

ວາລະສານວິທະຍາສາດມະຫາວິທະຍາໄລສຸພານຸວົງ, ຄົ້ນຄວ້າວິໄຈສະຫະສາຂາວິຊາ, ວາລະສານເປີດກວ້າງ
ສະບັບທີ 6, ເຫຼັ້ມທີ 1, ມັງກອນ -ມິຖຸນາ 2020, ເລກທະບຽນ ISSN 2521-0653

The second order confirmatory factor analysis in deciding to visit the beaches, Phetchaburi Province: from the concept of marketing mix¹

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ABSTRACT

The purposes of this research were to 1. Compare the decision to visit the beach, Phetchaburi province. From marketing mix concepts classified by personal factors and 2. Analyze the second confirmatory element in deciding to visit the beach in Phetchaburi Province from the marketing mix concept. Data had been collected from Thai tourists and foreign tourists (spend overnight) in the province of 2,827,527 people, using the sample size-based Yamane's formula. 400 of sampling people were selected by Quota tool. The tool for collecting data is questionnaires that passed content validity and finding the precision. The statistics used in data analysis consisted of percentage, mean, standard deviation, t-test, one-way analysis of variance and the second order confirmatory factor analysis.

The results of the research are as follows: 1.The decision to visit the beach in Phetchaburi province from the concept of marketing mix, there are differences when classified by race, age, education level, occupation and income with statistical significance. 2. The results of the first confirmatory factor analysis in deciding to visit the beach in Phetchaburi province from the marketing mix concept was found that the Place, product and marketing promotion respectively, while the second confirmatory element analysis in deciding to visit the beach, Phetchaburi province, from the concept of marketing mix in term of Place, found that due to the convenience of traveling, the cleanliness of tourist attractions and the value of natural beauty.

Keywords: Marketing mix, Tourism, Beaches, Phetchaburi Province

¹ **Citation:** Witit Rittiboonchai and Pichaya U- Thairatana. 2020. **The second order confirmatory factor analysis in deciding to visit the beaches, Phetchaburi Province: from the concept of marketing mix**, *Souphanouvong Journal: Multi-disciplinary Research of Souphanouvong University: ISSN 2521-0653. Vol. 6, Issue 1: Page 9 – 15.*

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1.Introduction

Thailand is a country with beautiful nature throughout all regions of the country. Nowadays, the tourism industry of the country has increased in growth more than in the past and tourism of Thailand considered an important industry to bring income into Thailand (Natika Raksanoh, 2010) also creates income distribution throughout all areas that several tourists visiting Thailand. Income divided into 1.4 trillion baht from foreign tourists who come from overseas and domestic tourism of Thailand of 800,000 million baht per year. The Thai coasts have a total length of approximately 2,542 kilometers according to geography. Thai sea can be divided into 3 parts, namely the eastern coast or the sea on the upper gulf of Thailand. The coast length is about 500 kilometers. The southern coast of the east or the gulf of Thailand is approximately 1,304 kilometers long and the southern coast of the west side or the Andaman coast, the coast is approximately 1,048 kilometers in length. Because the Thai sea has many beautiful natures to visit throughout the year with a high biological diversity both on land and under water, fill up with lots of beautiful beaches. The strange shape of mountains, fertile mangrove forest fulfilled additions make the shores of Thailand charming and passionate. Particularly in Phetchaburi Province which is very important and famous tourist attractions for both Thai and foreign tourists such as Bang Taboon Beach, Laem Luang Beach, Chao Samran Beach, Puk Tien Beach and Cha Am Beach (jasminta 2019).

Beaches in Phetchaburi Province regarded as a beautiful seaside resort and are a top popular destination for weekend of Bangkokians from the past until the present. Apart from having many beautiful and famous tourist spots, Phetchaburi Province considered as one of a complete

tourist attraction. Another one can be considered by having new tourist attractions emerging to attract tourists. There are accommodations, resorts and many leading hotels and convenient transportation throughout the year that can be deemed as a charming tourist destination which attract many tourists both Thai and foreigners. Result from the summary of tourism situation within Phetchaburi Province 2009-2015, tourist's year 2558 amounted to 2,827,527 for a period of travelling at 2.57 days and an average travel cost per person per day is 2,245 baht (Department of Tourism, Ministry of Tourism and Sports 2017). The Thailand Development Research Institute (2001) explained the way of thinking about Thai tourism management that it aims to provide the best in basic level of tourist satisfaction, which is to provide places to eat, place to sleep, and travelling spots and try to accommodate the Supplies equal to the Demands of services. Because the tourism industry is a service industry, success will come in the form of satisfaction of customers, primarily used as a criterion in the production and services to properly satisfy the needs of customers. Enabling businesses to achieve the goals, one of the tools preferable to measure customer satisfaction is including measurement standards of the marketing mix, where visitors can get satisfaction. (Nakarin Tungthong and Peth-Sri Ninsiri 2019). In this research, the research team realized that the importance and interested in studying analysis of decision-making elements for traveling to the beaches in Phetchaburi Province by using marketing mix elements as the norm.

Research Objectives

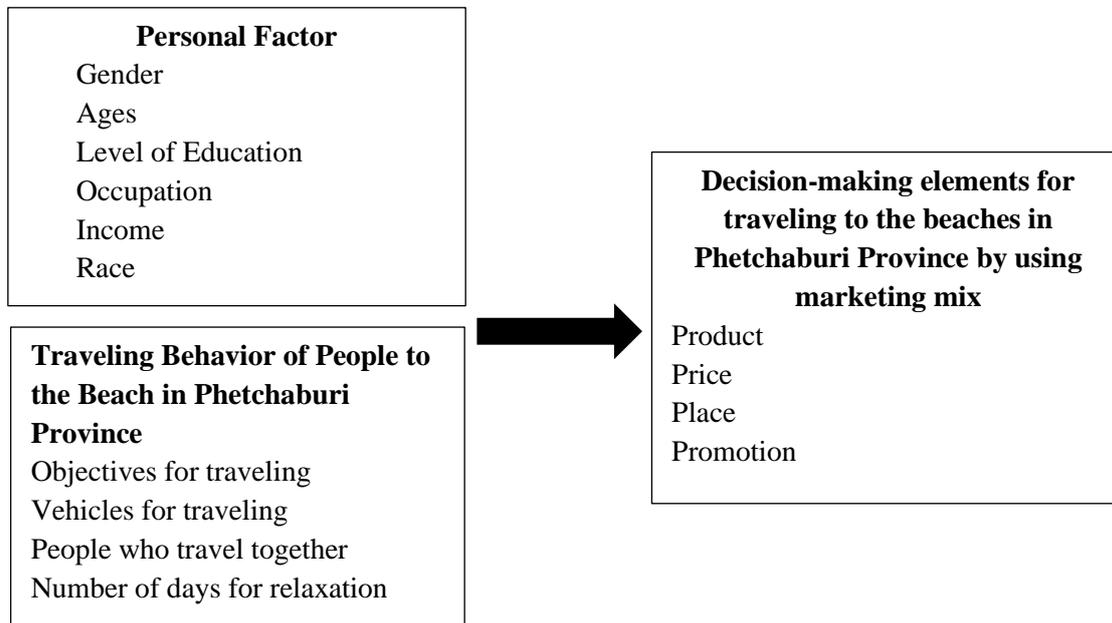
1. To compare the decision to travel to the beaches in Phetchaburi Province from marketing mix concepts classified by personal factors

2. To analyze the second confirmatory element in deciding beach trips in Phetchaburi province from marketing mix concepts

2. Literature Review

The researchers reviewed the literature on the concept of the marketing mix Kotler (2012) and Kotler and

Armstrong. (2011), together with the related research of Thanaporn Ruengroj and Phised Chaidirek (2016) Warissara Varid-Wattana and Kulachet Mongkol (2013) and Nakarin Thangthong and Petch-Sri Nondasiri (2019) to develop into a conceptual framework as follows;



Picture 1 Conceptual framework of research

3. Research Methods

The content of this research is quantitative research with the following details:

1. Population are Thai and foreign tourists who come to travel (stay overnight) in Phetchaburi Province, amount 2,827,527 people (Department of Tourism, Ministry of Tourism and Sports 2017)

2. An example of the calculation formula applied by Taro Yamane with 400 people by choosing as quota from 5 sea beaches of the province, 80 people per beaches the researcher collected data between September – November 2019

Research Tools

The questionnaires developed by the researcher consisted of 3 parts which are personal characteristics, tourism behavior and marketing mix factors affecting decision

making to travel to the beach in Phetchaburi province from marketing mix concepts. The questionnaire had been tested for the validity of content. (The questionnaire was reviewed for translation reverse between Thai and English) are analyzed by the reliability coefficient alpha Akron Bach collected data from visitors at Hua-Hin beach for 30 people. Value is between 0.77 to 0.81. Statistical methods used to analyze the data set. With percentage, mean, standard deviation, t-test, one-way analysis of variance and the second order confirmatory factor analysis.

4. Research Findings

Personal characteristics of the respondents found that tourists at the beaches in Phetchaburi Province, the majority are males 225 people accounting for 56.25%, aged 25-34 of 221 people

accounting for 52.75%, undergraduate degrees of 210 people accounting for 52.50%, private company employees of 245 people accounting for 61.25%, with monthly income between 15,000-25,000-Baht of 195 people, representing 48.75%, with the respondentsof 288 Thai tourists representing 72.00 percent.

The results of the tourism behavior analysis showed that most of the respondents had a purpose of visiting for entertainment totaling 242 people, representing 60.50%. 216 people traveling by private cars accounted for 54.00%. 202 brothers and sisters, accounting for 50.50%. The average number of days of rest is 3.28

days. The cost per person is 3,108 Baht per day. (The researchers had analyzed the differences between Thai tourists and foreign tourists find significant differences, that is, Thai tourists' average number of days for relaxation at 1.82 days, cost per person per day is 1,268 Baht, while foreign tourists have the average number of days for relaxation at 4.02 days, cost per person per day is 4,380 baht).

Comparison results of the decision to travel to Phetchaburi province from marketing mix concepts classified by personal factors

Table 1 Deciding to travel to Phetchaburi province from marketing mix concepts classified by personal factors;

	sex	Fuel the nation	age	The education	career	Income
Product	3.47 **	-2.88 *	7.51 **	2.74 *	5.86 **	5.21 **
Price	0.45	2.12 *	1.08	0.65	2.47 *	0.51
Place	1.59	-3.46 **	2.27	3.08 *	1.71	1.79
Promotion	0.23	2.48 *	1.10	3.22 *	1.32	0.21
Marketing mix	1.76	-3.02 *	3.07 **	2.98 *	2.33 *	3.19 *

The results of the research revealed that the decision to visit the beaches in Phetchaburi province from the concept of marketing mix are differences when

classified by race, age, education level, occupation and income with statistically significant.

The second confirmatory element analysis in deciding to visit the beach in Phetchaburi from the marketing mix concept

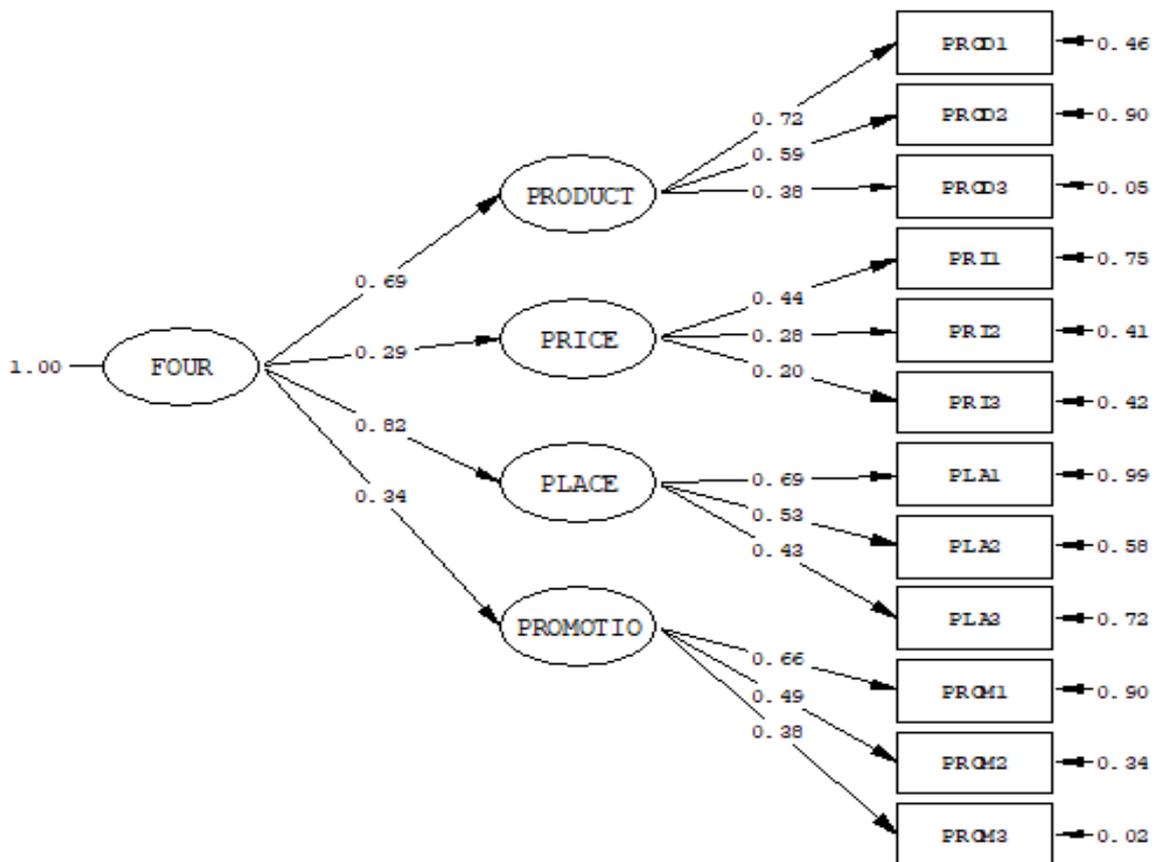
Table 2 Analysis of confirmatory factors in decision to visit the beach in Phetchaburi from marketing mix concepts

Latent Variable	Observable Variable	R ²	λ _y
<i>1. Product</i>	<i>(Product: Y1)</i>	0.58	0.69
	01. Safety measurement and alarm systems (Y11)	0.64	0.72
	02. The forms of activities are diverse (Y12)	0.48	0.59
	03. Good places to buy goods, good products, cheap, hospitable sellers (Y13)	0.28	0.38
<i>2. Price</i>	<i>(Price: Y2)</i>	0.40	0.29
	01. Food, beverage and accommodation prices Appropriate (Y2 1)	0.28	0.44
	02. Variety of payment methods (Y22)	0.18	0.28
	03. Expenses for marine activities are	0.27	0.20

appropriate (Y23)			
3. Place	(Place: Y3)	0.78	0.82
	01. Travel convenience (Y31)	0.56	0.69
	02. Cleanliness of tourist attractions (Y32)	0.44	0.53
	03. The value of beautiful nature (Y33)	0.41	0.43
4. promotion	(Promotion: Y4)	0.38	0.34
	01. Continuous publicity to be known (Y41)	0.57	0.66
	02. Ease of access and search for tourist attractions (Y42)	0.48	0.49
	03. Tour Package arrangement in affordable price for tourists (Y43)	0.37	0.38

The first confirmatory element analysis in deciding to visit the beaches in Phetchaburi from the marketing mix concepts are found by Place ($\lambda y3=0.82$), the product ($\lambda y1=0.69$) and the marketing promotion ($\lambda y4=0.34$) respectively. The second in deciding

traveling to the beaches in Phetchaburi from the concept of marketing mix in Place, found that the convenience of traveling ($\lambda y31=0.69$), cleanliness of tourist attractions ($\lambda y 32= 0.532$) and value the natural beauty ($\lambda y33=0.43$).



Picture 2 Analysis of confirmatory factors in decision to visit the beaches, Phetchaburi province.

5. Summary and Discussion of Research Findings

Decision to travel to Phetchaburi Province from the concept of marketing mix is difference when classified by race, age and occupation was statistical significance. The findings are consistent with Thanaporn Ruengroj and Phised Chaidirek (2016), who studies the marketing mix that influence the behavior of the golfers who used the services of golf courses as tourist along the West Coast. Professional golfer, Education level and different monthly incomes had overall opinion on the marketing mix of the golf course services in the Western Seaboard tourist area, the differences are statistically significant at the 0.05.

The second confirmatory element analysis in deciding to visit the beaches, Phetchaburi province, from the concept of marketing mix in Place found that due to the convenience of traveling cleanliness of tourist attractions and the value of natural beauty consistent with the research of Warisara Waritwattana and Kulachet Mongkol (2013), who studied factors affecting the accommodation selection behavior of tourist from Bangkok in Hua Hin District, Prachuap Khiri Khan Province . Research result showed that factors affecting behavior are the cleanliness of the rooms and the accommodations are near to tourist attractions especially near to the sea.

Policy Suggestions

1. Decision to travel to Phetchaburi Province from the concept of marketing mix was difference when classified by race, age, education level, occupation, and income. For those whom may concern will need to arrange marketing mixes to suit the differences in personal factors especially the product factors which were found to be different according to personal factors in all

aspects consisting of safety measurement and marine warning systems including the diversity of marine activities, developing various sources of good, cheap, and hospitality of the sellers of products

2. Decision to travel to Phetchaburi Province from the concept of marketing mix was difference in comparison of all factors according to personal factors of ethnicity. The research found that foreign tourists will place high importance to products and Places, while Thai tourists focus on price and promotion in marketing more than foreign tourists.

Suggestions for Conducting Future Research

1. This research is limited in data collecting time and sampling that is not statistically distributed. Therefore interested parties may develop data collection and sampling intervals in order to create more credibility of the research results.

2. This research focuses only on quantitative research. Those interested may be extended by conducting in qualitative research in order to get more in-depth research results that are more reliable.

3. Those interested may bring the concept of research to be extended to tourist beach trips in other provinces in comparison of the result.

4. The results showed that the differences were found in deciding to visit the beaches in Phetchaburi Province between Thai tourists and foreign in all aspects. But due to the limitations of the sample size among foreign tourists , therefore the researcher was not able to analyze the structural equations, compare the second confirmed components in deciding to visit the beaches, Phetchaburi Province from the concept of marketing mix between Thai and foreign tourists . Therefore, those interested in furthering the extra work may use the model and increase

the sample size in the collection for comparative research. This is to enable the concerned parties to organize marketing mix strategies to suit Thai tourists and foreigners for more consistent and suitable.

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