



**A study of Chinese Tourists' Satisfaction and Revisiting Intention at Chatuchak**

**Weekend Market in Bangkok**

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## ABSTRACT

Title: A study of Chinese Tourists' Satisfaction and Revisiting Intention at Chatuchak Weekend Market in Bangkok

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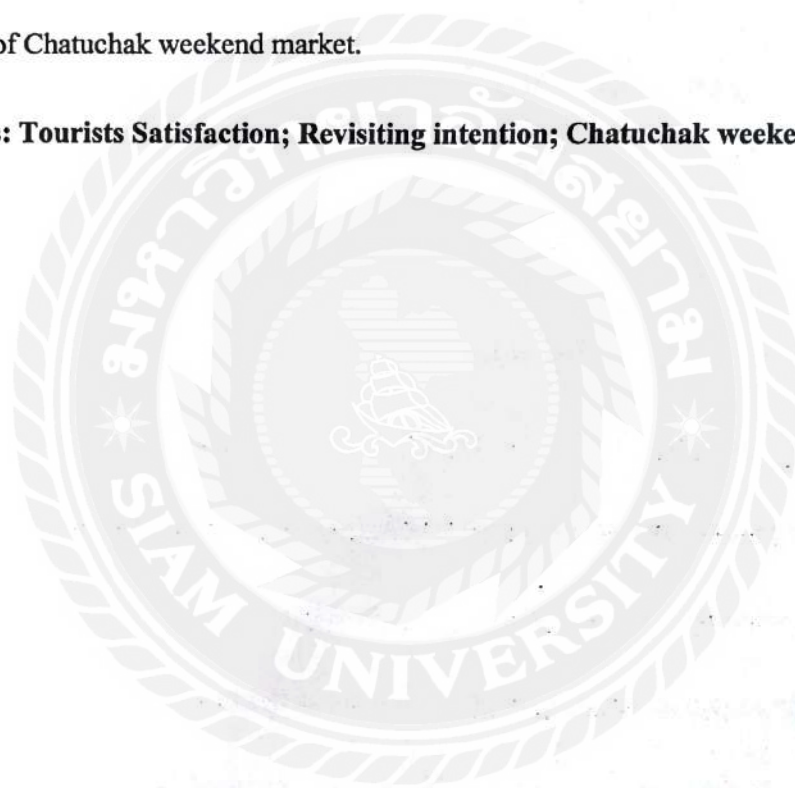
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..... 28 / 04 / 2518 ..... (Date)

Thailand and China began to establish contacts can date back to the Han Dynasties in China. In recent years, the relations between China and Thailand have developed rapidly. People of both countries have enjoyed all-round development in the fields of economy and cultural exchange. Especially in the tourism industry, China has become one of the most important tourist sources in Thailand. Chinese tourists account for 28% of the total number of Thai tourists in 2017, increased by 4% over 2016. Tourism industry not only increase the revenue of tickets for tourist attractions, it has also led to the development of many related downstream industries such as hotel, restaurants, travel agencies, shopping malls, logistics and so on. In this background, the Chatuchak Weekend Market, with its distinctive Thai characteristics, has become one of the major tourist attractions Chinese tourists want to go.

Therefore, in order to the better development in Chatuchak, for improve the tourism industry in Thailand, this article takes the Chatuchak weekend market as an example to investigate the satisfaction with Chinese tourists and their revisiting intention in the form of questionnaire. Based on the relevant theories, a preliminary evaluation model of tourist satisfaction of Chatuchak is constructed. Then through SPSS to analysis the results of the

questionnaire, to obtain the results about there is significant relationship between Chinese consumers satisfaction impact factors and revisit intention, to obtain the main types of consumer groups in Chatuchak weekend market and the key factors that affect the satisfaction of tourists. Finally, summarizes and gives some suggestions on how to increase tourists' satisfaction and revisit rate of Chatuchak weekend market.

**Key Words: Tourists Satisfaction; Revisiting intention; Chatuchak weekend market**



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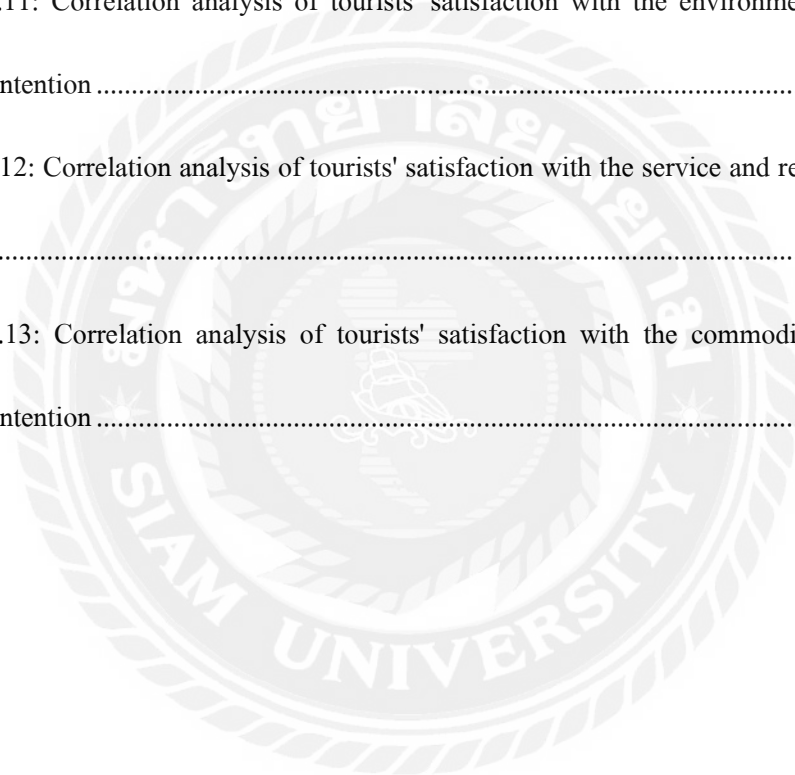
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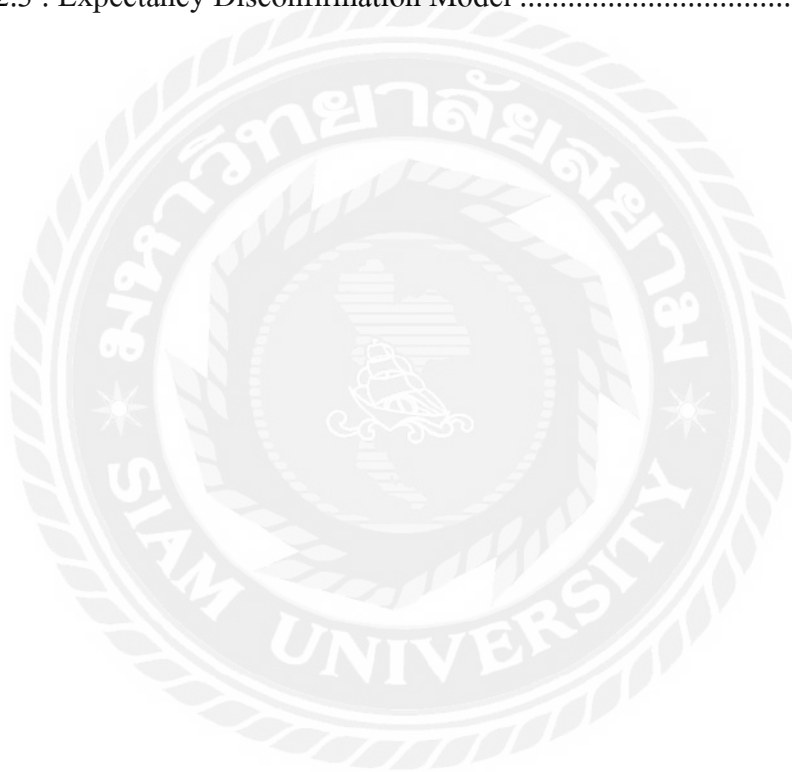


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# **CHAPTER 1:**

## **INTRODUCTION**

### **1. 1 Background**

#### **1.1.1 Introducing Tourism Industry of Thailand**

Thailand's tourism industry started from the beginning of the last century and entered the golden age in the 1980s. Since then, Thailand tourism has surpassed rice in income-generating capacity, tourism has become one of the pillar industries in Thailand's economy.

After overcoming the 1997 financial crisis, Thailand's tourism industry remained firmly in a key position in the Thai economy. The development of tourism has infused new vitality into the development of transportation, energy, food, hotel and tourism businesses. The development of all these industries has solved the employment problem of a large number of surplus labor force in rural areas and urban areas during the process of Thailand's modernization and has created a huge employment market. Tourism has become the third largest employment market after agriculture and industry. The development of tourism has not only promoted the development of various social and cultural undertakings, but also created many jobs for the country. More than 2 million people are currently engaged in jobs that directly related to tourism. It can be seen from that the development of tourism has made a positive contribution to the stability and economic development of Thailand. At present, Thailand's tourism industry has become the largest contributor to Thailand's economy. And Thailand has become one of the top ten tourist markets in the world.

According to (Vanhaleweyk, 2014), Thailand's tourism industry accounts for 6.5% of GDP,

visitors from all over the world registered 8,841,730 trips to Thailand.

The development of tourism in Thailand has made a great contribution to the GDP. About 10 years ago, Thailand's tourism GDP accounted for about 6.5% of GDP, and we recently estimated it to be between 9% and 10%. In 2012, total tourism revenue reached 984,000 billion baht. It calculated at that time the exchange rate, which is more than 34 billion US dollars. On average, tourists consume about 4,800 baht per day and stay for about 10 days (Statistics, 2016).

In the past two decades, the overall number of tourists in Thailand has steadily increased. The number of arrivals increased from 10.8 million in 2002 to 14.5 million in 2007, and more than double in 2012 to 22.35 million. In 2013, the number of arrivals increased to 26.55 million. In 2014, the number of arrivals decreased slightly, only have 24.78 million. In recent years, by region, tourists from ASEAN and East Asia have been increasing and topped the list. Visitors to South Asia, Europe, Oceania, the Middle East and Africa remained stable in 2012, 2013 and 2014. In the first half of 2014, political turmoil in Thailand and the number of tourists arriving in the country also had some dramatic effects. In 2014, Japan, South Korea, Hong Kong and most of ASEAN countries saw fewer visitors. Europeans are less affected. It seems that tourists from France and Germany have hardly changed. There are fewer tourists in Russia, but due to the country's economic crisis in 2014, the change is actually quite modest. Overall, arrivals dropped by 6.70%. (Nationalities, 2014)

However, after the political turmoil in Thailand, the number of tourists to Thailand began to increase steadily again. Thailand's visit number in 2016 increased by 14.12% over 2015. This is due to the increase in the number of countries such as China, Russia, Cambodia and Laos. The Ministry of Tourism and Sports of Thailand announced that the total number of foreign tourists

traveling to Thailand in 2017 exceeded 35 million, an increase of 8.77% over the same period of 2016, of which more than 9.8 million tourists came from China, accounting for the highest proportion. (Statistics, 2017)

### **1.1.2 Relationship of Tourism between China and Thailand**

China and Thailand have two thousand years of history of friendly exchanges. China and Thailand have established diplomatic relations for 42 years. Since the establishment of diplomatic relations, no matter how the international situation changes, the friendly relations between China and Thailand have maintained a sound trend of development. Since the establishment of all-round strategic partnership, China and Thailand have witnessed a whole new phase of development in 2012, showing broader cooperation prospects and great potentials, creating new opportunities for the strategic cooperation in the Asia-Pacific region and the world.

Among Thailand's foreign tourists, tourists from China have become Thailand's largest tourist group. According to figures released by Tourism Authority of Thailand, China first replaced Malaysia as the largest tourist source country of Thailand since 2012. As China's economy grows stronger and the living standards of the Chinese people increase day by day, Thailand has begun to attach importance to the development of China's tourism market. Thailand has its own unique tourism resources, which is the basis for Thailand's tourism to attract tourists from all over the world. The elements of tourism supply, such as the conditions of tourist facilities, the level of tourism services and the hospitality of local residents, may increase or weaken the attractiveness of tourists in a country or region. As China's neighbors and the most important long-time friend, Thailand has a unique geographical advantage and basis for cooperation. How can China and Thailand continue to grasp this opportunity to deepen the friendly exchanges between the two

countries and to seek mutual benefits in tourism and other areas, that is become a very important issue in our society today.

In 2013, the Thailand-China Tourism Alliance announced that Chinese tourists are the major suppliers of tourism in Thailand. They also calculated that Chinese tourists spent an average of a week traveling in the country, spending 30,000 baht (1,000 U.S. dollars) and 40,000 Thai baht (1,300 U.S. dollars) each person. In 2014, 4.6 million Chinese tourists traveled to Thailand. In 2015, the number of Chinese tourists increased to 7.9 million, accounting for 26.78% of the total number of international tourists, reaching 29.8 million. In 2016, the number of Chinese tourists increased by 8.8 million. Chinese tourists accounted for up to 28% in 2017. Showing a trend of increasing year by year.

Table 1.1: This table summarizes the Chinese Tourist Arrivals to Thailand at Suvarnabhumi International Airport

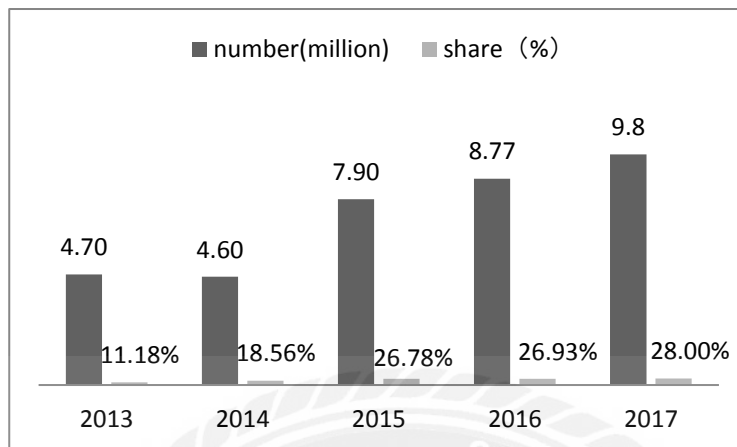
Ministry of Tourism and Sports, Thailand					
<b>International Tourist Arrivals to Thailand By Chinese at Suvarnabhumi International Airport</b>					
year	2013	2014	2015	2016	2017
number(million)	4.70	4.60	7.90	8.77	9.8
share (%)	11.18%	18.56%	26.78%	26.93%	28.00%

Source: Immigration Bureau, Police Department, (2017).Retrieved from

<http://www.immigration.go.th/>

Table 1.2 This table summarizes the Chinese Tourist Arrivals to Thailand at Suvarnabhumi

International Airport (Continued)



Source: Immigration Bureau, Police Department, (2017). Retrieved from <http://www.immigration.go.th/>

### 1.1.3 Chatuchak Weekend Market current situation

Once only popular among wholesalers and traders, Chatuchak Weekend Market has reached a landmark status as a must-visit place for tourists. Its sheer size and diverse collections of merchandise will bring any seasoned shoppers. On a typical weekend, more than 200,000 visitors come to sift through the goods on offer.

Chatuchak Weekend Market was established in 1948, its history have more than sixty years, and in 1948 it operated in the Royal Field in front of the Grand Palace in Bangkok. At that time, Mr. Plaek, the Prime Minister of Thailand, gave the policy of establishing a market in each province. In 1949, the government need to use royal land and the market moved to the royal park not far from the Royal Land. In 1957, it moved back to Royal Land. In 1978, Prime Minister Kriangsak converted the royal field into a recreational area in Bangkok and held "Celebrating the

Anniversary of the Bangkok" in the royal field. The National Rail Administration of Thailand subsequently rented a piece of land adjacent to Chatuchak Park to the government of Bangkok.

When Chatuchak was first established, it was called "Weekend Market." There was a park near the weekend market called Chatuchak, so in 1979 it was renamed Chatuchak Weekend Market.

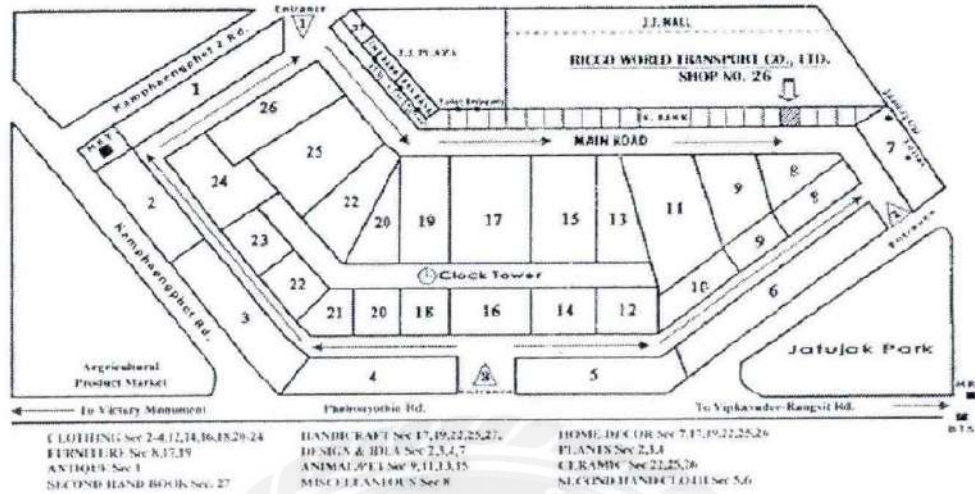
The government set up the weekend market in Chatuchak for the following purposes:

- ✧ Allowing people to trade freely in the market. In the past, businesses mainly ran agricultural products.
- ✧ Selling a wide variety of goods on the market can provide people with shopping convenience.
- ✧ Not only is it a good place for people to have a relaxing weekend, but also a shopping paradise for domestic and foreign tourists.
- ✧ For royal land merchants provide a new commercial place.

Initially, the Bangkok government tried its best to moved businesses of the Royal Land to the Chatuchak weekend market. However, the royal land in the city and the Chatuchak weekend market far from the urban area, in addition the traffic was not very convenient. Therefore, only a small number of merchants were willing to moved. After Mr. Chamlong became mayor of Bangkok, he let people to know the Chatuchak weekend market again. There are currently 8,817 stores and 6,650 merchants there. Each shop area have about 5 square meters. The previous royal market had just over a thousand shops. The number of stores in Chatuchak weekend market is eight times more than that.



Figure 1.1 : The map of Chatuchak weekend market



Source: <http://www.bangkok.com/shopping-market/popular-markets.htm>

The market is divided into 27 sections. Although it's impossible to name all, the selection of goods being offered at Chatuchak can be roughly divided into 11 categories :

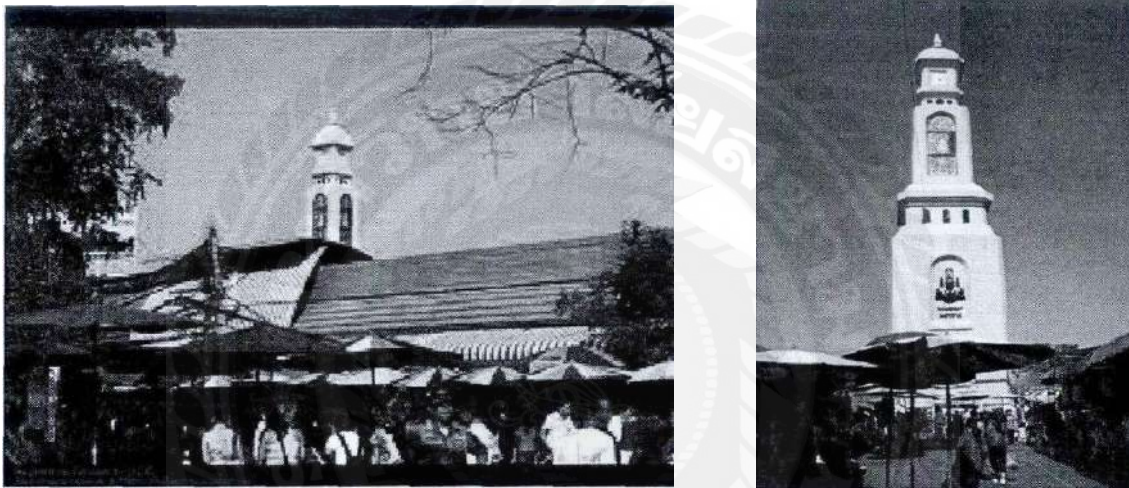
Table 1.3: Categories in different sections in Chatuchak weekend market

Categories	Sections
Clothing & Accessories	(sections 2-6, 10-26)
Handicrafts	(sections 8-11)
Ceramics	(sections 11, 13, 15, 17, 19, 25)
Furniture and Home Decoration	(sections 1,3,4,7,8)
Food and Beverage	(sections 2, 3, 4, 23, 24, 26, 27)
Plants and Gardening tools	(sections 3, 4)
Art and Gallery	(section 7)

Pets and Pet Accessories	(sections 8, 9, 11, 13)
Books	(sections 1, 27)
Antiques and Collectibles	(sections 1, 26)
Miscellaneous and Used Clothing	(sections 2, 3, 4, 5, 6, 22, 25, 26)

Source: <http://www.bangkok.com/shopping-market/popular-markets.htm>

Figure 1.2 : The bell tower of Chatuchak Weekend Marketing



The bell tower that be built in 1990 was the place for visitors meeting with friends on the weekend market. It was built by office department of Chatuchak Weekend Marketing and the Thailand-China Business Association. The purpose is to celebrate King's birthday.

Table 1.4 : Chatuchak weekend market opening time

Working time		
Week	Time	Product Category
Wednesday and Thursday	07:00 - 18:00	Plant
Friday	18:00 - 24:00	Ceramics
Friday night to Saturday morning		Apparel & Accessories
Saturday and Sunday	09:00 - 18:00	All Products

Chatuchak weekend market management composition:

- ✧ Service department: looking for lost goods and people and other services
- ✧ Bank: Bank of Thailand, Bangkok Bank, Thai Savings Bank, Thai Commercial Bank, Agricultural Bank of Thailand
- ✧ Electric car: Drive along the main route of the Chatuchak weekend market on Saturday and Sunday
- ✧ Bathroom: toilet costs 2 baht 1 time
- ✧ Emergency room

Transportation:

- ✧ Private car: Chatuchak Weekend markets have parking service for customer.
- ✧ Light Rail: Get off at Mo Chit Station to Chatuchak Weekend Market.
- ✧ Subway: Get off at Chatuchak Park Station to Chatuchak Weekend Market
- ✧ Bus: NO.3,8,26,27,28,29,34,38,44,52,59,63,77,90,96,104,108,122,126,134,136,138,145,182

✧ Customers can also take a taxi or Bangkok special transport tricycle.

Some of previous studies which conducted factors including political instability and epidemic diseases, the economic situation, media, disaster, crime and war, technology, marketing plan, culture, education, environment, demographic change and other factors, for example, language and cultural issues. However, this study will examine the impact factor of tourists satisfaction, and also analyze the relationship between tourists satisfaction and revisiting. Although the Thai tourist market have a certain understanding to Chinese tourists, Chinese consumers' preferences may also change over time. Without systematic research and follow-up understanding, the Chinese tourist may be snatched away by other tourism market of neighboring countries. Therefore, in order to help businesses in Chatuchak weekend market in Bangkok and help them understand the needs of Chinese tourists, this paper will studies the Chinese tourists' shopping behavior in Chatuchak weekend market, the key factors affecting the satisfaction of Chinese tourists and the relationship between influencing factors of satisfaction and revisiting.

## **1.2 Purposes of study**

- i. First, Through questionnaires to investigate the level of Chinese tourists satisfaction and revisiting intention on Chatuchak weekend market.
- ii. Second, the purposes also include to investigate what is the key factor affecting the satisfaction of tourists.
- iii. The main purposes of this study is to examine the relationship between the impact factor of Chinese tourists satisfactions and revisiting intension in Chatuchak weekend market.

- iv. Meanwhile, through the survey results to analyze the shortcomings of the current Chatuchak market and the needs of Chinese tourists, and make recommendations for this market's improvement.

### **1.3 Significance of study**

First, Chatuchak Weekend Market is a famous tourist destination in Thailand. It is a tourist place full of Thai culture and is a representative market in Thailand. As a researcher, this study could provide vivid information about the existing travelling problems in Chatuchak weekend market. Through the research on the key influence factors of satisfaction and the correlation between these influencing factors and revisiting intention, this research can promote Chatuchak Market Managers and Producers to better understand customers needs and recognize the important factors that affect consumer spending so as to improve their business strategies. This can also help managers at Chatuchak market understand the problems that arise in this market and the solutions to them.

Second, from a macro point of view, this study conducive to promoting the improvement of Thai tourist market, promoting the structural optimization of tourism industry, Improve the efficiency of Thailand's tourism economy and promote the healthy, stable and sustained development of its tourist industry.

Third, it is conducive to promoting the strategic cooperation and communication between China and Thailand, especially the cooperation between tourists industry, culture and art.

## **1.4 Scope of study**

This research studied the relationship between various impact factor of customer satisfaction and revisiting intention of tourism industry of Thailand in case of Chinese visitors in Chatuchak weekend market, Bangkok area. The author used questionnaire as an instrument of survey and defined the scope of study as follow:

### Scope of Content

In this study, the researcher examines relationship and identifies contributing elements between tourists satisfaction toward visitors' revisiting decision of Chinese visitors in Chatuchak weekend market, Bangkok area. This study is quantitative research based on the concept of tourists satisfaction toward revisiting intention as well as related research.

### Scope of Demographic, Sample and Location

The researcher identified population and samples as visitors from China, which are traveling in Chatuchak weekend market of Bangkok.

## **1.5 Hypothesis**

H1: There is significantly relationship between Chinese tourists' satisfaction of environment and revisiting intention at Chatuchak weekend market.

H2: There is significantly relationship between Chinese tourists' satisfaction of service and revisiting intention at Chatuchak weekend market.

H3: There is significantly relationship between Chinese tourists' satisfaction of commodity and

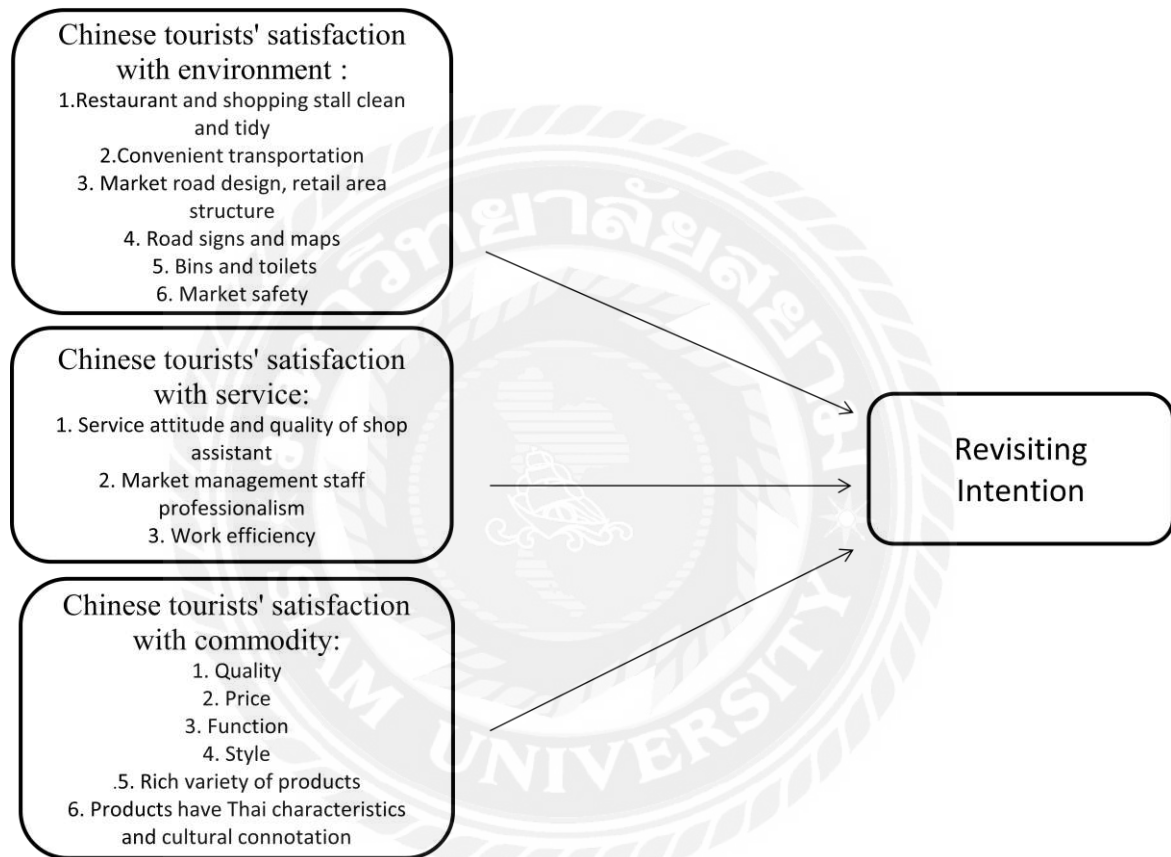
revisiting intention at Chatuchak weekend market.

## 1.6 Conceptual Framework

Figure 1.3: Conceptual Framework

### Independent Variable

### Dependent Variable



## **CHAPTER 2:**

### **LITERATURE REVIEWS**

#### **2.1 Tourist satisfaction concept and theory**

##### **2.1.1 Customer Satisfaction**

Scholars around the world have different perceptions of customer satisfaction. Different scholars have put forward different theory about customer satisfaction. The earliest research theory of satisfaction in the world was proposed by French scholars Hoppe and Lewin in the 1930s. They found that people's satisfaction, and people's self-esteem, trust and loyalty are closely related. Until 1960, some scholars began to conduct an in-depth study of customer satisfaction. In 1965, American scholar Cardozo began an in-depth study on the issue of "whether customers are satisfied." He defined that customer satisfaction is "a psychological state formed by the customer to pay for himself and judge whether the benefits obtained are reasonable." Hunt(1977) proposed that customer satisfaction is a process of experience and evaluation. He think that customer satisfaction is determined by the extent to which a customer anticipates the achievement of a product or service and reflects the degree to which "expected" and "real" outcomes are consistent. Customer satisfaction is the contrast between the ideal and the actual differences in the product mix.

Equity Theory is also called social comparative theory. This theory is proposed by scholar Adams. The theory holds that each individual compares his or her own investment with others and the outcome of each other's remuneration, and maintains a balance and fairness. Based on the theory of equity, Oliver (1993) compare consumer satisfaction and gains, and find that when consumers feel that they are treated fairly, the customer is satisfied; On the contrary , the



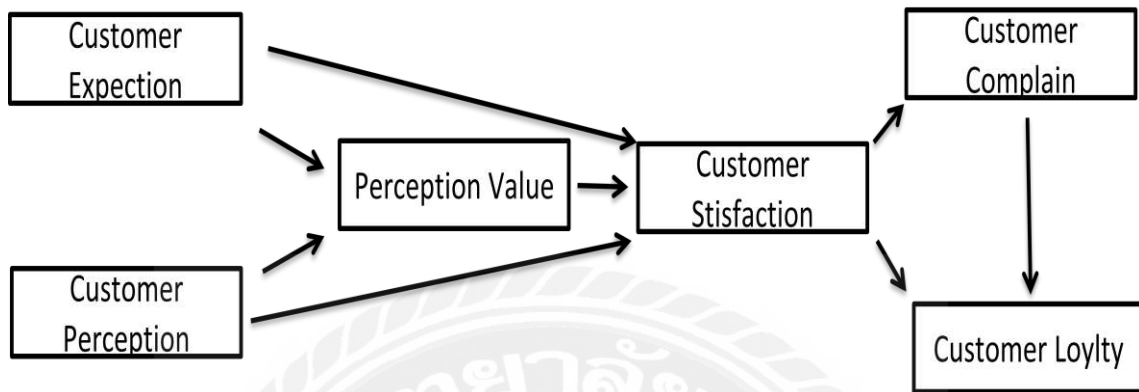
customer will not be satisfied.

Kotler (1991) think that customer satisfaction is a kind of function. Such a function is a function of the difference between the perceived and formed outcome expected from the customer's perceived performance of the product compared to the customer's desired result. Customer satisfaction comes from the comparison between the perception of the product's functional characteristics and the individual's expectation of the product, so the level of satisfaction is a function of the difference between the function and the expectation of the perception. Therefore, in 1995, Kotler defined that customer satisfaction as: "It is an evaluation of whether the customer's perception of the product and product service is the same as the result of the expectation. It is the result of the customer's perception and expectation of the product."

Lv hongde, Lai hongzhi and Xie yiwei (2000) defined that customer satisfaction is actually a post-acquisition cognitive response that is influenced by the customer's previous expectations of the performance of the product or service and the level of actuality felt after the purchase, and will form a continuing holistic attitude.

The ACSI America Customer Satisfaction Model (Fornell, Johnson, Anderson, Cha, & Bryant, 1996) is the most commonly used model of the Customer Satisfaction Index. In this model, customers are positioned as rational consumers, have a wealth of consumer experience, and they themselves can correctly anticipate post-consumer effects and expectations. Several scholars have conducted further research, innovation and induction on this model. They think that the model includes three precondition variables (customer expectations, perceived quality, perceived value) and three outcome variables (customer satisfaction, customer complaints, customer loyalty) (Liu Baofa & Zou Zhaoju, 2005). The model they summarize is as follows:

Figure 2.1: Customer Satisfaction Model (Liu Baofa & Zou Zhaoju, 2005)



Source: Liu Baofa & Zou Zhaoju, 2005

Some scholars have conducted research on customer satisfaction of more specific tourist destinations. Suzuki Tatsuyuki (2007) discussed the relationship between tourism environment, tourism products, service level and other indicators of China's hot spring resort with satisfaction, revisitation rate and comprehensive satisfaction through literature research and empirical research. The results of the study confirm that the measure standard of customers in Hot Spring Resort is related to satisfaction and comprehensive satisfaction. Confirmed the comprehensive satisfaction and the number of customer trips also related. At the same time, it also confirms that according to the different attributes of customers, each measure standard has different influence on the degree of satisfaction. According to the theoretical research and empirical analysis, the marketing strategy based on service marketing theory, especially the relationship marketing theory, will be effective in improving the customer satisfaction and marketing power in Hot Spring Resort.

Zhou Xi (2008) conducted a survey on the theme park of film and television city. Through questionnaires and interviews, it understands tourists' views on the importance of satisfaction measurement indicators, and use factor analysis to correct the index system. The factors of destination can be divided into seven key factors: core attraction, tourism service, accessibility, tourist reception, infrastructure and tourist environment. Through the reliability and validity analysis, the rationality of satisfaction questionnaire is verified and the correlation analysis is used. Using the correlation analysis to test the validity of the evaluation index and structure, and discuss the actual influence factor on the overall satisfaction and loyalty of the tourists.

Customer satisfaction dimension(CSD) is the degree of customer satisfaction, also known as customer satisfaction index(CSI). It refers to the customer's actual feelings after receiving the product compared with the actual level of their expectations, is a kind of quantitative evaluation of customer satisfaction index. (Fa yibin,2009)

Customer satisfaction is due to the interaction between the customer's "expected level" and "cognitive performance." Both expectations and ideals are used as a measure of product performance to measure the extent to which product performance is achieved, resulting in feelings of satisfaction and dissatisfaction. It is "a psychologically and emotionally generated state of the consumer based on past experience and a result of the consumer's expectation." (Tran,2011)

It can be seen that most of the scholars emphasize the importance on the consumer's expectation of a certain consumption process compared with the actual consumption experience. That is, customer satisfaction is the customer's assessment of the process of a product or service, and to judge whether they can achieve the desired level. Thus, we can also lead to another similar concept in this article, a smaller concept ,tourist satisfaction.

### **2.1.2 Tourist Satisfaction**

Tourist Satisfaction (TS) is the feeling of pleasure or disappointment formed by the tourist's expectation of the tourist destination compared with the actual perception. It will affect the choice of tourists on the tourist destination, the consumption of travel products and services, whether to re-visit and other options. The theory of tourist satisfaction is an important theory involving tourist consumption behavior and tourism destination service management. Thus, the definition of tourist satisfaction and customer satisfaction is relatively similar. The only difference is the scope of the target population. Tourists refer to a smaller range, which refer to someone who visits a place for pleasure and interest, often while on holiday. Pizam (1978) was one of the earliest scholars to propose that visitor satisfaction is the result of the comparison between a visitor's expectation of the destination and the experience at the destination. If the result of the experience and expectation makes the visitor feel satisfied, the tourist is satisfied; on the contrary, the tourist is not satisfied. This theoretical model is widely accepted by tourism scholars. He also think that the perception or feeling that tourist satisfaction is "positive" is based on the positive effect that tourists' expectations compare with actual experiences.

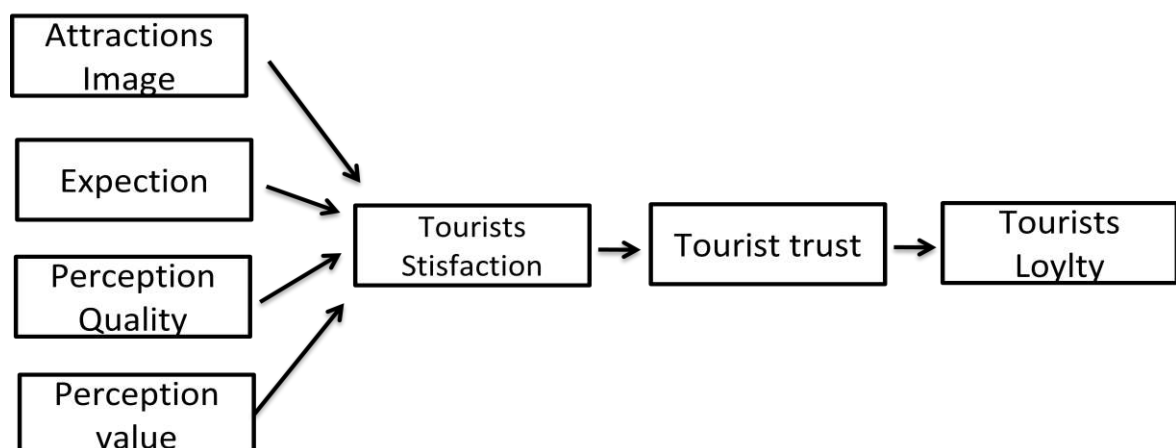
Li Zhihu (2003) think that tourist satisfaction is a kind of psychological activity, which is the pleasure of tourists after their needs are satisfied. The level of satisfaction is a function of perceived difference between expected and perceived values. Whether tourists are satisfied depends on the relationship between the tourists' expectations and actual perceived effects.

Scholars conducted questionnaires on Korean college students and Chinese college students, studied their motivation, tourism behavior and tourism satisfaction. Among thrust factor of tourist satisfaction, divided into: service, facilities and management, transportation and communications,

high-quality tourist resources in three parts. And from the survey results found that services, facilities and management and travel of college students have the largest impact on tourism, and draw, improve the quality of service in tourist destinations. The improvement of infrastructure is the key to increasing the image of the tourist destination and attracting tourists. However, among the factors of satisfaction with tourism, there are significant differences between Chinese college students and Korean college students in terms of accommodation facilities and food quality. The results show that Chinese college students believe that the level of accommodation facilities and the impact of food on the overall satisfaction is not much relevance, while Korean college students on the contrary. They think the impact on traffic, attractions, the environment, health, law and order management, and the resources of tourist destinations are quite significant. (Wu Jiawen, 2010).

Based on the European Customer Satisfaction Index (WTSI) model, relevant Chinese researchers have constructed tourist satisfaction models for world heritage sites. Through the verification of the variables such as scenic image, perceived quality, perceived price, customer expectation, tourist satisfaction, tourist trust and tourist loyalty, the basic model is established. (He Xiaorong & Meng Chuanjin & Luo Wenbin 2013) The model is as follows:

Figure 2.2: Satisfaction Index model



Source: He Xiaorong & Meng Chuanjin & Luo Wenbin (2013). The World Heritage Site Tourist Satisfaction Measurement Model Construction and Empirical

From another perspective to study this issue, as an individual, the integration of tourists with the tourism environment depends not only on the individual's travel expectation and motivation, but also on the ability of the tourism environment to meet the individual's expectation and motivation, and the actual experience of the environment to the individual. The degree of convergence between these two increased, tourist satisfaction also increased. (S.C. Bagri & Devkant, 2015)

### **2.1.3 Influential Factors of Tourist Satisfaction**

There are many factors that affect the satisfaction of tourists, including not only the facility's facilities and software services, but also some personal factors that difficult to be control, etc. Scholars from all over the world have come up with their own ideas.

Satisfaction factors in different tourist areas also need to be adjusted. Dorfman (1979) proposed that tourist satisfaction of seaside tourist attractions should include eight factors: beach, opportunity, cost, hospitality, catering facilities, accommodation facilities, environment and commercialization. When he studied camping activities, he found that satisfaction was affected by personal goals, environmental conditions (such as weather, landscape and congestion) and the ability to expect activities.

The scholar Song Bingming (1983) studied the factors of tourist choice, and conducted the satisfaction analysis according to different tourist destinations chosen by tourists. He took the Luk

Kok Hang Creek Forest Park as an example, sorted out the main five factors of tourist

satisfaction:

- Visitors psychological: including the motivation of travel, travel purposes, expectations, travel experience in the past time, needs, hobbies, age, gender and so on.
- Cultural environment: the number of tourists in tourist destination, the number of tourists spending and tourists behavior, the size and quality of tourist groups, the time distribution of tourists to tourist destinations.
- The natural environment: the particularity of the surrounding environment, the size of the landscape, the size of the tourist destination, the quality of the sanitation, the restrictions, the noise, the facilities, the convenience, the location, the appearance and the traffic conditions.
- Activities: the number of types of activities in the tourist area, the fitness of the quality of the basic conditions of the equipment, the restrictions on the ongoing activities, the expenses required for the tourist destination, the safety of the time and activities.
- Other: weather, unexpected events and other reasons.

Among other satisfaction research articles, researchers divided satisfaction into four dimensions: satisfaction with operating facilities, satisfaction with natural experience, satisfaction with activity participation, satisfaction with other visitor behaviors ( Zheng Qiyu & Yang Wencan & 1995).

Buhalis (2000) proposed a 6A model of tourist destination. The elements of tourist destinations studied include: attractions (landscapes and events), facilities (transportation), service facilities (accommodation and catering retail), scheduled service combinations, activities and

others supporting services. Some scholars also surveyed and analyzed the satisfaction of tourists traveling abroad, taking multiple tourism destinations as the main research topics, and using the performance model of satisfaction theory to explore the satisfaction of British tourists and German tourists on Turkey and Majorca. There are eight items of satisfaction, including Accommodation Services, Local Transport Services, Local Hygiene, Customer Care, Facilities and Activities, Price Levels, Language Communication, Airport Services. (Kozak, 2001).

Zhao Peng (2012) conducted a survey on undergraduates in Changsha City, Hunan Province, China, and conducted regression analysis on tourism decision-making, perception, motivation and destination. It pointed out that the facilities of tourist destinations are the most important issues and at the same time the rights and interests of tourism consumption should be guaranteed. At the same time, he also advocated that if the target customer of the tourist destination is college student, the tourist destination should have lectures and other activities to expand knowledge.

Taiwanese scholars take the cultural and creative settlements of Hai'an Road in Tainan City as an example to investigate the surrounding residents. The survey variables are cultural creative settlement, subjective feelings, environmental perception and life aesthetics. And concluded that subjective feelings have a greater significant impact on environmental perception. It also has some impact on satisfaction. Other variables have insignificant effects. (Qiu Yongting & Yu Qianwei, 2014).

S.C. Bagri and Devkant Kala (2015) proposed that personal factors (including the social background and motivation of individuals, psychological factors such as expectation preferences), environmental factors (including social environment and natural environment), activity factors (including various types of activities) and business facilities factors (including activity facilities



and maintenance management) are the main factors affecting the satisfaction of tourists.

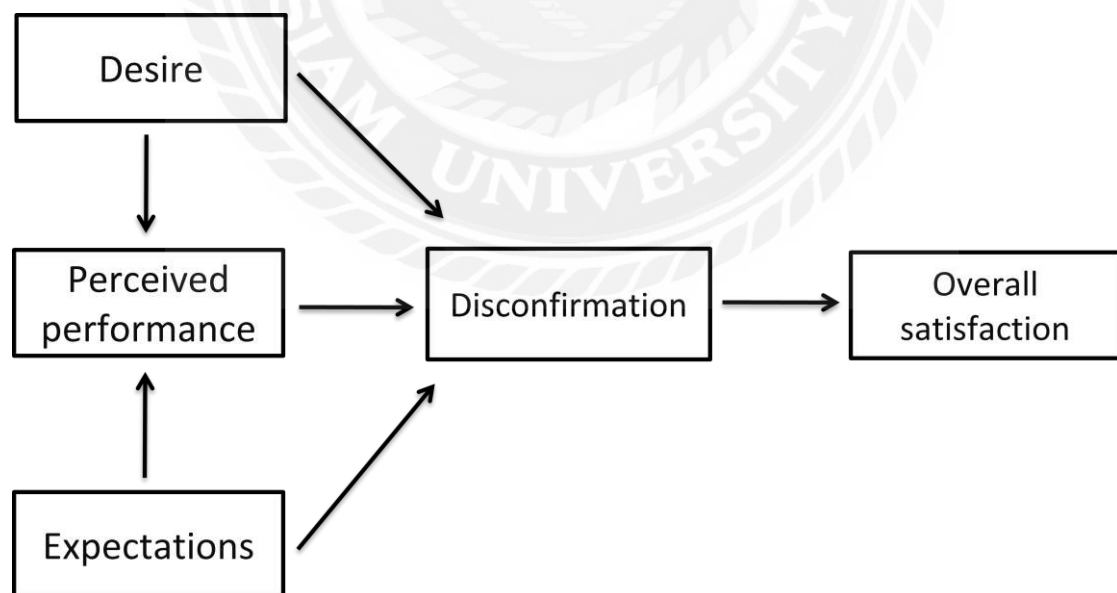
## 2.2 Expectation theory

Expectancy Disconfirmation Model (Oliver, 1980) is the most widely used theory in the theory of satisfaction research. The theory holds that tourists have an expectation of the product or service before consuming tourism products or enjoying travel services. After consuming or receiving services, tourists will gain a tourism experience. After tourists consume tourism products or services, they compare the post-consumer travel experience with the pre-consumer expectations. If these two are not the same, there will be differences. Positive differences will make tourists satisfied, that is "Confirmation", means that consumers have the willing to consume again. Conversely, the negative difference will make tourists feel dissatisfied, that is "Negative Disconfirmation", means that consumers do not have the willing to spend again, the consumer will look for alternative goods next time. To put it simply, the Expectancy Disconfirmation Model can be expressed as "customer satisfaction = perceived quality - consumer expectation." This theory in the further evolution of the process also to use the "customer satisfaction = perceived quality / user expectations," that is, customer satisfaction less than 1 means not satisfied, more than 1 means satisfaction.

The measure of customer satisfaction is the customer's expectations of the product or service, the customer's expectations come from the customer's buying experience, friend's opinions and the information and commitment of the seller and the competitor, so the customer's expectation exists at before buying or at the time of purchase. The seller must accurately set the correct expectations standard, and if the expectations are set too low, they can satisfy some of those who

buy the product, but cannot attract enough buyers. Conversely, if expectations are set too high, buyers will be disappointed. The level of customer expectations largely affects the behavior of customers under different standards of satisfaction. In theory, customers expect services to include two standard services, namely, the desired service and the adequate service. The former represents the level of performance a customer wants or can expect from a business, and the latter represents the minimum level of service that a customer can accept. Then Oliver (1993) improved this mode, divided customer's demands to two concepts consist of "expectations" and "desires". "Expectations" are defined as a set of standards that predict expectations and anticipates of customer about specific product or service, On the other hand, "desires" are defined as a set of attributes that present more value to the customers. The impact of "expectations" and "desires" on perceived performance in EDT model as shown below:

Figure 2.3 : Expectancy Disconfirmation Model



Source: He Xiaorong, Meng Chuanjin, Luo Wenbin (2013) . The World Heritage Site Tourist

Satisfaction Measurement Model Construction and Empirical.

## 2.3 Revisiting Intentions

Consumers generated a repurchase intention after the consumer purchasing behavior, re-visit intention is its definition of the extension. It refers to tourists' intention of revisiting some place.

In 1984, Gitelson and Crompton found that revisiting tourists plays an important role in maintaining the share of tourists in tourist attractions, especially in mature tourist attractions. In 2003, Kozak suggested that re-visit refers to the fact that tourists are willing to travel to a destination or to other attractions in the same country again. Studies show that tourists' willingness to revisit tourist attractions or countries depends on economic or other factors such as travel experience and frequency of previous travel destinations, convenience of destination transportation, recreational activities, local price levels, local hospitality, tourists' satisfaction of product and service and other factors. Therefore, tourists will show higher willingness to revisit intention than others when they experience a better-than-expected leisure experience. In addition to revisit, highly satisfied tourists pass information to people in the surrounding area. If tourists have a good experience, it will naturally attract more people to visit.

According to Chen & Tsai (2007), The visitor will select the place first then they will experience and evaluate the place during their visit and finally make the comments the places. Those post-visiting comments are very important because it will affect the future potential visitors to come to visit or not and even to the current visitors to revisit the place. Positive comment givers are mostly come back to the place and most of the first-time visitors are likely to revisit the place due to those positive comments.

Alexandris et al., (2006) mentioned that satisfaction plays a very vital role to make the visitors to revisit the place again. People always tend to miss the good memories and positive

feeling that they receive from traveling and tend to go back to visit the places where they have high satisfaction. However, Andreu and Beigne (2009), argue that even the satisfied customers might not use the services of the same organization because of the very high competitive market of the tourism industry. They tend to find out what new organization can provide them with the new satisfaction and services. In other words, there are many substitution services available. Therefore, the service consumers have the bargaining power over the service providers.

Based on Kneesel et al., (2010), the satisfaction and positive images that the visitor receive will have two major benefits. The first one is that the future potential visitors will use this positive images as the references and will reflect them to make the decision in selecting the destination to visit. The second one would be that the visitors who are fully satisfied during first trip will be more likely to come to the place again with more friends and to suggest and recommend the place to other people they know.

The intention of revisit should be the re-consumption behavior of tourists on the tourist destination or tourist products (Lv Changci, 2006). The impact of travel motivation on revisit is obvious. Different types of tourists have different motives for travel and revisit (Mao Xiaogang, 2011). Based on the six elements of tourism, satisfaction is divided from accommodation, transportation, food, travel, shopping and entertainment. Take the city of Feng Huang's tourism industry as an example, it is proposed that tourists with high education have low revisit (Zhou Huiling & Xu Chunxiao, 2011).

Also through the investigation of tourists in the ancient city of Phoenix, Li Biyuan (2012) divided the motivation of tourists into five types. At the same time, it analyzed the intention of revisiting and pointed out that the revisit intention of different types of tourists in different time

was significant different. And pointed out that tourists who shopping as motivation, in all periods revisiting intention higher than the other revisiting intention crowd.

Scholars are studying the four dimensions of travel motivation, satisfaction, trust and willingness to travel. And found in the study, in the leisure motivation and cultural motivation, tourist satisfaction, tourist trust will act as an intermediary, indirect impact on revisit intention (Guo Anxi&Huang Fucai, 2013).

In summary, in my study, the intention of revisit is defined as the possibility of visitors coming to the destination again and recommending others to come and visit.

## **2.4 Conclusion**

These literatures defined the concepts of customer satisfaction, tourists satisfaction, and the differences and similar of customer satisfaction and tourists satisfaction when or before customer purchase some product and service. This study adds to the extant literature on visitors' perceptions of satisfaction on international travel. The major perceived travel satisfaction impact factor are including Accommodation Services, Local Transport Services, Local Hygiene, Customer Care, Facilities and Activities, Price Levels, Language Communication, Airport Services and so on. The literature review also defined the reasons that why tourists are willing to revisit. Also made it clear that willingness to recommend to relatives and friends is also an indication of revisiting intention.

By the support of these literatures, we can foresee the potential challenges that Chatuchak weekend market in Bangkok and Thailand tourism is facing. The profitability of enterprises and customer satisfaction presents a kind of functional relationship, and the satisfaction of customers

has a positive impact on the profitability of enterprises. This is not an accidental phenomenon, but it has its underlying reasons behind it. The management department of Chatuchak Weekend Market needs to take full account of all possible influencing factors and reflect on their own weaknesses. They could gain ideas about how to develop the current tourism to make visitors feel comfortable when they come to Thailand's market. Tourists could also learn knowledge about culture in Thailand and get the real image of Thailand.



## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

This chapter mainly focuses on the research framework and research methods of the independent study, and summarizes the research ideas of the whole article.

#### **3.1 Research Strategy**

This paper mainly through the reference of relevant literature and interview visitors, and the use of questionnaires as a tool to collect data. Then use statistical analysis to analyze the data and draw the final results.

This study is a quantitative study that uses a questionnaire as a tool for the data collection process. Quantitative research is a prescriptive scientific research in order to determine a certain amount of things, that is, through a large number of data to express the problems and phenomena, and then to analyze, test, explain, and thus obtain meaningful research methods and processes (Chen Xiangming, 2002). The researcher will set the questionnaire question and the answer that can be selected. The questionnaire is distributed to the target population and the target people responds to the question independently. Questionnaire will be sent and received by mail, website questionnaires and face to face. The research methodology is designed to include sampling strategies, data collection and data analysis as follows to answer the research objectives. After referring to the second chapter, the author designs the questionnaire and puts forward a suitable questionnaire system in the context of this paper, and puts forward the possible influencing factors of Chinese tourists' satisfaction with the weekend market in Chatuchak.

### **3.2 Population and Samples**

#### **Population:**

Population of this study was identified as the visitors from China, who had experience in visiting Chatuchak weekend market Bangkok, Thailand.

#### **Samples and sample size:**

The sample from this study is tourists from China, which are traveling in Chatuchak weekend market Bangkok, Thailand. The author conducted a random sample survey of the above-mentioned population in Chatucha weekend market.

The author will determine sample size by applying an equation proposed by Bingru Zhang(2016) which is the adaptation of Pongwichai (2009). After calculation, the required sample size is 385 copies. Therefore, the sample size of this research was 385 people who are Chinese and visit Chatucha weekend market in Bangkok, Thailand. In addition, in order to prevent errors, the author will increase the sample to 400 people.

### **3.3 Sampling Strategy for Data Collection**

This study uses a random sample survey. A questionnaire was sent to sample group who are Chinese and had a traveling experience in Chatuchak Weekend Market in Bangkok, Thailand.

The researchers used two methods to collect the questionnaire. The first is that the investigators personally went to the Chatuchak Weekend Market Distribution Questionnaire in February 2018. The second is that researchers published a questionnaire on the travel experience sharing website during the same period, inviting qualified Chinese to fill in the questionnaire.

The first way researchers choose is because of when in the first case the researcher can get the



most up-to-date and practical viewing experience. The reason for choosing the second approach is that the second approach makes it easier for researchers to access information more widely.

Researchers distributed a total of 400 questionnaires. A total of 386 questionnaires were successfully received and validated.

### 3.4 Survey Instruments

Researchers use questionnaires as a tool to collect data to examine and identify the relationship between research satisfaction and revisit intention. The questionnaire is divided into three parts, a total of 25 questions.

Part 1. The first part of the question involves some of the respondents basic information, including gender, age, status, education level, occupation, and monthly income. The questions are close-ended questionnaire and the answer of each question is check list type. It totally have 6 questions.

Table 3.1 Demographic Information

Variable	Classification
1. Gender	<input type="checkbox"/> Male <input type="checkbox"/> Female
2. Age	<input type="checkbox"/> 16-20 <input type="checkbox"/> 21-25 <input type="checkbox"/> 26-30 <input type="checkbox"/> 31-35 <input type="checkbox"/> Over 35
3. Status	<input type="checkbox"/> Single <input type="checkbox"/> Married

4. Education Level	<input type="checkbox"/> High School / Vocational School <input type="checkbox"/> Bachelor' s Degree <input type="checkbox"/> Master' s Degree <input type="checkbox"/> Doctoral Degree
5. Occupation	<input type="checkbox"/> Employee for Government <input type="checkbox"/> Employee for Private Companies <input type="checkbox"/> Business Owner <input type="checkbox"/> Student <input type="checkbox"/> Others (Please specify).....
6. Monthly Income	<input type="checkbox"/> Less than 20,000 Baht <input type="checkbox"/> 20,000-30,000 Baht <input type="checkbox"/> 30,001-40,000 Baht <input type="checkbox"/> 40,001-50,000 Baht <input type="checkbox"/> More than 50,000 Baht

Part2. The problem with this part is about satisfaction and revisit intention. According to the literature review, one of the necessary points to study about the relationship between satisfaction and revisit intention to ask the respondents about the overall feeling and overall satisfaction of the place. In addition, researcher need to know the extent of their intention to revisit this place. Based on this author set a total of four questions in the second part of the questionnaire to solve this problem.

Table 3.2 Satisfaction and revisit intention

Variable	Classification
1. What is your overall satisfaction with the Chatuchak weekend market?	<input type="checkbox"/> Strongly Satisfaction <input type="checkbox"/> Rather Satisfaction <input type="checkbox"/> Moderate <input type="checkbox"/> Not Satisfaction <input type="checkbox"/> Strongly Not Satisfaction

<p>2. Do you plan to visit Chatuchak weekend market again?</p>	<p><input type="checkbox"/> Yes, I definitely do.  <input type="checkbox"/> Yes, I do.  <input type="checkbox"/> Well, probably  <input type="checkbox"/> No, I don't.  <input type="checkbox"/> No and I hate it.</p>
<p>3. Would you recommend relatives and friends to visit here?</p>	<p><input type="checkbox"/> Yes, I definitely do.  <input type="checkbox"/> Yes, I do.  <input type="checkbox"/> Well, probably  <input type="checkbox"/> No, I don't.  <input type="checkbox"/> No and I hate it.</p>
<p>4. If you do not want to revisit, then you have any suggestions or any similar attractions you like to recommend</p>	<p>.....</p>

Part 3. The third part of the questionnaire is about the factors that affect the degree of satisfaction and the actual satisfaction of tourists with these factors. About this part, the questionnaire was developed or revised according to literature review. Each participant was asked to rate five point Likert-type scale to the extent of how he/she agree with the three aspect of satisfaction consist of environment,service and goods.

At the same time, each entry has two more options, including expectation on each aspect before tourists go to Chatuchak weekend market , and the actual satisfaction of each of them.

The first aspect is about environment. The main purpose of this part is to understand the importance and satisfaction of tourists to the overall market environment, traffic environment, convenience, regional planning, and safety. The environment aspect includes six specific items.

Detailed questionnaire design is as follows:



2. Convenient transportation													
3. Market road design, retail area structure is reasonable													
4. The market has enough road signs and maps													
5. The market has enough bins and toilets													
6. Market safety													

The second aspect is about service. The main purpose of this part is to understand the importance and satisfaction of tourists on the service attitude, service quality, service professionalism and service efficiency of market service personnel. The service aspect includes three specific items. Detailed questionnaire design is as follows:

Instructions: Please tick (✓) for the answers which are mostly related to your opinions

Questions A: Before visiting Chatuchak, which factor is the first on your list to consider, or which one have your biggest expectation?

5 = Strongly Important

4 = Rather Important

3 = Moderate

2 = Unimportant

1 = Strongly Unimportant

Questions B: After visiting Chatuchak, how do you feel about the following factors?

5 = Strongly Satisfaction

4 = Rather Satisfaction

3 = Moderate

2 = Not Satisfaction

1 = Strongly Not Satisfaction

Table 3.4 The service aspect of tourists expectations and real feelings in Chatuchak weekend

market

Survey content:	Level of Opinions									
	A:Expectations before traveling					B: Actual satisfaction				
	1	2	3	4	5	1	2	3	4	5
<b>Service:</b>										
1. Service attitude and quality of shop assistant										
2. Market management staff professionalism										
3. Work efficiency										

The third aspect is about retail commodity. The main purpose of this part is to understand the importance and satisfaction of tourists on the quality, price, style, function, richness, cultural features, brand of the market products. The commodity aspect includes seven specific items.

Detailed questionnaire design is as follows:

Instructions: Please tick (✓) for the answers which are mostly related to your opinions

Questions A: Before visiting Chatuchak, which factor is the first on your list to consider, or which one have your biggest expectation?

5 = Strongly Important

4 = Rather Important

3 = Moderate



### 3.5 Data Analysis

#### Descriptive Statistics

Frequency, percentage, mean, and standard deviation are used for describe the collected data which are:

1.1 Demographic data that consist of age, gender, status, education level, occupation, monthly income and if tourists will to recommend relatives and friends to visit.

1.2 Sample's perception including tourists satisfaction on environment, services and product and revisiting intention.

#### Inferential Statistics

Correlation Analysis was used for determining the relationships between variables which are:

1.1 Chinese tourists' satisfaction with environment affected their decisions to revisit Chatuchak weekend market.

- Chinese tourists' environmental satisfaction with restaurants and shopping stalls affected their decisions to revisit Chatuchak weekend market.
- Chinese tourists' satisfaction with transportation affected their decisions to revisit Chatuchak weekend market.
- Chinese tourists' satisfaction with road design, retail area structure affect their decisions to revisit Chatuchak weekend market.
- Chinese tourists' satisfaction with road signs and maps affect their decisions to revisit Chatuchak weekend market.
- Chinese tourists' satisfaction with bins and toilets affect their decisions to revisit Chatuchak



weekend market.

- Chinese tourists' satisfaction with safety affect their decisions to revisit Chatuchak weekend market.

1.2 Chinese tourists' satisfaction with service affected their decisions to revisit Chatuchak weekend market.

- Chinese tourists' satisfaction with service attitude and quality of shop assistant affect their decisions to revisit Chatuchak weekend market.
- Chinese tourists' satisfaction with staff professionalism affect their decisions to revisit Chatuchak weekend market.
- Chinese tourists' satisfaction with work efficiency affect their decisions to revisit Chatuchak weekend market.

1.3 Chinese tourists' satisfaction with commodity affected their decisions to revisit Chatuchak weekend market.

- Chinese tourists' satisfaction with product quality affect their decisions to revisit Chatuchak weekend market.
- Chinese tourists' satisfaction with product price affect their decisions to revisit Chatuchak weekend market.
- Chinese tourists' satisfaction with product function affect their decisions to revisit Chatuchak weekend market.
- Chinese tourists' satisfaction with product style affect their decisions to revisit Chatuchak weekend market.

weekend market.

- Chinese tourists' satisfaction with rich variety of products affect their decisions to revisit

Chatuchak weekend market.

- Chinese tourists' satisfaction with product characteristics and cultural connotation affect their decisions to revisit Chatuchak weekend market.



## CHAPTER 4

### RESEARCH FINDINGS AND DATA ANALYSIS

This chapter mainly shows the results of data analysis, in order to further complete the research objectives. It is mainly divided into two parts. The first part is descriptive statistical analysis. The second part is about the research on the influencing factors of satisfaction, and the analysis of the relationship between satisfaction and revisiting, which is mainly based on the Pearson correlation analysis.

This research will benefit the tourist agencies because the research identifies the factors that motivate the tourist to come to Thailand. The agencies can highlight the points that motivate major tourists as the advertising tools which will lead more tourists to come to visit Thailand. Likewise, this research will also benefit the travelers because the research mainly focuses on the satisfaction of the visitors in order to provide the proper services to maximize visitor satisfaction. The research will also benefit the future researchers since this research can be used as the reference for the future study of the similar topics. Overall, the research findings will benefit the whole tourism industry in Thailand because the satisfied visitors will come to visit Thailand again. The proper services and provision of satisfaction factors to the visitor will benefit the whole Tourism Industry.

#### 4.1 The Analysis of Demographic Data of Samples

Table 4.1: Frequency and Percentage of Demographic Data; Gender.

Gender		Frequency	Percent
Valid	Male	188	48.7
	Female	198	51.3
	Total	386	100.0

From the above table, the majority of respondents are female with total number equal to 198 respondents (51.3%) and male 188 respondents (48.7%). There is not much difference in the number of males and females, and it is relatively even.

Table 4.2: Frequency and Percentage of Demographic Data; Age.

	Age	Frequency	Percent
Valid	16-20 Years	8	2.1
	21-25 Years	223	57.8
	26-30 Years	75	19.4
	31-35 Years	8	2.1
	Over 35 Years	72	18.7
	Total	386	100.0

Most respondents age are in the range between 21-25 years old which equal to 223 respondents (57.8%) followed by 26-30 years old 75 respondents (19.4%), over 35 years respondents (18.7%), 16-20 years old and 31-35 years old 8 respondents (2.1%) respectively. From this data, it can be seen that the main consumers of the Chinese tourists in the weekend market are mainly young people aged 20 to 30 years.

Table 4.3: Frequency and Percentage of Demographic Data; Status.

	Status	Frequency	Percent
Valid	Single	297	76.9
	Married	89	23.1
	Total	386	100.0

The major respondents' status are single with total number equal to 297 respondents (76.9%), married 89 respondents (23.1%) respectively.

Table 4.4: Frequency and Percentage of Demographic Data; Education Level.

Education Level		Frequency	Percent
Valid	High School / Vocational School	40	10.4
	Bachelor's Degree	133	34.5
	Master's Degree	205	53.1
	Doctoral Degree	8	2.1
	Total	386	100.0

The major respondents have education level in master's degree equal to 205 respondents (53.1%), bachelor's degree 133 respondents (34.5%), high school/ vocational school 40 respondents (10.4%), doctoral degree 8 respondents (2.1%) respectively.

Table 4.5: Frequency and Percentage of Demographic Data; Occupation.

Occupation		Frequency	Percent
Valid	Employee for Government	49	12.7
	Employee for Private Companies	57	14.8
	Business Owner	8	2.1
	Student	180	46.6
	Others (Please specify)	92	23.8
	Total	386	100.0

The majority of respondents are students which equal to 180 respondents (46.6%), followed by work in others 92 (23.8%), employee for private companies 57 (14.8%), employee for government 49 (12.7%), business owner 8(2.1%) respectively. Among options of others, most are teachers and a few are freelancers. It can be seen that the weekend market is very popular with students and teachers.

Table 4.6: Frequency and Percentage of Demographic Data; Monthly Income.

Monthly Income		Frequency	Percent
Valid	Less than 20,000 Baht	224	58.0
	20,000-30,000 Baht	64	16.6
	30,001-40,000 Baht	58	15.0
	40,001-50,000 Baht	24	6.2
	More than 50,000 Baht	16	4.1
Total		386	100.0

Most respondents' incomes are less than 20,000 baht which equal to 224 respondents (58.0%), 20,000-30,000 baht 64 respondents (16.6%), 30,001-40,000 baht 58 respondents (15.0%), more than 50,000 baht 24 respondents (6.2%), and 40,001-50,000 baht 16 respondents (4.1%) respectively. It can be seen that because the majority of tourists are students, just have fewer tourists who earn more than 40,000 baht.

Table 4.7: Descriptive analysis of overall satisfaction: What is your overall satisfaction with the Chatuchak weekend market?

Item	Percent					Mean	Std. Deviation
	Strongly Not Satisfaction	Not Satisfaction	Moderate	Rather Satisfaction	Strongly Satisfaction		
Overall Satisfaction	0%	2.13%	51.06%	44.68%	2.13%	3.46	.581

From the above table, we can see that visitors' overall satisfaction is mainly concentrated in "Rather Satisfaction" and "Moderate". Mean is 3.46. Overall, the satisfaction of tourists is moderate.

Table 4.8: Descriptive analysis of revisiting intention: Do you plan to come back to visit

Chatuchak weekend market again?

Item	Percent					Mean	Std. Deviation
	No and I hate it	No, I don't	Well, probably	Yes, I do	Yes, I definitely do		
Revisiting Intention	0%	19.15%	21.28%	51.06%	8.51%	3.49	.895

The above table show that most tourists are willing to revisit Chatuchak weekend market. The reply mainly focused on "Yes, I do" and "Well, probably", accounting for 72.34% of the total. Mean equal to 3.49. Revisit intention is higher than satisfaction.

Table 4.9: Descriptive analysis of recommend intention: Would you recommend relatives and friends to visit here?

Item	Percent					Mean	Std. Deviation
	No and I hate it	No, I don't	Well, probably	Yes, I do	Yes, I definitely do		
Recommend Intention	0%	10.64%	17.02%	63.83%	8.51%	3.71	.763

The above table shows that most tourists are willing to recommend Chatuchak weekend market to relatives and friends. The answers mainly focused on "Yes, I do" and "Well, probably", accounting for 80.85% of the total. Mean equal to 3.71, higher than satisfaction and revisiting intention.

In addition, according to the fourth question in the second part of the questionnaire, among the tourists who did not want to revisit, some people put forward their opinions and suggestions.

Some people proposed that the hot weather in Thailand and the open-air environment caused market to be very hot and not suitable for long time visiting. Some tourists think that the market have too many tourists, too crowded, which makes people do not want to come again. There are tourists suggesting that the market needs more convenient transportation. Some people think that the top priority of the market is to change the distribution of messy shops.

Table 4.10: Expectation and actual satisfaction

Survey content:	Level of Opinions					
	A: Expectations before traveling			B: Actual satisfaction		
	Mean	S.D.	Rank	Mean	S.D.	Rank
<b>Environment:</b>	3.79			3.73		
1. Restaurant and shopping stall clean and tidy	3.85	1.170	9	3.72	.970	10
2. Convenient transportation	3.94	1.028	5	3.98	.878	1
3. Market road design, retail area structure is reasonable	3.59	1.132	15	3.63	.917	14
4. The market has enough road signs and maps	3.71	1.134	13	3.78	1.019	5
5. The market has enough bins and toilets	3.66	1.176	14	3.52	1.091	15
6. Market safety	3.96	1.304	4	3.76	1.023	6
<b>Service:</b>	3.94			3.79		
1. Service attitude and quality of shop assistant	4.08	1.070	1	3.87	.840	2
2. Market management staff professionalism	3.86	1.011	8	3.81	.789	4
3. Work efficiency	3.88	1.026	7	3.68	.877	12
<b>Commodity:</b>	3.90			3.73		
1. Product quality	3.97	1.069	3	3.74	1.026	9
2. Price	4.02	1.024	2	3.74	1.005	8
3. Function	3.85	1.152	10	3.75	.786	7
4. Style	3.79	1.099	12	3.65	.958	13
5. Rich variety of products	3.94	.957	5	3.81	.866	3



6. Products have Thai characteristics and cultural connotation	3.85	1.096	10		3.70	.950	11
Total	3.86				3.74		

This section analyzes the average and standard deviation of tourists' expectations and satisfaction, and ranks the average of the calculations. In terms of the overall degree of expectation, the order of importance considered by tourists is as follows: Service attitude and quality of shop assistant, Price, Product quality, Market safety, Convenient transportation, Rich variety of products, Work efficiency, Market management staff professionalism, Restaurant and shopping stall clean and tidy..... Of the fifteen items, the rank first and second item are between "Strongly important" and "Rather important" areas. The latter 13 options are between "Moderate" and "Rather important." From this, it can be seen that the overall expectations of tourists for the Chatuchak weekend market are high. Among them, Chinese tourists think that service attitude, commodity price and quality are the primary considerations. Chinese tourists are most satisfied with Transportation, Service attitude and quality of shop assistant, Rich variety of products and Market management staff professionalism. Overall, Chinese consumers have the highest demands on services and the highest satisfaction with services. The lowest level of satisfaction is "The market has enough bins and toilets", "Market road design, retail area structure is reasonable" and "Commodity style". These aspects still need to be improved.

Through the comparison of the overall average between tourists' expectations and satisfaction, the tourists' expectations are more than the tourists' satisfaction(3.86>3.74). The main reason for this result is service attitude, commodity price and quality. Due to the very high demands of tourists on these three items, it make there is a certain gap between satisfaction and expectation.

This also shows that there are still many areas for improvement in the Chatuchak weekend market operations, in order to increase the satisfaction of tourists after the tour.

#### 4.2 The analysis of Correlation between Satisfaction and Revisit Intention

The questionnaire contains 15 independent factors. In order to understand the relationship between the Chinese tourists' satisfaction and the intention of revisiting at Chatuchak weekend market, the author used a correlation analysis. The defined standard was the correlation coefficient matrix of two comparisons. Sig.(2-tailed) was less than 0.05. It is significant.

Table 4.11: Correlation analysis of tourists' satisfaction with the environment and revisit intention

Independent Variables		Revisiting intention
1. Restaurant and shopping stall clean and tidy	Pearson Correlation	.333**
	Sig. (2-tailed)	.000
	N	386
2. Convenient transportation	Pearson Correlation	.189**
	Sig. (2-tailed)	.000
	N	386
3. Market road design, retail area structure is reasonable	Pearson Correlation	.105*
	Sig. (2-tailed)	.039
	N	386
4. The market has enough road signs and maps	Pearson Correlation	.079
	Sig. (2-tailed)	.119
	N	386
5. The market has enough bins and toilets	Pearson Correlation	.333**
	Sig. (2-tailed)	.000
	N	386
6. Market safety	Pearson Correlation	.189**
	Sig. (2-tailed)	.000
	N	386
<b>Environment</b>	Pearson Correlation	.205**
	Sig. (2-tailed)	.004
	N	386

Correlation is significant at the 0.01 level (2-tailed).\*\*

Correlation is significant at the 0.05 level (2-tailed).\*

Correlation analysis technique was applied to analysis the relationship between tourists' satisfaction with the environment factor and revisiting intention. Among all environmental satisfaction factors, "The market has enough road signs and maps" (sig.=0.119) correlation is higher than 0.05. The hypotheses is not accepted. The rest of the hypotheses can be accepted and correlation is significant. This shows that tourists' satisfaction with Restaurant and shopping stall clean and tidy, Convenient transportation, Market road design, retail area structure, The market has enough bins and toilets ,Market safety are positive related to revisiting intention. Totally, there is significant relationship between tourists' satisfaction of environment and revisiting intention.

Table 4.12: Correlation analysis of tourists' satisfaction with the service and revisit intention

Independent Variables		Revisiting intention
1. Service attitude and quality of shop assistant	Pearson Correlation	.427**
	Sig. (2-tailed)	.000
	N	386
2. Market management staff professionalism	Pearson Correlation	.333**
	Sig. (2-tailed)	.002
	N	386
3. Work efficiency	Pearson Correlation	.247**
	Sig. (2-tailed)	.006
	N	386
<b>Service</b>	Pearson Correlation	.335**
	Sig. (2-tailed)	.002
	N	386

Correlation is significant at the 0.01 level (2-tailed).\*\*

Correlation is significant at the 0.05 level (2-tailed).\*

Correlation analysis technique was applied to analysis the relationship between tourists'

satisfaction with the service factor and revisiting intention. The hypotheses can be accepted and correlation is significant. This shows that tourists' satisfaction of Service attitude and quality of shop assistant, Market management staff professionalism, Work efficiency have significant positive relationship with revisiting intention. Totally, there is significant relationship between tourists' satisfaction of service and revisiting intention.

Table 4.13: Correlation analysis of tourists' satisfaction with the commodity and revisit intention

Independent Variables		Revisiting intention
1. Product quality	Pearson Correlation	.404**
	Sig. (2-tailed)	.000
	N	386
2. Price	Pearson Correlation	.297*
	Sig. (2-tailed)	.020
	N	386
3. Function	Pearson Correlation	.343**
	Sig. (2-tailed)	.005
	N	386
4. Style	Pearson Correlation	.064
	Sig. (2-tailed)	.207
	N	386
5. Rich variety of products	Pearson Correlation	.373**
	Sig. (2-tailed)	.001
	N	386
6. Products have Thai characteristics and cultural connotation	Pearson Correlation	.216*
	Sig. (2-tailed)	.023
	N	386
<b>Commodity</b>	Pearson Correlation	.327**
	Sig. (2-tailed)	.004
	N	386

Correlation is significant at the 0.01 level (2-tailed).\*\*

Correlation is significant at the 0.05 level (2-tailed).\*

Correlation analysis technique was applied to analysis the relationship between tourists' satisfaction with the commodity factor and revisiting intention. Among all environmental satisfaction factors, " Commodity Style " (sig.=0.207) correlation is greater than 0.05. The hypotheses is not accepted. The rest of the hypotheses can be accepted and correlation is significant. This shows that tourists' satisfaction of Product quality, Function, Rich variety of products, Products have Thai characteristics and cultural connotation have significant positive relationship with revisiting intention. Totally, there is significant relationship between tourists' satisfaction of commodity and revisiting intention.



## CHAPTER 5

### DISCUSSION AND CONCLUSION

Through the analysis of the data, this article solves the research problem, and further reaches the purpose of the study, so that the significance of research is more valuable. In today's society, there are many studies on the satisfaction and revisiting of various tourist attractions, but there is almost no research about the satisfaction influence factors, relationship with satisfaction and revisiting intention at Chatuchak weekend market. Therefore, this article is devoted to pointing out the possible problems in the Chatuchak weekend market and giving some suggestions.

There are four purposes of this study.

- i. First, Through questionnaires to investigate the level of Chinese tourists satisfaction and revisiting intention on Chatuchak weekend market.
- ii. Second, the purposes also include to investigate what is the key factor affecting the satisfaction of tourists.
- iii. The main purposes of this study is to examine the relationship between the impact factor of Chinese tourists satisfactions and revisiting intension in Chatuchak weekend market.
- iv. Meanwhile, through the survey results to analyze the shortcomings of the current Chatuchak market and the needs of Chinese tourists, and make recommendations for this market's improvement.

In this research, the author created theoretical foundation of the conceptual framework based on similar tourism industry settings. Concept and measurement related to satisfaction with environment aspect, satisfaction with service aspect, satisfaction with commodity aspect and visitors' decision of revisiting have been summarized and analyzed so as to create a conceptual

framework for this study. The interrelationship among satisfaction with three aspect and visitors' decision of revisiting have been analyzed and explored which led to the hypothesis.

## **5.1 Conclusion**

### **5.1.1 Satisfaction impact factors**

After studying the relevant literature and the model of factors that influence satisfaction, the factors that affect Chinese tourists' satisfaction with the Chatuchak weekend market are:

Environment aspect: Restaurant and shopping stall clean and tidy, Convenient transportation, Market road design, retail area structure is reasonable, The market has enough road signs and maps, The market has enough bins and toilets, Market safety.

Service aspect: Service attitude and quality of shop assistant, Market management staff attitude and professionalism, Work efficiency.

Commodity aspect: Product quality, Price, Function, Style, Rich variety of products, Products have Thai characteristics and cultural connotation.

### **5.1.2 Consumer Group Characteristics**

Gender aspect: The majority of respondents are female with total number equal to 198 respondents (51.3%) and male 188 respondents (48.7%). There is not much difference in the number of males and females, and it is relatively even.

Age aspect: it can be seen that the main consumers of the Chinese tourists in the weekend market are mainly young people aged 20 to 30 years. Adults of this age group are mostly capable of working. There is a strong willingness to travel and strong spending power.

Status aspect: The major respondents' status are single with total number equal to 297 respondents (76.9%), married 89 respondents (23.1%) respectively. Single tourists more love to come to Chatuchak for shopping

Education Level: Nearly 90% of tourists are bachelor degree or above, while more than half of the tourists are highly educated.

Occupation aspect: The majority of respondents are student which equal to 180 respondents (46.6%), followed by work in others 92 (23.8%), employee for private companies 57 (14.8%), employee for government 49 (12.7%), business owner 8(2.1%) respectively. Among options of others, most are teachers and a few are freelancers. It can be seen that the weekend market is very popular with students and teachers.

Monthly Income: Most respondents' incomes are less than 20,000 baht which equal to 224 respondents (58.0%), 20,000-30,000 baht 64 respondents (16.6%), 30,001-40,000 baht 58 respondents (15.0%), more than 50,000 baht 24 respondents (6.2%), and 40,001-50,000 baht 16 respondents (4.1%) respectively. It can be seen that because the majority of tourists are students, there are very few tourists who can earn exceed 40,000 baht.

### **5.1.3 Overall Satisfaction and Revisit Intention**

Visitors' overall satisfaction is mainly concentrated in "Rather Satisfaction" and "Moderate". Mean is 3.46. Overall, the satisfaction of tourists is moderate. Most tourists are willing to revisit Chatuchak weekend market. The reply mainly focused on "Yes, I do" and "Well, probably", accounting for 72.34% of the total. Mean equal to 3.49. Revisit intention is higher than satisfaction. Most tourists are willing to recommend Chatuchak weekend market to relatives and



friends. The answers mainly focused on "Yes, I do" and "Well, probably", accounting for 80.85% of the total. Mean equal to 3.71, higher than satisfaction and revisiting intention.

#### **5.1.4 Expectations and Satisfaction of Each Factor**

In terms of the overall degree of expectation, the order of expectation considered by tourists from high to low is as follows: Service attitude and quality of shop assistant, Price, Product quality, Market safety, Convenient transportation, Rich variety of products, Work efficiency, Market management staff professionalism, Restaurant and shopping stall clean and tidy, Products have Thai characteristics and cultural connotation, Function, Style, The market has enough road signs and maps, The market has enough bins and toilets, Market road design, retail area structure is reasonable. It shows that in the hearts of Chinese tourists, service attitude and quality of shop assistant, commodity price and quality are the three most important influencing factors that prompted them to visit the Chatuchak weekend markets.

In the investigation of satisfaction factors, Chinese tourists are most satisfied with the four factors of Transportation, Service attitude and quality of shop assistant, Rich variety of products and Market management staff professionalism. The market road design and retail area structure is reasonable, the market has enough bins and toilets, the market has enough road signs and maps, and the Commodity style are the four items that have the lowest level of satisfaction and are the areas that need improvement.

Through the comparison of the overall average between tourists' expectations and satisfaction, the tourists' expectations are more than the tourists' satisfaction(3.86>3.74). The satisfaction of three items of Convenient transportation, Market road design and retail area structure is

reasonable, The market has enough road signs and maps are higher than expectation, the satisfaction of the rest of items are lower than the expectation. Among them, Market road design and retail area structure is reasonable, The market has enough road signs and maps, these two aspect's satisfaction is not high compared to other items, but tourists do not have high expectations for these two items, so tourists are still satisfied with them.

### **5.1.5 The relationship between each satisfaction factor and revisiting intention**

According to hypothesis test data analysis, the significant relevant factors that affect tourists' revisit intention include:

Environmental aspects: Restaurant and shopping stall clean and tidy, Convenient transportation, Market road design, retail area structure is reasonable, The market has enough bins and toilets, Market safety.

Service aspect: Service attitude and quality of shop assistant, Market management staff professionalism, Work efficiency.

Commodity aspect: Product quality, Price, Function, Rich variety of products, Products have Thai Characteristics and cultural connotation.

Restaurant and shopping stall clean and tidy, The market has enough bins and toilets, Service attitude and quality of shop assistant, Product quality have the highest correlation with revisit intention.

## 5.2 Recommendation

### Environment:

1. Improvement of infrastructure. From the few points that are most closely related to the intention of revisiting, it can be seen that there are enough trash cans and toilets, and clean roads and shops are very important conditions that affect revisits. At the same time, from the satisfaction survey, it can also be seen that Chinese tourists have the lowest level of satisfaction with the trash cans, toilets, road signs, and map convenience. The lack of important infrastructure may lead to tourists who are reluctant to revisit.

This will require the managers of the Chatuchak weekend market to improve this situation. Provide visitors with enough bins, especially in areas where food is sold. Arrange enough cleaners to clear the garbage in time to prevent the accumulation of rubbish. Mark the location of trash cans and toilets on the map. Set a map at each entrance to the market, and set up a place where you can get market maps for free. Establish enough clear road signs in the market. These improvements are conducive to enhancing the Chinese tourists' willingness to revisit.

2. New infrastructure: According to the problem of too hot weather reflected by Chinese tourists in the survey questionnaire, Chatuchak Week Market can put more parasols and seats for tourists to rest on the road. And market also need to provide more air conditioners or fans in the market.

3. Adjust the operation time of the Chatuchak weekend market and improve product richness. Adjust the open time of the weekend market and improve the richness of commodities. In the question about the reasons and opinions of Chinese tourists who did not want to revisit, tourists reflected the problem that Thailand's weather was too hot and the market was overcrowded. This

problem can be solved by diverting tourists. The weekend market's open area and product richness on workday will be greatly reduced. With the increasing number of tourists coming to Thailand and the Chatuchak weekend market as an important tourist attraction, the market needs to increase the time for visitors. Ensure that the market is open every day, abundant commodities on sale every day rather than only weekend. Doing so can divert tourists' visiting time and make the market less crowded.

### **Service:**

Pay attention to the needs of young consumers and establish a sound service system. It can be seen from this survey that young Chinese tourists are the majority. According to the analysis of this research, it can be concluded that the satisfaction of Chinese travel consumers and the willingness to visit again will be affected by the service. And Chinese tourists attach great importance to service quality.

Therefore, the author proposes to strengthen the training of salesperson etiquette, professionalism and service awareness, improve their professional quality and service level, and improve their foreign language proficiency so that they can better introduce products during the sales process and introduce the Thai culture embodied in the products, thereby attracting Chinese tourists to purchase, increase their satisfaction and revisit intention.

### **Commodity:**

1. Improve product quality and enhance functionality. According to the analysis of this research, it can be concluded that the quality of the goods has a significant relationship with the

desire of tourists to visit again. Quality assurance is a prerequisite. If the goods have no quality guarantee, then there is no practical significance for the characteristics and cultural connotations. Therefore, it is necessary for commodity producers to pay attention to the quality of commodities, and at the same time, it is also necessary to strengthen the functionality of the commodities so as to increase their added value and make them more attractive.

2. Focus on the cultural connotation of commodities. The essence of purchasing goods at tourist destinations lies in its unique cultural connotation. The cultural connotation is also a symbolic standard for tourism products. One of the goals of Chinese tourists to purchase goods in Thailand is to commemorate or give their friends as presents.

Therefore, in the study, it was found that whether the goods have Thai characteristics and cultural connotations is one of the important factors affecting the Chinese tourists to revisit. Therefore, guiding the manufacturer to develop the cultural connotation of the commodity so that the tourism product becomes the carrier of cultural communication and play an active role in promoting the connotation and historical background of Thai culture.

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# APPENDIX

## RESEARCH QUESTIONNAIRE

Appendix: Questionnaire (English) Direction:

This questionnaire will be used for a Independent study by a graduate student of Master of Administration Business, International Program at Siam University. It is a part of plan B “Master Degree Independent study ” in order to examine and identify what is the relationship between the satisfaction of Chinese tourists in Chatuchak weekend market and the revisiting intention.

The questionnaire is composed of 3 parts: personal background; satisfaction and revisit intention and Expectations and real feelings in Chatuchak weekend market.

### Part1: Demographic Information

Instruction: Please tick ( √ ) in front of the answers which are mostly related to yourself.

1. Gender:  Male  Female
2. Age:  16-20  21-25  26-30  31-35  Over 35
3. Status:  Single  Married
4. Education Level:
  - High School / Vocational School
  - Bachelor’ s Degree
  - Master’ s Degree
  - Doctoral Degree
5. Occupation:
  - Employee for Government
  - Employee for Private Companies
  - Business Owner
  - Student
  - Others (Please specify).....
6. Monthly Income:
  - Less than 20,000 Baht
  - 20,000-30,000 Baht
  - 30,001-40,000 Baht
  - 40,001-50,000 Baht
  - More than 50,000 Baht

### Part 2: Satisfaction and revisit intention

Instructions: Please tick ( √ ) for the answers which are mostly related to your opinions.

1. What is your overall satisfaction with the Chatuchak weekend market?
  - Strongly Satisfaction
  - Rather Satisfaction

- Moderate
  - Not Satisfaction
  - Strongly Not Satisfaction
2. Do you plan to visit Chatuchak weekend market again?
- Yes, I definitely do.
  - Yes, I do.
  - Well, probably
  - No, I don't.
  - No and I hate it.

3. Would you recommend relatives and friends to visit here?
- Yes, I definitely do.
  - Yes, I do.
  - Well, probably
  - No, I don't.
  - No and I hate it.

4. If you do not want to revisit, then you have any suggestions or any similar attractions you like to recommend?

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**Part 3: Expectations and real feelings in Chatuchak weekend market**

Instructions: Please tick ( ✓ ) for the answers which are mostly related to your opinions

Questions A: Before visiting Chatuchak, which factor is the first on your list to consider, or which one have your biggest expectation?

- 5 = Strongly Agree
- 4 = Rather Agree
- 3 = Moderate
- 2 = Rather Disagree
- 1 = Strongly Disagree

Questions B: After visiting Chatuchak, how do you feel about the following factors?

- 5 = Strongly Agree
- 4 = Rather Agree
- 3 = Moderate
- 2 = Rather Disagree
- 1 = Strongly Disagree

Survey content:	Level of Opinions													
	A: Expectations before traveling						B: Actual satisfaction							
	1	2	3	4	5		1	2	3	4	5			
<b>Environment:</b>														
1. Restaurant and shopping stall clean														

and tidy										
2. Convenient transportation										
3. Market road design, retail area structure is reasonable										
4. The market has enough road signs and maps										
5. The market has enough bins and toilets										
6. Market safety										
<b>Service:</b>										
1. Service attitude and quality of shop assistant										
2. Market management staff attitude and professionalism										
3. Work efficiency										
<b>Commodity:</b>										
1. Product quality										
2. Price										
3. Function										
4. Style										
5. Rich variety of products										
6. Products have Thai characteristics and cultural connotation										

End of Questions  
Thanks for your cooperation!

## 毕业论文调查问卷

调查问卷（中文）

问卷说明：此问卷是为一位暹罗大学国际学院 MBA 研究生毕业论文的撰写提供素材。作为“硕士学位论文”的一部分，此问卷的主要目的是为了“分析在乍都乍周末市场旅行的中国游客对此地的满意度与重游的关系。”

问卷由 3 个部分组成：个人背景资料；满意度与重游意愿；游前期望和游后实际感受。

### 第一部分：关于个人背景资料。

说明：请勾选（√）出符合自身情况的答案选项

1. 您的性别： 男  女
2. 您的年龄： 16-20 岁  21-25 岁  26-30 岁  31-35 岁  35 岁以上
3. 您的婚姻状态： 单身  已婚
4. 您受教育的水平：  
 高中/职业学校  
 学士学位  
 硕士学位  
 博士学位
5. 您的职业：  
 公务员  
 私人企业员工  
 企业主  
 学生  
 其他（请注明）.....
6. 您的月收入：  
 少于 20,000 泰铢  
 20,000 - 30,000 泰铢  
 30,001 - 40,000 泰铢  
 40,001 - 50,000 泰铢  
 50,000 泰铢以上

### 第二部分：您的满意度与重游意愿

1. 您此次对乍都乍周末市场的整体满意程度怎样？  
 非常不满意  不满意  一般  满意  非常满意
2. 经由此次的游玩经历，您下次还会到乍都乍周末市场来玩吗？  
 一定不会  可能不会  不一定  可能会  一定会
3. 您会介绍亲戚朋友来这里玩吗？  
 一定不会  可能不会  不一定  可能会  一定会
4. 如果你不愿意重游，那么您有什么改进建议或您有什么喜欢的相似的旅游景

点吗?

**第三部分：对于乍都乍的游前期望和游后实际感受，请打钩选择符合您的选项。**

说明： 以下问题和您对目的地印象认知有关，请勾出（√）出和您意见相似度最高的答案选项。

问题 A： 在来此地游玩前，下列哪项对您做出来此游玩的决定的影响程度最大，或者说您对下列哪项期待值最高？

- 5 = 影响非常大
- 4 = 比较有影响
- 3 = 没有倾向
- 2 = 比较没影响
- 1 = 非常没影响

问题 B： 在实际游玩过此地后，您对下列哪项满意度最高？

- 5 = 非常满意
- 4 = 比较满意
- 3 = 没有倾向
- 2 = 比较不满意
- 1 = 非常不满意

调查内容	意见程度									
	A:游前期望					B: 游后实际感受				
	1	2	3	4	5	1	2	3	4	5
<b>环境方面的满意度：</b>										
1. 商铺和餐馆干净整洁										
2. 交通便利性										
3. 市场的内部道路设计，区域结构规划的合理性										
4. 道路指示标牌和地图的便利性										
5. 洗手间和垃圾桶的便利性										
6. 市场的安全性										
<b>服务方面的满意度：</b>										
1. 服务态度和质量										
2. 服务专业性										
3. 工作效率										

商品方面的满意度:										
1. 质量										
2. 价格										
3. 功能										
4. 样式										
5. 商品种类的丰富性										
6. 商品的特色和文化内涵										

—问卷结束—  
感谢您的配合!

