people are rational, and all human activities are made through logical thinking. The theory holds that the general concept of an individual and the society in which he lives is an essential determinant of a person's attitudes and values.

Personal opinion and the amount of the value determines whether a person will have the motivation to take a specific behavior, and the motivation ultimately determines whether one person eventually adopts a particular behavior. The main idea of the theory is that the actors are all rational "people," and all the behaviors of people are based on the full consideration of all relevant information, and through their value judgment, estimate what others may produce. The view, after taking into account the social norms, after rational thinking and then the final decision.

2.2.2 The theory planned behavior

Ajzen (1991) proposed The Theory Planned Behavior (TPB) to predict an individual's intention, and since then the Theory of Planned Behavior (TPB) has been used widely in previous research (Wu, Cheng, & Cheng, 2015; Zapkau, Schwens, Steinmetz, & Kabst, 2015) to investigate an individual's behavior. TPB is utilized for the current study for understanding tourists' behavior. For example, Hultmaqn, Kazeminia, and Ghasemi (2015) have utilized TPB to understand Swedish and Taiwanese tourists' decisions on ecotourism, which is an example of using this theoretical framework to predict international tourists' behavior.

The theory of planned behavior has the following main points: (1) The behavior of non-individual will is not only affected by the intention of behavior, but also by the actual control conditions such as personal ability, opportunity, and resources of the execution behavior. In the case of behavior, the intention of behavior directly determines the behavior; (2) the accurate perceptual behavior control reflects the status of the actual control conditions so it can be used as an alternative measurement indicator of the actual control conditions, directly predicting the possibility of behavior occurrence (As shown in the figure below), the accuracy of prediction

depends on the right degree of perceived behavioral control; (3) The theory holds that the behavioral intentions of the subject are determined by the three variables of attitude, subjective norm and perceived behavioral control. Ajzen believes that all factors related to behavior do not directly affect behavior. All factors that may affect behavior are indirectly affecting the occurrence and change of subject behavior through behavioral intention. There are three primary forms for summarizing and summarizing various factors affecting behavioral purposes. First, it comes from the "attitude" of the behavioral subject itself, that is, the "attitude" held by the specific behavior (Attitude); Second, it comes from the external "subjective norm," that is, it affects the behavior of the subject."Subjective Norm"; Third, from "Perceived Behavioral Control" In most cases, when the behavioral subject's attitude or subjective norm shows positive affirmation, it indicates that the behavioral intention of the behavioral issue will be stronger. (4) The individual has a large number of beliefs about behavior, but only a relatively small number of behavioral views can be obtained at a specific time and environment. These acquired beliefs are also called prominent aspects. Behavioral attitudes, subjective norms and the cognitive and emotional basis of perceptual, behavioral control; (5) personal and socio-cultural factors (such as age, gender, etc.) indirectly affect behavioral attitudes by influencing behavioral beliefs, Subjective norms, and perceptual, behavioral control, and ultimately affect behavioral intentions and behaviors; (6) behavioral attitudes, subjective norms, and perceptual, behavioral control are conceptually completely distinguishable, but sometimes they may have a joint belief base, so They are independent of each other and related to each other.

Duan & Jiang (2008) proposed that the behavior of non-individual will is not only affected by behavioral intentions, but also by the actual ability of individuals,

opportunities, and resources to perform behaviors. Restriction, in the case of sufficient actual control conditions, the behavioral intention directly determines the behavior. External factors such as individuals and social culture indirectly influence behavioral attitudes, subjective norms, and perceived behavioral control by changing behavioral beliefs, and ultimately influence behavioral intentions and behaviors. Therefore, behavioral purposes are the most direct factors affecting behavior, and behavioral intentions are, in turn, influenced by personal conditions and external social culture. Thus, the research on consumers' willingness to purchase in tourism has a specific predictive effect on the study of their consumption behavioral, and the main factors affecting consumers' choice will be the personal conditions (demographic characteristics). The theory of planned behavior is shown in Figure 1

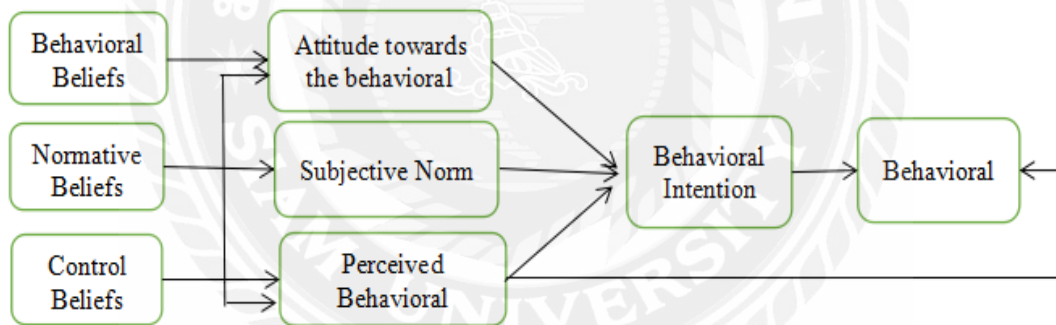


Figure 2: The Theory Planned Behavior (Wikimedia Commons 2013)

2.2.3 Maslow's hierarchy of needs

Maslow's hierarchy of needs is proposed by Abraham Maslow (1943). In 1943, the American psychologist Abraham Maslow proposed the hierarchical theory of demand in the article "Human Incentive Theory." The method is divided into five levels, which reflected the universal needs of society as its base: physiological needs,

safety needs, social belonging, self-esteem, self-actualization. These five needs of human beings are gradually developed from low to high, as shown below in Figure 2.

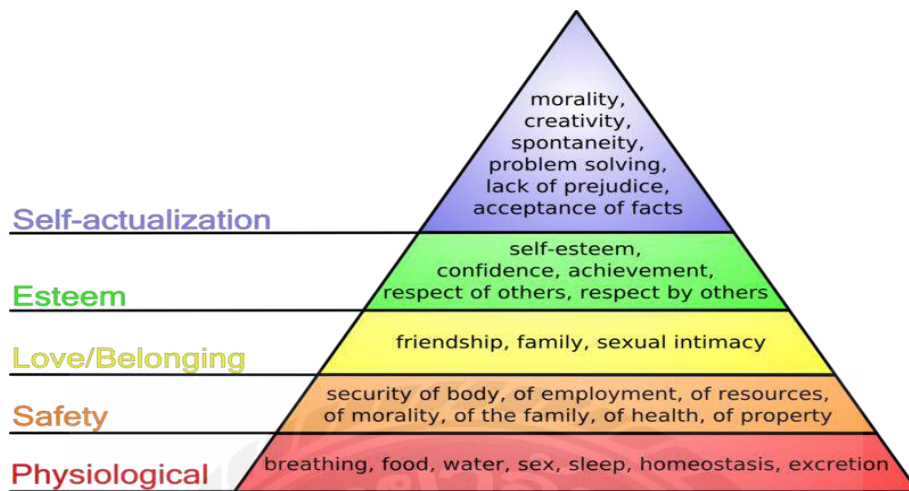


Figure 3. Maslow's Hierarchy of Needs (Wikimedia Commons 2013)

The underlying meanings of the various levels of Maslow's hierarchy of needs are: (1) Physiological needs (physiological needs) are also the lowest and most advantageous needs. Such needs are the most important driving force for human action, such as food, water, breathing, sleep, shelter, etc., all of which are the most basic needs of people. If these needs are not met, people's survival becomes a problem. Maslow believes that other needs can only become a new incentive when only the most basic needs are met to the extent necessary to survive. At this point, these already satisfying needs are no more extended incentives; (2) Safe need is also a low-level requirement. This kind of demand is the requirement and desire of human beings for the following things. It includes the safety of the family, the safety of the person, the protection of the job position, the guarantee of health, the necessity of all the property, etc. Before human beings can not still be safely satisfied in life, the only thing people can care about is that security will always pursue the need for security. This kind of demand is the

demand for human beings to accept, care, care, encourage, appreciate, etc. in love and friendship. When the physiological needs and security needs are met, the social needs will emerge, and the incentives will be generated. This level of requirements contains two aspects. One is the need for love, friendship, and affiliation. Everyone wants to get love, hope to love others, and eager to accept the respect of others. Second, the need for belonging is that people have a feeling that belongs to a group, hoping to become a member of the group, and care and care for each other; (4) Esteem needs are higher-level needs. Everyone wants to have a stable position in society. This type of demand is demanded by status, fame, self-esteem, achievement, confidence, respect of others, and respect by others.

Maslow believes that the need for connection is satisfied, that people can be full of self-confidence, full of enthusiasm for society, and experience the value and usefulness of living. Respect for needs can be divided into two parts: part one is internal respect: it means that one person wants to be competent in various situations, has strength, is full of confidence, can be independent and straightforward, internal respect is human self-esteem. Part two is external respect: it means that one wants to have prestige and status in society, getting the respect and high evaluation of others; (5) the highest level of demand for Self-actualization needs, which is the ultimate driving force for pursuing individual abilities. Such obligations include morality, creativity, spontaneity, problem-solving, lack of prejudice, acceptance of the fact. Self-actualization needs are manifested in two ways. The first is the sense of competence, that is, those who have such needs want to control things or the environment, rather than passively waiting for the occurrence and development of things, it is hoped that things can be under their control. The second is a sense of

accomplishment. People who need it think that the joy of success is more significant than any reward. They pay more attention to the result.

In summary, this study believes that the needs of the five-level human beings find that physiological needs, safety needs, and security needs are low-level needs because humans can satisfy their own needs through external factors. Esteem needs and self-actualization needs is a high-level need because human beings can only meet their individual needs through internal factors. Besides, the urgency of the various needs of people at different times is different. At the same time, according to the different levels of tourists' needs and the needs of different stages, Maslow's hierarchy of needs can well understand and explain the consumption behavior of tourists. Also, this study analyzed the consumption behavior of Chinese tourists while traveling to Thailand. According to this theory. It can also be used to study that influence tourists' decision-making behavior and summarized the needs of Chinese tourists visiting Thailand for tourism, such as transportation, food, accommodation and other. The future development of the tourism industry in Thailand and the satisfaction of tourists, and provide advice based on reference.

Chapter 3 Research Methodology

This study aims to understand the Chinese tourist's consumption behavior in Thailand, and it was based upon primary and secondary data via the research instrument. This study distributed a questionnaire to collect data and information, and The questionnaire survey also suited the present study since the method could assure the anonymity of the participants easily (Brunt 1997). This study's sample population was comprised of 259 Chinese tourists who visited Thailand.

3.1 Population

Chinese tourists who visited Thailand from December 2018 to February 2019 was the target population in this study.

3.2 Sample Size

The sample size of this study using the questionnaires and asked the Chinese tourists who are conveniently selected. To minimize possible sample bias, this study was used to select respondents and collect 300 Chinese tourists who visited Thailand from December 2018 to February 2019. And 279 questionnaires were effectively returned.

3.3 Data collection

3.3.1 Primary Data

The researcher distributed 300 sets of questionnaires to a Chinese tourist who visited Thailand. The period of data collection was from December 2018 to February 2019. To collect data, the questionnaire was constructed in Chinese and in English to allow Chinese people to be able to participate regardless of their English language level.

The survey was written in English and then translate English into Chinese and provide back translation. After translation, an online survey website offers a link to the Chinese questionnaire.

Nowadays, the internet has been generally used, and it is more easy to deliver an online survey, which better than traditional survey because of it can protect the participates' anonymity, a better response rate and wider geographic dispersal (Aaker, Kumar, Day, Lawley, & Stewart, 2007). Then the researcher provided the survey by way of "Accidental Sampling" to the Chinese tourists who visited Thailand. As a result, 259 responses were returned; the response rates were 86.3 %.

3.3.2 Secondary Data

This study collected data and information from related ideas, concept, and theory. And there were from articles and website in the journal, textbook and related research. Moreover, the researcher collected the statistical data from a website such as The World Bank, China Tourism Academy, Tourism Authority of Thailand, Ministry of Tourism, and Sports of Thailand to complete.

3.4 Research design

The study used quantitative and qualitative research method to study and collect information from document research and survey research to analyze the consumption behavior of Chinese tourists in Thailand.

(1) Questionnaire: A questionnaire is a research method used to collect the first-hand information, suitable for the latest emerging or high update rates field. In this paper, the questionnaire was designed based on the four hypothesizes and some references. Thus, the questionnaire included eight questions that respectively represent to

independent variables(demographic characteristic) and the dependent variable(consumption behavior) with the liker-four point scale model. The sample of this research was 300 Chinese tourists, and 259 questionnaires were return effectively. The sample group was chosen by accidental Sampling.

(2) Descriptive statistic method. It's a kind of method that studying things according to the social phenomena or the attributes of things and the contradictions in motion, and the basic presupposition of objects. It uses the universally recognized axioms, a set of deductive logic and a large number of historical facts as the basis for analysis, engaging in the contradictory nature of things, describing and interpreting the things studied. In this paper, this method was mainly used in chapter 4, through the translation of the feedback information of the questionnaire, objectively describe and summarize the main demographic characteristics of Chinese tourists in Thailand.

(3) Multiple linear regression analysis. In regression analysis, if there are two or more independent variables, it is called multiple regression. A phenomenon is often associated with multiple factors, and the optimal combination of multiple independent variables is used together to predict or estimate the dependent variable. In this paper, the gender, age, the degree of education, and income are independent variables, their consumption behavior in Thailand is the dependent variable.

3.5 Research instrument

This study uses a questionnaire as a research instrument to collect the data from the sample. The questionnaire was constructed in Chinese and in English to allow Chinese people to be able to participate because of their English language level. And it divided into two parts: Part 1 The Personal Information, in this part, to capture the

respondents' demographic information: age, gender, education level and income per month, the researcher designed four questions.(See questionnaire in appendix). Part 2 Consumption behaviors of Chinese tourist in Thailand, in this part, the researcher designed four questions about the behaviors of Chinese tourist in Thailand: such as, what is the proportion of transportation, food, accommodation and others in tourism consumption?(See questionnaire in appendix)

3.6 Data collection

To collect data, the researcher used questionnaires to ask the 300 Chinese tourists who visited in Thailand, asked about consumer behaviors and personal information of tourist. The period of data collection was from December 2018 to February 2019. The researcher distributed a questionnaire on the online survey. The questionnaires were filled in by the tourist. As well as, 259 questionnaires were affectingly returned from online and traditional pencil survey.

3.7 Data analysis

SPSS was used to analyze the result data, includes questionnaire, descriptive statistics, multiple linear regression analysis. First, the questionnaire was designed based on the four hypothesizes and some references. Thus, the questionnaire included eight questions that respectively represent to independent variables(demographic characteristic) and the dependent variable(consumption behavior) with the liker-four point scale model. The sample of this research was 300 Chinese tourists, and 259 questionnaires were return effectively. The sample group was chosen by accidental Sampling. This is followed by descriptive statistic method was objectively describe and summarize the main demographic characteristics of Chinese tourists in Thailand.

Finally, multiple linear regression analysis was run to identify the impact between the demographic characteristic of Chinese tourists and the consumption behavior, which includes age, gender, education level, and monthly income and consumption behavior.



Chapter 4 Finding

This study aims to understand Chinese tourists consumption behavior in Thailand, analyzing Chinese tourists demographic characteristic information. The survey result showed as follows.

4.1 The demographic characteristic information feedback by questionnaire

This study aims to understand the consumption behavior of Chinese tourists who traveled to Thailand. First, this study analyzed the personal social and cultural characters of Chinese tourists. Through the results of 259 surveys, the resulting data and proportions are as follows.

4.1.1 Gender

According to Figure 4-1, in terms of gender, it is found that the percentage of women and men who had visited Bangkok. According to the data, 56% of respondents were women, and 44% of respondents were men. It can be seen that women who visited Thailand in this survey were slightly higher than men.

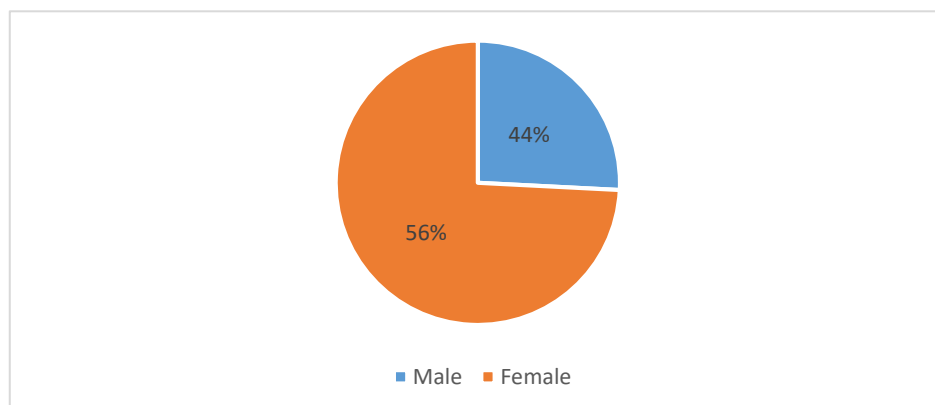


Figure 4: Gender of the travelers, n=259

4.1.2 Age

As shown in figure 5, more than half of tourists who had visited Bangkok were at age 18-45 years old (73.4 percent). 47.9% of Chinese tourists were between 18 and 32 years old, followed by 25.5% of respondents was between 33-45 years old. Besides, only 14.3% and 12.4% were below 18 years old and more than 45 years old, respectively.

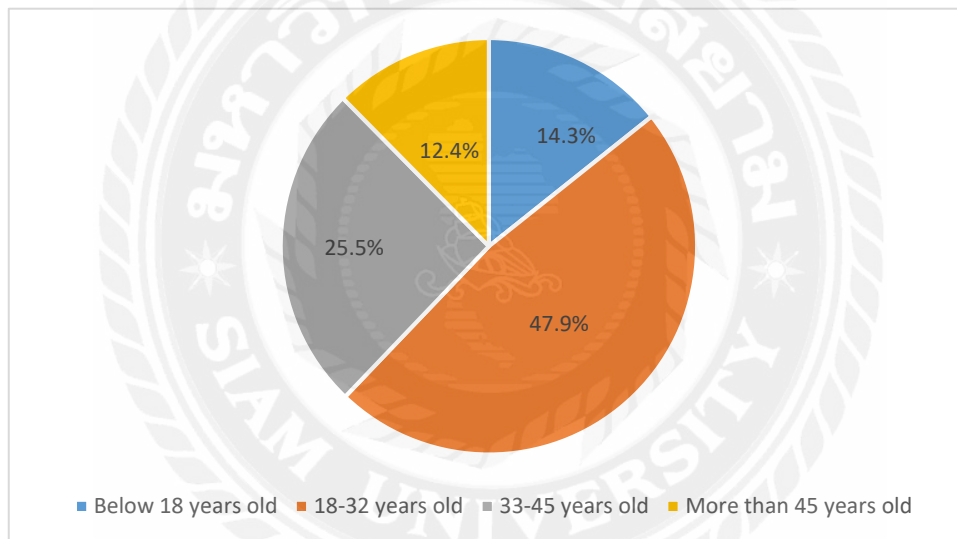


Figure 5: Age of the Travelers, n=259

4.1.3 Education background

Figure 4-3 showed the background of education, more than half of Chinese tourists who have traveled to Thailand are undergraduate and higher (64%). 45% of respondents with a bachelor's degree who have traveled to Thailand. There were 36%

of people with less than high school or high school and 15% with master's degree. Moreover, there is only 4% with the doctor's degree. Overall, most Chinese tourists visiting Thailand are undergraduate and higher education. This shows that people with a high education level will travel abroad; they are interested in world culture, so they all have the desire to travel overseas. According to income level, they will choose which country to visit.

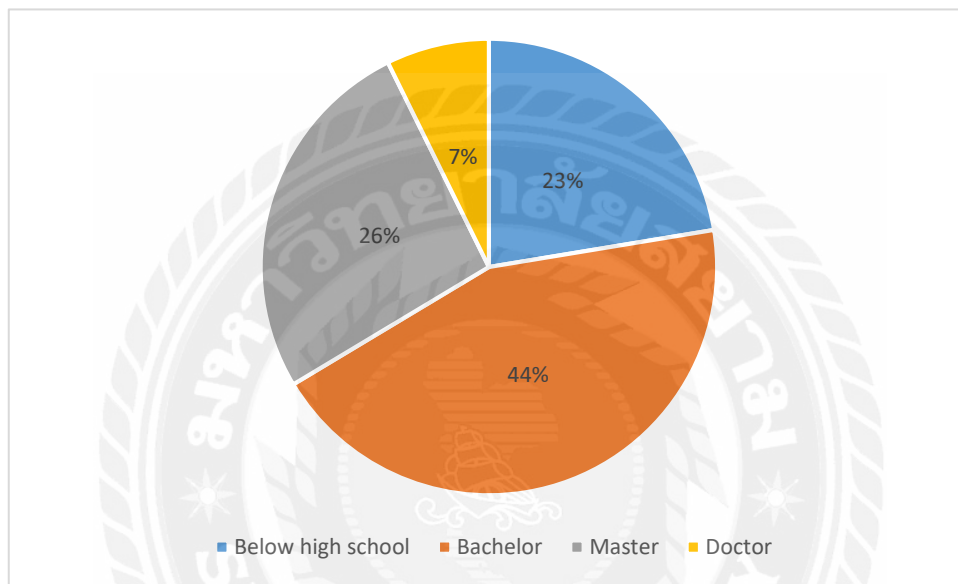


Figure 6: Education background of the Travelers, n=259

4.1.4 Average monthly income

As can be seen from Figure 4-6, 35.9% of Chinese tourists who had visited Thailand, the monthly income were mainly 3,001 to 5,000 yuan. Followed by 5,001 to 10,000 yuan was 35.5%. Moreover, 14.3% of Chinese tourists with monthly income were less than 3,000 yuan and more than 10,000 yuan.

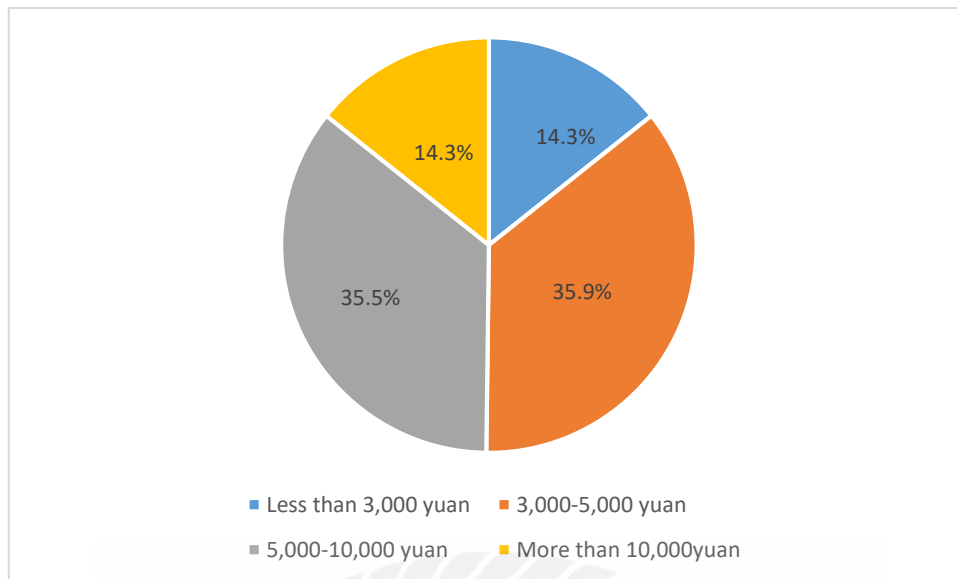


Figure 7: Monthly income of the Travelers, n=259

4.2 The result of multiple linear regression analysis

As a result, showed in table 2 below by using multiple linear regression, the independent variables were income and gender, and the dependent variable was consumption behavior. According to table 2, the result showed that P-value of gender-equal 0.034, which was less than 0.1; hence, it can be indirectly proved that the gender of Chinese tourists has a significant impact on consumption behavior. For the income is shown in model 1, P- the value of income equal 0.013, less than 0.1, therefore, it can be confidently proved that the income of Chinese tourists has an impact on consumption behavior. Thus, H1 and H2 were supported.

H1: the gender of Chinese tourists has an impact on consumption behavior in Thailand

H2: the income of Chinese tourists has an impact on consumption behavior in Thailand

ANOVA^b

Model 1		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.150	2	.575	4.297	.015 ^a
	Residual	34.129	255	.134		
	Total	35.279	257			

a. Predictors: (Constant), Income, Gender

b. Dependent Variable: CB=Consumption Behavior

Coefficients^a

Model 1		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.105	.084		25.009	.000
	Gender	-.101	.048	-.136	-2.129	.034
	Income	.065	.026	.160	2.510	.013

a. Dependent Variable:

CB=Consumption Behavior

Table 1 Results of regression analysis of income, gender and consumption behavior

According to the table 3, As the result showed in table 2 below by using multiple linear regression, the independent variables were education and age, and the dependent variable was consumption behavior, the dependent variable was consumption behavior. For the age, P-value of age equal to 0.692, more than 0.1, it can be confidently proved that the age of Chinese tourists has no significant impact on consumption behavior. Besides, P-value of education equal to 0.075, less than 0.1; hence, education has a significant effect on consumption behavior. Thus, H3 was not supported while H4 was supported.

H3: the age of Chinese tourists has an impact on consumption behavior in Thailand

H4: the degree of education of Chinese tourists has an impact on consumption behavior in Thailand

ANOVA^b

Model 2		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.442	2	.221	1.605	.203 ^a
	Residual	35.223	256	.138		
	Total	35.665	258			

a. Predictors: (Constant), Education, Age

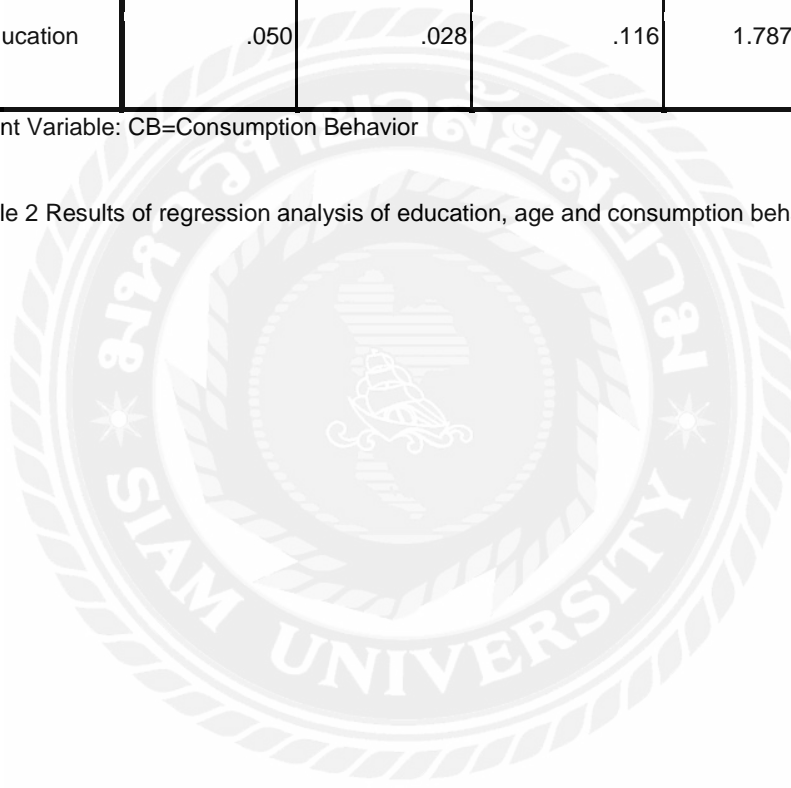
b. Dependent Variable: CB=Consumption Behavior

Coefficients^a

Model 2		Unstandardized Coefficients		Standardized Coefficients	t	Si g.
		B	Std. Error	Beta		
1	(Constant)	2.037	.079		25.871	.000
	Age	-.011	.028	-.026	-.397	.692
	Education	.050	.028	.116	1.787	.075

a. Dependent Variable: CB=Consumption Behavior

Table 2 Results of regression analysis of education, age and consumption behavior



Chapter 5 Conclusions, Recommendation, and Limitation

5.1 Conclusions

This study aims to examine how demographic characteristic of Chinese tourists have an effect on consumption behavior in Thailand. From The demographic characteristic information feedback by questionnaire, the study results showed that female (56%) was more than male (44%) who traveled to Thailand, the Chinese tourists were mainly young and middle-aged with an undergraduate degree and medium to high-income level. Most of Chinese tourists monthly income with 3,000-10,000 yuan. Hence, Thailand should pay more attention to the young and middle-aged Chinese people to attract and obtain Chinese tourists.

According to multiple linear regression analysis analyzed the impact of the demographic characteristic of Chinese tourists consumption behavior in Thailand, the result showed that gender, income, and education have a significant effect on consumption behavior.

In conclusion, Consumption styles were affected by a variety of lifestyles in modern society, like the differences between male and female that "Why We Buy", the Science of Shopping by Underhill Paco (2011) pointed out that in almost all aspects, male and female were different, female had a great satisfaction when they getting entertainment from taking and surveying, while male would like to hunt the product when they wanted, they would search for them and they would be fidgety and walk away if they did not find, but they would buy immediately if they found what they wanted. Hence, men were spending less time to look and ask. Moreover, the

differences between male and female were that male liked number, violence, and fighting while female like feeling, emotion, and fineness because of their nature. Therefore, male and female product displays and advertisements should be different. The ability to link products to consumers' self-concepts is a significant feature of the market, especially for products that are only applicable to one gender and are related to appearance. All of us were consumers, and consumption behaviors had effects on thoughts, feelings, viewpoints, and some decisions, therefore, consumption behaviors mostly found in all kinds of genders. According to the research result, the study showed that most of the Chinese tourists were women, women also like products that bring emotional and social benefits, such as cosmetics and jewelry, but men like products that were related to hobbies or leisure time, such as cars. Besides, the research also showed that gender has an impact on consumption behavior, therefore, analyzing the consumption behavior of young Chinese tourists and launch products that were suitable for them.

5.2 Recommendation

5.2.1. The further segment of the Chinese tourism market.

Market segmentation is conducive to identify and explore the tourism market, developing new tourism products and new tourism markets; facilitating the targeted formulation and adjustment of tourism marketing mix strategies; facilitating tourism enterprises to optimize resource allocation and achieve excellent economic benefits. According to the research result, the study showed that most of the Chinese tourists were women and the gender of Chinese tourists have an impact on consumption behavior, therefore, analyzing the consumption behavior of young Chinese tourists

and launch products that were suitable for them, for example, women also like products that bring emotional and social benefits, such as cosmetics and jewelry, but men like products that were related to hobbies or leisure time, such as cars. Moreover, Chinese tourists were mainly young and middle-aged with an undergraduate degree. Most of the Chinese tourist's monthly income was medium to high-income level. The study confidently showed that the degree of education and income had a significant relationship with Chinese consumption behavior. It is possible to segment Chinese tourists because of the diversity of tourists' needs. At the same time, their needs may also be brought together to show a certain demand tendency, and there is a realistic market performance in distinguishing demand. For example, female tourists are more sensitive to price, while women with different education and incomes have different sensitivity to rates. Women with lower income levels pay more attention to product prices, while women with higher income levels emphasis more on the quality of products and services. Therefore, tourism companies should segment the market for different tourists and set the price of tourism products according to their demand.

5.2.2.Improve the construction of tourism hardware facilities

For Thailand related tourism units, we should focus on the development of infrastructure and supporting facilities, including transportation, food, accommodation, etc. These are important to develop new tourism resources and construct tourist attractions. Thailand should consider that tourism transportation as a priority. Since the 1970s, Thailand has successively built highways and airports in Bangkok, leading to major tourist spots, such as Suvarnabhumi International Airport. The convenience of transportation in Thailand is also an essential factor affecting tourism infrastructure. Although now the transport has developed dramatically, and it is convenient for

tourists to travel anywhere, the transportation of some private companies in Thailand (e.g., motorcycle, tuk-tuk, etc.) needs to be improved, because there is currently no legal control in Thailand. The price of transportation services, so at this point, Thailand should pay attention to setting service prices and setting clear service price standards to avoid the problem of deceiving tourists.

In terms of food, Thailand's tourism and catering industry need to be improved. Thailand should establish a diverse food service center to provide plentiful food for Chinese tourists, which will help Chinese tourists visiting Thailand to have a fresh and satisfying experience. At the same time, relevant tourism units should pay attention to the food habits of Chinese tourists, to increase the satisfaction of tourists, and stimulate their willingness to revisit and the willingness to recommend. Besides, it is vital to improving in accommodation, tourist attractions and all the supporting facilities in Thai; In these respects, Thailand must add Chinese subtitles to explain and need to provide Chinese training courses for the relevant tour service personnel and tour guides to improve their Chinese proficiency and the quality of travel services.

5.2.3 Developing the Eco-tourism product, protecting the environment.

In terms of Thailand, the development of more eco-tourism products can better promote the development of tourism. Use existing agricultural resources, production forms, and innovative products to provide visitors with the opportunity to enjoy.

5.3 Limitation of the research:

The researcher has obtained some results through the questionnaire of Chinese tourists' consuming behavior in Thailand. However, based on the author's limited

knowledge and personal ability. This research still has some shortcomings: the samples of questionnaire survey may be not rich enough, the selection of sample targets is not comprehensive and incomplete reading of the literature.



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Appendix

A research of impact of the demographic characteristic of Chinese people on consumption behaviour of Chinese tourists in Thailand

1. What is your gender?

- Male
- Female

2. What is your age?

- Aged Below 18
- Aged between 18 and 32
- Aged between 33 and 45
- Aged over 45

3. What is your education background?

- Less than high school or High school
- Bachelor degree
- Master degree
- Doctor degree

4. What is your monthly income?

- Less than 3,000 yuan
- 3,001-5,000 yuan
- 5,001-10,000 yuan
- more than 10,000 yuan

5. The proportion of the hotel in tour consumption.

- 0-15%
- 15-30%
- 30-45%
- More than 45%

6. The proportion of the food in tour consumption.

- 0-15%
- 15-30%
- 30-45%
- More than 45%

7. The proportion of the transportation in tour consumption.

- 0-15%
- 15-30%
- 30-45%
- More than 45%

8. The proportion of the other in tour consumption.

- 0-15%
- 15-30%
- 30-45%
- More than 45%

