



Analysis of Push and Pull Travel Motivation of Foreign tourist to Local Markets
A case study of Phuket, Thailand

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A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of
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I hereby certify that this work has not already been accepted in substance for any degree, and is not being concurrently submitted in candidature for any degree.

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ชื่อวิทยานิพนธ์	ปัจจัยแรงดึงดูดและแรงผลักดันที่มีอิทธิพลต่อการเดินทางมาตลาดชุมชน ของนักท่องเที่ยวต่างชาติ กรณีศึกษาในจังหวัดภูเก็ต
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บทคัดย่อ

การศึกษานี้มีวัตถุประสงค์เพื่อ (1) เพื่อศึกษาปัจจัยด้านแรงจูงใจที่มีผลทำให้นักท่องเที่ยวต่างชาติเดินทางมาตลาดชุมชนในจังหวัดภูเก็ต (2) เพื่อเปรียบเทียบความแตกต่างระหว่างข้อมูลประชากรศาสตร์และแรงจูงใจของนักท่องเที่ยวต่างชาติที่มีต่อการเดินทางมาตลาดชุมชนในจังหวัดภูเก็ต (3) เพื่อศึกษาแหล่งข้อมูลสำคัญที่มีผลต่อการดึงดูดนักท่องเที่ยวต่างชาติที่เดินทางมาตลาดชุมชนในจังหวัดภูเก็ต (4) เพื่อศึกษาเอกลักษณ์ของตลาดในจังหวัดภูเก็ตจากมุมมองของนักท่องเที่ยวต่างชาติ

งานวิจัยนี้ใช้วิธีการวิจัยเชิงปริมาณ โดยใช้ทฤษฎีปัจจัยผลักดันและดึงดูด (Push and Pull motivation) เป็นทฤษฎีหลักในการศึกษาและ รวบรวมข้อมูลจากการเก็บข้อมูลแบบสอบถามจากกลุ่มนักท่องเที่ยวต่างชาติที่เดินทางมาตลาดชุมชนในจังหวัดภูเก็ตระหว่างเดือนตุลาคม จนถึงเดือนพฤศจิกายน 2557 จำนวนทั้งหมด 432 ชุด โดยใช้วิธีการสุ่มตัวอย่างแบบบังเอิญ และวิเคราะห์ข้อมูลที่ได้ด้วยโปรแกรมสำเร็จรูปทางสถิติ สถิติที่ใช้ได้แก่ T-test และ One way ANOVA ผลการวิจัยพบว่า การลิ้มลองอาหารภูเก็ตท้องถิ่น (ค่าเฉลี่ย =4.01), การพักผ่อนหย่อนใจ (ค่าเฉลี่ย=3.81) และการหาประสบการณ์ใหม่จากการท่องเที่ยวต่างแดน (ค่าเฉลี่ย=3.78) เป็นปัจจัยสำคัญที่ผลักดันให้นักท่องเที่ยวต่างชาติเดินทางมาเยือนตลาดชุมชนในจังหวัดภูเก็ต ในขณะที่ปัจจัยสำคัญที่ดึงดูดนักท่องเที่ยวต่างชาติเดินทางมาท่องเที่ยวตลาดชุมชนในจังหวัดภูเก็ตนั้นคือผลไม้ไทย (ค่าเฉลี่ย=3.94), บรรยากาศภายในตลาดชุมชนที่มีเอกลักษณ์ (ค่าเฉลี่ย=3.88) และราคาสินค้าที่ถูกกว่าในห้างสรรพสินค้า (ค่าเฉลี่ย=3.84) ผลการวิจัยยังชี้ว่า เอกลักษณ์สำคัญของตลาดชุมชนจังหวัดภูเก็ต คือ อาหารท้องถิ่น (ร้อยละ16.9), สินค้าราคาถูก (ร้อยละ14.2) และผลิตภัณฑ์และของที่ระลึกของจังหวัดภูเก็ต (ร้อยละ10.4) ยิ่งไปกว่านั้น ผลการวิจัยยังพบอีกว่า นักท่องเที่ยวส่วนใหญ่ได้รับข้อมูลข่าวสารเกี่ยวกับตลาดชุมชนจังหวัดภูเก็ตผ่านทางโรงแรมสูงถึง (ร้อยละ21), อินเทอร์เน็ต (ร้อยละ20.5) และ จากการแนะนำปากต่อปาก (ร้อยละ19.2) ตามลำดับ นอกจากนี้ยังพบว่า นักท่องเที่ยวส่วนใหญ่เลือกที่จะกลับมาท่องเที่ยวยังตลาดชุมชนจังหวัดภูเก็ตอีก เนื่องจากชื่นชอบรสชาติอาหารที่อร่อย บรรยากาศและวัฒนธรรมที่มีเอกลักษณ์ มีความคุ้มค่า และมีสินค้า

ท้องถิ่นให้เลือกลากหลาย ในเชิงวิชาการผลการศึกษาพบว่า ผลการวิจัยเป็นไปตามทฤษฎีแรงจูงใจ (Push and Pull motivation) ของ Dann (1977) ผลการวิจัยนี้เป็นประโยชน์ต่อหน่วยงานท้องถิ่น, ผู้ทำธุรกิจค้าขายท้องถิ่น, นักท่องเที่ยว และ ประชากรในจังหวัดภูเก็ตเพื่อนำไปพัฒนาตลาดชุมชนในจังหวัดภูเก็ตให้เป็นแหล่งท่องเที่ยวต่อไป

คำสำคัญ: ตลาดชุมชน นักท่องเที่ยวต่างชาติ ปัจจัยแรงดึงดูด ปัจจัยแรงผลัก แรงจูงใจ

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Author Ms. Kanyapat Pattanapokinsakul

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ABSTRACT

The purposes of this study were 1) to investigate the factors influencing international tourists' motivations for visiting the local markets in Phuket, 2) to compare the differences between demographic variables and motivations, 3) to examine the primary sources of information that motivate international tourists to visit the local markets in Phuket, and 4) to analyze the appeal of the local markets in Phuket based on the perception of international tourists.

This study was conducted from October to November 2014 using a survey questionnaire based on the push and pull motivation theory by Dann (1977), with a total of 432 convenience samplings from international tourists who visited Phuket's local markets. T-test and one-way ANOVA were used to test the differences between respondents with different demographic characteristics. The tested model proposed that demographic profile, travelling behaviour, and travel motivations affect the motivation of international tourists to visit the local markets in Phuket.

The findings revealed that the main push factors that motivated international tourists to visit Phuket local markets were to try the local food (\bar{x} =4.01), followed by relaxation (\bar{x} =3.81) and to gain new experiences by travelling abroad (\bar{x} =3.78). On the other hand, the pull factors serving as the most important features of local markets in the view of international tourists were fresh fruits (\bar{x} =3.94), followed by the unique atmosphere (\bar{x} =3.88) and inexpensive prices (\bar{x} =3.84). In addition, the findings demonstrated that the attraction of the Phuket local markets in the minds of international tourists included the local food (16.9 percent), followed by the economical prices (14.2 percent) and the availability of local products and souvenirs (10.4 percent). Most international tourists obtained their information about the local markets from hotels (21 percent), the internet (20.5 percent) and word of mouth (19.2 percent). The research

findings demonstrated that the majority of international tourists chose to return to the Phuket local markets because of the quality and appeal of the local food, the unique atmosphere and local culture, the inexpensive price of products and the variety of local products available. From an academic standpoint, the findings derived from this study confirmed the push and pull theory. This study should be of practical usefulness for local governments, local vendors, tourists and those involved in the development of marketing strategies for areas of tourism.

Keywords: international tourist, local market, motivation, pull factor, push factor

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TABLE OF CONTENTS

หน้าอนุมัติ.....	ii
บทคัดย่อภาษาไทย.....	v
Abstract.....	vii
Acknowledgements.....	ix
Contents.....	x
List of Table and Figures.....	xiii
Chapter.....	
1. INTRODUCTION.....	1
1.1 Research background	1
1.2 Research aim	8
1.3 Research objective	9
1.4 Research question	9
1.5 Scope of the study	9
1.6 Definition of terms	12
2. LITERATURE REVIEW	13
2.1 Ideas and theories related to tourist’s motivation	14
2.1.1 Defining motivation	14
2.1.2 Motivation factors of tourists	15
2.1.3 Theory related to tourists’ motivation	17
2.2 Ideas and theories related to cultural tourism	22
2.2.1 Applying cultural tourism theory to tourist motivations in visiting local Markets.....	22
2.2.2 Defining local market	23
2.2.3 Local market trend	24
2.2.4 Tourist behavior to visit local market	25

CONTENTS (Continued)

2.3 Previous study.....	26
2.4 Conclusion.....	33
2.5 Framework of study	45
2.6 Hypothesis.....	46
3. Methodologies	46
3.1 Data collection.....	46
3.2 Target population.....	47
3.3 Research instrument.....	50
3.4 The variables of tourist motivation divided into Push and Pull factor.....	53
3.5 The relationship between aim and objective and questionnaire.....	57
3.6 Data Analysis.....	60
4. Result	61
4.1 Demographic profile of tourists visiting local markets in Phuket	62
4.2 General vacation information.....	66
4.3 Tourist behaviors towards local markets in Phuket	67
4.4 Tourists' main objective for visiting local markets in Phuket	71
4.5 The attractiveness of local markets in Phuket	72
4.6 Mean summary of overall attraction of Push and Pull factors that influence tourists' motivation to visit local markets in Phuket	73
4.7 T-test and ANOVA compares the motivation to visit local markets (push factors) by gender, age, nationality, status, education and income	77
4.8 T-test and ANOVA compares the motivation to visit local markets (pull factors) by gender, age, nationality, status, education and income	89
4.9 T-test and ANOVA compares the source by gender, age , nationality, status, education and income	106
4.10 T-test and ANOVA compares the attraction of local markets in Phuket by gender, age, nationality, status, education, income.....	111

CONTENTS (Continued)

5. Conclusions, Discussion, and Recommendations	117
5.1 Conclusion on the result analysis	117
5.1.1 The demographic profile of tourists visiting local markets in Phuket	117
5.1.2 General information about vacation	117
5.1.3 Tourist behaviors towards local markets in Phuket	118
5.1.4 The overall attraction of Push and Pull factors that influence tourists’ motivation	118
5.1.5 The conclusion on the relationship of the motivations to visit local markets (Push and Pull factors) and demographic characters	119
5.1.6 The conclusion on the relationship of the sources and demographic characters	121
5.1.7 The conclusion on the relationship of the attractiveness of local markets in Phuket and demographic characters	122
5.2 Discussion	122
5.2.1 Objective 1 To investigate the factors influencing international tourists’ motivations to visit local markets in Phuket	123
5.2.2 Objective 2 To compare the difference between demographic variable and international tourists’ motivations visiting local markets in Phuket	125
5.2.3 Objective 3 To examine the main source of information that motivates international tourists to visit local markets in Phuket	125
5.2.4 Objective 4 To identify the attractiveness of local markets in Phuket in the mind of international tourist	125
5.3 Suggestion	126
5.4 Research limitations	127
5.5 Suggestion for future study	127
REFERENCE	128
APPENDIX	137
VITAE	148

LIST OF TABLE AND FIGURES

TABLE

A SYNTHESIS REPORT

1 Number of International Tourists Visiting Thailand from 2009 to 2013.....	1
2 The highest tourism revenue in southern part of Thailand for the foreigner tourist 2011.....	3 5
3 Number of Weekend Markets or “ <i>Talat Nut</i> ”	6
4 Number of Fresh Markets or “ <i>Talat Sot</i> ”	13
5 Planning and conducting a survey	26
6 Previous studies	33
7 Conclusion	48
8 The query criteria of this research	53
9 The variables of tourist motivation divided by push factors & pull factors	57
10 The relationship between aim & objective and questionnaire	62
11 Profiles of the respondents.....	66
12 General vacation information	67
13 Tourist behaviors towards local markets in Phuket	68
14 The frequency of visiting local markets in Phuket	68
15 Time spent at local markets	69
16 Information searching	69
17 Type of transportation	70
18 Spending behavior	71
19 Products that tourist usually bought	71
20 Tourists’ main objective for visiting local markets in Phuket	72
21 The attractiveness of local markets in Phuket	
22 Mean summary of overall attraction of push factors that influence tourists’ motivation to visit local markets in Phuket	73
23 Mean summary of overall attraction of pull factors that influence tourists’ motivation to visit local markets in Phuket	75

LIST OF TABLE AND FIGURES (Continued)

24 T-test comparing the motivation to visit local markets (push factors) by gender.....	77
25 ANOVA comparing the motivation to visit local markets in push factors by age	79
26 ANOVA compares the motivation to visit local markets in Phuket (push factors) by nationality	80
27 ANOVA compares the motivation to visit local markets in Phuket (push factors) by status	83
28 ANOVA compares the motivation to visit local markets in Phuket (push factors) by education	85
29 ANOVA compares the motivation to visit local markets in Phuket (push factors) by income	87
30 T-test compares the motivation to visit local markets (pull factors) by gender	89
31 ANOVA compares the motivation to visit local markets (pull factors) by age	92
32 ANOVA compares the motivation to visit local markets in Phuket (pull factors) by nationality	94
33 ANOVA compares the motivation to visit local markets in Phuket (pull factors) by status	97
34 ANOVA compares the motivation to visit local markets in Phuket (pull factors) by education	100
35 ANOVA compares the motivation to visit local markets in Phuket (pull factors) by income	103
36 T-test comparing sources by gender	106
37 ANOVA compares the information source by age	106
38 ANOVA comparing between information sources and nationalities	107
39 ANOVA comparing between information source and status	108
40 ANOVA comparing between the information sources and education	109
41 ANOVA comparing between information sources and income	110
42 T-test compares the attraction of local markets in Phuket by gender	111
43 ANOVA comparing the attraction of local markets in Phuket by age	112

LIST OF TABLE AND FIGURES (Continued)

44 ANOVA comparing between attractions and nationality	113
45 ANOVA comparing between attractions and status	114
46 ANOVA comparing between the attractions and education	115
47 ANOVA comparing between attractions and income	116

FINGURES

A SYNTHESIS REPORT

1 Phuket tourist map	10
2 Maslow's hierarchy of needs	18
3 The Model of Theory of Reasoned Action (TRA)	21
4 Dynamic of Cultural Tourism	22
5 Framework of study	45

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Dear Miss Kanyapat Patthanapokinsakul

We appreciate your submission of the "Analysis of Push and Pull Travel Motivation of Foreign tourist to Local Markets: a case study of Phuket, Thailand" to be considered for publication in the Journal of International and Thai Tourism (JITT).

We are happy to inform you that your paper is accepted for publication in the Journal of International and Thai Tourism (JITT), Volume 11 Number 2 (July – December 2015).

After we have received your revised version, we will submit it to an editor to check the Grammar and language usage. Once we have received the revised paper according to the editor, we will publish your paper in the Journal.

We are looking forward to publishing your paper very soon

Best Regards,

Rugphong Vongsaroj, Ph.D. Assistant Professor
Chief of Editor, Journal of International and Thai Tourism (JITT)

CHAPTER 1

INTRODUCTION

1.1 Research background

The Relationship between Local Markets and Thailand's Tourism Industry

Thailand's tourism industry has developed rapidly since the 1920s and continues to be developed to this day. Thailand has become one of the world's most popular holiday destinations, due to its variety of beautiful natural and cultural tourism resources. Moreover, the hospitality of Thai people is one of the many factors that motivate tourists from around the world to visit Thailand. Tourism council of Thailand (2013) suggests that the Thai Tourism Industry in 2013, generated around 21% of Thailand's Gross Domestic Product (GDP). Thailand has received revenue of approximately 1.16 billion baht from the tourism industry from approximately 26.69 million tourists who have visited Thailand in 2013 and they also predicted that Thailand will receive revenue of approximately 1.35 billion baht from the tourism industry from approximately 29.92 million tourists who have visited Thailand in 2014. Table 1 presents the number of international tourists to Thailand from 2009 to 2013.

Table 1 Number of International Tourists Visiting Thailand from 2009 to 2013

Month	2009	2010	2011	2012	2013	2014
January	1,269,978	1,605,505	1,805,947	1,992,158	2,241,184	+12.50
February	1,138,220	1,614,844	1,802,476	1,853,736	-	-
March	1,237,132	1,439,401	1,702,233	1,895,560	-	-
April	1,085,293	1,108,209	1,552,337	1,686,268	-	-
May	923,918	826,610	1,407,407	1,546,888	-	-
June	954,772	964,959	1,484,708	1,644,733	-	-
July	1,094,658	1,275,766	1,719,538	1,815,714	-	-

Table 1 Continued

Month	2009	2010	2011	2012	2013	2014
August	1,149,288	1,270,883	1,726,559	1,926,929	-	-
September	1,040,538	1,214,810	1,486,333	1,611,754	-	-
October	1,209,473	1,316,806	1,422,210	1,801,148	-	-
November	1,361,574	1,478,856	1,291,548	2,143,550	-	-
December	1,684,997	1,819,751	1,829,174	2,384,627	-	-
Total	14,149,841	15,936,400	19,230,470	22,303,065	2,241,184	+12.50

Source: Department of Tourism Thailand (2013)

Tourism Authority of Thailand (2013) suggests that one of the best and most authentic ways for tourists to experience Thailand is through eating local food and visiting local markets, while on holiday in the country. Tourism Authority of Thailand (2013) also states that visiting local markets is a subset of cultural tourism. Therefore, local markets and cultural tourism have a strong relationship.

Some local markets are an-already well-known tourist attractions, providing a variety, of not only food and products, but also culture and traditions and the opportunity to meet local Thai people. Moreover, according to the National Economic and Social Development Board the potential of local markets, as tourist attractions in Phuket is increasing, within their overall development plan. Development ACT, BE in 2012-2016 has concentrated on developing three variables, which are the economy, the community and the environment. This plan is to develop local markets, especially, sector 1 (Empower all sectors to be capable of having choices in living and participating in social, economic and political activities with dignity. This plan support people have a freedom to do and think creatively and create a group to provide a job to local people in each area, Sector 2 (Developing a lifelong learning society). This plan focuses on culture exchanging with other people in their place and from another place.), Sector 3 (Strengthening of the agricultural sector and security of food and energy. This plan focuses on create a job and income security for farmer by support them to improve their agriculture skill to use it in their community and sell it to public when it left). Sector 4 (Restricting the economy toward quality growth and sustainability). This plan concentrated in product improving, quality of

products to sell it to inbound and outbound market. Therefore, the focus being on providing must needed revenue to local communities. Local markets have the potential to provide job opportunities and an all-important revenue stream to local people within the community, by selling local and seasonal products to both the international and domestic tourist markets. This can generate a large amount of revenue, supporting the economy of a community in many ways (Lipping, 2004).

The Potential of Local Market as Tourist Attraction in Phuket

Geographical, Phuket is very well located in terms of accessibility. It also includes an attractive culture, beautiful beaches, green mountains, tasty foods and a variety of comfortable accommodation ranging from beach huts to some of the best leading hotels and spas in the world. Also, Phuket was recently voted one of the World's Top 5 retirement destinations (The acclaimed Fortune Magazine, 2005). Moreover, Phuket have been decided to be a one of sustainable tourism destination in gastronomy and culture in the world by UNESCO in 2015. As a result, it is a pretty good opportunity to support Phuket tourism especially, local markets in the future.

Phuket Airport Immigration and C9 Hotel Work Market Research Report (2014) noted that the number of tourists who visit Phuket annually, stands at approximately 86% of those is international tourists. 29% were Chinese. This is followed by the Russian market at around 19%, 7% Australian, 6% were from South Korea, 3% British and 36% from other nationalities by using statistic from the first half of 2014.

Phuket received revenue of around 163,927 million baht (74.7%) of all tourism revenue in south of Thailand) in 2011 as shown in (Table 1.2). This table showed that Phuket is the most popular tourist attraction in south of Thailand.

Table 2 The highest tourism revenue in southern part of Thailand for the foreigner tourist 2011

Tourist destination	Number of Tourist (people)	Percentage (%)	Tourism revenue (million bath)	Percentage (%)
Phuket	6,622,776	56.7	163,927	74.7
Krabi	1,340,851	11.5	22,369	10.2
SamuiIsland	702,180	6.0	10,138	4.6
Phangnga	620,038	5.3	4,709	2.1

Other province	2,397,181	20.5	18,400	8.4
Table 2 Continued				
Tourist destination	Number of Tourist (people)	Percentage (%)	Tourism revenue (million bath)	Percentage (%)
Total	11,683,026	100.0	219,543	100.0

Source: Ministry of tourism and sport (2011)

The local market development in Phuket

Phuket history dictates that people started to trade in tin with the Dutch, French and Portuguese around the Rattanakosin Era. Therefore, Phuket became a well-known trade destination among both international and domestic traders many years ago (History, 2003 - 2014). Nowadays, local markets are seen as places where local people and tourists exchange culture as well as purchasing good alongside other products and souvenirs. As a result, Phuket local markets have become important tourist attractions, where, not only buying physiological products and souvenirs, but also learning about original local people's lifestyle in Phuket. Phuket is also seen as a beach destination, so a large majority of visitors tend to relax in and around the many beautiful beaches that surround the island of Phuket.

Visiting local markets has become an important factor for international tourists, while visiting Phuket, due to the fact that these local markets sell products that show the uniqueness of Phuket, which tourists are unable to purchase at home. Thus, local markets is seen as a physical destination, where tourists can observe and learn closely from the original cultures and traditions of local people, both selling and buying in each destination (Riley, 2012). Local markets, have for a long time, been a Thai way of life. Many of the smaller towns, districts and provinces, all over Thailand have their own unique local markets. For many countries in South-East Asia, local and night markets are now part of daily routine.

Nowadays, local markets have become very popular with tourists because they offer cheaper prices, a variety of unique products, and are a convenient way to buy goods and souvenirs, especially the Weekend Market in Phuket Town or Talat Thai Rotat Wichit Districtis, which at present, are the most popular markets among tourists while visiting Phuket. Such are the importance of these local markets to the Phuket economy and Thailand as a whole, the Tourism Authority of Thailand have recently included local markets in Phuket's tourist guide books,

promoting local markets as another tourist attraction in Phuket. Therefore, it is an additional reason, why tourists from around the world have been visiting Phuket. Table 1.3 and 1.4 outlines numbers and locations of local markets in Phuket.

Table 3 Number of Weekend Markets or “Talat Nut” in Thai and “Lat Nat” in Phuket local language by Central Business Weights and Measure of Thailand (2003) and adapted from Sanguansak (2014)

Amphoe	No.	Name of Market	Total	Day	District
	1	Samkong Market	1	Tuesday, Thursday, Saturday	Ratsada
	2	Kata Market	1	Monday, Thursday	Karon
	3	Kuang Road Market	1	Monday, Wednesday, Saturday	Wichit
	4	Aomakham Market	1	Tuesday	Wichit
Muang	5	Weekend Market (Talat Thai Rot)	1	Saturday, Sunday	Wichit
	6	Karon Temple Market	1	Tuesday, Saturday	Karon
	7	Phuket Town Indy Market	1	Thursday, Friday	TalatYai
	8	Lard Yai Market	1	Sunday	TalatYai
	9	ChoengThale Market 1	1		ChoengThale
	10	ChoengThale Market 2	1		ChoengThale
	11	Ban Bangtao Market	1		ChoengThale
Talang	12	Ban Porn Market	1		Srisoonthorn
	13	Naiyang Temple Market	1	Tuesday, Sunday	Mai khao
	14	Srisoonthorn Market	1	Monday, Friday	Srisoonthorn
	15	Patong Market	1	Monday	Patong
Kathu	16	Kamala Market	1	Monday, Wednesday, Saturday	Kamala
	17	<i>Kamala Friday</i> Market	1	Friday	Kamala
	18	Ban Ket Ho Market	1	Thursday	Kathu

Table 4 Number of Fresh Markets called “Talat Sot” in Thai and also called “Bazzan” in Phuket local language by Central Business Weights and Measure of Thailand (2003) and adapted from Sanguansak (2014).

Amphoe	No.	Name of Market	Total	Road	District
Muang	1	Public Fresh Market 1	1	Ranong Rd.	TalatYai
	2	Downtown Fresh Market	1	Ranong Rd.	TalatYai
	3	Kaset Market(24 hr. market)	1	Ongsumpai Rd.	TalatYai
	4	Mae Somjit Fresh Market	1	Patak Rd.	Karon
		Rawai Fish Market	1		Rawai
	5	Expo Market (clothes market)	1		TalatYai
Talang	6	Chemg Talay Fresh Market	1	Srisoonthorn Rd.	ChemgTalay
	7	Mar nik Market	1	Srisoonthorn Rd.	Srisoonthorn
	8	Ban Kian Market	1	Don jomtaoRd.	Thepkasattri
Kathu	9	Kathu Fresh Market	1		Kathu
	10	Bazzan Fresh Market	1	Sainumyen Rd.	Patong
	11	Mea Ubon Fresh Market	1	Prabaramee Rd.	Patong

Tourist Motivations

The tragic occurrence of the tsunami in December 2014 brought great awareness to the island of Phuket. As a result, more people from around the world were made aware of Phuket and the kindness, Thai people had to offer. Although a very sad story, Phuket as a result of the tsunami became an even more popular tourism destination.

According to Rittichainuwat (2006), a few of the motivations for tourists visiting Phuket is the kindness (hospitality) shown by local people within the local community, (4.21), interesting culture (4.11), variety of food (4.08) the good image of Thai people (4.03). These findings are one of the many reasons that stimulate tourists to visit local markets in Phuket. In addition, advertisements frequency presents local markets through television, magazines and the internet. For example, Tourism Authority of Thailand has included local markets into Thailand’s video presentation accompany with “Experience Thailand, Once in a Lifetime” campaign that was recently shown on television around the world. As a result, it motivated a number of tourists

to visit local markets in Thailand. The majority of tourists tend to visit local markets for a cultural exchange experience, which they cannot find in their country or origin.

Price, place, product and promotion are also influencing factors for tourist's motivation as part of the marketing mix (McCarthy, 1960). According to Thai and Vietnamese Tourist's Consumption Behavior research, Buarapha (2013) showed the results, which supported (McCarthy, 1960). The researcher mentions that marketing factors strongly influenced Thai and Vietnamese Tourist's consumption behavior and motivations. On the other hand, marketing factors are very low influencing factors with European tourist motivations. The quality of products and safety at local markets in Thailand is still a problem for many tourists. This is due to products being imported from China, Vietnam and other countries. This has a knock-on effect on the local economy and decreases investment in a country. This makes tourists weary of buying local goods, as they cannot always trust what they are buying or indeed, if the products they are purchasing are authentic.

Statement of Problem

Phuket is widely seen as a popular beach tourism destination. The majority of tourists prefer to sunbathe on the beach and admire the beauty of their surroundings. The popularity of Phuket reflects the increased pricing strategy. The cost of living is increasing all over Thailand but, nowadays, this can be seen more in Phuket, than in any other region of the country. Tourists tend to buy products at a higher price, rather than the local Thai prices that are offered to Thai nationals. This is especially so in major tourist areas of Phuket such as Patong Beach, Karon Beach, Promthep Cape and other popular tourist attractions and locations in Phuket. This has led to tourists buying more local goods and souvenirs at local markets in Phuket instead of supermarkets and big department stores such as Central Festival. Local people have started to recognize that it is cheaper to buy goods at local markets, rather than at bigger department stores. This has led to an increase of businesses and footfall at local markets. Some products at local markets fall short on quality and safety. For example, market food sellers do not always have a good reputation for providing good quality food. This leads to tourists getting food poisoning, which in turn, will leave a tourist feeling angry or upset. Nowadays, there are many local markets emerging up all over Thailand, especially in Phuket. Local markets have now become an attraction for international tourists, who would like to learn more about food and new

cultures. As a result, Phuket local markets have been increasing in numbers over previous years. Hence, Phuket is a suitable and ideal location to carry out this in-depth research.

The number of international tourists visiting local markets in Phuket has rapidly increased in recent years. This research analyzes the factors influencing international tourists to visit local markets in Phuket. The problem is that most local markets tend to all sell the same or similar goods and services. This leads to a lack of identity within local markets. There seems to be a lack of “attractiveness” among local market traders. Tourists can buy the same product at almost all local markets all over Thailand. The uniqueness of local products, friendly local people and a warm atmosphere is one of the reasons tourists visit local markets (Hsieh&Chang, 2006). We look at how the uniqueness of local markets in Phuket is affecting international tourists to revisit in the future. We conclude that the uniqueness of local markets not only depends on friendly, local people, a warm atmosphere and unique local products but also the variety of products, local food, cheap price, bargaining ability and local culture, all of which effects tourist to revisit in the future.

Local people have grown up visiting local markets. It is a way of life for Thai people. These places are seen as a place for local people to visit and either buy or sell goods. It is also seen as a place to meet friends and share gossip. By visiting local markets, tourists can get a real insight into the lives of local Thai people.

As it stands, there is little research, which examines tourist motivations for visiting local markets, and to date, no research has been conducted on tourists visiting local markets in Phuket. The results of this information can contribute towards tourism organizations understanding the motivations behind tourist’s reasons for visiting local markets in the future. It can also contribute to tourist organizations understanding the importance of local markets, as a tourism destination within the local economy.

1.2 Research aim

The aim of this study is to understand international tourist motivations to visit local markets as a tourist attraction in Phuket.

1.3 Research objective

- To investigate the factors influencing international tourist' motivations to visit local markets in Phuket.
- To compare the different between demographic variables and motivations.
- To examine the main source of information that motivates international tourist to visit local markets in Phuket.
- To identify the attractiveness of local markets in Phuket in the mind of international tourist.

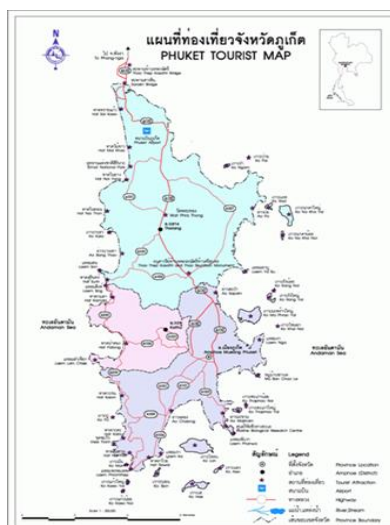
1.4 Research questions

- What are international tourists' motivations to visit local markets in Phuket?
- What is the difference between demographic variables and international tourists' motivations to visit local markets in Phuket?
- What are the sources of information affecting international tourist motivation to visit local markets?
- What is the attractiveness of local market in Phuket?

1.5 Scope of study

1.5.1 Scope of the study

Figure 1 Phuket tourist map



Source: Tourism Authority of Thailand (2013)

Phuket is the largest and most well-known island in the southern part of Thailand, 862 kilometers south of Bangkok (Tourism Authority of Thailand, 2013). Phuket covers Amphoe Mung, Amphoe Thalang and Amphoe Kathu Districts. Moreover, Phuket is the perfect tourist destination, which offers beautiful beaches, a hot climate, a range of cultures and world class food. To date, no other research has been carried out in this area, concentrating on local markets in Phuket.

1.5.2 Scope of local markets

As it stand, much of the research that has been analyzed on tourist motivations to visit local market, has concentrated on single market locations. Therefore, the researcher divided the scope of local markets in Phuket into six fresh markets and six weekend markets, to clearly understand the analyzed results.

Fresh markets

1.5.2.1 Downtown Market is located in Ranong Road. There is an early market, which opens every day from 3am to 9am. This market is very popular amongst a number of local restaurants because of the fresh products on sale, which comes directly from local farms.

1.5.2.2 Expo Market is in Phuket Town Centre. It is one of the markets which sell cheaper product such as Thai souvenirs and fashionable clothing. It opens every day.

1.5.2.3 Kaset Market or 24 hr. Market is the biggest market, where you can purchase fresh vegetables, fresh seafood, local foods, instance foods, flowers and other products in the morning. This market is located behind Robinson Department Store. They sell street food and a number of local restaurants will open around the market in the evening. They open every day.

1.5.2.4 Rawai Seafood Market is small local market selling seafood every day of the week in Phuket. This market is located beside Rawai Beach. They are open daily.

1.5.2.5 Banzan Market is opposite Junceyl on Shopping Centre in Patong. This is the biggest local market near Patong Beach. Tourists have the opportunity to purchase fresh seafood from the market and the restaurant upstairs will cook it for a fee. This market also provides a variety of souvenirs, fresh seafood and clothing. It opens every day.

1.5.2.6 Kathu Fresh Market provides fresh food, clothing, fresh seafood, vegetables and Thai snacks. Located between Phuket Town and Patong Beach, They open daily.

Weekend Markets

1.5.2.7 Lard Yai Market is a local market that provides local Phuket food and handmade souvenirs. The location is in Thalang Road in Phuket Old Town area. Opens every Sunday evening.

1.5.2.8 Phuket Town Indy Market sells clothes, ready to eat food and handmade accessories. Located in Ranong Road. Opens every Thursday and Friday evenings.

1.5.2.9 Weekend Market or Talat Thai Rot is a very popular market among tourists visiting Phuket. This market provides a variety of local foods, souvenirs and clothes. Only opens on Saturday and Sunday evening at Wichit District.

1.5.2.10 Karon Temple Market is a little market in Suwankeereewong Temple in Karon District. There is only one market in the temple area in Phuket. It opens every Tuesday and Saturday evening. This market also sells Thai style fast food, street food, clothes and accessories at very cheap prices.

1.5.2.11 Cherng Talay Market is opposite the Cherng Talay Police Station. This market sells fresh fruit and vegetables, take away local food and clothing. Opens every Wednesday and Sunday from 1 pm. to 8 pm.

1.5.2.12 Kamala Friday Market is the biggest market close to Kamala Beach, where you can buy fresh fruit and vegetables, clothes, hair accessories, CDs, DVDs, and handicrafts. This market is located at the coconut plantation opposite Phuket FantaSea. Opens every Friday from 2pm until 8 pm.

All the above markets are quite well-known in Phuket among tourists and especially among local people. Therefore, these places have strong potential for collecting research data for completing a case study.

1.5.3 Scope of Demography

A group of international tourists who have visited 12 local markets at the following place; Downtown Market, Expo Market, Kaset Market, Rawai Seafood Market, Kathu Fresh Market, Banzaan Market, Weekend Market or Talat Thai Rot, Lard Yai Market, Phuket Town Indy Market, Karon Temple Market, *Cherng Talay* Market and Kamala *Friday* Market.

1.5.4 Scope of time

The researcher conducted the questionnaire during October to November 2014.

Detail are presented in table 1.5.4 below

Table 5 Planning and conducting a survey

Monday	Downtown market	8:30am. - 10:00am.	Got 6 of questionnaires each
6,13,20,27 Oct / 3,10 Nov	Kathu Fresh Market	4:00pm. - 6:30pm.	time each market
Tuesday	Expo Market	1:00pm. - 3:00pm.	Got around 7-8 of questionnaires
7,14,28 Oct / 4,11 Nov	Karon temple market	4:00pm.-7:00pm.,	reseach time each market
Wednesday	Banzaan Market	10:00pm.-2:30pm.	Got 6 of questionnaires each
8,15,22,29 Oct / 5,12 Nov	Cherng Talay Market	3:30pm.-6:00pm.,	time each market
Thursday	Kaset market	9:00 am.12:00pm	Got around 7-8 of questionnaires
9,16,30 Oct / 6,13 Nov	Phuket indy Market	4:30pm.-7.00pm.	each time each market
Friday	Rawai seafood market	11:00am. - 3:00pm.	Got around 7-8 of questionnaires
10,17,31 Oct / 7,14 Nov	Kamala Friday Market	4:00 pm.- 6:30pm.	each time each market
Saturday	Tai rot market	5 pm. - 7:30pm.	Got around 7-8 of questionnaires
11,18,25 Oct / 1,15,29 Nov			each time each market
Sunday	Lard Yai market	5 pm. - 8:00pm.	Got around 7-8 of questionnaires
12,19,26 Oct / 2,16,30 Nov			each time each market

1.6 Definition of terms

1.6.1 International Tourists

According to (World Tourism Organization WTO, 2002) an international tourist is defined as a person from another country, who spends a minimum of one night in private accommodation. The tourist must not receive revenue, while staying in that country, and have a maximum of a twelve months stay.

1.6.2 Local Markets

(The Royal Institute Dictionary, 1999) defines a local market as being a place where locals come together to buy or sell goods or services.

1.6.3 Tourist Motivations

Tourist motivations are defined as the system that stimulates people from inside and outside variables such as drives, wishes, and desires in achieving a goal to visit a destination (Schiffman & Kanuk, 1994:663; Feldman, 2005:334; Sidorow&Rickbaugh, 2002:324; Mowen&Minor, 1998:160).

1.6.4 Push factor

Push factor as an internal factor (intangible characteristic) that motives people to drive away from a place to unusual place and become a tourist (Crompton, 1979; Dann, 1977; Pearce, 1993; Uysal and Hagan, 1993; Uysal and Jurowski, 1994).

1.6.5 Pull factor

Pull factor as an external factor (tangible characteristic) that have a power to attract people to a new location (Crompton, 1979; Dann, 1977; Pearce, 1993; Uysal and Hagan, 1993; Uysal and Jurowski, 1994).

CHAPTER 2

LITERATURE REVIEW

This study examines tourist's motivations to visit local markets in Phuket and has been divided into the following topics;

2.1 Ideas and theories related to tourist's motivation

2.1.1 Defining motivation

2.1.2 Motivational factors of tourists

2.1.3 Theories related to tourists' motivation

2.2 Ideas and theories related to cultural tourism and local markets

2.2.1 Dynamics of cultural tourism

2.2.2 Defining local markets

2.2.3 Local market trends

2.2.4 Tourist behavior to visit local markets

2.3 Related research

2.4 Conclusion

2.5 Hypothesis

Local markets are an increasing business sector of the community that has been steadily growing over recent years throughout Thailand. Although, local markets have been around for centuries they are growing in popularity among the tourism sector of the economy. Tourist motivations for visiting local markets vary greatly but are on the increase. According to reviews of previous studies, it was found that most of the related research into tourist motivations to visit local markets, selected quantitative research to collect data. The purpose was to compare the motivation of tourists by using both demographic and tourist's behavior data.

However, many researchers have applied motivation theories to use in physiological, sociological and biological (Dann, 1981; Chon, 1989; Pearce, 1982; Uysal & Hagan, 1993). The mostly used theories that researcher tend to use to support tourist motivations researches are; Maslow's Hierarchy of Needs (1954), Push and Pull Theory Dann (1977); Pearce (1993), The model of Theory of Reasoned Action (TRA) Fishbein & Ajzen (1975); Loudon & Della Bitta (1993), travel career ladder Pearce, (1991), Plog (2001).

2.1 Ideas and theories related to tourist's motivation

2.1.1 Defining Motivation

Motivation is a powerful factor when it comes to people achieving their overall goals. Many researchers have noted that motivation refers to physiological, sociological, needs and wants and biological, which include both internal and external factors (Dann, 1981; Chon, 1989; Pearce, 1982; Uysal& Hagan, 1993). It is a fixable variable (Pearce, 1993). Tourists are faced with a number of motivational factors when deciding on visiting a tourist attraction, when they want to learn about a new culture or when they just want to relax.

Many researchers have applied travel motivation theories into sociology, anthropology and psychology sectors. (Cohen, 1972; Dann, 1977; Crompton, 1979; Gnoth, 1997).The basic motivation theory mentions that the dynamic of internal psychological factors include needs, wants and goals (Fodness 1994). Psychology factors such as lifestyles, values and personality are the most important variables for tourists, when deciding and selecting their holidays. The tourism sector normally focuses, not only on motivation, but also attitudes, benefits and opinions (Kotler and Keller, 2006; Bieger&Leasser, 2002; Molera&Albaladejo, 2007; Gonzalez&Bello, 2002). Hsieh&Chang (2006) noted that markets were a place where both local people and tourists alike, involve themselves in important activities such as eating out, purchasing goods, and learning original cultures. Thus, this action can be linked to explain the reasons in the tourist's motivation process.

2.1.2 Motivational Factors of Tourists

Previous researches have defined travel motivation into the following target areas. 1). Every type of tourist 2). Special interest tourist groups 3). Survey tourist groups 4). Not specific tourist groups (Cohen, 1972). Many researchers suggest that food, shopping, authenticity and culture are external factors, whereas image and personality are internal factors and strongly influences tourists when deciding to visit a tourist attraction, in the hope to gain a new experience, learn something new and to be exposed to objects of beauty. As (Sims, 2009, Ridvanyurtseven & Ozan, 2011, Hjalager, 2003) writes;

“Quality of taste, freshness, health, clear and good taste of food products are a primary motivational factor to make the tourists purchase the local food” (Ridvanyurtseven &Ozan, 2011).

“For tourist, food in a destination, not only helping them when they get hungry but, is also important for learning about new local foods and new destination’s culture” (Hjalager, 2003).

Mathieson and Wall (1993); McIntosh and Goeldler (2004) suggests that the following are significant motivational factors for travel and tourism; internal and external factors, law, culture, economy, technology and social, cultural motivations, interpersonal motivations, status and prestige motivation that are grouped into physical motivations.

Nowadays, shopping has become a significant tourist motivation when travelling to a tourist attraction, due to the fact that when tourists visit local markets, they want to feel part of the local community (Jansen-Verbeke, 1991; Timothy & Butler, 1995). Many researchers also suggest that shopping becomes an activity, which tourists tend to include into their trip (Hudman&Hawkins, 1989; Keowin, 1989). Nowadays, night markets and local markets have become popular visitor attractions, tourists like to visit when they come on holiday to Asia. The uniqueness of local products, friendly local people and a warm atmosphere has become major factors, stimulating tourists to travel to local markets (Hsieh&Chang, 2006).

These findings found that psychological, environmental, technological and cultural factors were also related to the decision making process to travel, buying behaviors and selecting a destination prior to a trip.

The main motivational factor when selecting a destination was relaxation and entertainment. Moreover, other interesting activities also strongly stimulate tourists to travel. The most popular among these activities for international tourists to visit Thailand were cultural and traditional activities.

The role of marketing products and services, stimulate tourist’s interest (Mill & Morrison 1985). This action creates wants and attracts people to buy goods and services (Goosens 2000).

The 4Ps marketing mix strategy includes price, place, products and promotion, also influence tourist’s motivation in the overall marketing of a destination (McCarthy, 1960; Lupton, 1996). The characteristics of tourists visiting local markets are as follows; 1). Price: they are looking for the cheapest or the most affordable price, 2). Place: Local markets can be found in most cities and communities-a place where local people sell products to consumers, 3). Product:

the variety of products, which include local cuisine and fresh vegetables at a reasonable price and a reasonable quality, 4). Promotion; also one of the variables which attracts consumers to visit and buy products at local markets, by both formal communication channels , media (advertising, brochures, sales promotions, the internet) and informal information from family and friends or by word-of-mouth, which are also important in the tourists decision making process.

Early work by Tassanee Buarapha, on the study of Thai and Vietnamese Tourist's Consumption Behavior has shown, the results were linked with that of McCarthy (1960) and Lupton (1996). Buarapha (2013) concluded that marketing factors strongly influenced Thai and Vietnamese tourist's consumption behavior and it contributed to the tourist's decision making process. This research was obtained by collecting data from 400 Thai tourists and 400 Vietnamese tourists while visiting local markets. These finding found that marketing factors directly motivated Thai tourists at an average of 3.55 (Price 3.67, Promotion 3.62, Product 3.53), while Vietnamese tourists, at an average of 3.91(Price 4.10, Product 3.98, Place 3.78 and promotion at 3.77).It also supports the research that cheaper prices, discounted promotional products, quality of products, convenience, reasonably priced and the uniqueness of products affected Thailand and Vietnamese tourists' motivations behavior. On the other hand, previous research found that marketing factors such as product, price, promotion and physical characteristics are very low influencing factors on European tourist motivations, when travelling to Thailand.

The Thai tourist industry should provide tourist products that show the uniqueness of tourist attractions. Local markets have to create an identity of unique selling points (USP) that clearly are different from other places. For example; the unique selling point of Amphawa, as a floating market and old town, and the identity of Sam Chuk Market is that of a market atmosphere. This is a unique selling point, which can effect tourist motivations. Thai tourism organizations can then use this USP in their marketing material. This strategy would be the best way to support the marketing factors.

2.1.3 Theory relate to tourists' motivation

Maslow's hierarchy of needs including 5 needs;

Maslow's hierarchy of needs is one theory that can be adapted to tourist motivation factors. The "need" to travel to new destinations is a motivational factor for tourists.

McIntosh & Goeldner (1986) mentions that tourism motivation is the stimulation of tourists to travel to the response of their needs.

According to Maslow's hierarchy of needs, the process for tourist motivations have been separated into seven different factors (Dann, 1981).

1. Seeking out new destinations is a necessary factors for tourists.
2. The image and attitude of tourists also motivates tourists to travel.
3. Tourist attractions as a pull factor motivate tourists to travel to unusual places.
4. Social media and other advertisements
5. The travel purpose of tourists
6. Tourist's travel experience
7. The uniqueness of tourist attractions is an important variable that helps people decideto travel.

Figure 2 Maslow's hierarchy of needs



Source: Maslow (1954)

A number of researchers noted that the travel motivation of tourists consisted of many factors (Swarbrooke and Horner, 1988). In fact, tourist motivations always start from a physiological need and are a fundamental need of human life. Travel is not only a pleasurable activity but people also need to relax; the same as they need food, air and water. Food is one part of culture that tourists experience while traveling (Gartner, 1996). Food can be one of

many reasons that stimulate people to travel, because while traveling, tourists like to eat out. When traveling, people like to meet new people and encounter new experiences and cultures. John Donne reported “No man in an island, complete to itself”. McConnell & Ronald (1992) also suggests that “people must have other people around them”. Local markets are an ideal location, where tourists can start new relationships and exchange cultures with local people. “Ego needs” are people who need a higher status, so other people respect them (Cook, Yale and Marqua, 2002). Self-Actualization is the highest needs on Maslow’s hierarchy of needs. Travel affords a valuable opportunity and experience for tourists to learn new cultures, social behavior and gain knowledge on local people’s lifestyle and achieving their traveling goals, such as happiness and relaxation.

Hsu, Cathy and Huang, Songshan (2008); Tikkanen (2007) suggests that Maslow’s motivation theory, in its simplicity, relates to the needs and motivations of culinary tourism. Food is seen as a physiological need and is important. This can also be applied to travel motivations. Maslow’s summarize that the highest levels of self-actualization is an important human behavior and motivation (Daniels, 2001). Pearce (1991) developed the Travel Career Ladder (TCL) Model, which is based on the well-known Maslow’s (1970) Hierarchy of Needs Model of Psychological Growth. TCL theory shows, that when people obtain a career experience, their motivation changes such as, those going abroad for the first time may prefer the security of a package tour from a brand they trust. Thereafter, you might decide to make plans, independently. Moreover, Tourism Authority of Thailand TAT (2013) review found that physiological needs are a basic motivation for tourist’s decision making process. Similarly, Iso-Ahola (1982) points out that free will are an expectation that supports tourist’s decision to travel for relaxation and to learn new experiences.

Maslow’s Hierarchy of Needs (1954) concentrated on those people, whose needs have to be taken step by step, starting with Physiological needs to Self-Actualization. On the other hand, TCL created by Pearce (1991) focuses on psychological growth, by using career experience across levels. According to Maslow’s model, this might relate to the reasons behind people visiting local markets.

Push and Pull Theory

Factors that motivate tourists for leisure travel are separated into two types “push” and “pull” factors (Crompton, 1979; Dann, 1977; Pearce, 1993; Uysal and Hagan, 1993; Uysal and Jurowski, 1994). Balogu and Uysal (1996) mentions that the push and pull factor is an effective theory, which is used to explain tourist motivations in literature. Especially, the point where tourists were pushed and pulled to travel, because of motivation factors. Push or motivational variables, make tourists decide to travel, while, destination or tourist attractions have worked in a pull role to attract tourists to travel. Push factors create a demand for tourism and a tourist’s needs to “push” tourists to travel. Pull is the powers that make tourists select to visit a destination or start to travel. It is called the attraction of “pulling power” (Cooper et al 1998). Push factors refers to intangible, intrinsic desire of the individual traveler such as escape novelty, esteem, social interaction and physical factors. Pull factors relate to tourist attractions and are a tangible characteristic, such as tourist attraction, accommodation, activities, income, education, visiting friends and relatives, religion, uniqueness, and transportation (Uysal and Hagan, 1993; Uysal and Jurowski, 1994). These findings also support Maslow’s Hierarchy of Needs Model, which shows that pull factors may respond to reinforce the “Push” factor in motivation and the need to get away from the same lifestyle, social interaction that stimulates tourists to travel (Dann, 1981). Moreover, the researcher found that Pull power is stronger than Push power. This is due to Push factors as a basic sparkle that make people decide to travel. While, Pull factors, as a tourist attraction, have the potential and power to motivate tourists to visit each destinations.

Sangpikul (2008&2009) studied the motivation and behavior of international tourists, who visited Thailand and compared Asian and European tourists, by selecting 400 International tourists. The research found that the push factors of Asian and European tourists showed similar results, in that, it was the novelty of seeking new destinations. The “Pull factor” that motivated tourists to travel to Thailand was completely different. The variety of tourist attractions, cost of living and tourism activities were the main variables, which motivated most Asian tourists to visit Thailand, while the main reason that stimulated European tourists travel to Thailand were cultural and historical factors. These findings relate to the topic regarding the motivation of international tourists visiting local markets. These results can be applied to predict, most tourists who visit local markets may be European.

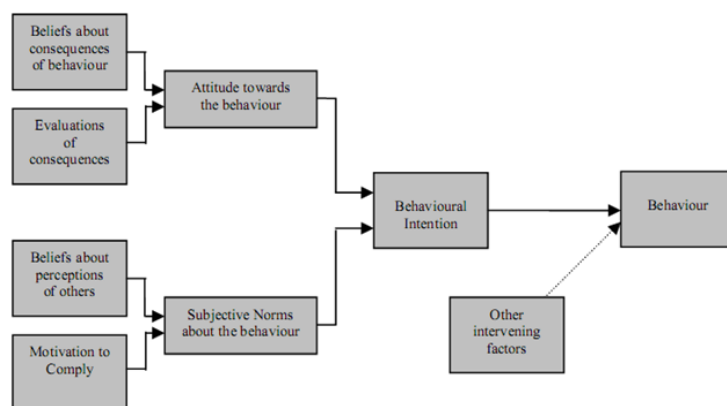
Many researchers have adapted this theory to explain tourist motivations (Crompton, 1979; Dann, 1977; Pearce, 1993; Uysal and Hagan, 1993; Uysal and Jurowski, 1994). A review of the previous literature suggests that Push and Pull factors are the main factors which influence tourist's motivation to travel (Yuan and McDonald, 1990; Uysal and Hagan, 1993). On the other hand, Iso-Ahola (1982) disagreed with Dann about the psychological point of view, whereby, motivation is stimulated when individuals think of activities tourists might do in the future. These activities are potentially producing satisfaction. Then, Iso-Ahola (1982) mentions that there are two motivational factors that influence tourists. Firstly, the desire to leave the everyday environment behind and secondly, the purpose to achieve psychological rewards through travel in a difference environment. Balogu and Uysal (1996) suggest that just a few researchers have regarded the relationship between push and pull factors in tourist motivation.

Theory of Reasoned Action (TRA)

Nowadays, visiting local markets has become a very popular activity for tourists. This applies to both domestic and international tourists. A lot of tourists decide to visit local markets as a one-off tourist attraction, due to the uniqueness that each local community has to offer. For example, fish markets are very popular in Japan. They are not only places where local people purchase fresh seafood but also, now, have become popular for international tourists (Thai PBS, 2014). Phuket heritage includes a rich culture of Chinese and Thai style. Among many tourists, Phuket is favorable known as "Pearl of the Andaman". Phuket local markets are very unique, in that tourists can purchase souvenirs at reasonable prices, enjoy real local Phuket culture, Thai food, and hear local language from local people. Furthermore, tourists can also learn about local people's lifestyle, while travelling to local markets.

This data supports the theory that tourists like to travel to unusual places to seek out new experiences. It also shows that the unique identity of markets motivated tourists to visit local markets as the TRA model would suggest.

Figure 3 The Model of Theory of Reasoned Action (TRA)



Source Fishbein&Ajzen 1975, Loudon &Bitta 1993

The Theory of Reasoned Action or TRA is used to explain the relationship between beliefs, images and attitudes that directly influences behavior. Behavior is one of the variables tourists use to travel to unusual places.

Many researchers point to TRA theory to predict tourists' behavior and thus help creating a clearer understanding of tourists' behavior (Ryu and Jang 2006; Ajzen&Fishbein 1980). Likewise, Fishbein and Ajzen (1975) also demonstrate this point to explain about stimuli of tourists. Past researchers mentioned, the main factors which stimulated people to travel includes a number of factors, such as purpose of travel, transportation, length of stay, tourist attractions, accommodation and fellow travelers.

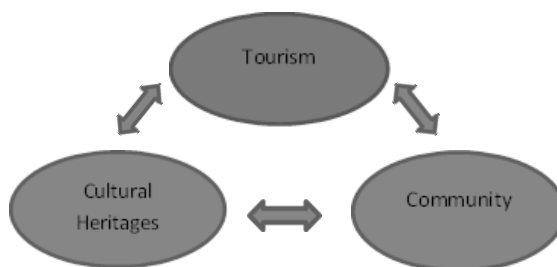
2.2 Ideas and theories related to Cultural tourism

2.2.1 Applying culture tourism theory to tourist motivations in visiting local markets.

The tourism industry is an important generator of foreign income. The money generated from the tourism industry has a number of benefits to the country as a whole, but also filters down to benefit the local community in creating jobs within the local community. The income from the tourism industry, not only has a benefit to the inbound economy, but also provides a variety of careers within the local community. This economy rotation is quite important for a country's development. In addition, to the many economic benefits within the local community that the tourism industry has, there is also the benefit that tourists can reduce

tension by creating a better understanding of each other's cultural difference. With this in mind, it is therefore important to remember that the tourism industry has a very important role to play when it comes to economic, social and the political well-being of a tourism destination.

Figure 4 Dynamic of Cultural Tourism



Source World Tourism Organization quoted from 2014

Culture is seen as something that people from generation to generation will pass onto each other. Each destination will have their individual culture. The community of each destination tends to support their own different culture. Culture is generated from the action of local people within local communities. Therefore, local people are best at presenting their own lifestyles, history and culture to tourists. Income from tourism is seen as an ideal opportunity for local communities to develop their local areas and improve their lives. Cultural tourism plays a key role and should be seen as a priority for local communities in developing the local economy.

Tourism paves the way for local communities to create employment opportunities. This is seen as a way to generate income within the community, therefore building a stronger local economy. Because of this factor, people's awareness are raised which can preserve local traditions and cultures. Importantly, it builds self-pride within their own culture (How heritage, 2014).

Hence, the tourism cycle demonstrates that tourism communities and cultures have very strong supportive commitments among themselves. Tourism concentrates on environment, cultural and community.

2.2.2 Defining local market

Local markets have existed for a very long time, both in Asia and in Europe. They are seen as an integral part or heart of local communities. An opportunity for people to trade, buy and sell local goods and services.

For many years, people have been growing fruit and vegetables in Thailand, as agriculture has been the main occupation. As a means to generate income, local people started exchanging these locally grown products, within their own neighborhoods, at local markets. Markets exist throughout the world but each has its own unique traditions and culture, which is what makes them different and a sought after place for people to visit.

Local French markets, for example is now one of the most popular activities for tourists who visit France. Local French markets have being established for well over 800 years. Nowadays, local French markets can be found in most French towns and cities throughout France-all with the individual traditional concept. The fresh products and open air are the highlight of the French local markets. (French This Way, 2006-2014). Vietnam is another country in Asia, where markets play a very important role within the local community. They play a vital role for the Vietnamese people, as agriculture is the main source of income. Vietnam is a charming old culture within Asia. Local markets are an important place for local people. Agriculture is the main income of the Vietnamese people. At the local markets, the consumer will find fresh ingredients, handmade products and gems (Vietnam Tourism, 2011). Thailand and Vietnam offer similar local markets in terms of products they sell, but also in terms of similar cultures in each country. The majority of provinces and villages in Thailand and other countries have a variety of local markets. They can be divided into 3 types as follows;

1. Fresh Markets (Talad Sot)

A Fresh Market is called “Talat Sot” in Thai .Talat Sot, usually opens every day at the same location and can be both indoors or outdoors. They usually provide fresh vegetables, fresh meat, fresh seafood, flowers, local foods and instant foods and are seen as a convenient place for people. Talat Sots are usually located in provinces and districts. In European cities the equivalent are called farmers markets.

2. Weekend Markets (Talad Nat)

Weekend Markets are called “Talat Nat” in Thai. Talat Nat usually opens two or three days per week in the afternoon, usually outdoors and at different places. People can find such things as; household goods, clothing, fruit, local food and vegetables. Talat Nat is usually found in villages or small towns. The market size is smaller than Talat Sots markets. They are the same as weekend markets in European countries.

3. Floating Markets (Talad Nam)

In the past, rivers have been used as a very important mode of transport, transporting goods around the country. At floating markets, the seller will sell fresh products from their garden and instant foods, such as, Thai noodles, fresh fruits, original Thai desert and souvenirs.

Local markets in Thailand and in other countries provide a variety of different products, each offering something unique, depending on their individual identity. They all have one thing in common and that’s their purpose to generate income into the local economy.

2.2.3 Local market trend

Currently, tourists have more time and tend to have more disposable income to travel, and are also keen to learn new experiences from other countries. Experiencing other cultures is fast becoming a motivation for travelling (Quan and Wang 2004). According to Tourism Authority of Thailand (2013), special interest tourism is fast becoming a popular trend for tourists. These trends include; Culinary Tourism, Sports Tourism, Cultural Tourism and Gastronomy Tourism. Tourism Authority of Thailand highlights that visiting local markets is a subset of cultural tourism. When tourist visits local markets, there tends to be an exchange of culture, between the tourist and local people. This exchange can take place in the form of bargaining, therefore local markets and cultural tourism can be seen as having a strong relationship with each other. Tourism Authority of Thailand created the slogan “Amazing Thailand” to promote Thailand tourism to international tourist markets. They promoted Thailand in many different ways but especially, highlighted, Thai culture, which included Thai foods, Thai dancing and local markets. This was achieved via videos, magazines, social media and guide books. It motivated tourists, who were interested in Thai culture, to select a visit to a local market when they came to Thailand.

2.2.4 Tourist behavior to visit local market

The behavior of tourists is very important to analyze, so predictions can be forecast in the future, and a segments of the market can be targeted. Shopping, for example, is seen as an activity that motivates tourists to travel (Carmichael and smith, 2004; Heung and Qu, 1998; Jansen-Verbeke, 1994; Mok and Lam, 1997; Moscardo, 2004; Timothy and Butler, 1995). However, factors that motivate tourists to travel will differ depending on the demographics and characteristics of individuals. Swarbrooke & Horner (1999); Kanok (1996) mentions, the differences in demographics of population such as; sex, age, income, marital status and education, influence tourists' behavior and motivation to travel to unusual destinations. For example, according to research from Puangpom (2003); Parasakul (1997) they found that shopping was an activity that strongly motivates females rather than male, due to the fact that women and men have different characteristics. Therefore, women then to be the main target segment of the population for local markets. Moreover, Swarbooke and Horner (1999); Puangpom (2003) suggests, people who are higher educated like to learn new experiences from travelling. This segment of the population likes to visit local markets, so they can observe the locals and learn about their culture. On the other hand, people who do not have a higher education do not seem as interested in learning about the local culture and local people's lifestyles. A person's income also has a close correlation with visiting local markets. Swarbooke and Horner (1999) mentions, tourists who visit local markets are looking to buy products at cheaper prices. Hence, teenagers or low income tourists are also the main target for local markets. Lindquist (1974) found more variables relating to tourist behavior to visit shops and divided these into eight different characteristics, which are as follows; 1).Products, 2).Service, 3).Consumer, 4).Physical facilities, 5).Convenience, 6).Promotion, 7).Atmosphere, 8).Satisfaction. These variables have a powerful ability to stimulate tourist behavior to visit local markets and the tourist decision making process to buy products.

2.3 Previous study

Table 6 Previous studies

Authors	Research topic	Methodology	Variables
Hsieh and Chang's (2006)	Shopping and Tourist Night Markets in Taiwan	- Qualitative research by using exploratory research style to collect data from convenience sampling from Chinese visitors in Hong Kong.	-Novelty-seeking -Exercising -Experiencing -Local culture -Customs
Result	<p>The objective of this study was divided into two objectives. 1).To understands tourists' motivations 2). To identify tourist's preferred leisure activities, when they shop at Tourist Night Markets</p> <p>The researchers found the main factors that motivated tourists to visit night markets were as follows.</p> <ol style="list-style-type: none"> 1) Holiday activity (88.5%) 2) Shopping (56%) 3) Uniqueness (32%) 		
Kikuchi and Ryan (2007)	Street markets as tourist attractions - Victoria Market, Auckland, New Zealand	- Qualitative research by using open-ended questions and semi conversation from 25 respondents, visiting Victoria Market, New Zealand	- Culture - Atmosphere - Tourist behavior
Result	<p>The objective of this study was to study tourist motivations and perceptions, while visiting a market in New Zealand.</p> <p>The researchers revealed that the role of cultural elements and colorful atmosphere at the market, strongly influenced tourists to visit Victoria Market. Moreover, European tourists concentrated on value for money and authenticity, when they were purchasing products. On the other hand, Asian tourists focused on value, rather than the overall ambience.</p>		

Table 6 Continued

Authors	Research topic	Methodology	Variables
Yaowapa Jansorn (2007)	Factors affecting tourist's satisfaction with Nhongmon market Chonburi province	- The researcher used multiple comparisons including in-depth interviews and questionnaires. -The sample size was 376 tourists and traders at Nhongmon Market.	-Transportation - Products -Tourist behavior
Result	<p>The objective of this study was to investigate factors that influenced tourist's satisfaction at Nhongmon Market in Chonburi Province showing the suitability for attracting tourists.</p> <p>The researcher found that the variety, quality and quantity of products, strongly influenced tourists satisfaction to visit Nhongmon Market, as tourists could compare price and quality between shops.</p> <p>Furthermore, convenient transportation and companionship also effected tourist motivations.</p>		
Zhang and Marcussen (2007)	Shopping experiences: International tourists in Beijing's Silk Market	- Qualitative research by using Leximancer, a computer-assisted analysis software program to collect data from international tourists who visited Beijing's Silk Market	- Price - Demographic - Product
Result	<p>The objective of this study was to examine international tourists' experiences in Beijing's Silk Market.</p> <p>The researchers found that international male tourists were more likely to visit silk markets in Beijing, rather than female international tourists. Each group showed different satisfactions and experiences. Furthermore, the price that the bought products, the novelty of bargaining, quality of products had an impact on tourist's motivations.</p> <p>The results also showed that markets were seen as a tourist attraction for those looking for a new experience.</p>		
Suchada Wangmuanklang (2008)	Foreigntourists expenditure behavior of buying products at Pattaya floating market	- Quantitative research by using questionnaires to collect data from 385 foreign tourists, who visited Pattaya Floating Market	- Demography -Tourist buying behavior - Marketing mix strategy (4 Ps) Price , Place , Product and Promotion

Table 6 Continued

Authors	Research topic	Methodology	Variables
Result	<p>The objective of this study was to study foreign tourists' purchasing behavior at Pattaya Floating Market.</p> <p>The researcher found that local food and the uniqueness of products was the main purpose, which motivated foreign tourists to visit Pattaya Floating Market. Most were married male tourists, who lived in Asia. Age group was over 45 years old. Personal income was around 500 USD per month. Therefore, demographics and the 4Ps were strong influencing factors for tourist's motivation and buying behavior.</p>		
Rajagopal (2009)	Street markets influencing consumer behavior in urban Habitat	<p>-The researcher used multiple comparisons including interviews and questionnaires.</p> <p>-The sample survey size was 462 respondents for interviews, and 490 respondents for questionnaires</p> <p>-Located Mexico City</p>	<p>-Physical factors (location of market place, distance and type of vending stalls)</p> <p>-Ethnicity</p>
Result	<p>The aim of this study was divided into two objectives as follows: 1). To investigate the influencing factors of street markets in urban geo-demographic settings 2). To analyze vending patterns with ethnicity, enhancing the consumer satisfaction.</p> <p>The researchers found that street markets were seen as a leisure shopping destination. Physical factors influencing shopping behavior. Therefore, the main factors that motivated tourists to visit street markets in Mexico city were traditional attractions and shopping. Moreover, the main reasons for visiting street markets were convenience, economic advantage, fresh farm products and local food.</p>		
Ahmad Puad Mat Som, BasharAref Alhaj Muhammad& Hussein Muhammad Hussein Ibrahim (2010)	Shopping motivational factors at tourist night markets a case study on Batu Ferringhi's Night Market in Penang	<p>- Quantitative research by using scale ranging from 1 to 5 to collect questionnaires from 106 convenient sampling at Batu Ferringhi's Night Market in Penang.</p>	<p>- Demography</p> <p>- Marketing mix strategy (4 Ps)</p> <p>In this case covered only price, place and product.</p> <p>- Tourist behavior such as; spending money</p>

Table 6 Continued

Authors	Research topic	Methodology	Variables
Result	<p>The objective of this study was divided into two objectives as follows 1) To identify the main factors that attract international tourists to visit Batu Ferringhi's Night Market 2) To understand tourist behavior and spending patterns.</p> <p>The researchers found that three variables effecting differences were product, place, and price. Gender and nationality were the major factors that influenced tourist motivations to visit Batu Ferringhi's Night Market. The novelty of night markets also stimulated many international tourists, due to it directly fulfilling the needs of tourists in search of new experiences in unusual environments (Bello and Etzel, 1985; Lee and Crompton, 1992; Mo et al., 1993, 1994). Moreover, the products that tourists usually buy are rare, of which they pay a high price for in their own country. This research also suggested that a number of tourists said shopping was an activity that they liked to conduct during a trip for relaxation and travel.</p>		
Punpeng (2010)	Motivation to visit Chatuchak Weekend Market of foreign tourists	- Multiple comparison - 400 international tourists visiting Chatuchak Weekend Market by using formula of Yamane (1973)	- Demography - Products - Tourist behavior - Searching information - Physical motivations - Cultural motivations - Interpersonal motivations - Prestige motivation
Result	<p>The objective of this study was to study and analyze the motivations of foreign tourists to visit Chatuchak Weekend Market.</p> <p>The researcher found that the main reason for visiting Chatuchak Weekend Market was shopping. Most of them visited the market for the first time and selected to visit the market by taxi. The target market were tourists, who stayed overnight in Bangkok in a hotel. They travelled with friends and got the market information from guide books. The products they were looking to purchase at local markets were mainly clothes. They spent on average around 1,000-2,000 THB. Tourists planned to visit the market again in the future because it was seen as an attractive shopping destination. Furthermore, a number of respondents introduced the markets to their friends and relatives. The researcher also suggests that gender, income, education and age, influenced travel motivations among international tourists.</p>		

Table 6 Continued

Authors	Research topic	Methodology	Variables
Satiantummawit (2011)	Expectations and Satisfaction of Thai tourists influencing Klong lad mayom floating market in Tlingchan district, Bangkok	- Quantitative research using questionnaires to collect data from 400 Thai tourists at Klong Lad Mayom Floating Market.	- Demography -Tourist behavior Such as; transportation and spending money - Marketing mix strategy (4 Ps)
Result	The objective of this study was to study the expectations and satisfaction of Thai tourists, who visited Klong Lad Mayom Floating Market. The researcher found, tourists who visited this market were more female, rather than male and less than 20 years old. The main reason for visiting Klong Lad Mayom Floating Market was to relax with family. Most travelled to the market by private car. They spent over 500 THB on products. Furthermore, cheap prices, place, promotion and product were all influencing tourist motivational factors.		
Ren-Hua Kung, Jen-Chieh liu, Chih-Teng chang&Pei-Ti Chen (2012)	Exploring the relationships among shopping motivation, shopping behavior, and post-purchasing behavior of mainland tourists toward Taipei night market	- Quantitative research using survey questionnaires from 440 randomly selected mainland tourist groups at hotels, before they visited the Shihlin Night Market and Raohe Street Market in Taipei	- Demography - Product - Tourist behavior
Result	This study was divided into two objectives are follows 1). To understand the consumer behavior of Chinese tourists at tourist night markets in Taipei. 2). To analyze the motives which effect different shopping behaviors-post-purchase satisfaction and revisiting intentions. The researchers found that Chinese tourist's motivation influencing shopping behavior, post-purchasing behavior. Personal income and marital status were low factors to tourists' motivation. Moreover, tourists' enjoyed the novelty of bargaining with locals, together with the unique products on offer. These included female accessories, clothing, snacks and CDs. This research also noted that visiting Taiwan's night markets has become a very well-known activity, among Chinese tourists. The motivating factors were shopping and observing new fashion trends and products.		

Table 6 Continued

Authors	Research topic	Methodology	Variables
Wilaiwan Siri-umpai (2012)	Factor influencing buying behavior of visitors at Baan Sakea Krang Ancient market (Trok Rong Ya walking street), Uthai thani province	- Quantitative research by using questionnaires to collect data from 400 tourists who visited Baan Sakea Krang Ancient Market (Trok Rong Ya Walking Street), Uthai Thani Province	- Demography - Marketing mix strategy (4 Ps) Price , Place , Product and Promotion -Local people
Result	<p>The objective of this study was divided into three key areas as follows 1). To study tourist's purchasing behavior and marketing mix strategy factors 2). To investigate the relationship between tourist's demographics and tourist's purchasing behavior 3). To analyze the relationship between the marketing mix strategy and tourists' purchasing behavior.</p> <p>The finding demonstrated that demographic (age, gender, education, income, career and habitat) had a close relationship with tourist's shopping behavior at Baan Sakea Krang, Ancient Market. The research noted that the target segment market was female of less than 20 years old. Most of them brought food, beverages and fruit. They spent on average around 300 THB. Moreover, the marketing mix also strongly influenced tourist's shopping behavior. For example, local products, cheap prices, good promotion and uniqueness of place.</p>		
Carol A. Silkes (2012)	Farmer's market: A case study on culinary tourism	-Quantitative research by online survey questionnaires divided into four parts and collected from 248 visitors to farmer's markets.	- Demographic -Push factors (Internal motivation) -Pull factors (External motivation)

Table 6 Continued

Authors	Research topic	Methodology	Variables
Result	<p>The aim of this study was divided into two objectives as follows 1). To explore the motivation of visitors to farmers' markets. 2). To identify the potential benefits of culinary tourism, which contribute to the economic sustainability of local communities.</p> <p>The research revealed that the number of females who visited farmers' markets were 69.5% compared to 30.5% males with an age group between 30-39 years old. The majority, 63.52% were married with a household income of between 75,000 and 99,000 per annum. Moreover, the research separated the results of motivations to visit farmers' markets into eight push factors which included, socialization, entertainment, family unity, novelty, escapism, cultural / education/knowledge/exploration, marital status and relaxation. And three motivational pull factors including quality of food, shopping experience and facilities.</p>		
Rachel Dodds, Mark Holmes, Vichukan Arunsopha, Nicole Chin, Trang Le, Samantha Maung & Mimi Shum (2013)	Consumer Choice and Farmers' markets	- This study used quantitative research by surveying and collecting data from 300 participants at farmers' markets located in Toronto and Canada.	- Demography - Tourist behavior Such as; Transportation, Frequency of time and information source - Products
Result	<p>The objective of this study was to analyze consumer motivations, benefits, and perceptions of farmers' markets in Toronto and Canada.</p> <p>The research found that 67.9% of the target segment market at farmers markets were married females, aged between 41-45 years old. This finding also related to Eastwood et al. (1999). Their household income was around 129,700 USD. 35% of them visited farmers markets on a weekly basis. 73% were through word of mouth, 7% from the internet and 3% from newspaper advertising. Moreover, the research also showed that that quality of food was a major factor at 82.2%, 75.5% to support the community, 52.7% for a healthier diet and 50.7% for environmental concerns.</p>		

Table 6 Continued

Yoopetch and Toemtensab (2013)	Exploring Value of time, Shopping Behavior and Shopping Motivation of international tourists in the Chatuchak Weekend Market	- The researcher used quantitative method by T-test and ANOVA to explain the variables -The sample size was 306 international tourists from Europe who visited Chatuchak Weekend Market	- Demography
Result	<p>The objective of this study was to explore the demographic differences of international tourists, including the value of time, shopping behavior and shopping motivations.</p> <p>The research found that the differences of time, shopping behavior and shopping motivations focused gender, income and age. Moreover, Yoopetch and Toemtensab (2013); Crawford & Godbey (2009) found similar results. 35 year olds and 45 – 55 year olds were interested in shopping and had a good attitude towards shopping while visiting Chatuchak Weekend Market rather than older tourists. Those tourists on a lower income concentrated more on price and promotion. Those on a higher income were more focused on quality of products, convenient location and the overall shopping experience.</p>		

2.4 Conclusion

Table 7 Conclusion

Variables	What is the issue and why is it important?	Source
Price	Local markets are seen as places where people can purchase cheaper products, due to the fact that the sellers are mostly producers of the products. Seasonal products by famers can also be found at some local markets. In addition to the availability of products, bargaining is also seen as a popular activity amongst tourists who visit local markets.	- Jenet Chang and An-tien Hsieh(2006) - Kikuchi and Ryan (2007) - Zhang and Marcussen(2007) - Ahmad Puad Mat Som, BasharAref Alhaj Mohammad & Hussein Muhammad Hussein Ibrahim (2010) -Satiantummawit (2011) -Wilaiwan Siri-umpai (2012)
Place	Local markets are mostly located in and around convenient places within communities. This is one of the main reasons why tourists like to visit local markets.	-Suchada Wangmuanklang (2008) -Rajagopal (2009) -Satiantummawit (2011) -Ahmad Puad Mat Som; BasharAref Alhaj Mohammad& Hussein Muhammad Hussein Ibrahim (2010) -Wilaiwan Siri-umpai (2012)
Product	The availability and range of products at local markets makes them very attractive places to visit. The goods and products available at local markets range from fresh fruit and vegetables, meats, clothing and other household items.	- Zhang and Marcussen (2007) -Yaowapa Jansorn (2007) -Suchada Wangmuanklang (2008) -Punpeng (2010) - Ahmad Puad Mat Som, BasharAref Alhaj Mohammad& Hussein Muhammad Hussein Ibrahim (2010) -Satiantummawit (2011) -Ren-Hua Kung, Jen-Chieh liu, Chih-Teng chang&Pei-Ti Chen (2012) -Wilaiwan Siri-umpai (2012) -Rachel Dodds, Mark Holmes, Vichukan Arunsopha, Nicole Chin, Trang Le, Samantha Maung & Mimi Shum (2013)

Table 7 Conclusion

Variables	What is the issue and why is it important?	Source
Buying behavior	Female tourists tend to buy cheaper products for relatives and friends, such as souvenirs and local products, while male tourists prefer to buy souvenirs for keep sakes and memories. Both groups spend on average between 300-2000 THB.	- Kikuchi and Ryan (2007) -Suchada Wangmuanklang (2008) - Punpeng (2010) - Ahmad Puad Mat Som, BasharAref Alhaj Mohammad& Hussein Muhammad Hussein Ibrahim (2010) -Satiantumawit (2011) -Wilaiwan Siri-umpai (2012)
Gender	A lot of the research found that females opposed to males, were found to visit locals markets more. Females seemed to enjoy the overall experience of finding unique products and seeking a new shopping experience.	-Jenet Chang and An-tien Hsieh (2006) - Zhang and Marcussen (2007) - Punpeng (2010) - Ahmad Puad Mat Som, BasharArefAlhaj; Mohammad& Hussein Muhammad Hussein Ibrahim (2010) - Satiantumawit (2011) -Cheng-Ter Kuo, Mei-Ling Chung &Fang-chi Kuo (2012) -Ren-Hua Kung, Jen-Chieh liu, Chih-Teng chang& Pei-Ti Chen (2012) -Carol A. Silkes (2012) - Wilaiwan Siri-umpai (2012) - Yoopetch and Toemtemsab (2013) - Rachel Dodds, Mark Holmes, Vichukan Arunsopha, Nicole Chin, Trang Le, Samantha Maung & Mimi Shum(2013)
Age	Age was a motivating factor when it came to visiting locals markets, as different age groups had different interests. A high percentage was young 20 year olds along with 31-35 years old and 41-55 year olds.	- Jenet Chang and An-tien Hsieh (2006) - Zhang and Marcussen (2007) - Punpeng (2010) - Ahmad Puad Mat Som, BasharArefAlhaj; Mohammad& Hussein Muhammad Hussein Ibrahim (2010)

Table 7 Continued

Variables	What is the issue and why is it important?	Source
		<ul style="list-style-type: none"> - Satiantumawit (2011) - Cheng-Ter Kuo, Mei-Ling Chung &Fang-chi Kuo (2012) - Wilaiwan Siri-umpai (2012) - Ren-Hua Kung, Jen-Chieh liu, Chih-Teng chang& Pei-Ti Chen (2012) -Carol A. Silkes (2012) -Rachel Dodds, Mark Holmes, Vichukan Arunsopha, Nicole Chin; Trang Le,Samantha Maung& Mimi Shum (2013) - Yoopetch and Toemtensab (2013)
Income	<p>Income was a strong influencing factor when it came to visiting local markets. Those on a lower to middle income of between 500 USD to 1000 USD were found to visit local markets more or those with a household income of less than 75,000 USD to 129,700 USD per annum.</p>	<ul style="list-style-type: none"> - Jenet Chang and An-tien Hsieh(2006) - Zhang and Marcussen (2007) - Pungeng (2010) - Ahmad Puad Mat Som, BasharArefAlhaj; Mohammad& Hussein Muhammad Hussein Ibrahim (2010) - Satiantumawit (2011) - Cheng-Ter Kuo,Mei-Ling Chung &Fang-chi Kuo (2012) - Wilaiwan Siri-umpai (2012) - Ren-Hua Kung, Jen-Chieh liu, Chih-Teng chang & Pei-Ti Chen (2012) -Carol A. Silkes (2012) -Rachel Dodds, Mark Holmes, Vichukan Arunsopha, Nicole Chin, Trang Le, Samantha Maung & Mimi Shum (2013) - Yoopetch and Toemtensab (2013)

Table 7 Conclusion

Variables	What is the issue and why is it important?	Source
Education	Education played a role in influencing tourists to visit local markets. The population with a higher degree of education tended to visit local markets more, as it was seen that they could gain new experiences, hence, improving their image within society.	<p>-Jenet Chang and An-tien Hsieh(2006)</p> <p>- Zhang and Marcussen (2007)</p> <p>- Pungpeng (2010)</p> <p>- Ahmad Puad Mat Som, BasharAref Alhaj Mohammad& Hussein Muhammad Hussein Ibrahim (2010)</p> <p>-Satiantumawit (2011)</p> <p>-Cheng-Ter Kuo, Mei-Ling Chung &Fang-chi Kuo (2012)</p> <p>- Wilaiwan Siri-umpai (2012)</p> <p>- Ren-Hua Kung, Jen-Chieh liu, Chih-Teng chang& Pei-Ti Chen (2012)</p> <p>-Carol A. Silkes (2012)</p> <p>-Rachel Dodds, Mark Holmes, Vichukan Arunsopha, Nicole Chin, Trang Le, Samantha Maung& Mimi Shum (2013)</p> <p>- Yoopetch and Toemtemsab (2013)</p>
Marital Status	Marital status played an important factor when it came to visiting local farmers markets. It was found that 67.9%, who visited local farmers markets were married females 63.52% were married couples. These finding also matched Eastwood et al. (1999). Married couples have a responsibility to buy products for their families.	<p>- Carol A. Silkes (2012)</p> <p>- Rachel Dodds, Mark Holmes, Vichukan Arunsopha, Nicole Chin, Trang Le, Samantha Maung& Mimi Shum (2013)</p>

Table 7 Conclusion

Variables	What is the issue and why is it important?	Source
Information source	The media played an important factor when it came to sourcing information, both prior to and during the trip. 35.86% obtained information from tourist guidebooks, while 32.61% received their information via relatives and word of mouth. Finally, 12.44% turned to the internet to get their information, as it was seen a reliable and convenient source.	- Punpeng (2010) -Rachel Dodds; Mark Holmes; Vichukan Arunsopha; Nicole Chin; Trang Le; Samantha Maung; Mimi Shum , 2013
Experiencing	For many tourists, novelty seeking was a highlight when visiting local markets. Tourists could then share their new found experiences with relatives and friends.	-Hsieh and Chang's (2006) -Cheng-Ter Kuo, Mei-Ling Chung &Fang-chi Kuo (2012)
Frequency of time	Some tourists liked to visit local markets time and time again on repeat visits, due to the quality of products at reasonable prices.	-Rachel Dodds, Mark Holmes, Vichukan Arunsopha, Nicole Chin, Trang Le, Samantha Maung& Mimi Shum (2013)
Atmosphere	The uniqueness of individual markets played an important role in motivating tourists to visit. A warm greeting from traders, unique costumes and old architecture were all motivating factors.	-Kikuchi and Ryan (2007)
Transportation	A motivating factor for tourists in visiting local markets was accessible and convenient transportation. Tourists tended to travel by local transport due to costs.	-Yaowapa Jansorn (2007) -Punpeng (2010)
Companionship	Traveling to local markets with family and friends, who were interested in finding similar experiences, was popular, opposed to traveling alone.	-Jenet Chang and An-tien Hsieh (2006) - Punpeng , 2010
Culture	Local markets give tourists an opportunity to communicate with local people and observe how local people's lifestyles and traditional cultures are conducted on a daily basis.	-Hsieh and Chang's (2006) -Kikuchi and Ryan (2007) -Yaowapa Jansorn (2007) -Punpeng (2010) -Wilaiwan Siri-umpai (2012)

After thoroughly reviewing the theory of needs “Push and Pull alongside TRA, it was found to be quite useful in explaining tourist motivations. This was especially the case when investigating international tourist opinions and reasons behind visiting local markets in Phuket. Furthermore, it can be used to target and predict certain market segments in the future in relation to increasing the number of tourists who visit local markets.

Previous studies have used similar variables, when analyzing the main influencing motivation that motivates tourists to travel to local markets. Quantitative research was the most popular method in analyzing data. The research was divided into 16 categories as follows:

2.4.1 Price

Many researchers including, Jenet Chang and An-tien Hsieh (2006); Kikuchi and Ryan (2007); Zhang and Marcussen (2007); Ahmad Puad Mat Som, BasharAref Alhaj Mohammad& Hussein Muhammad Hussein Ibrahim (2010); Satiantummawit (2011); Wilaiwan Siri-umpai (2012); found that price was a strong variable in motivating tourists when visiting local markets, due to the fact that sellers at local markets could produce cheaper products or produce at better quality, therefore enabling them to sell their products at a cheaper price. Bargaining at local markets was seen as an attractive activity amongst tourists, when visiting local markets in Thailand. The findings of Jenet Chang and An-tien Hsieh (2006) revealed that 36% of 350 tourists selected to visit local markets because of cheaper prices. Similarly, Ahmad Puad Mat Som, BasharAref Alhaj Mohammad& Hussein Muhammad Hussein Ibrahim (2010) also highlighted the points that the mean of price for tourist’s motivation to night market is 3.39 due to saving money on cheaper items. Moreover, Kikuchi and Ryan (2007) showed similarly results, in that European tourists concentrated on value for money and authenticity, when purchasing products at local markets. On the other hand, Asian tourists focused on value, rather than the overall ambience. Price was a strong influencing factor for Asian tourists, opposed to other nationalities, because, many Asian tourists usually buy products that are cheaper than in their own countries.

2.4.2 Place

Place or location was important for tourists when traveling to local markets. The location of local markets was usually found in a central location within the local community.

Hence, there are convenient for both tourists and local people to visit and buy products (Wangmuanklang (2008); Rajagopal (2009); Ahmad Puad Mat Som, BasharAref Alhaj Mohammad&Hussein Muhammad Hussein Ibrahim (2010); Satiantummawit (2011); Siri-umpai (2012). As Ahmad Puad Mat Som, Bashar Aref Alhaj Mohammad&Hussein Muhammad Hussein Ibrahim (2010) displayed that the mean of place was 4.19, because, they could learn about a new culture, while visiting these markets. On the other hand, Wangmuanklang (2008) found that the marketing mix strategy (4Ps) factors were not significant with tourist motivations when visiting local markets.

2.4.3 Product

Local markets provided a variety of goods, such as fresh fruits, vegetables, souvenirs, and other locally produced products. The uniqueness of products was seen as a charm of the local markets, that tourist could not find in their own countries. (Zhang and Marcussen, 2007; Yaowapa Jansorn , 2007; Wangmuanklang, 2008; Punpeng , 2010; Ahmad Puad Mat Som, BasharAref Alhaj Mohammad&Hussein Muhammad Hussein Ibrahim, 2010; Satiantummawit , 2011 ; Ren-Hua Kung, Jen-Chieh liu, Chih-Teng chang & Pei-Ti Chen , 2012; Wilaiwan Siri-umpai , 2012; Rachel Dodds, Mark Holmes, Vichukan Arunsopha , Nicole Chin, Trang Le, Samantha Maung & Mimi Shum , 2013). According to Yaowapa Jansorn (2007), The variety and quality of products has a strong influencing factor effecting tourist satisfaction levels in Nhongmon Market. Likewise, Rachel Dodds, Mark Holmes, Vichukan Arunsopha, Nicole Chin, Trang Le, Samantha Maung & Mimi Shum (2013) also found that 82.2% of 300 participants at farmers' markets in Toronto, preferred to visit this market due to the quality of products available.

2.4.4 Age

Age was an important factor when predicting target segment markets in relation to tourists visiting local markets. The need of each age group tends to be different. Previous researchers have mentioned that visiting local markets is very popular among tourists whose age groups are 20 years old, 30-39 years old and 41-45 years old. It is seen that the population within this category maybe employed and therefore have a stronger buying power than other age categories. (Jenet Chang and An-tien Hsieh, 2006; Zhang and Marcussen , 2007 ; Punpeng , 2010; Ahmad Puad Mat Som, BasharAref Alhaj Mohammad&Hussein Muhammad Hussein Ibrahim , 2010; Satiantummawit , 2011 ; Cheng-Ter Kuo, Mei-Ling Chung & Fang-chi Kuo , 2012 ;

Wilaiwan Siri-umpai , 2012 ; Ren-Hua Kung, Jen-Chieh liu, Chih-Teng chang & Pei-Ti Chen , 2012; Carol A. Silkes , 2012; Rachel Dodds, Mark Holmes, Vichukan Arunsopha, Nicole Chin, Trang Le, Samantha Maung & Mimi Shum ,2013; Yoopetch and Toemtensab , 2013). As Carol A. Silkes (2012) mentioned that tourists between 30-39 years old, visit local farmers markets more because of their employment status and marital status. They are married and employed. Moreover, Wilaiwan Siri-umpai (2012) found that the target of local markets was people less than 20 years old.

2.4.5 Gender

Many researchers found that gender between male and female was an important influencing factor when it comes to shopping behavior and purpose, Shopping was seen as a relaxation activity for females. Females tended to shop for clothes, spend money on hair and beauty products. Female products tended to out-sell men's products. As a result, female liked shopping more so than males. According to Carol A. Silkes (2012), 69.5% of visitors to farmers markets were females, while 30.5% were males. Nevertheless, Zhang and Marcussen (2007) showed that more male international tourists visited silk markets in Beijing opposed to female international tourists, due to the nature of products on offer (Jenet Chang and An-tien Hsieh, 2006; Zhang and Marcussen , 2007 ; Punpeng , 2010 ; Ahmad Puad Mat Som , Bashar Aref Alhaj Mohammad & Hussein Muhammad Hussein Ibrahim , 2010 ; Satiantumawit , 2011; Pei-Ti Chen , 2012; Carol A. Silkes , 2012 ; Ren-Hua Kung, Jen-Chieh liu, Chih-Teng chang, Ren-Hua Kung, Jen-Chieh liu, Chih-Teng chang & Pei-Ti Chen ,2012; Wilaiwan Siri-umpai , 2012 ; Cheng-Ter Kuo, Mei-Ling Chung & Fang-chi Kuo ,2012; Yoopetch and Toemtensab (2013); Rachel Dodds, Mark Holmes, Vichukan Arunsopha, Nicole Chin, Trang Le, Samantha Maung & Mimi Shum , 2013).

2.4.6 Income

Income strongly influenced tourist's spending at local markets. Moreover, the target segment market of visiting local market were those tourists on a low to average income bracket of less than 500 USD – 1000 USD per month or a household income of less than 75,000 USD -129,700 USD per annum (Jenet Chang and An-tien Hsieh ,2006; Zhang and Marcussen , 2007 ; Punpeng ,2010; Ahmad Puad Mat Som, Bashar Aref Alhaj Mohammad & Hussein Muhammad Hussein Ibrahim ,2010; Satiantumawit , 2011; Cheng-Ter Kuo, Mei-Ling Chung &

Fang-chi Kuo , 2012; Siri-umpai , 2012;Ren-Hua Kung, Jen-Chieh liu, Chih-Teng chang & Pei-Ti Chen , 2012; Carol A. Silkes ,2012; Rachel Dodds, Mark Holmes, Vichukan Arunsopha, Nicole Chin, Trang Le, Samantha Maung & Mimi Shum ,2013;Yoopetch and Toemtensab ,2013). Carol A. Silkes (2012) found that tourists on an income, less than 75,000 USD -129,700 USD per annum preferred to purchase products at local markets at cheaper prices, therefore saving money. They paid less but got high quality products. Yoopetch and Toemtensab (2013) also agreed that tourists who were on low incomes concentrated more on price and promotion. On the other hand, those tourists on a higher income, focused on quality of products, a convenience location and an overall pleasant shopping experience.

2.4.7 Education

Educational levels played an important role in influencing tourists to travel and in the overall decision making process. Visiting local markets is one way a tourist can gain new experiences, which in turn will enhance their knowledge.Jenet Chang and An-tien Hsieh (2006) mentioned that the majority of customers who visited local markets were both male and female, aging between 16-25, who had graduated with a college degree. Furthermore, Punpeng (2010) showed that the number of tourists who graduated with a Bachelor's Degree was around 53%, who visited Chatuchak Weekend Market (Jenet Chang and An-tien Hsieh, 2006; Zhang and Marcussen , 2007 ; Punpeng , 2010 ; Ahmad Puad Mat Som, BasharAref Alhaj Mohammad& Hussein Muhammad Hussein Ibrahim , 2010 ; Satiantummawit , 2011; Cheng-Ter Kuo,Mei-Ling Chung & Fang-chi Kuo , 2012 ; Wilaiwan Siri-umpai , 2012 ; Ren-Hua Kung, Jen-Chieh liu, Chih-Teng chang & Pei-Ti Chen , 2012; Carol A. Silkes , 2012 ; Rachel Dodds, Mark Holmes, Vichukan Arunsopha, Nicole Chin, Trang Le, Samantha Maung & Mimi Shum , 2013; Yoopetch and Toemtensab , 2013).

2.4.8 Marital Status

Carol A. Silkes (2012) ; Rachel Dodds, Mark Holmes, Vichukan Arunsopha, Nicole Chin, Trang Le, Samantha Maung & Mimi Shum (2013) statistics revealed that 67.9% of those who visited farmers markets were married females, while 63.52% were married couples. These findings also relate closely to Eastwood et al. (1999). Marital status factors, strongly affected tourist motivations when visiting local markets. The role of females and married couples are an important factor, as they are seen as providers for their families. On the other hand, Jenet

Chang and An-tien Hsieh, 2006 mentioned that single people have more time to visit markets at night opposed to married couples due to family commitments.

2.4.9 Searching information

Punpeng (2010) illustrates that tourists searched for travel information both post trip and during a trip. Currently, media was an important element for tourists when searching for information. 35.86% of tourists received their information from guidebooks, while 32.61% from friends and relatives and 12.44% from the internet.

Similarly, Rachel Dodds, Mark Holmes, Vichukan Arunsopha, Nicole Chin, Trang Le, Samantha Maung & Mimi Shum (2013) showed, 73% was from word of mouth, internet (7%) and newspaper (3%). These sources of information were seen as reliable and convenient for tourists.

2.4.10 Buying behavior

Kikuchi and Ryan (2007); Wangmuanklang (2008); Satiantummawit (2011) ; Punpeng (2010) ; Ahmad Puad Mat Som, Bashar Aref Alhaj Mohammad & Hussein Muhammad Hussein Ibrahim (2010); Siri-umpai (2012) mentions that buying behavior, strongly effects the tourist's decision making process to buy products at local markets. For example, female tourists were likely to buy cheaper priced souvenirs and local products for relatives and friend, while male tourists, on the other hand, bought souvenirs as memory keepsakes. They spent between 300 – 2000 THB for shopping at local markets.

2.4.11 Frequency of time

Rachel Dodds, Mark Holmes, Vichukan Arunsopha, Nicole Chin, Trang Le, Samantha Maung & Mimi Shum (2013) highlighted that 35% of those who visited local farmers market did so on a weekly basis. Tourists preferred to revisit the same markets due to the quality of products at reasonable prices. It was seen that a high percentage of this type of tourist will revisit local markets.

2.4.12 Atmosphere

Warm hospitality from local people, traditional costumes and old architecture has motivated tourists to visit markets around the world (Kikuchi and Ryan, 2007).

2.4.13 Transportation

Yaowapa Jansorn, 2007; Punpeng, 2010 suggests that accessible transportation is a necessary factor for tourists, while traveling. A lot of tourist likes to travel via public transportation such as taxis, local buses, Tuk Tuk due to convenience and cheap prices. It also gives them a sense of seeing how local people travel. Punpeng (2010), states that 47.7% of tourists visited local markets by taxi, 28.2% by MTR, 13.2% by subway and 6.8% by local bus. Only 1% of 400 tourists selected to visit local market by Tuk Tuks.

2.4.14 Experiencing

Hsieh and Chang's (2006); Cheng-Ter Kuo, Mei-Ling Chung&Fang-chi Kuo (2012) mentions that people travel to gain a new experience, to embrace a new culture or to meet new people. After their trip, they like to inform their friends and relatives who may want to visit in the future. Therefore, experiencing factor can stimulate people to revisit local markets.

2.4.15 Companionship

Punpeng (2010) found that 39.5% of 400 tourists preferred to travel with friends, 31.5% of tourists preferred to travel with their family and 25%of tourists preferred to travel alone. Similarly, Jenet Chang and An-tien Hsieh (2006) mentioned that companionship influences traveler's decision making process to visit local markets and other tourist attractions. Many tourists, who are interested in similar things, prefer to travel with a companion, so they can experience it together rather than alone.

2.4.16 Culture

The uniqueness of local culture, displayed from local people at each location, is a valuable experience that tourists can encounter at local markets. Visiting local markets enables tourists to understand about traditional cultures and local people's lifestyle, by observing and communicating with them (Kikuchi and Ryan, 2007; Hsieh and Chang's, 2006; Yaowapa Jansorn, 2007; Punpeng, 2010; Wilaiwan Siri-umpai, 2012).

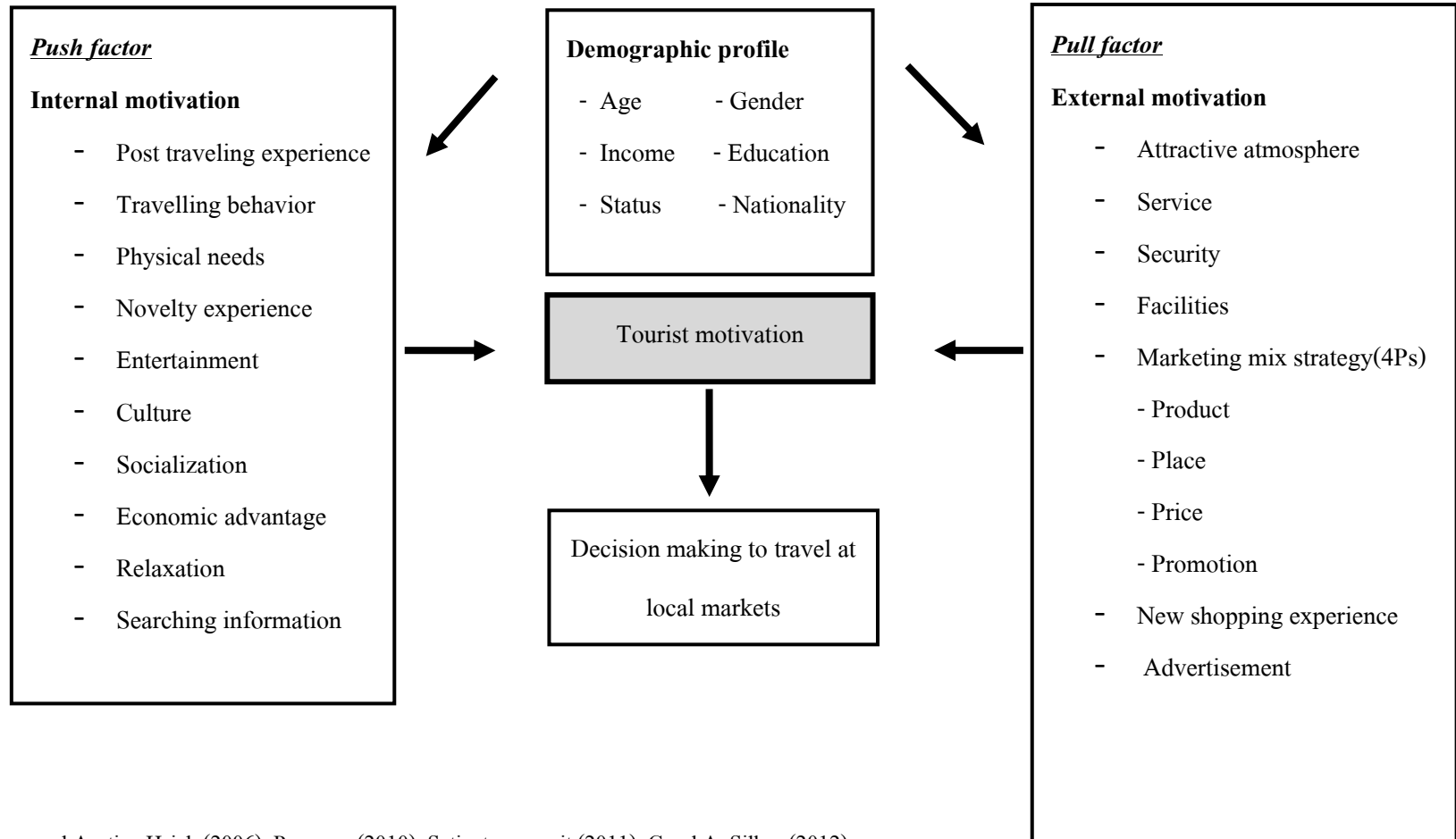
Hence, this research can be used as a guideline for other researchers to develop further research in the future.

The research was conducted in Phuket, which is one of the most popular tourist attractions in Asia. Local markets are necessary for Phuket tourism development for sustainable

tourism in the future. This research used more variable that might influence tourist motivation visiting local market, to make it different from previous researches.

As a result, these theories and research data can be used as a guideline for study and analyze for this topic “International tourist motivation to visit local markets in Phuket”.

2.5 Framework of study



Sour: Jenet Chang and An-tien Hsieh (2006); Pungeng (2010); Satiantumawit (2011); Carol A. Silkes (2012)

2.6 Hypothesis

Based on the conceptual framework of this study, the following hypothesis is developed as below;

Hypothesis 1

H_0 : There is no significant difference between the demographic variables (gender, age, status, nationality, income, and education) and international tourists' motivations (Push and Pull factors) to visit local markets in Phuket?

H_A : There is significant difference between the demographic variables (gender, age, status, nationality, income, and education) and international tourists' motivations (Push and Pull factors) to visit local markets in Phuket?

CHAPTER 3

METRODOLOGY

The research methodology covers seven essential issues 1) Data collection, 2) Target population, 3) Research Instrument, 4) The variables of tourist motivations divided by push and pull factors, 5) The relationship between aims& objectives and questionnaires, 6) Data Analysis, 7) Research Limitations

3.1 Data collection

3.1.1 Primary data

The research methodology is by survey method, using quantitative data to analyze the variables from questionnaires. The questionnaires were written in English, Chinese and Russian by native speakers. International tourists were asked about their demographics, their travelling behaviors, their purpose and major motivation factors to visit local markets in Phuket. The data was collected during the period, October to November 2014. The researcher compared statistical data from T-test, One-way (ANOVA).

3.1.2 Secondary data

Data collected from various references, which focuses studies and related ideas and theories of tourist motivations. Secondary data was also gathered from textbooks and websites. Statistical data was collected from international tourists visiting local markets in Phuket.

3.2 Target population

The target population for this research was international tourists who visited both fresh local markets in Phuket together with Weekend Phuket Market. Phuket is the second most popular tourist destination after Bangkok, for international tourists visiting Thailand. It is estimated that the number of international tourists who will visit Phuket in 2014 is expected to top 2,600,000(Department of tourism Thailand, 2014).

According to the Ministry of Tourism and Sports (2010), the number of international tourists visiting Phuket has continuously increased over recent years, when compared with domestic tourists. The statistic show that there has been a 46.44% increase to

Phuket in 2007, 42.48% in 2008, 54.46% in 2009, and 66.88% in 2010 compared to the tourist market. Kikuchi and Ryan (2007), Wilaiwan Siri-umpai (2012), Punpeng (2010), found that International tourists have a stronger value for money and a higher spending power, when they shop at local markets compared to domestic tourists. This is mainly due to the availability of different products and at cheaper prices, from their country of origin. As such; international tourists were the main target population for this research.

There was a lack of previous statistics data on the number of tourists, who visit local markets in Phuket. Therefore, the researcher selected to use the formula of (Cochran, 1977 related to Teerawut Aekakun, 2001) to find the number of samples. The sample population of this study was comprised of 432 international tourists by using Convenience Sampling.

$$n = \frac{Z^2}{4e^2}$$

Where n = Sample size

Z = Confidence level or alpha level

Confidence level at 95% or Alpha level at 0.05 Then, Z = 1.96

Confidence level at 99% or Alpha level at 0.01 Then, Z = 2.58

e = Significant level at 95% Then, e = 0.05

$$n = \frac{1.96^2}{4(0.05)^2}$$

$$n = \sim 384.16$$

The sample size of international tourists visiting local markets in Phuket is 400. The size of local markets has no effect on the number of international tourists who visit local markets. It depends on the location and convenience of transportation to travel to these local markets. Therefore, the researcher does not use this method to divide the query criteria of this research. Consequently; the researcher used the statistic from Phuket Airport Immigration and C9 Hotel Work Market Research Report (2014) to identify the top five sources of international tourists who visit Phuket by using statistic from the first half of 2014. The nationalities of those tourists, who visited local markets in Phuket, were separated.

The statistic data showed that the international tourist arrivals were divided into the following nationalities; 29% were Chinese, 19% were Russian, 7% Australian, 6% were from South Korea, 3% British and 36% from other nationalities.

The researcher then, equally distributed the questionnaires between the 12 local markets, as mentioned below. Downtown Market, Expo Market, Kaset Market, Rawai Seafood Market, Kathu Fresh Market, Banzaan Market, Weekend Market or Talat Thai Rot, Lard Yai Market, Phuket Town Indy Market, Karon Temple Market, Cherng Talay Market and Kamala FridayMarket. At the same time, the study of Chang and Hsieh (2006); Wangmuanklang (2008); Dodds, Holmes, Arunsopha, Chin, Le, Maung& Shum (2013) presented that many of respondents visited local market were both female and male. As a result, the researcher also spread the questionnaire in equally age and gender to find the difference between age group and gender to make the strongly result in this research.

Table 8 the query criteria of this research

Nationality	Gender	Age	Local markets
Chinese	Male	Less than 20 years	1. Downtown Market
	Female	21-30 years	2. Expo Market
		31-40 years	3. Kaset Market
		41-50 years	
		51-60 years	
		Higher than 60 years	
Russian	Male	Less than 20 years	4. Rawai Seafood Market
	Female	21-30 years	5. Kathu Fresh Market
		31-40 years	6. Banzaan Market
		41-50 years	
		51-60 years	
		Higher than 60 years	
Australian	Male	Less than 20 years	7. Weekend Market or Talat Thai Rot
	Female	21-30 years	8. Lard Yai Market
		31-40 years	9. Phuket Town Indy Market
		41-50 years	
		51-60 years	
		Higher than 60 years	

Table 8 Continued

Nationality	Gender	Age	Local markets
South Korean	Male	Less than 20 years	
	Female	21-30 years	
		31-40 years	
		41-50 years	
		51-60 years	
		Higher than 60 years	
British	Male	Less than 20 years	10. Karon Temple Market
	Female	21-30 years	11. <i>Cherng Talay</i> Market
		31-40 years	12. Kamala <i>Friday</i> Market
		41-50 years	
		51-60 years	
		Higher than 60 years	
Other	Male	Less than 20 years	
	Female	21-30 years	
		31-40 years	
		41-50 years	
		51-60 years	
		Higher than 60 years	

3.3 Research Instrument

Questionnaire was the primary tool for data collection for this study. The researcher developed the questionnaire from the approach of the objectives of the study. Variables in the questionnaire were adapted from the literature review such as; Hsieh and Cheng's(2006) ; Chang and Hsieh (2006); Jansorn(2007); Zhang and Marcussen(2007); Kikuchi and Ryan (2007); Wangmuanklang (2008); Rajagopal (2009) ; Pungpeng (2010); Puad Mat Som, Aref Alhaj Mohammad&Muhammad Hussein Ibrahim (2010); Satiantummawit (2011) ; Silkes (2012); Siriumpai (2012); Kuo; Chung; Kuo (2012); Dodds; Holmes; Arunsopha; Chin; Le; Maung; Shum (2013); Yoophetch and Toemtensab (2013). The questionnaire consisted of both closed and open-ended questions so as to collect data from international tourists visiting local markets in Phuket. The questionnaire covered tourist motivations in visiting local markets in Phuket by

applying the Push and Pull theory. The findings were presented with tables, alongside descriptions, clearly marked under each table. The questionnaire is separated into three parts which are as follows;

Part 1 The Motivations behind International Tourists Visiting Local Markets in Phuket.

This section highlights the motivations of international tourists visiting local markets in Phuket by applying Push & Pull factors, separating questions into groups. This is divided into two categories.

Category 1: Push factors, which are divided into 20 questions as follows;(Punpeng, 2010; Silkes, 2012)

- 1) To learn about traditional culture by communicating with local people at local markets.
- 2) To exchange culture with local people at local markets.
- 3) To try local food at local markets.
- 4) To learn Thai language by bargaining with traders.
- 5) To learn about Phuket's lifestyle by observing people at local market.
- 6) To visit local markets, where relatives and friends have previously visited
- 7) To obtain a mixture of cultural and local experience.
- 8) To get inspiration to start your own business.
- 9) To feedback information and experience to other people in your country of origin.
- 10) To experience bargaining.
- 11) To make new friends.
- 12) To do business deals.
- 13)To exchange opinions and experiences with other people during a trip to local markets.
- 14) To experience new ideas
- 15) To improve knowledge about Phuket and Thai culture.
- 16) To buy high quality products at reasonable prices.
- 17) To relax.

- 18) To observe the novelty of Phuket culture at local markets.
- 19) To support the local community.
- 20) To experience a different shopping experience at unusual places.

Category 2: Pull factors, which are divided into 25 questions by applying Place, Promotion, Price, Product and other factors as follows; (Punpeng, 2010; Silkes, 2012)

Place

- 1) Phuket's local markets have a unique atmosphere.
- 2) Phuket's local markets have suitable size shops.
- 3) Phuket's local markets has interesting shop decorations.
- 4) Phuket's local markets are in a convenient location.
- 5) Phuket's local markets provide adequate car parking facilities.
- 6) Phuket's local markets are clean and tidy.

Promotion

- 7) The sellers provide buy 1 get 1 free promotions.
- 8) The sellers provide discounted prices.
- 9) The local markets provide good advertising to motivate tourists to visit.

Price

- 10) Tourist can bargain at local markets.
- 11) Products are cheaper than at shopping malls.

Product

- 12) Phuket's local markets provide unique local food and beverages.
- 13) Phuket's local markets provide unique souvenirs.
- 14) Phuket's local markets provide a variety of products.
- 15) Phuket's local markets provide fashionable clothes and accessories.
- 16) Phuket's local markets provide fresh seafood.
- 17) Phuket's local markets provide fresh fruits.
- 18) Phuket's local markets provide good quality products.

Other

- 19) Tourists can easily find transport to local market.
- 20) Phuket's local markets open and close at convenient times.

- 21) Phuket's local markets provide safe security for tourists.
- 22) Good weather
- 23) The vendors are friendly and pleasant.
- 24) The vendors can communicate with tourists in English.
- 25) Phuket's local markets provide adequate toilet facilities.

Part 2 Travelling behavior

Prior to travelling to a destination, travelers will usually seek to obtain information from the internet, magazines or from people who have previously visited that particular destination.

There were 12 questions asked within this section;1).Has the tourist visited Phuket previously? 2). Length of stay in Phuket? 3). Travelling alone or as part of a group? 4). Markets visited while in Phuket? 5). Frequency of visits to Phuket's local markets? 6). Time spent at local markets? 7). Information obtained prior to visiting local markets? 8). Transportation to local markets? 9). Purpose of visit to local markets? 10). Products sought at local markets? 11). Spending behavior-amount of money spent at local markets? 12). Uniqueness of local markets in Phuket Furthermore, tourists were also asked about their intentions to revisit local markets and whether they would recommend to family and friends.

Part 3- Respondent's demographic profile

This section relates to the international tourist's demographic profile, which includes, age, gender, nationality, marital status, region of residents, monthly income, occupation and education.

3.4 The variables of tourist motivation divided by push and pull factor

Table 9 Push factors

Motivation	Authors
<u>Category 1 Novelty experience</u>	- Hsieh and Chang's (2006)
- Variety of local foods	-Jenet Chang and An-tien Hsieh (2006)
- New culture	-Yaowapa Jansorn (2007)
- New local products	-Zhang and Marcussen (2007)
- New atmosphere and location	-Kikuchi and Ryan (2007)
- New friends	-Suchada Wangmuanklang (2008)
- Style of local markets	-Rajagopal (2009)
- Local people	-AhmadPuadMaySom; Bashar Aref Alhaj; Mohammad & Hussein; Muhammad Hussein Ibrahim (2010)
	-Cheng-Ter Kuo;Mei-Ling Chung;Fang-chi Kuo (2012)
	-Carol A. Silkes (2012)
	-Wilaiwan Siri-umpai (2012)
	-Rachel Dodds; Mark Holmes; Vichukan Arunsopha; Nicole Chin; Trang Le; Samantha Maung; Mimi Shum (2013)
<u>Category 2 Entertainment</u>	- Hsieh and Chang's (2006)
-Shopping	- Jenet Chang and An-tien Hsieh (2006)
-Good eating experience	- Carol A. Silkes (2012)
-Bargain	-Rajagopal (2009)
-Sharing travel experience	-AhmadPuadMaySom;BasharArefAlhaj;Mohammad& Hussein;Muhammad Hussein Ibrahim (2010)
	-Punpeng (2010)
<u>Category 3 Culture</u>	-Hsieh and Chang's (2006)
-Food	-Kikuchi and Ryan (2007)
-Customs	-Rajagopal (2009)
-Architecture	-Punpeng (2010)

Table 9 Continued

Motivation	Authors
-Language	-Cheng-Ter Kuo;Mei-Ling Chung;Fang-chi Kuo (2012)
-Local traditional	-Carol A. Silkes (2012)
-Friendly and honest local people	
<u>Category 4 Socialization</u>	-Jenet Chang and An-tien Hsieh (2006)
-Communities	-Yaowapa Jansorn (2007)
-Local people	-Punpeng (2010)
- Companionship (Friends and Relatives)	-Satiantumawit (2011)
	-Carol A. Silkes (2012)
<u>Category 5 demography</u>	-Jenet Chang and An-tien Hsieh (2006)
- Status	-Zhang and Marcussen (2007)
- Gender	-Suchada Wangmuanklang (2008)
- Income	-Rajagopal (2009)
- Age	-AhmadPuadMaySom; BasharArefAlhaj; Mohammad& Hussein; Muhammad Hussein Ibrahim (2010)
- Ethnicity	-Punpeng (2010)
-Education/Exploration	-Satiantumawit (2011)
- Occupation	-Cheng-Ter Kuo;Mei-Ling Chung;Fang-chi Kuo (2012)
	-Wilaiwan Siri-umpai (2012)
	-Carol A. Silkes (2012)
	-Rachel Dodds; Mark Holmes; Vichukan Arunsopha; Nicole Chin; Trang Le; Samantha Maung; Mimi Shum (2013)
	-Yoophetch and Toemtensab (2013)
<u>Category 6 Economic advantage</u>	-AhmadPuadMaySom;BasharArefAlhaj;Mohammad& Hussein;Muhammad Hussein Ibrahim (2010)
-Spending money	
-Supporting community	-Satiantumawit (2011)
	-Carol A. Silkes (2012)
	-Rachel Dodds; Mark Holmes; Vichukan Arunsopha; Nicole Chin; Trang Le; Samantha Maung; Mimi Shum (2013)

Table 9 Continued

Motivation	Authors
<u>Category 7 Relaxation</u>	
	-Jenet Chang and An-tien Hsieh (2006)
- Informal atmosphere	-Kikuchi and Ryan (2007)
-Shop decoration	-Ahmad Puad MaySom; Bashar Aref Alhaj; Mohammad&
-Travel at unusual place	Hussein; Muhammad Hussein Ibrahim (2010)
- Killing time	-Satiantummawit (2011)
	-Carol A. Silkes (2012)
<u>Category 8 Searching information</u>	
	-Punpeng (2010)
-Newspaper	-Rachel Dodds; Mark Holmes; Vichukan Arunsopha; Nicole
-Guide book	Chin; Trang Le; Samantha Maung; Mimi Shum (2013)
-Boucher	
-Internet	
-Word of mouth	
-Magazine	
-Hotel	
-Travel agents	
<u>Category 1 Shopping experience</u>	
	-Hsieh and Chang's (2006)
- The fun of Bargain	-Zhang and Marcussen (2007)
	-Rajagopal (2009)
- Participate with local people	-Cheng-Ter Kuo;Mei-Ling Chung;Fang-chi Kuo (2012)
- Novelty of shopping experience	-Ren-Hua Kung, Jen-Chieh liu, Chih-Teng Chang, Pei-Ti Chen (2012)
	-Yoophetch and Toemtemsab (2013)
<u>Category 2 Marketing mix strategy</u>	
	-Hsieh and Chang's (2006)
(Place , Price ,Promotion and Product)	-Jenet Chang and An-tien Hsieh (2006)
	Kikuchi and Ryan (2007)
- Uniqueness / colorful of local market	-Zhang and Marcussen (2007)
- Location of local market	-Suchada Wangmuanklang (2008)
	-Rajagopal (2009)

Table 9 Continued

Motivation	Authors
- Good promotion	-Ahmad Puad MaySom; Bashar Aref Alhaj; Mohammad & Hussein ; Muhammad Hussein -Ibrahim (2010)
- Cheap price	-Satiantummawit (2011)
- Uniqueness of products	-Siri-umpai (2012)
	- Wilaiwan Siri-umpai (2012)
	-Yoophetch and Toemtensab (2013)
<u>Category 3 local products</u>	
- Quality	-Hsieh and Chang's (2006)
- Novelty	-Kikuchi and Ryan (2007)
- Unique	-Yaowapa Jansorn (2007)
	-Zhang and Marcussen (2007)
	-Suchada Wangmuanklang (2008)
	-Punpeng (2010)
	-Carol A. Silkes (2012)
	-Rachel Dodds; Mark Holmes; Vichukan Arunsopha; Nicole Chin; Trang Le; Samantha Maung; Mimi Shum (2013)
	-Yoophetch and Toemtensab (2013)
<u>Category 4 Facilities</u>	
-Convenience transportation	-Yaowapa Jansorn (2007)
-Security system	-Rajagopal (2009)
- Car park	-Punpeng (2010)
- Toilet	-Satiantummawit (2011)
- Selling sign	-Carol A. Silkes (2012)
	-Rachel Dodds; Mark Holmes; Vichukan Arunsopha; Nicole Chin; Trang Le; Samantha Maung; Mimi Shum (2013)

3.5 The relationship between aim & objective and questionnaire

Table 10 The relationship between aim & objective and questionnaire

Aim & Objective	Questionnaire
<p>1. To investigate the factors influencing international tourist' motivations to visit local markets in Phuket.</p>	<p><u>Section 1 Travel motivations</u></p> <p>Category 1 Push factors</p> <ul style="list-style-type: none"> - To learn traditional culture by communicate with local people at local market. - To exchange their culture with local people at local markets - To try local foods at local markets - To learn Thai language by bargain - To learn Phuket's lifestyle by observing at local market - To visit local market where relative and friend had been before - To get new experience by traveling aboard at local markets - To make inspiration to start your own business. - To give information and experience to other people in your country. - To experience bargaining - To make new friends - To do business deal - To exchange their opinion and experience with other people during a trip at local market - To open their new vision, while, traveling at local market - To improve their knowledge about Phuket and Thai culture - To buy high quality product at reasonable price. - To get relaxed - To find the novelty of Phuket culture at local market - To support local community - To get good shopping experience at unusual place

Table 10 Continued

Aim & Objective	Questionnaire
	<p data-bbox="778 409 1023 443">Category 2 Pull factors</p> <p data-bbox="778 465 836 499">Place</p> <ul data-bbox="807 517 1358 891" style="list-style-type: none"> <li data-bbox="807 517 1358 551">- Phuket's local markets have uniqueness atmosphere. <li data-bbox="807 566 1110 600">- Phuket's local markets have <p data-bbox="807 618 1043 651">A suitable size of shops</p> <ul data-bbox="807 669 1305 891" style="list-style-type: none"> <li data-bbox="807 669 1305 741">- Phuket's local markets have an interesting shop decoration. <li data-bbox="807 768 1358 801">- Phuket's local markets are in convenience location. <li data-bbox="807 817 1321 851">- Phuket's local markets provide enough car parks. <li data-bbox="807 866 1246 900">- Phuket's local markets are clean and neat. <p data-bbox="807 918 922 952">Promotion</p> <ul data-bbox="807 969 1305 1099" style="list-style-type: none"> <li data-bbox="807 969 1305 1003">- The sellers provide buy 1 get 1 free promotion <li data-bbox="807 1019 1225 1052">- The sellers provide discount promotion. <li data-bbox="807 1068 1305 1151">- The local markets provide a good advertising to motivate tourist to visit. <p data-bbox="807 1169 865 1202">Price</p> <ul data-bbox="807 1220 1358 1303" style="list-style-type: none"> <li data-bbox="807 1220 1358 1254">- The tourist can bargain the products at local markets. <li data-bbox="807 1270 1235 1303">- A product is cheaper that shopping mall. <p data-bbox="778 1321 868 1355">Product</p> <ul data-bbox="778 1373 1396 1850" style="list-style-type: none"> <li data-bbox="778 1373 1396 1456">- Phuket's local markets provide unique local foods and beverages. <li data-bbox="831 1471 1337 1505">- Phuket's local markets provide unique souvenir. <li data-bbox="831 1520 1382 1554">- Phuket's local markets provide a variety of products. <li data-bbox="778 1570 1396 1653">- Phuket's local markets provide fashionable clothes and accessory. <li data-bbox="831 1668 1310 1702">- Phuket's local markets provide fresh seafood. <li data-bbox="831 1718 1289 1751">- Phuket's local markets provide fresh fruits. <li data-bbox="831 1767 1396 1850">- Phuket's local markets provide a good quality of products.

Table 10 Continued

Aim & Objective	Questionnaire
	<p data-bbox="756 427 823 454">Other</p> <ul style="list-style-type: none"> <li data-bbox="810 479 1350 506">- The tourist can find transport to local market easily. <li data-bbox="810 530 1394 607">- Phuket's local markets open and close in good and convenience time. <li data-bbox="756 631 1394 707">- Phuket's local markets provide a good security for tourists. <li data-bbox="810 732 979 759">- Good weather <li data-bbox="810 784 1262 810">- The vendors are friendly and service mind. <li data-bbox="810 835 1382 862">- The vendors can communicate in English with tourists. <li data-bbox="810 887 1297 913">- Phuket's local markets provide enough toilets. <p data-bbox="756 938 1038 965"><u>Section 2 Tourist behavior</u></p> <ul style="list-style-type: none"> <li data-bbox="810 990 1182 1016">- How long have you been in Phuket? <li data-bbox="810 1041 1155 1068">- How long did you stay in Phuket? <li data-bbox="810 1093 1107 1120">- Who are you travelling with? <li data-bbox="756 1144 1394 1220">- During a trip in Phuket, which Phuket local markets did you visit? <li data-bbox="756 1245 1394 1321">- During your staying in Phuket, how many times have you visited Phuket local markets? <li data-bbox="810 1346 1302 1373">- How long did you spend your time at the market? <li data-bbox="810 1397 1321 1424">- How did you find out about Phuket's local market? <li data-bbox="756 1449 1394 1525">- What type of transport was used to travel to and from Phuket's local markets? <li data-bbox="756 1550 1394 1626">- What is the main reason for visiting Phuket's local markets? <li data-bbox="756 1650 1394 1727">- What kind of product did you buy or want to buy at Phuket local market? <li data-bbox="756 1751 1394 1827">- How much money did you spend at the local markets on average? <li data-bbox="810 1852 1326 1879">- What is the attractiveness of local market in Phuket? <li data-bbox="756 1904 1394 1980">- Would you like to revisit Phuket local markets again in the future?

Table 10 Continued

Aim & Objective	Questionnaire
	<p>- Would you recommend your friends or relative to visit Phuket's local markets?</p> <p>Section 3 Demographic profile</p> <p>- Nationality</p> <p>- Gender</p> <p>- Age</p> <p>- Status</p> <p>- Education level</p> <p>- Occupation</p> <p>- Personal income</p>
2. To examine main source of information that motivate international tourist to visit local market in Phuket.	<p>Section 2 Travelling behavior</p> <p>- How did you find out about Phuket's local market?</p>
3. To identify the uniqueness of local markets in Phuket in the mind of international tourist.	<p>Section 2 Travelling behavior</p> <p>- What is the attractiveness of local market in Phuket?</p>
4. To investigate the relationship between demographic variables and international tourists motivations to visit local markets in Phuket	<p>Section 1 Travel motivations</p> <p>Section 3 Demographic profile</p>

3.6 Data Analysis

The collected questionnaires were analyzed by quantitative features. The program analysis was employed to analyze the final result of quantitative methods as follows;

3.6.1 The questionnaire affecting international tourist motivations to visit local markets in Phuket.

- Part 1 Analyzing and comparing the motivations behind international tourists visiting local markets in Phuket by means, t-test and ANOVA

- Part 2 Analyzing travelling behaviors such as; Previous visits ,length of stay , travelling companion ,popular local markets in Phuket , frequency of visit to Phuket's local markets , time spent at local markets , information sources before attending local markets,

accessible transportation , purpose of visit to local markets , products sought at local markets , spending power and uniqueness of local markets in Phuket for international tourists by analyzing the frequency and percentage.

- Part 3 Analyzing the demographic profile of international tourists by analyzing the frequency and percentage.

3.6.2 Content analysis

To analyze the open-ended questions, such as; the questionnaires that examine international tourists opinions or comments.

3.6.3 The level of importance to be measured

The researcher can range important factor in five levels with the interval of 5-(1/5) = 0.80 as follows;

Score 1.00-1.80 points	Lowest
Score 1.81-2.60 points	Low
Score 2.61-3.40points	Average
Score 3.41-4.20 points	High
Score 4.21-5.00 points	Highest

To compare the opinions of international tourists, T-test at 0.05 significance level (95% significance level) was the tool used to indicate the significance level among the groups.

CHAPTER 4

RESULTS

This chapter presents the results from the questionnaires, which were analyzed, having studied the factors affecting the motivations of international tourists visiting local markets in Phuket. The results will be presented briefly, in tables and by figures. The data was analyzed using various methods including descriptive statistics, T-Test, and ANOVA.

The questionnaire was divided into 10 parts as follows;

- 4.1 Demographic profile of tourists visiting local markets in Phuket
- 4.2 Tourist's trip characteristic
- 4.3 Tourist's behavior towards local markets in Phuket
- 4.4 Tourist's main objectives for visiting local markets in Phuket.
- 4.5 The attractiveness of local markets in Phuket.
- 4.6 Mean summary of the attractiveness of Push and Pull factors that influence tourist's motivation to visit local markets in Phuket.
- 4.7 T-test and ANOVA, comparing the motivations to visit local markets by gender, age, nationality, marital status, education and income.
- 4.8 T-test and ANOVA comparing the motivation to visit local markets by gender, age, nationality, status, education and income.
- 4.9 T-test and ANOVA comparing the information source by gender, age, nationality, marital status, education and income.
- 4.10 T-test and ANOVA, comparing the attraction of local markets in Phuket by gender, age, nationality, marital status, education and income.

4.1 Demographic profile of tourists visiting local markets in Phuket

Table 11 Profiles of the respondents

	Demographic profile	Frequency	Percentage
<i>Gender</i>			
	Male	216	50
	Female	216	50
	Total	432	100
<i>Religion</i>			
	Christian	185	42.7
	No religion	139	32.2
	Buddhist	84	19.4
	Muslim	19	4.4
	Other (eg. Hinduism, Uedi)	5	1.2
	Total	432	100
<i>Age</i>			
	20 years or younger	72	16.7
	21-30 years	72	16.7
	31-40 years	72	16.7
	41-50 years	72	16.7
	51-60 years	72	16.7
	older than 60 years	72	16.7
	Total	432	100
<i>Nationality</i>			
	Asian	214	49.5
	European	147	34.0
	Australian	37	8.6
	North American	23	5.3
	South American	7	1.6
	African	4	0.9
	Total	432	100

Table 11 Continued

Demographic profile	Frequency	Percentage
<i>Status</i>		
Married	216	50.0
Single	188	43.5
Separated	19	4.4
Divorced	8	1.9
Other (eg. Partner)	1	0.2
Total	432	100
<i>Education</i>		
Diploma	122	28.2
Graduate or higher	118	27.3
High school	91	21.1
Undergraduate	83	19.2
Primary school	11	2.5
No education	6	1.4
Other (eg. Collage)	1	0.2
Total	432	100
<i>Occupation</i>		
Employee	141	32.6
Student	67	15.5
Business person	60	13.9
Professional	44	10.2
Housewife/Unpaid family worker	39	9.0
Government and Military personal	24	5.6
Retired	16	3.7
Unemployed	15	3.5
Agriculture workers	10	2.3
Salesperson	8	1.9
Other (eg. guide, musician, bartender, freelancer, Nurse, hospitality, neurosurgery doctor, teacher)	8	1.9
Total	432	100

Table 11 Continued

Demographic profile	Frequency	Percentage
<i>Personal income per month</i>		
500 USD or less than	51	11.8
501-1500USD	110	25.5
1501-2500USD	109	25.2
2501-3500USD	83	19.2
3501-4500USD	39	9.0
Over 4501USD	40	9.3
Total	432	100

Gender

Table 4.1 illustrates that 50 percent of respondents were male and 50 percent were female.

Religion

The majority of respondents were Christians (42.7 percent), followed by no religion (32.2 percent), Buddhist (19.4 percent), Muslim (4.4 percent) and other (1.2 percent).

Age

The respondents were in age brackets of 20 years or younger (16.7 percent), 21-30 years (16.7 percent), 31-40 years (16.7 percent), 41-50 years (16.7 percent), 51-60 years (16.7 percent), older than 60 years (16.7 percent).

Nationality

The majority of respondents were from Asia (49.5 percent) followed by Europe (34.0 percent), Australia (8.6 percent), North America (5.3 percent), South America (1.6 percent) and Africa (0.9 percent).

Marital Status

The majority of the respondents were married (50.0 percent), followed by singles (43.5 percent), separated (4.4 percent), divorced (1.9 percent) and other (0.2 percent).

Education

A percentage of respondents had diplomas (28.2 percent), followed by graduates or higher education (27.3 percent), high school educated (21.1 percent), undergraduate (19.2 percent), primary school (2.5 percent), no education (1.4 percent), and other (0.02 percent) respectively.

Occupation

A number of respondents were employees (32.6 percent), followed by students (15.5 percent), business people (13.9 percent), professionals (10.2 percent), housewife/Unpaid family worker (9.0 percent), government and military personal (5.6 percent), retired (3.7 percent), unemployed (3.5 percent), agriculture workers (2.3percent), salesperson (1.9 percent), and other (1.9 percent).

Personal Income Per Month

A percentage breakdown in monthly income was as follows; 500 USD or less (11.8 percent), followed by 501-1,500USD (25.5 percent), 1,501-2,500USD (25.2 percent), 2,501-3,500USD (19.2 percent), 3,501-4,500USD (9.0 percent) and over 4,501USD (9.3 percent).

4.2 General vacation information

Table 12 General vacation information

Traveling behaviors	Frequency	Percent
<i>Traveling experience in Phuket</i>		
Yes	157	36.3
No	275	63.7
Total	432	100
<i>Length of stay</i>		
Less than 7 days	133	30.8
1 week	134	31.0
2 weeks	90	20.8
3 weeks	43	10.0
1 month	3	0.7
More than 1 month	29	6.7
Total	432	100

Table 12 General vacation information

Traveling behaviors	Frequency	Percent
<i>Travel group</i>		
Family	188	43.5
Friends	127	29.4
Alone	46	10.6
Tour group	43	10.0
Parent with children	15	3.5
Incentive trip(company)	10	2.3
Other (eg. Partner, girl friend)	3	0.7
Total	432	100

Traveling Experience in Phuket

Prior to the survey, the majority of international tourists had not visited Phuket (63.7 percent), while 36.3 percent of international tourists had visited Phuket before.

Length of Stay

Table 4.2 reported that respondents stayed in Phuket for one week (31.0 percent), followed by less than seven days (30.8 percent), two weeks(20.8 percent), 3three(10.0 percent), more than one month(6.7 percent), and one month(0.7 percent).

Traveling as Part of a Group

Table 4.2 shows that nearly half of international tourists visited Phuket with family (43.5 percent), followed by friends (29.4 percent), alone (10.6 percent), tour groups (10.0 percent), parents with children (3.5 percent), incentive trips (company) (2.3 percent), and other (0.7 percent).

4.3 Tourist behaviors towards local markets in Phuket

Table 13 Tourist behaviors towards local markets in Phuket

Local markets in Phuket	Frequency	Percent
<i>Fresh Markets</i>		
Downtown Market	119	23.3
Banzaan Market	114	22.4
Expo Market	89	17.5
Rawai Market	77	15.1
Kaset Market or 24 hr. Market	63	12.4
Kathu Fresh Market	48	9.4
Total	510	100
<i>Local markets or weekly markets</i>		
Talat Thai Rot	133	25.6
PhuketTown Indy Market	114	22.0
Lard Yai Market	90	17.3
Karon TempleMarket	78	15.0
Cherng Talay Market	55	10.6
Kamala Friday Market	49	9.4
Total	519	100

Local Markets in Phuket

This research collected data from both six fresh markets and six local markets or weekly markets in Phuket. Almost a quarter of most of respondents have visited Phuket's Downtown Market (23.3 percent), followed by Banzaan Market (22.4 percent), Expo Market (17.5 percent), Rawai Market (15.1 percent), Kaset Market or 24 hr. Market (12.4 percent), and Kathu Fresh Market (9.4 percent).

Table 14 The frequency of visiting local markets in Phuket

Traveling behaviors	Frequency	Percent
<i>Time visit local markets in Phuket</i>		
1 Time	114	26.4
2 Times	149	34.5
3 Times	90	20.8
4 Times	21	4.9
More than 5 Times	58	13.4
Total	432	100

Table 14 shows that on average international tourists had visited local markets in Phuket twice at (34.5 percent), following by one time (26.4 percent), three times (20.8 percent), 4 times (4.9 percent), and more than five times (13.4 percent).

Table 15 Time spent at local markets

Traveling behaviors	Frequency	Percent
<i>Time spend at local market</i>		
Less than 1 hour	38	8.8
1 hour	176	40.7
2 hour	170	39.4
3 hour	27	6.3
More than 3 hour	21	4.9
Total	432	100

8.8 percent of respondents spent less than one hour at local markets, Just under half of respondents spent one hour at local markets in Phuket (40.7 percent), followed by two hours (39.4 percent), three hours (6.3 percent), and more than three hours (4.9 percent).

Table 16 Information searching

Type of sources	Frequency	Percent
<i>Information Searching</i>		
Hotel	144	21.0
Internet	141	20.5
Word of mouth (friends and relatives)	132	19.2
Travel agents and tour wholesalers	99	14.4
By accident	72	10.5
Travel guidebooks	65	9.5
Advertising (such as; TV., Brochures, Print media, Newspaper, Magazine)	33	4.8
Other (eg.Map)	1	0.1
Total	687	100

Information generated from questionnaires, table 16 presents that the majority of respondents obtained information of local markets through hotels (21.0 percent), this is closely followed by internet (20.5 percent), word of mouth (friends and relatives) (19.2 percent), travel agents and tour wholesalers (14.4 percent), by accident (10.5 percent), travel guidebooks (9.5 percent), advertising (such as; TV., Brochures, Print media, Newspaper, Magazine)(4.8percent), and other (0.1 percent).

Table 17 Type of transportation

Type of transport	Frequency	Percent
<i>Transportation</i>		
Taxi	97	22.5
Motorbike	69	16.0
Coach	67	15.5
Tuk Tuk	64	14.8
On foot	51	11.8
Rental car	45	10.4
Local bus	26	6.0
Other (eg. Friend's car, hotel's van)	7	1.6
Bicycle	6	1.4
Total	432	100

Most respondents visited local markets in Phuket by taxi (22.5 percent), followed by motorbike (16.0 percent), coach (15.5 percent), tuk tuk (14.8 percent), on foot (11.8 percent), rental car (10.4 percent), local bus (6.0 percent), other (1.6 percent), and bicycle (1.4 percent).

Table 18 Spending behavior

Tourist behavior	Frequency	Percent
<i>Spending money</i>		
Less than 500 THB	45	10.6
500-1000 THB	91	21.1
1001-1500 THB	78	18.1
2001-2500 THB	46	10.4
1501-2000 THB	33	7.6
2501-3000 THB	26	6.0
3501-4000 THB	30	6.9
3001-3500 THB	15	3.5
4001-4500 THB	13	3.0
4501-5000 THB	9	2.1
More than 5000 THB	46	10.6
Total	432	100

From table 18 we can see that 21.1 percent of international tourists spent 500-1000 THB, followed by 1001-1500 THB (18.1 percent), 2001-2500 THB and more than 5000 THB (10.6 percent), less than 500 THB (10.4 percent), 1501-2000 THB(7.6 percent), 3501-4000 THB (6.9 percent), 2501-3000 THB(6.0 percent), 3001-3500 THB (3.5 percent), 4001-4500 THB (3.0 percent), and 4501-5000 THB (2.1 percent).

Table 19 Products that tourist usually bought

Type of product	Frequency	Percent
Local foods	268	25.7
Souvenirs	203	19.5
Clothes/Accessory	192	18.4
Fresh fruit	191	18.3
Fresh seafood	131	12.6
Fresh vegetable	55	5.3
Other (eg. Alcoholic beverages)	2	0.2
Total	1042	100

Table 19 illustrates that the majority of respondents bought local food at local markets (25.7 percent), followed by souvenirs (19.5 percent), clothes/accessory (18.4 percent), fresh fruit (18.3 percent), fresh seafood (12.6 percent), fresh vegetable (5.3 percent), and other (0.2 percent).

4.4 Tourists' main objective for visiting local markets in Phuket

Table 20 Tourists' main objective for visiting local markets in Phuket

Objective	Frequency	Percent
Shopping	287	32.3
Try local foods	215	24.2
Leisure	173	19.5
Observe local people lifestyle	89	10.0
Learn local culture	80	9.0
Meet with local people	40	4.5
Other (eg. Meet friends and chatting)	4	0.5
Total	888	100

Objectives

Table 20 indicates that most tourists visited local markets in Phuket for shopping purposes (32.3 percent), followed by wanting to try local foods (24.2 percent), leisure (19.5 percent), observe local people lifestyle (10.0 percent), learn local cultures (9.0 percent), meet with local people (4.5 percent), and other (0.5 percent).

4.5 The attractiveness of local markets in Phuket

Table 21 The attractiveness of local markets in Phuket

Attraction	Frequency	Percent
Local foods	237	16.9
Cheap price	198	14.2
Local product or souvenirs	146	10.4
Original culture	123	8.8
Local people lifestyle	107	7.6
Atmosphere	101	7.2
Variety of products	100	7.1
Fresh farm products	87	6.2
Bargain	81	5.8
Kindness of venders	72	5.1
Architecture	48	3.4
Phuket local language	39	2.8
Good promotion	29	2.1
Clean	29	2.1
Other (eg.Fun)	2	0.1
Total	1399	100

The Attractiveness of Local Markets in Phuket

Table 21 shows the attractiveness of local markets in Phuket that motivate tourists to visit, were local foods (16.9 percent), followed by cheap prices (14.2 percent), local products or souvenirs (10.4 percent), original culture (8.8 percent), local people's lifestyle (7.6 percent), atmosphere (7.2 percent), variety of products (7.1 percent), fresh farm products (6.2 percent), bargain (5.8 percent), kindness of venders (5.1 percent), architecture (3.4 percent), Phuket local language (2.8 percent), good promotion and clean (2.1 percent), and other (0.1 percent).

4.6 Mean summary of overall attraction of “Push” and “Pull” factors that influence tourists’ motivation to visit local markets in Phuket

Table 22 Push factors

Push factors	Mean	S.D.	Level of motivation
To try local food at local markets.	4.01	1.12	High
To relax.	3.81	0.98	High
To obtain a new experience by traveling aboard at local markets.	3.78	1.10	High
To improve knowledge about Phuket and Thailand’s culture.	3.69	0.96	High
To learn traditional culture by communicate with local people at local markets.	3.64	1.03	High
To gain a good shopping experience at unusual places.	3.63	0.99	High
To widen new vision, while traveling at local markets.	3.62	0.99	High
To find the novelty of Phuket culture at local markets.	3.60	1.00	High
To learn Phuket’s lifestyle by observing local markets.	3.53	0.98	High
To feedback information and experiences to other people in your country.	3.48	1.04	High
To buy high quality products at reasonable prices.	3.41	1.03	High
To support the local community	3.39	1.04	Average
To exchange opinions and experiences with other people during a trip to local markets.	3.27	1.07	Average
To visit local markets where relatives and friends had been before.	3.19	1.14	Average

Table 22 Continued

Push factors	Mean	S.D.	Level of motivation
To experience bargaining.	3.18	1.06	Average
To share your culture with local people at local markets.	3.14	1.14	Average
To learn Thai language by bargaining.	3.12	0.95	Average
To make new friends.	3.07	1.21	Average
To gain inspiration to start your own business.	2.68	1.20	Average
To do business deals.	2.53	1.25	Low

Push Factors

Table 22 results illustrate the importance of push factors. The most important was to try local foods at local markets ($\bar{x}=4.01$), followed by relaxation ($\bar{x}=3.81$), to gain new experiences by traveling aboard to local markets ($\bar{x}=3.78$), to improve knowledge about Phuket and Thailand's culture ($\bar{x}=3.69$), to learn traditional culture by communicating with local people at local markets ($\bar{x}=3.64$), to obtain a good shopping experience at unusual place ($\bar{x}=3.63$), to widen your vision, while traveling to local markets ($\bar{x}=3.62$), to obtain the novelty of Phuket culture at local markets ($\bar{x}=3.60$), to learn Phuket's lifestyle by observing local markets ($\bar{x}=3.53$), to feedback information and experiences to other people in your country ($\bar{x}=3.48$), to buy high quality products at reasonable price ($\bar{x}=3.41$), to support local communities ($\bar{x}=3.39$), to exchange opinions and experiences with other people during a trip to local markets ($\bar{x}=3.27$), to visit local markets, where relatives and friends had been before ($\bar{x}=3.19$), to experience bargaining ($\bar{x}=3.18$), to share your culture with local people at local markets ($\bar{x}=3.14$), to learn the Thai language by bargaining ($\bar{x}=3.12$), to make new friends ($\bar{x}=3.07$), to find ideas and inspiration to start your own business ($\bar{x}=2.68$), and to do business deals ($\bar{x}=2.53$).

Table 23 Pull factors

Pull factors	Mean	S.D.	Level of motivation
<i>Place</i>			
Phuket's local markets have a unique atmosphere.	3.88	0.90	High
Phuket's local markets have a suitable size(range) of shops	3.51	0.89	High
Phuket's local markets have interesting shop decoration.	3.50	0.95	High
Phuket's local markets are in convenient locations.	3.50	0.99	High
Phuket's local markets provide adequate car parking facilities.	3.03	1.17	Average
Phuket's localmarkets are neat and clean.	3.08	1.05	Average
<i>Promotion</i>			
The sellers provide discounted promotions.	3.36	0.93	Average
The local markets provide good advertising to motivate tourists to visit.	3.31	1.02	Average
The sellers provide buy one get one free promotion.	2.96	0.97	Average
<i>Price</i>			
Products are cheaper than shopping malls.	3.84	0.89	High
Tourist can bargain with vendors at local markets	3.44	1.01	High
<i>Product</i>			
Phuket's local markets provide fresh fruits.	3.94	0.89	High
Phuket's local markets provide a variety of products.	3.87	0.89	High
Phuket's local markets provide unique local foods and beverages.	3.85	0.96	High
Phuket's local markets provide unique souvenirs.	3.65	0.99	High
Phuket's local markets provide fresh seafood.	3.62	1.02	High
Phuket's local markets provide good, quality products.	3.60	0.88	High
Phuket's local markets provide fashionable clothes and accessory.	3.57	0.95	High

Table 23 Continued

Pull factors	Mean	S.D.	Level of motivation
<i>Other</i>	3.72	0.95	High
The vendors are friendly and service minded.	3.71	0.91	High
Phuket's local markets open and close at convenient time.	3.60	0.92	High
Good weather.			
Tourists can find transport to local market easily.	3.54	0.99	High
Phuket's local markets provide good, security for tourists.	3.35	1.12	Average
The vendors can communicate in English.	3.33	1.02	Average
Phuket's local markets provide enough toilets.	3.09	1.18	Average

Pull factors

Table 23 the results illustrate the importance of place factors. The most important was Phuket's local markets have a unique atmosphere ($\bar{x}=3.88$), followed by Phuket's local markets have a suitable size range of shops ($\bar{x}=3.51$), Phuket's local markets have interesting shop decoration and Phuket's local markets are in convenient locations ($\bar{x}=3.50$), Phuket's local markets are neat and clean ($\bar{x}=3.08$), and Phuket's local markets provide enough car park facilities ($\bar{x}=3.03$).

Table 23 a result illustrates the importance of promotional factors. The most important was that sellers provide discounted promotions ($\bar{x}=3.36$), followed by that local markets provide good advertising to motivate tourists to visit ($\bar{x}=3.31$), and the sellers provide buy one get one free promotion ($\bar{x}=2.96$), Phuket's local markets provide unique souvenirs ($\bar{x}=2.65$),

Table 23 a result illustrates the importance of price factors. The most important was that products are cheaper than shopping mall ($\bar{x}=3.84$), and the tourists are able to bargain with market vendors at local markets ($\bar{x}=3.44$).

Table 23 a result illustrates the importance of product factors. The most important was Phuket's local markets provide fresh fruits ($\bar{x}=3.94$), followed by Phuket's local markets provide a variety of products ($\bar{x}=3.87$), Phuket's local markets provide unique local foods and beverages ($\bar{x}=3.85$), Phuket's local markets provide fresh seafood ($\bar{x}=3.62$), Phuket's local markets provide good quality products ($\bar{x}=3.60$), and Phuket's local markets provide fashionable clothes and accessories ($\bar{x}=3.57$).

Table 23 results show the importance of other factors. The most important was that vendors are friendly and service minded ($\bar{x}=3.72$), followed by Phuket's local markets open and close at convenient times ($\bar{x}=3.71$), good weather ($\bar{x}=3.60$), tourists can find transport to local markets, easily ($\bar{x}=3.54$), Phuket's local markets provide good security for tourists ($\bar{x}=3.35$), the vendors can communicate in English with tourists ($\bar{x}=3.33$), and Phuket's local markets provide enough toilet facilities ($\bar{x}=3.09$).

4.7 T-test and ANOVA compares the motivation to visit local markets by gender, age, nationality, status, education and income.

Table 24 T-test comparing the motivation to visit local markets (Push factors) by gender

Push factors	Mean		T-Test	
	Male	Female	t - value	p - value
The motivation to visit local markets				
To learn traditional culture by communicate with local people at local markets.	3.72	3.56	1.625	0.105
To share your culture with local people at local markets.	3.26	3.02	2.188	0.029*
To try local foods	4.04	3.98	0.708	0.479
To learn Thai language by bargaining.	3.21	3.02	1.720	0.086
To learn Phuket's lifestyle by observing local markets.	3.60	3.45	1.514	0.131
To visit local market where relatives and friends had been before.	3.27	3.12	1.387	0.166
To get new experience by traveling aboard at local markets.	3.85	3.70	1.356	0.176
To make inspiration to start your own business.	2.77	2.58	1.678	0.094

Table 24 Continued

Push factors The motivation to visit local markets	Mean		T-Test	
	Male	Female	t - value	p - value
To give information and experience to other people in your country.	3.53	3.43	0.963	0.336
To experience bargaining.	3.25	3.10	1.500	0.134
To make new friends.	3.16	2.97	1.623	0.105
To do business deals.	2.68	2.38	2.46	0.014*
To exchange opinion and experience with other people during a trip at local markets.	3.38	3.16	2.156	0.032*
To open new vision while traveling at local markets.	3.68	3.54	1.166	0.244
To improve knowledge about Phuket and Thailand culture.	3.78	3.61	1.859	0.064
To buy high quality product at reasonable price.	3.45	3.37	0.835	0.404
To get relaxed.	3.82	3.80	0.292	0.771
To find the novelty of Phuket culture at local markets.	3.67	3.53	1.441	0.150
To support local community.	3.45	3.32	1.336	0.182
To get good shopping experience at unusual place	3.67	3.60	0.776	0.438

Remark: *the mean difference is significant at 0.05 level

Push factors

Based on the results in table 24 the results show partial support towards the differences in motivation levels of international tourists visiting local markets in Phuket (Push Factors) between genders. The findings reveal that there was a statistically significant difference at $p = 0.014$, 0.029 , and 0.032 in the scores of, to do business deals for male ($\bar{x}=2.68$) female ($\bar{x}=2.38$), to share your culture with local people at local markets for male ($\bar{x}=3.26$) female ($\bar{x}=3.02$), and to exchange opinions and experiences with other people during a trip to local markets for male ($\bar{x}=3.38$) female ($\bar{x}=3.16$).

Table 25 ANOVA comparing the motivation to visit local markets in Push factors by age

Push factors	Mean			ANOVA	
	Below 20 -30 years	31-50 years	51-older than 60 years	F	P
To learn traditional culture by communicate with local people at local markets.	3.81	3.55	3.56	2.812	0.061
To share your culture with local people at local markets.	3.31	3.03	3.09	2.333	0.098
To try local foods	4.04	4.01	3.97	0.191	0.826
To learn Thai language by bargaining.	3.13	3.07	3.14	0.167	0.846
To learn Phuket's lifestyle by observing local markets.	3.59	3.49	3.50	0.408	0.665
To visit local market where relatives and friends had been before.	3.31	3.15	3.11	1.272	0.281
To get new experience by traveling aboard at local markets.	3.93	3.63	3.77	2.554	0.079
To make inspiration to start your own business.	2.79	2.52	2.72	2.045	0.131
To give information and experience to other people in your country.	3.61	3.37	3.47	1.841	0.160
To experience bargaining.	3.23	3.03	3.27	2.176	0.115
To make new friends.	3.20	2.95	3.05	1.628	0.198
To do business deals.	2.61	2.49	2.50	0.378	0.685
To exchange opinion and experience with other people during a trip at local markets.	3.23	3.25	3.34	0.455	0.635
To open new vision while traveling at local markets.	3.73	3.52	3.63	1.701	0.183
To improve knowledge about Phuket and Thailand culture.	3.72	3.61	3.74	0.732	0.481
To buy high quality product at reasonable price.	3.45	3.24	3.54	3.339	0.036*
To get relaxed.	3.96	3.66	3.81	3.321	0.037*
To support local community.	3.37	3.33	3.46	0.021	0.979

Table 25 (Continued)

Push factors	Mean			ANOVA	
	Below 20 -30 years	31-50 years	51-older than 60 years	F	P
The motivation to visit local markets					
To find the novelty of Phuket culture at local markets.	3.68	3.43	3.68	2.928	0.055
To get good shopping experience at unusual place.	3.63	3.65	3.63	0.598	0.550

Remark: *p<0.05, **p<0.01 ***p<0.001

Push factors

As shown in table 25 the one-way ANOVA described the results of partial support of the differences between age and the motivations of international tourists visiting local markets in Phuket (Push factors). The finding revealed that there was a statistically significant difference at $p = 0.036$ and 0.037 in the scores towards buying high quality products at reasonable prices for those people below 20 -30 years ($\bar{x}=3.45$) 31-50 years ($\bar{x}=3.24$) 51-older than 60 years ($\bar{x}=3.54$) and to relax for below 20 -30 years ($\bar{x}=3.96$) 31-50 years ($\bar{x}=3.66$) 51-older than 60 years ($\bar{x}=3.81$).

Table 26 ANOVA compares the motivation to visit local markets in Phuket (Push factors) by nationality

Push factors	Mean							ANOVA	
	Asian	European	Australian	North American	South American	African	F	P	
Motivation to visit local markets									
To learn traditional culture by communicate with local people at local markets.	3.71	3.48	3.54	4.00	4.14	4.00	1.943	0.086	
To share your culture with local people at local markets.	3.41	2.76	3.27	2.94	3.14	2.87	6.371	0.000***	
To try local foods	4.11	3.85	3.94	4.11	4.00	4.37	1.687	0.136	
To learn Thai language by bargaining.	3.17	3.02	3.29	2.88	3.28	3.12	0.691	0.630	

Table 26 Continued

Push factors	Mean							ANOVA	
	Asian	European	Australian	North American	South American	African	F	P	
Motivation to visit local markets									
To learn Phuket's lifestyle by observing local markets.	3.58	3.46	3.59	3.38	3.42	3.25	0.496	0.779	
To visit local market where relatives and friends had been before.	3.33	2.97	3.29	3.11	3.14	3.50	1.918	0.090	
To get new experience by traveling aboard at local markets.	4.00	3.39	3.89	4.05	3.71	3.87	5.968	0.000***	
To make inspiration to start your own business.	2.79	2.55	2.40	2.77	3.00	2.62	1.205	0.306	
To give information and experience to other people in your country.	3.63	3.36	3.24	3.33	3.14	3.50	1.913	0.091	
To experience bargaining.	3.11	3.21	3.29	3.11	3.14	4.00	1.260	0.280	
To make new friends.	3.26	2.74	3.27	2.83	2.85	3.62	4.157	0.001***	
To do business deals.	2.61	2.34	2.67	2.77	2.85	2.37	1.195	0.311	
To exchange opinion and experience with other people during a trip at local markets.	3.43	3.03	3.29	3.55	3.00	3.12	2.827	0.016*	
To open new vision while traveling at local markets.	3.83	3.41	3.56	3.27	3.00	3.75	4.429	0.001***	
To improve knowledge about Phuket and Thailand culture.	3.82	3.57	3.62	3.38	3.28	4.00	2.106	0.064	
To buy high quality product at reasonable price.	3.58	3.25	3.24	3.05	3.57	3.50	2.562	0.027*	
To get relaxed.	4.06	3.45	3.91	3.50	3.42	4.25	8.245	0.000***	
To find the novelty of Phuket culture at local markets.	3.72	3.38	3.70	3.44	3.71	4.00	2.469	0.032*	
To support local community.	3.43	3.29	3.48	3.22	3.57	3.87	0.868	0.502	
To get good shopping experience at unusual place.	3.67	3.55	3.56	3.66	3.85	4.12	0.759	0.580	

Remark: *p<0.05, **p<0.01 ***p<0.001

Push factors

Table 26 presents the results that partial support the different motivation levels of international tourists visiting local markets in Phuket (Push factors) between nationalities. The finding reveals that there was a statistically significant difference of $p=0.000, 0.000, 0.000, 0.001, 0.001, 0.016, 0.027, \text{ and } 0.032$ in scores of wanting to share your culture with local people at local markets for Asians ($\bar{x}=3.41$), Europeans ($\bar{x}=2.76$), Australians ($\bar{x}=3.27$), North Americans ($\bar{x}=2.94$), South Americans ($\bar{x}=3.14$), Africans ($\bar{x}=2.87$), to obtain a new experience by traveling abroad to local markets for Asians ($\bar{x}=4.00$), Europeans ($\bar{x}=3.39$), Australians ($\bar{x}=3.89$), North Americans ($\bar{x}=4.05$), South Americans ($\bar{x}=3.71$), Africans ($\bar{x}=3.87$), to relax for Asians ($\bar{x}=4.06$), Europeans ($\bar{x}=3.45$), Australians ($\bar{x}=3.91$), North Americans ($\bar{x}=3.50$), South Americans ($\bar{x}=3.42$), Africans ($\bar{x}=4.25$), to meet new friends for Asians ($\bar{x}=3.26$), Europeans ($\bar{x}=2.74$), Australians ($\bar{x}=3.27$), North Americans ($\bar{x}=2.83$), South Americans ($\bar{x}=2.85$), Africans ($\bar{x}=3.62$), to widen new vision, while traveling to local markets for Asians ($\bar{x}=3.83$), Europeans ($\bar{x}=3.41$), Australians ($\bar{x}=3.56$), North Americans ($\bar{x}=3.27$), South Americans ($\bar{x}=3.00$), Africans ($\bar{x}=3.75$), to exchange opinions and experiences with other people during a trip to local markets for Asians ($\bar{x}=3.43$), Europeans ($\bar{x}=3.03$), Australians ($\bar{x}=3.29$), North Americans ($\bar{x}=3.55$), South Americans ($\bar{x}=3.00$), Africans ($\bar{x}=3.12$), to buy high quality products at reasonable price for Asians ($\bar{x}=3.58$), Europeans ($\bar{x}=3.25$), Australians ($\bar{x}=3.24$), North Americans ($\bar{x}=3.05$), South Americans ($\bar{x}=3.57$), Africans ($\bar{x}=3.50$), and to find the novelty of Phuket culture at local markets for Asians ($\bar{x}=3.72$), Europeans ($\bar{x}=3.38$), Australians ($\bar{x}=3.70$), North Americans ($\bar{x}=3.44$), South Americans ($\bar{x}=3.71$), Africans ($\bar{x}=4.00$).

Table 27 ANOVA compares the motivation to visit local markets in Phuket (Push factors) by status

Push factors Motivation to visit local markets	Mean			ANOVA	
	Single	Married	Separated/Divorced	F	P
To learn traditional culture by communicate with local people at local markets.	3.80	3.53	3.40	4.417	0.013*
To share your culture with local people at local markets.	3.25	3.11	2.66	3.296	0.038*
To try local foods	4.12	3.93	3.85	2.274	0.104
To learn Thai language by bargaining.	3.23	3.04	2.92	1.835	0.161
To learn Phuket's lifestyle by observing local markets.	3.64	3.51	2.81	8.702	0.000***
To visit local market where relatives and friends had been before.	3.14	3.28	2.85	2.005	0.136
To get new experience by traveling aboard at local markets.	3.90	3.68	3.62	2.204	0.112
To make inspiration to start your own business.	2.77	2.56	2.88	1.939	0.145
To give information and experience to other people in your country.	3.57	3.46	3.03	3.248	0.040*
To experience bargaining.	3.22	3.15	3.07	3.71	0.690
To make new friends.	3.22	2.95	2.96	2.586	0.077
To do business deals.	2.65	2.37	3.07	5.235	0.006**
To exchange opinion and experience with other people during a trip at local markets.	3.33	3.22	3.29	0.593	0.553
To open new vision while traveling at local markets.	3.73	3.60	3.11	4.954	0.007**
To improve knowledge about Phuket and Thailand culture.	3.80	3.68	3.03	7.958	0.000***
To buy high quality product at reasonable price.	3.42	3.43	3.22	0.512	0.599

Table 27 Continued

Push factors	Mean			ANOVA	
	Single	Married	Separated/Divorced	F	P
Motivation to visit local markets					
To get relaxed.	3.87	3.81	3.33	3.639	0.027*
To find the novelty of Phuket culture at local markets.	3.63	3.61	3.29	1.367	0.256
To support local community.	3.46	3.34	3.22	1.023	0.360
To get good shopping experience at unusual place.	3.67	3.64	3.29	1.769	0.172

Remark: * $p < 0.05$, ** $p < 0.01$ *** $p < 0.001$

Push factors

Based on table 27 the results partial support the difference in the levels of motivations of international tourists visiting local market in Phuket (Push factors) between statuses. The finding revealed that there was a statistically significant difference of $p = 0.000$, 0.000 , 0.006 , 0.007 , 0.013 , 0.027 , 0.038 and 0.040 in the source to learn Phuket's lifestyle by observing local markets for singles ($\bar{x} = 3.64$), marrieds ($\bar{x} = 3.51$), separated/ divorced ($\bar{x} = 2.81$), followed by the desire to improve their knowledge about Phuket and Thailand culture for singles ($\bar{x} = 3.80$), married ($\bar{x} = 3.68$), separated/ divorced ($\bar{x} = 3.03$), to complete business deals for singles ($\bar{x} = 2.65$), married ($\bar{x} = 2.37$), separated/ divorced ($\bar{x} = 3.07$), to widen new vision, while traveling at local markets for singles ($\bar{x} = 3.73$), married ($\bar{x} = 3.60$), separated/ divorced ($\bar{x} = 3.11$), to learn traditional culture by communicating with local people at local markets for singles ($\bar{x} = 3.80$), married ($\bar{x} = 3.53$), separated/ divorced ($\bar{x} = 3.40$), to relax for singles ($\bar{x} = 3.87$), married ($\bar{x} = 3.81$), separated/ divorced ($\bar{x} = 3.33$), to share your culture with local people at local markets for singles ($\bar{x} = 3.25$), married ($\bar{x} = 3.11$), separated/ divorced ($\bar{x} = 2.66$), and share information and experiences to other people in your country for singles ($\bar{x} = 3.57$), married ($\bar{x} = 3.46$), separated/ divorced ($\bar{x} = 3.03$) respectively.

Table 28 ANOVA compares the motivation to visit local markets in Phuket (Push factors) by education

Push factors Motivation to visit local markets	Mean				ANOVA	
	Primary / High school	Diploma/ Undergraduate	Graduate or higher	No education	F	P
To learn traditional culture by communicate with local people at local markets.	3.91	3.58	3.52	3.83	3.186	0.024*
To share your culture with local people at local markets.	3.50	3.11	2.85	3.83	6.957	0.000***
To try local foods	3.96	4.08	3.94	4.00	0.697	0.554
To learn Thai language by bargaining.	3.42	2.96	3.13	3.16	3.923	0.009**
To learn Phuket's lifestyle by observing local markets.	3.62	3.60	3.31	3.50	2.769	0.041*
To visit local market where relatives and friends had been before.	3.34	3.19	3.07	3.16	0.999	0.393
To get new experience by traveling aboard at local markets.	3.75	3.89	3.63	3.16	2.170	0.091
To make inspiration to start your own business.	2.88	2.61	2.57	3.50	2.375	0.070
To give information and experience to other people in your country.	3.56	3.55	3.32	3.00	1.860	0.136
To experience bargaining.	3.25	3.20	3.08	3.16	0.530	0.662
To make new friends.	3.29	3.04	2.90	3.33	1.986	0.115
To do business deals.	2.86	2.48	2.29	3.50	5.187	0.002**
To exchange opinion and experience with other people during a trip at local markets.	3.58	3.27	3.00	3.50	5.579	0.001***
To open new vision while traveling at local markets.	3.66	3.75	3.36	4.00	4.179	0.006**
To improve knowledge about Phuket and Thailand culture.	3.58	3.79	3.65	3.16	1.775	0.151
To buy high quality product at reasonable price.	3.41	3.60	3.14	2.66	6.169	0.000***

Table 28 Continued

Push factors	Mean				ANOVA	
	Primary / High school	Diploma/ Undergraduate	Graduate or higher	No education	F	P
Motivation to visit local markets						
To get relaxed.	3.69	3.93	3.73	3.50	1.946	0.121
To find the novelty of Phuket culture at local markets.	3.55	3.70	3.47	3.33	1.494	0.216
To support local community.	3.52	3.34	3.40	2.50	2.227	0.084
To get good shopping experience at unusual place.	3.57	3.65	3.67	3.50	0.225	0.879

Remark: *p<0.05, **p<0.01 ***p<0.001

Push factors

Based on table 28 the results show partial support of the difference in motivational levels of international tourists visiting local market in Phuket (Push factors) between educations. The finding revealed that there was a statistically significant difference of p= 0.000, 0.000, 0.001, 0.002, 0.006, 0.009, 0.024, and 0.041 in the source of to share your culture with local people at local markets for primary / high school (\bar{x} =3.50), diploma/undergraduate (\bar{x} =3.11), graduate or higher (\bar{x} =2.85), no education (\bar{x} =3.83), followed by to buy high quality products at reasonable prices for primary / high school (\bar{x} =3.41), diploma/under graduate (\bar{x} =3.60), graduate or higher (\bar{x} =3.14), no education (\bar{x} =2.66), to exchange opinions and experiences with other people during a trip to local markets for primary / high school (\bar{x} =3.58), diploma/under graduate (\bar{x} =3.70), graduate or higher (\bar{x} =3.00), no education (\bar{x} =3.50), to complete business deals for primary / high school (\bar{x} =2.86), diploma/under graduate (\bar{x} =2.48), graduate or higher (\bar{x} =2.29), no education (\bar{x} =3.50), to enhance new vision, while traveling to local markets for primary / high school (\bar{x} =3.66), diploma/under graduate (\bar{x} =3.75), graduate or higher (\bar{x} =3.36), no education (\bar{x} =4.00), to learn the Thai language by bargaining for primary / high school (\bar{x} =3.42), diploma/under graduate (\bar{x} =2.96), graduate or higher (\bar{x} =3.13), no education (\bar{x} =3.16), to learn traditional culture by communicating with local people at local markets for primary / high school (\bar{x} =3.91), diploma/under graduate (\bar{x} =3.58), graduate or higher (\bar{x} =3.52), no education (\bar{x} =3.83),

and to learn Phuket's lifestyle by observing local markets for primary / high school ($\bar{x}=3.62$), diploma/under graduate ($\bar{x}=3.60$), graduate or higher ($\bar{x}=3.31$), no education ($\bar{x}=3.50$) respectively.

Table 29 ANOVA compares the motivation to visit local markets in Phuket (Push factors) by income

Push factors Motivation to visit local markets	Mean			ANOVA	
	Less than 500-1,500 USD	1,501-3,500 USD	3,501- over 4,501 USD	F	P
	To learn traditional culture by communicate with local people at local markets.	3.75	3.63	3.44	2.468
To share your culture with local people at local markets.	3.27	3.17	2.82	4.330	0.014*
To try local foods	4.20	3.98	3.69	8.000	0.000***
To learn Thai language by bargaining.	3.23	3.10	2.91	2.251	0.107
To learn Phuket's lifestyle by observing local markets.	3.68	3.47	3.35	3.543	0.030*
To visit local market where relatives and friends had been before.	3.36	3.15	2.97	3.308	0.038*
To get new experience by traveling aboard at local markets.	4.11	3.65	3.39	14.567	0.000***
To make inspiration to start your own business.	2.83	2.67	2.37	3.888	0.021*
To give information and experience to other people in your country.	3.68	3.39	3.30	5.023	0.007**

Table 29Continued

Push factorsMotivation to visit local markets	Mean			ANOVA	
	Less than	1,501-3,500	3,501- over	F	P
	500-1,500 USD	USD	4,501 USD		
To experience bargaining.	3.21	3.18	3.11	0.225	0.798
To make new friends.	3.19	3.06	2.84	2.142	0.119
To do business deals.	2.63	2.49	2.43	0.929	0.396
To exchange opinion and experience with other people during a trip at local markets.	3.46	3.23	2.98	5.578	0.004**
To open new vision while traveling at local markets.	3.80	3.56	3.43	4.715	0.009**
To improve knowledge about Phuket and Thailand culture.	3.81	3.61	3.64	1.931	0.146
To buy high quality product at reasonable price.	3.62	3.31	3.24	5.551	0.004**
To get relaxed.	4.06	3.70	3.56	8.896	0.000***
To find the novelty of Phuket culture at local markets.	3.75	3.57	3.36	4.096	0.017*
To support local community.	3.55	3.28	3.31	3.376	0.035*
To get good shopping experience at unusual place.	3.70	3.59	3.62	0.537	0.585

Remark: *p<0.05, **p<0.01 ***p<0.001

Push factors

Table 29 presents the results of partial support of the difference in the motivational level of international tourists visiting local market in Phuket (Push factors) between incomes. The finding revealed that there was a statistically significant difference of p= 0.000, 0.000, 0.000, 0.004, 0.004, 0.007, 0.009, 0.014, 0.017, 0.021, 0.030, 0.035, and 0.038 in the source of to try local foods, less than 500-1,500 USD (\bar{x} =4.20), 1,501-3,500 USD (\bar{x} =3.98), 3,501-over 4,501 USD (\bar{x} =3.69), followed by, to get new experience by traveling aboard at local markets, less than 500-1,500 USD (\bar{x} =4.11), 1,501-3,500 USD (\bar{x} =3.65), 3,501- over 4,501 USD (\bar{x} =3.39), to relax, less than 500-1,500 USD (\bar{x} =4.06), 1,501-3,500 USD (\bar{x} =3.70), 3,501- over 4,501 USD

($\bar{x}=3.56$), to exchange opinion and experience with other people during a trip to local markets, less than 500-1,500 USD ($\bar{x}=3.46$), 1,501-3,500 USD ($\bar{x}=3.23$), 3,501- over 4,501 USD ($\bar{x}=2.98$), to buy high quality products at reasonable prices, less than 500-1,500 USD ($\bar{x}=3.62$), 1,501-3,500 USD ($\bar{x}=3.31$), 3,501- over 4,501 USD ($\bar{x}=3.24$), to share information and experiences with other people in your country, less than 500-1,500 USD ($\bar{x}=3.68$), 1,501-3,500 USD ($\bar{x}=3.39$), 3,501- over 4,501 USD ($\bar{x}=3.30$), to widen new vision, while traveling to local markets, less than 500-1,500 USD ($\bar{x}=3.80$), 1,501-3,500 USD ($\bar{x}=3.56$), 3,501- over 4,501 USD ($\bar{x}=3.43$), to share your culture with local people at local markets, less than 500-1,500 USD ($\bar{x}=3.27$), 1,501-3,500 USD ($\bar{x}=3.17$), 3,501- over 4,501 USD ($\bar{x}=2.82$), to experience the novelty of Phuket culture at local markets, less than 500-1,500 USD ($\bar{x}=3.75$), 1,501-3,500 USD ($\bar{x}=3.57$), 3,501- over 4,501 USD ($\bar{x}=3.36$), to gain inspiration to start your own business, less than 500-1,500 USD ($\bar{x}=2.83$), 1,501-3,500 USD ($\bar{x}=2.67$), 3,501- over 4,501 USD ($\bar{x}=2.37$), to learn Phuket's lifestyle by observing local markets, less than 500-1,500 USD ($\bar{x}=3.68$), 1,501-3,500 USD ($\bar{x}=3.47$), 3,501- over 4,501 USD ($\bar{x}=3.35$), to support local communities, less than 500 -1,500 USD ($\bar{x}=3.55$), 1,501-3,500 USD ($\bar{x}=3.28$), 3,501- over 4,501 USD ($\bar{x}=3.31$), to visit local market where relatives and friends had been before, less than 500-1,500 USD ($\bar{x}=3.36$), 1,501-3,500 USD ($\bar{x}=3.15$), 3,501- over 4,501 USD ($\bar{x}=2.97$).

4.8 T-test and ANOVA Compares the Motivation to Visit Local Markets (Pull factors) by gender, age, nationality, status, education and income.

Table 30 T-test compares the motivation to visit local markets (Pull factors) by gender

Pull factors	Mean		T-Test	
	Male	Female	t - value	p - value
The motivation to visit local markets				
Place				
Phuket's local markets have unique atmosphere.	3.87	3.82	2.109	0.873
Phuket's local markets have a suitable size of shops.	3.52	3.82	0.872	0.830
Phuket's local markets have an interesting shop decoration.	3.51	3.63	0.048	0.840

Table 30 Continued

Pull factors	Mean		T-Test	
	Male	Female	t - value	p - value
The motivation to visit local markets				
Phuket's local market is in convenience location.	3.56	3.88	- 0.159	0.210
Phuket's local markets provide enough car parks.	3.12	3.50	0.215	0.101
Phuket's local markets are clean and neat.	3.15	3.50	0.202	0.133
Promotion				
The sellers provide buy 1 get 1 free promotion.	2.98	3.44	1.256	0.693
The sellers provide discount promotion.	3.37	2.94	1.643	0.720
The local markets provide a good advertising to motivate tourist to visit.	3.37	3.00	1.503	0.221
Price				
The tourist can bargain the products at local markets.	3.48	2.94	0.396	0.449
A product is cheaper than shopping mall.	3.87	3.34	0.358	0.590
Product				
Phuket's local markets provide unique local foods and beverages.	3.87	3.25	1.226	0.619
Phuket's local markets provide unique souvenir.	3.67	3.41	0.757	0.735
Phuket's local markets provide a variety of products.	3.89	3.84	0.540	0.522
Phuket's local markets provide fashionable clothes and accessory.	3.62	3.51	0.497	0.522
Phuket's local markets provide fresh seafood.	3.81	3.44	0.339	0.000 ***
Phuket's local markets provide fresh fruits.	4.03	3.85	0.641	0.035*
Phuket's local markets provide a good quality of products.	3.63	3.56	1.215	0.384
Other				
The tourist can find transport to local market easily.	3.54	3.54	3.716	0.961
Phuket's local markets open and close in good and convenience time.	3.80	3.62	2.001	0.046*

Table 30Continued

Pull factors	Mean		T-Test	
	Male	Female	t - value	p - value
Phuket's local markets provide a good security for tourists.	3.43	3.27	1.540	0.124
Good weather	3.69	3.51	2.029	0.043*
The vendors are friendly and service mind.	3.75	3.70	0.552	0.581
The vendors can communicate in English with tourist.	3.37	3.29	0.751	0.453
Phuket's local markets provide enough toilets.	3.12	3.06	0.528	0.598

Remark: * $p < 0.05$, ** $p < 0.01$ *** $p < 0.001$

Pull factors

Based on information presented in table 30, the results show partial support of the differences in the motivational levels of international tourists visiting local markets in Phuket (Pull factors) between genders. The finding revealed that there was a statistically significant difference of $p = 0.000$, 0.035 , 0.043 , and 0.046 in the scores of product factors that related to Phuket's local markets, providing fresh seafood for males ($\bar{x} = 3.81$) females ($\bar{x} = 3.44$), Phuket's local markets provide fresh fruits for males ($\bar{x} = 4.03$) females ($\bar{x} = 3.85$), other factors, related to good weather for males ($\bar{x} = 3.69$) females ($\bar{x} = 3.51$), and Phuket's local markets open and close at convenient times for males ($\bar{x} = 3.80$) females ($\bar{x} = 3.60$).

Table 31 ANOVA compares the motivation to visit local markets (Pull factors) by age

Pull factors The motivation to visit local markets	Mean			ANOVA	
	Below 20 -30 years	31-50 years	51-older than 60 years	F	P
<u>Place</u>					
Phuket's local markets have unique atmosphere.	4.05	3.77	3.81	4.138	0.017*
Phuket's local markets have a suitable size of shops.	3.63	3.35	3.55	3.742	0.024*
Phuket's local markets have an interesting shop decoration.	3.75	3.32	3.44	8.138	0.000***
Phuket's local markets are in convenience location.	3.60	3.44	3.47	1.024	0.360
Phuket's local markets provide enough car parks.	2.98	2.85	3.27	4.827	0.008**
Phuket's localmarkets is clean and neat.	3.05	3.02	3.15	0.622	0.537
<u>Promotion</u>					
The sellers provide buy 1 get 1 free promotion.	3.06	2.80	3.02	2.923	0.055
The sellers provide discount promotion.	3.40	3.22	3.46	2.622	0.074
The local markets provide a good advertising to motivate tourist to visit.	3.43	3.14	3.36	3.193	0.042*
<u>Price</u>					
The tourist can bargain the products at local markets.	3.48	3.52	3.33	1.465	0.232
A product is cheaper than shopping mall.	3.90	3.81	3.81	0.419	0.658
<u>Product</u>					
Phuket's local markets provide unique local foods and beverages.	3.90	3.82	3.82	0.299	0.742
Phuket's local markets provide unique souvenir.	3.77	3.60	3.58	1.675	0.189
Phuket's local markets provide a variety of products.	4.00	3.77	3.82	2.614	0.074

Table 31 Continued

Pull factors	Mean			ANOVA	
	Below 20 -30 years	31-50 years	51-older than 60 years	F	P
The motivation to visit local markets					
Phuket's local markets provide fashionable clothes and accessory.	3.67	3.52	3.52	1.187	0.306
Phuket's local markets provide fresh seafood.	3.65	3.49	3.74	2.209	0.111
Phuket's local markets provide fresh fruits.	3.94	3.84	4.04	1.830	0.160
Phuket's local markets provide a good quality of products.	3.58	3.52	3.70	1.559	0.211
Other					
The tourist can find transport to local market easily.	3.58	3.47	3.57	0.564	0.569
Phuket's local markets open and close in good and convenience time.	3.70	3.68	3.75	0.208	0.812
Phuket's local markets provide a good security for tourists.	3.38	3.29	3.38	0.285	0.752
Good weather	3.59	3.54	3.68	0.830	0.437
The vendors are friendly and service mind.	3.77	3.62	3.78	1.281	0.279
The vendors can communicate in English with tourist.	3.40	3.29	3.30	0.502	0.606
Phuket's local markets provide enough toilets.	3.25	2.86	3.15	4.326	0.014

Remark: *p<0.05, **p<0.01 ***p<0.001

Pull factors

As shown in table 31, the one-way ANOVA describes the result of partial support of the differences between age and the motivations of international tourists visiting local markets in Phuket (Pull factors). The finding revealed that there was a statistically significant difference of $p = 0.000, 0.008, 0.014, 0.017, 0.024$ and 0.042 in the scores of, Phuket's local markets have interesting shop decorations, for below 20 -30 years ($\bar{x}=3.75$), 31-50 years ($\bar{x}=3.32$), 51-older than 60 years, ($\bar{x}=3.44$), Phuket's local markets provide enough car parking facilities for below 20 -30 years ($\bar{x}=2.98$) 31-50 years ($\bar{x}=2.85$) 51-older than 60 years ($\bar{x}=3.27$), Phuket's local markets provide adequate toilet facilities for below 20 -30 years ($\bar{x}=3.25$), 31-50 years ($\bar{x}=2.86$), 51-

older than 60 years ($\bar{x}=3.15$), Phuket's local markets have a unique atmosphere for below 20 -30 years ($\bar{x}=4.05$), 31-50 years ($\bar{x}=3.77$), 51-older than 60 years ($\bar{x}=3.81$), Phuket's local markets have a suitable selection of shops for below 20 -30 years ($\bar{x}=3.63$), 31-50 years ($\bar{x}=3.35$), 51-older than 60 years ($\bar{x}=3.55$), and the local markets provide good advertising to motivate tourists to visit for below 20 -30 years ($\bar{x}=3.43$), 31-50 years ($\bar{x}=3.14$), 51-older than 60 years ($\bar{x}=3.36$).

Table 32 ANOVA compares the motivation to visit local markets in Phuket (Pull factors) by nationality.

Pull factors	Mean							ANOVA	
	Asian	European	Australian	North American	South American	African	F	P	
Place									
Phuket's local markets have unique atmosphere.	3.95	3.72	4.02	3.94	4.14	3.87	1.531	0.179	
Phuket's local markets have a suitable size of shops.	3.53	3.38	3.64	3.72	3.71	3.87	1.315	0.257	
Phuket's local markets have an interesting shop decoration.	3.66	3.22	3.62	3.50	3.71	4.00	4.491	0.001***	
Phuket's local markets are in convenience location.	3.52	3.42	3.78	3.44	3.42	3.75	0.911	0.474	
Phuket's local markets provide enough car parks.	3.20	2.87	2.89	2.66	3.28	2.87	2.058	0.070	
Phuket's local markets are clean and neat.	3.12	3.01	3.13	2.94	3.14	3.25	0.303	0.911	
Promotion									
The sellers provide buy 1 get 1 free promotion.	3.00	2.82	3.29	2.77	3.28	2.75	1.905	0.092	
The sellers provide discount promotion.	3.39	3.21	3.81	3.22	3.28	3.50	2.611	0.024*	

Table 32Continued

Pull factors	Mean							ANOVA	
	Asian	European	Australian	North American	South American	African	F	P	
Motivation to visit local markets									
The local markets provide a good advertising to motivate tourist to visit.	3.45	3.05	3.48	3.33	3.57	3.37	3.055	0.010**	
Price									
The tourist can bargain the products at local markets.	3.35	3.44	3.62	3.83	3.57	4.25	2.116	0.063	
A product is cheaper than shopping mall.	3.80	3.85	4.16	3.83	3.42	3.87	1.341	0.246	
Product									
Phuket's local markets provide unique local foods and beverages.	3.91	3.76	3.83	3.72	3.57	4.37	1.036	0.396	
Phuket's local markets provide unique souvenir.	3.78	3.46	3.64	3.66	3.57	3.75	1.771	0.118	
Phuket's local markets provide a variety of products.	3.89	3.74	3.97	4.00	4.28	4.50	1.904	0.092	
Phuket's local markets provide fashionable clothes and accessory.	3.70	3.37	3.78	3.11	3.85	3.62	3.525	0.004**	
Phuket's local markets provide fresh seafood.	3.77	3.45	3.54	3.38	3.42	4.12	2.397	0.037*	
Phuket's local markets provide fresh fruits.	3.98	3.93	3.91	3.66	3.42	4.50	1.529	0.180	
Phuket's local markets provide a good quality of products.	3.58	3.65	3.70	3.27	3.42	3.62	0.757	0.581	
Other									
The tourist can find transport to local market easily.	3.58	3.46	3.67	3.33	3.28	4.12	1.195	0.310	
Phuket's local markets open and close in good and convenience time.	3.73	3.67	3.86	3.38	3.42	4.00	1.035	0.396	

Table 32 Continued

Pull factors	Mean							ANOVA	
	Asian	European	Australian	North American	South American	African	F	P	
Phuket's local markets provide a good security for tourists.	3.51	3.18	3.21	3.27	3.14	3.25	1.769	0.118	
Good weather	3.67	3.51	3.62	3.33	3.28	4.00	1.309	0.259	
The vendors are friendly and service mind.	3.85	3.65	3.72	3.11	3.28	3.50	2.891	0.014*	
The vendors can communicate in English with tourist.	3.51	3.07	3.29	3.33	3.14	3.50	3.440	0.005**	
Phuket's local markets provide enough toilets.	3.30	2.87	2.83	2.66	3.28	3.12	3.317	0.006**	

Remark: *p<0.05, **p<0.01 ***p<0.001

Pull factors

Table 32 presents the partial support of the difference in the levels of motivation of international tourists visiting local markets in Phuket (Pull factors) between nationalities. The finding revealed that there was a statistically significant difference of p= 0.001, 0.004, 0.005, 0.006, 0.010, 0.014, 0.024, and 0.037 in that, Phuket's local markets have interesting shop decorations, for Asians ($\bar{x}=3.66$), Europeans ($\bar{x}=3.22$), Australians ($\bar{x}=3.62$), North Americans ($\bar{x}=3.50$), South Americans ($\bar{x}=3.71$), Africans ($\bar{x}=4.00$), followed by, Phuket's local markets provide fashionable clothes and accessories for Asians ($\bar{x}=3.70$), Europeans ($\bar{x}=3.37$), Australians ($\bar{x}=3.78$), North Americans ($\bar{x}=3.11$), South Americans ($\bar{x}=3.85$), Africans ($\bar{x}=3.62$), the vendors can communicate in English with tourists, for Asians ($\bar{x}=3.51$), Europeans ($\bar{x}=3.07$), Australians ($\bar{x}=3.29$), North Americans ($\bar{x}=3.33$), South Americans ($\bar{x}=3.14$), Africans ($\bar{x}=3.50$), Phuket's local markets provide adequate toilet facilities, for Asians ($\bar{x}=3.30$), Europeans ($\bar{x}=2.87$), Australians ($\bar{x}=3.83$), North Americans ($\bar{x}=2.66$), South Americans ($\bar{x}=3.28$), Africans ($\bar{x}=3.12$), local markets provide good advertising to motivate tourists to visit, for Asians ($\bar{x}=3.45$), Europeans ($\bar{x}=3.05$), Australians ($\bar{x}=3.48$), North Americans ($\bar{x}=3.33$), South Americans ($\bar{x}=3.57$), Africans ($\bar{x}=3.37$), vendors are friendly and service minded, for Asians (\bar{x}

=3.85), Europeans (\bar{x} =3.65), Australians (\bar{x} =3.72), North Americans (\bar{x} =3.11), South Americans (\bar{x} =3.28), Africans (\bar{x} =3.50), sellers provide discounted promotions, for Asians (\bar{x} =3.39), Europeans (\bar{x} =3.21), Australians (\bar{x} =3.81), North Americans (\bar{x} =3.22), South Americans (\bar{x} =3.28), Africans (\bar{x} =3.50), Phuket's local markets provide fresh seafood, for Asians (\bar{x} =3.77), Europeans (\bar{x} =3.45), Australians (\bar{x} =3.54), North Americans (\bar{x} =3.38), South Americans (\bar{x} =3.42), Africans (\bar{x} =4.12).

Table 33 ANOVA compares the motivation to visit local markets in Phuket (Pull factors) by status

Pull factors	Mean			ANOVA	
	Single	Married	Separated/Divorced	F	P
Motivation to visit local markets					
<u>Place</u>					
Phuket's local markets have unique atmosphere.	3.99	3.84	3.40	5.496	0.004**
Phuket's local markets have a suitable size of shops.	3.60	3.47	3.18	3.135	0.045*
Phuket's local markets have an interesting shop decoration.	3.67	3.42	3.00	7.890	0.000***
Phuket's local markets are in convenience location.	3.60	3.50	2.92	5.592	0.004**
Phuket's local markets provide enough car parks.	2.91	3.11	3.25	1.996	0.137
Phuket's local markets are clean and neat.	3.11	3.05	3.03	0.191	0.826
<u>Promotion</u>					
The sellers provide buy 1 get 1 free promotion.	3.05	2.90	2.81	1.540	0.216
The sellers provide discount promotion.	3.40	3.34	3.22	0.497	0.609
The local markets provide a good advertising to motivate tourist to visit.	3.38	3.27	3.14	0.898	0.408

Table 33 Continued

Pull factors	Mean			ANOVA	
	Single	Married	Separated/Divorced	F	P
Motivation to visit local markets					
Price					
The tourist can bargain the products at local markets.	3.55	3.38	3.25	1.856	0.158
A product is cheaper than shopping mall.	3.90	3.87	3.25	6.513	0.002**
Product					
Phuket's local markets provide unique local foods and beverages.	3.97	3.79	3.48	3.954	0.020*
Phuket's local markets provide unique souvenir.	3.76	3.62	3.11	5.484	0.004**
Phuket's local markets provide a variety of products.	4.04	3.75	3.59	6.702	0.001***
Phuket's local markets provide fashionable clothes and accessory.	3.73	3.47	3.25	5.258	0.006**
Phuket's local markets provide fresh seafood.	3.71	3.59	3.25	2.618	0.074
Phuket's local markets provide fresh fruits.	3.95	4.01	3.33	7.194	0.001***
Phuket's local markets provide a good quality of products.	3.61	3.63	3.18	3.271	0.039*
Other					
The tourist can find transport to local market easily.	3.51	3.57	3.51	0.198	0.821
Phuket's local markets open and close in good and convenience time.	3.71	3.73	3.51	0.655	0.520
Phuket's local markets provide a good security for tourists.	3.33	3.40	3.14	0.683	0.506
Good weather	3.60	3.63	3.33	1.267	0.283
The vendors are friendly and service mind.	3.70	3.80	3.33	3.007	0.050*

Table 33Continued

Pull factors	Mean			ANOVA	
	Single	Married	Separated/ Divorced	F	P
The vendors can communicate in English with tourist.	3.36	3.31	3.29	0.163	0.850
Phuket's local markets provide enough toilets.	3.02	3.12	3.29	0.753	0.472

Remark: *p<0.05, **p<0.01 ***p<0.001

Pull factors

Table 33 presents the partial support of the differences in motivation levels of international tourists visiting local market in Phuket (Pull factors) between marital statuses. The finding revealed that there was a statistically significant difference of $p = 0.000, 0.001, 0.001, 0.002, 0.004, 0.004, 0.004, 0.006, 0.020, 0.039, 0.045,$ and 0.050 in the source of, Phuket's local markets have interesting shop decorations, for singles ($\bar{x}=3.67$), married ($\bar{x}=3.42$), separated/ divorced ($\bar{x}=3.00$), followed by Phuket's local markets provide a variety of products, for singles ($\bar{x}=4.04$), married ($\bar{x}=3.75$), separated/ divorced ($\bar{x}=3.59$), Phuket's local markets provide fresh fruits for singles ($\bar{x}=3.95$), married ($\bar{x}=4.01$), separated/ divorced ($\bar{x}=3.33$), products are cheaper than shopping malls, for singles ($\bar{x}=3.90$), married ($\bar{x}=3.87$), separated/ divorced ($\bar{x}=3.25$), Phuket's local markets have a unique atmosphere, for singles ($\bar{x}=3.99$), married ($\bar{x}=3.84$), separated/ divorced ($\bar{x}=3.40$), Phuket's local markets are in convenient locations, for singles ($\bar{x}=3.60$), married ($\bar{x}=3.50$), separated/ divorced ($\bar{x}=2.92$), Phuket's local markets provide unique souvenirs, for single ($\bar{x}=3.76$), married ($\bar{x}=3.62$), separated/ divorced ($\bar{x}=3.11$), Phuket's local markets provide fashionable clothes and accessories, for singles ($\bar{x}=3.73$), married ($\bar{x}=3.47$), separated/ divorced ($\bar{x}=3.25$), Phuket's local markets provide unique local food and beverages for singles ($\bar{x}=3.97$), married ($\bar{x}=3.79$), separated/ divorced ($\bar{x}=3.48$), Phuket's local markets provide good quality products, for singles ($\bar{x}=3.61$), married ($\bar{x}=3.63$), separated/ divorced ($\bar{x}=3.18$), Phuket's local markets have a selection of shops, for singles ($\bar{x}=3.60$), married ($\bar{x}=3.47$), separated/ divorced ($\bar{x}=3.18$), vendors are friendly and service minded, for singles ($\bar{x}=3.70$), married ($\bar{x}=3.80$), separated/ divorced ($\bar{x}=3.33$).

Table 34 ANOVA compares the motivation to visit local markets in Phuket (Pull factors) by education

Pull factors Motivation to visit local markets	Mean				ANOVA	
	Primary / High school	Diploma / Undergraduate	Graduate or higher	No education	F	P
<u>Place</u>						
Phuket's local markets have unique atmosphere.	3.93	3.39	3.73	4.33	1.920	0.126
Phuket's local markets have a suitable size of shops.	3.71	3.49	3.36	3.50	2.810	0.039*
Phuket's local markets have an interesting shop decoration.	3.70	3.46	3.38	4.00	2.807	0.039*
Phuket's local markets are in convenience location.	3.54	3.57	3.34	3.83	1.660	0.175
Phuket's local markets provide enough car parks.	3.26	3.11	2.67	3.83	6.559	0.000***
Phuket's local markets is clean and neat.	3.10	3.15	2.89	3.66	2.170	0.091
<u>Promotion</u>						
The sellers provide buy 1 get 1 free promotion.	3.17	3.02	2.64	3.50	6.990	0.000***
The sellers provide discount promotion.	3.51	3.40	3.14	3.83	3.808	0.010**
The local markets provide a good advertising to motivate tourist to visit.	3.45	3.31	3.19	3.50	1.235	0.296
<u>Price</u>						
The tourist can bargain the products at local markets.	3.49	3.45	3.42	3.00	0.483	0.694
A product is cheaper than shopping mall.	3.81	3.85	3.83	3.33	0.811	0.488
<u>Product</u>						
Phuket's local markets provide unique local foods and beverages.	3.90	3.88	3.76	3.66	0.556	0.644

Table 34Continued

Pull factors Motivation to visit local markets	Mean				ANOVA	
	Primary / High school	Diploma / Undergraduate	Graduate or higher	No education	F	P
Phuket's local markets provide unique souvenir.	3.74	3.72	3.48	3.16	2.230	0.084
Phuket's local markets provide a variety of products.	3.92	3.91	3.76	3.50	1.183	0.316
Phuket's local markets provide fashionable clothes and accessory.	3.72	3.61	3.36	3.50	2.900	0.035*
Phuket's local markets provide fresh seafood.	3.64	3.63	3.62	3.16	0.424	0.736
Phuket's local markets provide fresh fruits.	3.75	4.04	3.94	3.83	2.434	0.064
Phuket's local markets provide a good quality of products.	3.68	3.58	3.60	2.83	1.881	0.132
Other						
The tourist can find transport to local market easily.	3.60	3.56	3.46	3.33	0.531	0.661
Phuket's local markets open and close in good and convenience time.	3.65	3.72	3.76	3.33	0.601	0.614
Phuket's local markets provide a good security for tourists.	3.52	3.40	3.16	2.33	3.784	0.011*
Good weather.	3.55	3.60	3.56	2.83	1.929	0.124
The vendors are friendly and service mind.	3.69	3.76	3.75	2.66	2.639	0.049*
The vendors can communicate in English with tourist.	3.47	3.36	3.17	3.16	1.652	0.177
Phuket's local markets provide enough toilets.	3.37	3.07	2.89	2.83	3.220	0.023*

Remark: *p<0.05, **p<0.01 ***p<0.001

Pull factors

Table 34 presents the results of partial support of the differences in the motivation levels of international tourists visiting local market in Phuket (Pull factors) between educations. The finding revealed that there was a statistically significant difference of $p= 0.000$, 0.000 , 0.010 , 0.011 , 0.023 , 0.035 , 0.039 , 0.039 , and 0.049 in that, Phuket's local markets provide adequate car parking (place) for primary / high school ($\bar{x}=3.26$), diploma/under graduate ($\bar{x}=3.11$), graduate or higher ($\bar{x}=2.67$), no education ($\bar{x}=3.83$), followed by, sellers provide buy one get one free promotion, for primary / high school ($\bar{x}=3.17$), diploma/under graduate ($\bar{x}=3.02$), graduate or higher ($\bar{x}=2.64$), no education ($\bar{x}=3.50$), sellers provide discounted promotions, for primary / high school ($\bar{x}=3.51$), diploma/under graduate ($\bar{x}=3.40$), graduate or higher ($\bar{x}=3.14$), no education ($\bar{x}=3.83$), Phuket's local markets provide good security for tourists, for primary / high school ($\bar{x}=3.52$), diploma/under graduate ($\bar{x}=3.40$), graduate or higher ($\bar{x}=3.16$), no education ($\bar{x}=2.33$), Phuket's local markets provide adequate toilets facilities, for primary / high school ($\bar{x}=3.37$), diploma/under graduate ($\bar{x}=3.07$), graduate or higher ($\bar{x}=2.89$), no education ($\bar{x}=2.83$), Phuket's local markets provide fashionable clothes and accessories, for primary / high school ($\bar{x}=3.72$), diploma/under graduate ($\bar{x}=3.61$), graduate or higher ($\bar{x}=3.36$), no education ($\bar{x}=3.50$), Phuket's local markets have a selection of shops, for primary / high school ($\bar{x}=3.71$), diploma/under graduate ($\bar{x}=3.49$), graduate or higher ($\bar{x}=3.36$), no education ($\bar{x}=3.50$), Phuket's local markets have interesting shop decorations for primary / high school ($\bar{x}=3.70$), diploma/under graduate ($\bar{x}=3.46$), graduate or higher ($\bar{x}=3.38$), no education ($\bar{x}=4.00$), vendors are friendly and service minded, for primary / high school ($\bar{x}=3.69$), diploma/under graduate ($\bar{x}=3.76$), graduate or higher ($\bar{x}=3.75$), no education ($\bar{x}=2.66$).

Table 35 ANOVA compares the motivation to visit local markets in Phuket (Pull factors) by income

Pull factors	Mean			ANOVA	
	Less than 500-1,500 USD	1,501-3,500 USD	3,501- over 4,501 USD	F	P
Place					
Phuket's local markets have unique atmosphere.	4.01	3.82	3.75	2.829	0.060
Phuket's local markets have a suitable size of shops.	3.64	3.43	3.43	2.814	0.061
Phuket's local markets have an interesting shop decoration.	3.67	3.42	3.37	4.105	0.017*
Phuket's local markets are in convenience location.	3.60	3.42	3.53	1.466	0.232
Phuket's local markets provide enough car parks.	3.20	2.90	3.01	2.884	0.057
Phuket's local markets are clean and neat.	3.22	3.00	2.97	2.574	0.077
Promotion					
The sellers provide buy 1 get 1 free promotion.	3.00	3.02	2.72	3.028	0.049*
The sellers provide discount promotion.	3.42	3.39	3.17	1.960	0.142
The local markets provide a good advertising to motivate tourist to visit.	3.44	3.30	3.06	3.806	0.023*
Price					
The tourist can bargain the products at local markets.	3.49	3.45	3.32	0.736	0.480
A product is cheaper than shopping mall.	3.89	3.77	3.92	1.134	0.323
Product					
Phuket's local markets provide unique local foods and beverages.	4.05	3.73	3.70	5.879	0.003**

Table 35Continued

Pull factors	Mean			ANOVA	
	Less than 500-1,500 USD	1,501-3,500 USD	3,501- over 4,501 USD	F	P
Phuket's local markets provide unique souvenir.	3.88	3.51	3.53	6.914	0.001***
Phuket's local markets provide a variety of products.	4.04	3.78	3.72	4.989	0.007**
Phuket's local markets provide fashionable clothes and accessory.	3.72	3.52	3.39	3.640	0.027*
Phuket's local markets provide fresh seafood.	3.72	3.56	3.60	1.063	0.346
Phuket's local markets provide fresh fruits.	4.05	3.86	3.91	1.986	0.138
Phuket's local markets provide a good quality of products.	3.62	3.58	3.58	0.108	0.898
Other					
The tourist can find transport to local market easily.	3.59	3.43	3.70	2.380	0.094
Phuket's local markets open and close in good and convenience time.	3.73	3.66	3.78	0.524	0.592
Phuket's local markets provide a good security for tourists.	3.54	3.23	3.27	3.502	0.031*
Good weather	3.70	3.50	3.64	2.311	0.100
The vendors are friendly and service mind.	3.82	3.58	3.88	4.171	0.016*
The vendors can communicate in English with tourist.	3.56	3.21	3.15	6.863	0.001***
Phuket's local markets provide enough toilets.	3.37	2.86	3.05	8.229	0.000***

Remark: *p<0.05, **p<0.01 ***p<0.001

Pull factors

Based on the information provided in table 35 the show partial support of the differences in the motivation levels of international tourists visiting local markets in Phuket, (Pull factors) between incomes. The findings revealed that there was a statistically significant difference of $p = 0.000, 0.001, 0.001, 0.003, 0.007, 0.016, 0.017, 0.023, 0.027, 0.031,$ and 0.049 in the source of incomes less than 500-1,500 USD ($\bar{x}=3.37$), 1,501-3,500 USD ($\bar{x}=2.86$), 3,501- over 4,501 USD ($\bar{x}=3.05$), followed by, Phuket's local markets provide unique souvenirs for incomes less than 500-1,500 USD ($\bar{x}=3.88$), 1,501-3,500 USD ($\bar{x}=3.51$), 3,501- over 4,501 USD ($\bar{x}=3.53$), vendors can communicate in English with tourists for incomes less than 500-1,500 USD ($\bar{x}=3.56$), 1,501-3,500 USD ($\bar{x}=3.21$), 3,501- over 4,501 USD ($\bar{x}=3.15$), Phuket's local markets provide unique local food and beverages for incomes less than 500-1,500 USD ($\bar{x}=4.05$), 1,501-3,500 USD ($\bar{x}=3.73$), 3,501- over 4,501 USD ($\bar{x}=3.70$), Phuket's local markets provide a variety of products for incomes less than 500-1,500 USD ($\bar{x}=4.04$), 1,501-3,500 USD ($\bar{x}=3.78$), 3,501- over 4,501 USD ($\bar{x}=3.72$), vendors are friendly and service minded, for incomes less than 500-1,500 USD ($\bar{x}=3.82$), 1,501-3,500 USD ($\bar{x}=3.58$), 3,501- over 4,501 USD ($\bar{x}=3.88$), Phuket's local markets have interesting shop decorations for incomes less than 500-1,500 USD ($\bar{x}=3.67$), 1,501-3,500 USD ($\bar{x}=3.42$), 3,501- over 4,501 USD ($\bar{x}=3.37$), local markets provide good advertising to motivate tourists to visit, for incomes less than 500-1,500 USD ($\bar{x}=3.44$), 1,501-3,500 USD ($\bar{x}=3.30$), 3,501- over 4,501 USD ($\bar{x}=3.06$), Phuket's local markets provide fashionable clothes and accessories for incomes less than 500-1,500 USD ($\bar{x}=3.72$), 1,501-3,500 USD ($\bar{x}=3.52$), 3,501- over 4,501 USD ($\bar{x}=3.39$), Phuket's local markets provide good security for tourists, for incomes less than 500-1,500 USD ($\bar{x}=3.54$), 1,501-3,500 USD ($\bar{x}=3.23$), 3,501- over 4,501 USD ($\bar{x}=3.27$), sellers provide buy one get one free promotion for incomes less than 500-1,500 USD ($\bar{x}=3.00$), 1,501-3,500 USD ($\bar{x}=3.02$), 3,501 - over 4,501 USD ($\bar{x}=2.72$).

4.9 T-test and ANOVA compares the sources by gender, age, nationality, status, education, income.

Table 36 T-test comparing sources by gender

Information source	Mean		T-Test	
	Male	Female	t - value	p - value
Word of mouth (friends and relatives)	1.65	1.73	-1.883	0.060
Travel guidebooks	1.87	1.82	1.481	0.139
Travel agents and tour wholesalers	1.74	1.80	-1.489	0.137
Advertising (such as; TV., Brochures, Print media, Newspaper, Magazine)	1.92	1.92	0.181	0.857
Internet	1.68	1.66	0.512	0.609
Hotel	1.73	1.60	2.878	0.004**
Accident	1.82	1.84	-0.515	0.607
Other (eg. Map)	2.00	1.99	1.000	0.318

Remark: *p<0.05, **p<0.01 ***p<0.001

Information Sources

Based on the information presented in table 36 the results show partial support of the differences in the information sources between genders. The finding revealed that there was a statistically significant difference of $p = 0.004$ in the scores of hotels for males ($\bar{x} = 1.73$) females ($\bar{x} = 1.60$).

Table 37 ANOVA compares the information source by age

Information searching	Mean			ANOVA	
	Below 20 -30 years	31-50 years	51-older than 60 years	F	P
Word of mouth (friends and relatives)	1.65	1.73	1.68	1.012	0.364
Travel guidebooks	1.83	1.85	1.86	0.234	0.791
Travel agents and tour wholesalers	1.79	1.75	1.77	0.352	0.704
Advertising (such as; TV., Brochures, Print media, Newspaper, Magazine)	1.92	1.90	1.94	0.883	0.414
Internet	1.65	1.66	1.69	0.220	0.803
Hotel	1.70	1.61	1.68	1.531	0.217

Table 37Continued

Information searching	Mean			ANOVA	
	Below 20	31-50	51-older than	F	P
	-30 years	years	60 years		
Accident	1.85	1.81	1.83	0.448	0.639
Other (eg.Map)	1.99	2.00	2.00	1.000	0.369

Remark: *p<0.05, **p<0.01 ***p<0.001

Information Sources

From the information shown in table 37 there were no statistically significant differences in scores for age level below 20 -30 years, 31-50 years and 51-older than 60 years with regards to sources of information.

Table 38 ANOVA comparing between information sources and nationalities

Source	Mean							ANOVA	
	Asian	European	Australian	North American	South American	African	F	P	
Word of mouth (friends and relatives)	1.72	1.74	1.48	1.61	1.57	1.25	3.832	0.002**	
Travel guidebooks	1.86	1.87	1.89	1.55	1.85	1.62	3.398	0.005**	
Travel agents and tour wholesalers	1.67	1.85	1.83	1.88	2.00	2.00	5.085	0.000***	
Advertising (such as; TV.,Brochures, Print media, Newspaper, Magazine)	1.92	1.90	1.94	2.00	2.00	1.87	0.666	0.650	
Internet	1.59	1.76	1.70	1.77	1.57	2.00	3.527	0.004**	
Hotel	1.76	1.53	1.54	1.83	1.57	1.75	5.793	0.000***	
Accident	1.88	1.77	1.78	1.72	2.00	1.87	2.272	0.047*	
Other (eg. Map)	2.00	1.99	2.00	2.00	2.00	2.00	0.385	0.859	

Remark: *p<0.05, **p<0.01 ***p<0.001

Information Sources

The result displayed in table 38reported that One Way ANOVA used to compare the information sources that influenced the motivations of international tourist visiting

local markets in Phuket by nationality. There was a statistically significant difference of $p= 0.000$, 0.000 , 0.002 , 0.004 , 0.005 and 0.047 in scores of travel agents and tour wholesalers, for Asians ($\bar{x}=1.67$), Europeans ($\bar{x}=1.85$), Australians ($\bar{x}=1.83$), North Americans ($\bar{x}=1.88$), South Americans ($\bar{x}=2.00$), Africans ($\bar{x}=2.00$), hotels, for Asians ($\bar{x}=1.76$), Europeans ($\bar{x}=1.53$), Australians ($\bar{x}=1.54$), North Americans ($\bar{x}=1.83$), South Americans ($\bar{x}=1.57$), Africans ($\bar{x}=1.75$), word of mouth (friends and relatives), for Asians ($\bar{x}=1.72$), Europeans ($\bar{x}=1.74$), Australians ($\bar{x}=1.48$), North Americans ($\bar{x}=1.61$), South Americans ($\bar{x}=1.57$), Africans ($\bar{x}=1.25$), Internet, for Asians ($\bar{x}=1.59$), Europeans ($\bar{x}=1.76$), Australians ($\bar{x}=1.70$), North Americans ($\bar{x}=1.77$), South Americans ($\bar{x}=1.57$), Africans ($\bar{x}=2.00$), travel guidebooks, for Asians ($\bar{x}=1.86$), Europeans ($\bar{x}=1.87$), Australians ($\bar{x}=1.89$), North Americans ($\bar{x}=1.55$), South Americans ($\bar{x}=1.85$), Africa ($\bar{x}=1.62$), accident for Asians ($\bar{x}=1.88$), Europeans ($\bar{x}=1.77$), Australians ($\bar{x}=1.78$), North Americans ($\bar{x}=1.72$), South Americans ($\bar{x}=2.00$), Africans ($\bar{x}=1.87$).

Table 39 ANOVA comparing between information source and status

Source	Mean			ANOVA	
	Single	Married	Separated/Divorced	F	P
Word of mouth (friends and relatives).	1.60	1.75	1.88	7.914	0.000***
Travel guidebooks.	1.83	1.88	1.70	3.561	0.029*
Travel agents and tour wholesalers.	1.80	1.72	1.88	2.862	0.058
Advertising (such as; TV., Brochures, Print media, Newspaper, Magazine)	1.93	1.92	1.81	2.507	0.083
Internet.	1.73	1.62	1.62	2.943	0.054
Hotel.	1.71	1.63	1.55	2.462	0.086
Accident.	1.84	1.84	1.66	2.912	0.055
Other (eg.Map)	1.99	2.00	2.00	0.642	0.527

Remark: * $p<0.05$, ** $p<0.01$ *** $p<0.001$

Information Sources

The result shown from table 39 reported that One Way ANOVA used to compare the information sources that influenced the motivations of international tourist visiting local markets in Phuket by marital status. There was a statistically significant difference of $p=$

0.000 and 0.029 in sources of, word of mouth (friends and relatives) for singles ($\bar{x}=1.60$), married ($\bar{x}=1.75$), separated/ divorced ($\bar{x}=1.88$), travel guidebooks for singles ($\bar{x}=1.83$), married ($\bar{x}=1.88$), separated/ divorced ($\bar{x}=1.70$).

Table 40 ANOVA comparing between the information sources and education

source	Mean					ANOVA	
	Primary / High school	Diploma/ Undergraduate	Graduate or higher	No education	F	P	
Word of mouth (friends and relatives)	1.67	1.75	1.59	1.83	3.290	0.021*	
Travel guidebooks	1.90	1.86	1.78	1.50	4.007	0.008**	
Travel agents and tour wholesalers	1.72	1.73	1.88	1.66	3.975	.008**	
Advertising (such as; TV., Brochures, Print media, Newspaper, Magazine)	1.90	1.91	1.94	2.00	0.809	0.489	
Internet	1.72	1.62	1.68	2.00	2.050	0.106	
Hotel	1.69	1.68	1.60	1.83	1.140	0.333	
Accident	1.89	1.80	1.84	1.66	1.663	0.174	
Other (eg.Map)	1.99	2.00	2.00	2.00	1.079	0.358	

Remark: * $p < 0.05$, ** $p < 0.01$ *** $p < 0.001$

Information Sources

The result shown in table 40 reported that One Way ANOVA used to compare the information sources that influenced the motivations of international tourist visiting local markets in Phuket by education. There was a statistically significant difference of $p = 0.008$, 0.008 , and 0.021 in sources of travel guidebooks, for primary / high school ($\bar{x}=1.90$), diploma graduate ($\bar{x}=1.86$), graduate or higher ($\bar{x}=1.78$), no education ($\bar{x}=1.50$), followed by travel agents and tour wholesalers, for primary / high school ($\bar{x}=1.72$), diploma/under graduate ($\bar{x}=1.73$), graduate or higher ($\bar{x}=1.88$), no education ($\bar{x}=1.66$), word of mouth (friends and relatives), for primary / high school ($\bar{x}=1.67$), diploma/under graduate ($\bar{x}=1.75$), graduate or higher ($\bar{x}=1.59$), no education ($\bar{x}=1.83$).

Table 41 ANOVA comparing between information sources and income

Source	Mean			ANOVA	
	Less than	1,501-3,500	3,501- over	F	P
	500-1,500 USD	USD	4,501 USD		
Word of mouth (friends and relatives)	1.67	1.70	1.69	0.202	0.817
Travel guidebooks	1.86	1.85	1.79	1.028	0.358
Travel agents and tour wholesalers	1.73	1.80	1.77	1.184	0.307
Advertising (such as; TV., Brochures, Print media, Newspaper, Magazine)	1.91	1.93	1.91	0.471	0.625
Internet	1.62	1.70	1.69	1.628	0.198
Hotel	1.78	1.58	1.62	8.131	0.000***
Accident	1.84	1.82	1.83	0.150	0.860
Other (eg.Map)	2.00	1.99	2.00	0.624	0.536

Remark: *p<0.05, **p<0.01 ***p<0.001

Information Source

The result shown from table 41 reported that One Way ANOVA used to compare the information sources that influenced the motivations of international tourist visiting local markets in Phuket by income. There was a statistically significant difference of $p=0.000$ in source of hotels less than 500-1,500 USD ($\bar{x}=1.78$), 1,501-3,500 USD ($\bar{x}=1.58$), 3,501- over 4,501 USD ($\bar{x}=1.62$).

4.10 T-test and ANOVA compares the attraction of local markets in Phuket by gender, age, nationality, status, education, income.

Table 42 T-test compares the attraction of local markets in Phuket by gender

Attraction	Mean		T-Test	
	Male	Female	t - value	p - value
Local products or souvenirs	1.67	1.64	0.609	0.543
Original culture	1.71	1.71	-0.106	0.915
Fresh farm products	1.80	1.79	0.359	0.720
Atmosphere	1.77	1.76	0.330	0.742
Phuket's local language	1.93	1.88	1.511	0.131
Local people's lifestyles	1.76	1.73	0.779	0.436
Local foods	1.45	1.44	0.289	0.772
Variety of products	1.75	1.78	-0.683	0.495
Cheap prices	1.56	1.51	0.964	0.335
Good promotions	1.93	1.93	0.192	0.848
Kindness(Friendliness) of venders	1.81	1.85	-1.290	0.198
Bargains	1.86	1.75	2.855	0.005**
Architecture	1.89	1.88	0.306	0.760
Cleanliness	1.93	1.93	-0.192	0.848
Other (eg. Fun)	2.00	1.99	1.418	0.157

Remark: *p<0.05, **p<0.01 ***p<0.001

Attractions

Table 42 presents the result of partial support of the differences in the attractiveness of local markets in Phuket between genders. The findings revealed that there was a statistically significant difference of $p = 0.005$ in the scores of bargains for males ($\bar{x}=1.86$) females ($\bar{x}=1.75$).

Table 43 ANOVA comparing the attraction of local markets in Phuket by age

Attraction	Mean			ANOVA	
	Below 20	31-50	51-older than	F	P
	-30 years	years	60 years		
Local products or souvenirs	1.64	1.68	1.65	0.319	0.727
Original culture	1.69	1.77	1.68	1.672	0.189
Fresh farm products	1.83	1.84	1.72	3.974	0.019*
Atmosphere	1.76	1.81	1.73	1.128	0.325
Phuket's local language	1.92	1.90	1.89	0.336	0.715
Local people's lifestyles	1.77	1.79	1.68	3.091	0.046*
Local foods	1.49	1.41	1.44	0.867	0.421
Variety of products	1.75	1.77	1.77	0.207	0.813
Cheap prices	1.56	1.46	1.59	2.729	0.066
Good promotions	1.96	1.92	1.90	1.926	0.147
Kindness(Friendliness) of vendors	1.82	1.85	1.81	0.348	0.706
Bargains	1.83	1.80	1.79	0.317	0.728
Architecture	1.87	1.90	1.88	0.280	0.756
Cleanliness	1.94	1.93	1.91	0.476	0.620
Other (eg. Fun)	2.00	2.00	1.98	2.041	0.135

Remark: *p<0.05, **p<0.01 ***p<0.001

Attractions

Table 43 presents the result of partial support of the differences in the attractiveness of local markets in Phuket between ages. The findings revealed that there was a statistically significant difference of $p = 0.019$ and 0.046 in the scores of fresh farm products for those below 20 -30 years ($\bar{x}=1.83$), 31-50 years ($\bar{x}=1.84$), 51-older than 60 years ($\bar{x}=1.72$) and local people lifestyles for those below 20 -30 years ($\bar{x}=1.77$), 31-50 years ($\bar{x}=1.79$), 51-older than 60 years ($\bar{x}=1.68$).

Table 44 ANOVA comparing between attractions and nationality

Attraction	Mean							ANOVA	
	Asian	European	Australian	North American	South American	African	F	P	
Local products or souvenirs	1.63	1.65	1.81	1.61	2.00	1.62	1.675	0.139	
Original culture	1.68	1.74	1.72	1.94	1.42	1.72	1.833	0.105	
Fresh farm products	1.76	1.83	1.78	1.88	1.71	1.87	0.834	0.526	
Atmosphere	1.79	1.76	1.75	1.61	1.71	1.75	0.602	0.698	
Phuket's local language	1.88	1.92	1.97	1.88	2.00	2.00	1.116	0.351	
Local people's lifestyles	1.73	1.72	1.91	1.77	2.00	1.75	1.795	0.113	
Local foods	1.44	1.48	1.29	1.44	1.71	1.37	1.320	0.255	
Variety of products	1.73	1.85	1.83	1.55	1.71	1.25	5.379	0.000***	
Cheap prices	1.63	1.45	1.29	1.44	2.00	1.62	5.737	0.000***	
Good promotions	1.93	1.91	1.94	2.00	2.00	1.87	0.705	0.620	
Kindness(Friendliness) of venders	1.77	1.88	1.89	1.83	2.00	2.00	2.356	0.040*	
Bargains	1.85	1.80	1.78	1.55	1.85	1.62	2.462	0.032*	
Architecture	1.86	1.91	1.91	1.83	1.85	2.00	0.703	0.622	
Cleanliness	1.90	1.95	1.94	1.94	2.00	2.00	1.027	0.401	
Other (eg. Fun)	1.99	2.00	2.00	2.00	2.00	2.00	0.402	0.848	

Remark: *p<0.05, **p<0.01 ***p<0.001

Attraction

Table 44 presented the result of partial support of the differences in the attractiveness of local markets in Phuket between nationalities. The findings revealed that there was a statistically significant difference of $p = 0.000, 0.000, 0.032,$ and 0.040 in scores of variety of products for Asians ($\bar{x}=1.73$), Europeans ($\bar{x}=1.85$), Australians ($\bar{x}=1.83$), North Americans ($\bar{x}=1.55$), South Americans ($\bar{x}=1.71$), Africans ($\bar{x}=1.25$), cheap prices for Asians ($\bar{x}=1.63$), Europeans ($\bar{x}=1.45$), Australians ($\bar{x}=1.29$), North Americans ($\bar{x}=1.44$), South Americans ($\bar{x}=2.00$), Africans ($\bar{x}=1.62$), bargains for Asians ($\bar{x}=1.85$), Europeans ($\bar{x}=1.80$), Australians ($\bar{x}=1.78$), North Americans ($\bar{x}=1.55$), South Americans ($\bar{x}=1.85$), Africans ($\bar{x}=1.62$), and kindness (friendliness) of venders for Asians ($\bar{x}=1.77$), Europeans ($\bar{x}=1.88$), Australians ($\bar{x}=1.89$), North Americans ($\bar{x}=1.83$), South Americans ($\bar{x}=2.00$), Africans ($\bar{x}=2.00$).

Table 45 ANOVA comparing between attractions and status

Attraction	Mean			ANOVA	
	Single	Married	Separated/Divorced	F	P
Local products or souvenirs	1.69	1.60	1.88	5.086	0.007**
Original culture	1.74	1.66	1.88	3.728	0.025*
Fresh farm products	1.83	1.75	1.88	2.821	0.061
Atmosphere	1.75	1.78	1.77	0.339	0.713
Phuket's local language	1.88	1.92	1.92	0.885	0.413
Local people's lifestyles	1.76	1.71	1.96	4.279	0.014*
Local foods	1.38	1.48	1.66	4.606	0.010**
Variety of products	1.72	1.81	1.74	2.131	0.120
Cheap prices	1.51	1.55	1.66	1.193	0.304
Good promotions	1.94	1.92	1.92	0.544	0.581
Kindness (Friendliness) of venders	1.85	1.80	1.88	1.284	0.278
Bargains	1.82	1.81	1.74	0.494	0.611
Architecture	1.89	1.89	1.74	3.226	0.041*
Cleanliness	1.94	1.92	1.88	0.803	0.449
Other (eg. Fun)	2.00	1.99	1.96	3.550	0.030*

Remark: * $p < 0.05$, ** $p < 0.01$ *** $p < 0.001$

Attractions

Table 45 presents the results of partial support of the differences in the attractiveness of local markets in Phuket between statuses. The findings revealed that there was a statistically significant difference of $p = 0.007, 0.010, 0.014, 0.025, 0.030,$ and 0.041 in scores of local products or souvenirs for singles ($\bar{x}=1.69$), married ($\bar{x}=1.60$), separated/ divorced ($\bar{x}=1.88$), local foods, for singles ($\bar{x}=1.38$), married ($\bar{x}=1.48$), separated/ divorced ($\bar{x}=1.66$), local people's lifestyle, for singles ($\bar{x}=1.76$), married ($\bar{x}=1.71$), separated/ divorced ($\bar{x}=1.96$), original culture, for singles ($\bar{x}=1.74$), married ($\bar{x}=1.66$), separated/ divorced ($\bar{x}=1.88$), other for singles ($\bar{x}=2.00$), married ($\bar{x}=1.99$), separated/ divorced ($\bar{x}=1.96$), and architecture for singles ($\bar{x}=1.89$), married ($\bar{x}=1.89$), separated/ divorced ($\bar{x}=1.74$).

Table 46 ANOVA comparing between the attractions and education

Attraction	Mean				ANOVA	
	Primary / High	Diploma/ Undergraduate	Graduate or	No education	F	P
Local product or souvenirs	1.78	1.58	1.68	1.83	4.808	0.003**
Original culture	1.76	1.65	1.77	1.66	2.175	0.090
Fresh farm products	1.76	1.74	1.84	1.83	2.728	0.044*
Atmosphere	1.86	1.76	1.71	1.66	2.338	0.073
Phuket local language	1.94	1.89	1.90	2.00	0.849	0.468
Local people lifestyle	1.88	1.70	1.70	2.00	5.072	0.002**
Local foods	1.61	1.37	1.42	1.66	6.028	0.000***
Variety of products	1.84	1.75	1.72	2.00	2.264	0.080
Cheap price	1.56	1.53	1.52	1.83	0.878	0.453
Good promotion	1.95	1.91	1.94	2.00	0.635	0.593
Kindness of vendors	1.88	1.80	1.82	2.00	1.289	0.278
Bargain	1.91	1.78	1.77	1.83	2.973	0.032*
Architecture	1.89	1.87	1.91	1.66	1.380	0.248
Clean	1.98	1.91	1.92	1.83	1.868	0.134
Other (eg.Fun)	2.00	1.99	2.00	2.00	0.739	0.529

Remark: *p<0.05, **p<0.01 ***p<0.001

Attractions

Table 46 presents the results of partial support of the differences in the attractiveness of local markets in Phuket between educations. The findings revealed that there was a statistically significant difference of $p = 0.000, 0.002, 0.003, 0.032$ and 0.044 in scores of local foods, for primary / high schools ($\bar{x}=1.61$), diploma/under graduates ($\bar{x}=1.37$), graduate or higher ($\bar{x}=1.42$), no education ($\bar{x}=1.66$), followed by local people's lifestyles, for primary / high schools ($\bar{x}=1.88$), diploma/under graduates ($\bar{x}=1.70$), graduate or higher ($\bar{x}=1.70$), no education ($\bar{x}=2.00$), local products or souvenirs, for primary / high schools ($\bar{x}=1.78$), diploma/under graduates (\bar{x}

=1.58), graduate or higher (\bar{x} =1.68), no education (\bar{x} =1.83), bargains, for primary / high schools (\bar{x} =1.91), diploma/under graduate (\bar{x} =1.78), graduate or higher (\bar{x} =1.77), no education (\bar{x} =1.83), fresh farm products for primary / high schools (\bar{x} =1.76), diploma/under graduates (\bar{x} =1.74), graduate or higher (\bar{x} =1.84), no education (\bar{x} =1.83).

Table 47 ANOVA comparing between attractions and income

Attraction	Mean			ANOVA	
	Less than	1,501-3,500	3,501- over	F	P
	500-1,500 USD	USD	4,501 USD		
Local product or souvenirs	1.57	1.72	1.67	4.574	0.011*
Original culture	1.68	1.70	1.78	1.223	0.995
Fresh farm products	1.77	1.83	1.77	1.295	0.275
Atmosphere	1.75	1.75	1.84	1.518	0.220
Phuket local language	1.88	1.93	1.91	1.350	0.260
Local people lifestyle	1.72	1.79	1.70	1.864	0.156
Local foods	1.37	1.49	1.49	2.740	0.066
Variety of products	1.71	1.80	1.78	2.208	0.111
Cheap price	1.60	1.51	1.48	2.052	0.130
Good promotion	1.91	1.93	1.94	0.441	0.644
Kindness of vendors	1.80	1.85	1.84	0.957	0.385
Bargain	1.83	1.82	1.73	2.021	0.134
Architecture	1.84	1.92	1.88	3.033	0.049*
Clean	1.93	1.92	1.93	0.092	0.912
Other (eg. Fun)	1.98	2.00	2.00	1.693	0.185

Remark: * $p < 0.05$, ** $p < 0.01$ *** $p < 0.001$

Attractions

Table 47 presents the results of partial support of the differences in the attractiveness of local markets in Phuket between incomes. The findings revealed that there was a statistically significant difference of $p = 0.011$, and 0.049 in scores of, local products or souvenirs with incomes less than 500-1,500 USD (\bar{x} =1.57), 1,501-3,500 USD (\bar{x} =1.72), 3,501- over 4,501 USD (\bar{x} =1.67), architecture for income less than 500-1,500 USD (\bar{x} =1.84), 1,501-3,500 USD (\bar{x} =1.92), 3,501- over 4,501 USD (\bar{x} =1.88).

CHAPTER 5

Conclusion, Discussion, and Recommendations

This chapter concludes the study and is divided into five sections, which include; conclusion, discussion, recommendations and limitations a suggestion for further study.

5.1 Conclusion on the Result Analysis

This research studied the motivations of international tourists visiting local markets in Phuket. The purpose of this study was divided into three objectives 1).to investigate the factors influencing international tourist' motivations to visit local markets in Phuket, 2).to examine main source of information that motivate international tourists to visit local markets in Phuket, and 3).to identify the attractiveness of local markets in Phuket in the mind of international tourists.

The sample sizes of the research were 432 international tourists, who visited local markets in Phuket with 100 percent completion. The questionnaire adapted from the “Push” and “Pull” theory and analyzed the result by T-test and one way analysis of variance: ANOVA.

5.1.1 The Demographic Profile of Tourists Visiting Local Markets in Phuket

The survey results displayed that the percentage of males (50.0) and females (50.0) respondents, who visited local markets in Phuket were equally balanced. The respondents ages were categorized as follows; aged 20 years or younger (16.7 percent), 21-30 years old (16.7 percent), 31-40 years old (16.7 percent), 41-50 years old (16.7 percent), 51-60 years old (16.7 percent) older than 60 years (16.7 percent), equally. Nearly half of those questioned were Christians (42.7 percent). 50 percent of respondents were married. Moreover, the main education level of respondents had a diploma (28.2 percent), followed by graduates or higher (27.3 percent). The majority of respondents was employees at (32.6 percent) and had a personal income of between 501-1500 USD per month. Half of respondents were Asian and mostly from China, followed by European countries.

5.1.2 General Information about Vacation

The results showed that more than half of tourists were visiting Phuket for first time and their length of stay was around one week (31 percent), followed by less than 7 days

(30.8 percent). Nearly half of all respondents had travelled with family (43.5 percent), followed by with friends at (29.4 percent).

5.1.3 Tourist Behaviors Towards Local Markets in Phuket

According to the findings, 23.3 percent of respondents had visited Downtown Markets, followed by Bazaar Market (22.4 percent). Local or weekly markets, most tourists had visited Talat Thai Rot (25.6 percent), followed by Phuket Town Indy Market (22 percent). Most of the respondents had received information about Phuket's local markets through Hotels at (21 percent), followed by the Internet (20.5 percent). The majority of respondents had visited local markets twice (34.5 percent) and spent one hour (40.7 percent). In addition, the majority of tourists preferred to visit local markets in Phuket by taxi (22.5 percent), followed by motorbike (16 percent). The main objective for tourist visiting local markets in Phuket was shopping at (32.3 percent), followed by to try local foods at (24.2 percent). As a result, local foods (25.7 percent) were the main product that most tourists have usually purchased at local markets, followed by souvenirs at (19.5 percent) and had spent between 500 – 1000 THB. Moreover, the results also showed the attractiveness of Phuket's local markets were local foods at (16.9 percent), followed by cheap prices at (14.2 percent).

5.1.4 The Overall Attraction of "Push and Pull" Factors that Influenced Tourists' Motivation to Visit Local Markets in Phuket.

In order to analyze the relationship between the attraction of Push and Pull factors that influence tourists' motivation to visit local markets in Phuket. Balogu and Uysal (1996) stated that the "push" and "pull" factors were an effective theory, which is used to explain tourist motivations. The results of Push factors indicated that most tourists visited Phuket local markets had a high commitment mean score in (1). To try local foods ($\bar{x}=4.01$), (2). To relax ($\bar{x}=3.81$), (3). To gain new experiences by traveling aboard ($\bar{x}=3.78$). In terms of Pull factors, the most important was (1). Phuket's local markets provided fresh fruits (Product) ($\bar{x}=3.94$), followed by (2). Phuket's local markets had a unique atmosphere (Place) ($\bar{x}=3.88$), (3). The products were cheaper than at shopping malls (Price), (4). Vendors were friendly and service minded (other) ($\bar{x}=3.72$), (5). Sellers provided discounted promotions (promotion) ($\bar{x}=3.36$). Likewise, McCarthy, 1960, Lupton, (1996) and Satiantummawit (2011) make the case that the 4Ps

marketing mix strategy includes price, place, products and promotion influences tourist's motivation in the overall marketing of a destination in average level.

The results showed that the majority of international tourists were focused mainly on the 4Ps, Product, Place, Price, Promotion and other. Hence, Phuket's local markets should concentrate on providing local quality food and selling it at reasonable prices to ensure satisfaction among tourists. Moreover, Phuket's local markets could improve local by keeping the uniqueness, local styles and atmosphere.

5.1.5 The Conclusion on the Relationship of the Motivations to Visit Local Markets (Push and Pull factors) and Demographic Characters

In order to analyze the comparisons between demographic characters that influenced the motivations to visit local markets (Push and Pull factors) by T-test, One way analysis of variance: ANOVA were conducted, and the results of Push factors presented that (1). To learn traditional culture by communicating with local people at local markets was significantly differences in education, and status. (2). To share your culture with local people was significantly different in gender, education, status, nationality, and income. (3). To try local foods was significantly different in tourists who received an income less than 500 or 500 USD. (4). To learns the Thai language by bargaining was significantly different in Primary and High school rather than other education levels. (5). To learn Phuket's lifestyle by observing was significantly different in single tourists who received an income less than 500 or 500 USD per month and graduates from primary and high school. (6). To visit local markets where relatives and friends had been before was significantly different among incomes. (7). To gain new experiences by traveling aboard at local markets were significantly different in income and nationality. (8). To get inspiration to start your own business was significantly different in income. (9). To forward information and experiences to other people in their country was significantly different in status and income. (10). To experience bargaining was not significantly different. (11). To make new friends was significantly different in education, and marital status. (12). To complete business deals was significantly different in gender, education, and marital status. (13). To exchange opinions and experiences with other people during a trip to local markets was significantly different in gender, education, nationality and income. (14). To widens new vision, while traveling to local markets was significantly different in education, marital status, nationality, and

income. (15). To improve knowledge about Phuket and Thai culture was significantly different in marital status. (16). To buy high quality products at reasonable prices were significantly different in education, nationality, income, and age. (17). To relax was significantly different in age, and marital status. (18). To experience the novelty of Phuket culture at local markets was significantly different in nationality and income. (19). To support local communities was significantly different in tourists who received an income less than 500 or 500 USD per month rather than other income levels. And (20). To experience a good shopping experience at unusual places had no significant difference.

In conclusion, the results found that Asian tourists aged between 51 to over 60 years old, who earned an income less than 500 or 500 USD per month visited local markets in Phuket because of high quality products, reasonable price and local culture. On the other hand, tourists aged below 20 to 30 years old preferred to visit Phuket's local market to feel relaxed and to chill. Likewise, Satiantummawit (2011) makes the case that tourists aged less than 20 years old visited local markets to relax. Furthermore, North American tourists focused on gaining a new experience from local markets in Phuket.

In terms of pull factors, this study applied the 4Ps marketing mix strategy, including place, promotion, price and product. Results showed that (1). Phuket's local markets had a unique atmosphere was significantly different in age and marital status. (2). Phuket's local markets have a selection of shops was significantly different in marital status and education. (3). Phuket's local markets have interesting shop decoration was significantly different in education, marital status, nationality, and income. (4). Phuket's local markets are in convenient a location was significantly different in marital status. (5). Phuket's local markets provided adequate car parking was significantly different in age and education. (6). Phuket's local markets were neat and clean with no significant difference. Promotion results showed that (7). The seller provided buy one get one free promotion was significantly different in income, and education. (8). Sellers provided a discounted promotion was significantly different in education and nationality. (9). a local market provided good advertising to motivate tourists and was significantly different in income, nationality and age. Price results presented that (10). Tourists can bargain the product at local markets with no significant differences. (11). Products were cheaper than at shopping malls was significantly different in marital status. The results of product presented that (12). Phuket's

local markets provided uniqueness of local foods and beverages were significantly different in marital status and income. (13). Phuket's local markets provided a unique souvenir was significantly different in income and marital status. (14). Phuket's local markets provided a variety of products was significantly different in marital status and income. (15). Phuket's local markets provided fashionable clothes and an accessory was significantly different in income, nationality, marital status, and education. (16). Phuket's local markets provided fresh seafood was significantly different in gender and nationality. (17). Phuket's local markets provided fresh fruits with a significant difference in gender and marital status. (18). Phuket's local market provided a good quality product was significantly different in marital status. The result of others, presented, that (19). Tourists could find transport to local market, easily, with no significant difference. (20). Phuket's local markets opened and closed at convenient times was significantly different in age. (21). Phuket's local markets provided good security for tourists was significantly different in income and education. (22). Good weather was significantly different in gender. (23). Vendors were friendly and service minded was significantly different in income, nationality, marital status, and education. (24). Vendors could communicate in English with tourist was significantly different in nationality and income. (25). Phuket's local markets provided an adequate toilet facility was significantly different in income, nationality and age.

In conclusion, the result has shown that good quality products at local market affected married tourists. On the other hand, a variety of products and unique products motivated a number of single tourists to visit Phuket's local markets rather than other marital status. The products (fresh seafood and fruits) motivated males to visit Phuket's local markets rather than females. Service minded and friendly vendors at Phuket's local markets were important for Asian tourists and high income tourists who earned 3,501 or over 4,501 USD per month. Moreover, the results also found that discounted promotions affected Australians.

5.1.6 The Conclusion on the Relationship of the Information Sources and Demographic Characters

In order to analyze the comparisons between demographic characters that influenced the sources by T-test, One way analysis of variance: ANOVA were conducted and the results showed that (1). Word of mouth (friends and relatives) was not significantly different, (2). Travel guidebooks were not significantly different, (3). Travel agents and tour wholesalers

were significantly different in marital status and education, (4). Advertising (such as; TV, brochures, print media, newspapers and magazines) was not significantly different, (5). Internet was no significantly different, (6). Hotels were significantly different in gender and nationality, (7). Safety issues had no significant differences, (8). Other sources (eg. Map) had no significant differences.

In conclusion, the results found that hotels, travel agents and tour wholesalers were significant with demographic characters, especially, marital status, education, gender and nationality.

5.1.7 The Conclusion on the Relationship of the Attractiveness of Local Markets in Phuket and Demographic Characters.

In order to analyze the comparisons between demographic characters that influenced the sources by One way analysis of variance: ANOVA were conducted and the results showed that (1). Local products and souvenirs were significantly different in religion, education and income, (2). Original culture had no significant differences, (3). Fresh farm products were significantly different in age and education in graduates or higher degree, (4). Phuket's local language was not significantly different, (5). Local people's lifestyle was not significantly different, (6). Local food was significantly different in marital status and education, (7). Varieties of products were significantly different in nationality, (8). Cheap prices were significantly different in nationality. (9). Bargains, effected gender, nationality, and education, (10). Architecture was significant difference in marital status and income, and (11). Cleanliness was not significantly different.

In addition, the results showed that fresh farm products motivated tourists, aged between 31-50 years old to visit local markets, while bargains were more appealing for males rather than females. Results illustrated that South American and Asian tourists preferred to visit local markets so as to purchase cheaper priced products. On the other hand, European and Australians rather than other nationalities, visited local markets for the variety of products. Findings showed that male tourists thought that bargain was an attractiveness of Phuket's local markets. In terms of nationality, European tourists visited local markets for the variety of products and the attractiveness, while Asians tourists sought cheap prices.

5.2 Discussion

This part, the researcher discusses the factors influencing international tourist' motivations to visit local markets in Phuket, along with the main sources of information that motivates international tourist to visit local market in Phuket and the attractiveness of local markets in Phuket in the mind of the international tourist contingent on different groups of international tourists, based on primary data collected from 432 questionnaires distributed to international tourists.

5.2.1 Objective 1: To investigate the Factors Influencing International Tourist' Motivations to Visit Local Markets in Phuket

Swarbrooke and Horner (1999); Kanok (1996) and Punpeng (2010) state that the differences in demographics of population such as; sex, age, income, marital status and education, influences tourist' behavior and motivation to travel to unusual destinations. The results presented that the target segment market of local markets is a mixture of married males and females, who receive an income between 501-1500 USD per month. Similarly, Chang and Hsieh (2006); Wangmuanklang (2008); Dodds, Holmes, Arunsopha, Chin, Le, Maung& Shum (2013) makes the case that many of the respondents were both married males and females with an average monthly income around 500-1000USD. These finding also relate to Eastwood et al. (1999). Males and females were found to be different in terms of sharing local culture with local people, to business deals, to exchange their opinion and experiences with other people at local markets, type of products, prices, promotion, place and other factors. Furthermore, most respondents were Asians tourists. Kikuchi and Ryan (2007) also found that Asian tourists focused on value rather than other factors, when buying products at local markets. According to the results, it showed that low income tourists were a target market of Phuket's local markets along with service minded and friendly venders in Phuket's local markets was important for high income tourists, who received 3,501 or over 4,501 USD per month. Likewise, Yoopeth and Toemsab (2013) low income tourists like to visit local markets, because of cheap prices while high income tourists focused on quality of products. Moreover, most respondents were married international tourists who live in Asia, similar to the result of Wangmuanklang (2008).

The results of Push factors indicated that most tourists visited Phuket local markets had high commitment mean score in (1). To try local foods (=4.01), (2). To relax (=3.81),

(3). To gain new experiences by traveling aboard ($\bar{x}=3.78$). Similarly, Jenet Chang and An-tien Hsieh (2006); Wangmuanklang (2008); Rajagopal (2009) found that local food, uniqueness, new experiences and relaxation were one of the motivation factors that motivated international tourists to visit local markets.

In term of Pull factors, the most important was (1). Phuket's local markets provided fresh fruits (Product) ($\bar{x}=3.94$), followed by (2). Phuket's local markets have a uniqueness atmosphere (Place) ($\bar{x}=3.88$), (3). The product is cheaper than shopping malls (Price) ($\bar{x}=3.84$). The results showed that most tourists look at products, followed by place, when visiting local markets in Phuket. Similarly, Ahmad Puad Mat Som, Bashr Aref Alhaj Mohammad & Hussein Muhammad Hussein Lbrahim (2010) found that product, place, and price stimulated tourists to visit night market in Penang. Jansorn (2007); Rajagopal (2009) also makes this point that products strongly influenced tourists satisfaction to visit local markets and fresh farm products at the local market was a influencing factor for international tourists to visit local market. Likewise, Satiantummawit (2011) makes the case that cheap prices, place, promotion and products were influencing tourist motivational factors. Therefore, the result can supported that 4Ps factors were influencing for tourist's motivation to visit local market in Phuket and buying behavior.

In addition, Carmichael and Smith, 2004; Heung and Qu, 1998; Jansen-Verbeke, 1994; Mok and Lam, 1997; Moscardo, 2004; Timothy and Butler, 1995 pointed out that shopping is seen as an activity that motivates tourists to travel. The result of this research also presented the same findings in that the main objective which motivated tourists to visit local markets in Phuket was shopping (32.3 percent). Likewise, Rajagopal (2009); Hsieh and Chang's (2006); Ren-Hua Kung, Jen-Chiehliu, Chih-Teng Chang & Pei-Ti Chen (2012); Pungpeng (2010); makes the case that the main factors that motivated tourists to visit local markets were shopping, traditional attractiveness of culture, holiday activity and unique atmosphere. Moreover, Caral A. Silkes (2012); Ahmad Puad Mat Som, Bashr Aref Alhaj Mohammad & Hussein Muhammad Hussein Lbrahim (2010) showed that shopping, as a pull factor, was an activity tourists like to do during a trip to relax.

Therefore, these significant findings are useful for local people and local market businesses to develop and focus on in order to attract international tourists to visit local markets in Phuket.

5.2.2 Objective 2: To compare the difference between demographic variable and international tourists' motivations visiting local markets in Phuket

The result of this study from figure 5.1.5 found that the demographic variable had significant different with international tourists' motivations to visit local markets in Phuket. This study can supports Swarbrooke and Horner (1999); Kanok (1996). They mention that the difference demography such as; sex, age, income, status and education are influencing tourist' behavior and motivation to travel at unusual destination.

Therefore, the result of figure 5.1.5 and 5.2.2 supports the hypothesis 1

H_A. There is significant difference between demographic profile (gender, age, status, nationality, income, and education) and international tourists' motivations (Push and Pull factors) to visit local markets in Phuket.

5.2.3 Objective 3: To examine the Main Source of Information that Motivates International Tourist to Visit Local Market in Phuket

Dann (1981) mentions that social media and other advertising factors as a main tourist motivation (Pull factors), which motivated tourists to travel to unusual place. This study found that 21 percent of international tourists selected to receive information about local markets from hotels, followed by internet (20.5 percent). Therefore, tourists can receive information about local markets from many sources. Similarly, Dodds, Holmes, Arunsopha, Nicole Chin, Le, Maung & Shum (2013) mentions that the sources of information were seen as reliable and convenient for tourists.

Phuket's local markets should create more promotion and advertisement especially, in hotels and on social media to motivate the number of tourists visiting local markets in Phuket in the future. Presently, hotels and social media is a direct way for tourists to search for travel information.

5.2.4 Objective 4: To identify the Attractiveness of Local Markets in Phuket in the Minds of International Tourists

Lindquist (1974) found that products, service, consumer, physical facilities, convenience, promotion, atmosphere and satisfaction have a powerful ability to stimulate tourist's behavior to visit local markets. The results showed that the attractiveness of local markets in

Phuket was local foods (16.9 percent), followed by cheap prices (14.2 percent), local products or souvenirs (10.4 percent), original culture (8.8 percent). Similarly, Siri-umpai (2012) also found similar results, that most tourists preferred to visit local markets because of local products, cheap prices, good promotion and unique culture. Moreover, Kuo, Chung & Kuo (2012) makes this point that the majority of tourists visited night markets in Taiwan due to the local characteristics of nightlife, local food and culture. The previous studies strongly support the results of this research.

In addition, local market should provide a number of cheap priced local products such as; local foods, souvenirs and keep the original culture for interested tourists so they can come to learn and observe local markets in Phuket. Furthermore, it can increase the number of visitors in the future.

5.3 Suggestions

Punpeng (2010) also found that tourists will back to visit local markets again because, local markets are seen as an attractive shopping destination. Similarly, the results of this research found most respondents will return to local markets in Phuket, when they have an opportunity, because of cheap prices, delicious local foods, nice and friendly local people, unique culture, diversity, to support local communities, to relax, lots of choices, good shopping experience, great bargaining experience, and unique atmosphere. On the other hand, some respondents rejected visiting local markets again, because they were found to be dirty, the weather was too hot, needed to find new experiences in other places, expensive, far away from their country. The respondent also recommended that local markets in Phuket should provide more toilet facilities, a smoking area, better seating facilities, covered car parking facilities and a better selection of vegetarian food. Tight security is necessary at local markets because it is a public place with lots of people. As a result, accidents and crimes can usually happen at local market. Therefore, local governments or local market owner should provide better security systems at Phuket's local markets. Phuket's local markets should have better advertising and provide more interesting about festivals such as food festivals to attract more tourists visiting Phuket's local markets. Moreover, people at local markets should keep it cleaner and provide more public bins so as to increase the numbers in the future. The sellers at local markets and local people should improve and learn better English and Chinese, because the target segment of

markets in Phuket are Chinese and European. In the coming years, AEC will commence therefore the ability to speak English will be a very important factor for Thai people.

5.4 Research Limitations

5.4.1 This research provides data on only international tourists visiting local markets in Phuket. It does not look at the domestic market.

5.4.2 This research lacks qualitative data analysis in any part of the interview.

5.4.3 The target population of this research is an unknown population, effecting questionnaire dividing. Therefore, the researcher divided the questionnaire between 12 local markets equally using nationality, gender and age to make it stronger.

5.5 Suggestions for Future Study

To study the motivations in both domestic tourists and international tourists visiting local market in Phuket, since Tourism Authority of Thailand have recently promoted tourist attractions in Thailand and an interesting slogan targeted towards domestic tourists. It might motivate the number of domestic tourists to visit local market to continuously increase. Moreover, future studies might concentrate on obtaining more data from tourists by in-depth interviews of which tourist cannot insert into questionnaire such as; perceptions, satisfactions and effect of tourists visiting local markets. The results from the study would be very useful for local government, local sellers, tourists and local people who have an in developing local markets and businesses.

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APPENDIX A

QUESTIONNAIRE FOR INTERNATIONAL

Analysis of Push and Pull Travel Motivation of Foreign tourist to Local Markets

A case study of Phuket, Thailand

Name of market

Questionnaire No.....



Questionnaire

Dear respondents,

Thank you very much for your participation and assistance in taking part with this survey. This study is conducted as part of an MBA thesis on “Analysis of Push and Pull Travel Motivation of Foreign tourist to Local Markets: A case study of Phuket, Thailand” by Miss Kanyapat Pattanapokinsakul, a student at Prince of Songkla University, Phuket campus, Thailand. Please answer the following questions. There are no 'right' or 'wrong' answers and no trick questions. If you find some of the questions difficult, please ask the researcher.

The information given in this study will be treated confidentially and your information will not be used in any commercial way.

The questionnaire is divided into 3 sections

Section 1: Travel motivations visiting local markets in Phuket

Section 2: Travelling behavior

Section 3: Respondent’s demographic profile

Part 1 Travel motivations visiting Local Markets in Phuket

Instruction: Please tick (/) in the box that best matches your opinion or experience. Select one field per line only. 5 = Highest, 4 = High, 3 = Average, 2 = Low, 1 = Lowest

Push factors	Level of motivation				
	Highest 5	High 4	Average 3	Low 2	Lowest 1
1. To learn traditional culture by communicating with local people at local markets.	5	4	3	2	1
2. To share your culture with local people at local markets.	5	4	3	2	1
3. To try local foods at local markets.	5	4	3	2	1
4. To learn Thai language by bargaining.	5	4	3	2	1
5. To learn Phuket's lifestyle by observing local markets.	5	4	3	2	1
6. To visit local market where relatives and friends had been before.	5	4	3	2	1
7. To get new experience by traveling aboard at local markets.	5	4	3	2	1
8. To make inspiration to start your own business.	5	4	3	2	1
9. To share experience other people in your country.	5	4	3	2	1
10. To experience bargaining.	5	4	3	2	1
11. To make new friends.	5	4	3	2	1
12. To do business deals.	5	4	3	2	1

Push factors	Level of motivation				
	Highest 5	High 4	Average 3	Low 2	Lowest 1
13. To exchange opinion and experience with other people during a trip at local markets.	5	4	3	2	1
14. To open new vision, while, traveling at local markets.	5	4	3	2	1
15. To improve knowledge about Phuket and Thailand culture.	5	4	3	2	1
16. To buy high quality product at reasonable price.	5	4	3	2	1
17. To get relaxed	5	4	3	2	1
18. To find the novelty of Phuket culture at local market.	5	4	3	2	1
19. To support local community.	5	4	3	2	1
20. To get good shopping experience at unusual place.	5	4	3	2	1
Place					
1. Phuket's local markets have unique atmosphere.	5	4	3	2	1
2. Phuket's local markets have a suitable size of shops.	5	4	3	2	1
3. Phuket's local markets have an interesting shop decoration.	5	4	3	2	1
4. Phuket's local markets is in convenience location.	5	4	3	2	1

Pull factors	Level of attraction				
	Highest 5	High 4	Average 3	Low 2	Lowest 1
5. Phuket's local markets provide enough car parks.	5	4	3	2	1
6. Phuket's local market is clean and neat.	5	4	3	2	1
Promotion					
7. The sellers provide buy 1 get 1 free promotion.	5	4	3	2	1
8. The sellers provide discount promotion.	5	4	3	2	1
9. The local markets provide a good advertising to motivate tourist to visit.	5	4	3	2	1
Price					
10. The tourist can bargain the products at local markets.	5	4	3	2	1
11. A product is cheaper than shopping mall.	5	4	3	2	1
12. Phuket's local markets provide unique local foods and beverages.	5	4	3	2	1
13. Phuket's local markets provide unique souvenir.	5	4	3	2	1
14. Phuket's local markets provide a variety of products.	5	4	3	2	1

Pull factors	Level of attraction				
	Highest 5	High 4	Average 3	Low 2	Lowest 1
15. Phuket's local markets provide fashionable clothes and accessory.	5	4	3	2	1
16. Phuket's local markets provide fresh seafood.	5	4	3	2	1
17. Phuket's local markets provide fresh fruits.	5	4	3	2	1
18. Phuket's local markets provide a good quality of products.	5	4	3	2	1
Other					
19. The tourist can find transport to local market easily.	5	4	3	2	1
20. Phuket's local markets open and close in good and convenience time.	5	4	3	2	1
21. Phuket's local markets provide a good security for tourists.	5	4	3	2	1
22. Good weather	5	4	3	2	1
23. The vendors are friendly and service mind.	5	4	3	2	1
24. The vendors can communicate in English with tourists.	5	4	3	2	1
25. Phuket's local markets provide enough toilets.	5	4	3	2	1

Part 2 Travelling behavior

Instruction: Please write down or tick / in () which corresponds to your answer.

1). Have you visited Phuket before?

() Yes _____ times before () No

2). How long did you stay in Phuket?

() less than 7 days () 1 week

() 2 week () 3 week

() 1 Month () More than 1 month

3). Who were you traveling with?

() Alone () Family () Friends () Tour group

() Incentive trip (Company) () Parent with children

() Other (Please specify)

4). During your trip to Phuket, which Phuket local markets did you visit?

(Multiple answers are allowed)

Fresh markets _____

Weekend Markets

() Downtown Market

() Lard Yai Market

() Expo Market

() Phuket Town Indy Market

() Kaset Market or 24 hr. market

() Talat Thai Rot

() Rawai Seafood Market

() Karon Temple Market

() BanZaan Market

() Cherng Talay Market

() Kathu Fresh Market

() Kamala Friday Market

5). During your staying in Phuket, how many times have you visited Phuket's local markets?

() 1 time () 2 times () 3 times () 4 times () More than 5 time

6). How long did you spend your time at the markets?

() less than 1 hour () 1 hour () 2 hour () 3 hour () More than 3 hour

7). How did you find out about Phuket's local market? (Multiple answers are allowed)

() Word of mouth (friends and relatives) () Travel agents and tour wholesalers

() Travel guidebooks () Accident () Hotel () Internet

() Advertising (Television, Brochures, Print media, Newspaper, Magazine)

() Other (Please specify)

8). What type of transport was used to travel to and from Phuket's local markets?

- Local bus Taxi On foot TukTuk
 Coach Rental car Motorbike Bicycle
 Other (Please specify)

9). What is the main reason for visiting Phuket's local markets?

(Multiple answers are allowed)

- Shopping Learn local culture Observe local people lifestyle
 Leisure Try local foods Meet with local people
 Other (Please specify)

10). What kind of product did you buy or want to buy at Phuket local market?

(Multiple answers are allowed)

- Local food Souvenir Fresh seafood
 Clothes/Accessory Fresh fruit Fresh vegetable
 Other (Please specify)

11). How much money did you spend at the local markets on average?

- less than 500 THB 500-1,000 THB 1,001-1,500 THB
 1,501-2,000 THB 2,001-2,500 THB 2,501-3,000 THB
 3,001-3,500 THB 3,501-4,000 THB 4,001-4,500 THB
 4,501-5,000 THB More than 5,000 THB

12). What is the attraction of the local markets in Phuket? (Multiple answers are allowed)

- Local product or souvenirs Local people lifestyle Original culture
 Local foods Kindness of venders Fresh farm products
 Variety of products Bargain Atmosphere
 Cheap price Architecture Phuket local language
 Good promotion Clean Other (Please specify).....

Part 3 Respondent's demographic profile

Instruction: Please mark (/) the respective box before the word or sentence, which is true for you.

- 1). Gender Male Female
2). Religion Buddhism Muslim Christianity No religion
 Others (Please specify)

9). Would you like to revisit Phuket local markets again in the future?

() Yes, (Please give the reason).....

() Perhaps (Please give the reason).....

() No, (Please give the reason).....

10). Would you recommend your friends or relative to visit Phuket's local markets?

() Yes, (Which market).....

(Please give the reason).....

() No, (Please give the reason).....

Suggestion and recommendation to develop Phuket local markets, as a tourist attraction in the future

.....
.....
.....
.....

Thank you very much for your cooperation.

APPENDIX B
LIST OF PAPERS

This thesis is based on the following papers:

Kanyapat Pattanapokinsakul and Asst.Prof.Dr.Panuwat Phakdee-Auksorn (2015) Analysis of Push & Pull Travel Motivation of Foreign tourist to Local Markets: a case study of Phuket, Thailand. Journal of International and Thai Tourism (JITT), National Institute of Development Administration, 11(2) (July – December 2015)

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Journal of International and Thai Tourism (JITT), National Institute of Development Administration



วารสารวิชาการการท่องเที่ยวไทยนานาชาติ
Journal of International and Thai Tourism

No. JITT2558/52

December, 22 2015

Dear Miss Kanyapat Patthanapokinsakul

We appreciate your submission of the "Analysis of Push and Pull Travel Motivation of Foreign tourist to Local Markets: a case study of Phuket, Thailand" to be considered for publication in the Journal of International and Thai Tourism (JITT).

We are happy to inform you that your paper is accepted for publication in the Journal of International and Thai Tourism (JITT), Volume 11 Number 2 (July – December 2015).

After we have received your revised version, we will submit it to an editor to check the Grammar and language usage. Once we have received the revised paper according to the editor, we will publish your paper in the Journal.

We are looking forward to publishing your paper very soon

Best Regards,

Rugphong Vongsaroj, Ph.D. Assistant Professor
Chief of Editor, Journal of International and Thai Tourism (JITT)

VITAE

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List of Publication and Proceeding

Kanyapat Pattanapokinsakul and Asst.Prof.Dr.Panuwat Phakdee-Auksorn (2015), *Analysis of Push & Pull Travel Motivation of Foreign tourist to Local Markets: a case study of Phuket, Thailand*. Journal of International and Thai Tourism (JITT), National Institute of Development Administration, 11(2) (July – December 2015).