



**Service Marketing Mix and Foreign Tourists Decision Making: The Case Study
of Phuket Accommodations in Thailand**

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ชื่อวิทยานิพนธ์	การบริการส่วนผสมทางการตลาดและการตัดสินใจของนักท่องเที่ยวต่างชาติในการเลือกที่พักแรม กรณีศึกษาที่พักแรมในจังหวัดภูเก็ต
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บทคัดย่อ

การศึกษานี้มีจุดมุ่งหมายเพื่อศึกษาการบริการส่วนผสมทางการตลาดและการตัดสินใจของนักท่องเที่ยวต่อการเลือกที่พักแรมในจังหวัดภูเก็ต โดยมีวัตถุประสงค์เพื่อศึกษาส่วนผสมทางการตลาดต่อการตัดสินใจในการใช้บริการที่พักแรมของนักท่องเที่ยวรวมถึงลักษณะประชากรที่แตกต่างกันของนักท่องเที่ยวต่างชาติที่เดินทางมาพักแรมในจังหวัดภูเก็ต โดยทำการสำรวจกลุ่มตัวอย่างจากนักท่องเที่ยวต่างชาติ จำนวนทั้งหมด 400 คน จำแนกและแบ่งกลุ่มตัวอย่างตามสัญชาติ โดยสถิติที่ใช้คำนวณตามสมมติฐานได้รับการทดสอบด้วย สถิติการวิเคราะห์การถดถอยโลจิสติก, t-test, F - test (one way-anova) เพื่อทำการศึกษาและวิเคราะห์ข้อมูลดังกล่าว

ผลจากการศึกษาพบว่านักท่องเที่ยวที่เดินทางมาพักแรมส่วนใหญ่เป็นผู้ชาย ซึ่งมีอายุเฉลี่ยอยู่ที่ 36-45 ปี มีอาชีพเป็นพนักงานภาครัฐ โดยมีรายได้เฉลี่ย 1,001 -3,000 เหรียญสหรัฐต่อเดือน ส่วนใหญ่นักท่องเที่ยวต่างชาติจะทำการเลือกพักแรมในรีสอร์ทและ ใช้เวลาในการพักแรมอยู่ที่ภูเก็ตเป็นเวลามากกว่า 7 วัน นอกจากนี้ยังพบว่าความสัมพันธ์ระหว่างส่วนผสมทางการตลาด ซึ่งประกอบด้วย ปัจจัยทางด้านราคา ผู้ให้บริการ ช่องทางการจัดจำหน่าย การส่งเสริมการตลาดและปัจจัยทางด้านกระบวนการมีผลต่อการเลือกที่พักแรมของนักท่องเที่ยวในจังหวัดภูเก็ต อย่างไรก็ตามการศึกษานี้เกี่ยวกับการตัดสินใจเลือกที่พักแรมของนักท่องเที่ยวต่างชาติในจังหวัดภูเก็ต ยังพบว่า (1) ความแตกต่างระหว่างเพศ นำมาซึ่งการตัดสินใจทางด้านกายภาพที่แตกต่างกัน (2) อายุที่ต่างกันทำให้เกิดการตัดสินใจเลือกช่องทางการจัดจำหน่าย การส่งเสริมการตลาดและผู้ให้บริการที่แตกต่างกัน (3) ความแตกต่างด้านการศึกษาทำให้นักท่องเที่ยวเลือกผู้ให้บริการและปัจจัยทางด้านกระบวนการแตกต่างกัน (4) ความแตกต่างของอาชีพทำให้เกิดการตัดสินใจในการส่งเสริมการขายที่ต่างกัน และ(5) ความแตกต่างด้านสัญชาติก็นำไปสู่ความแตกต่างต่อการตัดสินใจเกี่ยวกับราคาเช่นเดียวกัน

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ABSTRACT

The main aims of this study are to examine the service marketing mix and foreign tourist decision making on the accommodation in Phuket, Thailand by following the objective study marketing mix service toward tourists' decision on accommodation and investigate demographic decision toward marketing mix factors on choosing accommodation services of foreign tourists in Phuket, Thailand. The research samples are 400 foreign tourists travelling in Phuket. They were selected by Quota sampling method with analyze the use of logistics Regression, T-test and F-test (One Way-ANOVA) for data analysis.

The results showed that the majority of tourists are male aged about 36 - 45 years, working as career government employees with revenue US\$ 1,001 - US\$ 3,000 per month. They normally prefer to stay at resort and spend time on living in Phuket more than 7 days. It also found the relationship between marketing mix and decision marking on accommodation selection, including price, people, place, promotion, and process factor affects the accommodation selection in Phuket. However, the study of demographic and marketing mix decision toward accommodation service selection of foreign tourist in Phuket found that (1) gender difference leads different decision on physical evidence (2) age difference leads different decision on place, promotion and people (3) education difference leads people and process difference (4) occupation difference leads different promotion decision, and (5) nationality leads the difference of decision about the price that influences accommodation in Phuket selection of the tourists.

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CHAPTER 1

INTRODUCTION

1.1 Rationale of the Study

Tourism is a major global industry and a major sector in many economies. Over decades, tourism has continuously grown and widened diversification to become one of the fastest growing economic sectors in the world. Modern tourism is closely linked to development and economic growth of the destination. On the occasion of the World Tourism Day 2011, the United Nation's Secretary-General, Ban Ki-moon noted that at a time of profound global economic uncertainty, tourism's ability to generate socio-economic opportunities and help reduce the gap between rich and poor, is more important than ever (United Nation [UN], 2011).

Tourism industry is one of important businesses that make good revenue to the country and give a good chain for many businesses by taking good benefit from tourism industry to go along with them. It is both direct and indirect relationship, including business accommodation, travel guide, transportation, food, finance, souvenir, communication business and agriculture products like One Tambol One Product (OTOP) products. All of these businesses have played important roles in tourism industry making good revenue and increasing job opportunities. When unemployment rate is low, the country is in the positive way, and whenever the business run is good, economy goes fast (Lomsetthi, 2011).

In Phuket, Thailand, foreign tourists have become more powerful, more knowledgeable and more sophisticated, and research related to modern consumer behavior is increasingly important for the accommodation sector (Tourism Authority of Thailand [TAT], 2015). The research towards accommodation and how to attract the foreign tourists to make decision via the environment, service and policies is an important area of research to improve present consumers' experience for better understanding about our modern society, to support accommodation organization, to attract and retain the foreign tourists who come to Phuket. If there are any places the foreign tourists are likely interested in based on types of service they will

receive, it's within the hospitality industry. From restaurant to accommodation and everything in between, the job as a hospitality service provider is to maintain consumers' happiness and satisfaction. The consumer should be at the forefront of operational plans to hold hospitality business afloat.

Service business is a part of the tourism industry that earns a lot of money from Thai and foreign tourists. It also helps diversify income and prosperity to local communities, creating opportunities for job creation in the tourism industry such as tourism business accommodation, food and beverage businesses, transportation businesses, etc., and tourism revenues also cause economic turnover, investment expansion to diversify the service sector (Warichwattana, 2009).

Accommodation business is directly related to tourism industry, and it is the heart of the service business. The tourism industry defines accommodation business in terms of style and service that it is where travelers can choose the service they are looking for. The business traveler has grown exponentially with the expanding travel industry. Continuing to expand the business in many ways such as hotels, motels, guesthouses, apartments, homestays, bungalows, etc. Phuket is one of the most popular holiday destinations in Thailand. It is a popular tourist destination among foreign tourists because of its convenient transportation. Traveling with good atmosphere and attractive views, Phuket has evolved into a fast-growing tourism and industry.

Particularly, the growing accommodation business of the present day has caused more competition in the provinces, including both successful and unsuccessful entrepreneurs. It depends on operator to take care the needs of traveler, whatever to respond the customers' needs. The study of tourists travelling in Phuket is an important for quality development process of tourism services affecting selection behaviors of tourists arriving in Phuket. Therefore, the researcher has studied factors affecting selection behaviors of tourists choosing the accommodation in Phuket. The relevant authorities or operators will be able to use the information to make decisions about the accommodation business or improve to meet the needs of tourists to develop their own businesses, and to further the economic growth of the country (Mongkol, 2009).

Demographic selection is a case study in this research because it is likely to disclose useful behavioral segmentation data for marketers. Obviously if something is sold Perception of customer buying behavior is a definite advantage. Demographic segmentation is a common segmentation pattern, as it can be clearly identified. The variables used for demographic division help to divide the bulk population into specific customer segments. Each age, gender, income, etc. However, for group marketing, this has become one of the best ways to diversify an individual. It also helps in analyzing large amounts of data in a shorter time for market research and promotion.

However, demographic segmentation is closely related to marketing mix, since when travelers choose accommodation, attractions, and destinations for their itinerary, the components of the marketing mix will be considered. For each type of visit, 7 marketing options are more relevant than the other components of the marketing mix. Note that, not all of the following elements can be easily associated with travel options: product, location and time, price, promotion, and study process, physical environment, people(Kotler, 2011).

Nowadays, tourism has played important roles in moving the economic growth in Thailand since Thailand has a variety of attractive places, especially Phuket which is a tourist destination in the World Class travelling place (Chaivisak, 2010). There are many people would like to visit Phuket once in a life with the beauty of nature in here, which is called as 'Pearl of Andaman', or 'Territory of Andaman;' moreover, the cost of living in Phuket is also lower than the other beaches in other countries. People from around the world would thus like to see the reality of natural creation. The availability of infrastructure with various services is convenient for the tourists, especially in transportation example air routes travel to the Phuket International Airport. These is an expansion of flying to Phuket directly. There are expanded routes and additional direct flights from major cities in the country to Phuket. There are accommodation services, health services, sports services and leisure shopping and various types of attractions provided for the tourists who come to travel and get the best services from here, the 'Pearl of Andaman' (TAT, 2015).

Phuket's tourism industry remained strong with 26 percent of the island's population arriving in this place and hotel occupancy rates exceeding 80 percent in the first

quarter of this year, according to a survey of two real estate consultancy firms, CB Richard Ellis (CBRE) and C9 Hotelworks maintain that the political situation in Thailand has not negatively impacted the tourism industry. Hotels in Phuket, a beach destination that has been one of the most popular of the country. According to CBRE's first-quarter survey, the number of foreign tourists in Phuket increased by 6.9% and 962,953. The study finds that the increase in direct international flights to Phuket is a result of increased tourism. Meanwhile, a survey conducted in March 2014 by C9Hotelworks found that Phuket International Airport (PIA) has experienced a steady increase in passenger arrivals by about 10 percent per year during the year 2004 to 2013. In 2013 PIA passengers with a total of 3.2 million people in the country. Compared to last year, in 2014, domestic and international arrivals during January-June 2014 totaled 1.6 million and 1.2 million respectively. The number of direct international flights to Phuket International Airport totaled 10,399 flights, an increase of 5 percent compared to last year. The number of domestic flights increased by 9% compared with a year earlier with 8587 flight.

It can be seen that the number of foreign tourists has increased; thus the entry of foreign tourists began to play an important role, especially with the growth of businesses in Phuket.

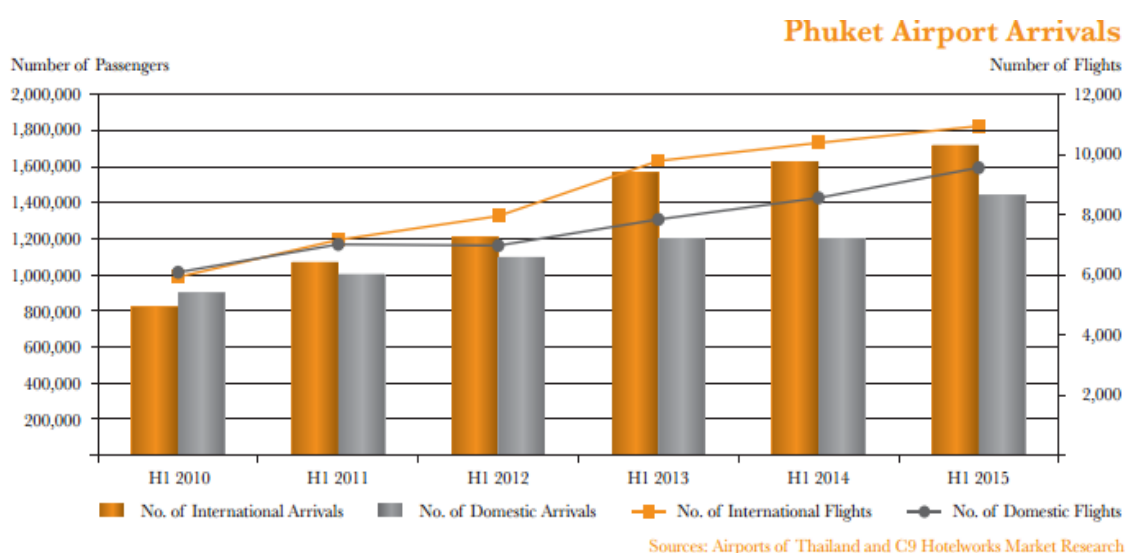


Figure 1: Number of Phuket International Inbound Passengers

Source: International Public Relations Division Tourism Authority of Thailand (2015)

Problem with the number of foreigner tourists coming in the country increases every year (PIA, 2015). The information above shows that the tendency of accommodation needs has been increasing by looking at the growth rate of the tourism industry. It was considered by the number of tourists coming to the countries and can be affected by the competition in the accommodation business or hotel industry. In order to enhance the ability of a hotel entrepreneur to respond the customers' needs or who using the services. Accommodation is a fundamental factor of the tourism product as when people are travelling, they need to find rooms for their relaxation. Therefore the investor or entrepreneur of hotel industry must be aware of consumers' needs and factors influencing tourist's decision to select their accommodation; then bring all the information to be guideline on business improvement, problem solving and business development to give the best service to the consumer and be able to run the business smoothly and to be successful in the future.

From the problem of accommodation is an important aspect of a destination's offering and plays an important role in the destination experience. While tourist accommodation typically refers to traditional hotels of several categories, alternative accommodation refers to its establishments such as guest houses, service apartments and commercial homes. Accommodation businesses are directly related to the tourism industry and can earn a lot of money for its owner. Accommodation businesses have varied types of businesses such as hotel, resort, guesthouse, condominium, rental house, apartment, bungalow, motel, etc. Each type of accommodation has different levels of price based on room size, facility, services and safety. From the information above, the needs of accommodation tend to be increased by looking at the growth rate of tourism industry, that is, the number of tourists coming to Thailand can affect the competition in the accommodation businesses or hotel industry in order to enhance the ability of a hotel entrepreneur to respond the needs of customer who use the services. Importantly, the tourists decide to choose their accommodation because of many factors such as income, salary, living style or destination. This is one kind of businesses that can make large amount of money for Thailand from overnight stay of tourists and their services. Hence, understanding influencing factors of alternative accommodation enterprises helps develop marketing strategies that appeal to this segment of tourists and create meaningful points of differences and develop accommodation businesses.

1.2 Research Objectives

- 1) To study the marketing mix toward the tourists decision on accommodation
- 2) To study the demographic decision toward the marketing mix factor on choosing the accommodation services in Phuket

1.3 Hypotheses of the Study

Service marketing mix affects the decision making on accommodation and different demographic factors of foreign tourists toward the decision on accommodation by using the marketing mix.

- H₀: Service marketing mix does not affect the decision-making of resort selection
 H₁: Service marketing mix affects the decision-making of resort selection.
- H₀: Service marketing mix does not affect the decision-making of bungalow selection
 H₁: Service marketing mix affects the decision-making of bungalow selection
- H₀: Service marketing mix does not affect the decision-making by self –selection
 H₁: Service marketing mix affects the decision-making by self-selection
- H₀: Service marketing mix does not affect the decision-making by traveling agency
 H₁: Service marketing mix affects the decision-making by traveling agency
- H₀: Service marketing mix does not affect the information perception by travel agency on decision-making of accommodation selection
 H₁: Service marketing mix affects the information perception by travel agency on decision-making of accommodation selection
- H₀: Service marketing mix does not affect the information perception by internet on decision-making of accommodation selection
 H₁: Service marketing mix affects the information perception by internet on decision-making of accommodation selection

- H_0 : Foreign tourists with different sex do not have different decision on marketing mix factor by choosing the accommodation in Phuket.
- H_1 : Foreign tourists with different sex have different decision on marketing mix factor by choosing the accommodation in Phuket.
- H_0 : Foreign tourists with different age do not have different decision on marketing mix factor by choosing the accommodation in Phuket.
- H_1 : Foreign tourists with different age have different decision on marketing mix factor by choosing the accommodation in Phuket.
- H_0 : Foreign tourists with different education level do not have different decision on marketing mix factor by choosing the accommodation in Phuket.
- H_1 : Foreign tourists with different education level have different decision on marketing mix factor by choosing the accommodation in Phuket.
- H_0 : Foreign tourists with different occupation do not have different decision on marketing mix factor by choosing the accommodation in Phuket.
- H_1 : Foreign tourists with different occupation have different decision on marketing mix factor by choosing the accommodation in Phuket.
- H_0 : Foreign tourists with different monthly income do not have different decision on marketing mix factor by choosing the accommodation in Phuket.
- H_1 : Foreign tourists with different monthly income have different decision on marketing mix factor by choosing the accommodation in Phuket.
- H_0 : Foreign tourists with different nationality do not have different decision on marketing mix factor by choosing the accommodation in Phuket.
- H_1 : Foreign tourists with different nationality have different decision on marketing mix factor by choosing the accommodation in Phuket.

1.4 Conceptual Framework

The independent variable of this study is the service marketing mix of the accommodation finding key factors that influence foreign tourists on selecting the accommodation in Phuket. The variable is based on the concept of Bennett (1997), and it also identifies the marketing mix as a conceptual framework that identifies the principal decision making managers made in configuring their offerings to suit consumers' needs. Dependent variables are decision making to use the accommodation service of foreign tourists coming to Phuket. Moreover with the conceptual framework study of the demographic segmentation and marketing mix factor on choosing the accommodation which is the independent and dependent variable. The relationship between variables is as shown in Figure 2.

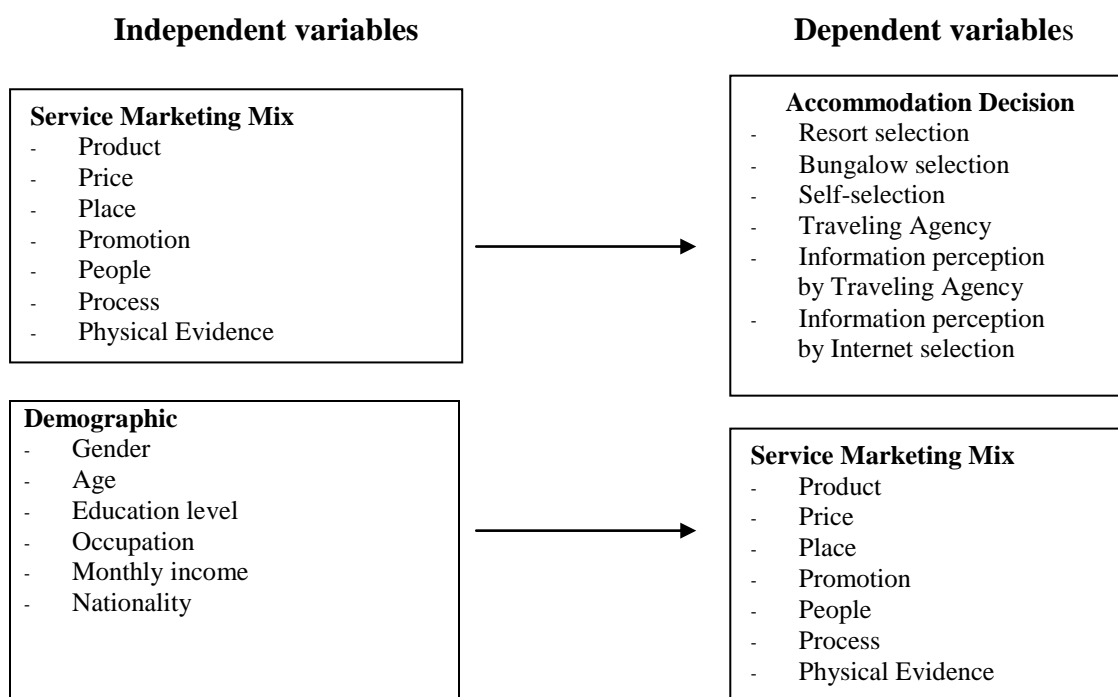


Figure 2: Framework of Tourists' Decision on Travelling

1.5 Definitions of Terms

1. Tourism means travelling activities in Phuket, Thailand and taking the accommodation in this area.

2. Demographics are the statistical characteristics of human population (as gender, age, education, income and nationality) used especially to identify markets.

3. International tourists means travelers coming to visit with an overnight at least one night and a person from foreign countries and temporarily stay in Phuket and with non-occupation or non-income purpose. The foreign tourists in this study refer to the tourists from China, Russia, Australia, South Korea and UK.

4. Accommodation means the place that the tourist uses to stay in duration time on their travel in Phuket such as resort, bungalow, guesthouse, homestay.

5. Marketing mix means a concept relating to services that will be a part of the marketing mix or 7Ps, product, price, place, promotion, people, process and physical evidence, to determine marketing strategies.

1.6 Significance of the Study

This study reveals the marketing mix factors affecting decision process to use accommodation service of foreign tourists coming to Phuket, which is beneficial to all those involved tourism development of the province and improvement of tourism industry as to be satisfied with those tourists in traveling to Phuket with the best service.

The findings of this study classify the critical elements of making decision to use accommodation service of foreign tourists coming to Phuket. This is useful for those who are involved in providing accommodation business. This information will be guideline for business improvement.

The quality of the accommodation services for foreign visitors on travelling in Phuket will be perceived and the result will be applied to improve quality of accommodation

services for customers' satisfaction in the areas by giving the best service to make them satisfy and come back on the 'Pearl of Andaman' or Phuket again.

The results of this study will also be useful for strategic planning of the Tourism Authority of Thailand, and the investor can use it for their decision to invest in shares of the business accommodation. Moreover, institutions can apply the development of education about the factors that influence the decision making process in social science research.

CHAPTER 2

LITERATURE REVIEW

This chapter reviews the related literature and research of this study. The literature review covers marketing mix, key elements in the integrated model of tourism and tourism information in Phuket. The conceptual framework of this study will be explained in the end of this chapter. The mentioned issues in this chapter include:

1. Demographic segmentation
2. Service Marketing mix
3. Decision making process
4. Concepts about business accommodation
5. Related research

2.1 Demographic Segmentation

A set of variables used in the demographic market segmentation includes gender, life cycle stage, age, income, social class, and lifestyle. From this perspective, most of accommodation in Phuket target customer segment represents middle and senior aged professionals with high level of income belonging to upper social class. Moreover, most of accommodation in Phuket mainly targets individuals that pursue luxury lifestyle, and accordingly, company charges premium prices for its products and services with high quality.

Definitions of Demography

The word 'demography' has been formed by the Greek word 'demos' meaning 'people' and the English word 'graphy' or the 'study of'. Together they imply a study of people. In marketing jargon, however, it means a study of the people that forms a specific market for a product or service. A study of the target market and its attributes such as age, sex, religion, income, education etc. is very important for any business. Whether it is for the purpose of launching a new product or doing a new perspective with an aim to revamp an

existing product line-up, it is imperative that the business is up-to-date with dynamics of an ever-changing market. If it does not do so, its competitor will probably do it and stay ahead of it in the game.

The Importance of Demographics for Marketing

Business products or services through different target populations. Population is the statistical component of marketing used to identify demographic characteristics. Whether small or large, businesses need to be targeted to consumers. Demographic data affects all choices that business owners make in developing a marketing plan. Using demographic information will help you begin to understand your market better

Business owners often gather demographics for inclusion in business plans that are used to raise funds for start-up and introduce business launches. Population data includes geographic area, age, income, race, gender, and educational level. It also includes shopping habits, marital status, number of children and other information about consumer characteristics. Business may need demographic information to indicate that this describes national or local markets or small groups, such as age groups. This information helps you avoid the hit marketing approach.

Small business owners need demographic information to identify the consumer that is right for their product or service, and develop marketing strategies such as packaging, advertising, business location, and pricing. Business owners who try to adapt their marketing plans to changing national demographics may find it helpful to know. According to Nielsen Company Report (2010), Hispanic consumers prefer to buy more baby products. African Americans buy more perfume and home-made ingredients, and Asian Americans like to eat out and shop at the club's shop. Because businesses cannot target their marketing to individual consumers, demographic data is the most effective way to target marketing to a similar group of people.

Advantages of Demographic Segmentation

One of the main advantages of demographic segmentation is that the information you need is readily available for business. However business can pull census data to determine who, where, and how you want to market your product. For example, automobile industries can

market their cars to different age groups, income levels, and genders. Another advantage of demographic segmentation is customer retention and loyalty. When an organization spends time focusing on its customers and their wants and needs, customers will typically come back for repeat business.

Gender

The most consistent finding in more than 30 studies on involuntary purchases is that women are unnaturally affected. The percentage of women ranging from 74% (Hanley & Wilhelm, 1992) to over 93% (Black, Repertinger, Gaffney, & Gabel, 1998), Women usually score significantly higher than men (Scherhorn, Reisch, & Raab, 1990). Although one survey shows that women in their late twenties have slightly higher scores than men (Magee, 1994), and sometimes there is no gender difference (Roberts & Tanner, 2000). Women are at risk of being bought. However, gender differences may be less pronounced in adolescents.

However, the consistent with research demonstrated a stronger psychological incentive to buy women. Emotional and unique dimensions related to shopping are more important than women (Babin, Darden, & Griffin, 1994; Dittmar, Long & Meek, 200). Women tend to have a positive attitude toward shopping. Social interaction, shopping with "Relaxing frame", while men's attitudes tend to be non-positive by buying in the framework, the work they want to achieve. However, it is important to not miss such a distinction for the important difference between a woman and a man. The purchase behavior is quite gender-specific in the way described, as long as shared cultural norms and representations continue to be used to connect shopping with social identities and as long as the woman remains largely of home and primary careers for children are less likely than men for other psychological compensation strategies. In conclusion, it is assumed that most women are affected by the purchasing rather than men. Silkosessak (2004) found that the difference between male and female was found to be different in terms of satisfaction with the environment and reasonable price.

Age

There is no previous research identifies possible age differences in voluntary purchase. But there are indications that support the proposal that may make younger youth more affected. Consequently, compulsive buying can be a growing concern in more than one sense.

Most studies can be found that the average age of buyers buying coercive machines was less than 8-11 years in France, Germany and the United States (Hanley & Wilhelm, 1992; Lejoyeux et al. O'Guinn & Faber, 1989; Scherhorn et al., 1990), although some studies found small or no age differences (Black et al., 1998; De Sarbo & Edward, 1996; Lejoyeux, Haberman, Solomon & Ade's, 1999). Reports from compulsive buyer samples give average ages between 30 and 31 years (Black, Monahan, Schlosser, & Repertinger, 2001; Schlosser et al., 1994). In addition, recent European Union project indicate that 46% of Scotland's 16-18 year olds show the first likely trend for uncontrolled purchases, as they reportedly cannot resist anything. Stimulate advertising and lack of control over their spending habits. (Garce'sPrieto, 2002)

It is possible that the trend is short lived in adolescent life, as it may reflect the need for development to explore consumer activity or to create an independent identity. And mature by way of expression in the material goods. However, it may also reflect the effects of indirect participation and support from research, which illustrates the link between over-buying and compulsive buying on the one hand. Youth level although spending has a lot to do, recent social science analyzes have shown that the increase in the purchase of goods is daunting and burdensome over the past two decades (Lee & Mysyk, 2000). In the United Kingdom, 36 severely levied households found that 20% installed a restricted purchasing profile (Elliott, 2005). At the same time, younger people have been shown to have stronger pro-debt attitudes (Lea & Webley, 1995; Lunt & Livingstone, 1992), as well as higher levels of debt. In the United Kingdom, personal debt is increased by £ 1 million every 4 minutes, and over 60% of bankruptcies involve young people under the age of 30 (Credit Act, 2005); Similarly, US bankruptcy attorneys argue that the credit card debt generated by the auction often causes young consumers to be upset. (Federal Court Newsletter, 2004).

The findings and arguments jointly hypothesize that young respondents are more likely to compulsive buying than older respondents, which place emphasis on a wide age sample, including adolescents. There is also a question of whether the expected age difference is linked to the increasingly more materialistic value orientation in North America and Europe (Kasser & Kanner, 2004).

Education

Education affect the information seeking and product evaluation strategies of consumers. Marketing research shows that educated consumers are more likely to engage in extended searches (Beatty & Smith, 1987; Doti & Sharir, 1981, Engel Kollat and Blackwell, 1973). The related studies (Nagya, Lipinski & Savur, 1998). Studies also show that less educated consumers do not have the same level of brand and price information as better-educated consumers (Granger et al. & Billson, 1972; Russo, Dreiser & Miyashita, 1975). Murthi & Srinivassan, 1999). Based on this evidence, we can conclude that higher education graduates will get more information about using the Internet to make purchases.

Income

Revenue is associated with the opportunity cost of time. When revenue increases, the perceived value of time will change. Economic studies show that high-income consumers are more time-evaluating (Goldman & Johansson, 1978; Stigler, 1961); For example, the relationship of Internet users to time-wasting costs associated with making purchases over the Internet may affect their willingness to shop over the Internet. So high-earners will love the internet because of the time saving feature of the internet.

Nationality

Nationality indicates the identity of the person. Baysan (2010) had been studied the perceptions and behavior of sun and sea seeking tourists of three different nationalities, German, Russian and Turkish and assessed their willingness to pay and attitudes towards the bodies responsible for protecting the environment. The research uses a questionnaire which was translated into three languages (German, Russian and Turkish) and was applied to a total of 460 tourists. The results confirmed that differences in environmental awareness were more strongly associated with differences in nationality, than with educational levels and occupations. Above all, German tourists were more environmentally aware than Russian and Turkish tourists. There were also national differences in tourists' willingness to pay for environmental measures. The

results pose important issues for tourism policy in respect of market segmentation and environmental outcomes.

Munt (1994) mentioned that globalization is the growing interdependence and interconnectedness of the modern world through increased flows of goods, services, capital, people and information. Technological advances and reductions in the costs of international transactions drive this process. The result is a spread of technology and ideas, a rise in the share of trade in world production, and an increase in the mobility of capital. Alvarez and Asugma (2006) studied consumer behavior of tourists, were risk averse in their personality. It found that they were likely not only to use a wider range of information sources, but also to choose certain types of holiday and accommodation choices. An example of the individual traveler characteristic in this case is personality trait of novelty seeking. In this study, the results indicated that those travelers who scored highly on novelty seeking actively sought risk and adventure in their travel experiences and were less likely to use any information sources at all. This research focused on foreign tourists from China, Russia, Australia, South Korea and United Kingdom (UK) who selected the accommodation in Phuket as follows:

China

Zhou (2013) said that cruise is a kind of exotic, and cruise tourism is a kind of exotic culture. The cruise industry is a new industry. As a new leisure way, a full range of in-depth investigation and study on the market of cruise tourism is helpful for us to find the general rule of the development of industry abroad and to guide China's rising cruise industry development. Also, it is helpful to enrich the academic research on tourism concept and expand tourism academic research field. Chinese and foreign cruise tourism markets are different in the policy, culture and economy development stage. In addition, the paid vacation system in China has not yet formed, the vast majority of tourists cannot enjoy the mobility of holidays, traditional holidays such as Spring Festival, Qingming Festival and Mid-Autumn Festival which are called as 'Home culture' made the travel rate very low. And such holiday system, traditional culture and other factors will inevitably lead to the special situation of China, formed the differences between Chinese and foreign cruise tourism market style.

Russia

Russian outbound tourism is generally growing, and the amount of Russians travelling abroad has grown and increased by income levels mostly influencing the growth of travels. Yingyong and Lertputtharak (2014) studied motivation, travel behavior, and tourism types of Russian tourists in Pattaya city. The findings showed that Russian tourists visiting Pattaya city during their summer season in Russia prefer using public transport, travelling with family or with spouse, staying in hotels or resorts, traveling in package tours more than conducted tours. They love to travel for recreation, visiting historical tourist sites to experience culture and environment.

Australia

Kattiyapornpong (2007) examined differences in travel preference, travel intention and destination choice behavior of an aggregated set of Australian travelers. There are consistent relationships between travel preference, planning and choice and the set of independent variables of income, life cycle and life style. McGehee, Murphy and Uysal (1996) investigated the Australian international pleasure travel market. They found that Australian women and men are motivated differently in their pleasure travel experience. Nicolau and Mas (2004) conclude that values and life styles of the Australian represent a fundamental complement of socio-demographic characteristics for the optimum configuration of holiday products.

Therefore, accommodation choosing behavior at any sector is an important component of tourists' decision making. To study the consumers' behaviors and characteristics of individual tourists such as demographics and behavioral variables is an attempt to understand tourists' wants to choose accommodation. The research independent variable is demographic information of tourists – gender, age, education level, occupation, monthly income and nationality, to compare differences of decision process for choosing accommodation services of foreign tourists coming to travel in Phuket.

South Korean

Travel market is growing rapidly and increasing purchasing power of the people. South Korean tourists traveling abroad increased steadily. The most popular destination the South Korean tourists traveling to is Asia. Becoming of international tourist market has played an important role in the country's tourism. Interesting issues are that South Korean tourists mainly travel to Thailand, and most of them are newcomers who have never traveled to Thailand before. The popular travel types is travelling with tour companies in group tour. However, a group of South Korean tourists travel individually or group in Thailand. In particular, a group of families has grown.

UK

Drunken consciousness itself is not well controlled. Like the British violated, what do you do when you live outside the UK. Spanish newspapers reported that Briton was arrested for illegal behavior and drunken rampage especially in a tourist town in the south of Spain.

The British have coined a neat beauty groomed. Eating requires rules like to dress properly to participate in the dinner table. The table will have an order of things. Etiquette and dining how to use utensils, cups, etc., depend on types of beverage. Most British people also like sports. The horse racing, football match and playing cricket so as to fix the cunning to survive is not an easy save. And discreet what a bureaucracy that is said. "The British" character of these English people. British rules and order other than English. English people are very cynical and insulting. If people do not speak English, he may speak grammatically correctly or incorrectly.

Related research

There are several related research towards the selection of accommodation of the tourists as follows:

Demographics of Accommodation

Jonsson and Devonish (2007) claimed that gender and age affect travel motivation. A case of visitors traveling to the Caribbean Island of Barbados represents an exploratory attempt to capture underlying reasons for tourists' decisions to visit a destination. The main objective of this study is to examine the specific case of a tourism destination, investigate whether there are differences between motivations of those who are from different countries traveling to the destination of Barbados. Secondly, the study examines whether there are any differences in motivation between male and female tourists and among tourists of different age groups. Thus, it is a comparative study of differences in motives between specific groups. As a result, it attempts to incorporate experiential view into a construct such as image of the tourism destination. This article seeks to propose an integrated approach to understand tourists' motivation based on origin and how these contribute to the tourists' perception of a destination.

Jones and Guan (2011) acknowledge that 'commercial home' represents a great opportunity for the growth of entrepreneurship in Mainland China. They studied one major market in Mainland China, Hong Kong residents, and their willingness to stay in different types of commercial homes. Their study found out that this market segment consists of younger males and this was a deviation from the typical commercial home guest in the West. Additionally, they preferred B&B than homestay.

Opperman (1996) studied rural operators and tourists in Germany. Families with children and older couples were identified as the main market segments, driven by inexpensive accommodation as a major incentive. Although tourism is frequently suggested to farmers as a panacea. Opperman indicated that farm tourism provides only a small side-income, partly because of legal limitation.

Understanding of the demographic profile of guests at alternative accommodation establishments is essential for marketing planning. The key variables influencing types of experiences including demographics such as age, gender and life cycle stage and motivation (Lynch, 1998; Gladstone & Morris, 2000). This section reviews the major market-specific (geographic location-specific) studies and special customer segment-specific (based on

demographic characteristics and travel characteristics) studies in the domain of the alternative Accommodation.

2.2 Service Marketing mix

The marketing mix is a mix of ingredients to create an effective marketing offering the target market. The increased attention to application of marketing concepts in services sector has brought into questions, what the key components or elements of marketing mix for services are or what they should be. The traditional 4Ps of the marketing mix—Product, Price, Physical Distribution and Promotion are derived from a much a longer list developed from Haward Business school in 1960s, Notwithstanding the divided opinion on the number, majority of the authors on marketing including great personalities like Philip Kotler Zithmal and Bitner Lovelock etc., have considered 7Ps, the optimal mix of services, which are Product, Price, Physical Distribution, Promotion, People, Process, and Physical Evidence.

Balaji (2014) stated that marketing mix service is an act or performance offered by one party to another. Services are economic activities which create and provide value for customers. They are intangible activities which may be separately identified or tied to a physical products. However, the performance of a service is essentially intangible. It does not normally result in transferring of ownership as in case of products.

Definitions of Service Marketing Mix

Bennett (1997) said that service marketing mix is not a scientific theory, but merely a conceptual framework that identifies the principal decision making managers made in configuring their offerings to suit consumers' needs. The tools can be used to develop both long-term strategies and short-term tactical programmers.

The 7Ps model is also known as the service marketing mix that goes beyond the four basic marketing principles for product marketing. Services have unique characteristics such as intangibility, heterogeneity, inseparability and perish-ability. Booms (1981) and Bitner (1993)'s insights are in relation to physical products and services led to an extension of the

traditional marketing mix. In addition to the four traditional factors, three important factors are added, People, Process and Physical Evidence, that make the service marketing mix.

Product

McCarthy and Perreault (1984) mentioned that marketing mix concept has its roots in the 1950s U.S. corporate marketing world and the practice of marketing has obviously evolved tremendously since this term was invented. One of the changes is that there are a lot more services available nowadays such as those available online. Also, the distinction between products and services has become more blurry. Either way, product here refers to products or services, the product that marketer offer needs to be able to meet a specific, existing market demand. Otherwise, business need to be able to create a market niche through building a strong brand. Kotler (1984) stated that product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, organizations and ideas.

Price

McCarthy and Perreault (1984) confirmed that price is the amount a customer pays for the product. It is determined by a number of factors, including market share, competition, material costs, product identity and the customer's perceived value of the product. The business may increase or decrease the price of product if other stores have the same product. According to Kotler (2006), price is a marketing mix element that has the most significant impact on the product because company revenue is produced by price. Price level decisions are especially important due to the fact that they affect both the sales volume and value of product. Kotler and Armstrong (1989) defined price as the amount of money charged for a product and service, or broadly speaking, the sum of the values consumers exchange for the benefits or having or using the product or service.

Place

Kotler and Armstrong (2004) said that place represents the location where a product can be purchased. It is often referred to the distribution channel. Heroux and Csipak (2008) stated that channel distribution refers the selection location of business services that is extremely important, especially for services that customers need to build the service in a service center; therefore, the location is determined by prospective customers with covering an area of service targets as possible. And to determine the location of the competitor, it depends on the specific characteristics of each channel. The service is one of the strategic importance of strategic marketing. If you can find ways to reach more customers that means much profit is much higher will earn. Peter and Donnelly (1992) stated that the place or channel of distribution is an important part of marketing strategy planning and is the combination of institutions through which a seller markets products to the consumers. Etzel and Stanton (1997, p.76.) stated that goods must be physically transported from where they are produced to where they are needed.

Promotion

Kotler and Armstrong (2004) presented all of the communication that a marketer may use in the marketplace. Promotion has four distinct elements – advertising, public relations, word of mouth and point of sales. According to Etzel, Walker, and Stanton (1997), companies utilize promotion to inform, persuade, and remind the market of product the company sells in order to influence the recipient's feelings, beliefs of behavior. In service marketing, much communication is educational in nature, especially for new customers. Companies may need to teach these customers the benefits of service, where and when to obtain it, and provide instructions on how to participate in service processes. Communication can be delivered by individuals such as salespeople and trainers, or through such media as TV, radio, newspapers, magazines, poster brochures and websites. Promotional activities may serve to marshal arguments in favour of selecting a particular brand or use incentive to catch customers' attention and motivate them to act.

People

Kalaimani (2010) told that people are crucial in service deliver. Understanding the customer better allows designing appropriate products. Being a service industry which involves a high level of people interaction is very important to the use of resource efficiently in order to satisfy customers. Training, development and strong relationships with intermediaries are the key areas to be kept under consideration. Training employees toward the efficiency, both at staff and agent level, is one of important areas to look into. Human resources can be developed through education, training and by psychological tests. Even incentives can inject efficiency and can motivate people for productive and qualitative work.

Processes

Kalaimani (2010) said that processes are important to deliver a quality service. Services is intangible, all processes become more crucial to ensure standards and mapping your service perceived as being dependable by your target segment to quickly deliver quality services in satisfied customers. The marketing mix is very important to rely on efficient staff or causes the creation of modern and efficient service, and quality or advanced tool that contributes to the creation of efficient services and quality. This process can be defined as operation and value adding to low cost products, which is very beneficial to the customer and is more important to the service than the product. (Hirankitti et al., 2009). The basics of buying satisfaction is process management ensures the availability and consistency of quality. Facing consumption and manufacturing, process management, and the balance of service needs with services supply are difficult (Magrath, 1986). Design and use of product components is critical to building and delivering of the product.

Physical Evidence

Kalaimani (2010) said that physical evidence affects customers' satisfaction. This factor refers to environment, in which services and any tangible goods facilitate performance and communication of the delivered services. It is important because customers often judge the quality of services provided (Rafiq & Ahmed, 1995). According to Mittal and Baker (1998), this

factor refers to the environment associated with the production of services. Bitner (1990) adds that the environment other visible effects may affect the impressions customers receive about quality of service. The component of service experience is called "service-cape" that is atmosphere, music, comfort, seating and layout, service style and appearance of employees, which affects customer satisfaction with experience. Service (Rust, Zahorik & Keiningham), 1996). Decoration and environmental design have significant effects on customer expectations of service (Shostack, 1977). The service normally cannot be displayed, so the company should create the right environment to focus on the customer. (Rathmell, 1974).

Importance of Service Marketing Mix

Hunt (1975) stated that satisfaction is as an evaluation about whether the customers have experienced the hotel service at least as good as it is expected to be. Engel et al. (1990) suggested that the customers' satisfaction may result in interaction between the customers' pre-purchase expectation and post-purchase evaluation. A customer is considered to be satisfied when his total experiences indicate a feeling of pleasure when compared with his expectations. As customer satisfaction is influenced by the availability of customer services. The attributes of services have become such a major concern because of the intangibility, inseparability, variability and perishability of services (Parasuraman et al, 1985). Degrees of customers' satisfaction depend on their perceptions of service attributes and facilities. In the hospitality industry, in order to promote customers' satisfaction, hotel attributes should be considered as an important determinant. Within many studies, various hotel attributes such as room quality, reputation of hotel, helpfulness of staff, all of which are considered by customers as factors for evaluating hotel performance (LeBlanc & Nguyen, 1996; Cadotte & Turgeon, 1988). Barsky and Labagh (1992) also studied the satisfaction issue by asking respondents to evaluate hotel performance based on different hotel attributes. Dolnicar and Otter (2003) reviewed 21 studies undertaken over the period of 1984 – 2000 looking at hotel attributes from 21 journal articles. Dolnicar and Otter (2003) extracted 173 hotel attributes including such factors as: image, service, price/value, hotel, room, food and beverage, security and others. Callan (1996) summarized a number of conducted research projects, and the significance is the findings within many of these. The standard of

cleanliness was rated as the most important factor in the selection of accommodation by customers. The importance of cleanliness has also been identified more recently by Locker (2000, 2002). Research has also shown that, in the hospitality industry, quality of interpersonal interaction between customers and contact employees greatly influences customers' satisfaction (Bitner et al., 1994; Lovelock, 1996). Knutson (1988) and Cadotte and Turgeon (1988) recognized that clean, comfortable and well maintained rooms, convenient location, safe environment, as well as prompt and courteous services are important components for customers' satisfaction. While Saleh (2010) said the considered factors are clean and spacious rooms, comfortable beds, availability and food, value of restaurant, friendly staff and efficient service, convenient parking, as well as an appealing interior decor and exterior aesthetics.

Measuring customers' satisfaction is an integral part of the effort that improves products' quality, resulting in a company's competitive advantage (Cravens et al., 1988; Garvin, 1991). The study of consumer behavior, as discussed by Engel et al. (1990), pointed out that customers' buying behaviors and levels of satisfaction are influenced by their background, characteristics, and external stimuli. As the satisfaction is influenced by availability of customer services, provision of quality services has become a major concern of all businesses (Berry & Parasuraman, 1991). Hunt (1975) states that satisfaction is an evaluation of whether customers experience hotel service at least as expected. Engel et al. (1990) point out that customer satisfaction may result in Interaction between customer pre-purchase expectations and post-purchase evaluations. The client is deemed to have been satisfied when the overall experience, he conveys a sense of pleasure versus expectations of him. Because customer satisfaction is influenced by the availability of customer service. Service attributes become such an important issue because of its inability to be intangible, separation, variability, and speed of service (Parasuraman et al., 1985). Know the features and facilities in the service. In the hospitality industry to further enhance customer satisfaction features of the hotel should be considered as a major factor in many aspects of the hotel, such as the quality rooms reputation of the hotel, helpfulness of staff, all of which are considered factors. important to evaluate the performance of the hotel (LeBlanc & Nguyen, 1996 Cadotte & Turgeon, 1988) Barsky and Labagh (1992) study on the issue, with a satisfaction. Ask the respondents to evaluate the performance of the hotel by

different hotel properties. Dolnicar and Otter (2003) reviewed 21 studies conducted during the years 2527-2000. Dolnicar and Otter (2003) have listed 173 hotel features including factors such as price / price, hotel, food and beverage, safety and more. Callan (1996) Protocol on the implementation of a number of important findings is found in many places. Cleanliness standards are the most important factor in choosing a customer's accommodation. The importance of cleanliness has been identified by Locker (2000, 2002), when not long ago. Research also shows that in the service industry, the quality of interaction between customers and employees interacts with customer satisfaction (Bitner et al., 1994 Lovelock, 1996). Knutson (1988) and Cadotte and Turgeon (1988). recognized that the rooms are clean, comfortable and well-maintained facility that is comfortable, safe environment, as well as prompt and courteous service is a key element for satisfaction. While Saleh (2010) states that the factors considered are clean and spacious rooms, comfortable beds, ready-to-serve meals, value for money, friendly staff and efficient service, comfortable parking, as well as Attractive interior and exotic aesthetics.

Customer satisfaction measurement is an important part of the effort to improve product quality, resulting in competitive advantage (Cravens et al., 1988; Garvin, 1991). Consumer behavior studies by Engel et al. (1990) pointed out that customer buying behavior and satisfaction levels are influenced by background, appearance, and external stimuli. Quality service has become a major concern of all businesses (Berry & Parasuraman, 1991).

Service Marketing Mix of Accommodation Service

Cirikovic (2014 cited in Florence Kamau et al., 2015) explained that a proper marketing mix is crucial in helping the marketers to accomplish their objectives, create demand for their product offerings and present a fair image of their destinations. Tourist destinations that have appeal attractions and a clear market position are able to place themselves top in the consumers' minds. Tourism market is determined predominantly by tourism offers and tourism demand; in this case marketing plays a major role in competitive positioning a destination's product in the market.

Katanyu (2012) mentioned that the research toward marketing mix on the accommodation service and decision on backpacker purchasing of the tourists that showed that

the most popular accommodation of backpacker is still the guesthouse with reasonable price. As guesthouse provides limited service, the rental rate should not be as high as the full service hotels. Therefore the guesthouse should focus on the main service rather than supplementary one. Self-service can be employed to reduce the operation cost. Generally, self-services are accepted by most backpackers who prefer to make decision in traveling program themselves. Most backpackers stay less than one week, spend most of their time traveling around Bangkok, so they need nearby tourist spot location. Some of them stay in the longer period and need peaceful atmosphere for relaxation; therefore, accommodation for short term and long stay should have the different location according to the different target market. Most backpackers search the traveling information from website and make reservation in advance, but some make decision when walk-in to see the actual place. The independent variable of this study was the service marketing mix of accommodation, which analyzed relationship between marketing mix (consisting of Service Product, Price, Promotion, Place, Process, People, and Physical evidence) and decision to use the accommodation service of foreign tourists coming to Phuket.

Related Research of Marketing Mix

Business travelers and leisure travelers are important service that served by the hotel. From number of studies in the past business travelers and leisure travelers behaviour chosen hotel and related issues. Knutson's (1988) comprehensive study shows that both business and leisure are looking for comfortable, well-maintained rooms, convenient location, fast and courteous service and a safe and secure environment. Security and friendly service are key factors in choosing a hotel. The first or repeated visit to Cladotte and Turgeon (1988) analyzes the data collected by American Hotel and Motel Association members and finds the staff helpful, clean and well-informed of the establishment's quality of service and staff understanding. Service is an important consideration for guests. Atkinson (1988) states that cleanliness, safety, well-being, etiquette and employee benefits are important considerations. Wilensky and Buttle (1988) say that most travelers evaluate personal service, physical attractiveness and opportunities for relaxation, service standards, image and value. Anant et al. (1992) surveyed 510 travelers, asking them to evaluate 57 hotels in their decision to choose a hotel. Price and quality are ranked as the most

important features, followed by attributes related to the safety and comfort of the place. In the study of Barsky and Labagh (1992), three characteristics (Attitude of staff, location and room) is a dominant feature that influences hotel decision making by both business and leisure travelers. Clow et al. (1994), Lewis (1985) and Marshall (1993) Safe, personal interaction and room rates are important considerations for leisure travelers. According to Choi and Chu (1999), quality of service, quality of service, Yavas and Babakus (2004) studied the three most common attributes of the facility, the main services, the main services and the possibilities to return to the same hotel. And the comfort dimension, which is an important feature that influences hotel decision-making in business and leisure travel.

The principles of Service Marketing Mix focus on a new higher education marketing mix: the 7Ps for MBA marketing (Ivy, 2008), which include Service Marketing Mix Product, Price, Place, Promotion, People, Process and Physical Evidence. Business service is a factor that is suitable to use consumer research to determine compliance with (Rafiq & Ahmed 1995). An exploratory survey of UK and European marketing revealed that Service Marketing Mix should be used in tandem with exploring the options available to consumers.

In addition, other research of Service Marketing Mix related to the Service Marketing Mix are consistent with the studied of Gummesson, (1994), Siu and Tak-Hing Cheung (2001), Ndubisi, (2007), Robinson, (1999), Abdullah (2006), LeBlanc and Nguyen, (1997) and Al-Hawari and Ward (2006).

The study concluded the factors concerning accommodation decisions of foreign tourists in Phuket province. Service Marketing Mix consists of Product, Price, Place, Promotion, People, Process and Physical Evidence used in the study.

2.3 Decision Making Process

Definitions of Customer Decision Process

According to Puto (1987) customers' decision process is that consumers have to make different kinds of decisions every day based on their different needs. Some of the decisions are playing critical roles in consumers' daily life; for example, purchasing a new home or

purchasing a car, whereas sometimes the decisions are made on a virtually automatic basis. There are not a lot published research articles available on the decision-framing process.

Philip Kotler (2001) stated that marketers have to go beyond the various influences on buyers and develop an in-depth understanding of how consumers actually make their buying decisions. Specifically, marketers must identify who makes the buying decision, types of buying decisions and stages in the buying process.

Importance of Decision making process

This process occurs when "evoked set" is considered and narrow down in one. This is where consumers make a purchase. It may also create the intention to buy the most desired brand. However, two serious factors can interfere with purchase intention and purchase decision. The first factor is the attitude of the other person. The buyer's preference for a brand will increase if someone puts much emphasis on the same brand. The second factor is an unpredictable situation that may erupt to change the intention to buy (William, 2002, p. 58).

Benefits Decision making process

When buying a product, consumers expect some from the purchase. They will get a degree of satisfaction or dissatisfaction depend on the product. This action affects the subsequent behavior of the consumer. If consumers are satisfied, they will have the opportunity to buy again. Displeasure can cause consumers to have a negative attitude towards the brand and even get rid of the brand from the consumer buying options. To understand the buying process, the decision-making process must be accepted. Finding information, evaluating options, buying decisions and buying behaviors helps marketers build the best strategies to retain customers and buy back in the future.

Factors Affecting Consumer Buying Decisions

People buy different products from different brands to meet of needs. Buying is strongly influenced by cultural, social, personal and psychological traits. Culture consists of culture and values, subculture, and social class, and has a great influence on consumer decisions.

Social factors sum up the social interaction between consumers and influential people, such as referral groups, opinion leaders, and family members. Personal factors include

gender, age, family lifestyle, personality, concept, and unique life style, and play an important role in the types of products and services that consumers demand. Psychological factors determine how consumers perceive and interact with their environment and influence consumers' best decisions (Lamb, Jr., Hair, Jr., and McDaniel, 2004, p. 152)

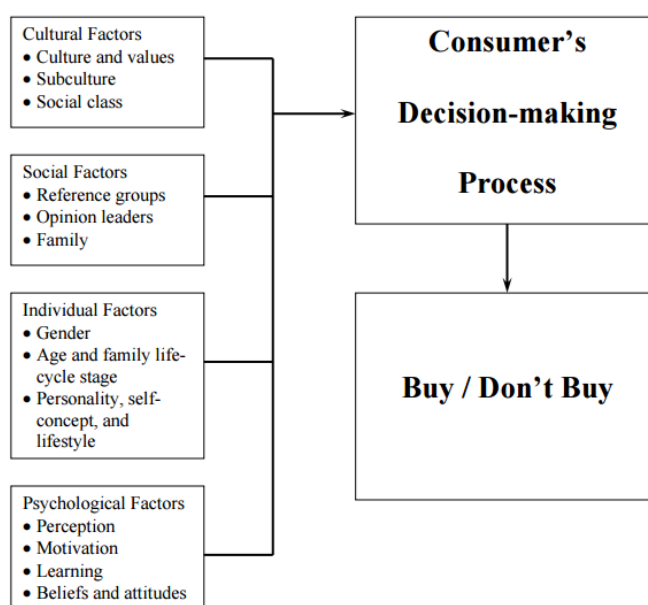


Figure 2.1: Factors Affecting Consumer Decision-making Process

Source: Lamb, Jr., Hair, Jr.; & McDaniel. Marketing. (2004, p.152)

Cultural factors

Culture is a basic values, perception, wants and behaviors learned by a member of society from family and other institutions. Every group or society has cultural influence on buying behavior that may vary greatly from country to country, or even neighborhood to neighborhood. Each culture contains smaller subcultures which consist of a group of people with shared value system based on common life experiences and situations. Culture is the fundamental value, perception, and behavior that members of society learn from their families and institutions.

All groups or societies have cultural influences on purchase behavior that may vary from country to country or even from neighboring areas. With a neighborhood Each culture has a subculture, consisting of people with a shared value system based on experience and common life situations. Subculture includes racial, religious, ethnic and geographic regions

Social Factors

Almost every society has some form of social structure. Social classes are relatively permanent and regulated entity in which society participates in values, interests, and behaviors. The social class is not determined by a single factor. Social classes show the difference in products and brands in areas such as clothing, home furnishings, leisure and car accessories (Krigjsman, 2007).

Most consumers are more likely to seek the opinions of others to reduce search and evaluation. They may also ask for feedback from others for suggestions on new products and services. Specifically, consumers interact with reference groups, opinion leaders, and family members to obtain product information and decision approvals. Reference groups can be identified as two or more individuals who interact to achieve personal or mutual goals. The group has a direct influence and that person is called a member group. In contrast, the reference group is a direct or indirect reference point for directing or influencing consumer behavior.

Reference groups usually consist of persons known as group leaders or opinion leaders. The opinion leaders are influential people because of their special skills, knowledge, personality, or other characteristics. In other cases, marketers may use buzz marketing by subscribing or even creating opinion leaders to publicize their brand terms. Their family members can influence consumer behavior well. Husband and wife involvement varies by product type and stage in the buying process. In America, wives are often the primary purchasing agent of the family, particularly in the fields of food, household goods and clothing. The position of consumers in each group can be defined in terms of roles and status. The role consists of the person expected to follow the person around them. Each role has a status of common pride that the society attaches to. People often choose products that display their status in society (Kotler, 2000, p. 178).

Individual Factors

Each person's purchasing decisions are influenced by the individual's unique personal characteristics, such as gender, age, life cycle stages, personality, concept, and lifestyle. Sex refers to the physiological differences between men and women, which affect different needs, such as health and beauty products. Trends in sexual marketing are influenced by the changing roles of men and women in society. For example, when women around the world are working and earning more, many industries are attracting new customers by marketing to women (Lamb, Jr., Hair, Jr. and McDaniel, 2004, p.165).

The age and life cycle of a consumer's family can have a huge impact on consumer behavior. People change products and services purchased for life. The flavors of food, clothing, clothing and recreation are often age related. The purchase also has the shape of a family life cycle. Traditional family life procedures include single children and spouses with children. Young singles spend more than average on alcohol, education and entertainment. New parents often increase the cost of health care, housing, housing and food. Households with children spend more on food, entertainment, personal care and education, as well as cars and gasoline. Consumerism also affects the purchase of goods and services. Workers in Blue collar often buy more rugged outfits while executives buy more business suits. Economic situation will affect product selection. If economic indicators point to recession, marketers can take steps to design, change position, and adjust their product prices closely.

The different personality of each consumer influences his or her buying behavior. Personality is a broad concept that can be thought of as organizing and grouping how each person interacts with the situation. It is a combination of psychological makeup and environment force. Self-concept or self-perception is the way consumers perceive themselves. Consists of attitudes, perceptions, beliefs and self-evaluation. Personality and self-reflection reflected in the way of life. Lifestyle is a form of livelihood as outlined in the activities, interests, and opinions of the person. People from the same class, social and occupational classes may have different lifestyles.

Psychological Factors

Individual purchasing decisions are influenced by psychological factors such as perceptions, motivation, learning, belief, and attitudes. These factors are what consumers use to interact with their world. They are tools that consumers use to perceive, feel, collect and analyze information, formulate ideas and ideas, and act. Motivation is a dynamic factor that is constantly changing in response to life experiences. Needs become motivated when motivated to an adequate level of intensity. Motivation is an adequate need to force a person to seek satisfaction. Many human motivation theories have been developed by many psychologists. One popular theory is that of Dr. Abraham Maslow. His theory, which is based on the universal hierarchy of human needs, describes five basic levels of human demand, respectively, from the demand for high levels of demand. Maslow's five requirements of the hierarchy of needs are the psychological needs, security needs and security, social needs, ego and needs. Selfactualization (Schiffman & Kanuk, 2000, p.80)

The person who is motivated to act on the person's actions is influenced by his situational awareness. Perception is the process by which people choose to organize and interpret information to create meaningful images of the world. In essence, perception is that we see the world around us and know we recognize that we need help deciding. The perception process is influenced by the nature of the stimulus, such as size, color, intensity, and context seen or heard. Almost all consumer behavior is a result of learning, which describes the changes in behavior experienced by individuals and their experiences. Direct learning can not be observed. But we can infer when events occur by the actions of a person. Most human behavior has been learned. Learning theory believes that learning is driven by interactions between drive, impulse, guidance, response, and support (Kotler, Ang, Leong & Tan, 2003, p. 186).

Through doing and learning, people gain their beliefs and attitudes. Belief is a descriptive idea that one person has about something. Marketers are interested in the beliefs that people make about specific products and services because these beliefs create product images and brands that affect purchasing behavior. Attitude is a good or unfavorable evaluation of a person's emotional and actional responses to a particular object or concept. (Krech, Crutchfield & Ballachey, 1999, p. 208). Either do not like things or move on or away from them

In conclusion, the goal of marketing is respond to customer needs, goals and needs. Understanding factors affecting the buying process of consumers are cultural factors, social factors, personal factors and psychological factors, which will help marketers adjust and improve their marketing campaigns and marketing strategies. Consumers are more efficient.

Decision making process accommodation of tourists

Wilson (2012) stated that illustration of different types of accommodation offer varying degrees of personal engagement between hosts and guests, as well as attracting different types of tourists. These differences, in turn, reflect the differences in amount and type of help and advice sought by and offered to tourists. Broadly speaking, accommodation options occur on an 'engagement' spectrum with hotels at the lower engagement extreme and backpackers at the higher level. Factors influencing number of guests are facility structure and design, formality, type of guests, experience and role of staff, which help determine an accommodation's position on this spectrum. The degree of personal engagement of different accommodation operators is reflected in both the amount of interview time they spent describing their guests, and in the amount of help they reported giving their guests. As noted earlier, this help was commonly in respect of local attractions, and to a lesser extent onward travel routes. Some accommodation providers also help tourists select (and book) their onward accommodation.

Becken (2008) explained that decision behaviors towards choosing accommodation of tourists are related to a fundamental concern with route taken and overall itinerary, through choices of accommodation, transport and on-site purchasing activities. Song and Zhang (2014) also said that consumers' decision making in rural tourism related to food prices, accommodation prices and others recommend, and local security level is the most important factor that will affect tourist decision making. Decrop (2006) mentioned that tourists' decision-making processes towards accommodation selection are complex, involve many sub-decisions, occur continuously from prior to deciding where to go through to what are we going to do now we're here' and beyond. Many choices are based on contextual facts. Many more are based on perceptions or evaluative judgments of relatively high-risk decisions, that is, no-one knows how good their holiday is going to be until they are experiencing it.

From the reviews of related literature towards decision making process in choosing accommodation of tourists show the most important factors of tourists influencing on them when they choose an accommodation. Therefore, decision making process will help to choose an accommodation, make better decisions as required and more quickly. Choosing accommodation behaviors of tourists, just like the overall buying behavior, includes passing five stages of decision making process: need to travel and choose accommodation; then information collection and evaluation image, decision, experience and satisfaction, and finally outcome and evaluation to choose accommodation. This research determined dependent variables that are decision processes using accommodation services of foreign tourists coming to travel in Phuket. The stages of buying decision process include problem recognition, information search, and evaluation of alternatives, purchase decision and post purchase behavior.

Related Research towards Accommodation and Decision Making Process

Sae-tang (2006) studied factors influencing snake eating behavior retailers in Bangkok. The research found that most of the clients were single females between the ages of 21-31 with bachelor's degree or equivalent, working as private employees and earning 20,001 to 50,000 baht per month. The importance of high market factors. Satisfied with marketing products, distribution channels, and marketing promotions at a high level. All marketing factors, including product prices, locations, and promotions, are positively correlated with consumer purchasing behavior in terms of low purchasing frequency.

At the same time, Phokanan (1999) found that differences in gender, age, population, marital status, and occupation affected consumer behavior. Health status does not affect consumer decisions. In addition, communication channels of the Company's products affect consumer decisions.

2.4 Concepts of Business Accommodation

An accommodation sector is an important component of tourism, as may be seen from various studies and articles, tourist actually concerns on accommodation services. While alternative accommodation sector is on a growth trajectory driven by policy directives and changes in tourist behavior, little is known about their marketing approaches or activities. The tourism industry consists of a supply and a demand side.

The demand addresses tourism markets, consumer and buyers of products and service. The supply also refers to suppliers of goods and services. The available literature on alternative accommodation. It was observed that most of the studies in tourism and hospitality sector have focused on traditional accommodation such as hotels and not much attention has been paid to study alternative accommodation sector, consisting of accommodation products such as guest houses, serviced apartments and commercial homes services.

Guests at Alternative Accommodation

Tourism literature has reported that people's perception of travelling lies in the results of travelling attitudes (Ragheb & Beard, 1982; Gartner & Hunt, 1987) perceived awareness, knowledge and information about travelling resources (Riddick, 1986), and images of tourist areas (Baker & Crompton, 2000). A traveler's vacation destination decision is a complex process involving among other factors, an individual's perceptions, previous experience, motivation (benefits sought), information search, attitudes, and intention (Shih, 1986).

Previous studies have shown that travelers who choose alternative accommodation will be influenced by factors such as enjoyment in the way of life and the countryside, or alternatives to a hotel or resort to escape from a larger hotel. Meet local people and enjoy local cultural heritage (Norman, 1988, Upchurch, 1996; Ingram, 2002). Some researchers choose to focus on motivation pull of unique attraction associated with alternative hoteliers for example (Warnick & Klar, 1991; Emerick & Emerick, 1994; Morrison et al., 1996, Dawson & Brown, 1988, Ingram, 2002).

Alternative accommodations are a rapidly growing segment of the hospitality industry (Henning, 2004). The creation of Guest House can be done from existing homes, renovated homes, or designed buildings. It is specially to provide overnight accommodation to tourists at affordable prices. Guesthouse construction sites should provide public space for guests and the owner or manager may be staying at this location.

Customers' satisfaction is the result of subjective comparison of expectation and perception (Oliver, 1981; Oh, 1999). Expectations predicts what should happen (Teare, 1998), which are beliefs against which customers judge the performance and is influenced by customers' needs, staff promises, word of mouth communication, and past experience (Zeithaml & Bitner, 2000). A customers' perception is affected by image, price, service encounter and evidence of service (Ugboma et al., 2004; Radder & Wang, 2006). A visitor's experience with accommodation is essential for understanding their satisfaction (McIntosh & Siggs, 2005). In specialist accommodation studied by McIntosh and Siggs (2005) listed five factors: uniqueness of the environment, personalized attention, homely ambience, quality, and value added information based on which guests will evaluate their experience in specialist accommodation.

In case of alternative accommodations. It included operator's attitude towards these optional such as guests (tourists), efficiency of reservation system, cleanliness of rooms or room furnishings and attitudes of area residents (Fleischer, Rotem & Banin, 1993). When the entrepreneurs fail to understand market needs or fail to respond to the service expectations of their customers, such failures, in addition to the declining agricultural income could have devastating moral and economic effects. Further satisfied customers can be the best promoters. On the other hand, dissatisfied customers can easily ruin a business that mainly relies on word-of-mouth.

The interaction within the accommodation, premises, and atmosphere. The tourists concerned on according listed. It's invited customer impressed and become high value of customer's visits. With reference to setting, Lynch (2005) acknowledged that impressions of the home-stay building, its nomenclature and the locality' are all important, as well as the fact that the setting seems to have a behavioral effect sometimes leading to social conformity, use of social rules and role play and perhaps dissonance.

2.5 Related Research on Tourists Accommodation Selection

Choorichom (2011) studied factors influencing the selection of hotels/resorts in LantaYai Island, Krabi, Thailand by international travelers. The objectives of this study were to investigate and identify important factors of hotel/resort selection for international travelers. Results of the study about the factors influencing international tourists in the selection of hotels/resorts indicated that security and safety are the most important factor. Value was ranked as the second most important factor, followed by staff service quality, location and room and facilities quality respectively. The study suggested that security and safety have been identified as the most influential factor in determining customers' selection of the hotel in LantaYai Island. This is what hotels in LantaYai Island should be considered while developing marketing strategies. For these prospective customers, security and safety are the most basic human needs. Even if the hotel is comfortable, if there is no safety, it is not worthwhile staying there. The other factors such as value, staff service quality, location and room and facilities should not be ignored as well. The hoteliers should maintain the standards of these services and facilities to meet the basic needs of the customers.

Sanittham (2012)'s research focuses on the factors influencing the decision of foreign tourists to choose the services of travel agents in Bangkok from 333 samples. The results show that factors influencing the service of the company. Travel agents in the package are female tourists aged between 26-30 years, earning between \$ 2,501-7,500 per month. Live in Africa and work in private companies, and the level of opinions that influences the company's decision, such as image, location, and promotion are high and low, respectively. Factors that influence the use of travel agent services in ticketing are male travelers between the ages of 31-35 years, earning between \$ 1,001-2,500 per month with a diploma or certificate of residence in Europe and North America. Levels that affect company decisions, such as brand image, product and service, promotion, and staff, are moderate, low and high, respectively. Factors influencing the use of travel agencies in hotel bookings are male travelers between the ages of 31-35 years, earning between \$ 1,001-2,500 per month with a diploma or certificate of residence in Europe and North

America. Levels that influence the company's decision, such as product and service image, price, and staffing.

Chaivisak (2010) studied factors affecting customers' satisfaction in service selection at Hilton Arcadia Resort & Spa, Phuket and found that all of the marketing mix (7Ps) affects satisfaction in choosing the Hilton Arcadia Resort & Spa in Phuket.

Nongpan (2013) found that the marketing mix service (7Ps) consists of Product, Price, location and distribution channels, Promotion, Personnel, Processes and Physical environmental factor, affects all aspects of satisfaction in the selection of the Holiday Inn Resort Phuket at statistical significant level of 0.05.

Gunasekaran and Anandkumarb (2012) study the factors that influence the choice of alternative accommodation by referring to Pondicherry, a coastal marine heritage city. B & B and guest houses such as B & B's and guest houses are ideal for travelers who want to stay apart from traditional hotels. The purpose of this research is to identify the factors that make the choice of accommodation alternative. Product differentials in both violence and reality other incentives for accommodation may differ from traditional accommodation. A study of places in Pondicherry, a coastal city in India, has been affected by the expansion of housing options. Alternative hoteliers offer different travel products with different points of difference compared to traditional vacation rentals. Based on the main data collected by the guest in the accommodation, the factors that influence their decision to stay are identified by factor analysis. Knowledge and understanding of these factors will help alternative resort hotels develop meaningful and interesting spots.

Srisopha, Homchan and Chaiyason (2013) studied the factors affecting Thai tourists' decision of accommodation selection in Ubon Ratchathani province in order to derive recommendations in developing accommodation in Ubon Ratchathani province. The result of hypothesis testing at 0.05 level of the statistical significance revealed that tourists who had different demographic factors, type of accommodation, expenditure for traveling, and cost of accommodation would place importance on accommodation selection similarly. The tourists who traveled by different vehicles would place importance on selecting accommodations in terms of price, place, promotion, and service differently. The tourists who knew the lodges from different

media would place importance on selecting accommodations differently in terms of product, place, and service. The tourists who booked rooms in advance and did not book in advance would place importance on selecting accommodation in terms of place differently. The tourists having different reservation methods would emphasize on accommodation choice differently in terms of product and service, and the tourists having long stay would focus on hotel preference in terms of promotion differently.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This research study aims at investigating decision of foreign tourists towards accommodation selection in Phuket based on marketing mix. This chapter outlines the research methodology of this study, including sample and sampling, research instrument, data collection and data analysis. The details of the methodology are explained as follows:

3.2 Sample and Sampling

According to Wilkes (1962), if the population was very large, it made the census or the complete count of all values in the population impractical or impossible. The example represents a manageable set of sizes. Collect samples and calculate statistics from samples so that they can be inferred or inferred from the sample to the population. The sampling process from this sample is called sampling.

In this study the researcher specifies the foreign tourists who come to travelling in Phuket as the population by counting the number of tourist that arrived in Phuket. It's about 1,100,000 tourists in 2014.

Sample Size

The research calculated sample size of the study from number of foreign tourists, 1,100,000 people at Phuket International Airport in 2014. Thus, to specify the sample size of this study, the researcher counted the number of tourists that arrived on top 5 half-year of foreigners tourists who travel to Phuket. The study samples were the tourists from China, Russia, Australia, South Korea and United Kingdom.

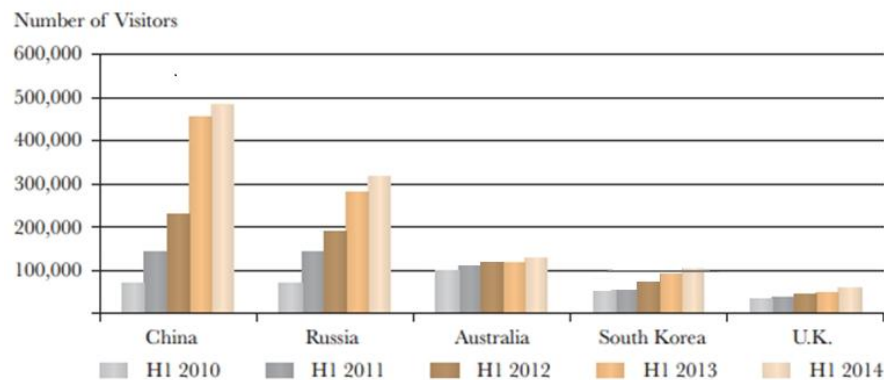


Figure 3: Top 5 Half-Year of Foreigners Tourists Traveling in Phuket in 2010-2014

Source: International Public Relations Division Tourism Authority of Thailand, 2014

The researcher applied the formula of Taro Yamane method (Yamane, 1973) to calculate the sample size of this study as follows:

$$n = N \frac{1}{1 + N (e^2)}$$

When n sample size

N population size

E incorrect level (0.05)

$$n = \frac{1100000}{1 + 1100000 (0.05)^2} = 399.985 \approx 400 \text{ samples}$$

The result of calculation is 399.982 or 400 samples; therefore, the sample number will be of at least 400 samples. The sampling frame is non-probability sampling method and quota sampling from 400 foreign tourists travelling in Phuket by performing a random sampling stratified by nationality as follows:

Table 3.1: show the proportion of the foreigner in Phuket 2014

Nationality tourists	Population	Sample
Chinese tourists	490,000	160
Russian tourists	320,000	120
Australian tourists	130,000	40
South Korea tourists	100,000	40
UK tourists	60,000	40
Total	1,100,000	400

The research samples were approached at the international departure gate of Phuket International Airport.

3.3 Research Instrument

A questionnaire was designed to survey via face-to-face with the total sample size of 400 respondents. The closed-ended questionnaire divided into 3 parts as follows:

Part 1: Questions of demographic asking general information of respondents, including gender, age, education level, salary and occupation; this part is a close ended questionnaire in the form of check list with 8 questions.

Part 2: Questions of stages the decision making of foreign tourists on selecting accommodation in Phuket. This part of close- ended questionnaire is in the form of check list with 8 questions.

Part 3: Questions of factors that influence foreign tourists' accommodation selection in Phuket, including Product, Price, Place, Promotion, People, Processes and Physical evidence; this part is close-ended questionnaire in rating scale with 7 factors and 33 questions.

The score evaluation of the third part was measured by variable in the questionnaire based on the rating scale followed by the Likert Scaling technique. Frequently, five

ordered response levels were used (University of Northern Iowa, 2013). The evaluation scheme is shown below. The formats of a typical five-point numerical scale are:

The score among	1	means	Least important
The score among	2	means	Less important
The score among	3	means	Moderate important
The score among	4	means	Most important
The score among	5	means	Very important

3.4 Reliability Test

Carlson (2009) stated that reliability tests are used to describe the overall consistency of measures. These measures are highly reliable if they yield similar results under consistent conditions. There are several reliability techniques, such as Coefficient Alpha or Cronbach Alpha method. The overall reliability is 0.80, which is higher than the standard of 0.70 and tested with 40 foreign tourists. Therefore, the questionnaire for this research is valid.

Table 3.2: show the reliability test

All Variables	Number of Items	Cronbach's Alpha	
		Pilot Test (n=40)	Actual Sample (n=400)
Product	5	0.712.	0.764.
Price	4	0.751.	0.704.
Place	5	0.721.	0.737.
Promotion	5	0.730.	0.742.
People	5	0.792.	0.790.
Process	4	0.778.	0.721.
Physical Evidence	5	0.756.	0.751.

From Table 3.2, it can be concluded that all seven variables had Cronbach's alpha greater than 0.720 from both pilot study and actual survey that means all items in the questionnaire were well comprehended by forty (n=40) and four hundred (n=400) participants. During the pilot study, the weakest scale is Place (convenience) (Cronbach's alpha = 0.721) and the strongest scale is People (Cronbach's alpha = 0.792). In the actual survey, the weakest scale is Price (Cronbach's alpha = 0.704) and the strongest scale is People (Cronbach's alpha = 0.790). Nevertheless, when all variables were entered (33 items), the value of Cronbach's alpha was over 80%, so all items have very good reliability (Zikmund et al., 2013).

3.5 Data Collection

Data collection process used both primary and secondary data sources to fully conduct this research as shown below.

Primary Data

The primary data are information that researchers collect directly through tools such as surveys, focus group interviews, or observations to meet unique needs, primary research provides researchers with the most accurate information. In this study, data collection was done using quota sampling from foreign tourists in Phuket using a questionnaire as a tool to collect data. The data were analyzed using the following statistical principles. First of all, raw data from the query is encrypted and coded by the SPSS program.

Secondary Data

According to Katherine (1998), qualitative data with good secondary cannot be overlooked as it provides the necessary background and context that is needed, making the reuse more valuable and systematic.

3.6 Statistical Analysis and Presentation

Statistical analysis will be used in analyzing data as follow:

Descriptive Statistics

Dodge (2003) states that descriptive statistics are intended to summarize samples rather than to use information to learn about the population. This generally means that descriptive statistics, unlike inference statistics, are not developed on the basis of probability theory. In this study, analysis descriptive statistics were for statistical analysis: frequency, percentage, mean and standard deviation.

Inferential Statistic

Give (2008) show that the purpose of quantitative analysis is to develop and use mathematical models, theories or hypotheses about phenomena. Measurement is at the central of quantitative research as it is the basic link between empirical observation and the mathematical expression of quantitative relationships. Quantitative data is any data that is in numeric form, such as statistics. In this study, quantitative analysis uses the T-test for variant analysis, not exceed 2 variant and F-test (One WAY-ANOVA) more than two variables were analyzed at 95% confidence level or 0.05 statistical significant. There were differences between groups by LSD method (least significant difference) and logistic regression analysis. Data was analyzed by the use of SPSS Windows.

Measurement Values

Elaine, Seaman and Christopher (2007) said that Likert Scaling is a bipolar scaling method that measures either positive or negative responses in a statement. Sometimes an even-point scale is used, which has middle option. "Neither or disagree", which is sometimes called the method the "forced choice" because of the neutral option will be removed. This research uses measurement values with the Likert scaling technique:

$$\text{Interval (I)} = \frac{\text{Rang}(R)}{\text{Class}(C)}$$

$$R = \text{Highest score} - \text{lowest score} = 5 - 1$$

$$C = \text{Interval Scale} = 5$$

$$\text{Interval (I)} = \frac{5 - 1}{5} = 0.8$$

The formats of a typical five-point numerical scale part 3 of questions are:

The score among	1	means	Least important
The score among	2	means	Less important
The score among	3	means	Moderate important
The score among	4	means	Most important
The score among	5	means	Very important

CHAPTER 4

Results and Discussions

This is a study of foreign tourists' decision on accommodation using the Marketing Mix, a case study of Phuket province. It aims at investigating the relationship between demographic information and decision on accommodation services of the foreign tourists traveling in Phuket and examining the differences between using demographic information and Marketing Mix on decision making towards the use of accommodation services. The research findings of this research study are presented in four sections as follows:

Section 1: Personal Information

Section 2: Decision on Accommodation Services Use

Section 3: Marketing Mix Factors Affecting Decisions on Accommodation in Phuket

Section 4: Research Hypotheses

4.1 Personal Information

The number of respondents answered the questionnaire questions is 400. The first part of questionnaire is related to their personal information: gender, age, marital status, educational level, occupation, income, nationality, frequency of visiting Phuket, and travelling purposes. The data shown in the questionnaire are presented as follows:

Table 4.1: *Frequency and Percentage Personal Information*

Personal Information	Frequency	Percentage
1. Gender		
Male	240	60.0
Female	160	40.0
2. Age		
Below 25 years old	8	2.0
25 - 35 years old	136	34.0
36 - 45 years old	164	41.0
46 - 55 years old	60	15.0
Over 55 years old	32	8.0
3. Marital status		
Single	118	29.5
Married	211	52.75
Divorced	71	17.75
4. Educational level		
Lower than bachelor's degree	12	3.0
Bachelor's degree	285	71.3
Higher than bachelor's degree	103	25.8
5. Occupation		
Business owners	118	29.5
Students	15	3.8
Housewives	56	14.0
Retired people	4	1.0
6. Income		
Less than \$ 1,000	17	4.3
\$ 1,001 - \$ 3,000	269	67.3
\$ 3,001 - \$ 5,000	96	24.0

Personal Information	Frequency	Percentage
\$ 5,001 - \$ 7,000	8	2.0
More than \$ 7,000	10	2.5
7. Nationality		
Chinese	160	40.0
Russian	120	30.0
Australian	40	10.0
South Korean	40	10.0
British	40	10.0
8. Frequency of visiting Phuket		
First time	164	41.0
2 - 3 times	196	49.0
4 - 5 times	20	5.0
More than 5 times	20	5.0
9. Travelling purposes		
Business	88	22.0
Traveling	296	74.0
Visiting family or friends	16	4.0
Total	400	100.00

Table 4.1 reveals that the majority of respondents are male (60.0 percent) and female (40.0 percent), who aged at 36-45 years old (41.0 percent), 25-25 years old (34.0 percent) and 46-55 years old (15.0 percent) respectively. There were 211 married people (52.8 percent), 118 single people (29.5 percent) and 71 divorced people (17.8 percent). They mostly graduated at bachelor's degree (71.3 percent), higher than bachelor's degree (25.8 percent), and 3.0 percent of the respondents' educational level was lower than bachelor's degree. Moreover, the majority of respondents are government employees (33.00 percent), business owners (29.5 percent) and business employees (18.8 percent) who have income at approximately \$ 1,001 - \$ 3,000 (67.3

percent), followed by \$ 3,001 - \$ 5,000 (24.0 percent) and below \$ 1,000 (4.3 percent) respectively. Most of them are Chinese (40.0percent), Russian (30.0 percent), Australian (10.0 percent), South Korean (10.0 percent) and British (10.0 percent) respectively. 49.0 percent of them have been to Phuket for 2-3 times while 41.0 percent of them come there for the first time, 5.0 percent used to come here 4-5 times and another 5.0 percent has been here for more than 5 times. They came to Phuket for travelling (74.0 percent), for business (22.0 percent) and for visiting family or friends (4.0 percent) respectively.

4.2 Decision on Accommodation Services Use

The second part of the questionnaire is related to foreign tourists' decision on accommodation services use, which consists of eight parts: type of accommodation, cost of accommodation per day, length of stay, location of selected accommodation, services in the accommodation, facilities, the one who made decision on accommodation and information sources related to the accommodation.

Table 4.2: *Decision on Accommodation Services Use*

Statements	Frequency	Percentage
1. Type of accommodation		
Hotel	32	8.0
Resort	148	37.0
Bungalow	88	22.0
Guest House	36	9.0
Rental House	48	12.0
Homestay	48	12.0
2. Cost of accommodation per day		
Below 1,000 Baht	24	6.0
1,001 - 2,000 Baht	156	39.0
2,001 - 3,000 Baht	136	34.0
3,001 - 4,000 Baht	84	21.0

Statements	Frequency	Percentage
3. Length of stay		
3 - 4 days	12	3.0
5 - 6 days	148	37.0
more than 7 days	240	60.0
4. Location of selected accommodation		
In downtown	60	15.0
Near tourist places	252	63.0
Faraway and quiet	48	12.0
Near entertainment facilities	40	10.0
6. Facilities		
Restaurant	40	10.0
Internet	160	40.0
Fitness	64	16.0
Swimming pool	80	20.0
Car park	56	14.0
7. The one who made decision on accommodation		
Me	224	56.0
Traveling agent	92	23.0
Company office	24	6.0
8. Information sources related to the accommodation		
Walk in	60	15.0
Journal of travel	72	18.0
Travel agency	108	27.0
Internet	124	31.0
Friends	36	9.0
Total	400	100.0

Table 4.2 reveals that the majority of respondents decided to stay at the resorts (37.0 percent), bungalows (22.0 percent), rental houses and homestays (12.0 percent). They preferred to pay at 1,001 - 2,000 Baht (39.0percent), followed by 2,001 - 3,000 Baht (34.0 percent) and 3,001 - 4,000 Baht (21.0 percent). Most of them stayed in Phuket for more than 7 days (60.0percent), followed by 5 - 6 days (37.0 percent) and 3 - 4 days (3.0 percent). They also preferred the accommodation that is near tourist places (63.0 percent), in downtown (15.0 percent) and faraway and quiet (10.0 percent), which provides tour services (53.0 percent), airport link (15.0 percent) and money exchange (13.0 percent) with internet (40.0 percent), swimming pool (20.0 percent) and fitness (16.0 percent). Most tourists made decision on accommodation on their own self (56.0 percent), traveling agent (23.0 percent) and travelling partners (15.0 percent). They found out the information towards the accommodation from the internet (31.0 percent), travel agency (27.0percent) and journal of travel (18.0 percent).

4.3 Marketing Mix Factors Affecting Decision on Accommodation in Phuket

Part three of the questionnaire asking about the Marketing Mix factors affecting decision on accommodation in Phuket. The answers of respondents are illustrated as follows:

The score among	1	means	Least important
The score among	2	means	Less important
The score among	3	means	Moderate important
The score among	4	means	Most important
The score among	5	means	Very important

Table 4.3: *Marketing Mix Factor (Product) Affecting Decision on Accommodation in Phuket*

Statements	\bar{x}	S.D.	Meaning
1. Decoration and cleanliness	4.46	0.632	Most important
2. Facilities such as TV, air-conditions, mini bar, hot water etc.	4.35	0.576	Most important
3. Various types of room	4.08	0.678	Very important
4. Well known or famous accommodation	4.18	0.570	Very important
5. Various services such as restaurant, fitness sessions, spa, airport link, swimming pool etc.	4.22	0.635	Very important
Mean (\bar{x})	4.26	0.618	Very important

Table 4.3 present that ‘product’, a Marketing Mix factor, is very important for foreign tourists’ decision on accommodation ($\bar{x}= 4.26$, S.D. 0.618). The most important factors respondents considered was decoration and cleanliness ($\bar{x}= 4.46$, S.D. 0.632) and facilities such as TV, air-conditions, mini bar, hot water, etc. ($\bar{x}= 4.35$, S.D. 0.678) when deciding to stay there. Various services such as restaurant, fitness sessions, spa, airport link, swimming pool etc. were very important for the foreign tourists’ decision on accommodation ($\bar{x}= 4.22$, S.D. 0.618).

Table 4.4: *Marketing Mix Factor (Price) Affecting Decision on Accommodation in Phuket*

Statements	\bar{x}	S.D.	Meaning
6. Cheaper compared to other	4.18	0.603	Very important
7. Room rate and services such as food, airport link or other services are reasonably priced.	4.03	0.574	Very important
8. All costs for service are shown and easy to see.	4.28	0.551	Very important
9. Discount for members on special occasions	4.44	0.497	Very important
Mean (\bar{x})	4.23	0.556	Very important

Table 4.4 presents that ‘price’ is a very important Marketing Mix factors that affecting decisions on accommodation in Phuket ($\bar{x}= 4.23$, S.D. 0.556). The foreign tourist respondents firstly considered discount for members on special occasions when making decision on accommodation ($\bar{x}= 4.44$, S.D. 0.497), shown costs for service ($\bar{x}= 4.28$, S.D. 0.551) and cheaper compared to other ($\bar{x}= 4.18$, S.D. 0.603).

Table 4.5: *Marketing Mix Factor (Place) Affecting Decision on Accommodation in Phuket*

Statements	\bar{x}	S.D.	Meaning
10. Located in faraway, quiet and peaceful location	4.49	0.548	Very important
11. Located in public area, tourist places	4.58	0.495	Most important
12. Vacancy available without reservation	4.32	0.616	Very important
13. Reservation available by travelling agency	4.55	0.498	Most important
14. Reservation available by internet	4.54	0.499	Most important
Mean (\bar{x})	4.50	0.531	Most important

Table 4.5 presents that place is the most important Marketing Mix factor affecting decision on accommodation in Phuket ($\bar{x}= 4.50$, S.D. 0.531). They thought that location of the accommodation that is in public area and tourist places ($\bar{x}= 4.58$, S.D. 0.495), available reservation by travelling agency ($\bar{x}= 4.55$, S.D. 0.498) and available reservation via internet ($\bar{x}= 4.54$, S.D. 0.499) are the most important for their decision on accommodation in Phuket. However, the rest two factors (accommodation location) are very important for them.

Table 4.6: *Marketing Mix Factor (Promotion) Affecting Decision on Accommodation in Phuket*

Statements	\bar{x}	S.D.	Meaning
15. Easy to find out information about accommodation	4.50	0.501	Most important
16. Discount on rental	4.55	0.498	Most important
17. Discount package available through advance reservation	4.57	0.495	Most important
18. Co-operation with alliances for a cheaper travelling package	4.55	0.498	Most important
19. Member system available for customers' benefit	4.60	0.491	Most important
Mean (\bar{x})	4.55	0.497	Most important

Table 4.6 indicates that promotion is the most important Marketing Mix factor affecting the foreign tourists decision on accommodation in Phuket ($\bar{x}= 4.55$, S.D. 0.497). All factors are the most important for them: available member system presenting customers' benefit ($\bar{x}= 4.60$, S.D. 0.491), available discount package through advance reservation ($\bar{x}= 4.57$, S.D.

0.495), discount on rental and co-operation with alliances for a cheaper travelling package (\bar{x} = 4.55, S.D. 0.498) and easiness of finding out accommodation information (\bar{x} = 4.50, S.D. 0.501) respectively.

Table 4.7: Marketing Mix Factor (People) Affecting Decision on Accommodation in Phuket

Statements	\bar{x}	S.D.	Meaning
20. Warm welcome	4.60	0.491	Most important
21. Polite and nice services of staff	4.55	0.498	Most important
22. Clean dress and fast services of staff	4.50	0.501	Most important
23. Language skills of staff	4.60	0.491	Most important
24. Ability to give information or solve problems	4.60	0.490	Most important
Mean (\bar{x})	4.57	0.494	Most important

Table 4.7 shows that ‘people’ is the most important Marketing Mix factor affecting foreign tourists’ decision on accommodation in Phuket (\bar{x} = 4.57, S.D. 0.494). All sub-factors related to people are the most important factors of the tourists: warm welcome, language skills of staff and ability to give information or solve customers’ problems are equally important with the Mean of 4.60; then polite and nice services and clean dress and fast services of staff (\bar{x} = 4.55, S.D. 0.498; \bar{x} = 4.50, S.D. 0.501).

Table 4.8: Marketing Mix Factor (Process) Affecting Decision on Accommodation in Phuket

Statements	\bar{x}	S.D.	Meaning
25. Warm welcome and showing the customer to their room	4.59	0.493	Most important
26. Ability to give the customers services as requested	4.56	0.497	Most important
27. No complications for checking IN and OUT	4.71	0.457	Most important
28. Easy payment	4.54	0.499	Most important
Mean (\bar{x})	4.60	0.487	Most important

Table 4.8 presents that ‘process’ is also the most important Marketing Mix factor affecting the foreign tourists’ decision on accommodation in Phuket (\bar{x} = 4.60, S.D. 0.487). The sub-factor getting the highest Mean was ‘no complications for checking IN and OUT’ (\bar{x} = 4.71, S.D. 0.457) while warm welcome and showing the customer to their room, ability to give the customers services as requested and easy payment are similarly important (\bar{x} = 4.59, S.D. 0.493; \bar{x} = 4.56, S.D. 0.497; \bar{x} = 4.54, S.D. 0.499) respectively.

Table 4.9: *Marketing Mix Factor (Physical Evidence) Affecting Decision on Accommodation in Phuket*

Statements	\bar{x}	S.D.	Meaning
29. Natural attractive view	4.58	0.495	Most important
30. Good climate and fresh air	4.56	0.497	Most important
31. Clean and tidy surroundings	4.52	0.500	Most important
32. Separate area for private feeling of customers	4.50	0.501	Most important
33. Safety system available such as fire alarm or tsunami warning alarm	4.57	0.496	Most important
Mean (\bar{x})	4.54	0.498	Most important

Table 4.9 shows that ‘physical evidence’ is categorized as one of the most important Marketing Mix factors affecting foreign tourists’ decision on accommodation in Phuket (\bar{x} = 4.54, S.D. 0.498). All sub-factors were also judged as the most important factors affecting their decision on accommodation. Natural attract view (\bar{x} = 4.58, S.D. 0.495), available safety system such as fire alarm or tsunami warning alarm (\bar{x} = 4.57, S.D. 0.496) and good climate and fresh air (\bar{x} = 4.56, S.D. 0.497) are really similarly important. And the least important factors among the most important sub-factors as physical evidence were clean and tidy surroundings (\bar{x} = 4.52, S.D. 0.500) and separate area for private feeling of customers (\bar{x} = 4.50, S.D. 0.501).

4.4 Research Hypotheses

There are twelve main hypotheses in this research study, for the first six hypothesis including the relationship between decision making of accommodation selection and the marketing mix that influences the decision making of tourists towards accommodation selection in Phuket by the researcher selected the majorities of higher percentage tourist's decision on selecting the accommodation following by:

Hypothesis 1: Marketing mix has effect on the decision-making of resort selection

H_0 : Marketing mix does not affect the decision-making of resort selection

H_1 : Marketing mix affects the decision-making of resort selection

Table 4.10: The result of logistic regression analysis: testing the relationship between marketing mix and decision-making of resort selection

Model	B	S.E.	Wald	df	Sig.	Exp(B)
(Constant)	1.041	4.412	.056	1	.813	2.833
Product	.039	.391	.010	1	.921	1.040
Price	-.900	.370	5.926	1	.015*	.407
Place	.494	.577	.732	1	.392	1.639
Promotion	.892	.709	1.583	1	.208	2.441
People	-.407	.560	.529	1	.467	.666
Process	-.745	.518	2.068	1	.150	.475
Physical Evidence	.232	.321	.523	1	.470	1.261
Nagelkerke R Square = .036		Sig= 0.016				

* Statistically significant at the 0.05 level.

From Table 4.10, it has found that *price* factor of marketing mix has significant effect on decision-making of resort selection at 0.05 level of significance by having Exp (B) = 0.407 and B = -0.900. Therefore, the price result indicates that adding one more price accommodation, decrease the odds of selecting resort by 0.407. In aspects of *product*, *place*,

promotion, people, process, and physical evidence, none of these factors affects the decision-making of resort selection at the significant level of 0.05 along with Nagelkerke R Square = 0.036. In the other words, all independent variables can be used to forecast the decision-making extent of resort selection in Phuket by 3.6%.

Hypothesis 2: Marketing mix has effect on the decision-making of bungalow selection

H_0 : Marketing mix does not affect the decision-making of bungalow selection

H_1 : Marketing mix affects the decision-making of bungalow selection

Table 4.11: The result of logistic regression analysis: testing the relationship between marketing mix and decision-making of bungalow selection

Model	B	S.E.	Wald	df	Sig.	Exp(B)
(Constant)	-1.235	5.013	.061	1	.805	.291
Product	.077	.465	.027	1	.869	1.080
Price	.276	.424	.424	1	.515	1.318
Place	-1.149	.671	2.937	1	.087	.317
Promotion	-.175	.818	.046	1	.831	.839
People	-.155	.651	.057	1	.811	.856
Process	1.136	.608	3.495	1	.062	3.114
Physical Evidence	-.023	.372	.004	1	.950	.977
Nagelkerke R Square = .031		Sig= 0.311				

* Statistically significant at the 0.05 level.

From Table 4.11, it shows that all 7 elements of marketing mix do not have any effect on decision-making of bungalow selection of tourists with 0.05 level of significance and 0.031 Nagelkerke R Square. Hence, every independent variable, in this study, can be used to predict the extent of decision-making on selecting bungalow as accommodation by tourists in Phuket at the percentage of 3.1.

Hypothesis 3: Marketing Mix Factors Affect the decision making on me (self-selection)

H_0 : Marketing mix does not affect the decision-making by self-selection

H_1 : Marketing mix affects the decision-making by self-selection

Table 4.12: The result of logistic regression analysis: testing the relationship between marketing mix and decision-making influencing by self-selection

Model	B	S.E.	Wald	Df	Sig.	Exp(B)
(Constant)	-4.303	4.392	.960	1	.327	.014
Product	-.422	.394	1.150	1	.284	.656
Price	.420	.365	1.327	1	.249	1.523
Place	-.789	.571	1.909	1	.167	.455
Promotion	-.799	.705	1.284	1	.257	.450
People	1.988	.560	12.607	1	.000*	7.302
Process	.711	.521	1.863	1	.172	2.036
Physical Evidence	-.130	.321	.164	1	.686	.878
Nagelkerke R Square = .102		Sig= 0.000*				

* Statistically significant at the 0.05 level.

From Table 4.12, it has found that *people* factor, as in marketing mix has *decision-making influencing by self-selection* at 0.05 level of significance in conjunction with $\text{Exp}(B) = 7.302$ and positive logistic regression analysis ($B = 1.988$). Therefore, the people result indicates that adding one more people *decision-making* accommodation, increase the odds of *self-selection* by 7.302. Apart from *people* factor, other elements of marketing mix do not have any effect on decision-making of accommodation selection at 0.05 level of significance and 0.102 Nagelkerke R Square. In the same way, all independent variables are able to forecast the level of decision-making towards accommodation selection by tourist at the percentage of 10.2.

Hypothesis 4: Marketing Mix Factors Affect the decision making on traveling agency

H_0 : Marketing mix does not affect the decision-making by traveling agency

H_1 : Marketing mix affects the decision-making by traveling agency

Table 4.13: The result of logistic regression analysis: testing the relationship between marketing mix and decision-making influencing by self-selection

Model	B	S.E.	Wald	Df	Sig.	Exp(B)
(Constant)	-.756	5.304	.020	1	.887	.470
Product	.835	.462	3.266	1	.071	2.304
Price	.064	.418	.023	1	.879	1.066
Place	1.641	.679	5.842	1	.016*	5.158
Promotion	.735	.863	.727	1	.394	2.086
People	-1.215	.658	3.404	1	.065	.297
Process	-1.601	.646	6.143	1	.013*	.202
Physical Evidence	-.483	.378	1.634	1	.201	.617
Nagelkerke R Square = .090		Sig= 0.001*				

* Statistically significant at the 0.05 level.

From Table 4.13, *place* and *process* factor have the impact on decision-making of choosing accommodation by using traveling agency at 0.05 level of significance by which *place* has the value of Exp(B) at 5.158 and positive value of logistic regression analysis at 1.641. Therefore, *place* result indicates that adding one more place accommodation, increase the odds of using traveling agency by 5.158. On the contrary, *process* has 0.202 Exp(B) value and negative logistic regression analysis, B = -1.601. Hence, *process* indicates that adding one more process accommodation, decrease the odds of using traveling agency by 0.202. Regardless *place* and *process*, other marketing mix factors do not affect the decision-making of accommodation selection by using traveling agency of tourists in Phuket at the significant level of 0.05 and Nagelkerke R Square value at 0.090. In meanwhile, it can referred that all independent variables

can be used to predict the extent of decision-making through traveling agency of tourists in Phuket by 9.0%.

Hypothesis 5: Marketing Mix Factors Affect Information Perception of Accommodation in Phuket by Travel Agency

H_0 : Marketing mix does not affect the information perception by travel agency on decision-making of accommodation selection

H_1 : Marketing mix affects the information perception by travel agency on decision-making of accommodation selection

Table 4.14: The result of logistic regression analysis: testing the relationship between marketing mix and information perception by travel agency on decision-making of accommodation selection

Model	B	S.E.	Wald	Df	Sig.	Exp(B)
(Constant)	11.687	5.037	5.383	1	.020	119056.781
Product	-.605	.433	1.952	1	.162	.546
Price	-.611	.410	2.220	1	.136	.543
Place	-.582	.634	.843	1	.359	.559
Promotion	-2.440	.749	10.613	1	.001*	.087
People	1.462	.588	6.183	1	.013*	4.316
Process	-.504	.564	.799	1	.371	.604
Physical Evidence	.394	.356	1.226	1	.268	1.483
Nagelkerke R Square = .063		Sig= 0.014*				

* Statistically significant at the 0.05 level.

From Table 4.14, *promotion* and *people* have the impact on information perception on decision-making of choosing accommodation by using travel agency at 0.05 level of significance by which *promotion* has the value of Exp = .087 and B = -2.440. Therefore, promotion result indicates that adding one more promotion accommodation, decrease the odds perception information by travel agency by 0.087. On the contrary, *people* has 4.316 Exp(B)

value and positive logistic regression analysis, $B = 1.462$. Hence, people result indicates that adding one more *people* accommodation, increase the odds of using traveling agency by 4.316. Regardless *product*, price, place, process and physical evidence, do not affect the information perception on decision-making of accommodation selection by using traveling agency of tourists in Phuket at the significant level of 0.05 and Nagelkerke R Square value at 0.063. In meanwhile, it can referred that all independent variables can be used to predict the extent of information perception on decision-making through traveling agency of tourists in Phuket by 6.3%.

Hypothesis 6: Marketing Mix Factors Affect Information Perception of Accommodation in Phuket by Internet

H_0 : *Marketing mix does not affect the information perception by internet on decision-making of accommodation selection*

H_1 : *Marketing mix affects the information perception by internet on decision-making of accommodation selection*

Table 4.15: *The result of logistic regression analysis: testing the relationship between marketing mix and information perception by Internet on decision-making of accommodation selection*

Model	B	S.E.	Wald	df	Sig.	Exp(B)
(Constant)	11.687	5.037	5.383	1	.020	119056.781
Product	-9.344	4.540	4.237	1	.040	.000
Price	.248	.410	.366	1	.545	1.281
Place	.031	.376	.007	1	.933	1.032
Promotion	.486	.600	.657	1	.418	1.626
People	2.093	.781	7.182	1	.007*	8.108
Process	-1.343	.614	4.791	1	.029*	.261
Physical Evidence	.526	.544	.935	1	.334	1.692
Nagelkerke R Square = .036		Sig= 0.016*				

* Statistically significant at the 0.05 level.

From Table 4.15, *people* and *process* have the impact on information perception on decision-making of choosing accommodation by the internet at 0.05 level of significance by which *people* has the value of Exp = 8.108 and positive logistic regression analysis B =2.093. Therefore, people result indicates that adding one more people accommodation, increase the odds perception information by internet by 8.108. On the contrary, *process* has .216 Exp (B) value and negative logistic regression analysis, B = -1.343. Hence, process result indicates that adding one more process accommodation, decrease the odds perception information by internet by 0.216. Regardless *product*, price, place, promotion and physical evidence do not affect the information perception on decision-making of accommodation selection by using the internet of tourists in Phuket at the significant level of 0.05 and Nagelkerke R Square value at 0.036. In meanwhile, it can referred that all independent variables can be used to predict the extent of information perception on decision-making through the internet of tourists in Phuket by 3.6%.

Relationship between Demographic Information of Foreign Tourists and Marketing Mix Factors Decision on choosing the Accommodation in Phuket

Hypothesis 7: Gender

H₀: Foreign tourists with different sex do not have different decision on marketing mix factor by choosing the accommodation in Phuket.

H₁: Foreign tourists with different sex have different decision on marketing mix factor by choosing the accommodation in Phuket.

The hypothesis test tested by t-test proved the hypotheses as follows:

Table 4.16: *Marketing Mix Factors Decision on Choosing the Accommodation in Phuket with Different sex Foreign Tourists*

Marketing Mix (7 Ps)	Male		Female		T	df	Sig.
	\bar{x}	S.D.	\bar{x}	S.D.			
Product	4.27	.275	4.24	.263	1.088	398	.277
Price	4.23	.278	4.24	.309	.369	398	.713
Place	4.48	.189	4.52	.200	1.665	398	.097
Promotion	4.54	.285	4.57	.263	.872	398	.384
People	4.55	.376	4.60	.344	1.504	398	.133
Process	4.59	.207	4.60	.235	.350	398	.727
Physical Evidence	4.50	.351	4.60	.346	2.792	398	.005*

* Significant at the 0.05 level

Table 4.16 shows the hypothesis test results. Among Marketing Mix factors, *Physical Evidence* significantly leads male and female foreign tourists' decision on accommodation in Phuket at 0.005, which means the null hypothesis is rejected.

Hypothesis 8: Age

H_0 : *Foreign tourists with different age do not have different decision on marketing mix factor by choosing the accommodation in Phuket.*

H_1 : *Foreign tourists with different age have different decision on marketing mix factor by choosing the accommodation in Phuket.*

The statistics used in the hypothesis testing is One Way Analysis of Variance (One Way ANOVA) at a confidence level of 95%. The test results of hypothesis 2 are as follows:

Table 4.17: *Marketing Mix Factors Decision on Choosing the Accommodation in Phuket of Different-age Foreign Tourists*

Marketing Mix (7 Ps)	Below 25 years old		25 - 35 years old		36 - 45 years old		46 - 55 years old		Over 55 years old		f	Sig.
	\bar{x}	S.D	\bar{x}	S.D.	\bar{x}	S.D	\bar{x}	S.D	\bar{x}	S.D.		
	Product	4.30	.283	4.23	.258	4.29	.266	4.20	.296	4.28		
Price	4.28	.312	4.24	.287	4.23	.291	4.22	.252	4.22	.369	.103	.981
Place	4.33	.183	4.49	.182	4.50	.214	4.54	.166	4.48	.167	2.562	.038*
Promotion	4.25	.093	4.55	.296	4.54	.256	4.65	.223	4.53	.339	4.590	.001*
People	4.08	.149	4.56	.367	4.56	.348	4.70	.320	4.53	.433	5.933	.000*
Process	4.63	.231	4.60	.227	4.59	.202	4.62	.241	4.58	.224	.371	.829
Physical Evidence	4.50	.370	4.53	.367	4.54	.334	4.63	.340	4.50	.390	1.225	.300

* *Significant at the 0.05 level*

Table 4.17 shows the differences among the Marketing Mix factors that leads different-age foreign tourists' decision on accommodation in Phuket. *Promotion* and *People* leads the different-age foreign tourists' decision on accommodation in Phuket significantly at .001 and .000 that shows that the null hypothesis is rejected. It confirms that the foreign tourists with different age have different decision on accommodation in Phuket when it is affected by *Promotion* and *People* while other factors do not affect the foreign tourists' decision on accommodation in Phuket significantly since their *p* values are higher than 0.05. Then the researcher uses the LSD test to investigate the differences of different-age foreign tourists' decision on accommodation in Phuket affected by *Promotion* and *People* as follows:

Table 4.18: *Different Age and Marketing Mix Factor (Place) leads Foreign Tourists' Decision on choosing the Accommodation in Phuket*

Age	Below 25 years old	25 - 35 years old	36 - 45 years old	46 - 55 years old	Over 55 years old
Below 25 years old	-	.161* (.021)	.176* (.012)	.215* (.003)	.150* (.050)
25 - 35 years old		-	.014 (.518)	.053 (.075)	.011 (.756)
36 - 45 years old			-	.038 (.183)	.026 (.482)
46 - 55 years old				-	.065 (.124)
Over 55 years old					-

**Significant at the 0.05 level*

Table 4.18 presents the results of age comparison to differences of decision on accommodation in Phuket of different-age foreign tourists. It presents that the decision on accommodation in Phuket of the foreign tourists aged below 25 years old affected by *Place* are significantly different from the decision of foreign tourists aged 25-35 years old ($p=0.021$), 36-45 years old ($p=0.012$), 46-55 years old ($p=0.003$) and over 55 years old ($p=0.050$).

Table 4.19: *Different Age and Marketing Mix Factor (Promotion) leads Foreign Tourists' Decision on choosing the Accommodation in Phuket*

Age	Below 25 years old	25 - 35 years old	36 - 45 years old	46 - 55 years old	Over 55 years old
Below 25 years old	-	.304* (.002)	.287* (.004)	.400* (.000)	.281* (.009)
25 - 35 years old		-	.016 (.598)	.095* (.024)	.023 (.664)
36 - 45 years old			-	.112* (.006)	.006 (.901)
46 - 55 years old				-	.118* (.046)
Over 55 years old					-

**Significant at the 0.05 level*

Table 4.19 presents the results of age comparison to differences of decision on accommodation in Phuket of different-age foreign tourists. It presents that the decision on accommodation in Phuket of the foreign tourists aged below 25 years old affected by *Promotion* are significantly different from the decision of foreign tourists aged 25-35 years old ($p=0.002$), 36-45 years old ($p=0.004$), 46-55 years old ($p=0.000$) and over 55 years old ($p=0.009$). Moreover, the decision of foreign tourists aged 25-35 years old is significantly different from the ones who age 46-55 years old ($p=0.024$), and the tourists aged 36-45 years old and 46-55 years old have different decision on accommodation in Phuket from the tourists aged 46-55 years old and over 55 years old significantly at 0.006 and 0.046 respectively.

Table 4.20: *Different Age and Marketing Mix Factor (People) leads Foreign Tourists' Decision on choosing the Accommodation in Phuket*

Age	Below 25 years old	25 - 35 years old	36 - 45 years old	46 - 55 years old	Over 55 years old
Below 25 years old	-	.480* (.000)	.489* (.000)	.621* (.000)	.456* (.001)
25 - 35 years old		-	.008 (.832)	.140* (.011)	.024 (.725)
36 - 45 years old			-	.132* (.014)	.033 (.627)
46 - 55 years old				-	.165* (.034)
Over 55 years old					-

**Significant at the 0.05 level*

Table 4.20 presents the results of age comparison to differences of decision on accommodation in Phuket of different-age foreign tourists. It presents that the decision on accommodation in Phuket of the foreign tourists aged below 25 years old affected by *People* are significantly different from the decision of foreign tourists aged 25-35 years old ($p=0.000$), 36-45 years old ($p=0.000$), 46-55 years old ($p=0.000$) and over 55 years old ($p=0.001$). Moreover, the decision on accommodation in Phuket of foreign tourists aged 25-35 years old is significantly different from the ones who age 46-55 years old ($p=0.011$), and the tourists aged 36-45 years old and 46-55 years old have different decision on accommodation in Phuket from the tourists aged 46-55 years old and over 55 years old significantly at 0.014 and 0.034 respectively.

Hypothesis 9: Education level

H_0 : Foreign tourists with different education level do not have different decision on marketing mix factor by choosing the accommodation in Phuket

H_1 : Foreign tourists with different education level have different decision on marketing mix factor by choosing the accommodation in Phuket.

The statistics used in the hypothesis testing is One Way Analysis of Variance (One Way ANOVA) at a confidence level of 95% by the start of the test variance and the level of statistical significance is less than 0.05. The results of hypothesis testing are as follows:

Table 4.21: Foreign Tourists with Different Education level and Marketing Mix Factors lead Decisions on choosing the Accommodation in Phuket

Marketing mix 7 Ps	Lower than bachelor's degree		Bachelor's degree		Higher than bachelor's degree		f	Sig.
	\bar{x}	S.D.	\bar{x}	S.D.	\bar{x}	S.D.		
	Product	4.22	.199	4.27	.267	4.22		
Price	4.08	.246	4.24	.286	4.23	.305	1.706	.183
Place	4.45	.173	4.50	.202	4.49	.174	.395	.674
Promotion	4.37	.223	4.57	.276	4.53	.276	3.819	.023*
People	4.23	.328	4.57	.363	4.59	.356	5.485	.004*
Process	4.44	.113	4.60	.225	4.60	.202	3.336	.037*
Physical Evidence	4.40	.372	4.54	.354	4.58	.344	1.487	.227

*Significant at the 0.05 level

Table 4.21 shows the differences among the Market Mix factors that leads foreign tourists having different education level's decision on accommodation in Phuket. *Promotion*, *People* and *Process* affect the foreign tourists' decision on accommodation in Phuket significantly at 0.023, 0.004 and 0.037 respectively. It shows that the null hypothesis is rejected.

It confirms that the foreign tourists with different education level have different decision on accommodation in Phuket when it is affected by *Promotion*, *People* and *Process* while other factors do not affect the foreign tourists' decision on accommodation in Phuket significantly since their p values are higher than 0.05. Then the researcher uses the LSD test to investigate the differences of foreign tourists' decision on accommodation in Phuket affected by *Promotion*, *People* and *Process* with different education level as follows:

Table 4.22: *Foreign Tourists with Different Education Level and Marketing Mix Factor (Promotion) leads Decision on choosing the Accommodation in Phuket*

Education Level	Lower than bachelor's degree	Bachelor's degree	Higher than Bachelor's degree
Lower than bachelor's degree	-	.204* (.012)	.161 (.054)
Bachelor's degree		-	.043 (.173)
Higher than bachelor's degree			-

**Significant at the 0.05 level*

Table 4.22 presents that the decision on accommodation in Phuket leads by the Marketing Mix factor, *Promotion*, of foreign tourists based on their education level. It shows that the tourists who graduated at lower than bachelor's degree have different decision on accommodation in Phuket from the ones who graduated at bachelor's degree at 0.012.

Table 4.23: *Foreign Tourists with Different Education level and Marketing Mix Factor (People) leads Decision on choosing the Accommodation in Phuket*

Education Level	Lower than bachelor's degree	Bachelor's degree	Higher than bachelor's degree
Lower than bachelor's degree	-	.340* (.001)	.360* (.001)
Bachelor's degree		-	.020 (.627)
Higher than Bachelor's degree			-

**Significant at the 0.05 level*

Table 4.23 presents that the decision on accommodation in Phuket leads by the Marketing Mix factor, *People*, of foreign tourists based on their education level. It shows that the tourists who graduated at lower than bachelor's degree have different decision on accommodation in Phuket from the ones who graduated at bachelor's degree and higher than bachelor's degree at 0.001.

Table 4.24: *Foreign Tourists with Different Education Level and Marketing Mix Factor (Process) leads Decision on choosing the Accommodation in Phuket*

Education Level	Lower than bachelor's degree	Bachelor's degree	Higher than bachelor's degree
Lower than bachelor's degree	-	.165* (.010)	.162* (.015)
Bachelor's degree		-	.003 (.901)
Higher than Bachelor's degree			-

**Significant at the 0.05 level*

Table 4.24 presents that the decision on accommodation in Phuket affected by the Marketing Mix factor, *Process*, of foreign tourists based on their education level. It shows that the tourists who graduated at lower than bachelor's degree have different decision on accommodation in Phuket from the ones who graduated at bachelor's degree and higher than bachelor's degree at 0.010 and 0.015 respectively.

Hypothesis 10: Occupation

H_0 : *Foreign tourists with different occupation do not have different decision on marketing mix factor by choosing the accommodation in Phuket.*

H_1 : *Foreign tourists with different occupation have different decision on marketing mix factor by choosing the accommodation in Phuket.*

The statistics used in the hypothesis testing in this research study is a One Way Analysis of Variance (One Way ANOVA) at a confidence level of 95%. When p value is less than 0.05 indicating that the null hypothesis is rejected, LSD test is used to find out the differences of each factor of Marketing Mix affecting decision on accommodation in Phuket. The results of testing are illustrated as follows:

Table 4.25: *Foreign Tourists with Different Occupation and Marketing Mix Factors leads Decision on choosing the Accommodation in Phuket*

Marketing Mix 7 Ps	Business employee		Government employee		Business owner		Student		Housewife		Retired		f	Sig.
	\bar{x}	S.D.	\bar{x}	S.D.	\bar{x}	S.D.	\bar{x}	S.D.	\bar{x}	S.D.	\bar{x}	S.D.		
	Product	4.26	.258	4.24	.282	4.30	.268	4.32	.166	4.19	.271	4.05		
Price	4.23	.333	4.28	.269	4.20	.288	4.23	.291	4.20	.276	4.19	.375	1.127	.346
Place	4.53	.190	4.51	.185	4.49	.193	4.35	.207	4.47	.206	4.50	.115	2.909	.014*
Promotion	4.52	.283	4.57	.268	4.61	.274	4.45	.288	4.48	.274	4.75	.100	2.825	.016*
People	4.59	.348	4.57	.368	4.62	.356	4.39	.389	4.48	.377	4.70	.200	2.134	.061
Process	4.62	.241	4.58	.214	4.63	.211	4.57	.200	4.55	.210	4.69	.239	1.586	.163
Physical Evidence	4.55	.371	4.50	.366	4.60	.347	4.49	.281	4.55	.320	4.45	.342	1.003	.415

**Significant at the 0.05 level*

Table 4.25 shows the differences of decision on accommodation in Phuket of the foreign tourists having different occupation. It presents that the foreign tourists who have different career are differently affected by the Marketing Mix factors, *Place* and *Promotion*, at 0.14 and 0.16. However, the information in the table confirms that the decision of foreign tourist on accommodation in Phuket affected by other Marketing Mix factors are not different when the tourists have different occupation. When comparing '*Place*' and '*Promotion*' by the LSD test, the finding are as follows:

Table 4.26: *Foreign Tourists with Different Occupation and Marketing Mix Factor (Place) leads Decision on choosing the Accommodation in Phuket*

Occupation	Business employee	Government employee	Business owner	Student	Housewife	Retired
Business employee	-	.019 (.478)	.046 (.099)	.186* (.001)	.065 (.054)	.033 (.735)
Government employee		-	.027 (.264)	.166* (.002)	.045 (.135)	.013 (.889)
Business owner			-	.139* (.008)	.018 (.551)	.013 (.890)
Student				-	.121* (.030)	.153 (.156)
Housewife					-	.032 (.746)
Retired						-

**Significant at the 0.05 level*

Table 4.26 presents that the foreign tourists with different career have different decision on accommodation in Phuket affected by *Place*. Business employees, government employees, and business owners have different decision on accommodation in Phuket from students significantly at 0.001, 0.002 and 0.008 respectively. Moreover, the students have different decision on accommodation in Phuket from housewives at 0.030.

Table 4.27: *Foreign Tourists with Different Occupation and Marketing Mix Factor (Promotion) lead Decision on choosing Accommodation in Phuket*

Occupation	Business employee	Government employee	Business owner	Student	Housewife	Retired
Business employee	-	.042 (.283)	.082* (.042)	.069 (.370)	.047 (.324)	.227 (.106)
Government employee		-	.039 (.249)	.111 (.134)	.090* (.039)	.184 (.183)
Business owner			-	.151* (.043)	.130* (.004)	.144 (.297)
Student				-	.021 (.785)	.296 (.054)
Housewife					-	.275 (.052)
Retired						-

**Significant at the 0.05 level*

Table 4.27 presents that business employees have different decision on accommodation in Phuket affected by *Promotion* from business owners at 0.042, government employees have different decision on accommodation in Phuket from housewives at 0.090, business owners have different decision on accommodation in Phuket from students and housewives at 0.043 and 0.004 respectively.

Hypothesis 11: Monthly Income

H_0 : *Foreign tourists with different average monthly income do not have different decision on marketing mix factor by choosing the accommodation in Phuket.*

H_1 : *Foreign tourists with different average monthly income have different decision on marketing mix factor by choosing the accommodation in Phuket.*

The statistics used in the hypothesis testing in this research study is a One Way Analysis of Variance (One Way ANOVA) at a confidence level of 95%. When p value is less than 0.05, LSD test is used to find out the differences of each factor of Marketing Mix affecting decision on accommodation in Phuket. The results of testing are illustrated as follows:

Table 4.28: *Foreign Tourists with Different Average Monthly Income and Marketing Mix Factors leads Decisions on choosing the Accommodation in Phuket*

Marketing Mix	Below \$ 1,000		\$ 1,001 – \$ 3,000		\$ 3,001 – \$ 5,000		\$ 5,001 – \$ 7,000		More than \$ 7,000		f	Sig.
	\bar{x}	S.D.	\bar{x}	S.D.	\bar{x}	S.D.	\bar{x}	S.D.	\bar{x}	S.D.		
Product	4.33	.324	4.27	.259	4.20	.286	4.38	.249	4.26	.284	2.055	.086
Price	4.26	.242	4.23	.296	4.21	.297	4.34	.229	4.30	.158	.582	.676
Place	4.48	.159	4.50	.197	4.49	.199	4.58	.167	4.52	.169	.437	.782
Promotion	4.47	.244	4.57	.280	4.51	.263	4.53	.212	4.64	.337	1.734	.142
People	4.58	.331	4.59	.363	4.51	.376	4.50	.355	4.68	.329	1.219	.302
Process	4.59	.175	4.60	.226	4.58	.207	4.56	.222	4.65	.211	.321	.864
Physical Evidence	4.54	.253	4.54	.362	4.56	.352	4.45	.298	4.70	.287	.687	.601

**Significant at the 0.05 level*

Table 4.28 shows that the null hypothesis, “foreign tourists with different average monthly income do not have different decision on accommodation in Phuket,” is accepted as all 7Ps shows insignificant effect on decision on accommodation in Phuket. The p values of all 7Ps are higher than 0.05.

Hypothesis 12: Nationality

H_0 : Foreign tourists with different nationality do not have different decision on marketing mix factor by choosing the accommodation in Phuket.

H_1 : Foreign tourists with different nationality have different decision on marketing mix factor by choosing the accommodation in Phuket.

The statistics used in the hypothesis testing in this research study is a One Way Analysis of Variance (One Way ANOVA) at a confidence level of 95%. When p value is less than 0.05, LSD test is used to find out the differences of each factor of Marketing Mix affecting decision on accommodation in Phuket. The results of testing are illustrated as follows:

Table 4.29: Foreign Tourists with Different Nationality and Marketing Mix Factors leads Decisions on choosing the Accommodation in Phuket

Marketing Mix	Chinese		Russian		Australian		South Korean		British		f	Sig.
	\bar{x}	S.D.	\bar{x}	S.D.	\bar{x}	S.D.	\bar{x}	S.D.	\bar{x}	S.D.		
	7 Ps											
Product	4.26	.280	4.26	.247	4.30	.252	4.28	.319	4.18	.259	1.063	.374
Price	4.20	.301	4.33	.227	4.06	.286	4.19	.297	4.29	.304	9.060	.000*
Place	4.50	.179	4.48	.234	4.50	.163	4.51	.163	4.53	.179	.520	.721
Promotion	4.56	.275	4.55	.283	4.57	.252	4.55	.286	4.55	.286	.029	.998
People	4.57	.371	4.57	.353	4.56	.366	4.57	.375	4.57	.375	.007	1.000
Process	4.60	.214	4.61	.233	4.58	.207	4.58	.228	4.60	.203	.209	.933
Physical Evidence	4.54	.361	4.56	.340	4.52	.353	4.55	.356	4.55	.368	.101	.982

*Significant at the 0.05 level

Table 4.29 shows that *Price* significantly affects the foreign tourists' decision on accommodation in Phuket at 0.000. The researcher uses the LSD test to see if the tourists with

different nationality affected by *Price* have different decision on accommodation, and the test findings are as follows:

Table 4.30: *Foreign Tourists with Different Nationality and Marketing Mix Factor (Price) leads Decision on choosing the Accommodation in Phuket*

Nationality	Chinese	Russian	Australian	South Korean	British
Chinese	-	.134* (.000)	.140* (.005)	.003 (.950)	.096 (.050)
Russian		-	.275* (.000)	.137* (.007)	.037 (.462)
Australian			-	.137* (.028)	.237* (.000)
South Korean				-	.100 (.110)
British					-

**Significant at the 0.05 level*

Table 4.30 presents that the foreign tourists who have different nationality have different decision on accommodation in Phuket. Chinese tourists have significant different decision on accommodation in Phuket from Russian and Australian tourists at 0.000 and 0.005. While Russian tourists have different decision on accommodation in Phuket from Australian and South Korean tourists at 0.000 and 0.007 respectively. Moreover, the Australian tourists have different decision on accommodation in Phuket from South Korean and British tourists at 0.028 and 0.000 respectively.

Table 4.31: *Summary of Hypothesis Testing*

Hypotheses	The Marketing Mix Factors and Decision on Choosing the Accommodation in Phuket						
	Product	Price	Place	Promotion	People	Process	Physical Evidence
Resort selection	X	✓	X	X	X	X	X
Bungalow selection	X	X	X	X	X	X	X
Self-selection	X	X	X	X	✓	X	X
Travelagency selection	X	X	✓	X	X	✓	X
Travelagency selection	X	X	X	✓	✓	X	X
Internet selection	X	X	X	X	✓	✓	
Gender	X	X	X	X	X	X	✓
Age	X	X	✓	✓	✓	X	X
Education level	X	X	X	✓	✓	✓	X
Occupation	X	X	✓	✓	X	X	X
monthly income	X	X	X	X	X	X	X
Nationality	x	✓	x	x	x	x	x

✓ = *Accepted*

X = *Rejected*

Table 4.31 concludes the hypothesis testing results that the foreign tourists with their decision on choosing the accommodation and different gender leads by *Physical Evidence* factor have different decision on accommodation in Phuket. While the tourists' decision on accommodation in Phuket leads by *Place*, *Promotion* and *People* factors are different when they have different age. The decision on accommodation in Phuket that is leads by *Place* and *Promotion* factors of the foreign tourists having different occupation is different. Moreover, the foreign tourists with different nationality have different decision on accommodation in Phuket whenever they are leads by *Price* factor. However, the Marketing Mix factors do not influencing the decision of foreign tourists who are in different nationalities.

CHAPTER 5

Conclusions and Suggestions

5.1 Introduction

This chapter is the final chapter studying about decision of foreign tourists on accommodation by using the Marketing Mix services in Phuket province, Thailand. The results are firstly summarized; then discussion and suggestion will be raised afterward.

5.2 Characteristics of Foreigner Tourists

The findings from foreign tourists' personal information investigation show that most foreign tourists travelling in Phuket as the research samples are 240 male people (60.0 percent) who aged about 36 - 45 years old (41.0percent). Moreover, most of the tourists (211 people) are married (52.8 percent). 285 people of the tourists graduated at bachelor's degree (71.3 percent) working as career government employees (33.0 percent) with revenue of \$ 1,001 - \$ 3,000 (67.3 percent). Obviously, most tourists are Chinese (40.0percent) who have been to Phuket twice or three times (49.0 percent) to travel (74.0 percent).

5.3 Accommodation Information Sources for Foreign Tourists' Selection

According to the study findings towards the decision of foreign tourists on accommodation in Phuket, it presents that most of tourists prefer to stay at resort (37.0 percent) that costs 1,001 - 2,000 Thai Baht (39.0 percent). They would like to stay in Phuket for more than 7 days (60.0 percent), and they want to stay at the place that is near tourist places (63.0 percent). They would love to use tour services provided by the accommodation (53.0 percent); however, they prefer internet at the accommodation.

5.4 The Priority Level of Marketing Mix Factors Affecting Decision on Accommodation in Phuket

Overall, *Product* is a very important factor affecting foreign tourists' decision on accommodation in Phuket. To choose the accommodation, the tourists also consider its decoration and cleanliness with facilities such as TV, air-condition, mini bar, hot water, etc. Services of restaurant, fitness session, spa, airport link, swimming pool, etc. are also very important factor for the tourist's decision.

Price is a very important factor affecting foreign tourists' decision on accommodation in Phuket. The foreign tourists give priority to the discount for members on special occasions; moreover, the service cost must be shown and easily seen with cheaper price.

Place is the most important factor affecting foreign tourists' decision on accommodation in Phuket. They emphasize the nearness with tourist places. They also think that reservation should be available by travel agency and internet respectively.

Promotion is also the most important factor affecting foreign tourists' decision on accommodation in Phuket. Most tourists extremely prefer to get benefits from being member. Some of them would like to get the discount packages for booking in advance. Rental discount is also considered, and co-operation with alliances to get a cheaper travelling package is also the most important factors.

People is also the most important factor affecting foreign tourists' decision on accommodation in Phuket. The majority of foreign tourists want to use the services from the staff having warm welcome and good language skills. They think that they staff must also be able to give information or solve problems of customers, and they must be polite and give nice services. They must also dress tidily and be active in giving services quickly.

Process is also one of the most important factors affecting foreign tourists' decision on accommodation in Phuket. They prefer uncomplicated checking in and out system with warm welcome and ability to see the room before booking and the staff who are ready to give services to the customer.

Physical evidence is the most important factor affecting foreign tourists' decision on accommodation in Phuket. The tourists give importance to the safety system such as fire alarm or tsunami warning alarm in the accommodation. Moreover, they prefer the accommodation with good climate and fresh air.

5.5 Summary of service marketing mix Factors and decision on choosing the accommodation in Phuket

1. Service marketing mix affect the decision-making of resort selection by price factor.
2. Service marketing mix does not affect the decision-making of bungalow selection.
3. Service marketing mix affect the decision-making by self –selection on people factor.
4. Service marketing mix affect the decision-making by traveling agency on place and process factor.
5. Service marketing mix affect the information perception by travel agency on decision-making of accommodation selection by promotion and people factor
6. Service marketing mix affect the information perception by internet on decision-making of accommodation selection by people and process factor.
7. Foreign tourists with different sex have different decision on marketing mix factor by choosing the accommodation in Phuket on physical evidence factor
8. Foreign tourists with different age have different decision on marketing mix factor by choosing the accommodation in Phuket on place, promotion and people factor.
9. Foreign tourists with different education level have different decision on marketing mix factor by choosing the accommodation in Phuket on promotion people and process factor.
10. Foreign tourists with different occupation different decision on marketing mix factor by choosing the accommodation in Phuket on place and promotion factor.

11. Foreign tourists with different monthly income do not have different decision on marketing mix factor by choosing the accommodation in Phuket.

12. Foreign tourists with different nationality have different decision on marketing mix factor by choosing the accommodation in Phuket on price factor.

5.6 The relationship between decision making of accommodation selection and the marketing mix that influences the decision making of tourists towards accommodation selection in Phuket

Table 5.1 *the relationship between decision making and the marketing mix that influences the tourists' decision.*

Accommodation Selection	The Marketing Mix Factors Affecting Decision on Accommodation in Phuket
Resort selection	price factor influencing on the accommodation selection
Bungalow selection	all the marketing mix factor do not impact
Self-selection	people factor influencing on accommodation selection
Travelagency selection	place and process factors influencing accommodation selection
Information perception Travelagency selection	promotion and people factors influencing on accommodation selection
Information perception Internet selection	people and process factor influencing on accommodation selection

Decision-making of accommodation selection has mutual leverage on the forecasting of marketing-mix importance that influences the decision-making of tourists towards accommodation selection in Phuket has shown as followings;

For the relationship between decision-making of accommodation selection and the importance of marketing mix that influences the decision-making of tourists towards accommodation selection in Phuket, in conjunction with selected resort as the accommodation, the result finds that the *price* factor of marketing mix has significant influence on the accommodation selection. Additionally, tourists who chose bungalow as their accommodation all the marketing mix factor do not impacts on selects the accommodation

And the relationship between decision-making of accommodation selection and influential people on accommodation selection of tourists towards accommodation selection in Phuket by me, the result claims that the *personnel* factor of marketing mix has significant impact on decision-making of accommodation influencing selection. On the other hand, tourists who influential people on accommodation selection of tourists towards accommodation selection in Phuket by travel agency, the study has found that *place* and *process* factors has significant impact on the people influencing accommodation selection.

Taking accommodation information into selected the accommodation on travel agency, the research discovers that both *promotion* and *people* factors significantly affect the decision-making of accommodation selection in aspect of accommodation information. Moreover, tourists who access information of accommodation from the internet prioritizes on the *people and process* significantly affect the decision-making of accommodation selection in aspect of accommodation information.

5.7 Differences of Demographic Information and the Priority Level Decision on Marketing Mix Factors by Choosing the Accommodation in Phuket

The findings of the whole study is summarized in the following table.

Table 5.2: Differences of Demographic Segmentation Information and Priority Level on Accommodation in Phuket

Demographic Information	Marketing Mix Factors					
	Male			Female		
Gender (Physical Evidence)	1.Clean and tidy surroundings 2. Separated area for private feeling of customer			1.Natural attractive view 2. Safety system such as fire alarm or tsunami warning alarm		
Age (Place)	Below25	25-35	36-45	46-55	Over 55	
Age(Promotion)	1.Reservation available by internet 2. Located in tourist area	1.Reservation available by internet 2. Vacancy available without reservation	1.Located in tourist area 2. Reservation available by internet	1.Located away far quiet and peaceful 2. Reservation available by travel agency	1. Vacancy available without reservation 2.Reservation available by internet	
Age (People)	1. Co-operation with alliances for a cheaper travelling package 2. Discount on rental	1. Co-operation with alliances for a cheaper travelling package. 2. Member system available for customers benefit	1. Member system available for customers benefit 2. Discount package available through advance reservation	1. Discount package available through advance reservation 2. Discount on rental	1.Co-operation with alliances for cheaper travelling package 2. Member system available for customers' benefit	
Education (Promotion)	Lower than bachelors		Bachelor's degree		Higher than bachelor	
Education (People)	1. Member system available for customers' benefit 2. Co-operation with alliances for a cheaper travelling package		1. Discount package available through advance reservation 2. Discount on rental		1. Member system available for customers benefit 2.Co-operation with alliances for a cheaper travelling package	
Education (Process)	1. Treat customer with a warm welcome 2..Polite and nice services of staff		1.Polite and nice services of staff 2. Able to give information or solve problems of customer		1. Treat customer with a warm welcome. 2. Able to give information or solve problems of customer	
Occupation (Place)	Business employee	Government employee	Business owner	Student	Housewife	Retired
Occupation (Promotion)	1.Located away far quiet and peaceful 2. Reservation available by internet	1.Reservation available by travelling agency 2. Located away far quiet and peaceful.	1.Reservation available by travelling agency 2. Located in tourist area	1. Located away far quiet and peaceful 2. Reservation available by travelling agency	1. Located away far quiet and peaceful 2. Reservation available by internet	1.Reservation available by travelling agency 2. Located in tourist area
Nationality (Price)	Chinese	Russia	Australia	South Korea	UK	
	1. Room rate and services such as food, airport link or other services are reasonably priced. 2. All costs for service are shown and easy to see.	1. Room rate and services such as food, airport link or other services are reasonably priced. 2. All costs for service are shown and easy to see.	1. Cheaper compared to other. 2. All costs for service are shown and easy to see.	1. Room rate and services such as food, airport link or other services are reasonably priced. 2. All costs for service are shown and easy to see.	1. Room rate and services such as food, airport link or other services are reasonably priced. 2. Discount for members on special occasions.	

This research is a study of decision of foreign tourists on accommodation leads the Marketing Mix factors. It found that Marketing Mix factors influence on their decision. Different factors sometimes different affect the tourists' decision on accommodation in Phuket.

Gender

The foreign tourists with different sex are different decision on Marketing Mix factors. *Physical Evidence* leads the differences of decision on accommodation in Phuket between male and female tourists. This factor influences on male tourists than female. They give importance to natural attractive view, safety system available such as fire alarm or tsunami warning alarm and good climate or fresh air.

Age

Place, Promotion and *People* are the Marketing Mix factors that significantly lead the foreign tourists' decision on accommodation.

In terms of *Place*, the tourists aged 36-45 years old are more affected than the ones aged 25-35 years old and over 55 years old. They have different decision on accommodation located near tourist places, available reservation by travel agency and available reservation by internet.

In terms of *Promotion*, the research findings indicate that the foreign tourists aged 36-45 years old give more important to *Promotion* factor than the ones aged 25-35 years old, over 55 years old and below 25 years old. They have different decision on member system available for customers' benefit, discount package available through advance reservation, discount on rental, co-operation with alliances for a cheaper travelling package.

In terms of *People*, the findings reveal that the tourists who age between 36-45 years old emphasize *People* factor than the tourists who aged 46-55 years old, 25-35, years old, over 55 years old and below 25 years old. They have different decision on services of staff, that is, they would like to meet the staff that treat customer with a warm welcome, good language skills, ability to give information or solve problems of customer, polite and nice services of staff, clean dress and fast services.

Education

Tourists with different levels of education are leads the Marketing Mix factors decision on accommodation in Phuket. They are significantly leads by *Promotion*, *People*, and *Process*. The research findings reveal that the tourists who graduated at bachelor's degree more emphasize *Promotion* than the ones graduated at lower than bachelor's degree. They think differently about member system available for customers' benefit, discount package available through advance reservation, discount on rental, and co-operation with alliances for a cheaper travelling package.

In terms of *People*, the findings indicate that tourists graduated at bachelor's degree are more affected than the tourists who have higher than bachelor's degree and lower than bachelor's degree. They have different decision on staff. They prefer the staff who treat customer with a warm welcome, good language skills, ability to give information or solve problems of customer, polite and nice services, clean dress and fast services.

In term of *Process*, the findings reveal that the tourists who graduated at bachelor's degree give more importance on *Process* factor than the tourists who graduated at higher than bachelor's degree. They prefer no complications for checking IN and OUT, warm welcome and seeing the room before booking and ability able to service customer as requested.

Occupation

The foreign tourists having different career are significantly leads by Marketing Mix factors for their decision on accommodation in Phuket. *Place* and *Promotion* significantly leads their decision on accommodation in Phuket. The research findings reveal that government employees are more affected by *Place* factor more than the tourists who are business employees, retired, business owners, housewives and students. They consider tourist places, reservation available by travelling agency and reservation available by internet.

Promotion factor significantly affect the tourists who are government employees more than the tourists who are business owners, retired, business employees, housewives and students. They differently give more importance on member system available for customers' benefit, discount package available through advance reservation, discount on rental, and co-operation with alliances for a cheaper travelling package.

Income

The research findings show that the decision of tourists with different average monthly income on accommodation in Phuket are not influencing by the Marketing Mix factors.

Nationality

Nationality leads the decision of foreign tourists on accommodation in Phuket. *Price* influences on different decision on accommodation in Phuket of the foreign tourists. Chinese tourists more emphasize *Price* than British, Russian, South Korean and Australian. They have different decision on discount for members on special occasions, all costs for service are shown and easy to see and cheaper compared to other.

Therefore, demographic factors differently affect decision on accommodation in Phuket. The results showed that different demographic factors including sex, age, education level, occupation and nationality affect the tourists' decision on accommodation in Phuket. However, monthly income does not affect the decision on accommodation in Phuket of the tourists.

In addition, the findings show that all 7Ps of Marketing Mix factors significantly leads the decision of tourists in choosing the accommodation in Phuket significant level at 0.05.

5.8 Relationship between service marketing mix affect decision making on accommodations in Phuket

From the result above its can be conclude that Foreign tourists with their decision on choosing the accommodation those who select resort are effect by price factor, however self-selection effect by people, travel agency selection are effect by place and process, information perception by travel agency selection are effect by promotion and people, information perception by internet selection are affect by people and process factor and different gender leads by *Physical Evidence* factor have different decision on accommodation in Phuket. While the tourists' decision on accommodation in Phuket leads by *Place*, *Promotion* and *People* factors are different when they have different age. The decision on accommodation in Phuket that is leads by *Place* and *Promotion* factors of the foreign tourists having different occupation is

different. Moreover, the foreign tourists with different nationality have different decision on accommodation in Phuket whenever they are leads by *Price* factor.

5.9 Discussion

This research study aims at investigating the foreign tourists' decision on Marketing Mix factors toward the choosing of the accommodation in Phuket. The research findings are discussed as follows:

The research findings show that the foreign tourists give priority to Marketing Mix service factors, *Products, Pricing, Place, Promotion, People, Process* and *Physical Environment*. It also confirms that all Marketing Mix (7Ps) factors significantly leads the decision of tourists in choosing the accommodation in Phuket. It indicates that the hotel should process all hospitality steps with good management and availability best services to encourage the customers' impression to come back again. Chaivisak (2010) studied the factors affecting customer's satisfaction in service selection of Hilton Arcadia Resort & Spa, Phuket, the findings showed that all of the Marketing Mix (7Ps) factors affect their satisfaction on decision choosing the Hilton Arcadia Resort & Spa in Phuket. According Nongpan (2013), all Marketing Mix (7Ps) factors significantly affect all aspects of satisfaction in the selection of the Holiday Inn Resort Phuket at 0.05. Choorichom (2011) also studied about factors influencing the decision on selected of hotels and resorts in LantaYai Island, Krabi, Thailand by international travelers, the research findings show that tourists expect to get standard services to meet the needs of customers, whether the secure, place, price and the amenities in the rooms. Sanittham (2012) focuses on the study of factors influencing decision making of foreign tourists in selecting services by travel agent in Bangkok and found that the factors influencing their decisions to stay are standard, good quality services, reasonable price and promotions of the accommodation. Srisopha, Homchan and Chaiyason (2013) studied the factors that affect Thai tourists' decision on accommodation selection in Ubon Ratchathani province and found that the tourists focused on price, location, promotions and services, so the hotels should pay attention to the services. Knutson (1988)'s comprehensive study showed that both business and leisure travelers considered clean, comfortable, well maintained rooms, convenient location, prompt and courteous service, and a

safe and secure environment and friendly service when selecting a hotel for the first time or for repeat visits.

The research findings of this study show that the Marketing Mix services factors significantly leads to foreign tourists' decision in choosing the accommodation in Phuket. The Marketing Mix service factors include products, pricing, place, promotion, people, processes and the physical environment has statistically significant level at 0.05. Demographic factors, age, gender, education, occupation monthly income and nationality, significantly affect the decision on choosing the accommodation in Phuket. It also shows that gender difference affect the tourists decision based on *Physical Evidence* factor, which is supported by many studies; for example, Silkosessak (2004) found that gender difference of Thai tourists affects their satisfaction with good environment and price rate differently. It also influences on their behavior and decision. The studies of Fodness (1992), Nichols and Snepenger (1988), Myers and Moncrief (1978), in particularly in the field of tourism information, found that tourists with gender difference are affected by Marketing Mix factors. Nongpan (2013) studied the effect of demographic factors, age, gender, marital status, education and occupation, on satisfaction in choosing the Holiday Inn Resort Phuket found gender and education affected on choosing the hotel.

Moreover, age difference of the foreign tourists affects different decision on choosing the accommodation. The tourists are affected by *Place, Promotion* and *Process* factors. Sutharom (2014) also found that customers with age difference are significantly satisfied with the Marketing Mix services, *Product, Pricing, Place* and *Promotion* in the Royal Diamond Phetchaburi at 0.01. Sanittham (2012) investigated factors influencing decision making of foreign tourists in selecting services by travel agent in Bangkok, the research findings stated that the factors influence the using of travel agency service for the hotel booking are the male tourists whose age 31 – 35 years old with income of 1,001 – 2,500 USD/month and certificate or diploma education. Other factors that really influence their decision are image, promotion, product and service, price and staff.

Travelers with education differences have different decision on choosing the accommodation that is affected by *Promotion, People* and *Process* factors. Sangvan (2008) studied the satisfaction of the tourists who prefer staying at Novotel Bangkok hotel services and

found that gender, age and education difference differently affect decision of the tourists and are affected by *Product*, *Place* and *Promotion* factors. Rajarujithong (2013) studied customer's satisfaction on services of Burapa Samyod Hotel and found that customers with different education level have different satisfaction with the services provided in the hotel. It was significantly affected by *Promotion* and *Place* factors at 0.05.

Travelers with difference occupation give emphasis more in term of “place and promotion” by including of reservation available by travelling agency and discount package available through advance reservation. According to the research of Wiroom Thunsamai and Sittidej Sirisukha (2015), study of decision making on accommodation of foreigner who stayed in Hua Hin district Prachuap Khiri Khan province found that foreigner tourists who are age and income differences on the Marketing Mix decisions in choosing accommodation in Hua Hin which make the decision difference has statistically significant level at 0.05

Travelers with difference nationality give important to *Price* factor. Chinese tourists who are the majority of traveling group in Phuket give importance to price, including room rate and services such as food, airport link or other services such as reasonable price. Choosri (2012) studied the factors influencing on foreign tourists' decision in selecting the resort services on Koh Samui in Suratthani province and found that the Marketing Mix factors that influence on decision to use the services of foreign tourists is price with good services. Channual (2011) studied the factors influencing the decision making of Chinese tourists travelling in Thailand and found that Chinese tourists traveling in Thailand are mostly female tourists aged 25-30 years. Their decision on accommodation is affected by attractive places and price factor. This means that the travelling cost in Thailand influence on decisions on travelling because the China Yuan and Thai Baht currency is not much difference. Therefore, the cost of traveling is not too high. This is another reason why Chinese tourists decide to travel in Thailand. Ouchrung (2003) said that the higher price of journey may make the journey unique, but if it is not very high, it will make the trip have more tourists.

However, monthly income of the tourists does not affect the decision on choosing the hotel accommodation in Phuket. Sriwilai and Chotiwaniid (2012) also supported that

factors affecting tourists' decision to visit Nakhon Phanom province is not affected by income at all.

Therefore, different demographic factors differently affect the foreign tourists' decision of choosing the accommodation in Phuket. The results showed that different demographic factors including sex, age, education level, occupation and nationality differently affect the decision on choosing the accommodation in Phuket different decision.

5.10 Suggestion

According to the research study, the Marketing Mix factors affect customers' decision on choosing the accommodation in Phuket. All 7Ps factors influences on the foreign tourists' decision on accommodation in Phuket differently; therefore, the researcher suggests some suggestion for the future study as follows:

1) The hotel should study the quality of service to clarify the customers' behavior to meet the needs of the target group and increase its market share in the future or provide the segmentation.

Gender is concerned due to *Physical Evidence* factor. it the ability to enhance the service for hotel industry or entrepreneur in term of "physical evidence" which including natural attractive view, safety system available such as fire alarm or tsunami warning alarm and good climate or fresh air.

Age are concerning more in "place, promotion and people" therefore it the ability to enhance the service for hotel industry or entrepreneur in term of "place, promotion and people" which including located in tourist place, reservation available by travelling agency and reservation available by internet, member system available for customers' benefit, discount package available through advance reservation, discount on rental, co-operation with alliances for a cheaper travelling package, warm welcome, language skill of personnel, able to give information or solve problems of customer, polite and nice services of staff, cleanness dress and fast service of staff.

Education are concerning more in “promotion, people and process” therefore it the ability to enhance the service for hotel industry or entrepreneur in term of “place, people and process” which including member system available for customers’ benefit, discount package available through advance reservation, discount on rental, co-operation with alliances for a cheaper travelling package, warm welcome, language skill of personnel, able to give information or solve problems of customer, polite and nice services of staff, cleanness dress and fast service of staff, no complications for checking IN and OUT, warm welcome and showing the customer to their room, able to service customer as required.

Occupation are concerning more in “place and promotion” therefore it the ability to enhance the service for hotel industry or entrepreneur in term of “place and promotion” which including located in tourist place, reservation available by travelling agency and reservation available by internet, member system available for customers’ benefit, discount package available through advance reservation, discount on rental, co-operation with alliances for a cheaper travelling package.

Nationality are concerning more in “price” therefore it the ability to enhance the service for hotel industry or entrepreneur in term of “price” which including discount for members on special occasions, all costs for service are shown and easy to see and cheaper compared to other.

2) The hotel should pay attention to convenience to respond the need such as providing the transportation with the airport to hotel route or entertainment place to the hotel and it should be promoted in tourism to increase the number of tourists or may provide a reduced-rate room or in cooperation with the Tourism Authority of Thailand to invite customers to stay at the accommodation

3) Hotel entrepreneur should provide a clean, safe room and equipment room in perfect condition with best services at all time to encourage good feeling and impression of customers.

4) Management for accommodation should focus on loyalty because it is vital to long-term profitability. Marketing strategy with more volume has positive attitudes toward the brand in resulting to increase sales and maintain a market share over its competitors as well.

5) Relationship between decision-making of accommodation selection and the marketing mix that influences the decision-making of tourists towards accommodation selection in Phuket from the majorities of selected the accommodation are resort and bungalow which is give more emphasis on pricing, therefore the investor have to concerned more on pricing and classifies the price level to suitable for customer needs also for the influencing on decide to selects the accommodation in Phuket, which is their own (me) and travel agency are the majorities selected path. This guide line information hopefully it will be benefits for the tour guide agency to perceived the needs of consumers, However Internet site is the majorities path for tourist to access to the information, therefore investor need to concern more about this part and launch of the new promotion to attract more customer is the good choice to attraction more customers on this site.

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APPENDIX

Questionnaire

This questionnaire is study about decisions of foreign tourists on accommodation by using the marketing mix services in Phuket province, Thailand. Information will be in the overall analysis.

Not be disclosed individually. And to study the problems while using accommodation's service.

Would you please kindly answer the following questions?

Part I: Personal Information

Please complete the with ✓ for your realities.

1. Gender :

1. Male

2. Female

2. Age group :

1. Below 25 years old

2. 25 - 35 years old

3. 36 - 45 years old

4. 46 - 55 years old

5. Over 55 years old

3. Marital status :

1. Single

2. Married

3. Divorced

4. Education Level :

1. Lower than bachelor degree 2. Bachelor degree
3. Higher than bachelor degree

5. Current Occupation :

1. Business employee 2. Government employee
3. Business owner 4. Student
5. Farmer 6. Housewife
7. Retired 8. Other.....

6. Average income per month :

1. Below \$ 1,000 2. \$ 1,001 - \$ 3,000
3. \$ 3,001 - \$ 5,000 4. \$ 5,001 - \$ 7,000
5. more than \$ 7,000

7. Nationality :

- 1.Chinese 2.Russia
- 3.Australia 4.South Korea
- 5.UK 6. Other.....

8. How often do you come to Phuket?

1. First time 2. 2 - 3 times
3. 4 - 5 times 4. more than 5 times

9. What is your objective of coming to Phuket?

- | | |
|--|--|
| <input type="checkbox"/> 1. Business | <input type="checkbox"/> 2. Travel |
| <input type="checkbox"/> 3. Visiting family or friends | <input type="checkbox"/> 4. Other..... |

Part 2: Decision on Accommodation

Please complete the with ✓ for your realities.

1. What kind of accommodation will you choose?

- | | |
|--|--|
| <input type="checkbox"/> 1. Hotel | <input type="checkbox"/> 2. Resort |
| <input type="checkbox"/> 3. Bungalow | <input type="checkbox"/> 4. Guest Houses |
| <input type="checkbox"/> 5. Rental House | <input type="checkbox"/> 6. Home stay |

2. How much the cost for your accommodation per day?

- | | |
|--|--|
| <input type="checkbox"/> 1. Below 1,000 Bath | <input type="checkbox"/> 2. 1,001 - 2,000 Bath |
| <input type="checkbox"/> 3. 2,001 - 3,000 Bath | <input type="checkbox"/> 4. 3,001 - 4,000 Bath |
| <input type="checkbox"/> 5. 4,001 - 5,000 Bath | <input type="checkbox"/> 6. more than 5,000 Bath |

3. How long do you stay in Phuket?

- | | |
|--|--|
| <input type="checkbox"/> 1. 1 - 2 days | <input type="checkbox"/> 2. 3 - 4 days |
| <input type="checkbox"/> 3. 5 - 6 days | <input type="checkbox"/> 4. more than 7 days |

4. What location of accommodation will you choose?

- | | |
|---|--|
| <input type="checkbox"/> 1. In downtown | <input type="checkbox"/> 2. Near tourist place |
|---|--|

Part 3: Marketing Mix Factors Affecting Decision on Accommodation in Phuket

Please mark ✓ in the blank which right to your decision for choosing the accommodation.

Marketing Factors	Priority				
	Most	Much	Fair	Less	Least
	5	4	3	2	1
Product :					
1. Decoration and cleanness.					
2. Facilities such as TV, air-conditions, mini bar, hot water etc.					
3. Various types of room.					
4. Well known or famous accommodation					
5. Various services such as restaurant, fitness sessions, spa, airport link, swimming pool					
Price :					
6. Cheaper compared to other.					
7. Room rate and services such as food, airport link or other services are reasonably priced.					
8. All costs for service are shown and easy to see.					

9. Discount for members on special occasions.					
Place :					
10. Located in tourist area					
11. Located away far quiet and peaceful.					
12. Vacancy available without reservation.					
13. Reservation available by travelling agency					
14. Reservation available by internet					
Promotion :					
15. Easy to find out information about accommodation.					
16. Discount on rental.					
17. Discount package available through advance reservation.					
18. Co-operation with alliances for a cheaper travelling package.					
19. Member system available for customers benefit.					
People :					
20. Treat customer with a warm welcome.					

21. Polite and nice services of staff.					
22. Cleanness dress and fast service of staff.					
23. Language skill of personnel.					
24. Able to give information or solve problems of customer.					
Process :					
25. Warm welcome and showing the customer to their room.					
26. Able to service customer as required.					
27. No complications for checking IN and OUT.					
28. Easy payments.					
Physical Evidence :					
29. Natural attractive view.					
30. Good climate and fresh air.					
31. Clean and tidy surroundings.					
32. Separate area for private feel of customer.					
33. Safety system available such as fire alarm or tsunami warning alarm.					

Part 4: Suggestions Concern Accommodation in Phuket

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VITAE

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List of Publication and Proceeding

Conference's Name...Tourism and Hospitality International Conference "Multidisciplinary Perspectives on Sustainable Development" with article's name of Decision of foreign tourists on the accommodation by using the marketing mix services in Phuket province, Thailand on 17 November 2016.