

The Guideline for Shopping Tourism Development to Promote Tourism in Phayao, Thailand

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Abstract

This research aims to study the situation of shopping tourism in Phayao province, to examine factors affecting decision making for product and service purchasing of Thai tourists and to present the shopping guideline of shopping tourism for tourism promotion in Phayao Province. Qualitative and quantitative methods were applied to this research. By interview was implemented as a qualitative approached instrument to collect data from 30 shopping tourism stakeholders. In addition, questionnaires were applied to this research as quantitative method in order to verify data between two approaching techniques. 400 Thai tourists were asked about the factors affecting the decision to purchase goods and services for tourism among Thai tourist in Phayao Province. The results have illustrated that. The factors affecting their decision to purchase the souvenir is the taste and the quality of the product. They tend to buy the products from the shop they have bought before. The majority amount of money of the respondents was spent on food. Product, Price, Place, Promotion, and Package factors are respectively ranged in high level. The Guideline Shopping Tourism Development for Promotion Tourism in Phayao Province has established the goals based on 5 marketing components which are product, price, place, promotion, and package. Qualitative data was collected from 9 tourism entrepreneurial representatives in both government and private sectors using focus group technique. The factors considered in the findings of this study include accommodation business, restaurant and beverage business, souvenir business, and local community business producing souvenir.

Keywords: Shopping Tourism, Tourism Development, Promotion Tourism

Introduction

Tourism industry has grown rapidly and become the most important section generating income to the country. The number of tourist and the amount of income from tourism tend to increase every year (Office of the National Economics and Social Development Board, 2015). Tourism Authority of Thailand and Ministry of Tourism and Sport continuously promoted the reliability and positive image of Thailand for more than twenty year (Ministry of Tourism and Sports, 2015). In order to generate and distribute more income through the cooperation of every sectors as a whole as well as to create the balance in every aspect (Pakdeepinit and Somchan, 2012), it is essential to attract the tourists to spend more money by producing creative products and supporting the products to serve the needs of the tourists (Kozak & Baloglu, 2011). The focus should be placed on the development of product design and value services which can add more marketing value in tourism. Moreover, it is also vital to advocate the cooperation among groups of producers or entrepreneurs as well as the owner of tourist attractions to be ready for shopping tourism.

Based on shopping tourism, selling products can distribute incomes to the community (Fantem, Somchan, Sreesoompong, Ongkhluap, & Hombubpha, 2015). The data from Community Development Department (2015) illustrated that the income has been distributed to many sectors in the economic system and eventually, the money will reach local people. The process is known as

“Tourism Multiplier Effect”. It shows that the portion of income from tourism tends to go repetitively in the economic system which the more income is the more benefits people gain. Furthermore, the directions driving Thai tourism in the future from Thai Tourism Strategies 2015 - 2017 emphasizes on stability, prosperity and sustainability. Stability can be referred to capability to effectively drive the tourism even under critical conditions caused by domestic and international factors. Prosperity is when tourism can generate income and create prosperity to the economy. Lastly, sustainability is the development which can serve the needs of the tourists without negative effects on environment and local community resulting in sustainable and high-quality growth. Sustainability also includes the increase of market share and the capability to create the balance of tourism from the increase of income, expenses, days of stay, the number of tourists. Besides, sustainability can be referred to the distribution of tourists to other parts of the country leading to income distribution throughout local community (Pattanakornsakul & Phakdee-auksorn, 2015).

This concept is considered when promoting tourism in Phayao. Phayao is a province in the northern part of Thailand with many natural tourist attractions such as Phayao Lake, a large fresh water resource and Wat Tilokaram where cruising activities are offered by local community. Besides, there are many arts and cultural tourist locations such as Wat Srikhomkhum and Wat Analaya. There are additionally local groups in each community where they produce local products from local materials (Somchan & Soonsornrot, 2016). Tourists can purchase the products or souvenirs from tourist attractions that they visit. There are many products such as silver ornaments made from Hyacinth, fermented fish, mortar, woven clothes in Tai Lue style, herb products for skins, and different kinds of processed and preserved foods such as dried tamarind, rice crackers, Thai coconut caramel, pork rind and many kinds of chili pastes. Last but not least, the products of Phayao also includes agricultural products, the most famous agricultural products is 100% jasmine rice.

However, there are many products in the community, but if they can't be sold, they will not benefit. The main problem of shopping tourism in Phayao not only products can't be sold but also less number of tourists visiting if compare to main city such as Chiangmai or Chiangrai province (Pakdeepinit & Somchan, 2012). Therefore, it can be seen that the challenging issue in Phayao is how to create income from tourism especially shopping tourism in tourist attractions where there are products and services to be sold.

This question aimed to study the situation of shopping tourism in Phayao province, to examine factors affecting decision making for product and service purchasing of Thai tourists and to present the shopping guideline of shopping tourism for tourism promotion in Phayao Province. in order to be an idea to develop tourism products, create job, and generate more income to distribute to the community. The success of this study can help to develop and promote tourism in Phayao. As a result, tourism can bring real benefits to the community, the community is strong and sustainable as well.

Literature Review

The Concept of Shopping Tourism

‘Shopping tourism’ is a type of tourism which was combined between ‘Shopping’ and ‘tourism’. ‘Shopping’ is very familiar term to traveller or every shopaholic people such as women who can spend money to buy belonging they just meet with many reasons (UNWTO, 2014). While ‘tourism’ is the activity showing a voyage of human from one place to another place or a willing travel from their permanent residence to a temporary residence (Ngozi & Chinonso, 2016; Lew, Hall, & Dallen, 2008). The reasons for travelling are not for earning a living but for relaxing, attending a sport event, educational purposes, attending a seminar, visiting relatives or friends, and exchanging culture. Correia & Kozak (2015) mentions that the tourist attitude on shopping during traveling can strongly affect to incoming trip of tourists’ decision making. The Office of Tourism Development (2003) has defined tourism as a voyage to relax and to pursuing new experience under the condition that it is a temporary journey and the travellers are not forced to travel.

Pongsaboot, & Pongsaboot (1999) defined tourism as a travel to visit other places which are not the permanent residence of an individual and it is a temporary visit which does not serve occupation purposes. Maneenet (2009) and Jittangwattana (2005) stated that tourism means the voyage of human from one place to another place or the journey from one's residence to temporarily stay in other places and the purpose of the journey is not for earning a living but for relaxing, attending a sport event, educational purposes, attending a seminar, visiting relatives or friends, and exchanging culture. Uttaya (2009) mentioned that even though some forms of tourism are related to occupation or business purposes such as seminar or training, tourists tend to have their different aims or objectives to travel to support or drive their journey.

It can be concluded that tourism is an activity related to shopping of the tourists especially in order to earn additional income besides exporting products. Additionally, the money spent by tourist is distributed to local tourist attraction leading to better local economy. In addition to the positive outcome on the economy, there are also benefits in terms of society and culture. On other word, tourists and local people can exchange and learn about the culture of one another. Tourism also plays a significant role in stimulating the production and maximizing the benefits from the country's resources. When tourists travel, they need to spend money for food, purchase local products and spend money on accommodation. The money spent will not be only with the hotel but also distribute to small agricultural entrepreneurs. When local handcraft products are sold as a souvenir, local materials are used to produce the products. Even though it is a small income, it can become a large amount of money when collected together. It can also become a significant amount of income leading to an effect stimulating the production known as Multiplier Effect considered in high level for tourism industry when compared with other industries. Similar with Jarumanee (1992) mentions that tourism plays a role in stimulating the use of local materials such as shells, rocks, beaches, or bamboo to produce handicraft to sell as souvenirs for tourists. And although it is a small income, but when combined, it is an important revenue as well

Decision Making on Purchasing

The Concept of factor affecting the decision on purchasing tourism products and service many scholars have defined and concluded as in order to make purchasing decision, many principles and tools are used so that the decision can be made more accurately with less errors under different situations which can be evaluated by using the principles or tools to choose the best option. Walters (1978) explained the definition of decision as it is the action of choosing to do something from the options given. Kotler (2000) mentioned that the methods used by the consumers to make decision are motivation, acknowledgement, learning, personality, and attitude of the consumers. It reflects their needs and their realization that there are various kinds of products which are related to the existing information or the information given by the producers. Lastly, they tend to evaluate the options. Jaturongkakul (2000) explained there are determinants of consumer behavior consisting of internal variables and external variables.

Marketing Mixed

The Concept of Marketing Mix has been defined by many scholars. The details are as follows:

Table 1 The Summary of Marketing Mix Concept

Scholars (Year)	The Concept of Marketing Mix in Tourism
Kotler & Armstong (1994); Wongmontha (1999)	Marketing mix is a marketing tool that is applied to create something that can satisfy the customer, including product, price, place, and promotion.

Table 1 (Con.)

Scholars (Year)	The Concept of Marketing Mix in Tourism
Holloway & Plant, (1992); Rust, Zahorik & Keiningham, (1996); Somchan, (2015)	Marketing Mix for service products, there are more than 4Ps to 7Ps consists of; 1) Product 2) Price 3) Place 4) Promotion (5) People (6) Processes (7) Physical Evidence
Kongsompong (2009); Kunthonbud (2009); Samerchai & Wareewanitch (2008); Chatchakul (2008); Kotler & Armstrong, (2007)	Marketing mix comprised of 1. Product which is the thing offered to the customers for satisfaction 2. Price which is the value of the product in the form of money which is the cost of the product 3. Place / Distribution channel which is the activity related to surrounding presentation of the service to the customers 4. Promotion & IMC which is the communication from the producers to the target and 5. Packaging is the activities to design covering for product to be attractive and convenience.
Manjing & Yaibauklin (2007)	Promotion mixed consists of advertisement, personal selling, public relation, sale promotion, and direct marketing.

For the concept in this table, it can be seen that the study of the factors affecting the decision to purchase tourism products and services of Thai tourists in Phayao province is a part of the study of purchasing behaviour in terms of tourism products and services. It consists of the objectives to travel, the times of travelling, the vehicle used to travel, passengers, the travelling periods, the person playing a significant part in making a decision to travel, souvenirs, the reasons to choose the souvenirs, and money spending during the trip to Phayao. The study focuses on factors affecting the decision to purchase tourism products and services. The study of the factors affecting the decision to purchase tourism products and services of Thai tourists in Phayao province comprises of factors of product, price, place, promotion, and package. It is to study whether these factors affect the decision to purchase tourism products and services or not. It is a quantitative research used questionnaire as an instrument to study.

The Conceptual Framework

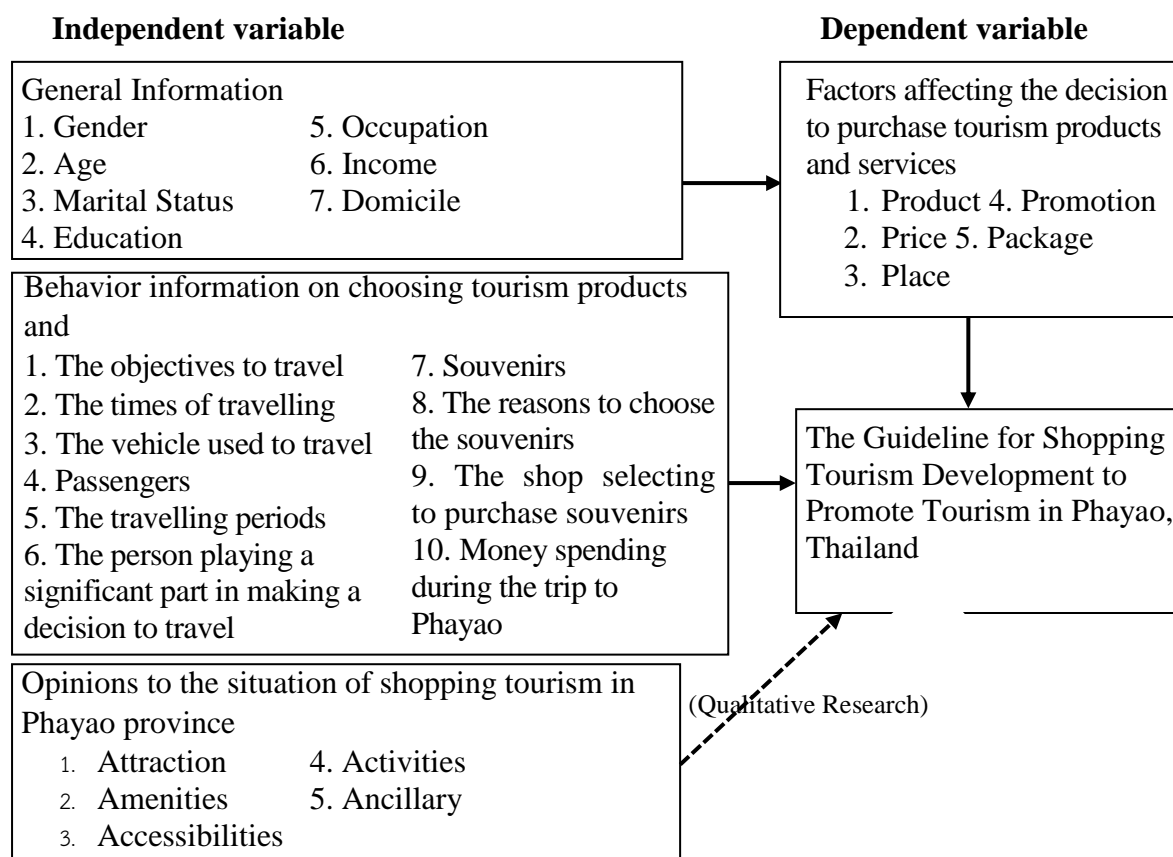


Figure 1 The Conceptual Framework

Research Methodology

Based on the aim at to study the current situation on shopping tourism in Phayao province, qualitative and quantitative approached were applied in order to verify results between two methods. In qualitative method, the in-depth interview technique was selected to collect data from 30 shopping tourism stakeholders consisted of 5 from accommodation business, 5 from restaurant and beverage business, 10 from souvenir business, 10 local community business producing souvenir which were selected by purposive random sampling from the name list of the Office of Business Development Phayao (Srisa-ard, 2002). The interview session was held from 1-30 of May 2017. The interview questions focused at the attitude of the informants about 5As, the components of tourist destination consist of; Amenities, Accessibilities, Attraction, Activities, Ancillary which all questions were test validity by the experts in this area. After that data will be brought to analyzed by content analysis.

On the other hand, qualitative approached was applied to this study by questionnaires to 400 tourists who visited Phayao at least one night in order to make sure they spent and distributed money into destinations. The 400 target tourists were calculated based on the tourist statistics in 2015, which found that there were 258,659 tourists visiting Phayao (Department of Tourism, Ministry of Tourism and Sports, 2016: online). The sample group was calculated according to the formula of Yamanae (1973) at the reliability of 95 percent. Probability sampling and Systematic Random Sampling were considered resulting in the sample group of 400 people.

The questionnaires aimed to study the factors that affect to tourist decision making in shopping. The structure of the questionnaire comprised of 3 sections; (1) the basic information of the respondents consisted of gender, age, education, marital status, occupation, income, and expenses, which were presented in checklist, (2) the factors affecting the decision to purchase tourism products and

services of Thai tourists in Phayao which were presented in rating scale comprised of 5 elements which were product, price, place, promotion, and package, and (3) was the recommendation of factors affecting the decision to purchase tourism products and services of Thai tourists in Phayao. The validity and reliability of questionnaire were checked by Item Objective Congruence (IOC) process with the three experts, then trial with 80 tourists which using the Cronbach's alpha, the score was at 0.72. Data from this tool was analysed and presented by descriptive statistic. For qualitative study, the focus group technique was employed to collect data from 9 tourism entrepreneurial representatives in both government and private sectors, in which the factors consisted in the qualitative findings are accommodation business, restaurant and beverage business, souvenir business, and local community business producing souvenir.

Results

The results from the interviewing found that the informants helped to enhance many ideas to describe about Phayao tourist destination. Based on 5As. Phayao was as followed;

Attraction: Tourist attractions at Phayao found that Most of the entrepreneurs commented that Phayao is a city that tourists just drop for a short time then go to other provinces. Or just a passing city. Only tourists who wants to visit Kwan-Phayao so they will come to destination directly. But usually all year round, there are many tourists from neighboring provinces visit Phayao some for leisure or some for visiting relatives or friends.

The souvenir of Phayao can be classified into 2 types; 1) Consumer goods: handicraft products from water hyacinth wicker, silver jewelry, Mortar Products, Non-food herbal products, Herbal Scrub or Tamarind Cream Products from Tai Lue cloth. And 2) Food Products: (1) Local foods material; mushrooms, bamboo, seasonal mushrooms (2) Processed foods include such as sour fermented fish, various types of chili paste, sour pork ribs, jasmine rice, Nang-led, and etc.

Amenities: From the study found that there were Information Center and Service Center available for tourists who visit Phayao province. The Information Center provides information and security services to tourists in the area. From an interview with entrepreneurs and stakeholders in tourism in Phayao. Tourism of Phayao Province is under the supervision of the Tourism and Sports Authority of Phayao Province and Tourism and Sport Authority of Chiang Rai Province which help to promote tourism for Phayao, Phrae, and Nan of Northern Region. The mission of these organizations is not only to promote tourism but also to set the security system to tourism destination too, in order to watch out criminal and drug. In term of Services Center stand for the service points which provided rest area, parking lot, bathroom, and souvenir shop for tourist in the destination or along the road. From the survey found that along the route of the tourist to Phayao province, there are many service points such as gas stations and convenience stores provide or tourists. By the way the priority concern for these kinds of services is the sufficient in number and the cleanliness standard.

Accessibility: The accessibility this time stands for the access to the souvenir shop in Phayao province by the interviewing with entrepreneurs, it was found that most of tourists prefer travel by themselves without travel agent. All of them used private car or van when travel. And the road very convenience with the light and sign along the way to get to the destination. Anyway, if free individual tourist wants to visit without private car, there are public transport, rental cars or public buses available for tourist the meeting point.

Activity: Activities that help to promote the distribution of income to the community from tourism according to the survey and interviews with entrepreneurs, there are interesting activities in community attractions such as demonstration of water hyacinth products of Ban San Wiang Mai Community Enterprise, and Ban Bua the Economic Sufficiency Learning Center. In addition, there are organizing activities that promote tourism, culture, tradition or life style in souvenir shop in Phayao province. This activity has helped to create economic value for the community as well through the promotion of government agencies. The supporting from the government agencies such

as help local community developed their own products, provide setting market to sell. The main is at Mae Tum market or Talad Mae Thongkum, which is the large market with the varieties choices to sell.

Ancillary: There are many services were added to support selling process in order to facilitate tourist who visit. From the study found that, there are delivery services to customers or tourists in case of bulk purchase, and after sale service also added to follow up the customer opinion and satisfaction.

In quantitative approach initiate that there was female accounted for 54.50 percent and male accounted for 45.50 percent. There was age between 15-20 years old and 21-25 years old account at 24.25 percent, followed by 31-40, 26-30, 41-50, and more than 50 years old were at 9.75 percent, 14.25 percent, 9.50 percent, and 7.00 percent respectively. Most of tourist was single (62.00%) and have Bachelor's degree accounted for 46.50 percent, 24.75 percent had college certificated, 14.00 percent high school level, 8.00 percent of the tourists completed primary school, 3.75 percent of the tourists graduated higher than bachelor's degree and 0.25 percent of the tourist did not continue further education. According to occupation, most of them were student 39.50 percent, followed by freelancer 15.75 percent, and government officer 12.25 percent. Private company staff were accounted for 9.50 percent. State enterprise officers were accounted for 3.25 percent. In term of income study found that 5,001-10,000 baht income per month accounted for 42.00 percent, 1,000-5,000 baht per month had 21.50 percent, while 25,001-30,000 bath per month and more than 30,000 bath per month had only 4.25 percent and 3.00 percent respectively.

The domicile study found that most of tourist came from Phayao, Chiang Rai, Phrae, Lampang, and Chiang Mai respectively. All of them came here because of relaxation for 31.75 percent, other purpose was 21.75 percent, visiting friend / relative 18.50 percent, to paying respect to the sacred places 13.75 percent, attending meeting / training / seminar 7.25 percent, and business purpose 7.00 percent.

When the tourists are classified by the travelling duration, it has been found that the majority of the tourist travelled on Saturday and Sunday accounted for 63.25 percent, On Monday to Friday were accounted for 20.50 percent, travelled during their annual leaves were accounted for 6.25 percent, while 3.00 percent of the tourists travelled through public holiday. In addition, considering people influencing the trip, it has been found that the tourists themselves was the main influence person accounted for 39.00 percent. Secondly, people who played an important role in choosing Phayao as a destination were fathers, mothers, relatives, and cousin accounted for 23.50 percent. Friends as an influencer were accounted for 19.00 percent. Their spouses were accounted for 7.00 percent. Children were accounted for 4.75 percent. Others were accounted for 4.00 percent and tour operator companies were accounted for 2.75 percent.

Souvenirs were used to classified the tourists. It has been illustrated that fermented fish and fish products were the majority of the souvenirs that people bought. It accounted for 48.75 percent. Pork rind and chilli paste were accounted for 13.50 percent. Tamarind scrub was bought by 8.50 percent of the tourists. Tai Lui clothes was bought as a souvenir as well and it was accounted for 7.00 percent. Rice cracker and coconut caramel were purchased and accounted for 6.75 percent. The products made of hyacinth were accounted for 5.50 percent. Mortars were also bought by 2.75 percent of the tourists. Silver ornament were bought by 2.50 percent of the tourists. 2.00 percent of the tourists bought other products. Rice was bought by 1.75 percent of the tourists and wicker was purchased by 1.00 percent of the tourists. According to the reasons influencing purchasing decision of the tourists, it has been found that the majority of the tourists (31.75 percent) decided to buy the souvenirs because of the taste and quality of the products. Furthermore, product reputation was considered to be the subordinate reason for purchasing the souvenirs accounted for 27.25 percent. Lower price of the products when compared to other shops was considered to be another reason. It accounted for 20.50 percent. Another reason the tourists influencing purchase decision was the origin of the product accounted for 11.25 percent. Friendly service of the shop was accounted for

5.00 percent of the reason. Other reasons were 2.25 percent and the reason that the product was not sold elsewhere was accounted for 2.00 percent.

Shop selection to purchase the souvenirs, most of the tourists went to the shop they always purchased the souvenirs accounted for 30.50 percent, the shops located in the area of tourist attractions were considered by 19.50 percent, the shop located in local community area were accounted for 21.75 percent and 17.75 percent of the tourists selected the shops because of product placement in the shop. Budget study, it has been found that the majority of the budget (43.75%) was spent on food. Subordinately, 21.25 percent of the budget was spent on fuel. 19.25 percent of the budget were spent on souvenirs. 10.75 percent of the budget was spent on accommodation. Others was accounted for 5.00 percent.

Table 2 demonstrates numbers, percentage, and standard deviation of the factors affecting the decision to purchase tourism products and services of Thai tourists in Phayao in terms of Product, Price, Place and Promotion.

List	Mean	S.D.	Interpretation
1) Product			
1.1 Good image of the souvenirs	4.16	0.70	High
1.2 Good reputation of the souvenirs	4.04	0.68	High
1.3 Variety of the souvenirs	3.96	0.79	High
1.4 Long product life cycle	3.93	0.77	High
1.5 Quality and quantity of the souvenirs	3.98	0.74	High
1.6 Uniqueness of the souvenirs	3.92	0.74	High
1.7 Standard of the souvenirs	3.97	0.76	High
Total	3.99	0.74	High
2) Price			
2.1 The products suited its price and quality.	4.04	0.76	High
2.2 The price tags were shown clearly.	3.99	0.77	High
2.3 The prices could be bargained.	3.99	0.70	High
2.4 The prices were various.	3.96	0.71	High
2.5 The prices were reduced when buying more.	3.91	0.80	High
Total	3.98	0.75	High
3) Place			
3.1 The places to sell the product are neat and clean.	4.03	0.80	High
3.2 The decoration is modern.	3.88	0.79	High
3.3 The places are convenient, safe, and sufficient parking lots.	3.90	0.82	High

Table 2 (Con.)

List	Mean	S.D.	Interpretation
3.4 The size of the places is suitable for product presentation and convenient for the customers to reach the products.	3.91	0.74	High
3.5 The customers can refund when there are faults from the shops or the producers.	3.84	0.78	High
3.6 The products are also in stock.	3.92	0.72	High
3.7 The customer can buy and visit the shops' websites.	3.80	0.87	High
Total	3.90	0.79	High
4) Promotion			
4.1 Promotion and price reduction are implemented.	4.00	0.78	High
4.2 Product samples are provided.	3.96	0.79	High
4.3 The staffs are enthusiastic and willing to help.	3.80	0.77	High
4.4 Advertisements via many kinds of media are conducted.	3.67	0.80	High
4.5 Delivery service is provided for large order.	3.72	0.79	High
4.6 The staffs are knowledgeable and provide informative recommendation to the customers.	3.88	0.76	High
Total	3.84	0.78	High
5) Package			
5.1 The package can safely contain and protect the quality of the products.	3.94	0.76	High
5.2 The package looks outstanding and attractive to the customers.	3.91	0.77	High
5.3 The package is suitable for potable purposes.	3.87	0.76	High
5.4 The package is suitable for souvenirs.	3.94	0.75	High
5.5 The material of the package suits the product and its design.	3.96	0.76	High
Total	3.92	0.76	High

According to the results from the tourists' opinion the factor affecting the decision to purchase tourism products and services of Thai tourists in Phayao total 5 factor such as Product, Price, Place, Promotion and Package. it has been found that it is highly suitable with the total average of 3.93. When the items were placed in descending order, the first item was that the product with the average of 3.99. The next factor was that the price with the average of 3.98 the package with the average of 3.92 the place with the average of 3.90. The last factor was that the promotion with the average of 3.84.

Table 3 Comparison of opinion the factor affecting the decision to purchase tourism products and services of Thai tourists in Phayao by sex.

List		Male (n=182)		Female (n=218)		t	p
		\bar{X}	S.D.	\bar{X}	S.D.		
1.	Product	3.97	0.59	4.00	0.53	-0.62	0.54
2.	Price	3.94	0.59	4.00	0.56	-1.20	0.23
3.	Place	3.82	0.61	3.96	0.56	-2.35*	0.02
4.	Promotion	3.82	0.58	3.85	0.51	-0.56	0.58
5.	Package	3.90	0.66	3.95	0.59	-0.78	0.44
Overall		3.89	0.50	3.95	0.43	-1.35*	0.05

* $p \leq .05$

From the table 3, the results of the comparison of factors affecting the decision to buy and travel services of Thai tourists in Phayao province, by gender, male and female were influenced to decision making to buy and travel the overall difference was statistically significant at 0.05.

Table 4 Comparison of opinion the factor affecting the decision to purchase tourism products and services of Thai tourists in Phayao by education

List	Source	SS	df	MS	F	p
Education						
1.	Product	Between Groups	7.05	6	1.18	3.95* 0.00
		Within Groups	116.96	393	0.30	
		total	124.01	399		
2.	Price	Between Groups	3.85	6	0.64	1.99 0.07
		Within Groups	126.66	393	0.32	
		Total	130.51	399		
3.	Place	Between Groups	2.69	6	0.45	1.31 0.25
		Within Groups	134.31	393	0.34	
		total	137.00	399		
4.	Promotion	Between Groups	2.26	6	0.38	1.27 0.27
		Within Groups	116.51	393	0.30	
		total	118.77	399		
5.	Package	Between Groups	1.93	6	0.32	0.84 0.54
		Within Groups	151.53	393	0.39	
		total	153.46	399		

Table 4 (Con.)

List	Source	SS	df	MS	F	p
Overall	Between Groups	3.11	6	0.52	2.43*	0.03
	Within Groups	83.97	393	0.21		
	total	87.08	399			
Occupation						
1. Product	Between Groups	4.38	7	0.63	2.05*	0.05
	Within Groups	119.63	392	0.31		
	total	124.01	399			
2. Price	Between Groups	7.79	7	1.11	3.56*	0.00
	Within Groups	122.72	392	0.31		
	total	130.51	399			
3. Place	Between Groups	5.30	7	0.76	2.25*	0.03
	Within Groups	131.70	392	0.34		
	total	137.00	399			
4. Promotion	Between Groups	3.21	7	0.46	1.56	0.15
	Within Groups	115.55	392	0.30		
	total	118.77	399			
5. Package	Between Groups	5.12	7	0.73	1.93	0.06
	Within Groups	148.34	392	0.38		
	total	153.46	399			
Overall	Between Groups	4.17	7	0.60	2.81*	0.00
	Within Groups	82.92	392	0.21		
	total	87.08	399			

* $p \leq .05$

From the table 4, the results of the comparison between the decision to buy souvenir or traveling services of Thai tourists and educational background found that product have influencing to decision making of tourist, the statistic shows the significant at 0.05 while the comparison with the age and status no significantly difference.

From the results of the comparison between the decision making to buy souvenir and traveling services of tourists in Phayao province and the occupation, it was found that product, price, and place influenced the tourist decision making significantly.

Discussion

The informants have incorporated many ideas regarding Phayao as tourist destination and had fruitful discussion during the focus group interview. The results Phayao as tourist destination had been analyzed based on 5As - attraction, amenities, accessibility, activity, and ancillary. The result was in accordance with the study of Connell et. al. (2015). Such study was conducted on attractions and activities. It is suggested that the season was the prolonged problem for the tourism industry

sector due to the irregular demand and the nature is not fixed to the supply of productivity and resources, especially, in attracting attention. The management of supply and demand in the business level of individuals caused a great challenge for the infrastructure that was resolved in time and space with productivity limits. The results of this study suggested that the survey to be used as a tool to solve the season problem in the country level regarding interesting tourist attractions and special events should be developed, especially to investigate the attractions which were the host that held the special events community as they were considered to be the local market which was the important source for special events. The duration of the events and the events pattern that attracts visitors with maximum efficiency. The results of this study was in accordance with Fantem et. al. (2015). The purpose of such article was to examine the factors and the relationship between factors of shopping tourism for developing Mae Sot Special Economic Zone, Tak Province. The study was conducted through the systematic review from data resources within the country and abroad. Moreover, the study found that factors affecting the shopping tourism consisted of two main issues the Tourism Potential and the Tourist Behavior. There were 5 factors related with the tourism potential as follows; 1) attraction 2) accessibility 3) amenities 4) activities and 5) accommodation. According the study of the factors affecting the decision to purchase tourism products and services of Thai tourists in Phayao, it can be concluded that this study has corresponded and achieved its aim as demonstrated in the following detail.

1. According to the data of demography, it has been found that most of the tourists were female aged between 21-25 years old. They were single. They have completed Bachelor's degree. They were students with the income approximately 5,001-10,000 baht per month. Domicile was in Phayao. The main purpose of travelling was for relaxation. These data corresponded with the study of Janthaka et. al. (2009) on the study of souvenir purchasing behaviors in cultural tourist attractions in Non Song District, Nakhon Ratchasima Province. The study discovered that the majority of the tourists were female averagely aged 35 years old and the female tourists bought more products when compared with male tourists. They graduated Bachelor's degree and earned lower than 3,000 baht per month. 22.5 percent of the them bought the products the most.

2. According to the data related to choosing the products and services, it has been found that tourists visited Phayao more than three times and travelled to this province by car. The passengers were their family members. They spent time during weekends to travel. They believed that they made the decision to travel to Phayao by themselves. Fermented fish and fish products were purchased as souvenirs. The tourists tended to visit the same shop they have been before. This corresponded to the study of Chaopakao (2005) on the behaviours and satisfaction of the Thai and foreign tourists in Phra Nakhon Si Ayutthaya Province. It was discovered that most of Thai tourists visited Phra Nakhon Si Ayutthaya by a tour guide service. They bought souvenirs around 1-3 times. They travelled to Phra Nakhon Si Ayutthaya because of relaxation purpose. They spent not less than 500 baht on souvenirs. For foreign tourists, most of foreign tourists visited Phra Nakhon Si Ayutthaya by a tour guide service. They bought souvenirs around 1-3 times. They travelled to Phra Nakhon Si Ayutthaya because of relaxation purpose. They tended to buy handmade products. They spent not less than 500 baht on souvenirs.

3. The data are related to factors affecting the decision to purchase tourism products and services of Thai tourists in Phayao. The questionnaire was applied to evaluate the following 5 aspects by rating scale. The details are as follows:

According to the results from the tourists' opinion on Product factor affecting the decision to purchase tourism products and services of Thai tourists in Phayao, it has been discovered that the overall suitability was ranged in high level with total average of 3.99. When the items were ranged in descending order, it demonstrated that good image of the product was ranged primarily with the average of 4.16. The second item was products' reputation with the average of 4.04. The third item was quality and quantity of the product with the average of 3.98. Standard of the product was the next item with the average of 3.97. The variety of the product was ranged later with the average of

3.96. Product's life was ranged respectively with the average of 3.96. The last item was product's uniqueness with the average of 3.92. The results are similar to the study of Areerob (2008) on the factors affecting the decision to purchase local souvenirs by foreign tourists visiting Phuket: a case study of Kinnaree House in Mueang District, Phuket. It was discovered that the factors affecting the decision to purchase local souvenirs by foreign tourists visiting Phuket: a case study of Kinnaree House in Mueang District, Phuket were scaled in the middle level. The colours of the products were ranged as the first item. The second was insurance and refund. The variety of the product and product design were scaled in low level. The last one was quality of the materials.

According to the results from the tourists' opinion on Price factor affecting the decision to purchase tourism products and services of Thai tourists in Phayao, it has been discovered that the total average was 3.98 considered in high level. When the items were placed in descending order, the first item was that the products suited its price and quality with the average of 4.04. The second item was that the price tags were shown clearly with the average of 3.99. The third item was that the prices could be bargained with the average of 3.96. The last item was that the prices were reduced when buying more with the average of 3.91. The results are similar to the study of Amad (2008) on the behaviors and customers' satisfaction on the souvenir purchasing in Mueang District, Sisaket. It has been revealed that price is the most influential factor on the satisfaction on the souvenir purchasing. It was ranged in high level with the average of 3.92. First three important factors were reasonable price with the average of 4.04, clear price tag with the average of 3.99 and bargaining price with the average of 3.86.

According to the results from the tourists' opinion Place factor affecting the decision to purchase tourism products and services of Thai tourists in Phayao, it has been found that it is highly suitable with the total average of 3.90. When the items were placed in descending order, the first item was that the places to sell the product was neat and clean with the average of 4.03. The second item was that the products are also in stock with average of 3.92. The size of the places is suitable for product presentation and convenient for the customers to reach the products was ranged in the next order with the average of 3.91. The places are convenient, safe, and sufficient parking lots was the following concern with the average of 3.90. Modern design and decoration was considered with the average of 3.88. The last item was that the customers can refund when there are faults from the shops or the producers with the average of 3.84. The results were similar to the study of Singharengchai (2005) on marking factors towards souvenir purchasing of the customers in Mueang District, Buriram. It was revealed that there were two significant factors which were convenient parking space with the average of 3.64 and buying convenience with the average of 3.55. Product placement was considered with the average of 3.42 and the place to sell the product was concerned with the average of 3.41.

According to the results from the tourists' opinion promotion factor affecting the decision to purchase tourism products and services of Thai tourists in Phayao, it has been found that it is highly suitable with the total average of 3.84. When the items were placed in descending order, the first item was promotion and price reduction with the average of 4.00. Product samples was considered as the next factor with the average of 3.96. Knowledgeable and informative staff was ranged next with the average of 3.88. The staff are enthusiastic and willing to help was concerned as the next factor with the average of 3.80. Delivery service was placed as the following factor with the average of 3.72. The last factor was advertisement with the average of 3.67. The results are similar to the study of Weerachewongkul (2005) on the guidelines to develop drum as a souvenir in Ban Don Fang, Maha Sarakham Province. It has been found that place was the mainly influential factors ranked in high level. The other factors were the knowledge of the staff about the drum with the average of 4.17, the enthusiasm of the staff with the average of 4.13, and the friendliness of the staff with the average of 4.10 respectively.

According to the results from the tourists' opinion package factor affecting the decision to purchase tourism products and services of Thai tourists in Phayao, it has been found that it is highly suitable

with the total average of 3.92. When the items were placed in descending order, the first item was that the material of the package suits the product and its design with the average of 3.96. The next factor was that the package can safely contain and protect the quality of the products with the average of 3.94. The package looks outstanding and attractive to the customers was concerned as the following factor with the average of 3.91. The last factor was that the package is suitable for potable purposes with the average of 3.87. The results are similar to the study of Klaysuk (2006) on the customers' behaviors on choosing to purchase souvenirs on Ratchadamnoen Walking Street in Mueang District, Chiang Mai. It has been found that most of the people decided to purchase the souvenirs due to their product designs account for 64.00 percent. Secondly, reusable package was another factor to concern with 13.50 percent. The strength of the container was thirdly considered with 11.00 percent. Recyclable material was the following factor with 7.50 percent. Others were accounted for 2.50 percent and the last factor was that instruction was stated on the package with 1.50 percent respectively.

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