

Factors Affecting Thai Tourist Behavior in Vietnam

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Abstract—study subject Factors affecting the behavior of Thai people traveling to Vietnam The objectives of this study were: 1) marketing mix factors in choosing to travel in Vietnam the behavior of Thai people traveling in Vietnam A sample of 400 people was selected using questionnaires as a study tool. The collected data were then processed using percentage statistics, Chi-square mean and Multiple Regression Analysis. secure Provide information about the attraction via an easily accessible website. marketing promotion Tour operators should advertise major tourist attractions through various media. Organize promotional activities during festivals such as Chinese New Year and Dalat Flower Festival at special prices. Personnel, tourism business operators should arrange staff to serve tourists who are polite, courteous and smiling. be honest In the process of tourism business operators should focus on providing a service system that is accurate as advertised

Keywords— behavior, travel, Vietnam.

I. INTRODUCTION

South Vietnam is an economic development zone (Trần,1993) the charming tourist destination of Vietnam to natural cost and history of the Vietnam War era, (Khuong,& Nguyen, 2017) which attracts tourists to travel along the tourist route. Relive the bravery of previous heroes who sacrificed their lives. According to the Vietnam National Tourism Promotion Plan (Lai, & Vinh, 2013)

The Vietnam Tourism Agency has implemented and published a development strategy during 2012-2020. And the official vision of 2030 is expected to bring tourism as a driver of the national economy and drive further development of Vietnamese tourism, helping southern Vietnam become a tourist attraction and well-known region of the region and of the world. The Thai tourists from different parts of the country became interested in traveling to southern Vietnam By air (Bangkok - Ho Chi Minh City) (Nonthapot, & Lean, 2013). traveling through the East-West Economic Corridor Road. number of millions In the first half of 2020, there were more than 227,000 Thai tourists (Tourism of Vietnam 2020) (Tourism Authority of Vietnam, 2012) because of the Friendship Bridge. (VanDiane, & Newsome, 2020) Most of Thai tourists when visiting southern Vietnam Popular to travel by air departing from Bangkok to Ho Chi Minh City. (

Daniere, Takahashi, & NaRanong, 2005) Because it is inexpensive that this amount is distributed to the owner of the travel agency. Tour bus owner, restaurant, hotel, souvenir shop and tour operators because there are Thai tourists traveling into Tourism in southern Vietnam continues to increase. in terms of tourist attractions and tourism services for tourists Thai people effectively From the above study, the researcher is interested in studying the factors affecting the behavior of Thai people visiting Vietnam in order to use the information as a guideline to improve the service of travel companies in accordance with their needs. of Thai tourists (Suntikul, Butler, & Airey,2010).

II. STUDY OBJECTIVES

1. Study the factors of marketing mix in choosing to travel in Vietnam.

A. Hypothesis

1. Different personal data have different travel behaviors in Vietnam for Thai people.

2. Marketing mix factors influence Thai people's tourism behavior in Vietnam.

B. Scope of study

Content aspect: A study of marketing mix factors influencing Vietnamese tourism behavior of Thai people. Based on the concept of 7P's marketing mix theory,

(Jain, 2013) which consists of Product, Price, Distribution Channel, Place, Promotion, People, Process, Physical, and study the behavior of visiting Vietnam. of Thai people Based on the concept of consumer Population and samples used in the study is the population of Thai people who travel in southern Vietnam.

C. Lecturer Review

A study of factors affecting the behavior of Thai people visiting Vietnam. The student has studied documents, concepts, theories and related research. to be used to formulate the conceptual framework and guidelines for the study as follows:

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Mohammad, H. I. (2015)

1. Product (Product) refers business offers to meet the needs and wants of consumers. What the seller gives to customer and the customer will benefit get value of product appearance, size, trademark These will be meaningful to create understanding for the audience. The manufacturers must develop products in accordance with the needs of the target market. (Eaton, & Lipsey,1989)

2. Price means determining the value of a product in the form of currency. Consumers use price as one of the tools to assess the quality and value of a product. Setting the right price for the product is part of the incentive to buy. Sometimes, setting a high price can motivate certain groups of consumers. Because of pride from buying and using expensive products. Price is therefore a factor that consumers use as a criterion in making purchase decisions. and the service pricing should be appropriate to the service level, clear and easy to classify the service level as well. (Schindler, & Schindler,2011)

3. Place (Place) refers to the structure or channel, environment, location. After consumers are aware of product until the interest and want to try to buy But if you can't buy it easily Most consumers will give up their intentions. (Baker,& Hart, Eds.2003)

4. Channel of Distribution means the path through which product ownership transferred to the market. In the distribution channel system, there are producers, middlemen, consumers or industrial users. (Palmatier, Sivadas, E., Stern, & El-Ansary, 2019)

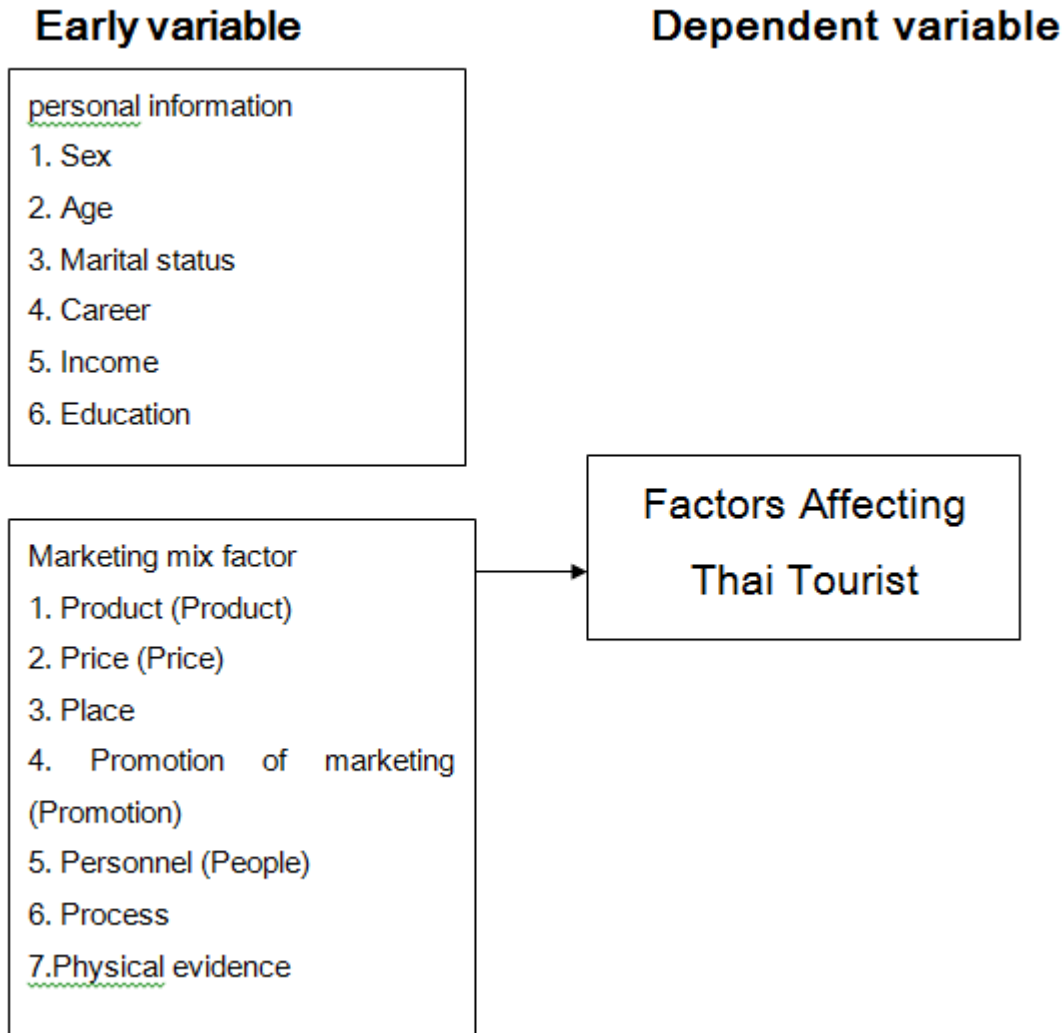
5. (Physical Distribution) refers to activities related to the movement of products from manufacturers. to consumers or industrial users therefore distribution Consisting of inventory management (Mentzer, Gomes, & Krapfel, 1989)

6. Marketing promotion (Promotion) is the communication of information between the seller and the buyer the objective of informing news, influencing attitudes and buying behavior Communication using personal selling (Seetanah, & Sannasee,2015)

7. Promotion means marketing promotion activities other than advertising for sale. (Phongsamran, Promma, & Mahamud,2021) by using sales staff to provide news and public relations This can arouse interest, trial or purchase by the final consumer or others in the channel. (O'guinn, Allen, Semenik, & Scheinbaum, 2014)

III. CONCEPT FRAMEWORK

From the above study, the student has applied 7P's theory of marketing mix theory. and theories about consumer behavior Summarize and coordinate into a conceptual framework. In the study of tourism behavior as follows



IV. RESEARCH METHODOLOGY

A study of factors affecting the behavior of Thai people visiting Vietnam. The objective of this study was to study the factors of marketing mix for visiting Vietnam. Travel behavior in Vietnam of Thai people Comparison of Thai people's travel behavior to Vietnam classified by personal data and marketing mix (Goi, 2009) that influences Vietnamese travel behavior of Thai people to improve in order to promote more Thai tourists to visit Vietnam. The methodology for the study was established as follows:

A. Population and samples used in the study

Population used in the study are Thai tourists who travel to Vietnam Choose a sample of 400 people.

$$\begin{aligned} \text{Formula } n &= P(1-P)(z)^2/(e)^2 \\ n &= (0.5)(1-0.50)(1.96)^2/(.05)^2 \\ n &= (0.5)(0.5)(3.8416)/.0025 \\ n &= .9604/.0025 \\ n &= 384.16 \end{aligned}$$

In the calculations, 385 samples were obtained, but in order to prevent mistakes that may occur in answering the questionnaire Incomplete Information Therefore, the study used a sample of 400 patients.

B. Data processing and analysis

Process the data obtained from the questionnaire with a computer program by finding the percentage (Percentage) and the mean (Mean) program, Microsoft Excel, which is a package program for creating pie charts (Pie Chart) and bar charts (Bar Chart) with words. explain the result and bring the results obtained from the chart to present for analysis according to the characteristics of various variables.

C. Study results

A Study on Marketing Mix Factors Affecting the Behavior of Thai Tourists in Vietnam 400 sets of questionnaires were used as a data collection tool, and 400 were returned, representing 100% of the questionnaire. The results of the study were divided as follows:

Marketing mix factors influencing the behavior of Thai

people traveling to Vietnam

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	11,230.655	2,651.166		4.236	0.000
Product	1,903.319	539.853	0.222	3.526	0.000
Price	-738.642	457.721	-0.092	-1.614	0.107
Place	-60.761	510.308	-0.007	-0.119	0.905
Promotion	503.576	442.670	0.065	1.138	0.256
Personal	-56.892	475.172	-0.007	-0.120	0.905
Process	244.474	419.019	0.033	0.583	0.560
Physic	-614.832	490.541	-0.079	-1.253	0.211

*significant level.05**significant level.01

Comparison of the influence of marketing mix with Thai people's behavior in Vietnam tourism It was found that behavior and marketing mix In terms of products (Sig = 0.000), there was a statistically significant influence on Thai people's traveling behavior in Vietnam at 0.05 level.

V. SUMMARY, DISCUSSION, AND SUGGESTIONS

A study of marketing mix factors affecting the behavior of Thai people visiting Vietnam. The objective of this study was to study the factors of marketing mix in choosing to travel in Vietnam. Tourism behavior in Vietnam of Thai people Comparison of Thai tourism behavior in Vietnam classified by personal data and marketing mix factors influencing Vietnamese tourism behavior of Thai people

From the study, it was found that the product aspect, price aspect, location aspect, marketing promotion aspect, personnel aspect, process aspect and physical characteristics The overall picture is at a high level. The details are as follows.

- Products The results of the study revealed that the level of significance was averaged as a high level of significance. and considering the level of importance It is in the most important level of 2 items, consisting of beautiful places to visit. Standard service and is in a very important level, including 4 lists of famous tourist attractions There is a source for tourists to buy souvenirs. There are activities during the trip such as taking pictures of the historical series. have the opportunity to experience the unique culture, respectively

- terms of price, the results of the study found that The priority level is averaged overall in the high priority level. and considering the level of importance 4 items are in a very important level, comprising of convenient currency exchange Cheap airfares (with special discounts) Prices of products according to tourist attractions are appropriate. Travel expenses are not high, respectively.

- - In terms of location, the results of the study found that The priority level is averaged overall in the high priority level. and considering the level of importance It is in the most important level, 1 item, consisting of safety in travelling. And in the level of very important 2 items, consisting of providing

information about the attraction on the website, making it easy to access. Traveling to tourist attractions is convenient, respectively.

- Marketing promotion The results of the study found that The priority level is averaged overall in the high priority level. and considering the level of importance It is in the most important level, 1 item, consisting of advertising important tourist attractions through various media. and is in the level of very important 3 items, consisting of marketing promotion management for tourists in festivals such as Chinese New Year, Dalat Flower Festival organizing travel promotions at a special price There is publicity of tourism information thoroughly, respectively.

- In terms of personnel, the results of the study found that The priority level is averaged overall in the high priority level. and considering the level of importance It is in a very important level, 5 items, consisting of the smile of the staff / staff, the honesty of the staff / staff, there is a guide to recommend tourist attractions. Courtesy of officers/staff, humility in service of officers/staff, respectively.

- Process The results of the study found that The priority level is averaged overall in the high priority level. and considering the level of importance It is in the most important level, 1 item consists of the accuracy of the service of the tourism officer. and in the level of 3 items of high importance, consisting of the speed of service of the hotel staff The speed of the staff's travel information service the correctness of the service provided by the hotel staff, respectively

- - Physical Aspects The results of the study found that The priority level is averaged overall in the high priority level. and considering the level of importance It is in the most important level, 1 item, consisting of the beauty and luxury of the hotel. and is in a very important level, consisting of 3 items, with signs indicating tourist attractions The accommodation is comfortable. convenience of tourist attractions, respectively.

VI. HYPOTHESIS TEST RESULTS

Hypothesis 1: Different personal data had different behaviors in traveling to Vietnam of Thai people. The study found that Different personal data in terms of gender, age,

occupation and average monthly income had different effects on Thai people's travel behavior in Vietnam in all aspects of behavior. For personal factors of education level Different statuses have no different effect on the behavior of Thai people traveling to Vietnam.

hypothesis test results

Hypothesis 2: Marketing mix factors influencing the behavior of Thai people in Vietnam tourism. The study found that Marketing mix factors affecting the behavior of Thai people traveling to Vietnam Product influencing the behavior of Thai people in traveling to Vietnam statistically significant at the 0.05 level

VII. DISCUSSION OF RESULTS

A study of marketing mix factors affecting the behavior of Thai people visiting Vietnam. The students had issues to discuss as follows:

A. Recommendations received from the study

A study of marketing mix factors affecting the behavior of Thai people traveling to Vietnam. The study authors have the following suggestions to be useful:

1. Product side Tour operators should organize excursion programs to Famous tourist attractions are beautiful, there are interesting activities during the trip. Provide tourists with the opportunity to experience the unique culture of the local area.

2. In terms of price, tourism business operators should set moderate prices suitable for tourism programs. Provide accommodation that emphasizes cleanliness and safety, facilitating the exchange of local currency that can be returned when not used up.

3. In terms of places, tour operators should focus on travelling. that is safe Provide information about the attraction via an easily accessible website.

4. Marketing promotion Tour operators should advertise major tourist attractions through various media. Organize promotional activities during festivals such as Chinese New Year and Dalat Flower Festival at a special price.

5. Personnel, tourism business operators should arrange staff to serve tourists who are polite, good-natured, smiling. be honest

6. In the process of tourism business operators should focus on providing services that are accurate as advertised.

B. Suggestions for the next study

A study of the expectations of Thai tourists in traveling to Vietnam.

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