

A STUDY OF THE RELATIONS BETWEEN THE MARKETING MIX AND CONSUMERS'
ATTITUDES AND BEHAVIORS: A CASE STUDY OF FOREIGN TOURISTS'
EXPENDITURE AT JATUJAK WEEKEND MARKET IN BANGKOK

A MASTER 'S PROJECT
BY
DUANGKAMOL LOOKIN

Presented in Partial Fulfillment of the Requirements for the
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การศึกษความสัมพันธ์ระหว่างกลยุทธ์ทางการตลาดที่เกี่ยวข้องกับทัศนคติและพฤติกรรมของผู้บริโภค
กรณีศึกษาการใช้จ่ายของนักท่องเที่ยวต่างประเทศที่ตลาดนัดจตุจักร กรุงเทพมหานคร

บทคัดย่อ

ของ

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เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา
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สารนิพนธ์ฉบับนี้มีวัตถุประสงค์เพื่อศึกษาความสัมพันธ์ระหว่างกลยุทธ์ทางการตลาดที่เกี่ยวข้องกับทัศนคติและพฤติกรรมของผู้บริโภคต่อการใช้จ่ายของนักท่องเที่ยวต่างประเทศ ดังนี้ (1) ศึกษาถึงความสัมพันธ์ระหว่างกลยุทธ์ทางการตลาด ทัศนคติ และ พฤติกรรมการใช้จ่ายของนักท่องเที่ยวชาวต่างประเทศ (2) วิเคราะห์ถึงทัศนคติและพฤติกรรมการใช้จ่ายของนักท่องเที่ยวชาวต่างประเทศภายในตลาดนัดจตุจักร เครื่องมือที่ใช้ในการศึกษา คือ แบบสอบถามโดยใช้วิธีในการสุ่มแก่นักท่องเที่ยวจำนวน 50 คน ที่มีอายุตั้งแต่ 20 ปี ขึ้นไป ผู้วิจัยได้นำข้อมูลที่ได้รับมาทำการวิเคราะห์โดยการหาค่าร้อยละ และการพรรณนาเชิงวิเคราะห์ ซึ่งผลการศึกษาพบว่านักท่องเที่ยวต่างประเทศให้ความสำคัญกับราคาที่เหมาะสมและคุณภาพของผลิตภัณฑ์ พร้อมทั้งให้ความสำคัญกับกลยุทธ์ทางด้านตัวสินค้า ราคา และสถานที่ เพื่อเป็นปัจจัยในการตัดสินใจซื้อสินค้าภายในตลาดนัดจตุจักร การศึกษาในครั้งนี้ยังพบว่าความพึงพอใจและความจงรักภักดีเป็นปัจจัยสำคัญในการกำหนดความต้องการที่จะกลับมาใช้จ่ายของนักท่องเที่ยวชาวต่างประเทศอีกด้วย ข้อมูลนี้จัดทำขึ้นเพื่อช่วยให้ผู้ค้าภายในตลาดนัดจตุจักรเข้าใจถึงทัศนคติของนักท่องเที่ยวชาวต่างประเทศเพื่อกระตุ้นยอดขายสินค้าด้วยเช่นกัน

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AN ABSTRACT
BY
DUANGKAMOL LOOKIN

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Duangkamol Lookin. (2007). *A Study of the Relations between the Marketing Mix and Consumers' Attitudes and Behaviors: A Case Study of Foreign Tourists' Expenditure at Jatujak Weekend Market in Bangkok*. Master's Project, M.A. (Business English for International Communication). Bangkok: Graduate School, Srinakharinwirot University. Project Advisor: Asst. Prof. Dr. Amporn Srisermbhok.

This study aimed to find out the Relations between the Marketing Mix, attitudes and behaviors toward foreign tourists' expenditure as the following (1) to find the relations between the marketing mix that affect their behaviors toward their purchasing decision and (2) To analyze foreigners' attitudes and behaviors upon their expenses. Fifty foreign tourists aged starting from 20 were selected randomly. The data collected were analyzed and presented in percentage. The result indicated that most foreign tourists emphasized perceived marketing attributes in terms of low prices. There had mixed prior on product, price and place mixed to reach final purchasing decisions involving different types of products in the market. In addition, satisfaction and loyalty would be the important factors and if this satisfaction met their expectations, repeat visitation is likely to occur. This study helps make all vendors in the Market understand foreign tourists' attitudes toward their expenditure better.

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The Master's Project Advisor, Chair of Business English for International Communication Program and Oral Defense Committee have approved this Master's project as partial fulfillment of the requirements of the Master of Arts Degree in Business English for International Communication of Srinakharinwirot University.

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TABLE OF CONTENTS

Chapter	Page
1 INTRODUCTION	
Background.....	1
Research Questions.....	4
Purpose of the study.....	4
Significance of the study.....	4
Scope of the study.....	5
2 REVIEW OF LITERATURE.....	6
3 METHODOLOGY.....	19
4 FINDINGS.....	21
5 CONCLUSIONS AND DISCUSSION.....	45
BIBLIOGRAPHY.....	52
APPENDICES.....	56
Questionnaire	55
Jatujak Weekend Market information.....	62
VITAE.....	65

LIST OF TABLES

Table	Page
1 International Tourist Statistics in 1997-2006.....	1
2 Personal Data.....	21
3 Age.....	22
4 Nationality.....	22
5 Product: Fashionable Clothes.....	24
6 Product: Variety of Styles.....	24
7 Product: Variety of Accessories.....	25
8 Product: Product Qualities.....	26
9 Product: Product Satisfaction.....	26
10 Product: Product Reliabilities.....	27
11 Price: Price Tag.....	27
12 Price: Bargaining Prices.....	28
13 Place: Service of delivery.....	28
14 Place: Product Distribution.....	29
15 Place: Store's Atmosphere.....	30
16 Place: Assorted Products.....	30
17 Place: Transportation Conveniences.....	31
18 Promotion: Tourist Booklet.....	31
19 Promotion: Newspaper Advertisements.....	32
20 Promotion: Internet Information.....	33
21 Promotion: Public Relations Office.....	33
22 Promotion: Information Center.....	34
23 Product Reliability.....	35

LIST OF TABLES(Continued)

Table	Page
24 Low Cost.....	35
25 Convenience.....	36
26 Product Value.....	37
27 Product Design.....	37
28 Brand Imitation.....	38
29 What kind of product did you buy the most?.....	39
30 Is this your first visit to Jatujak Weekend Market?.....	40
31 How often do you shop at Jatujak Weekend Market?.....	40
32 Do you have any specific shop in mind?.....	41
33 What is your primary purpose to visit Jatujak Weekend Market ?	41
34 Which factors influenced you to spend money?.....	42
35 What is the most important reason to shop at Jatujak Weekend Market?.....	43

LIST OF FIGURE

Figure	Page
1 The Tricomponent Attitude Model.....	11
2 Consumer Decision Making.....	17
3 A Three Dimensional Typology of The Market Relations.....	47

CHAPTER 1

INTRODUCTION

Background

Thai government has planned the campaign to help boost Thailand's reputation as a world-class destination blessed with amazing shopping opportunities at equally reasonable prices after an economic crisis in the middle of 1997. Thailand is one of the leaders among developing Asian countries in international tourism business. Since the 1997 economic crisis, tourism has become a leading sector that has continued to stimulate the otherwise sagging economy. Therefore, Thailand is launching a makeover to position itself as Asia's shopping paradise to lure foreign tourists. The amount of foreign tourists is increasing continuously in parallel. Based on information from Tourism Authority of Thailand (TAT), the total numbers of "International tourists" are shown in TABLE 1 (Tourism Authority of Thailand. 2006: Online).

TABLE 1 INTERNATIONAL TOURIST STATISTICS IN 1997-2006

Year	International						
	Tourist		Average	Average Expenditure		Revenue	
	Number	Change	Length of Stay	Person/day	Change	Million	Change
	Million	(%)	(day)	(Baht)	(%)	(Baht)	(%)

TABLE 1 (CONTINUED)

1997	7.22	+0.41	8.33	3,671.87	-0.92	220,754	+0.63
1998	7.76	+7.53	8.40	3,712.93	+1.12	242,177	+9.70
1999	8.58	+10.50	7.96	3,704.54	-0.23	253,018	+4.48
2000	9.51	+10.82	7.77	3,861.19	+4.23	285,272	+12.75
2001	10.06	+5.82	7.93	3,748.00	-2.93	299,047	+4.83
2002	10.80	+7.33	7.98	3,753.74	+0.15	323,484	+8.17
2003	10.00	-7.36	8.19	3,774.50	+0.55	309,269	-4.39
2004	11.65	+16.46	8.13	4,057.85	+7.51	384,360	+24.28
2005	13.38	+14.84	8.10	4,150.00	+2.27	450,000	+17.08
2006	15.12	+13.00	8.20	4,300.00	+3.61	533,000	+18.44

Numbers of the foreign tourists are slightly increasing. Hence, Action Plan under the National Agenda (Thailand Development Research Institute. 2001:7-8) has been draw up for sustainable tourism. This plan consists of 10 strategies as follows: (1) Implementation and Restructing, (2) Capacity Building for Local Government, (3) Sustainable Tourism, (4) E-tourism, (5) Meetings, Incentives, Conventions and Exhibitions (MICE) Promotion, (6) Community-based tourism and SMEs, (7) Quality Improvement Towards World Class Destination, (8) Tourism for Promotion and Expansion of Tourism Market, and (10) Thailand as an Asia-Pacific Tourism Center. Jatujak Weekend Market is a part of Number 9 strategy that is to generate Thai economy. This market is popular known

as JJ Market; it is the largest weekend market in Thailand and quite possibly the world. It covers over 35 acres (142,000 m²) and contains upwards of 1,500 stalls. It is estimated that the market receives between 200,000 and 300,000 visitors each day. Most stalls are only open on Saturday and Sunday. The market offers a wide variety of products including household items, clothing, Thai handicrafts, religious artifacts, collectibles, foods, and live animals. Jatujak Weekend Market is adjacent to the Kamphaengphet station of the mass rapid transit (MRT) or about a 5-minute walk from the Mo Chit station (BTS). JJ Weekend Market received its name from Jatujak Park, a public park which is situated next to the market (Wikipedia. 2005: Online).

Jatujak weekend market is the largest market in the world. They are crowded with visitors every weekend. It was found that the number of Thai people is sharply more than foreign tourists. It is therefore interesting to investigate foreigners' reacting in order to take a serious action plan to generate foreigners' attitudes and behaviors to help boost an increasing number of foreign tourists in system. Because of their own unique cultures and backgrounds, foreign tourists have different attitudes and behaviors comparing with Thai people.

Research Questions

This research seeks to find answers to the two following research questions:

1. How do foreign tourists' responses reflect Marketing Mix toward their expenditure?
2. What influences the relations of tourists' attitudes and their expenses behaviors?

Purposes of the Study

This study has two main objectives:

1. To find out the relations between the marketing mix that affect their behaviors toward their purchasing decision.
2. To analyze foreigners' attitudes and behaviors upon their expenses

Significance of the study

This study is intended to discuss the relations between the marketing mix, foreigners' attitudes and behaviors toward their expenditure at Jatujak Weekend Market, and explore foreigners' attitudes and behaviors in order to generate their point of view. Further, a better understanding of foreigners' attitudes and behaviors will assist Thai vendors to deal more effectively with the integration. The result of this study could be implemented as recommendation for improving the qualities of the product and service at Jatujak Weekend Market.

Scope of the study

This research involved all kinds of foreign tourists with different age groups starting from age 20. The researcher selected 50 tourists randomly to answer the questionnaire.

CHAPTER 2

REVIEW OF LITERATURE

In order to investigate the marketing mix, consumers' attitudes and behaviors toward foreign tourists' expenditure at Jatujak Weekend Market in Bangkok, it is important to understand foreigners' attitudes and behaviors. This chapter examines the literature related to the following:

1. The Weekend Market
2. The Marketing Mix
3. The Attitudes
4. The Consumer Behaviors

1. The Weekend Market

Thai people call the weekend market "*Talat Nat Jatujak*". *Talat Nat* means a market held at stated time in a specific place. Jatujak is the name of a public park adjacent to the weekend market. *Talat Nat* took place in Thailand for the first time in 1948 during which the Government under the administration of Field Marshal Pibulsonggram set a policy for all provinces to hold this type of markets for farmers to sell their produce. It was also designed to provide people with an opportunity to buy a wide range of products at the same place. In Bangkok *Talat Nat* was held each Saturday and Sunday at Sanam Luang, a big piece of land in front of the Temple of the Emerald Buddha and the Grand Palace. It was moved to the Saranrom Palace

compound for a certain period and then moved back to Sanam Luang again in 1958 (Pakaworawuth, 1990:37-38).

Characteristics Traditional Thai markets in Bangkok

Markets in Bangkok consist of day markets, night markets and floating markets (Griffiths, 1999:98-99). Day markets are widely spread in Bangkok, but a well-known day markets are Jatujak Weekend Market, Pratunam Market, Khong Thom Market, Chinatown (Sampeang Market), and Padung Krung Kasem canal (Pak Khong Talad).

Pak Khlong market is a very large and busy wholesale market for fresh flowers and vegetables. Many flower vendors throughout the city buy their stock here at night and sell it on the following morning.

Pratunam market is situated nearby the intersection of Ratchaprarop and Phetchaburi roads. It is very near to the Amari Watergate hotel. This is the best place in Bangkok to buy cheap clothes, fabrics and textiles. Wholesalers and exporters buy here, as well as individual consumers.

Night markets are at Rama 4 Road and Silom Rd., and they are known as Suan Lum Night Bazaar, Saphan Bhut Night Market, Ratchada Night Bazzar and Patpong Night Barzarr. Patpong night Bazzar is very popular with tourists, but there is not any real good reason why. It was a combination of souvenirs, brand imitation items and cheap clothes as in any tourist area in the city, but prices are way over the going rate.

Floating markets in Bangkok are a tourist attractions but it is possible to avoid the worst commercialized markets by traveling outside the city. There are two floating

markets in Bangkok, the Talingchan floating markets and Khlong Bang Wiang market in Thonburi. Moreover, the floating market which is located outside Bangkok is Damnoen Saduak. This floating market is well worth visiting.

Fresh market Versus Supermarket

A fresh market is an outdoor space or large hall where vendors sell their goods (Compact Oxford English Dictionary. 2006: Online). A fresh market usually offers products at low prices by reducing margins. It provides of fresh products, clothes and Thai handicrafts.

A supermarket is a store that sells a wide variety of food. A supermarket is larger in size and has a wider selection than a traditional grocery store. Most supermarkets also sell a variety of other household products that are consumed regularly (Wikipedia. 2006: Online).

There are many places to go shopping in Bangkok. The markets and large shopping malls are spread out in Bangkok. Supermarkets are almost always the best places to shop, but the amount of price sold is quite expensive. Nevertheless, many are worth a visit for the experience even if foreign tourists do not plan to buy anything.

Fresh or Outdoor markets are reasonably priced, numerous, and the place to go to for things like clothes, second hand, live animal ,Thai handicrafts and etc. which are not available at supermarkets. Hygiene and cleanliness are also of a much lower standard at the fresh or outdoor markets than supermarkets, but they are quicker and more convenient if they have a lot of different items to buy.

The numerous large air-conditioned shopping malls and department stores are popular places to shop, and they are the best places to find high quality merchandise along with shops found in high-end hotels shopping arcades. In contrast with fresh or outdoor markets like Jatujak weekend market, they have not had an air-conditioned. They are still very popular markets because of a variety of products and services. Even though the weather at Jatujak Weekend Market is very hot, this place is irresistible to observe and shop.

A Charming of Jatujak Weekend Market

Jatujak Weekend Market is well-known as JJ market. This market has an enormous section selling exotic orchids, potted plants an indoor/outdoor garden accessories (Australian-New Zealand Women's Group. 1994: 166). JJ Market grouped each section as follows: Clothing and Accessories, Handicraft Product, Ceramics and Pottery, Decorations and Furniture, Food and Beverage, Plant and Gardening tools, Art and Gallery, Pet and Accessories, Books, Antique and Collection and Miscellaneous and Used Clothing. JJ Market has interesting products from over Thailand as well as things from far off lands. JJ market is also arranged an installation into zone A to P and section 1 to 27.

2. The Marketing Mix

Kotler (1997: 92) stated that the marketing mix is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market.

The marketing mix consists of 4P's: Product, Price, Place, and Promotion.

Pride and Ferrell (2003: 250) reveal that a product is goods, a service, or an idea received in an exchange. Products which are provided at Jatujak Weekend Market are: clothing and accessories, handicraft product, ceramics and pottery, decorations and furniture, food and beverage, plant and gardening tools, art and gallery, pets and accessories, books, antique and collection and also miscellaneous and used clothing.

Needham and Dransfield (1991: 77) define that price is the sum or consideration or sacrifice for which a thing may be bought or attained. The amount of money for buying product at Jatujak Weekend Market is between at least 5 baht to 50,000 baht.

Kotler (1997: 92) concludes that place is the various activities the company undertakes to make the product accessible and available to target customers. The place that mentioned earlier includes all sections, shops and land of Jatujak Weekend Market.

Myers (1986:363) said that promotion is seen as a line function that is necessary to get the work of the company done. These include advertising, sales promotion, and personal selling. All vendors are involved with all kinds of those activities to encourage a customer at Jatujak Weekend Market.

3. The Attitudes

Kotler and Armstrong (2004: 196) mention that the attitude is a person's consistently favorable or unfavorable evaluations, feeling, and tendencies toward an object or idea.

Structural models of attitudes

To understand the relations between attitudes and behavior, the researcher have sought to construct models that capture the dimensions of an attitude.

According to the tricomponent attitude model, attitudes consist of three major components: a cognitive component, an affective component, and a conative component (Schiffman; & Kanuk. 2000:202) A Simple Representation of the Tricomponent Attitude Model is shown in FIGURE1 (Schiffman; & Kanuk. 2000:203)

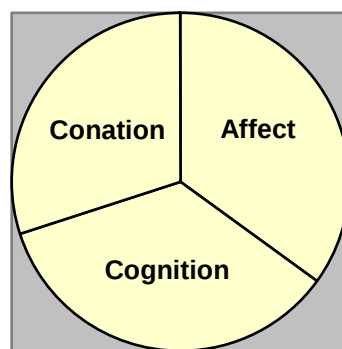


Figure 1: The Tricomponent Attitude Model

Cognition component is a person's knowledge and perceptions that are acquired by a direct experience with the attitude object and related information from various sources. This component is the form of beliefs that foreign tourists believe that the attitude object possesses various attributes and that specific behavior will lead to specific outcomes.

Affective component is a consumer's emotions or feelings about a particular products and services at Jatujak Weekend Market

Conative component is the consumer's intention to buy. It is also an individual will to undertake a specific action or behave in a particular way with regard to the attitude object. The conative component may include the actual behavior itself.

Attitude Formation

Mowen (1993: 267) noted that attitude may be formed in two distinct ways. The first is through direct information and hierarchy of effect (indirect formation).

Direct attitude information

Attitudes are formed directly through two mechanisms; conditioning processes and mere exposure phenomenon.

- Conditioning Process

Attitudes may be created directly by using pleasing pictures, such as a mountain waterfall or the sight of people communicating with friends and their loved ones which is the stimulus that elicits the positive feelings. Also, attitudes can be resulted from the positive and negative responses which act to reinforce or punish the individual's evaluation.

- Mere Exposure Effects

Another method through which positive feelings may be formed is through repeated exposures with a stimulus. In short, the positive feelings created from repeated exposures can occur without the person consciously knowing or perceiving that the object is familiar. In contrast, the negative feelings could be created from the exposure of negative stimulus (Mowen. 1993: 270).

Indirect Formation (Hierarchies of effects) The term hierarchies of effects are developed to explain the term in which attitude and behavior occur. However, this study proposes only three major hierarchies which are: the high-involvement hierarchy, the low-involvement hierarchy, and the experiential hierarchy.

- **High-involvement Hierarchy** The high-involvement hierarchy is “a think before you act” hierarchy that people’s belief about objects occur first. Next, people develop feeling toward the object. Finally, people engage in some behavior relative to the object. To clarify this point, Moven (1993: 272) states that high-involvement circumstances, it makes sense that consumers should first investigate a product in order to learn about its characteristics. Based upon this information, they evaluate it and form feeling and attitudes. If attitudes are positive, they may then purchase the product.

- **Low-involvement Hierarchy** In low-involvement situations, attitudes tend to occur after the behavior and the consumer reflects on how he or she feels about it. It is through product or service used that attitudes are formed in low involvement situations. When consumers have low involvement in decision, they tend to engage in limited problem solving and move through low-involvement hierarchies that consisting of belief’s formation, then behavior; and finally attitude formation. As a matter of fact, attitude does not predict behavior because well-defined attitudes do not generally precede behavior in this hierarchy (Asseal. 1998: 286).

- **Experiential Hierarchy** From the experiential perspective,

consumers may be viewed as engaging in behavior because of a strong desire to obtain feelings or excitement. This can begin with a strong affective response. Behavior follows the strong feelings. Finally, beliefs are developed in part to justify the behavior (Asseal. 1998: 287).

Factors Influencing Attitudes in Predicting Behavior

Through the wide range the controversy about the ability of attitudes to predict overt behavior, the theory of reasoned action proposes the two factors found to influence the extent to which attitudes predict behaviors.

Intention to behave The theory of reasoned action proposes the idea that a good predictor of behavior occur when the measurement of attitudes correspond to the intention to behave. For example, if the behavior involves playing sports, the question should mention to a specific kinds of actions, such as “Are you going to play tennis?”, instead of asking broad areas of behavior like “Do you want to be fitter?” Moreover, Moven (1993:280) suggests that the measure should include the time parameter. The longer the time between attitude measurement and the time of the behavior; the weaker the relation is.

Social pressure The desires of other people toward the purchase and the consumer's motivation to comply with these desires can play a significant role on influencing the extent to which attitudes predict behavior. In other words, a person's intention to do something is founded on whether he or she has positive or negative towards the behavior and whether or not that behavior is approved of by other people approval.

In summary, the theory of reasoned action identifies the major factors influence attitude predicting behavior. The first factor includes the intention to behave involving the measurement of attitude corresponding to the intention to behave. The second factor includes social pressure that results from the desire of other people toward the purchase.

4. The Consumer Behaviors

Hawkins; Best and Coney (2001:7) view the consumer behavior as the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

Hoyer and MacInnis (2004:3) found that consumer behavior is the totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, time, and ideas by people over time.

Consumer decision making

Bearden; Ingram and Laforge (1995: 108) conclude that a general model of consumer decision making and influences assumes a conscious and logical decision-making process: from recognition of a need or problem to information search to evaluation of alternatives, and purchase. The figure of the consumer decision making is below.

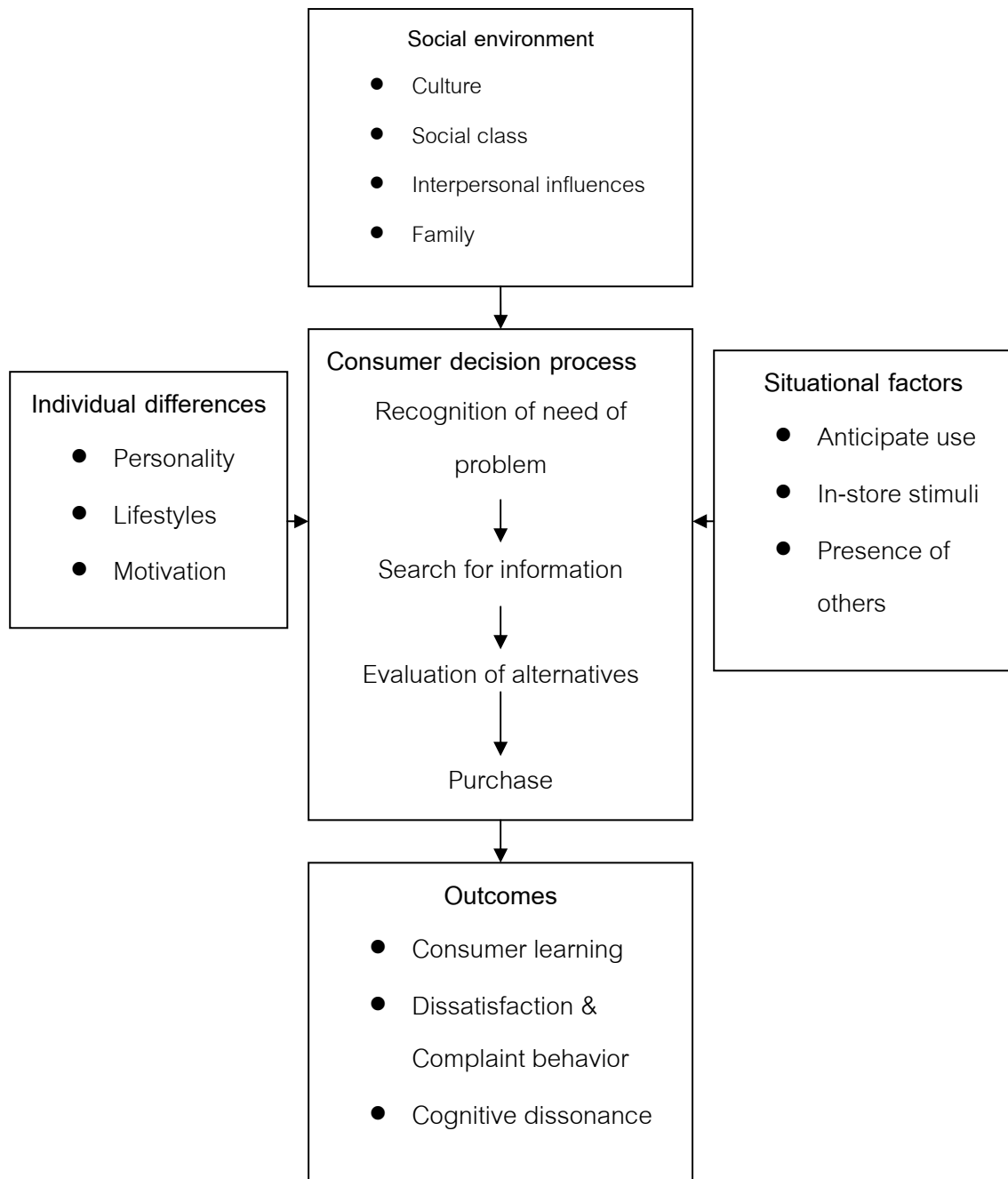


Figure 2: Consumer Decision Making

Figure 2 shows that consumer behavior is a complexity, and many internal and external factors may influence an individual decision. The internal factors is consumer decision process; recognition of need or problem, search for information, evaluation of alternatives, and purchase. The external factors are social environment, individual differences and situational factors. These three external factors can be affected with

consumer decision process and then becoming an outcomes.

The social environment directly affects an information consumer's use in decision making and product evaluations. This factor includes culture, subculture, social class, family, and interpersonal or reference group.

The individual differences can influence consumer behavior. It includes personality, lifestyle and motivation. Foreign tourists come from different background, personality and psychographics. Therefore, this factor should be enhanced to satisfy consumer' needs and the motivations that generate them.

The situational factors involve purchases for a special occasion, time pressures, unexpected expenses, and changed plan. This situational factor likely happens at Jatujak Weekend Market because of the retail environment, atmospherics, location, the assistance of Thai vendors, and in-store stimuli.

Consumer behavior outcomes consist of consumer learning, dissatisfaction and complaint behavior, and cognitive dissonance. Consumer behavior does not end at purchase if the products or services are dissatisfaction. Foreign tourists will learn from their disappointment. Further, cognitive dissonance may occur over major choices, such as expensive furniture, decoration, appliances.

CHAPTER 3

METHODOLOGY

There are two types of data: primary and secondary data. The primary data came from a questionnaire distributed to fifty foreign tourists at Jatujak Weekend Market in Bangkok. The secondary data were collected from books, textbooks, brochure and internet.

Primary data

Population

The population in this study consisted of fifty foreign tourists who shopped at Jatujak Weekend Market and were selected randomly to answer the questionnaires regarding their attitudes and behaviors toward Jatujak Weekend Market.

Research tool

The research tool employed in this study was a questionnaire which had closed and open-ended questions.

The questionnaire was consisted of 4 parts as follows:

Part 1: Personal Data

Part 2: Foreign tourists' attitudes toward the Marketing mix

Part 3: Foreign tourists' attitudes toward their expenditure at Jatujak
Weekend Market

Part 4: Foreign tourists' behaviors toward their expenditure at Jatujak
Weekend Market

Data collection

The questionnaires were distributed to respondents in the middle of May 2006.

Fifty questionnaires were returned by the end of June 2006.

Secondary data

Secondary data came from a review of related research, books, textbook, brochure, and Internet.

Data analysis

Data gathered from the questionnaires were examined and analyzed in line with the research questions. Percentage was used for calculating and analyzing in tables with a descriptive analysis. Base on the data collected, the researcher determined their attitudes of the fifty foreign tourists' at Jatujak Weekend Market in Bangkok toward their expenditure, related studies and literatures are used descriptively to describe the findings. The findings, conclusion, discussion, and recommendations for further study are included in the following Chapter 4 and 5.

CHAPTER 4

FINDINGS

This chapter describes the data obtained from the questionnaires. The results of the study were sorted by using the frequency and percentage in the form of tables with a descriptive analysis. It was divided into 4 main parts:

Part 1: Personal Data

Part 2: Foreign tourists' attitudes toward Marketing Mix

Part 3: Foreign tourists' attitudes toward expenditure at Jatujak Weekend Market

Part 4: Foreign tourists' behaviors toward expenditure at Jatujak Weekend

Market

Part 1: Personal Data

In this part, the result of the study about the personal data was presented in the form of table and described by using the frequency and percentage as seen in Table 2.

TABLE 2 GENDER

Item	Frequency	Percent
Gender		
Male	25	50 %
Female	25	50 %
Total	50	100 %

Fifty foreign tourists' were selected randomly to fill in the questionnaire. The result indicated that 50 % of the respondents were male and 50% were female.

TABLE 3 AGE

Item	Frequency	Percent
Age		
a) 31 -35 years old	20	40 %
b) 20-25 years old	10	20 %
c) 26-30 years old	10	20 %
d) 41-45 years old	5	10 %
e) 36-40 years old	2	4 %
f) 46-50 years old	1	2 %
g) 51-55 years old	1	2 %
h) Over 50 years old	1	2 %
Total	50	100 %

Aged 31-35 years old were found the most (40%), aged 20-25 and 26-30 years old were at 20%, aged 41-45 years old were at 10%, and aged 36-40 years old were at 4% while aged 46-50, 51-55 and over 55 years old were at 2%.

TABLE 4 NATIONALITIES

Item	Frequency	Percent
Nationality		
a) Japanese	7	14 %
b) American	6	12 %
c) Chinese	5	10 %
d) Korean	5	10 %
e) Singaporean	5	10 %
f) Spanish	4	8 %
g) Malaysian	3	6 %
h) Polish	3	6 %
i) Brazilian	2	4 %

TABLE 4 NATIONALITIES (CONTINUED)

Item	Frequency	Percent
j) German	2	4 %
k) French	2	4 %
l) Israeli	2	4 %
m) Canadian	1	2 %
n) English	1	2 %
o) Indonesian	1	2 %
p) Philippines	1	2 %

Their nationalities were Japanese at (14%), while American at (12%), Chinese at (10%), Korean at (10%), Singaporean at (10%), Spanish at (8%), Malaysian at (6%), Polish at (6%), Brazilian at (4%), German at (4%), French at (4%), Israeli at (4%), Canadian at (2%), English at (2%), Indonesian at (2%), and Philippines at (2%).

Part 2: Tourists' attitudes toward the Marketing Mix

This part was divided into 4 sections: Product, Price, Place, and Promotion. Their responses were weighted as follows: Most important, Very important, Somewhat important, Not too important and Not at all important.

TABLE 5 PRODUCTS: FASHIONABLE CLOTHES

Scale	Frequency	Percentage
Most important	19	38%
Very important	8	16%
Somewhat important	17	34%
Not too important	4	8%
Not at all important	2	4%
Total	50	100%

From Table 5, it was found that the highest percentage of the respondents thinking that fashionable clothes were “most important” was 38%, the “somewhat important” at 34%, “very important” at 16%, “not too important” at 8% and “not at all important” at 4%. The result obviously reveals that fashionable clothes were important.

TABLE 6 PRODUCTS: VARIETY OF STYLES

Scale	Frequency	Percentage
Most important	19	38%
Very important	19	38%
Somewhat important	9	18%
Not too important	3	6%
Not at all important	0	0%
Total	50	100%

According to Table 6, the highest percentage of the respondents thinking that variety of styles were “most important” and “very important” was the same at 38%, “somewhat important” at 18% and “not too important” at 6%. The result reveals that most of the respondents believed that they perceived various styles of products.

TABLE 7 PRODUCTS: VARIETY OF ACCESSORIES

Scale	Frequency	Percentage
Most important	18	36%
Very important	18	36%
Somewhat important	9	18%
Not too important	5	10%
Not at all important	0	0%
Total	50	100%

Table 7 demonstrated that the percentages of the respondents ranking that variety of accessories were “most important” and “very important” was the same at 36%, “somewhat important” at 18% and “not too important” at 10%. The result reveals that most of the respondents believed that they perceived various styles of accessories.

TABLE 8 PRODUCTS: PRODUCT QUALITIES

Scale	Frequency	Percentage
Most important	19	38%
Very important	25	50%
Somewhat important	6	12%
Not too important	0	0%
Not at all important	0	0%
Total	50	100%

As shown in Table 8, the highest percentage of the respondents agreed with the item at the “very important” at 50%, “most important” at 38% and the “somewhat important” at 12%. This shows that the majority of the respondents are certain that product qualities were very important.

TABLE 9 PRODUCTS: PRODUCT SATISFACTION

Scale	Frequency	Percentage
Most important	23	46%
Very important	21	42%
Somewhat important	6	12%
Not too important	0	0%
Not at all important	0	0%
Total	50	100%

Table 9 showed that the highest percentage of the respondents agreed with the item “most important” at 46%, followed by “very important” at 42%, and “somewhat

important” at 12%. This can be concluded that the majority of the respondents ranked that product satisfaction that affected their purchasing decision.

TABLE 10 PRODUCTS: PRODUCT RELIABILITIES

Scale	Frequency	Percentage
Most important	16	32%
Very important	27	54%
Somewhat important	2	4%
Not too important	5	10%
Not at all important	0	0%
Total	50	100%

As shown in Table 10, the highest percentage of the respondents agreed with the item at 54%, while “most important” at 32%, “not too important” at 10%, and “somewhat important” at 4%. It is apparent that the majority of the respondents agreed that product reliabilities were reliable. However, the result indicates that the respondents felt positive toward the reliable products in the Market.

TABLE 11 PRICE: PRICE TAG AT SELLING POINT

Scale	Frequency	Percentage
Most important	21	42%
Very important	15	30%
Somewhat important	8	16%
Not too important	6	12%
Not at all important	0	0%

Total	50	100%
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As seen in Table 11, it was found that the highest percentage of the respondents agreed with the item at 42%, while “very important” at 30%, “somewhat important” at 16%, and “not too important” at 12%. The result reveals that the majority of the respondents feel look at the price tag as part of their decision making.

TABLE 12: PRICE: BARGAINING PRICES

Scale	Frequency	Percentage
Most important	17	34%
Very important	16	32%
Somewhat important	13	26%
Not too important	4	8%
Not at all important	0	0%
Total	50	100%

According to Table 12, the highest percentage of the respondents agreed with the item “most important” at 34%, “very important” at 32%, “somewhat important” at 26%, and “not too important” at 8%. The result reveals that the majority of the respondents strongly believe that bargaining prices were most important to them.

TABLE 13: PLACE: SERVICE OF DELIVERY

Scale	Frequency	Percentage
Most important	13	26%
Very important	22	44%
Somewhat important	11	22%
Not too important	4	8%
Not at all important	0	0%

Total	50	100%
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From Table 13, it was apparent that the highest percentage of the respondents agreed that “very important” at 44%, “most important” at 26%, “somewhat important” at 22%, and “not too important” at 8%. Therefore, it can be concluded that the majority of the respondents positively believe that delivering service was very important.

TABLE 14: PLACE: PRODUCT DISTRIBUTION

Scale	Frequency	Percentage
Most important	7	14%
Very important	22	44%
Somewhat important	18	36%
Not too important	3	6%
Not at all important	0	0%
Total	50	100%

As seen in Table 14, the highest percentage of the respondents agreed with the item “very important” at 44%, “somewhat important” at 36%, “most important” at 14%, and “not too important” at 6%. This shows that the majority of the respondents felt moderately with the item. However, the result indicates that the respondents feel positive towards the product display as shown in Table 14.

TABLE 15: PLACE: STORE'S ATMOSPHERE

Scale	Frequency	Percentage
Most important	18	36%
Very important	15	30%
Somewhat important	15	30%
Not too important	2	4%
Not at all important	0	0%
Total	50	100%

According to Table 15, the highest percentage of the respondents agree with the item “most important” at 36%, while both “very important” and “somewhat important” at 30%, and “not too important” at 4%. From the result, it can be concluded that the majority of the respondents believe that store’s atmosphere could attract them for their expenses.

TABLE 16: PLACE: ASSORTED PRODUCTS

Scale	Frequency	Percentage
Most important	12	24%
Very important	20	40%
Somewhat important	15	30%
Not too important	3	6%
Not at all important	0	0%
Total	50	100%

As shown in Table 16, the highest percentage of the respondents agreed with the item “very important” at 40%, while “somewhat important” at 30%, “most important” at 24%, and “not too important” at 6%. The result indicates that the majority of the respondents believe that assorted products were very important.

TABLE 17: PLACE: TRANSPORTATION CONVENIENCES

Scale	Frequency	Percentage
Most important	17	34%
Very important	16	32%
Somewhat important	14	28%
Not too important	2	4%
Not at all important	1	2%
Total	50	100%

According to Table 17, the highest percentage of the respondents agree with the item “most important” at 34%, while “very important” at 32%, followed by “somewhat important” at 28%, “not too important” at 4%, and “Not at all important” at 2%. Therefore, it can be concluded that the majority of the respondents feel that transportation conveniences were one of the factors that helped them make a purchasing decision.

TABLE 18: PROMOTION: TOURIST BOOKLET

Scale	Frequency	Percentage
Most important	19	38%
Very important	12	24%
Somewhat important	11	22%

Not too important	6	12%
Not at all important	2	4%
Total	50	100%

From Table 18, it was apparent that the highest percentage of the respondents agreed with the item “most important” at 38%, while “very important” at 24%, followed by “somewhat important” at 22%, “not too important” at 12%, and “not at all important” at 4%. The result reveals that most respondents felt that tourist booklet was the most important to them because it is easily to lead them to the store that they planned.

TABLE 19: PROMOTION: NEWSPAPER ADVERTISEMENTS

Scale	Frequency	Percentage
Most important	7	14%
Very important	7	14%
Somewhat important	15	30%
Not too important	12	24%
Not at all important	9	18%
Total	50	100%

As seen in Table 19, the highest percentage of the respondents ranked with item “somewhat important” at 30%, followed by “not too important” at 24%, “not at all important” at 18%, and both “most important” and “very important” at 14%. Referring to Table 20, it is apparent that the majority of the respondents disagreed that newspaper advertisement could attract their needs.

TABLE 20: PROMOTION: INTERNET INFORMATION

Scale	Frequency	Percentage
Most important	15	30%
Very important	10	20%
Somewhat important	12	24%
Not too important	11	22%
Not at all important	2	4%
Total	50	100%

Table 20 demonstrates that the highest percentage of the majority of respondents agreed with “most important” at 30%, while “somewhat important” at 24%, followed by “not too important” at 22%, “very important” at 20%, and “not at all important” at 4%. The result shows that the majority of the respondents strongly believe that the Internet information was most important to them for searching information of products.

TABLE 21: PROMOTION: PUBLIC RELATIONS OFFICE (HEAD OFFICE)

Scale	Frequency	Percentage
Most important	12	24%
Very important	15	30%
Somewhat important	13	26%
Not too important	7	14%
Not at all important	3	6%
Total	50	100%

Table 21 illustrates that the highest percentage of majority of respondents ranked “very important” at 30%, followed by “somewhat important” at 26%, “most important” at 24%, “not too important” at 14%, and “not at all important” at 6%. This shows that the majority of the respondents agreed moderately that public relation office was helpful. However, the result indicates that the respondents felt positive toward their service.

TABLE 22: PROMOTION: INFORMATION CENTER (AT ENTRANCES)

Scale	Frequency	Percentage
Most important	24	48%
Very important	14	28%
Somewhat important	8	16%
Not too important	4	8%
Not at all important	0	0%
Total	50	100%

As shown in Table 22, the highest percentage of the respondents agreed with the item “most important” at 48%, while “very important” at 28%, “somewhat important” at 16%, and “not too important” at 8%. Referring to Table 22, it is apparent that the majority of the respondents consider information center were the most important thing to them to get information of products.

Part3: Tourists' attitude toward quality of the product

The tourists' attitudes toward the quality of the products in this questionnaire were expressed in five levels; "Strongly agree", "Agree", "Undecided", "Disagree", and "Strongly disagree". The results are presented in Table 26-31.

TABLE 23: PRODUCT RELIABILITY

Scale	Frequency	Percentage
Strongly agree	14	24%
Agree	26	52%
Undecided	9	18%
Disagree	1	2%
Strongly disagree	0	0%
Total	50	100%

As seen in Table 23, the highest percentage of the respondents agreed with the item at 52%, while "strongly agree" at 24%, "undecided" at 18%, and "disagree" at 2%.

This shows that the majority of the respondents agree that products in the Market were reliable.

TABLE 24: LOW COST

Scale	Frequency	Percentage
Strongly agree	23	46%
Agree	21	42%
Undecided	4	8%
Disagree	1	2%

Strongly disagree	1	2%
Total	50	100%

Table 24 demonstrates that the highest percentage of the respondents strongly agreed with the item at 52%, followed by “agree” at 42%, “undecided” at 8%, and both “disagree” and “strongly disagree” at 2%. This shows that the majority of the respondents strongly agree that products at this market were low cost.

TABLE 25: CONVENIENCE

Scale	Frequency	Percentage
Strongly agree	9	18%
Agree	22	44%
Undecided	8	16%
Disagree	11	22%
Strongly disagree	0	0%
Total	50	100%

According to Table 25, the highest percentage of the respondents agreed with the item at 44%, while “disagree” at 22%, “strongly agree” at 18%, and “undecided” at 16%. The result reveals that the majority of the respondents agreed moderately that the market is convenient for them

TABLE 26: PRODUCT VALUE

Scale	Frequency	Percentage
Strongly agree	15	30%
Agree	24	48%
Undecided	9	18%
Disagree	2	4%
Strongly disagree	0	0%
Total	50	100%

From Table 26, it was apparent that the highest percentage of the respondents agreed with the item at 48%, while “strongly agree” at 30%, “undecided” at 18%, and “disagree” at 4%. This shows that the majority of the respondents agreed that products at this market were valuable.

TABLE 27: PRODUCT DESIGN

Scale	Frequency	Percentage
Strongly agree	18	36%
Agree	22	44%
Undecided	8	16%
Disagree	2	4%
Strongly disagree	0	0%
Total	50	100%

As shown in Table 27, the highest percentage of the respondents agreed at 44%, while “strongly agree” at 36%, “undecided” at 16%, and “disagree” at 4%. This

shows that the majority of respondents positively agreed that products at this market had great design.

TABLE 28: BRAND IMITATION

Scale	Frequency	Percentage
Strongly agree	10	20%
Agree	14	28%
Undecided	13	26%
Disagree	11	22%
Strongly disagree	2	4%
Total	50	100%

Table 28 indicates that the highest percentage of the respondents agreed with the item at 28%, followed by “undecided” at 26%, “disagree” at 22%, “strongly agree” at 20%, and “strongly disagree” at 4%. The result reveals that the majority of the respondents believed that there are a lot of brand imitations in the Market.

Part4: Tourists' Consumer Behavior toward their expenditure

The findings presented below report the international tourists' behavior toward their expenditure at Jatujak Weekend Market.

TABLE 29: WHAT KIND OF PRODUCT DID YOU BUY THE MOST?

Items	Percentage
Categories	
Clothing & Accessories	44
Handicraft Product	24
Art & Gallery	16
Decorations & Furniture	10
Antique & Collectibles	10
Foods & Beverage	9
Miscellaneous & Used Clothing	5
Ceramics & Pottery	4
Pet & Accessories	3
Book	3
Others (Spa product)	1
Plant & Gardening tools	0

Note: percentages are not equal to 100 because respondents were giving multiple choices

Table 29 illustrates that the most of the respondents selected “clothing and accessories” at 44%, “handicraft product” at 24%, “art and gallery” at 16%, and both “decorations and furniture” and “antique and collectibles” at 10%, followed by “foods and beverage” at 9%, “miscellaneous and used clothing” at 5%, “ceramics and pottery” at 4%, and both of “pet and accessories” and “book” at 3%, “others(spa product)” at

1%, and finally, no respondent was answered “plant and gardening”. Obviously, clothing & accessories are bought the most. It is because there are various styles, size, color, flavor or shape that influence them to make easily purchasing decision.

TABLE 30: IS THIS YOUR FIRST VISIT TO JATUJAK WEEKEND MARKET?

Items	Frequency	Percent
Yes	33	66%
No	17	34%
Total	50	100 %

As shown in Table 30, only 34% of respondents had been to Jatujak Weekend Market, while 66% never been to this market before. From this result, 34% of the respondents who had been to the market were drawn to analyze the time frequency for their expenditure in Table 31.

TABLE 31: HOW OFTEN DO YOU SHOP AT JATUJAK WEEKEND MARKET?

Items	Frequency	Percent
Once a month	8	47%
Twice a month	3	17.7 %
Three times a month	0	0%
More than three times a month	3	17.7%
Others (Every 6 months)	3	17.7%
(Twice a year)		
Total	17	100 %

As seen in Table 31, the majority of respondents had been in this market at “once month” at 47%, and “twice a month”, “more than three times a month” and “others (every 6 months and twice a year) at 17.7% each. This can be concluded that the majority of respondents certainly made a repeat visitation after their last visit.

TABLE 32: DO YOU HAVE ANY SPECIFIC SHOP IN MIND?

Items	Frequency	Percent
Yes	13	26%
No	37	74%
Total	50	100 %

As shown in Table 32, 74% of the respondents had not had any specific shop in their mind, while 26% had. The majority of respondents did not plan which shop that they expected to purchase. They were concerned with price, store image and vendors so, most of them had not had a specific shop.

TABLE 33: WHAT IS YOUR PRIMARY PURPOSE TO VISIT JATUJAK WEEKEND MARKET?

Items	Percent
Buying things	42%
Observing	9%
Eating	5%
Others	4%

Note: percentages are not equal to 100 because respondents were giving multiple choices

Table 33 indicates that the primary purpose for the respondents to visit Jatujak Weekend market was to buy things at 42%, while “observing” at 9%, “eating” at 5%, and “others” at 4%. The majority of the respondents perceived “buying things” at the Market that because there have a various style of product, reasonable prices, convenient place and good promotion.

TABLE 34: WHICH FACTORS INFLUENCED YOU TO SPEND MONEY?

Items	Percent
Yourself	41%
Others (Products)	7%
Relatives or Family	5%
Salesperson	3%

Note: percentages are not equal to 100 because respondents were giving multiple choices

Table 34 demonstrates that reasons could encourage the respondents the most were “themselves” at 41%, while “others (products)” at 7%, “relatives or family” at 5%, and followed by “salesperson” at 3%. This shows that the majority of respondents agreed that individual judgment is the most important. They made a purchasing decision based on attitudes, values, motives and past experiences as well as the character of the stimuli themselves.

TABLE 35: WHAT IS THE MOST IMPORTANT REASON FOR YOU TO SHOP AT
JATUJAK WEEKEND MARKET?

Items	Percent
Competitive Price	30%
Variety of Product	29%
Quality of Product	8%
Others	2%

Note: percentages are not equal to 100 because respondents were giving multiple choices

Table 35 reveals that the most important reason for the respondents to shop at Jatujak Weekend Market was competitive price at 30%; followed by “variety of product” at 29%, while “quality of product” at 8%, and others at 2%. The majority of respondents thought that price was one of the most factors that they expected to make their purchase.

Tourists’ comments and suggestions on their expenditure

34 % from 100 % of all the respondents were given comments and suggestions as follows:

- Appropriate signs in English should be provided in the market areas.
- Appropriate brochure or maps of the market should be at entrances.
- Sanitary conditions such as too much garbage and human waste and lack hygienic facilities such as bathroom should be increased and improved.
- Zoning and Labeling should be clearer.
- Fans or Air-Conditioner should be installed in the market.

- Security must be reassured.
- Online information should be provided.
- Numbered signboard of each shop should be clearer.
- Brand imitation should be eliminated.
- Quality of products should be improved.
- Environment in the market should be improved.

CHAPTER 5

CONCLUSIONS AND DISCUSSION

This chapter discusses the answers to the two research questions which are:

1. How do foreign tourists' responses reflect Marketing Mix toward their expenditure?
2. What influences the relations of tourists' attitudes and their expenses behaviors?

This is followed by conclusions, discussion, and recommendations for further study.

Research Question 1

According to the Marketing Mix attitudes of foreign tourists, it was found that they agreed with product, price, and place. In terms of products, they believed that fashionable clothes, variety of styles, variety of accessories, and product satisfaction could motivate them to buy. Also, price tag and bargaining prices were certainly helpful to stimulate a greater interest and awareness of their expenses. Furthermore, they agreed that good atmosphere and transportation conveniences could influence their tourists' expenses.

In contrast, the result also showed that promotion mixed does not help them make a purchasing decision. Besides, tourist booklets, Internet information and

Information center only informed them about product information but, it did not motivate them to buy a product.

Research Question 2

The answer to the second research question was low cost. Tourists believed that low prices are the most important determinant of purchase. In general, people negotiate all the time as well as foreign tourists did, they preferred bargaining prices to meet more satisfactory results. Moreover, they agreed that internal factors (Evaluation of alternatives) could help them making a purchasing decision because most of them were selected clothing & accessories. This is because tourists would not say clothing & accessories without trying them on.

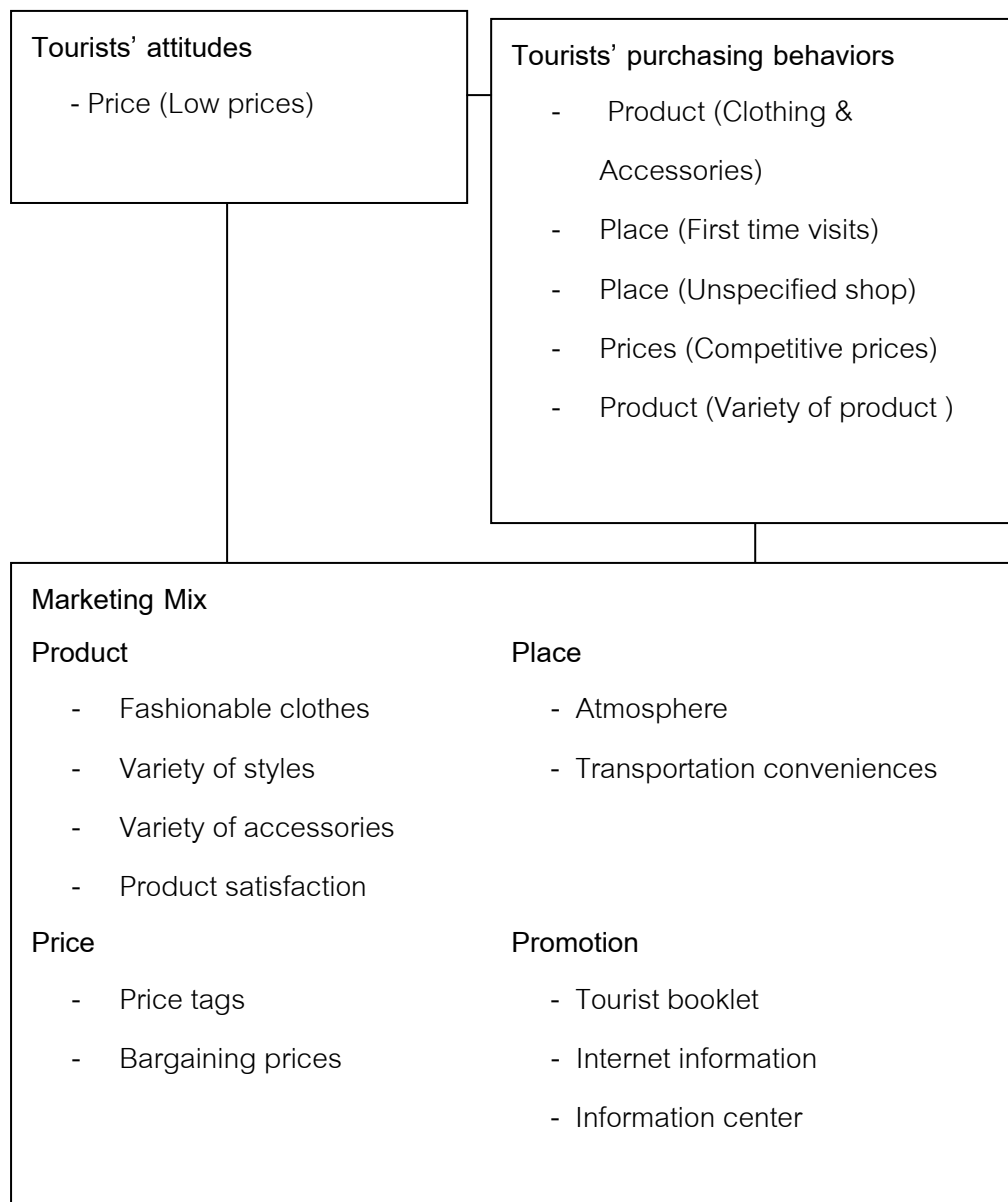
Furthermore, the result indicated that an external factor such as In-store stimuli could motivate them to make their purchase because In-store interiors provided a physical environment consistent with the nature of the target market, the product line, and the desired image of each shop. This is because most of the tourists did not have a specific shop in mind, so they made a decision from In-store decoration. Finally, they also believed that competitive prices were influential factors to stimulate their purchase as well as their attitudes of expenses. They also felt that individual differences could enhance their needs and motivation.

Discussion

It is obvious that Marketing Mix is as important as attitudes and behavior when developing the marketing strategy of a particular area such as Jatujak Weekend Market.

This research investigates the relations between the marketing mix, consumer' attitudes and behaviors of foreign tourists' expenditure which influenced their purchasing decision. The results confirms three dimensional typologies of the market relations (Marketing Mix, Tourists' attitudes and Tourists' purchasing behaviors)

Figure 3 A three dimensional typologies of the market relations



Based on the results of the study, it can be concluded as the following:

1. Foreign tourists' attitudes toward Marketing Mix

The findings pointed out that foreign tourists emphasized perceived marketing attributes in product, price, and place except promotion mixed which can be divided in 4 strategies as follows:

Product

Most of the tourists acquired to meet a perceived need. They generally buying thing for need satisfaction, not physical product attributes to reach their purchasing decision.

Price

This study shows that most of the tourists emphasized on price tag and bargaining prices. They were often sensitive for price discount and special offers. And also, they expected that the lower prices for the same product would result in more sales than higher prices.

Place

This findings implied that most of the tourists not only wanted a better environment but, also any other conveniences because a store's atmosphere had some influence on tourists' moods and their willingness to visit. It also influences the consumer's judgments of the quality of the store and the store's image. Moreover, a

positive mood induced while in the store can increase satisfaction with the store, and can repeat visits and store loyalty.

Promotion

This study also shows that most foreign tourists' obtained information from tourist booklets, internet and information center. As Aaker (2004) said that promotion has become the most important P to focus on.

In addition, the image of this market is word of mouth. Accordingly, Solomon (2003:332) stated that "word of mouth" tends to be more reliable and trustworthy than recommendation that we get through more formal marketing channels.

2. Foreign tourists' attitudes toward their expenditure

This study demonstrates that low prices affect on tourists' intention or purchasing decision. In fact, low prices have an effect not only on tourists' cognition (knowledge and perception) but also on affective emotion or feelings. According to cognitive component, the tourists acquired a direct experience with the attitude object before making any purchasing decision (Schiffman and Kanuk, 200:203). Furthermore, they made a decision from emotions or feelings about a particular product that is valuable with reasonable prices. Moven also (1993:267) noted that if attitudes are positive, they may then purchase the product.

3. Foreign tourists' behaviors toward their expenditure

The study also reveals important factors: psychology, socio-psychological and economics factors that are important in decision making. Psychological factors have acted on foreign tourists' determination to visitation. The socio-psychological factor is the motivations that drive the individual expenditure. Also, the economic factor is to ensure that the price level is consistent with the value of the product in the mind of the target customer. This study also indicated that the influential factors of tourists' purchasing decision included internal and external factors. They recognized of need or problem first then evaluated the alternatives and later made a decision. In addition, they believed that some of the external factors influenced them to make their purchase. Finally, it is important to note that, shopping at Jatujak Market is an adventure in itself. From section 1 to 27 bargaining is obligatory. Tourists can obtain a final figure ten to thirty percent lower than the original asking price. Much depends upon tourist' skills and the vendor's mood. With patience, and a board smile, they will not only get a better price, they will also come to recognize shopping in Bangkok as an art form. This is because why Jatujak Weekend Market is called as a unique market.

Recommendation for further studies

As this study focuses only on the relations between marketing mix and consumers' attitudes and behaviors, other related studies should be undertaken to explore other suggested topics as the following:

- A study of Traditional Thai Markets and Domestic Tourism.
- An Examination of Price Strategy to Enhance Competitive Markets.

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APPENDIX

QUESTIONNAIRE

This questionnaire is designed to explore ideas concerning foreign tourists' expenditure toward Marketing Mix, Attitudes and behaviors. The researcher would feel very much obliged for your cooperation and feedback by answering the following questions below with your comments and suggestions.

Part I: Personal Data

Please mark a ☒ in the box that best reflects your response to each question, or just fill in the blanks.

Gender: ☐ Male ☐ Female

Age: ☐ 20-25 ☐ 41-45

☐ 26-30 ☐ 46-50

☐ 31-35 ☐ 51-55

☐ 36-40 ☐ Over 55

Nationality:

Part2: Foreign tourists' attitudes toward Marketing Mix

Please mark a $\surd$ in the box that best reflects your response to each question.

Description	Most important	Very important	Somewhat important	Not too important	Not at all important
Product					
1. Fashionable Clothes					
2. Variety of Styles					
3. variety of Accessories					
4. Product Qualities					
5. Product Satisfaction					
6. Product Reliabilities					
Price					
7. Price Tag (selling point)					
8. Bargaining Price					
Place					
9. Service of delivery					
10. Product distribution					
11. Stores' Atmosphere					
12. Assorted Products					
13. Transportation conveniences					
Promotion					
15. Tourist Booklet					
16. Newspaper advertisements					
17. Internet information					
18. Public Relations Office (Head office)					

Description	Most important	Very important	Somewhat important	Not too important	Not at all important
19. Information Center (At entrances)					

Part3: Foreign tourists' attitudes toward expenditure at Jatujak Weekend Market

Please mark a $\surd$ in the box that best reflects your response to each question.

An attitude toward quality of the product	Strongly Agree	Agree	Undecided	Disagree	Strongly disagree
1. Product reliability					
2. Low cost					
3. Product value					
4. Product design					
5. Brand Imitation					

Part4: Foreign tourists' behaviors toward expenditure at Jatujak Weekend Market

Please mark a $\surd$ in the box that best reflects your response to each question, and provide your information in the space below.

1. What kind of product did you buy the most?

☐ Clothing & Accessories

☐ Handicraft Product

☐ Foods & Beverage

☐ Ceramics & Pottery

☐ Decorations & Furniture

☐ Plant & Gardening tools

☐ Art & Gallery☐ Pet & Accessories☐ Book☐ Antique & Collectibles☐ Miscellaneous & Used Clothing☐ Others (Please specify)

2. Is this your first visit to Jatujak Weekend Market?

☐ Yes☐ No

3. If no, how often do you shop at Jatujak Weekend Market?

☐ Once a month☐ Twice a month☐ Three times a month☐ More than three times a month☐ Others.....

4. Do you have any specific shop in mind?

☐ Yes☐ No

5. What is your primary purpose for you to visit Jatujak Weekend Market?

☐ Buying things☐ Eating☐ Observing☐ Others (Please specify).....

6. Which factors influenced you to spend money?

☐ Salesperson

☐ Yourself

☐ Relatives or family

☐ Others (Please specify).....

7. What is the most important reason to shop at Jatujak Weekend Market?

☐ Competitive Price

☐ Variety of Product

☐ Quality of Product

☐ Other (Please specify).....

Comments and Suggestions

.....

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.....

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.....

Jatujak Weekend Market Information

Jatujak Market owes its origin to Field Marshal Plaek Phibulsongkram, the former prime minister of Thailand (1938-1944, 1948-1957), who came up with the idea of setting up a flea market in every town. As a result, the first flea market in Bangkok was held at Sanam Luang and was called Sanam Luang flea Market. However, there was time when the place was needed for other special functions and the flea market was then relocated to Saranrom Palace and settled there for 8 years. After that, it was moved again to Sanam Chai. But because of the limited space, it had to be moved back to Sanam Luang. In the same year, the government issued a policy to turn Sanam Luang into a public park for citizens of Bangkok and to be the venue to celebrate 200-year-anniversary of Bangkok, which would be held in 1982. Thus, it was decided that the flea market would be held at the Phahonyothin area from then on and it is later called Jatujak Market after the nearby park under the same name.

Jatujak weekend market in Bangkok is the largest market in Thailand, and largest of the world. Frequently called J.J., it covers over 35 acres (1.13 km²) and contains upwards of 15,000 stalls. It is estimated that the market receives between 200,000 and 300,000 visitors each day. Most stalls only open on Saturdays and Sundays. The market offers a wide variety of products including household items, clothing, Thai handicrafts, religious artifacts, collectibles, foods, and live animals.

Source: <http://www.answers.com/topic/chatuchak-weekend-market>

Jatujak Weekend Market Map



Source: <http://www.jatujakguide.com/main/jjmap.html>

VITAE

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