



รายงานวิจัยฉบับสมบูรณ์

โครงการความจงรักภักดีของนักท่องเที่ยวชาวไทยและชาวต่างชาติ  
ต่อแหล่งท่องเที่ยว  
ในจังหวัดเชียงใหม่ และจังหวัดภูเก็ต

โดย ผศ. ดร. ปณิศา มีจินดา และคณะ

กรกฎาคม 2551

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### คณะผู้วิจัย

- ผศ. ดร. ปณิศา มีจินดา
- รศ. ศิริวรรณ เสรีรัตน์
- ผศ. ดร. ณิชกุล กุณิสร์

### สังกัด

- มหาวิทยาลัยเทคโนโลยีราชมงคลธัญบุรี  
มหาวิทยาลัยราชภัฏสวนดุสิต  
มหาวิทยาลัยศรีนครินทรวิโรฒ

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## บทคัดย่อ

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ชื่อโครงการ: ความจงรักภักดีของนักท่องเที่ยวชาวไทยและชาวต่างชาติต่อแหล่งท่องเที่ยวในจังหวัดเชียงใหม่ และจังหวัดภูเก็ต

ชื่อนักวิจัย: ผศ. ดร. ปณิศา มีจินดา มหาวิทยาลัยเทคโนโลยีราชมงคลธัญบุรี

และสถาบัน: รศ. ศิริวรรณ เสรีรัตน์ มหาวิทยาลัยราชภัฏสวนดุสิต

ผศ. ดร. ณิชช์ กุลิษฐ์ มหาวิทยาลัยศรีนครินทรวิโรฒ

E-mail Address: [ipanisa@yahoo.com](mailto:ipanisa@yahoo.com), [sirivan\\_swu@yahoo.com](mailto:sirivan_swu@yahoo.com), [apirutt@hotmail.com](mailto:apirutt@hotmail.com)

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วัตถุประสงค์ของงานวิจัยนี้มี 4 ประการ คือ (1) เพื่อพิจารณาลักษณะทางด้านประชากรศาสตร์ของนักท่องเที่ยว (ชาวไทยและชาวต่างชาติ) ซึ่งมีความภักดีต่อแหล่งท่องเที่ยว (ในจังหวัดเชียงใหม่และจังหวัดภูเก็ต) (2) เพื่อพิจารณาลักษณะด้านจิตนิสัยและพฤติกรรมการท่องเที่ยวของนักท่องเที่ยว (ชาวไทยและชาวต่างชาติ) ที่มีความภักดีต่อแหล่งท่องเที่ยว (ในจังหวัดเชียงใหม่และจังหวัดภูเก็ต) (3) เพื่อสำรวจรูปแบบความภักดีของนักท่องเที่ยว (ความภักดีสูง, ความภักดีแบบซ่อนเร้น, ความภักดีแบบจอมปลอม และความภักดีต่ำ) และความแตกต่างของความภักดีทั้ง 4 แบบนั้น ตลอดจนลักษณะของกลุ่มนักท่องเที่ยวแต่ละกลุ่ม (4) เพื่อสำรวจถึงปัจจัยที่มีผลต่อความภักดีของนักท่องเที่ยว ทั้งความภักดีด้านทัศนคติและความภักดีด้านพฤติกรรม ตลอดจนเพื่อเปรียบเทียบผลระหว่างนักท่องเที่ยวชาวไทยและชาวต่างชาติ

งานวิจัยนี้เป็นงานวิจัยเชิงพรรณนา โดยมุ่งที่จังหวัดเชียงใหม่และจังหวัดภูเก็ต เนื่องจากทั้งสองจังหวัดนี้เป็นแหล่งท่องเที่ยวที่ติดอันดับสองในห้าของแหล่งท่องเที่ยวที่มีการประเมินว่ามีรายได้จากการท่องเที่ยวสูงสุด ประชากรที่ใช้ในการศึกษาคั้งนี้คือนักท่องเที่ยวชาวไทยและชาวต่างชาติ ซึ่งใช้เวลาในการท่องเที่ยวในจังหวัดเชียงใหม่หรือจังหวัดภูเก็ตมากกว่า 1 ครั้ง ขนาดตัวอย่างคือ 800 คน ซึ่งแบ่งเป็นจังหวัดเชียงใหม่ 400 คน และจังหวัดภูเก็ต 400 คน ใช้วิธีการสุ่มตัวอย่างแบบเจาะจง โดยศึกษานักท่องเที่ยวที่ไม่ใช่พนักงาน ซึ่งมาท่องเที่ยวเชียงใหม่หรือภูเก็ตมากกว่า 1 ครั้ง และใช้วิธีการสุ่มตัวอย่างโดยใช้โควตา สำหรับนักท่องเที่ยวชาวไทยและชาวต่างชาติ ขอบเขตของการเก็บรวบรวมข้อมูลถือเกณฑ์จากการท่องเที่ยวแห่งประเทศไทย (2547) ซึ่งระบุถึงแหล่งท่องเที่ยวสำคัญ 3 อันดับแรกในจังหวัดเชียงใหม่ (ดอยสุเทพ สวนสัตว์เชียงใหม่ และตลาดวโรรส) และจังหวัดภูเก็ต (หาดป่าตอง อำเภอเมืองภูเก็ต และหาดกะตะ) โดยมีวิธีการเก็บรวบรวมข้อมูลโดยใช้แบบสอบถาม

ผลการวิจัยพบว่า นักท่องเที่ยวชาวไทยในจังหวัดเชียงใหม่ส่วนใหญ่เป็นหญิง (56%) มีอายุระหว่าง 25-34 ปี (45%) มีสถานภาพโสด (67%) มีรายได้ต่ำกว่าหรือเท่ากับ 34,999 บาท (72%) มีแรงจูงใจในการท่องเที่ยวคือการแสวงหาความแปลกใหม่และสถานะ (Status) ลักษณะที่มี

อิทธิพลสูงสุดของแหล่งท่องเที่ยวคือทัศนียภาพและประวัติศาสตร์ ในทางตรงกันข้าม นักท่องเที่ยวชาวต่างชาติในเชียงใหม่ส่วนใหญ่เป็นชาย (66%) มีอายุระหว่าง 25-54 ปี (67%) มีรายได้ตั้งแต่ 80,000 บาทขึ้นไป (43%) และเป็นนักท่องเที่ยวชาวยุโรป 40% มีแรงจูงใจในการท่องเที่ยวคือแสวงหาประสบการณ์จากรูปแบบการดำรงชีวิตและบุคคลที่แตกต่าง ลักษณะที่มีอิทธิพลสูงสุดของแหล่งท่องเที่ยวคืออาหาร บุคคลท้องถิ่น และทัศนียภาพ ส่วนรูปแบบของความภักดีของนักท่องเที่ยวชาวไทยจะเป็นแบบมีความภักดีสูง (36%) ในขณะที่นักท่องเที่ยวต่างชาติมีความภักดีต่ำ (41%) ปัจจัยที่มีผลต่อความภักดีของนักท่องเที่ยวชาวไทย 3 อันดับแรก คือ (1) ความผูกพันต่อแหล่งท่องเที่ยว (2) ความคุ้นเคยต่อแหล่งท่องเที่ยว (3) ความพึงพอใจต่อแหล่งท่องเที่ยว ส่วนปัจจัยที่มีผลต่อความภักดีของนักท่องเที่ยวต่างชาติ 3 อันดับแรก คือ (1) ความคุ้นเคยต่อแหล่งท่องเที่ยว (2) ความผูกพันต่อแหล่งท่องเที่ยว (3) คุณค่าที่รับรู้

ในจังหวัดภูเก็ต ผลการวิจัยพบว่า นักท่องเที่ยวชาวไทยส่วนใหญ่เป็นหญิง (62%) มีอายุระหว่าง 25-34 ปี (43%) มีรายได้ต่ำกว่าหรือเท่ากับ 49,999 บาท (72%) มีแรงจูงใจในการท่องเที่ยวคือการแสวงหาความแปลกใหม่และสถานะ (Status) ลักษณะที่มีอิทธิพลสูงสุดของแหล่งท่องเที่ยวคือทัศนียภาพ ในทางตรงกันข้ามนักท่องเที่ยวต่างชาติในภูเก็ตส่วนใหญ่เป็นชาย (60%) มีอายุระหว่าง 25-54 ปี (80%) มีรายได้ตั้งแต่ 50,000 บาทขึ้นไป (62.5%) และเป็นนักท่องเที่ยวชาวยุโรป 40% มีแรงจูงใจในการท่องเที่ยวคือการแสวงหาความแปลกใหม่และสถานะ (Status) ลักษณะที่มีอิทธิพลสูงสุดของแหล่งท่องเที่ยวคือทัศนียภาพ ส่วนรูปแบบของความภักดีของนักท่องเที่ยวชาวไทยจะเป็นแบบมีความภักดีต่ำ (34.3%) ในขณะที่นักท่องเที่ยวต่างชาติมีความภักดีสูง (32.1%) ปัจจัยที่มีผลต่อความภักดีของนักท่องเที่ยวชาวไทย 3 อันดับแรก คือ (1) ความผูกพันต่อแหล่งท่องเที่ยว (2) ต้องการพบบุคคลอื่นมาท่องเที่ยว (3) ต้องการที่จะสำรวจแหล่งท่องเที่ยวเพิ่มเติม ส่วนปัจจัยที่มีผลต่อความภักดีของนักท่องเที่ยวต่างชาติ 3 อันดับแรก คือ (1) ความพึงพอใจต่อแหล่งท่องเที่ยว (2) ความคุ้นเคยต่อแหล่งท่องเที่ยว (3) ความผูกพันต่อแหล่งท่องเที่ยว

สามารถสรุปได้ว่าความคุ้นเคยต่อแหล่งท่องเที่ยวและความผูกพันต่อแหล่งท่องเที่ยวเป็นปัจจัยที่มีความสำคัญต่อความภักดีมาก ยิ่งไปกว่านั้นสิ่งที่เป็นแรงจูงใจในการท่องเที่ยวของนักท่องเที่ยวชาวไทยคือการแสวงหาความแปลกใหม่และสถานะ (Status) ในขณะที่นักท่องเที่ยวต่างชาติมีแรงจูงใจที่สำคัญคือประสบการณ์จากรูปแบบการดำรงชีวิตและบุคคลที่แตกต่าง ดังนั้นนักการตลาดด้านการท่องเที่ยวควรสร้างศูนย์ข้อมูลในการบริหารสำหรับนักท่องเที่ยว ทั้งขณะที่มาท่องเที่ยวและก่อนที่จะมาท่องเที่ยว เมื่อมีข้อมูลที่เพียงพอนักท่องเที่ยวจะเกิดความเชื่อมั่นและพึงพอใจต่อสิ่งที่เขาเลือก ยิ่งไปกว่านั้นนักการตลาดด้านการท่องเที่ยวจะต้องจัดกิจกรรมให้นักท่องเที่ยวเกิดประสบการณ์ต่อรูปแบบการดำรงชีวิตที่แท้จริงของประชาชนในท้องถิ่น เนื่องจากสิ่งจูงใจมีอำนาจที่จะอธิบายถึงพฤติกรรมนักท่องเที่ยว เพื่อให้เกิดประสิทธิผล

ในตลาดของนักท่องเที่ยวชาวไทย การสื่อสารจะต้องมีการมุ่งที่การแสวงหาความแปลกใหม่และสถานะ (Status) เนื่องจากคนไทยแสวงหาสถานะ (Status seeker) นักการตลาดด้านการท่องเที่ยวนั้นจะต้องกำหนดตำแหน่งแหล่งท่องเที่ยวในจังหวัดเชียงใหม่ทางด้านวัฒนธรรมและทัศนียภาพที่สวยงาม ในขณะที่กำหนดตำแหน่งแหล่งท่องเที่ยวในจังหวัดภูเก็ตว่ามีทัศนียภาพที่สวยงามและมีทรัพยากรธรรมชาติที่กระตุ้นให้เกิดการสำรวจ ตลอดจนคนไทยทุกคนจะต้องช่วยกันปกป้องและรักษาทรัพยากรธรรมชาติเอาไว้ให้ยาวนาน มิฉะนั้นแล้วก็จะทำให้ไม่สามารถสร้างข้อได้เปรียบทางการแข่งขันที่ยั่งยืนได้

**คำหลัก:** ความภักดีต่อแหล่งท่องเที่ยว, ความพึงพอใจ, การจงใจ, ความผูกพัน, คุณค่าที่รับรู้

## Abstract

**Project Code:** MRG 4980203  
**Project Title:** Destination Loyalty of Domestic and International Tourists toward Chiangmai/Phuket  
**Researcher:** Asst. Prof. Dr. Panisa Mechinda, Rajamangala University of Technology, Thanyaburi  
Assoc. Prof. Sirivan Serirat, Suan Dusit Rajabhat University,  
Asst. Prof. Dr. Nak Gulid, Srinakharinwirot University  
**E-mail Address:** [ipanisa@yahoo.com](mailto:ipanisa@yahoo.com), [sirivan\\_swu@yahoo.com](mailto:sirivan_swu@yahoo.com), [apirutt@hotmail.com](mailto:apirutt@hotmail.com)  
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The objectives of this research are fourfold; (1) to determine the demographic of tourists (both domestic and international) who have loyalty toward tourist destinations (Chiangmai and Phuket), (2) to determine the psychographic and travel behavior of tourists (both domestic and international) who have loyalty toward tourist destinations (Chiangmai and Phuket), (3) to investigate the loyalty typology of tourists (high, latent, spurious and low loyalty) and its distinguishing factors as well as characteristics of each tourist group, (4) to explore the antecedents of tourists' loyalty both attitudinal and behavioral as well as to compare the results between domestic and international tourists.

This descriptive research focuses on Chiangmai and Phuket because these two provinces are considered two of the top five major destinations rated high in terms of number of tourists and revenue from tourists. Target population are international and domestic tourists who have spent their holiday in Chiangmai or Phuket more than one visit. Total sample size was 800 and equally allocated into 400 sample size for Chiangmai and 400 for Phuket. The sampling method was purposive in a way that only tourists (non business tourists) who visited Chiangmai or Phuket at least once were qualified for the study. Also, quota sampling was employed by equally allocating for international and domestic tourists. Area of data collection was selected based on TAT (2004), which indicates the top three tourist areas in Chiangmai (Doi Suthep, Chiangmai Zoo, Varoros Market), and in Phuket province (Pathong Beach, Phuket Town and Kata Beach). The questionnaire was employed as means of data collection.

The results indicated that domestic tourists in Chiangmai are mostly female (56%), age between 25-34 years old (45%), single (67%), income ranging between 34,999 Baht or

lower (72%). Their motivation in traveling is to seek novelty and status. The most influential attributes of destination for them are scenery and history. In contrast, international tourists in Chiangmai are mostly male (66%), age between 25-54 years old (67%), income ranging between 80,000Baht or higher (43%). 40% of them comes from Europe. Their motivation in travelling is to experience different lifestyle and people. The most influential attributes of destination are food, people and scenery. Regarding typology of loyalty, domestic tourists have high loyalty (36%) whereas international tourists have low loyalty (41%). The top three drivers of domestic tourists' loyalty are (1) attachment with destination, (2) familiarity with destination and (3) satisfaction with destination. The top three drivers of international tourists' loyalty are (1) familiarity, (2) attachment (3) perceived value.

In Phuket, the results indicated that domestic tourists are mostly female (62%), age between 25-34 years old (43%), income ranging between 49,999 baht or lower (85%). Their motivation in traveling is to seek novelty and status. The most influential attributes of destination are scenery. In contrast, international tourists are mostly male (60%), age between 25-54 years old (80%), income ranging between 50,000Baht or higher (62.5%). 47% of them comes from Europe. Their motivation in travelling is to seek novelty and status. The most influential attributes of destination are scenery. Regarding typology of loyalty, domestic tourists have low loyalty (34.3%) whereas international tourists have high loyalty (32.1%). The top three drivers of domestic tourists' loyalty are (1) attachment with destination, (2) desire to show the place to others and (3) want to further explore the destination. The top three drivers of international tourists' loyalty are (1) satisfaction, (2) familiarity, (3) attachment.

It can be concluded that familiarity and attachment are important drivers of loyalty. Furthermore, domestic tourists are mainly motivated by their own desire to seek novelty and status whereas international tourists are mainly motivated by desire to experience different lifestyle and people. Therefore, tourism marketer should establish a well managed information center for tourists at every tourist spots, upon arrival and even before arrival. When they have sufficient information, they are confident and likely to satisfy with their choice. Furthermore, tourism marketer should organize activities for tourists to experience the real lifestyle of local people, since this motive is powerful in explaining tourist behavior. To market effectively in domestic market, the communication should emphasize on novelty and status since Thai people are status seekers. Tourism

marketer should position Chiangmai destination on cultural richness and beautiful scenery, whereas position Phuket as beautiful scenery and a lot of natural wonders to explore. Finally, all Thai peoples must protect and preserve their natural heritage otherwise it will no longer become sustainable competitive advantage.

**Key word:** Destination loyalty, satisfaction, motivation, attachment, perceived value



## กิตติกรรมประกาศ

งานวิจัยเรื่องความรักภักดีของนักท่องเที่ยวชาวไทยและชาวต่างชาติต่อแหล่งท่องเที่ยวในจังหวัดเชียงใหม่และจังหวัดภูเก็ตสำเร็จได้ด้วยการสนับสนุนจากสำนักงานกองทุนสนับสนุนการวิจัยและสำนักงานคณะกรรมการอุดมศึกษา

ขอขอบพระคุณ รศ. ดร. กัลยา วานิชย์บัญชา ภาควิชาสถิติ คณะพาณิชยศาสตร์และการบัญชี จุฬาลงกรณ์มหาวิทยาลัย และ Professor Dr. Paul G. Patterson, School of Marketing, University of New South Wales, Australia ที่ได้สละเวลาอันมีค่าในการให้คำแนะนำที่มีประโยชน์

ขอขอบพระคุณนักท่องเที่ยวทุกท่านที่กรุณาสละเวลาอันมีค่าในการตอบแบบสอบถามและคณะผู้ดำเนินการวิจัย

ตลอดจนขอขอบพระคุณ อ. เสาวลักษณ์ สุนทร อ. นงลักษณ์ โพธิ์ไพจิตร และนางสาว เกษศิริ เอกคณาปราชญ์ ผู้มีส่วนร่วมในการทำงานวิจัยครั้งนี้

ผศ. ดร. ปณิศา มีจินดา และคณะ

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## **Chapter 1: Introduction**

### **1.1 Research Background and Research Significance**

In 2004, Thailand earned revenue from tourism industry of 384,360 million baht (from international tourists) and 317,224 million baht (from domestic tourists), whereas the revenue for the year 2005 was 367,380 million baht (from international tourists) and 334,717 million baht (from domestic tourists). This reflected a decrease in revenue by 4.4 % from international tourist and an increase in revenue by 5.5% from domestic tourist. This reduction in revenue comes from natural factor (Tsunami) as well as fierce competition in the world tourism industry. Even though, The World Tourism Organization (WTO) estimated the average growth of international tourists of 5.5% in 2005. In terms of competitive situation, there are new attractions in the Asia Pacific region especially in Cambodia, Vietnam, India and China. Apart from threats from new entrants, the rivalry among current competitors has become more intense. Japan, Hong Kong and Korea have created new tourism product which can switch many tourists away from Thailand. All of those mentioned contributed to a steady growth of tourism in Thailand.

With respect to the Tsunami disaster and disturbance in the 3 southern provinces, the adverse effect of Tsunami, however, was not that severe, Thailand has recovered very fast. Both public and private sectors vigorously attempted to stimulate markets and repair the attractions affected by the disaster as fast as possible. This resulted in a slight impact of the above-mentioned factors on the Thai tourism industry. According to Thailand Tourism Promotion Policies for the year 2003-2006, tourism will be promoted as major instrument for improving the economy and generating revenue for the country as well as developing a better quality of life for Thai people. Also, Tourism Authority of Thailand (TAT) has envisioned itself as an organization striving for excellence in tourism promotion and tourism market development. One of their missions is to formulate and implement proactive marketing strategies that encourage visitor's decision making in favor of Thailand as destination. This can be achieved through various marketing tactics and strategies such as reviving traditional

tourism products and developing new products that can attract tourist arrivals to Thailand. It is not only international tourists but also domestic tourists that are of value for Thailand's economy. TAT's mission is to promote and develop domestic tourism encouraging Thais and expatriates to travel more within the country.

**Figure 1.1: Proportion of International Tourists (January-December 2004)**



Data from the Immigration Bureau, Police Department shows two interesting findings. Firstly, from Figure 1, half of international tourists come to Thailand more than once. Secondly, according to Table 1, in 2004, the TAT marketing campaign successfully increased the growth rate of first visit tourists by 30%, but minimal increase by 6% for the growth rate of revisit tourists. The TAT campaign was successful in attracting new tourists. For example, TAT has a promotion campaign to provide information on Thailand's situation during several crises such as SARS or bird flu, etc., which led to a high percentage of growth rate on amount of tourists by 8% per year during 2002-2004. However, in 2005, as a result of Tsunami disaster and fierce competition mentioned earlier, TAT's ability to attract new tourists represents a sharp drop by 24.5% but success in retaining the current customer with an increase by 22%. Data from these two consecutive years represent inconsistent ability to attract or retain customer.

Attracting or finding new customers is essential, however, it is more desirable and much less expensive to retain current customers. Customer retention has long been an important marketing goal upon which any business focus as to sustain their competitive advantage (Bharadwaj et al. , 1993) since loyal customers produce positive word of mouth advertising at no extra cost to the service provider (Shoemaker and Lewis, 1999; Reicheld and Sasser, 1990). The cost of attracting new customer is up to six times higher than the cost of retaining existing ones (Rosenburg and Czepiel, 1983). In terms of profitability for the firm, a 5% increase in customer retention can result in a company's profits rising 25%-95% over the life time of a customer (Reicheld, 1996). Research has shown that in a short run, loyal customers are more profitable because they spend more and are less price sensitive (O'Brien and Jones, 1995; Krishnamurthi and Raj, 1991). Loyal customers can lead to increased revenues for the firm, resulting in predictable sales and profit streams (Aaker, 1992; Reicheld, 1996).

**Table 1.1: International Tourist Arrivals to Thailand by Frequency of Visit during January-December 2005-2004**

Country of Residence	Frequency of Visit (2005)				Frequency of Visit (2004)			
	First-visit	Δ(%)	Revisit	Δ (%)	First-visit	Δ (%)	Revisit	Δ (%)
East Asia	2,563,150	- 28.78	4,129,832	+ 20.22	3,598,861	+22.74	3,435,163	+6.21
Europe	995,131	- 20.63	1,691,436	+ 24.13	1,253,750	+34.53	1,362,597	+2.90
The Americas	273,386	- 9.20	466,321	+ 19.04	301,087	+45.16	391,740	+6.11
South Asia	212,625	- 9.08	306,253	+ 30.63	233,865	+41.64	234,451	+4.10
Oceania	174,468	- 16.79	327,414	+ 27.29	209,863	+69.08	257,224	+16.97
Middle East	118,442	- 17.92	185,605	+ 27.77	144,305	+78.78	145,266	+17.95
Africa	28,731	- 28.58	44,142	+ 3.91	40,228	+44.02	42,483	+8.42
<b>Grand Total</b>	<b>4,365,933</b>	<b>- 24.49</b>	<b>7,151,003</b>	<b>+ 21.85</b>	<b>5,781,779</b>	<b>+29.37</b>	<b>5,868,924</b>	<b>+6.03</b>

**Source:** Adapted from Tourism Authority of Thailand ([www.tat.or.th](http://www.tat.or.th))

## **1.2 Research Objectives**

Given its importance and figures derived from Table 1.1, the TAT should not only focus on attracting new customers but also on retaining the existing ones. As a result of critical importance of retaining customers, this research attempts:

- To determine the demographic of tourists (both domestic and international) who have loyalty toward tourist destination (Chiangmai and Phuket province).
- To determine the psychographic and travel behavior of tourists (both domestic and international) who have loyalty toward tourist destination (Chiangmai and Phuket province).
- To investigate the loyalty typology of tourists (high, latent, spurious and low loyalty) and its distinguishing factors as well as characteristics of each tourist group
- To explore the antecedents of tourists' loyalty both attitudinal and behavioral as well as to compare the results between domestic and international tourists.

## **1.3 Research Contribution**

In terms of academic contribution, this research provides insights into the antecedents of tourists' loyalty both in terms of attitudinal and behavioral. Furthermore, those antecedents are delineated and differentiated between international and domestic tourists since these two groups represents critical and inevitable source of national income. Additionally, to enhance the generalizeability of findings, the analysis was conducted on two major destinations; Chiangmai and Phuket. These two provinces represent two of top five major destinations in Thailand. Also, this study provided insights into the characteristics (demographic and psychographic) of tourists who are loyal toward Chiangmai or Phuket as well as each tourists' loyalty group and its distinguishing factors.

In terms of managerial contribution, customer loyalty and repeated buying have long been an important marketing goal upon which companies endeavor to build and sustain their competitive advantage (Bharadwaj et al. , 1993). Given more intense competition in world tourism and increasing



new entrants such as Vietnam or China, Thailand must know what factors are critical in building and retaining their customers. Moreover, as there are many types of customers (highly loyal (these 4 categories are not in the same order as in table below), spurious loyal, latent loyal and low loyal), Thai tourism operators should maintain and nurture their highly loyal tourists, turn spurious loyal tourist into highly loyal, encourage latent loyal to behave in a more profitable way. Finally, Thailand must understand why their loyalty is low; whether they are dissatisfied with some aspects of tourism products and seek ways to correct or improve it.

#### 1.4 Scope of Study

This research will study tourists who visited Chiangmai or Phuket more than once and investigate their psychographics to determine the antecedents of loyalty. This study collected the data during November 2004-April 2005. The data were collected in Chiangmai and Phuket especially in the top three famous areas as suggested by TAT.

#### 1.5 Conceptual Framework and Research Hypothesis

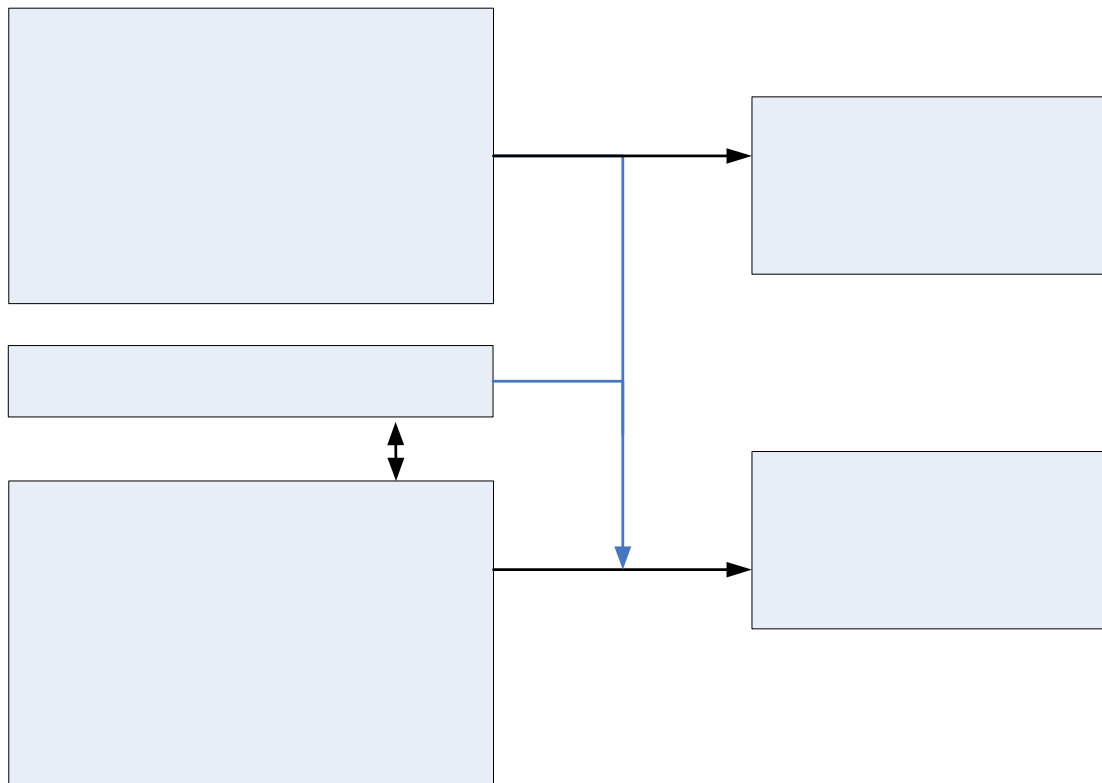


Figure 1.2: Conceptual Framework

- **Objective I: To determine the demographic of tourists (both domestic and international) who have loyalty toward tourist destination (Chiangmai and Phuket ).**

There are no hypotheses testing for objective 1. The first objective focuses on describing the characteristics of tourists who are loyal as indicated by their repeated visit.

- **Objective II: To determine the psychographic and travel behavior of tourists (both domestic and international) who have loyalty toward tourist destination (Chiangmai and Phuket).**

The second objective emphasizes the psychographic and travel behavior of tourists. Additionally, difference in those characteristics is investigated between domestic and international tourists. The hypotheses are as follows;

#### Tests of Difference

*HO: There are no differences between domestic and international tourists in terms of reasons for repeated visitation, travel product interested in Thailand, novelty seeking in tourism, push motivation, pull motivation, satisfaction, familiarity, perceived value, attachment, attitudinal loyalty and intention to visit other place in Thailand, number of visits, length of stay, average expenditure.*

*H1: There are differences between domestic and international tourists in terms of reasons for repeated visitation, travel product interested in Thailand, novelty seeking in tourism, push motivation, pull motivation, satisfaction, familiarity, perceived value, attachment, attitudinal loyalty and intention to visit other place in Thailand, number of visits, length of stay, average expenditure.*

#### Tests of Association

*HO: There are no associations between nationality of tourists (whether they are international or domestic tourists) and travel companion, travel method.*

*H1: There are associations between nationality of tourists (whether they are international or domestic tourists) and travel companion, travel method.*

- **Objective III: To investigate the loyalty typology of tourists (true, latent, spurious and low loyalty) and its distinguishing factors as well as characteristics of each tourist group.**

The third objective focuses on investigating the distinguishing factors of loyalty typology of tourists.

The hypotheses are as follows

*H0: Tourist's familiarity, satisfaction, perceived value, attachment, push motivation, pull motivation, novelty seeking, reasons for repeated visit, and demographic variables (e.g., gender, age, having children living with them, education level, monthly household income as well as nationality) can not differentiate the loyalty group of tourists.*

*H1: Tourist's familiarity, satisfaction, perceived value, attachment, push motivation, pull motivation, novelty seeking, reasons for repeated visit, and demographic variables (e.g., gender, age, having children living with them, education level, monthly household income as well as nationality) can differentiate the loyalty group of tourists.*

- **Objective IV: To explore the antecedents of tourists' loyalty both attitudinal and behavioral loyalty as well as intention to visit other place in Thailand.**

The fourth objective investigates separately between domestic and international tourists. The

hypotheses are as follows

*H0: Tourist's familiarity, satisfaction, perceived value, attachment, push motivation, pull motivation, novelty seeking, reasons for repeated visit, and demographic variables (e.g., gender, age, having children living with them education level, as well as monthly household income) will not exert a direct influence on attitudinal loyalty.*

H1: Tourist's familiarity, satisfaction, perceived value, attachment, push motivation, pull motivation, novelty seeking, reasons for repeated visit, and demographic variables (e.g., gender, age, having children living with them education level, as well as monthly household income) will exert a direct influence on attitudinal loyalty.

H0: Tourist's familiarity, satisfaction, perceived value, attachment, push motivation, pull motivation, novelty seeking, reasons for repeated visit, and demographic variables (e.g., gender, age, having children living with them education level, as well as monthly household income) will not exert a direct influence on behavioral loyalty.

H1: Tourist's familiarity, satisfaction, perceived value, attachment, push motivation, pull motivation, novelty seeking, reasons for repeated visit, and demographic variables (e.g., gender, age, having children living with them education level, as well as monthly household income) will exert a direct influence on behavioral loyalty.

H0: Tourist's familiarity, satisfaction, perceived value, attachment, push motivation, pull motivation, novelty seeking, reasons for repeated visit, and demographic variables (e.g., gender, age, having children living with them education level, as well as monthly household income) will not exert a direct influence on intention to visit other place in Thailand.

H1: Tourist's familiarity, satisfaction, perceived value, attachment, push motivation, pull motivation, novelty seeking, and demographic variables (e.g., gender, age, having children living with them education level, as well as monthly household income) will exert a direct influence on intention to visit other place in Thailand.

## **1.6 Research Methodology**

**Research Design:** This is a cross-sectionally descriptive research design because it collected data at a given point in time and aimed at describing certain characteristic tourists who are loyal toward Chiangmai or Phuket as well as investigating the relationships between independent variables (i.e.

satisfaction, perceived value, attachment, familiarity, push and pull motivations as well as novelty seeking) and dependent variables (i.e. behavioral loyalty and attitudinal loyalty).

**Research Context:** This study focuses on Chiangmai and Phuket as tourist destinations because they are two of the top five major destinations rated high in number of tourists and in revenue from tourists (detailed illustration is in Chapter 3). Chiangmai is famous for mountain, while Phuket is famous for beach. Furthermore, selecting more than one destination help generalize the findings (Whiting, 1986; Kozak, 2001).

**Population and Sampling Plan:** Target populations in this study are international (foreign) and domestic (Thai) tourists who have spent their vacation or holiday in Chiangmai/Phuket more than one visit. Total sample size for this study is 800 and equally allocated into 400 sample size for Chiangmai tourists and 400 sample size for Phuket tourists. The sampling method is purposive in a way that only tourists (non business tourist) who revisited Chiangmai or Phuket were qualified for the study. Also, quota sampling was employed by equally allocating for international and domestic tourists.

**Data Collection:** Area of data collection was selected based on data from TAT (2004), which indicates the top three tourist areas in Chiangmai (Doi Suthep, Chiangmai Zoo and Varoros Market), and in Phuket province (Pathong Beach, Phuket Town and Kata Beach). The fieldworker asked for permission first and whether it was the first visit. Total duration for collecting data was one month for each destination.

**Data Collection Instrument:** The first draft of questionnaire was subjected to pretesting. Researchers suggested back translating questionnaire to ensure that both international and domestic tourists were asked the same things. The questionnaire used in this study contains the following sections;

Section 1:

1. Screening question to see whether they had visited the destination before
2. Travel companion (nominal scale)

3. Travel method (nominal scale)
4. Length of stay (ratio scale)
5. Travel expense (ratio scale)
6. The most preferred activities (open-ended question)
7. The favorite places (open-ended question)
8. Reason for repeated visitation (interval and Likert scale)

Section 2:

1. Travel product interested in Thailand (interval and Likert scale)
2. Novelty seeking in Tourism (interval and Likert scale)

Section 3: Attitude toward destination

1. Push motivation (interval and Likert scale)
2. Pull motivation (interval and Likert scale)
3. Destination familiarity (interval and Likert scale)
4. Satisfaction with destination (interval and semantic differential scale)
5. Attitudinal loyalty (interval and Likert scale)
6. Perceived value (interval and Likert scale)
7. Attachment (interval and Likert scale)
8. Reasons for attachment (open-ended question)
9. Intention to visit other place in Thailand within next two years (interval and Likert scale)

Section 4: Demographic section

1. Gender (nominal scale)
2. Age (ordinal scale)
3. Marital status (nominal scale)
4. Number of children living with them (Ratio scale)
5. Education level (ordinal scale)
6. Occupation (nominal scale)

7. Monthly household Income (ordinal scale)
8. Country of Residence (nominal scale)

### **1.7 Summary of Constructs Definition Used and Its Measures**

**Destination Loyalty:** In this study, destination loyalty refers to committed behavior that is manifested by propensity to participate in a particular recreation service (Backman and Crompton, 1991a). Many leisure investigators have proposed that both behavioral and attitudinal dimensions should be considered in measuring loyalty (Backman and Crompton, 1991c; Pritchard, Howard and Havitz, 1992). Therefore, we measured both attitudinal and behavioral loyalty.

**Attitudinal Loyalty:** The degree of tourist's loyalty toward destination is reflected in their intentions to revisit and their recommendations to others (Oppermann, 2000; Yoon and Uysal, 2005). Attitudinal loyalty was assessed in this study using 5 items. A five-point rating scale with 1= strongly disagree and 5 = strongly agree (Pritchard, Havitz and Howard, 1999; Pritchard and Howard, 1997; Seline et al. , 1988; Day, 1969). This loyalty is represented by how they consider themselves as loyal visitor, give positive word of mouth and intend to revisit. In this study, the Cronbach alpha value for these 5 items is ( $\alpha=.85$ ).

**Behavioral Loyalty:** Behavioral loyalty was measured by the number of repeated visits (Brown, 1952).

**Typology of Tourist Loyalty:** An index to measure loyalty by integrating behavioral and attitudinal measures of loyalty developed by Backman (1988). Based on behavioral consistency and psychological attachment, they were assigned to one of four cells which constitute loyalty paradigm. The four categories include: low loyalty, latent loyalty, spurious loyalty and high loyalty. Participants who were categorized as "low loyalty", had low behavioral consistency and low psychological attachment. "Latently loyal" participants had high psychological attachment, but low behavioral consistency. Participants categorized as "spuriously loyal" had high behavioral consistency, but low psychological commitment, while "highly loyal" participants had both high behavioral consistency and

high psychological attachment. Loyalty segments were created by using the variables of: number of visits and attitudinal loyalty. Both variables were transformed into simple bivariate categories of 'high' (above the median) and 'low' (below the median).

**Intention to Visit Other Place in Thailand within Next Two Year:** Intention to visit is the traveler's perceived likelihood of visiting a specific destination within a specific time period (Woodside and Carr, 1988; Muhlbacher and Woodside, 1987; Woodside and Lysonski, 1989). Kotler and Armstrong (2004) suggested that beyond retaining good customers, marketers have to constantly increase their share of customer-the share they get of the customer's purchasing in their product categories. They may do this by becoming the sole supplier of products the customer is really buying, or persuade customer to purchase additional product, or cross-selling. In tourism context, cross-selling refers to tourists being more satisfied with particular destination, then being persuaded to visit other destination in Thailand. In this study, tourists were asked how likely for them to visit other place in Thailand using one item, five-point rating scale.

**Satisfaction with Destination:** In this study satisfaction was operationalized in four ways. Firstly, based on the expectation-disconfirmation model (Oliver, 1980), satisfaction is a function of expectation and actual performance. If the actual performance is better than their expectations, this leads to positive disconfirmation or satisfaction. Secondly, using equity theory (Oliver and Swan, 1989), satisfaction is a trade-off between the costs of what the consumer spends and the rewards (benefits) he/she anticipates. If tourists receive benefits or value based on their time, effort, and money for travel, the destination is worthwhile. Thirdly, according to the norm theory (Latour and Peat, 1979), consumers use norm as comparison standard apart from their expectation. Finally, based on perceived performance model (Tse and Wilton, 1988), consumer dissatisfaction is only a function of the actual performance, regardless of consumers' expectations. The scale for measuring "overall satisfaction with tourist experience" was adapted from Yoon and Uysal's study (2005). They suggested that tourist satisfaction needs to be considered in multiple dimensions. The respondents were asked to rate the destination compared to their expectation, whether the visit was worth their



time and effort together with their overall satisfaction on a five-point rating scale. In this study, the Cronbach alpha value for these 5 items is .79.

**Perceived Value:** Perceived value has been defined as the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given (Zeithaml, 1988). The scale measuring perceived value was adapted from Lassar et al. (1995). It was measured by a 3-item seven-point rating scale (1 = strongly disagree and 7 = strongly agree) and achieved a satisfactory level of Cronbach alpha of .91

**Place Attachment:** Place attachment refers to the emotional and symbolic relationships that individuals form with recreational resources (Williams and Vaske, 2003). It includes the cognitive and emotional linkage of an individual associated with a place (Low and Altman, 1992). Attachment construct was measured by a 3-item five-point rating scale (1 = strongly disagree and 5 = strongly agree). The scale asked respondents whether they have emotional attachment to the destination (Pritchard, Havitz and Howard, 1999). Kyle et al. (2004a, b) tested this scale in three different recreation groups (hikers, boaters and anglers), and they reported good psychometric properties. The Cronbach alpha of .87 is achieved in this study.

**Familiarity with Destination:** In this study, destination familiarity is regarded as the consumer's perception of how much he or she knows about the attributes of various choice alternatives being considered (Moorthy, Ratchford and Talukdar, 1997). It reflects the brand-related (both direct and indirect) experience accumulated by the consumer (Kent and Allen, 1994; Alba and Hutchinson, 1987). In this study, destination familiarity was measured by 4 item five-point rating scale with 1= not at all familiar and 5= extremely familiar. Several authors used self-reported familiarity measure in travel and tourism (Fridgen, 1987). The Cronbach alpha for this study is .82.

**Push Motivation:** Push motivations are psychological factors internal to the individual that explain the desire to go on a vacation (Yoon and Uysal, 2005; Uysal and Hagan, 1993). Previous literature suggested four dimensions of push motivation; (1) seeking escape, relaxation and entertainment, (2) experiencing different lifestyles and people, (3) seeking novelty and status, (4) strengthening family

or kinship ties (Lehto, O'Leary and Morrison, 2002). Push motivation construct was measured by a 16-item five-point rating scale, with assigned values ranging from 1 being "Not at all important," to 5 being "Very important." The Cronbach alpha for each dimension are in the range of .63 -.79.

**Pull Motivation:** Contrary to push motivation, pull motivations are external factors, associated with the attributes of the destination choices such as climatic characteristics, scenic attractions, historical sights, and other destination characteristics (Williams and Zeilinski, 1970), beaches, recreation facilities, cultural attractions, shopping, and parks (Crompton, 1979). Pull motivation or destination attributed preferences consisted of six dimensions; (1) history, heritage and knowledge, (2) culture and people, (3) environmental quality and infrastructure, (4) value for money and convenience, (5) outdoor and family activities, (6) scenery and exotic atmosphere (Lehto, O'Leary and Morrison, 2002). Pull motivation construct was measured by a 21-item five-point rating scale, with assigned values ranging from 1 being "Not at all important," to 5 being "Very important." The Cronbach alpha for each dimension are in the range of .68 -.86.

**Novelty Seeking in Tourism:** Based on optimum stimulation level (Hebb, 1995), every organism needs a certain level of stimulation. When the stimulation provided by the environment is less than optimum, an individual will try to increase the stimulation level by seeking new or novel experiences or challenges. Conversely, when stimulation level is above optimum, they will seek to reduce the complexities in the situation by routinizing their behavior (Howard and Sheth, 1968; Venkatesan, 1973). The fact that tourists seek thrills, adventure, new experiences, unfamiliarity and alternation among familiar things has been identified as fostering in exploratory consumer behavior in order to raise the level of stimulation in life (Zuckerman, 1979; Hirschman, 1980; Raju, 1980-1981; McAlister and Pessemier, 1982). In tourism context, Lee and Crompton conceptualized and empirically found that it consists of four dimensions; thrill, change from routine, surprise and boredom alleviation. Thrill refers to an experience which is exciting, created through a strange, dangerous and unusual happening, involving unknown risks (Thomas, 1964). Change from routine refers to travel which provides a form of change by enabling people to do something different.

Surprise was defined as a feeling caused by unexpected features resulting from a discrepancy between what an individual believes and the reality of the environmental stimuli (Smock and Holt, 1962). Boredom alleviation was defined as a search for additional or alternative stimulation of a more varied nature to achieve a high degree of need satisfaction (Hill and Perkins, 1985). This novelty seeking in tourism scale consisted of a 21 item five-point rating scale (1 = strongly disagree and 5 = strongly agree). In this study, the Cronbach alpha values for each dimension are in the range of .81-.89.

### **1.8 Conclusion**

This chapter has attempted to establish the background and research significance as well as outline research objectives. Chapter 2 provides a review of literature of main constructs and its corresponding hypothesis development. Chapter 3 discusses the research methodology used, and in particular examines the major analytical method used in this research. Chapter 4 and 5 provide research findings of Chiangmai and Phuket, respectively. Chapter 6, which is the last chapter, focuses on discussion, conclusion, managerial implications, and research limitations and provides some directions for future research.

## **Chapter 2: Literature Review**

### **2.1 Introduction**

This chapter provides a detailed discussion of loyalty in general, and destination loyalty in particular as well as other loyalty related topics. The chapter begins with describing the tourism situation in Thailand. Then, loyalty definitions including behavioral approach, attitudinal approach and composite approach are described. Next, the antecedents of loyalty are discussed and at the end of each constructs discussion, the hypotheses are formulated.

### **2.2 Tourism Situation in Thailand: Concerning Inbound Foreign Visitors in 2005**

The data regarding tourism situation are extracted from Tourism Authority of Thailand (TAT) ([www.tat.or.th](http://www.tat.or.th)). According to TAT report, The World Tourism Organization (WTO) estimated that the average growth of international tourist in 2005 would be 5.5% (lower than in 2004, when the growth of world tourism experienced a 10% expansion), with 808 million international tourists. However, the tourism industry saw a slowdown, as a result of the world economic downturn. The region which was expected to grow at a higher rate was the Asia Pacific (+10%) owing to the fact that tourists paid more attention to finding new attractions in this region, especially in Cambodia, Vietnam, India and China, where there was high growth in the number of visitors. Other regions at the lower ranks were Africa (+7%), the Americas (+6%), Europe (+4%), and the Middle East (+3%), respectively.

In Thailand, the tsunami disaster and disturbance in the 3 southern provinces, as well as the increased market competition in new destinations (Vietnam, China, India) and tourism product creation (Japan, Hong Kong, and Korea) were key factors in Thailand's steady tourism growth in 2005, with 11.52 million inbound visitors, a 1.15 % decrease from the previous year. However, this slowdown is not that severe, due to the attempt of the public and private sectors to stimulate markets and repair the attractions affected by the disaster as fast as possible. These resulted in a slight impact of the above-mentioned factors on the Thai tourism industry.

In the first quarter, the tsunami dramatically discouraged Thai tourism growth (-10%) because visitors from all over the world were shocked by the unexpected terrible damage. Moreover, they waited and were looking forward to hearing of the safety, security measures, and what the disaster would bring. Nevertheless, in the second quarter, the situation gradually recovered. The rate of the slowdown decreased (-1%) and improved to be positive during the second half of the year, with a growth rate of 2% in the third quarter and 4% in the final quarter, compared with the same periods in the previous year. Also, the ceremony to commemorate the first anniversary of the tsunami disaster created a good image for Thailand and showed the world that all affected areas had recovered.

During the crisis, the Americas and Oceania were the only two main regions which still tended to continuingly visit Thailand in each quarter, because the affected areas were not popular destinations among Americans, who preferred cultural tourism, while Oceania was stimulated by the great successful sales promotion, especially to bring the market back to the Andaman rapidly. However, East Asia, which was the largest market of Thailand was quite sensitive to the crisis and experienced a sharp drop. Although there was a rebound in the last quarter, it had only a 1% increase. Therefore, the overview of the Asian market in this year experienced a rate of -5%, and this was the key factor of a slowdown of the Thai tourism situation.

**Table 2.1: Key Statistics on International Tourists**

	Tourist		Average Length of Stay (Days)	Average Expenditure		Revenue	
	Number (Million)	Change (%)		/person/day (Baht)	Change (%)	Million (Baht)	Change (%)
1997 <sup>/1</sup>	7.22	+0.41	8.33	3,671.87	-0.92	220,754	+0.63
1998 <sup>/1</sup>	7.76	+7.53	8.40	3,712.93	+1.12	242,177	+9.70
1999 <sup>/1</sup>	8.58	+10.50	7.96	3,704.54	-0.23	253,018	+4.48
2000 <sup>/1</sup>	9.51	+10.82	7.77	3,861.19	+4.23	285,272	+12.75
2001 <sup>/1</sup>	10.06	+5.82	7.93	3,748.00	-2.93	299,047	+4.83
2002 <sup>/1</sup>	10.80	+7.33	7.98	3,753.74	+0.15	323,484	+8.17
2003 <sup>/1</sup>	10.00	-7.36	8.19	3,774.50	+0.55	309,269	-4.39
2004 <sup>/1</sup>	11.65	+16.46	8.13	4,057.85	+7.51	384,360	+24.28
2005 <sup>/1</sup>	11.52	-1.51	8.20	3,890.13	-4.13	367,380	-4.42

Source: Adapted from Tourism Authority of Thailand ([www.tat.or.th](http://www.tat.or.th))

**Table 2.2: Key Statistics on Domestic Tourists**

	Thai Visitor		Average Length of Stay (Days)	Average Expenditure		Revenue	
	Trip (Million)	Change (%)		/person/day (Baht)	Change (%)	Million (Baht)	Change (%)
1997 <sup>/1</sup>	52.05	-0.79	2.31	1,466.00	+11.57	180,388.00	+14.66
1998 <sup>/1</sup>	51.68	-0.72	2.37	1,512.70	+3.19	187,897.82	+4.16
1999 <sup>/1</sup>	53.62	+3.02	2.43	1,523.55	+2.29	203,179.00	+7.42
2000 <sup>/1</sup>	54.74	+2.08	2.48	1,717.77	+12.75	210,516.15	+3.61
2001 <sup>/1</sup>	58.62	+7.09	2.51	1,702.70	-0.88	223,732.14	+6.28
2002 <sup>/1</sup>	61.82	+5.45	2.55	1,689.52	-0.77	235,337.15	+5.19
2003 <sup>/1</sup>	69.36	+12.20	2.61	1,824.38	+7.98	289,986.81	+23.22
2004 <sup>/1</sup>	74.80	+7.84	2.60	1,852.33	+1.53	317,224.62	+9.39
2005 <sup>/1</sup>	79.53	+6.33	2.73	1,768.87	-4.51	334,716.79	+5.51

Source: Adapted from Tourism Authority of Thailand ([www.tat.or.th](http://www.tat.or.th))

**Table 2.3: International Tourist Arrivals to Thailand by Country of Residence during January-**

**December 2006**

Country of Residence	2006		2005		Increase%
	Number	% Share	Number	% Share	
East Asia	7,942,143	57.46	6,692,982	58.11	+ 18.66
Europe	3,321,795	24.03	2,686,567	23.33	+ 23.64
The Americas	825,118	5.97	739,707	6.42	+ 11.55
South Asia	605,236	4.38	518,878	4.51	+ 16.64
Oceania	627,246	4.54	501,882	4.36	+ 24.98
Middle East	405,856	2.94	304,047	2.64	+ 33.48
Africa	94,408	0.68	72,873	0.63	+ 29.55
<b>Grand Total</b>	<b>13,821,802</b>	<b>100.00</b>	<b>11,516,936</b>	<b>100.00</b>	<b>+ 20.01</b>

Source of Data: Immigration Bureau, Police Department.

Remark: International Tourist Arrivals Excluding Overseas Thai

### 2.3 Definition of Loyalty and its Significance

Consumer loyalty has long been a topic of interest (Pritchard, Howard and Havitz, 1992). Initial research examined loyalty in the context of brands, especially the fast moving consumer goods such as toothpaste. More recently, the concept of brand loyalty has been expanded to include service loyalty, activity loyalty, and store loyalty (Pritchard, Howard and Havitz, 1992). Oliver (1999, p. 34) has defined loyalty as “a deeply-held predisposition to rebuy or repatronize a preferred brand or service consistently in the future, thereby causing repetitive same brand purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior.” When

customer is loyal, he or she continues to buy the same product/brand, tends to buy more and is willing to recommend the product/brand to others (Hepworth and Mateus, 1994).

Customer loyalty is critical for business to gain competitive advantage. Firstly, it is more desirable, and much less expensive to retain current visitors than it is to seek new ones (Reicheld and Sasser, 1990). Further, loyal customers are more likely to discuss past service experiences positively than non-loyal customers, creating a potential for word-of-mouth advertising at no extra cost to the service provider (Shoemaker and Lewis, 1999). This effect, termed the 'loyalty ripple effect', provides service providers with additional revenue streams, value added and costs reduction (Gremier and Brown, 1999). Thirdly, it secures the relationship between customer and service provider, when the customer is faced with increasingly attractive competitive offers, or the supplier's own shortcomings. With loyalty, the consumer is more likely to identify with, have trust in, and be committed to the supplier when faced with adversity (Backman and Crompton, 1991a). Finally, loyal customers are more easily accessible than first-timers since organizations usually retain records, making targeted indirect marketing more feasible. This knowledge permits suppliers to precisely target the repeat segment and solicit direct responses to promotions (Reid and Reid, 1993).

#### **2.4 Measures of Loyalty**

Loyalty has been measured in one of the following ways: (1) the behavioral approach, (2) the attitudinal approach, and (3) the composite approach (Jacoby and Chestnut, 1978).

## **Behavioral Loyalty**

Initial definitions of consumer loyalty described loyalty from a behavioral perspective. Loyalty from this perspective has been defined solely as actual consumption or usage, as a function of sequence of purchase (Brown, 1952), as proportion of market share (Cunningham, 1956), as probability of purchase (Frank, 1962; Jacoby and Chestnut, 1978) as duration, as frequency and as intensity (Se-Hyuk, 1996; Brown, 1952). The actual consumption of goods or services, this approach usually combines volume and frequency of purchase over prescribed time periods, including the frequency of purchase in one time period, the comparison of frequency of purchase between time periods and the number of units purchased on each purchasing occasion.

As sequence of purchases, Brown (1952) proposed four purchase sequences, namely, undivided loyalty (purchase sequence: AAAAAA), divided loyalty (ABABAB), unstable loyalty (AAABBB), and irregular sequences (ABBACDB). Tucker (1964) suggested the three-in-a-row criterion, in which customers are classified as loyal when they have bought the same brand three times in a row. The proportion of purchase of a specific brand compared to all purchases has been used by a number of authors (e.g., Brown, 1952). A number of different cutoff points have been proposed, ranging from the exclusive purchase (100%) to about 50% purchase share. This proportion indicates the strength of consumers' loyalty to a particular brand (Pritchard, Howard and Havitz, 1992; Driver, 1996).

Based on stochastic probability model, probability of purchase is employed to project future purchase behavior. By considering series of previous purchases, one can calculate repeat purchase probabilities. Frank (1962) indicated that the more often a consumer had purchased the same brand within a purchase sequence as well as the more recent the purchase of that particular brand was, the higher was the probability to repurchase that brand again (Pritchard, Howard and Havitz, 1992).



This behavioral approach was argued for producing only static outcome of a dynamic process (Dick and Basu, 1994). In contrast, the attitudinal approach goes beyond overt behavior and expresses loyalty in terms of consumer's strength of affection toward a brand or product (Backman and Crompton, 1991a). Day (1969) argued that in order to be truly loyal, the consumer must hold a favorable attitude toward the brand in addition to repeatedly purchasing it.

### **Attitudinal Loyalty**

Attitudinal definitions of consumer loyalty base intensity of loyalty on consumer's preferences, intentions or strength of affection for a brand (Yoon and Uysal, 2005; Backman and Crompton, 1991a; Iwasaki and Havitz, 1998; Jarvis and Wilcox, 1976). Proponents of this approach argued that the behavior measures do not distinguish between intentionally loyal and spuriously loyal (e.g., Day, 1969). The latter type of buyers may lack any commitment to the brand but simply buy because of time convenience, monetary rewards, lack of substitutes or lack of information on substitutes, and psychological costs of discontinuation. Jacoby (1971) stated that "to exhibit brand loyalty implies repeat purchase based on cognitive, affective, evaluative and pre-dispositional factors.

### **Composite Measures**

Composite measures of loyalty integrate both behavioral and attitudinal dimensions. Day (1969) argued that to be truly loyal, a consumer must both purchase the brand as well as have a positive attitude toward it. This composite approach has been used a number of times in leisure settings (Backman and Crompton, 1991a, 1991b; Howard, Edgington and Selin, 1988; Pritchard and Howard, 1997; Selin et al. , 1988). While a composite measurement of loyalty can be expected to be the most comprehensive, it is not necessarily the most practical. It has serious inherent limitations, simply because of the weighting applied to both behavioral and attitudinal components.

## **2.5 Destination Loyalty**

Tourism researchers have incorporated this concept into tourism products, tourism destinations, or leisure/recreation activities (Backman and Crompton, 1991a; Baloglu, 2001; Iwasaki and Havitz, 1998; Lee, Backman and Backman, 1997; Pritchard and Howard, 1997). However, the study of this concept and its application in tourism is very limited in tourism research (Dimanche and Havitz, 1994). Additionally, the measurement of loyalty is particularly difficult, since the purchase of a tourism product is a rare purchase (Oppermann, 1999). For example, tourism special events, by definition, do not operate on a continuous basis but are held infrequently (Jago and Shaw, 1998). It can also be covert behavior initially, as the individual has the predisposition to revisit but only in the future, that is, interest and/or intention in the future to revisit (Jones and Sasser, 1995). In this study, destination loyalty is referred as tourist's intentions to revisit and their recommendations to others (Oppermann, 2000; Yoon and Uysal, 2005).

### **Measures of Attitudinal and Behavioral Loyalty toward Tourism Destination**

Some of previous research measures attitudinal loyalty by employing intent to buy or to visit as a measure. Intention to visit is the traveler's perceived likelihood of visiting a specific destination within a specific time period. It has been found to be associated strongly with traveler preferences (Woodside and Carr, 1988; Muhlbacher and Woodside, 1987; Woodside and Lysonski, 1989). This loyalty refers to committed behavior that is manifested by propensity to participate in a particular recreation service (Backman and Crompton, 1991a). Employing customer's stated intention to repurchase product a measure of loyalty, Jones and Sasser (1995) argued that intent to repurchase is a very strong indicator of future behavior. Furthermore, Assael (1992) reported on a range of studies that was conducted which supported the view that intentions could be used to predict overt behavior. While previous research into loyalty has often used intent to return as an indicator of loyalty (e.g., Ostrowski, O'Brien and Gordon, 1993), intent and actual repurchase may be two completely different issues (Oppermann, 2000; Ostrowski, O'Brien and Gordon, 1993). Apart from

using intent to revisit, many tourism researchers have use tourists' recommendation to others as a measure of attitudinal loyalty (Chen and Gursoy, 2001; Oppermann, 2000).

In terms of behavioral loyalty, some researchers used repeated visitation. A lot of research showed that repeat visitors are more likely to purchase a product or service in the future than first-time visitors (Juaneda, 1996; Petrick and Backman, 2001; Petric, Morais and Norman, 2001; Sonmez and Grefe, 1998). This repeating behavior has been termed cumulative inertia (McGinnis, 1968) and suggests that repeat visitors are desirable because they will require less persuasion to make a future purchase than first-time visitors. It has also been suggested by Reid and Reid (1993) that repeat visitors present not only a stable source of revenues but also information channel that informally link networks of friends, relatives and other potential travelers to a destination.

#### **Rationale for Investigating Loyalty from both Attitudinal and Behavioral Perspective**

As for tourist's consumption behavior, repeat purchase is often used as an indicator of tourist loyalty. Because a touristic product, which is tied to total trip experience and novelty, differs from a manufactured product, repeat purchase behavior might not truly reflect a tourist's loyalty to a touristic product. It may be true that loyal tourists are more inclined to use the same airline and stay in the same franchised hotel wherever they travel however, the tenet may not be necessarily applied to the selection of travel destinations. According to tourist two-dimensional motivation theory (Iso-Ahola, 1980), tourists tend to either escape from daily routine or seek something new. Therefore, a non-repeat visit behavior may not preclude an individual's loyalty to a destination they previously visited, while a repeat visitation to a particular destination may not warrant tourists' loyalty to that destination (Chen and Gursoy, 2001).

Defining loyalty from a solely behavioral or attitudinal perspective created many measurement and conceptual problems, and thus is incomplete (Riley et al. , 2001). Those based on behavior failed to

capture the pulling power of the competition and the propensity to recommend (Jones and Sasser, 1995). Marketing scholars indicated that brand loyalty should involve more than simple repeat usage, and should include an attitudinal measure (Backman and Crompton, 1991b,c) and that habit and attitude should go together (Verplanken et al. , 1994). Many leisure investigators have proposed that both behavioral and attitudinal dimensions should be considered in measuring loyalty (Backman and Crompton, 1991b,c; Pritchard, Howard and Havitz, 1992). Therefore, in this research, we investigate the antecedents of both attitudinal and behavioral loyalty. Behavioral loyalty is measured by number of repeated visits and attitudinal loyalty is measured by degree of affection and intention to return.

### **Distinctive Characteristic of Tourism Product and Its Effects on Loyalty**

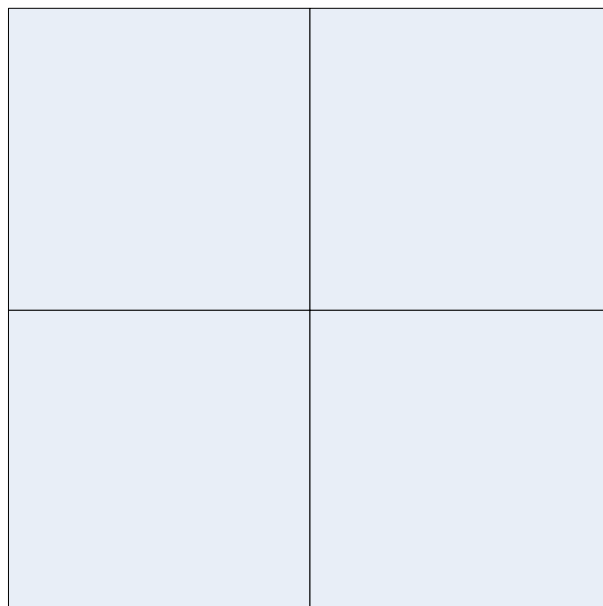
First, a pleasure vacation is a relatively expensive product. The greater the cost of a product the greater will be a consumer's ego involvement in it (Engel, Kollat and Blackwell, 1978). Thus, consumers are likely to spend much time on deliberation and overt search activity when considering alternatives. Second, destination decisions are not likely to be spontaneous or capricious. The expenditure is often anticipated and budgeted through savings made over a time period of perhaps several months. Due to limited amount of experience with destination as well as high financial and psychological risks in selecting the right destination, consumers are engaged in extended complex buying behavior. Third, in most retail store purchase decisions, a buyer is informed of the existence, availability, or usefulness of a brand by both the physical product itself and in symbolic ways through promotional communications (Howard and Sheth, 1968). However, the initial decision to select a vacation destination often has to be made on the basis of symbolic communication alone. The destination is an intangible. It is not possible to touch, smell or taste it before making the purchase, therefore the communication obtained is more complex and ambiguous than that gained from direct exposure to the destination. (Gitelson and Crompton, 1984). Oppermann (1999) stated that the measurement of attitude in the tourism context is particularly difficult. In contrast to most frequently

consumed product, the purchase of a tourism product is a rare purchase (Gandhi-Arora and Shaw, 2002).

## 2.6 Loyalty Typology

Backman (1988) integrated behavioral and attitudinal measures of loyalty to compute an index to measure loyalty. Based on behavioral consistency and psychological attachment, they were assigned to one of four cells which constitute loyalty paradigm. The four categories include: low loyalty, latent loyalty, spurious loyalty and high loyalty. Participants who were categorized as “low loyalty”, had low behavioral consistency and low psychological attachment. “Latently loyal” participants had high psychological attachment, but low behavioral consistency. Participant categorized as “spuriously loyal” had high behavioral consistency, but low psychological commitment, while “highly loyal” participants had both high behavioral consistency and high psychological attachment (see Figure 2.1).

**Figure 2.1: Loyalty's Typology**



Adapted from Backman 1988

A behavioral and attitudinal commitment has been shown to be an effective way to operationalize loyalty (Heiens and Pleshko, 1996; Selin et al. , 1988). Baloglu (2001), Pritchard and Howard (1997), and Rowley and Dawes (2000) have utilized cluster analysis of behavioral consistency and psychological attachment items to confirm the four quadrant structures proposed by Selin et al. (1988) and Backman (1988). These studies have confirmed that four distinct types of loyalty exist in a multitude of settings.

### **2.7 Intention to Visit Other Destination in Thailand within the Next Two Years**

Kotler and Armstrong (2004) suggested that beyond retaining good customers, marketers have to constantly increase their share of customer-the share they get of the customer's purchasing in their product categories. They may do this by becoming the sole supplier of products the customer is really buying, or persuade customer to purchase additional product, or cross-selling. In tourism context, tourists are more satisfied with particular destination, than being persuaded to visit other destination in Thailand. In this study, intention to visit is the traveler's perceived likelihood of visiting a specific destination within a specific time period (Woodside and Carr, 1988; Muhlbacher and Woodside, 1987; Woodside and Lysonski, 1989). Tourists were asked how likely for them to visit other place in Thailand using one item, five-point rating scale.

However, between cognitive evaluation and making a final destination decision, potential travelers are likely to recognize that intention to visit a destination is moderated by the influence of situational variables such as time, money, and health. Selection of a final destination reflects a judgement about the relative efficiency of the destinations evaluated in satisfying dominant motives and the ability to accommodate situational constraints (Um, 1987).

## **Antecedents of Tourism Loyalty**

### **2.8 Satisfaction**

Among the tourism literature, an assessment of tourist satisfaction has been attempted using various perspectives and theories, e.g., expectation/disconfirmation model, equity, norm, and perceived overall performance. According to the expectation-disconfirmation model (Oliver, 1980), consumers develop expectations about a product before purchasing. If the actual performance is better than their expectations, this leads to positive disconfirmation, which means that the consumer is highly satisfied and will be more willing to purchase the product again. If the actual performance is worse than expectations, this leads to negative disconfirmation, which means that the consumer is unsatisfied and will likely look for alternative products for the next purchase. Tourists can develop their expectation of tourism destination from various sources of communication. After visited, if their experience matches well with their expectation, the satisfaction is likely the result. Ross (1993) affirms that if tourists have a more enjoyable experience than expected, they are more likely to return.

In terms of equity theory, Oliver and Swan (1989) suggested that satisfaction can be seen as a trade-off relationship between the costs of what the consumer spends and the rewards (benefits) he/she anticipates. If tourists receive benefits or value based on their time, effort, and money for travel, the destination is worthwhile. Another perspective of customer satisfaction is suggested by Latour and Peat (1979) using the norm theory. Norms serve as reference points for judging the product, and dissatisfaction comes into play as a result of disconfirmation relative to these norms. Francken and Van Raaij (1985) hypothesized that leisure satisfaction is determined by the consumers perceived disparity between the preferred and actual leisure experiences, as well as the perceptions of barriers both internal and external that prevented the consumer from achieving the desired experience. This theory uses some form of "comparison standard". Therefore, comparing current travel destinations with other, similar places that they may have visited can assess the

satisfaction of tourists. Finally, Tse and Wilton (1988) developed perceived performance model. According to this model, consumer dissatisfaction is only a function of the actual performance, regardless of consumers' expectations. The actual performance and initial expectations should be considered independently, rather than comparing performance with past experiences. Therefore, tourists' evaluation of their satisfaction with travel experiences is considered, regardless of their expectations. This model is effective when tourists do not know what they want to enjoy and experience and do not have any knowledge about their destination circumstances, and only their actual experiences are evaluated to assess tourist satisfaction.

Research has consistently revealed the critical role of satisfaction on repurchase intention and favorable word-of-mouth communication (Beeho and Prentice, 1997; Oliver, 1980). Satisfaction has very important role in determining loyalty because it influences the choice of destination, the consumption of products and services, and the decision to return (Kozak and Rimmington, 2000), with researchers further affirming a link between customer satisfaction and loyalty (Oliver, 1980; Rust and Zahorik, 1993; Kozak, 2001). It is believed that if they are satisfied, they will be more likely to continue to purchase. Similarly, if they are dissatisfied, they will be more likely to change to an alternative (Oliver and Swan, 1989). However, it is important to note that satisfaction has an impact on loyalty but the degree of impact is not the same for all industries (Fornell, 1992), not the same for all destinations (Kozak, 2002; Kozak and Rimmington, 2000) or in all situations (McCleary, Weaver and Hsu, 2003).

Regarding satisfaction with destination, Bultena and Klessig (1969) stated that a satisfactory experience "is a function of the degree of congruency between aspirations and the perceived reality of experiences" (p. 349). There is empirical support that when tourists have a more enjoyable experience than expected are more likely to have plans to return in the future than others (Ross, 1993; Juaneda, 1996; Petrick, Morais and Norman, 2001). Woodside and Lysonski (1989)



specifically also hypothesized that “previous travel to a destination relates positively to inclusion of the destination in a consumer’s consideration set versus other mental categories of vacation destinations” (p. 10). If tourists were happy with the previous destination choice, they may not even look for information on other destination for their next destination selections. Therefore, tourist’s satisfaction with destination is expected to influence tourist’s attitudinal and behavioral loyalty. They are hypothesized as follows;

*H2a: Tourist’s satisfaction with destination will exert a direct influence on tourist’s attitudinal loyalty*

*H2b: Tourist’s satisfaction with destination will exert a direct influence on tourist’s behavioral loyalty*

*H2c: Tourist’s satisfaction with destination will exert a direct influence on tourist’s intention to revisit other places in Thailand*

*H2d: Tourist’s satisfaction with destination can differentiate the loyalty of groups of tourists.*

## **2.9 Perceived Value**

Perceived value has been defined as “the consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given” (Zeithaml, 1988, p. 14). In her definition, Zeithaml (1988) identified four diverse meanings of value:

- Value is low price,
- Value is whatever one wants in a product,
- Value is the quality that the consumer receives for the price paid, and
- Value is what the consumer gets (quality) for what they give (price).

The majority of research in the field of tourism has focused on the fourth meaning of value (Bojanic, 1996; Petrick and Backman, 2001). According to Bojanic (1996, p. 10), “The notion of relative perceived value results in three possible value positions: (1) offering comparable quality at a comparable price, (2) offering superior quality at a premium price, or (3) offering inferior quality at discounted price, Perceived value may thus be altered if management changes what it is doing, or if

consumer's desires or needs change. Briefly defined, perceived value is the results or benefits customers receive in relation to total costs (which include the price paid plus other costs associated with the purchase) (Woodruff, 1997; Holbrook, 1994; Zeithaml, 1988). Perceived value is most commonly analyzed with a self-reported, unidimensional measure (Gale, 1994). The problem with a single item measure is that it assumes that consumers have shared meaning of value. Furthermore, it has been argued that single-item measures of perceived value lack validity (Woodruff and Gardial, 1996). Recent research has produced a multidimensional scale (SERV-PERVAL) for measuring perceived value (Petrick and Backman, 2001). The SERV-PERVAL scale operationalizes perceived value as a five-dimensional construct consisting of quality, monetary price, non-monetary price, reputation, and emotional response.

The construct of perceived value has been identified as one of the most important measures for gaining competitive edge (Parasuraman, 1997) and has been argued to be the most important indicator of repurchase intentions (Cronin, Brady and Hult, 2000; Oh, 2000; Parasuraman and Grewal, 2000; Petrick, Morais and Norman, 2001; Buzzell and Gale, 1987; Jayanti and Ghosh, 1996; Blackwell et al. , 1999). Research evidence suggests that customers who perceive that they received value for money are more satisfied than customers who do not perceive they received value for money (Zeithaml, 1988). Also perceived value may be used by consumers to "bundle" various aspects of the service relative to competitive offerings. In this study, perceived value will be defined as the consumers' overall assessment of what is received relative to what is given (Zeithaml, 1988).

Recent research has suggested that perceived value may be a better predictor of repurchase intentions, than either satisfaction or quality (Cronin, Brady and Hult, 2000; Oh, 2000). Oh (2000) measured fine-dining patrons' perceptions of quality, value, and satisfaction both prior to and after their dining experience. Results found that value was a superior predictor of repurchase intentions, both pre- and post-experience. It has further been suggested that management should not be

concerned with the measurement of satisfaction since perceived value is a better predictor of consumer loyalty (Reicheld, 1996; Parasurman, 1997).

Bojanic (1996) affirms that a high perceived value results in customer satisfaction and repeat purchase intentions, with perceived value being an antecedent to satisfaction and satisfaction leading to repeat purchase and loyalty through time. Perceived value together with past behavior and satisfaction were found to be good predictors of entertainment vacationers' intention to revisit the destination (Petrick, Morais and Norman, 2001). Research has shown that future intentions are determined in part by perceived value (Bolton and Drew, 1991). In making the decision to return to the service provider, customers are likely to consider whether or not they received value for money (Zeithaml, 1988). As a result, the next hypotheses are formulated as follows;

*H1a: Tourist perceived value of destination will exert a direct influence on tourist's attitudinal loyalty*

*H1b: Tourist perceived value of destination will exert a direct influence on tourist's behavioral loyalty*

*H1c: Tourist perceived value of destination will exert a direct influence on tourist's intention to revisit other places in Thailand*

*H1d: Tourist perceived value of destination can differentiate the loyalty of groups of tourists*

## **2.10 Attachment**

The concept of place attachment is a useful tool in understanding aspects of an individual's leisure and tourism behavior (Hwang, Lee and Chen, 2005; Kyle et al. , 2004a; Williams and Vaske, 2003).

An individual's emotional and functional attachment to a specific recreational place is related to a variety of behavioral outcomes, such as satisfaction levels (Hwang, Lee and Chan, 2005), and behavioral loyalty (Kyle et al. , 2003; Alexandris, Kouthouris and Meligdis, 2006).

Place attachment refers to the emotional and symbolic relationships that individuals form with recreational resources (Williams and Vaske, 2003). Place attachment includes the cognitive and emotional linkage of an individual associated with a place (Low and Altman, 1992). In general, place

attachment is defined as an affective bond or link between people and specific places (Hidalgo and Hernandez, 2001; Shumaker and Taylor, 1983). Hummon (1992) considers it emotional involvement with places and Low (1992) considers it cognitive or emotional connection to a place. Place bonding also implies 'a strong emotional tie, temporary or long lasting, between a person and a particular physical' factor (Sime, 1995, p. 26).

Researchers (Williams et al. , 1992; Bricker and Kerstetter, 2000; Moore and Graefe, 1994; Bricker and Kerstetter, 2000; Williams and Vaske, 2003; Kyle et al. , 2004) have begun to agree on two dimensions of place attachment: place identity and place dependence.

- Place identity is defined as “an individual’s strong emotional attachment to particular places or settings” (Proshansky, Fabian and Kaminoff, 1983, p. 61). It has an emotional meaning and it refers to “the symbolic importance of a place as a repository for emotions and relationships that give meanings and purpose to life” (Williams and Vaske, 2003, p. 831). It has been linked with the concept of self-identity (Williams et al. , 1992), and seen as a part of one’s self that results in developing emotional attachment to a specific place (Williams et al. , 1992). Place identity can enhance an individual’s self-esteem and increase feelings of belonging to her/his community.
- Place dependence refers to the specific functions and conditions of a place that are necessary to satisfy an individual’s needs and goals, in comparison to other similar or competitive places (Williams and Vaske, 2003). Skiers’ loyalty was significantly predicted by place attachment (Alexandris, Kouthouris and Meligdis, 2006).

Recently, Hammitt, Backlund and Bixler (2006) suggested five dimensions of attachment and empirically tested them. The dimensions are as follows:

- Place familiarity involves the pleasant memories, achievement memories, cognitions, and environmental images that result from acquaintances and remembrances associated with

recreation places, and which serve as the initial stages of the human-to-place coupling process (Roberts, 1996).

- Place belongingness is defined as affiliation to place which expresses a more social bonding than familiarity, in that people feel as though they are connected and hold 'membership' with an environment (Mesch and Maner, 1998; Milligan, 1998).
- Place identity is a 'combination of attitudes, values, thoughts, beliefs, meanings, and behavioral tendencies reaching beyond emotional attachment and belonging to a particular place' (Proshansky, Fabian and Kaminoff, 1983, p. 61).
- Place dependence describes 'an occupant's perceived strength of association between him or herself and a specific place' (Stokols and Shumaker, 1981, p. 547).
- Place rootedness is a very strong and focused bond that 'in its essence means being completely at home-that is, unreflectively secure and comfortable in a particular location Tuan (1980, p. 4)

Recreation place bonding is a complex phenomenon that involves many factors, three of which are commonly recognized: (1) characteristics of the physical environment/landscape, (2) human use and experience of the environment, and (3) social, psychological, and cultural interpretations and constructed meanings of people-place interactions (Stedman, 2003). The places to which people can be attached vary in scale, specificity, and tangibility, from the very small objects to the nation, the planet Earth or the universe (Altman and Low, 1992). Low and Altman (1992) affirmed that "places are repositories and contexts within which interpersonal, community and cultural relationships occur, and it is to those social relationships, not just to place, to which people are attached" (p. 7). From this perspective we might be led to assume that place attachment is in reality attachment to the people who live in that place.

In summary, attachment refers to psychological commitment that provides personal and group identity, fostering security and comfort that is associated with choices favoring specific destination (Pritchard, Havitz and Howard, 1999). Dick and Basu (1994) distinguish this psychological commitment as different concept from attitudinal loyalty by indicating that psychological commitment precedes attitudinal loyalty. Therefore, attitudinal loyalty can be operationalized as preference/likeness toward objects while commitment refers to social bonds as well as an individual's willingness of affection.

Many researchers have indicated that place attachment plays a formative role in explaining behavioral and cognitive phenomena as well as attitudinal loyalty. Iwasaki and Havitz (1998) insisted that psychological attachment is an antecedent of behavioral loyalty. Moreover, work by Amine (1998) suggested that commitment influences their recommendation to other people. In past studies, place attachment can be differentiated in terms of repeat visitors to the destination and "true" loyal visitors. When visitors develop high commitment to a place, they are less likely to change their destination when they find alternatives. On the other hand, visitors who do not have high place attachment are likely to change their decision to revisit a site. Therefore, place attachment can be considered as a precondition to explain destination loyalty. As a consequence, in this study we hypothesized that:

*H3a: Tourist's attachment toward destination will exert a direct influence on tourist's attitudinal loyalty*

*H3b: Tourist's attachment toward destination will exert a direct influence on tourist's behavioral loyalty*

*H3c: Tourist's attachment toward destination will exert a direct influence on tourist's intention to revisit other places in Thailand*

*H3d Tourist's attachment toward destination can differentiate the loyalty of groups of tourists*

## **2.11 Familiarity**

Familiarity with a destination is a significant concept for tourist destinations because of its vital role in tourist destination selection process. Familiarity is a broad concept and can be defined in many ways

(Spotts and Stynes, 1985). In the marketing literature, familiarity has been regarded as one component of consumer knowledge construct (Cordell, 1997) and goes beyond “direct experience” operationalization only. The familiarity with a product has often been defined as the number of product-related experiences (advertising exposures, information search, and product experience) accumulated by the consumer (Alba and Hutchinson, 1987).

In this study, destination familiarity is regarded as the consumer’s perception of how much he or she knows about the attributes of various choice alternatives being considered (Moorthy, Ratchford and Talukdar, 1997). Familiarity is operationalized by Gursoy and McCleary (2004) as one dimension (the other dimension is expertise) of prior knowledge. They found that expertise is a function of familiarity and both familiarity and expertise affect travelers’ information search behavior. Consumers can gain product knowledge from their previous experiences with the product, from the experiences of others, and by means of visual, verbal, and sensory stimuli such as advertisements, newspaper/magazine articles, and television programming (Milman and Pizam, 1995; Vogt and Fesenmaier, 1998). Thus, prior product knowledge enhances one’s internal memory and assists in the decision-making process (Brucks, 1985).

Familiarity with a product category has been recognized as an important factor in consumer decision making (Bettman and Park, 1980; Park and Lessing, 1981). Consumers’ familiarity with a product category is measured as a continuous variable that reflects their direct and indirect knowledge of a product category (Alba and Hutchinson, 1987). Several researchers examined familiarity as the consumer’s perception of how much he or she knows about the attributes of various choice alternatives being considered (Moorthy, Ratchford and Talukdar, 1997). Studies show that product familiarity has direct impact on consumers’ information search behavior (Etzel and Wahlers, 1985; Fodness and Murray, 1998; Perdue, 1985; Schul and Crompton, 1983; Snepenger and Snepenger, 1993; Vogt and Fesenmaier, 1998; Woodside and Rondainen, 1980). In both familiar and unfamiliar

product categories, consumers first search their memory for some information to help guide them to make decisions. Consumers' familiarity with a product category is likely to lead them to direct acquisition of available information from their memory (Brucks, 1985; Coupey, Irwin and Payne, 1998). If the consumer has sufficient information in his or her memory, he or she may not need to search for additional information and make a decision based on internal information. Researchers who examined travelers' information search behavior agree that if travelers are highly familiar with a destination, they may not need to collect any additional information from external sources (Snepenger and Snepenger, 1993; Vogt and Fesenmaier, 1998). However, travelers who are low in familiarity are more likely to rely on external information sources to make their vacation decisions than familiar travelers (Sheldon and Mak, 1987; Snepenger et al. , 1990).

In addition, familiarity influence influences a tourist's perceptions and attractiveness of a place (Reid and Reid, 1993; Hu and Ritchie, 1993). As proposed by Oppermann (1998a), familiarity acts as both positive and negative factor in image evaluation. In Baloglu's study (2001), he operationalized and measured familiarity as a composite of amount of information used (informational familiarity) and previous destination experience (experiential familiarity). He found that the higher the familiarity, the more positive the image. Milman and Pizam (1995), operationalizing and measuring familiarity as previous experience, found significant differences between those who visited the state (visitors) and those who were aware of it (nonvisitors). They found that respondents who were familiar with Central Florida had a more positive image of the destination than those who were aware of it. The majority of the studies revolving around familiarity (direct destination experience) found a positive relationship between the familiarity and destination image. With familiarity, one perceives a place differently than before, feels differently about it, and develops a person-place image (Hammit, Backlund and Bixler, 2006).



It has been found that a tourist's choice of a destination is greatly influenced by his or her perceptions, a person's continuous assessment of a destination's image, and an ideal destination site existing in the minds of potential customers (Chen, 1997). Previous studies investigated the relationship between familiarity and travel decisions (Lepp and Gibson, 2003). Milman and Pizam (1995) used the number of times of previous visit as a measure of familiarity and found that familiarity with a destination has a positive impact on interest and likelihood of visiting. Laroche, Kim and Zhou (1996) showed that familiarity of a brand influences a consumer's confidence toward the brand, which in turn affects his/her intentions to buy the same brand. Milman and Pizam (1995) indicated that as consumers move from the awareness stage to the familiarity stage their interest and likelihood to visit increase. Therefore, for a tourism destination to be successful, it must first create awareness, and second a positive image. All else being equal, the positive image will in turn lead to first-time visitation. If satisfaction occurs following the first-time visit, repeat visitation will follow.

The final proposition of familiarity suggested that some segments of tourists are risk averse. Their criterion is based on their familiarity with the place. They perceive destination as less risky and feel safer to choose it again in the future (Sonmez and Graefe, 1998). According to Gitelson and Crompton (1984), the most common factor predicting why travelers repeat a vacation experience is that the past experience reduces the "risk that an unsatisfactory experience is forthcoming" (p. 199). It is perceived by them to be less risky to go to a place with known deficiencies rather than visit a new destination that might be even worse (Crompton, 1992; Woodside and Lysonski, 1989; Woodside and MacDonald, 1994). That is risk-averse tourists will stay with familiar destinations, even if they are somewhat dissatisfied (Oppermann, 1998a). Moreover, experience and satisfaction with the product during any trip results in changes in attitude and perceived risk. Another empirical evidence examining Europeans' decisions to travel in Gulf Arab States indicated that 80% of the

respondents indicated the major reason for their choice was familiarity of destination (Hales and Shams, 1990).

In summary, as familiarity with destination can positively influence the perception of the place, enhance positive image, reduce risk of making wrong decisions, thus create tourist confidence in their choice (Chen and Gursoy, 2001), we postulated that familiarity with destination may influence attitudinal and behavioral loyalty. Hence, the next hypotheses are:

*H4a: Tourist's familiarity with destination will exert a direct influence on tourist's attitudinal loyalty*

*H4b: Tourist's familiarity with destination will exert a direct influence on tourist's behavioral loyalty*

*H4c: Tourist's familiarity with destination will exert a direct influence on tourist's intention to revisit other places in Thailand*

*H4d: Tourist's familiarity with destination can differentiate the loyalty of groups of tourists*

## **2.12 Motivation**

Motivation can be described as psychological/biological needs and wants that arouse, direct and integrate a person's behavior and activity. Psychologists/social psychologists generally agree that "a motive is an internal factor that arouses, directs and integrates a person's behavior" (Murray, 1964, p. 7). It is a dynamic process that generates uncomfortable level of tension within individuals' minds and bodies. These inner needs and the resulting tension lead to actions designed to release tension, which thereby satisfy the needs. An internal motive is associated with drives, feelings and instincts. An external motive involves mental representations such as knowledge or beliefs.

In tourism research, motivation to travel refers to the set of needs which predispose a person to participate in a touristic activity (Pizam, Neumann and Reichel, 1979; Dann, 1981). This concept can be classified into two sources; push and pull motivation. Push motives are psychological factors internal to the individual that explain the desire to go on a vacation. Push motivations can be seen as the need for rest and relaxation, escape, prestige, health and fitness, adventure, exploration, excitement, entertainment, cultural enrichment, social interaction, enhancement of kinship ties and

excitement (Crompton, 1979; Lau and Mckercher, 2004; Yoon and Uysal, 2005; Uysal and Hagan, 1993). Contrary, pull motivations are external factors, associated with the attributes of the destination choices such as climatic characteristics, scenic attractions, historical sights, and other destination characteristics (Williams and Zeilinski, 1970), beaches, recreation facilities, cultural attractions, shopping, and parks (Crompton, 1979).

In summary, the push motivations have been thought useful for explaining the desire for travel while the pull motivations have been thought useful for explaining the actual destination choice (Crompton, 1979; Uysal and Jurowski, 1994; Uysal and Hagan, 1993; Cha, McCleary and Uysal, 1995; Dann, 1981; Oh, Uysal and Weaver, 1995). The push factors are considered to be socio-psychological motivations that predispose the individual to travel, while the pull factors are those that attract the individual to a specific destination once the decision to travel has been made.

Although motivation is just one of many variables explaining tourist behavior, it is regarded as one of the most important because it is an impelling and compelling force behind all behavior (Crompton, 1979; Iso-Ahola, 1982). The study of tourist motivations based on the concepts of push and pull (destination attributes) factors has been generally accepted (Crompton, 1979; Dann, 1981; Uysal and Hagan, 1993; Jamrozy and Uysal, 1994; Uysal and Jurowski 1994; Cha, McCleary and Uysal, 1995; Oh, Uysal and Weaver, 1995). To market tourism destinations effectively, marketers must understand the motivating factors that lead to travel decisions and consumption behavior (Gee, Choy and Makens, 1984).

Hsieh (1994) in her study of travel decision patterns of both Japanese and German long-haul travelers, found that travel philosophies, travel benefits (push motivation) and destination attribute preference (pull motivation) were important factors that affected the likelihood to travel. Furthermore, Summers and McColl (1998) found that motivation played an important role in forming destination choice criteria.

Fisher and Price (1991) studied motivations of international pleasure travelers and found that motivation had a direct effect on vacation satisfaction and postvacation attitude change. Yoon and Uysal (2005) discovered that push and pull motivation indirectly affect destination loyalty via travel satisfaction while push motivation was also found to directly influence destination loyalty. Additionally, three destination preferences: different culture experience, safety, and convenient transportation were found to have a positive relationship with tourist loyalty to destination (Chen and Gursoy, 2001).

Empirical evidence has shown that push and pull motivation related to travel behavior such as travel companion and travel method (Jamrozky and Uysal, 1994). For example, the individuals traveling alone looked for “novelty”, “experience”, and “adventure” factors, while family groups were motivated by “luxury” and “do nothing” (Cha, McCleary and Uysal, 1995). McIntosh, Geoldner and Ritchie (1994) implicitly link motivation with behavior. They classify motivation into four basic categories: physical, cultural, interpersonal, and status and prestige. Individuals who are motivated for physical reasons (a need for rest and relaxation) participate in recreation and sporting activities. Those who travel for cultural motives seek activities that satisfy their curiosity about other environments, cultures, and societies. These tourists want to know more about the differences between the religion, art, music, food, and lifestyles of people living in the country visited. Those who desire to satisfy interpersonal needs travel either to meet new people or to spend time with friends and relatives. Finally, individuals motivated to travel for status and prestige will seek experiences that satisfy these needs (Lau and Mckercher, 2004). Yuan and McDonald (1990) found that individuals from each of four countries (Japan, France, West Germany, and the United Kingdom) travel to satisfy the same unmet needs (push factors). However, attractions for choosing a particular destination (pull factors) appear to differ among the countries.

Research revealed that there is relationship between motivation and repeated visitation. Since repeaters have different motives from first timer. In Lau and Mckercher' study (2004), first-time visitors were motivated to visit Hong Kong to explore, while repeat visitor came to consume. First-time visitors intended to participate in a wide range of geographically dispersed activities, while repeat visitors intended to shop, dine, and spend time with family and friends. Gitelson and Crompton (1984) also found significant differences in the motivations of these two groups, with repeat visitors more likely to express a desire for relaxation than first-time visitors, while first-timers sought new cultural experiences and a wider variety of other experiences.

Research showed that motivation can influence tourists' destination loyalty (Uysal and Hagan, 1993). When defining destination loyalty as the level of tourists' perception as a recommendable place, Chen and Gursoy (2001) found that pull motivations (destination attributes including different culture experiences, safety, and convenient transportation), have a positive relationship with tourist's loyalty to the destination. In summary, tourist can be attracted by certain characteristics of destination to revisit. Moreover, tourist's need can be fulfilled by visiting particular destination. Thus, our next hypotheses are:

*H5a, H6a, H7a, H8a: Tourist's push motivation (dimension I, II, III, IV) will exert a direct influence on tourist's attitudinal loyalty*

*H5b, H6b, H7b, H8b: Tourist's push motivation (dimension I, II, III, IV) will exert a direct influence on tourist's behavioral loyalty*

*H5c, H6c, H7c, H8c: Tourist's push motivation (dimension I, II, III, IV) will exert a direct influence on tourist's intention to revisit other places in Thailand*

*H5d, H6d, H7d, H8d: Tourist's push motivation (dimension I, II, III, IV) can differentiate the loyalty of groups of tourists*

*H9a, H10a, H11a, H12a, H13a: Tourist's pull motivation (dimension I, II, III, IV, V) will exert a direct influence on tourist's attitudinal loyalty*

*H9b, H10b, H11b, H12b, H13b: Tourist's pull motivation (dimension I, II, III, IV, V) will exert a direct influence on tourist's behavioral loyalty*

*H9c, H10c, H11c, H12c, H13c: Tourist's pull motivation (dimension I, II, III, IV, V) will exert a direct influence on tourist's intention to revisit other places in Thailand*

*H9d, H10d, H11d, H12d, H13b: Tourist's pull motivation (dimension I, II, III, IV, V) can differentiate the loyalty of groups of tourists*

### **2.13 Novelty Seeking**

Although the novelty motive is basic to vacation choice and to human behavior in general, it has received scant attention in the behavioral science literature (Faison, 1977). The few isolated studies have referred to such terms as curiosity drive (Fowler, 1967), novelty seeking (Finger and Mook, 1971), and exploratory drive (Nissen, 1951). In spite of the confusion over terminology, theoretical explanations of the novelty drive usually are based on Hebb and Thompson's (1954) pioneering notion of the optimum level of stimulation.

This theory was first identified as an influence on exploratory consumer behavior (Howard and Sheth, 1968). This concept explains why certain consumers are more likely than others to engage in exploratory behavior (Howard and Sheth, 1968; McAlister and Pessemier, 1982; Raju, 1980; Venkatesan, 1973). Based on this theory, it is believed that every organism needs a certain level of stimulation (Hebb, 1995). When the stimulation provided by the environment is less than optimum, an individual will try to increase the stimulation level by seeking new or novel experiences or challenges. Conversely, when stimulation level is above optimum, they will seek to reduce the complexities in the situation by routinizing their behavior (Howard and Sheth, 1968; Venkatesan, 1973). Although the routinization initially helps keep consumers loyal to a specific brand, it may eventually lead to feelings of monotony and boredom. This boredom may cause consumers to seek to increase stimulation by switching to something different. The fact that consumers seek thrills, adventure, new experiences, unfamiliarity and alternation among familiar things has been identified as fostering in exploratory consumer behaviors in order to raise the level of stimulation in life (Zuckerman, 1979; Hirschman, 1980; Raju, 1980-1981; McAlister and Pessemier, 1982).

In tourism context, novelty seeking has been found to be particularly important in the tourism context. Novelty seeking is a key motive in tourism, and especially in relation to special events (Bello and Etzel, 1985; Gitelson and Crompton, 1984; Ryan, 1995). Woodside and MacDonald (1994) described the characteristics of two travel segments by the following statements:

*“The reason we come here is because we always come here, we are familiar with the place, this is where we come to relax”*

*“The reason we are not going there is because we’ve been there, we’ve seen it, we’ve done it” (p. 34).*

In the same way (Woodside and MacDonald, 1994), suggested the existence of two different types of tourists: continuous repeaters and continuous switchers. Such, continuous switching of destinations (brands) has been linked to variety-seeking behavior (Bawa, 1990). Oppermann (1999) also argued that there exists a segment of people who are always visiting different destinations in constant search for novelty and new experiences. He argued that members of this segment will not return to the destination even when they have had a satisfying experience, as there are other places to be visited and conquered. Gitelson and Crompton (1984) noted that although satisfaction with a particular destination appears to be a necessary condition for explaining much repeat visitation, it is not sufficient to explain the phenomenon since many respondents reported satisfactory experiences and yet did not return to the same destination.

Lee and Crompton (1992) developed an instrument to measure novelty seeking in tourism, composed of four dimensions: thrill, change from routine, boredom alleviation, and surprise. Two other measurements of novelty seeking have been reported in the literature in relation to tourism. These include the Travel Role Preference Questionnaire (TRPQ), developed by Yiannakis and Gibson (1992), and the 20-item International Tourism Role (ITR) instrument that was designed by Mo, Howard and Havitz (1993). The TRPQ and ITR instruments may find some applications with marketers concerned with attracting international tourists, whereas Lee and Crompton’s instrument may be used with either international or domestic travelers.

## **Dimensions of Novelty Seeking**

Initially, Backman and Crompton (1991) conceptualized this constructs as comprising six overlapping dimensions. At the end of their analysis, the dimensions reduced to four dimensions. They were thrill, change from routine, boredom alleviation, and surprise.

- Thrill was defined as an experience in which excitement is the essential element, while adventure was defined as an exciting experience created through the medium of a strange, dangerous, and unusual happening, or as an undertaking involving unknown risks. Many people like to try new and different things that involve some risk (Thomas, 1964). A novel environment may present a tourist with a considerable amount of complexity and unpredictability. Tourists may be unfamiliar with the languages, climates, cultures, and customs that they encounter during their travels.
- Change form routine was defined as altered or different conditions of environment, psychological outcomes, and/or lifestyle (Mayo and Jarvis, 1981). Humans apparently need change, and travel provides a form of change by enabling people to do or see something different. Change of environment or routine has consistently emerged as a primary reason cited for taking a vacation (Crompton, 1979; Garrett, 1980).
- Boredom alleviation was defined as a search for additional or alternative stimulation of a more varied nature to achieve a high degree of need satisfaction (Hill and Perkins, 1985, p. 237)
- Surprise was defined as a feeling caused by unexpected features resulting form a discrepancy between what an individual believes and the reality of environmental stimuli (Smock and Holt, 1962).

Desire for novel experiences among tourists will range along a continuum for novelty seekers to novelty avoiders (Backman and Crompton, 1991a). Novelty seeking tourists are likely to be individuals who prefer vacation destinations perceived as being, different, unusual, impressive, adventuresome, refreshing, a change of pace, and exciting. Novelty avoiding tourists, on the other



hand, are likely to have a greater preference for familiar, responsible, and planned experience (Wahlers and Etzel, 1985, p. 292).

Researcher pointed out that desire for a novel experiences in travel can interact with other tourism motives (Pearce, 1987). This novelty motive may be either positively or negatively associated with other psychological motives. For instance, the desire to escape from routine, and to meet new people, may conflict with a desire to enhance kinship relationship. Alternatively, pleasure travel to a novel destination in Europe may be complementary to the need for status or recognition from other.

Since every organism needs to achieve an optimum level of stimulation (Hebb, 1995) by seeking novel experience, this can cause consumer to switch to something different. Hence, we postulated that

*H14a: Tourist's novelty seeking will exert a direct influence on tourist's attitudinal loyalty*

*H14b: Tourist's novelty seeking will exert a direct influence on tourist's behavioral loyalty*

*H14c: Tourist's novelty seeking will exert a direct influence on tourist's intention to revisit other places in Thailand*

*H14d: Tourist's novelty seeking can differentiate the loyalty of groups of tourists*

#### **2.14 Specific Reasons for Repeated Visitation**

In Gitelson and Crompton's study (1984), they reported five reasons of repeated visitation: (1) tourists are contented with particular destination so they don't want to take a risk in going to new places; (2) they find same kind of people; (3) they have emotional attachments to a place; (4) they want to further explore the destination; (5) they want to show destination to other people. The first reason is consistent with satisfaction construct, the second reason is consistent with dimensions of push motivation, the third reason is consistent with attachment constructs. The fourth and fifth reason have not been studied in the literature therefore, researcher added these reasons in the

model to investigate its effects on loyalty. Based on findings from Gitelson and Crompton's study (1984), it is postulated in this study as follows

*H15a, H16a: Tourist's specific reasons for repeat visitation (e.g. want to further explore, want to show this place to others) will exert a direct influence on tourist's attitudinal loyalty*

*H15b, H16b: Tourist's specific reasons for repeat visitation (e.g. want to further explore, want to show this place to others) will exert a direct influence on tourist's behavioral loyalty*

*H15d, H16d: Tourist's specific reasons for repeat visitation (e.g. want to further explore, want to show this place to others) can differentiate the loyalty of groups of tourists*

## **2.15 Demographic Variables**

Even though it has been suggested that psychological factors are better predictors than demographic variables, and furthermore, it is generally accepted that there is no relationship between loyalty and demographics (Exter, 1986), a small number of empirical studies exist which, although accepting the general view, show that the same empirical evidence that when a relationship occurs, it is specific to product or service and to particular demographic factor. For example, loyalty to a hairdresser is, for women, correlated with gender and for men, with age (Snyder, 1991). In addition, there is evidence that age variable has an influence on consumer choice (Uncles and Ehrenburg, 1990).

The tourism research literature shows that demographic, socio-economic and travel trip characteristics have been the most used to predict vacation choices (Lehto, O'Leary and Morrison, 2002). Sheldon and Mak (1987) showed that travelers' decision was related to certain demographic, socio-economic and travel trip characteristics. Mok and Armstrong (1995) examined Hong Kong residents' perceived importance of destination attributes and their relationship with socio-demographic variables. Cai et al. (1996) proposed a model that identified a set of demographic and socio-economic variables that differentiated US pleasure travelers selecting China. Household income, age, gender, years of education, occupation type, family size, geographic region of

household residency and ethnic background were found to be associated with travelers' destination choices.

Past research suggests that first time visitors are more likely to be younger visitors (Oppermann, 2000; Gitelson and Crompton, 1984). In the cruiseline study, the finding revealed that first time cruise passengers are younger than passengers who have taken two or more cruises on the test cruise line (Petrick, 2004). Past research has revealed that first-time visitors are more likely to be younger and less likely to visit friends/family than repeat visitors. Repeat visitors were more likely to be older individual seeking relaxation and visiting a friend and/or relatives on their vacation. They were a forthcoming; an assurance that they would find "their kind of people" there; emotional childhood attachment; to experience some aspects of the destination which had been omitted on a previous occasion; and to expose others to an experience which had previously been satisfying to respondents (Gitelson and Crompton, 1984). Further findings supporting this view from Chen and Gursoy (2001) show that older consumers tend to have lower expectations and tend to be more satisfied than younger customers.

With respect to gender, research revealed that females are more likely to be attached than males (Backman, 1988; Petrick and Backman, 2001; Schiavo, 1988). This reveals that it may be more difficult to create loyalty in male patrons, and that females may be a preferred target market. However, the study of backpacker conducted by Ross (1993) suggested different findings. He affirmed that male tourists and those travelers with lower levels of education who perceive themselves as seldom taking a vacation and who experience the destination as more enjoyable than expected are associated with high destination recommendation, high return desire, and high return intention. Conversely, females and those travelers with higher levels of education who see themselves as taking vacations on a regular basis and who experienced a destination as expected or less enjoyable are somewhat more critical. Chen and Gursoy (2001) also found that higher educated consumers tend to be associated with lowered satisfaction. Qu and Li (1997) also found

that gender affects destination evaluation; male visitors to Hong Kong from Mainland China are more easily satisfied than female travelers and display higher intentions to return. The findings in gender are consistent with Chen and Gursoy (2001) that men tend to be more satisfied than women.

Therefore, in this study, we hypothesized that:

*H17a, H18a, H19a, H20a, H21a: Tourist's demographic variables (gender, age, having children living with them education level, monthly household income) will exert a direct influence on tourist's attitudinal loyalty*

*H17b, H18b, H19b, H20b, H21b: Tourist's demographic variables (gender, age, having children living with them education level, monthly household income) will exert a direct influence on tourist's behavioral loyalty*

*H17c, H18c, H19c, H20c, H21c: Tourist's demographic variables (gender, age, having children living with them education level, monthly household income) will exert a direct influence on tourist's intention to revisit other places in Thailand*

*H17d, H18d, H19d, H20d, H21d: Tourist's demographic variables (gender, age, having children living with them education level, monthly household income) can differentiate the loyalty if groups of tourists*

## **2.16 The Effect of Long Haul versus Short Haul (International versus Domestic Tourists)**

McKercher (1999) identifies distance decay theory as one factor that may explain a higher likelihood of multi destination trips. Oppermann (1997) and McKercher and Lew (2003), studied tourism in South East Asia and concluded that long-haul tourists were far more likely to engage in multi destination trips than short-haul markets.

Long-haul markets tend to be the greatest source of both first-time visitors and secondary-destination travelers, whereas short-haul markets produce more main-destination and repeat visitors. According to TAT, Thailand has earned revenue of 367,380 Baht from international tourists and of 334,717 from domestic tourists. Likewise, both repeat and main-destination visitors stay longer than either first-time or secondary-destination travellers. First-time and main-destination visitors do more and explore a destination widely. Since it takes much time, effort and spending for long haul traveler, it is hypothesized that:

*H22d: Tourist's nationality (international or domestic) can differentiate the loyalty of groups of tourists*

## 2.17 Conclusion

A summary of formulated hypotheses was illustrated in the following table.

**Table 2.4: Summary of Hypotheses**

### Research Objective II

Variables	Variables
Reasons for repeated visitation (Domestic tourists) ↔	Reasons for repeated visitation (International tourists)
Travel product interested (Domestic tourists) ↔	Travel product interested (International tourists)
Novelty seeking (Domestic tourists) ↔	Novelty seeking (International tourists)
Push motivation (Domestic tourists) ↔	Push motivation (International tourists)
Pull motivation (Domestic tourists) ↔	Pull motivation (International tourists)
Satisfaction (Domestic tourists) ↔	Satisfaction (International tourists)
Familiarity (Domestic tourists) ↔	Familiarity (International tourists)
Perceived value (Domestic tourists) ↔	Perceived value (International tourists)
Attachment (Domestic tourists) ↔	Attachment (International tourists)
Attitudinal loyalty (Domestic tourists) ↔	Attitudinal loyalty (International tourists)
Intention to visit other place in Thailand (Domestic tourists) ↔	Intention to visit other place in Thailand (International tourists)
Number of visits (Domestic tourists) ↔	Number of visits (International tourists)
Length of stay (Domestic tourists) ↔	Length of stay (International tourists)
Average expenditure (Domestic tourists) ↔	Average expenditure (International tourists)
Travel companion (Domestic tourists) ↔	Length of stay (International tourists)
Travel method (Domestic tourists) ↔	Average expenditure (International tourists)

### Research Objective III

Independent Variables	Dependent Variables
Reasons for repeated visitation	Typology of loyalty (high, latent, spurious, low)
Novelty seeking	Typology of loyalty (high, latent, spurious, low)
Push motivation	Typology of loyalty (high, latent, spurious, low)
Pull motivation	Typology of loyalty (high, latent, spurious, low)
Satisfaction	Typology of loyalty (high, latent, spurious, low)
Familiarity	Typology of loyalty (high, latent, spurious, low)
Perceived value	Typology of loyalty (high, latent, spurious, low)
Attachment	Typology of loyalty (high, latent, spurious, low)
Gender	Typology of loyalty (high, latent, spurious, low)
Age	Typology of loyalty (high, latent, spurious, low)
Having children living with them	Typology of loyalty (high, latent, spurious, low)
Education	Typology of loyalty (high, latent, spurious, low)
Income	Typology of loyalty (high, latent, spurious, low)
Nationality	Typology of loyalty (high, latent, spurious, low)

#### Research Objective IV

Independent Variables	Dependent Variables		
Reasons for repeated visitation	Attitudinal loyalty	Number of visits (Behavioral loyalty)	Intention to visit other places in Thailand
Novelty seeking	Attitudinal loyalty	Number of visits (Behavioral loyalty)	Intention to visit other places in Thailand
Push motivation	Attitudinal loyalty	Number of visits (Behavioral loyalty)	Intention to visit other places in Thailand
Pull motivation	Attitudinal loyalty	Number of visits (Behavioral loyalty)	Intention to visit other places in Thailand
Satisfaction	Attitudinal loyalty	Number of visits (Behavioral loyalty)	Intention to visit other places in Thailand
Familiarity	Attitudinal loyalty	Number of visits (Behavioral loyalty)	Intention to visit other places in Thailand
Perceived value	Attitudinal loyalty	Number of visits (Behavioral loyalty)	Intention to visit other places in Thailand
Attachment	Attitudinal loyalty	Number of visits (Behavioral loyalty)	Intention to visit other places in Thailand
Gender	Attitudinal loyalty	Number of visits (Behavioral loyalty)	Intention to visit other places in Thailand
Age	Attitudinal loyalty	Number of visits (Behavioral loyalty)	Intention to visit other places in Thailand
Having children living with them	Attitudinal loyalty	Number of visits (Behavioral loyalty)	Intention to visit other places in Thailand
Education	Attitudinal loyalty	Number of visits (Behavioral loyalty)	Intention to visit other places in Thailand
Income	Attitudinal loyalty	Number of visits (Behavioral loyalty)	Intention to visit other places in Thailand
Nationality	Attitudinal loyalty	Number of visits (Behavioral loyalty)	Intention to visit other places in Thailand

## **Chapter 3: Research Methodology**

### **3.1 Introduction**

Chapter 3 provided a detailed discussion of the research methodology including research design, sampling plan, data collection instruments and procedures, operational definitions of research variables, and analytical approach. The analytical approach encompasses the statistical procedures of scale evaluation and hypotheses testing. At the end of this chapter, reliability and validity of instruments employed in this study were evaluated.

### **3.2 Research Design**

Research design may be broadly classified as exploratory, descriptive and causal. The differences between exploratory and descriptive research concern the type of information needed, the rigidity of the research process, the required sample size, ways of analyzing the data, and the nature of the results, whether conclusive or tentative. This research is descriptive by its nature because it specified the type of information needed (e.g. satisfaction, perceived value, attachment, familiarity, push and pull motivations) and cross-sectionally because it collected data at a given point in time. The researcher has attempted to identify and investigate the relationships between independent variables (i.e. satisfaction, perceived value, attachment, familiarity, push and pull motivations as well as novelty seeking) and dependent variables (i.e. behavioral loyalty and attitudinal loyalty).

### **3.3 Research Context**

This study focuses on Chiangmai and Phuket as tourist destination because they are two of the top five major destinations rated high in number of tourists and in revenue from tourists (see Table 2). As Whiting (1986) mentioned, comparison of more than one organization or destination may enable generalization of the findings (Kozak, 2001).

Chiang Mai is situated at 300 metres above sea level in a large mountainous area. A large part (69.31%) of Chiang Mai's land is covered by mountains and forests. It is blessed with much majestic beauty in nature ([www.chiangmai.sawadee.com](http://www.chiangmai.sawadee.com)) Today, Chiang Mai is the largest city of northern Thailand possessing unique cultural characteristics surrounded by truly magnificent natural beauty. Chiang Mai is also a centre of learning, art, antiques, and the ancient tradition of Lanna. An increasing number of tourists, both Thai and foreign, visit again and again, impressed by the hospitality and talent of the people, reflected in various silk, silver, sa paper products, handmade cotton and silk, wood carving, ceramics and other handicrafts – and, of course, the food.

Phuket is Thailand's largest island, approximately the size of Singapore. Phuket is nestled in balmy Andaman Sea waters on Thailand's Indian Ocean coastline 862 kilometers south of Bangkok. Phuket is blessed with magnificent coves and bays, powdery, palm-fringed white beaches, sparkling island-dotted seas, sincerely hospitable people, superb accommodation and seafood, delightful turn-of-the-century Sino-Portuguese architecture; numerous sporting and leisure opportunities; a lush tropical landscape – all of which combine to create a delightful ambience for truly memorable holidays. The most famous beaches are Patong, Kata, Karon, Kamala and Nai Harn Beach. Phuket and its islands are ideal for sailing, diving and snorkeling, golfing and all kinds of sports and entertainment you can wish for; you can even take a trip in a submarine to discover the colorful marine life ([www.phuket.sawadee.com](http://www.phuket.sawadee.com)). The tourism industry has become the biggest earner for Phuket, and continues to grow. There are more than 3 million visitors from Asia and the wider western world who come to Phuket and it is increasing growing up every year ([www.phuketindex.com](http://www.phuketindex.com)).



### **3.4 Population and Sampling Plan**

#### **Target Population**

Target populations in this study are international (foreign) and domestic (Thai) tourists who have spent their vacation or holiday in Chiangmai/Phuket for more than one visit. According to TAT (2005), the total number of tourists in Chiangmai is 3,997,776 whereas in Phuket is 2,510,276 (see Table 3.1).

#### **Sample Size**

Total sample size for this study is 800 and is equally allocated into 400 sample size for Chiangmai tourists and 400 sample size for Phuket tourists. This sample size is determined by (1) specify the level of precision (D) at 5 %, (2) specify the Z value of 1.96 associated with that confidence level (95%), and (3) estimate the standard deviation of population ( $\pi$ ) at .25 (0.5(1-0.5)). Using the formula  $[\pi(1-\pi) Z^2] \div D^2$ , the total sample size required for each destination is 385. Hurst (1994) indicated that sampling error is expected to decrease as the size of the sample increases. The 400 samples are further classified as 200 samples for foreign tourists and 200 samples for domestic tourists. The rationale for equal allocation is that the researcher wishes to find the difference between international and domestic tourists. The literature suggests that the ratio between the number of items and the sample size should exceed a certain minimum. Ratios of at least 1:4 (Tinsley and Tinsley, 1987) or 1:5 (Hinkin, Tracey and Enz, 1997) have been suggested, while a more acceptable ratio is 1:10 (Hair et al. , 1995). In this study, the total number of independent variables used in conducting multiple regression analysis are 21 and in discriminant analysis are 22.

#### **Sampling Method**

The sampling method is purposive in a way that only tourists (non business tourist) who revisited Chiangmai or Phuket were qualified for the study. Also, quota sampling was employed by equally

allocating international and domestic tourists. The advantages of employing quota sampling are lower cost, easier administration and quicker reply.

**Table 3.1: The Total Number of Tourist in 2005**

<b>Tourist</b>	<b>Chiangmai</b>	<b>Phuket</b>
<b>Domestic (Thai)</b>	2,160,142	1,188,621
<b>International (Foreign)</b>	1,837,634	1,321,655
<b>Total</b>	3,997,776	2,510,276

Source: Adapted from Tourist Authority of Thailand 2005

### 3.5 Data Collection

Area of data collection was selected based on data from TAT (2004), which indicates the top three tourist areas in Chiangmai province: Doi Suthep, Chiangmai Zoo and Varoros Market. The top three tourist areas in Phuket province: Pathong Beach, Phuket Town and Kata Beach. The fieldworker asked for permission first and whether it was the first visit. Total duration for collecting data was one month for each province for Chiangmai and for Phuket. In general, approximately 50% of foreign tourists contacted were repeaters. The results are shown in Table 3.2.

**Table 3.2: Collection Area in Chiangmai and Phuket**

<b>Chiangmai</b>	<b>Frequency</b>	<b>%</b>
<b>Doi Suthep</b>	133	<b>33.33</b>
<b>Chiangmai Zoo</b>	77	<b>19.30</b>
<b>Varoros Market</b>	172	<b>43.11</b>
<b>Airport</b>	17	<b>4.26</b>
<b>Total</b>	399	<b>100</b>
<b>Phuket</b>	<b>Frequency</b>	<b>%</b>
<b>Pathong Beach</b>	211	<b>52.75</b>
<b>Phuket Town</b>	71	<b>17.75</b>
<b>Kata Beach</b>	118	<b>29.5</b>
<b>Total</b>	400	<b>100</b>

### **3.6 Data Collection Instrument**

#### **Pre-Testing the Questionnaire**

After getting insights into the nature and the context of the research problem, the first draft of the questionnaire was developed. However, it is not possible to expect a perfect questionnaire the first time. This is why pre-testing is important. All aspects of the questionnaire should be tested, including question content, wording, meaning of questions, sequence, form and layout, question difficulty, and instructions. Although typically a convenience sample, respondents in the pretest should be similar to those who will be included in the actual survey. The pretest is conducted by using personal interviews. The pretest sample size is usually small, varying from 15 to 30 respondents for the initial testing. In this study, the sample size was 52 respondents. There were no modifications of questionnaire except that the researcher deleted some unnecessary items to come up with short but concise questionnaire.

#### **Back Translation of Questionnaire**

The back translation method is the most popular method in psychological measurement (Hambleton 1994, 1993). Questionnaire was first translated from initial language (English) into Thai language by a bilingual Thai translator. This version was then sent translated back into English language by a bilingual native speaker of English language. Then the author compared the back-translated versions with the original English. Finally, this translated revision of questionnaire was approved (Craig and Douglas, 2000). Therefore, the Thai instruments have solid face validity as being appropriate translation.

#### **Questionnaire Survey**

The structured direct survey, the most popular data collection method, involves administering a questionnaire. In a typical questionnaire, most questions are fixed-alternative questions, which require the respondent to select from a predetermined set of responses. The survey method has

several advantages. First, the questionnaire is simple to administer. Second, the data obtained are reliable because the responses are limited to the alternatives stated. However, this method has some limitations in reducing the variability of the results. The questionnaire used in this study contains the following sections;

Section 1:

1. Screening question whether they had visited the destination before?
2. Travel companion (nominal scale)
3. Travel method (nominal scale)
4. Length of stay (ratio scale)
5. Travel expense (ratio scale)
6. The most preferred activities (open-ended question)
7. The favorite places (open-ended question)
8. Reason for repeated visitation (interval and Likert scale)

Section 2:

1. Travel product interested in Thailand (interval and Likert scale)
2. Novelty seeking in Tourism (interval and Likert scale)

Section 3: Attitude toward destination

1. Push motivation (interval and Likert scale)
2. Pull motivation (interval and Likert scale)
3. Destination familiarity (interval and Likert scale)
4. Satisfaction with destination (interval and semantic differential scale)
5. Attitudinal loyalty (interval and Likert scale)
6. Perceived value (interval and Likert scale)
7. Attachment (interval and Likert scale)
8. Reasons for attachment (open-ended question)

Section 4: Demographic section

1. Gender (nominal scale)
2. Age (ordinal scale)
3. Marital status (nominal scale)
4. Number of children living with them (Ratio scale)
5. Education level (ordinal scale)
6. Occupation (nominal scale)
7. Monthly household Income (ordinal scale)
8. Country of Residence (nominal scale)

### **3.7 Operational Definition of Research Variables**

**Attitudinal Loyalty:** Attitudinal loyalty was assessed in this study using 5 items. A five-point rating scale with 1= strongly disagree and 5 = strongly agree (Pritchard and Howard, 1997; Selin et al. , 1988; Day, 1969). This loyalty is represented by how they consider themselves as loyal visitor, give positive word of mouth and intend to revisit. In this study, the Cronbach alpha value for these 5 items is ( $\alpha=.85$ ).

**Behavioral Loyalty:** Behavioral loyalty was measured by the number of repeated visits (Brown, 1952).

**Overall Satisfaction:** The scale for measuring "overall satisfaction with tourist experience" was adapted from Yoon and Uysal's study (2005). They suggested that tourist satisfaction needs to be considered in multiple dimensions. The respondents were asked to rate the destination compared to their expectation, whether the visit was worth their time and effort and their overall satisfaction on a five-point rating scale. In this study, the Cronbach alpha value for these 5 items is ( $\alpha=.79$ ).

**Perceived Value:** The scale measuring perceived value was adapted from Lassar, Mittal and Sharma (1995). It was measured by a 3-item seven-point rating scale (1 = strongly disagree and 7 = strongly agree) and achieved a satisfactory level of Cronbach alpha of .91.

**Attachment:** Attachment construct was measured by a 3-item five-point rating scale (1 = strongly disagree and 5 = strongly agree). The scale asked respondents whether they have emotional attachment to the destination (Pritchard, Havitz and Howard, 1999). Kyle et al. al (2004a, b) tested this scale in three different recreation groups (hikers, boaters and anglers), and they reported good psychometric properties. The Cronbach alpha of .87 are achieved in this study.

**Familiarity with Destination:** According to Cho (2001), destination familiarity construct is comprised of three dimensions: familiarity, expertise, and past experience; however, the result showed that familiarity and expertise are strongly correlated to each other. Therefore, he concluded that prior knowledge is a two-dimensional construct composed of familiarity/ expertise and past experience. In this study, destination familiarity was measured by a 4 item five-point rating scale with 1= not at all familiar and 5= extremely familiar. Several authors used self-reported familiarity measure in travel and tourism (Fridgen, 1987). The Cronbach alpha for this study is .82.

**Push Motivation:** Motivation in tourism was conceptualized as having four dimensions. This concept can be classified into push and pull motivation (Yoon and Uysal, 2005). Push factor of motivation represents tourist's desires, while pull motivations are associated with the attributes of the destination choices (Yoon and Uysal, 2005; Uysal and Hagan, 1993). Previous literature suggested four dimensions of push motivation; (1) seeking escape, relaxation and entertainment, (2) experiencing different lifestyles and people, (3) seeking novelty and status, (4) strengthening family or kinship ties (Lehto, O'Leary and Morrison, 2002). Pull motivation or destination attributed preferences consisted of six dimensions; (1) history, heritage and knowledge, (2) culture and people, (3) environmental quality and infrastructure, (4) value for money and convenience, (5) outdoor and family activities, (6) scenery and exotic atmosphere (Lehto, O'Leary and Morrison, 2002). Push motivation construct was measured by a 16-item five-point rating scale, with assigned values ranging from 1 being "Not at all important," to 5 being "Very important." Similarly, pull motivation was measured by 23-items with same rating scale and assigned values. Only one item is excluded from the original scale because there are no aboriginal peoples in Thailand, but the researcher has added

Thai hospitality instead. Moreover, instead of using public transportation, the researcher uses convenient transportation. The Cronbach alpha for each dimension are in the range of .63 -.79, the details of which are shown in Table 3.9.

**Novelty Seeking:** In measuring novelty seeking in tourism, Lee and Crompton (1992) developed an instrument to measure novelty seeking in tourism, composed of four dimensions: thrill, change from routine, boredom alleviation, and surprise. Thrill refers to an experience which is exciting, created through a strange, dangerous and unusual happening, involving unknown risks (Thomas, 1964). Change from routine refers to travel which provides a form of change by enabling people to do something different. Surprise was defined as a feeling caused by unexpected features resulting from a discrepancy between what an individual believes and the reality of the environmental stimuli (Smock and Holt, 1962). Boredom alleviation was defined as a search for additional or alternative stimulation of a more varied nature to achieve a high degree of need satisfaction (Hill and Perkins, 1985). This novelty seeking in tourism scale consisted of a 21 items five-point rating scale (1 = strongly disagree and 5 = strongly agree). They reported scale reliability on four sample for each dimensions: thrill ( $\alpha=.87-.91$ ), change from routine ( $\alpha=.82-.86$ ), boredom alleviation ( $\alpha=.70-.76$ ), and surprise ( $\alpha=.68-.76$ ). In this study, the Cronbach alpha for each dimension are in the range of .81-.89, the details of which are shown in Table 3.9.

### **3.8 Analytical Approach**

In this section the statistical approach used in this study is discussed. The analytical process can be divided into three parts; the first part is data screening to determine the accuracy of data and detect whether this data fulfills the basic requirements of multivariate analysis. The second part is scale evaluation, and the last part is statistical analysis used in hypotheses testing.

### 3.8.1 Data Screening

Firstly, the author examined the accuracy of data by checking whether all values are within plausible range and to ensure that all data coding is correct. Then, the author looked for missing data, particularly for any pattern in missing data (Hair et al. , 1995).

**Testing For Multi-Collinearity:** Multi-collinearity occurs when independent variables are too highly correlated amongst themselves. As multi-collinearity rises, the ability to define any variable's effect on the dependent variable is diminished. The first step in detecting multi-collinearity is looking at the correlation matrix for correlations above 0.90 (Hair et al. , 1995). Another way is checking the tolerance level, if the tolerance value is close to zero, or when the condition index is greater than 20, it indicates collinearity problem (Vanitchbuncha, 2003).

**Determining Outliers:** Outliers can be classified into one of four classes. The first class arises from a procedural error, such as a data entry error or a mistake in coding. The second class of outlier is an observation that occurs as the result of an extraordinary event, which then is an explanation for the uniqueness of the observation. The third class of outlier comprises extraordinary observations for which the researcher has no explanation. The fourth and final class of outlier contains observations that fall within the ordinary range of values for each of the variables but are unique in their combination of values across the variables. After the outliers have been identified, the researcher must decide on the retention or deletion of each one. Hair et al. (1998) suggested that they should be retained unless there is demonstrable proof that they are truly aberrant and not representative of any observations in the population. However, if they do represent a segment of the population, they should be retained to ensure generalizability to the entire population. As outliers are deleted, the researcher runs the risk of improving the multivariate analysis but limiting its generalizability.

**Tests for Normal Distribution:** One of the assumptions of multivariate analysis is that the distribution of the variable should be symmetrical. There are many ways to test for normal



distribution. First, a histogram is used to show a graphical representation of a single variable representing the frequency of occurrences within data categories. In this study, the author used the normal probability plot, which compares the cumulative distribution of actual data values with the cumulative distribution of a normal distribution. If a distribution is normal, the line representing the actual data distribution closely follows the diagonal. Multivariate normality (the combination of two or more variables) means that the individual variables are normal in a univariate sense. If a variable is multivariate normal, it is also univariate normal, however, the reverse is not necessarily true.

Apart from visual presentation, the author tested normality through the use of statistical values such as kurtosis or skewness. Kurtosis refers to the 'peakedness' or 'flatness' of the distribution compared with the normal distribution. When it goes above the diagonal, the distribution is more peaked than the normal curve. Another common pattern is a simple arc, either above or below the diagonal, indicating the skewness of the distribution. A simple test is a rule of thumb based on the skewness and kurtosis values computed by all statistical programs. If the calculated z value exceeds a critical value, then the distribution is non-normal in terms of that characteristic. The critical value is from a z distribution, based on the significance level we desire. For example, a calculated value exceeding  $\pm 2.58$  indicates we can reject the assumption about the normality of the distribution at the 0.01 probability level. Another commonly used critical value is  $\pm 1.96$ , which corresponds to a 0.05 error level (Hair et al. , 1998).

**Linear Relationship:** An implicit assumption of all multivariate techniques is linearity. The most popular method for examining bivariate relationships is the scatterplot, a graph of data points based on two variables. Variables may be observations, expected values, or even residuals. Another way is to look at the correlation matrix that shows only a linear relationship. However, some pairs of variables may have nonlinear relationship and nonlinear effects will not be represented in the

correlation value. The above procedures were employed in this dissertation, and concluded that a linear pattern of relationship was appropriate.

### **3.8.2 Scale Evaluation**

It is advised to ensure that the measurement scale is psychometrically sound before performing other statistical methods. The process conducted in this study consisted of evaluation of scale dimensionality, scale validity and scale reliability.

**Scale Dimensionality:** A construct's domain can be hypothesized as uni-or multidimensional. Thus, the scale used to operationalize the construct should reflect the hypothesized dimensionality (Bearden and Netemeyer, 1999). Scale unidimensionality is considered prerequisite to reliability and validity. An assessment of unidimensionality should also be considered (Gerbing and Anderson, 1988). In this study, exploratory factor analysis has been employed to check the dimensionality of a scale. Exploratory factor analysis is a statistical approach which used to analyze interrelationships among a large number of variables and to explain these variables in terms of their common underlying dimensions (factors). The objective is to find a way of condensing the information contained in a number of original variables into a smaller set of factors with minimum loss of information. Only the factors with Kaiser's eigenvalues greater than 1 are considered significant and subjected to inclusion for further analysis and those with value less than 1 are considered insignificant and disregarded (Hair et al. , 1995). A useful guideline suggests that for any type of item analysis (or multivariate analysis) there should be at least 10 times as many subjects as items or, in cases involving a large number of items, at least five subjects per item in the study (Nunnally, 1978).

**Scale Validity:** Types of validity and how it is measured are reported in the following table.

**Table 3.3: Evaluation of Scale Validity**

<b>Definition and How to Measure</b>
<b>Validity:</b> The degree to which instruments truly measure the constructs that they are intended to measure (Peter, 1979).
<b>Content (Face) Validity</b> The scale on the surface appears consistent with theoretical domain of the construct (Bearden, Netemeyer and Tell, 1989; Churchill, 1979).
<b>Criterion Validity:</b> The degree to which the scale performs as expected in relation to other variables selected as meaningful criteria.
<b>Construct Validity:</b> What the scale is in fact measuring. It comprises three forms convergent, discriminant and nomological validity.
<b>Convergent Validity:</b> The degree to which two measures designed to measure the same construct, are related. How to measure: <ul style="list-style-type: none"> <li>● High correlation between measures of same construct from correlation matrix (Churchill, 1979).</li> <li>● Factor loadings of indicator variables greater than 0.4 (Anderson and Gerbing, 1988).</li> </ul>
<b>Discriminant Validity:</b> The extent to which a measure does not correlate with other constructs from which it is supposed to differ. How to measure: <ul style="list-style-type: none"> <li>● Correlation between two different measures of the same variable is higher than the correlation between the measure of that variable and those of any other variable (Churchill, 1979).</li> </ul>
<b>Nomological Validity:</b> The extent to which the scale correlates in theoretically predicted ways with measures of different but related constructs. How to measure: <ul style="list-style-type: none"> <li>● Correlation between constructs</li> <li>● Significant paths according to hypotheses</li> </ul>

**Scale Reliability:** Apart from examining scale validity, reliability of measurement scale should be investigated. This reliability is defined as the extent to which a scale produces consistent results if measurements are made repeatedly; in other words, the degree to which the scale is free from random error (Peter, 1979). It can be determined by the association between scores obtained from different administrations of the scale. Internal consistency is employed in this study and the way it is examined is reported in the following table.

**Table 3.4: Evaluation of Scale Reliability**

Types and Definition and How to Measure
<p><b>Internal Consistency:</b></p> <p>Measurement scale is applied to subjects at one point in time and subsets of items within the scale are then correlated (Peter, 1979). Therefore, the internal consistency reliability coefficient is the correlation among items or sets of items in the scale for all who answer the items.</p> <p>The following items were suggested to verify scale reliability (Robinson, Shaver and Wrightsman, 1991; Churchill, 1979; Peter, 1979; Nunnally, 1978).</p> <ul style="list-style-type: none"> <li>● Corrected item-to-total correlations &gt; 0.50 (Bearden, Netemeyer and Tell, 1989), or &gt;0.40 (Zaichkowsky, 1985; Saxe and Weitz, 1982)</li> <li>● Inter-item correlation matrix &gt; 0.30 (Robinson, Shaver and Wrightsman, 1991)</li> <li>● Cronbach's Alpha (1951) or reliability coefficients &gt; 0.70 (Nunnally, 1978) or 0.60 (Robinson, Shaver and Wrightsman, 1991) <ul style="list-style-type: none"> <li>○ For early stages of research, modest reliability in the range of 0.5 to 0.6 will suffice.</li> <li>○ If a factor has reduced number of items (o or fewer), 0.60 and higher may be acceptable (Cortina, 1993).</li> <li>○ In applied settings, a reliability of 0.90 is the minimum and 0.95 is considered the desirable standard.</li> <li>○ A meta-analysis of Cronbach's alpha by Peterson (1994) found that the mean coefficient alpha was 0.77.</li> </ul> </li> </ul>

Besides using internal consistency, there are other categories to determine the reliability coefficients (e.g., test-retest reliability, alternative forms reliability). These two criteria are based on longitudinal data whereas internal consistency is based on cross-sectional data (Peterson, 1994, p. 382). It is noteworthy that reliability is necessary but not sufficient condition for validity. If a measure is unreliable, it cannot be perfectly valid. If a measure is perfectly reliable, it may or may not be perfectly valid (Malhotra, 1999).

### 3.8.3 Hypotheses Testing

**Independent Sample t-test:** Differences between means of two independent groups

This test is employed when the researcher wished to determine whether the difference between means for the two sets of score (in this case the score of foreign tourists and the score of domestic tourist) is significant.

Formula for significance of the difference between two means

$$Z = \frac{\bar{x}_1 - \bar{x}_2}{S_{\bar{x}_1 - \bar{x}_2}}$$

Where

$\bar{x}_1$  = mean found in sample 1

$\bar{x}_2$  = mean found in sample 2

$s_{\bar{x}_1 - \bar{x}_2}$  = standard error of the difference between two means

Formula for the standard error of the difference between two means

$$s_{\bar{x}_1 - \bar{x}_2} = \sqrt{\frac{s_1^2}{n_1} + \frac{s_2^2}{n_2}}$$

Where

$s_1$  = standard deviation in sample 1

$s_2$  = standard deviation in sample 2

$n_1$  = size of sample 1

$n_2$  = size of sample 2

Coakes and Steed (2000) have summarized the statistical assumptions as follows;

1. The data should be interval or ratio level of measurement.
2. The scores should be randomly sampled from population of interest.
3. The score should be normally distributed in the population.
4. Independence of the groups: participants should appear in only one group and these groups are unrelated.
5. Homogeneity of variance: the group should come from the population with equal variances.

If this test is significant ( $p < .05$ ), then the researcher can reject the null hypothesis and accept the alternative hypothesis that the variance are unequal. In this instance, the unequal variances estimates are consulted. If the test is not significant ( $p > .05$ ), then the null hypothesis is accepted that there are no significant differences between the variances of the groups. In this case, the equal variances estimates are consulted.

Hypothesis testing: if the test is significant ( $p < .05$ ), the researcher can reject the null hypothesis and accept the alternative hypothesis that the means between two groups are statistically significant.

**One way ANALYSIS OF VARIANCE:** Differences in means among more than two groups

This test is appropriate when the researcher wished to compare the means of more than two groups such as the group of truly loyal, spuriously loyal, latently loyal and low loyal. The basic procedure of ANOVA is to derive two different estimates of population variance from the data, then calculate a statistic from the ratio of these two estimates (Malhotra, 1999).

ANOVA is a flagging procedure, meaning that if at least one pair of means has a statistically significant difference, ANOVA will signal this by indicating significance (Burns and Bush, 2003). The ANOVA  $F$  test examines only the overall difference in means. A significant F-value tells that the population means are probably not all equal. If we reject the null hypothesis because any pair of means is unequal, the researcher needs to locate where the significant difference lies. This requires post-hoc analysis (Coakes, 2001). Post hoc tests are options that are available to determine where the pair(s) of statistically significant differences between the means exist(s) (Burns and Bush, 2003). These are generally multiple comparison tests. They enable the researcher to construct generalized confidence intervals that can be used to make pairwise comparisons of all treatment means. In this study, the researcher employed Bonferroni in conducting multiple comparison for the variance between means that are equal and when the variance between means are not equal.

Assumptions of Anova are the same as those for the t-test. With regards to assumption on homogeneity of variance, the Levene test are used to detect the homogeneity of variance. If the Levene test statistic is not significant indicating the variance are equal, the F test is employed to detect mean difference. However, if the Levene test statistic is significant indicating the variance are not equal, the Welch statistic will be employed instead of F test.

### Chi-Square: Tests for Independence

Malhotra (1999) discusses the statistics commonly used for assessing the statistical significance and strength of association of cross-tabulated variables. The statistical significance of the observed association is commonly measured by the chi-square statistic. Generally, the strength of association is of interest only if the association is statistically significant. The strength of the association can be measured by the phi correlation coefficient, the contingency coefficient, Cramer's  $V$ , and the lambda coefficient.

The **chi-square statistic** ( $\chi^2$ ) is used to test the statistical significance of the observed association in a cross-tabulation. It assists us in determining whether a systematic association exists between the two variables. The null hypothesis,  $H_0$ , is that there is no association between the variables. The greater the discrepancies between the between the expected and actual frequencies, the larger the value of the statistic. Assume that a cross-tabulation has  $r$  rows and  $c$  columns and a random sample of  $n$  observations. Then the expected frequency for each cell can be calculated by using a simple formula:

$$f_e = \frac{n_r n_c}{n}$$

Where

- $n_r$  = total number in the row
- $n_c$  = total number in the column
- $n$  = total sample size

The value of  $\chi^2$  is calculated as follows:

$$\chi^2 = \sum_{\text{all cells}} \frac{(f_o - f_e)^2}{f_e}$$

The null hypothesis ( $H_0$ ) of no association between the two variables will be rejected only when the calculated value of the test statistic is greater than the critical value of the chi-square distribution with the appropriate degrees of freedom,

Assumptions for Chi-Square are as follows;

1. The chi-square statistic should be estimated only on counts of data. When the data are in percentage form, they should first be converted to absolute counts or numbers.
2. In addition, an underlying assumption of the chi-square test is that the observations are drawn independently.
3. Chi-square analysis should not be conducted when the expected or theoretical frequencies in any of the cells is less than five. If the number of observations in any cell is less than ten, or if the table has two rows and two columns (a 2x2 table), a correction factor should be applied. Therefore, researcher should check for the footnote in running SPSS. If the footnote indicates that '0 cells (.0%) have expected count less than 5, this means that we have not violated the assumption, as all our expected cell sizes are greater than 5 (Pallant, 2002).

The **contingency coefficient (C)** can be used to assess the strength of association in a table of any size. This index is also related to chi-square, as follows:

$$c = \sqrt{\frac{x^2}{x^2 + n}}$$

The contingency coefficient varies between 0 and 1. The 0 value occurs in the case of no association (i.e., the variables are statistically independent) but the maximum value of 1 is never achieved. Rather, the maximum value of the contingency coefficient depends on the size of the table (number of rows and number of columns). For this reason it should be used only to compare tables of the same size.

**Cramer's  $\nu$**  a modified version of the phi correlation coefficient,  $\phi$ , and is used in tables larger than 2x2. Cramer's  $\nu$  is obtained by adjusting phi for either the number of rows or the number of columns in the table, based on which of the two is smaller.  $\nu$  will range from 0 to 1. A large value



of  $v$  merely indicates a high degree of association. It does not indicate how the variables are associated.

$$v = \sqrt{\frac{\phi^2}{\min(r-1, (c-1))}} \quad \text{or} \quad v = \sqrt{\frac{x^2}{mi(r-1), (c-1)}}$$

### **Pearson Correlation: Tests for Association**

The correlation coefficient is an index number, constrained to fall between the range of  $-1.0$  and  $+1.0$ , that communicates both the strength and the direction of association between two variables. The amount of association between two variables is communicated by the absolute size of the correlation coefficient, whereas its sign communicates the direction of the association (Burns and Bush, 2003). Regardless of its absolute value, a correlation that is not statistically significant has no meaning at all. This is because of the null hypothesis, which states that the population correlation coefficient is equal to zero. If this null hypothesis is rejected (statistically significant correlation), then you can be assured that a correlation other than zero will be found in the population. But if the sample correlation is found to not be significant, the population correlation will be zero (Burns and Bush, 2003).

Rules of Thumb for Correlation strength (Burns and Bush, 2003): a summary of rule of thumb is described in Table 3.5 below. Correlation coefficients that fall between  $+1.00$  and  $+0.81$  or between  $-1.00$  and  $-0.81$  are generally considered to be “high”. Correlations that fall between  $+0.80$  and  $+0.61$  or  $-0.80$  and  $-0.61$  generally indicate a “moderate” association. Finally, any correlation that falls between the range of  $\pm 0.40$  is usually considered indicative of a very weak association between the variables. Any correlation that is equal to or less than  $\pm 0.20$  is typically uninteresting to marketing researchers because it rarely identifies a meaningful association between two variables. The sign indicates the direction of the association. A positive sign indicates a positive direction; a negative sign indicates a negative direction.

**Table 3.5: Rules of Thumb about Correlation Coefficient Size\***

Coefficient Range	Strength of Association*
$\pm.81$ to $\pm 1.00$	Strong
$\pm.61$ to $\pm.80$	Moderate
$\pm.41$ to $\pm.60$	Weak
$\pm.21$ to $\pm.40$	Very weak
$\pm.00$ to $\pm.20$	None

\*Assuming the correlation coefficient is statistically significant.

Coakes (2001) have summarized the underlying assumption of correlational analysis as the following;

1. Related pairs: data must be collected from related pairs. That is, if we obtain a score on an X variable, there must also be a score on the Y variable from the same participant.
2. Scale of measurement: the data should be interval or ratio in nature.
3. Normality: the scores for each variable should be normally distributed.
4. Linearity: the relationship between two variables must be linear.
5. Homoscedasticity: the variability in score for one variable is roughly the same for at all values of the other variable. That is, it is concerned with how the scores cluster uniformly about the regression line.

### **Multiple Regression Analysis**

Multiple regression involves a single dependent variable and two or more independent variables. In the bivariate regression model, the general form of a straight line is

$$Y = \beta_0 + \beta_1 X_i + e_i$$

Where

$Y$  = dependent or criterion variable

$X$  = independent or predictor variable

$\beta_0$  = intercept of the line

$\beta_1$  = slope of the line

$e_i$  = the error term associated with  $i$  th observation.

Standardized Regression Coefficient: Standardization is the process which the data are transformed into new variables, which have a mean of 0 and a variance of 1. When the data are standardized, the intercept assumes a value of 0. The term beta coefficient or beta weight is used to denote the standardized regression coefficient.

$$B_{yx} = B_{xy} = r_{xy}$$

Significance Testing: Once the parameters have been estimated, they can be tested for significance.

The statistical significance of the linear relationship between  $X$  and  $Y$  may be tested by examining the hypotheses:

$$H_0 : \beta_1 = 0$$

$$H_1 : \beta_1 \neq 0$$

The null hypothesis states that there is no linear relationship between  $X$  and  $Y$ .

The alternative hypothesis is that there is a relationship, positive or negative, between  $X$  and  $Y$ .

Strength and significance of association: The strength of association is measured by the coefficient of determination,  $r^2$ . It signifies the proportion of the total variation in  $Y$  that is accounted for by the variation in  $X$ .

Statistics associated with Multiple Regression

- **Adjusted  $R^2$ .**  $R^2$ , Coefficient of multiple determination, is adjusted for the number of independent variables and the sample size to account for the diminishing returns.
- **Coefficient of Multiple Determination.** The strength of association in multiple regression is measured by the square of the multiple correlation coefficient,  $R^2$ , which is also called the coefficient of multiple determination.

- **The  $F$  test** is used to test the null hypothesis that coefficient of multiple determination in the population,  $R^2_{pop}$ , is zero. This is equivalent to testing the null hypothesis  $H_0 : \beta_1 = \beta_2 = \beta_3 = \dots = \beta_k = 0$ . The test statistic has an  $F$  distribution with  $k$  and  $(n - k - 1)$  degrees of freedom.
- **The Incremental  $F$  Statistic** is based on the increment in the explained sum of squares resulting from the addition of the independent variable  $x_1$  to the regression equation after all the other independent variables have been included.
- **Partial Regression Coefficient.** The partial regression coefficient,  $b_1$ , denotes the change in the predicted value,  $Y$ , per unit change in  $x_1$  when the independent variables,  $x_2$  to  $x_k$ , are held constant.

#### Partial Regression Coefficients

$$\hat{Y} = a + b_1x_1 + b_2x_2$$

Where

$b_1$ , represents the expected change in  $Y$  when  $X_1$  is changed by one unit and  $X_2$  is held constant or otherwise controlled.

$b_2$  represents the expected change in  $Y$  for a unit change in  $X_2$ , when  $X_1$  is held constant.

It can also be interpreted as the bivariate regression coefficient,  $b$ , for the regression of  $Y$  on the residuals of  $X_1$  when the effect of  $X_2$  through  $X_k$  has been removed from  $X_1$ . The beta coefficients are the partial regression coefficients obtained when all the variables ( $Y, X_1, X_2, \dots, X_k$ ) have been standardized to a mean of 0 and variance of 1 before estimating the regression equation.

**Strength of Association:** The strength of association is measured by the square of the multiple correlation coefficient,  $R^2$ , which is also called the coefficient of multiple determination. The multiple

correlation coefficient,  $R$ , can also be viewed as the simple correlation coefficient,  $r$ , between  $Y$  and  $\hat{Y}$ . Several points about the characteristics of  $R^2$ , cannot be less than the highest bivariate,  $r^2$ , of any individual independent variable with the dependent variable  $R^2$  will be larger.

When the correlations between the independent variables are low, if the independent variables are statistically independent (uncorrelated), then  $R^2$  will be sum of bivariate  $R^2$ , of each independent variable with the dependent variable.  $R^2$  cannot decrease as more independent variables are added to the regression equation. Yet diminishing returns set in, so that after the first few variables, the additional independent variables do not make much of a contribution. For this reason,  $R^2$  is adjusted for the number of independent variables and the sample size by using the following formula:

$$\text{adjusted } R^2 = R^2 - \frac{k(1 - R^2)}{n - k - 1}$$

**Examination of Residuals:** A residual is the difference between the observed value of  $Y_i$  and the value predicted by the regression equation  $\hat{Y}_i$ . The assumption of a normally distributed error term can be examined by constructing a histogram of the residuals. A visual check reveals whether the distribution is normal. Additional evidence can be obtained by determining the percentages of residuals falling within  $\pm 1 SE$ . These percentages can be compared with what would be expected under the normal distribution (68 percent and 95 percent, respectively). More formal assessment can be made by running the K-S one-sample test. The assumption of constant variance of the error term can be examined by plotting the residuals against the predicted value of the dependent variable,  $\hat{Y}_i$ . If the pattern is not random, the variance of the error term is not constant. A random pattern should be seen if this assumption is true. A more formal procedure for examining the correlations between the error terms is the Durbin-Watson test. Plotting the residuals against the independent variables provides evidence of the appropriateness or inappropriateness of using a linear model. Again, the plot should result in a random pattern. The residuals should fall randomly,

with relatively equal distribution dispersion about 0. They should not display any tendency to be either positive or negative.

A number of assumptions underpin the use of suggestion as mentioned by Coakes and Sheridan (2001).

1. Ratio of cases to independent variables: the number of cases needed depends on the type of regression model to be used. For standard or hierarchical regression you should ideally have twenty times more cases than predictors, whereas even more cases are required for stepwise regression.

2. Outliers: extreme cases have considerable impact on regression solution and should be deleted or modified to reduce their influence. Multivariate outliers can be detected using Mahalanobis distance and residual scatter plots.

3. Multicollinearity and singularity: multicollinearity refers to high correlations among the independent variables, whereas singularity occurs when perfect correlations among independent variable exist. These problems affect how you interpret any relationships between predictors and the dependent variable, and they can be detected by examining the correlation matrix and tolerances.

4. Normality, linearity, homoscedasticity and independence of residuals: an examination of residual scatter plots allows us to test the above assumptions. It is assumed that the differences between obtained and predicted dependent variable scores are normally distributed. Furthermore, it is assumed that the residuals have a linear relationship with the predicted dependent variables scores, and that the variance of the residuals is the same for all predicted scores.

### **Discriminant Analysis**

Discriminant analysis is a technique for analyzing data when the criterion or dependent variable is categorical and the predictor or independent variables are interval in nature. The discriminant analysis model involves linear combinations of the following form:

$$D = b_0 + b_1x_1 + b_2 + x_2 + b_3x_3 + \dots + b_kx_k$$

Where

$D$  = discriminant score

$b$  = discriminant coefficient or weight

$x$  = predictor or independent variable

The coefficients or weights ( $b$ ) are estimated so that the groups differ as much as possible on the values of the discriminant function.

**Determine the Significance of the Discriminant Function:** It would not be meaningful to interpret the analysis if the discriminant functions estimated were not statistically significant. The null hypothesis that, in the population, the means of all discriminate functions in all groups are equal can be statistically tested. In SPSS this test is based on Wilks's  $\lambda$ . The interpretation of the discriminant weights, or coefficients, is similar to that in multiple regression analysis. The value of the coefficient for a particular predictor depends on the other predictors included in the discriminant function. The signs of the coefficients are arbitrary, but they indicate which variable value result in large and small function values and associate them with particular groups. Generally, predictors with relatively large standardized coefficients contribute more to the discriminating power of the function, as compared with predictors with smaller coefficients.

Some idea of the relative importance of the predictors can also be obtained by examining the structure correlations, also called canonical loadings or discriminant loadings. These simple correlations between each predictor and the discriminant function represent the variance that the predictor shares with the function. Like the standardized coefficients, these correlations must also be interpreted with caution.

### 3.9 Scale Evaluation and Dimensionality of Push Motivation

In this study, only three constructs: push and pull motivation as well as novelty seeking were subjected to an EFA (Exploratory Factor Analysis). With respect to push motivation, the results indicated there were four dimensions of push motivation the same as those from the literature. KMO

(Kaiser-Meyer-Olkin) value equals to 0.842 beyond the cutoff point and Bartlett's Test of Sphericity is significant (Chi-Square=4410.225, df=120, sig.=.000). These four factors explained 59.35% of variance. Items 4 and Items 5 represent cross loading and the reliability analysis suggested deleting these two items to increase the level of Cronbach alpha.

### Scree Plot

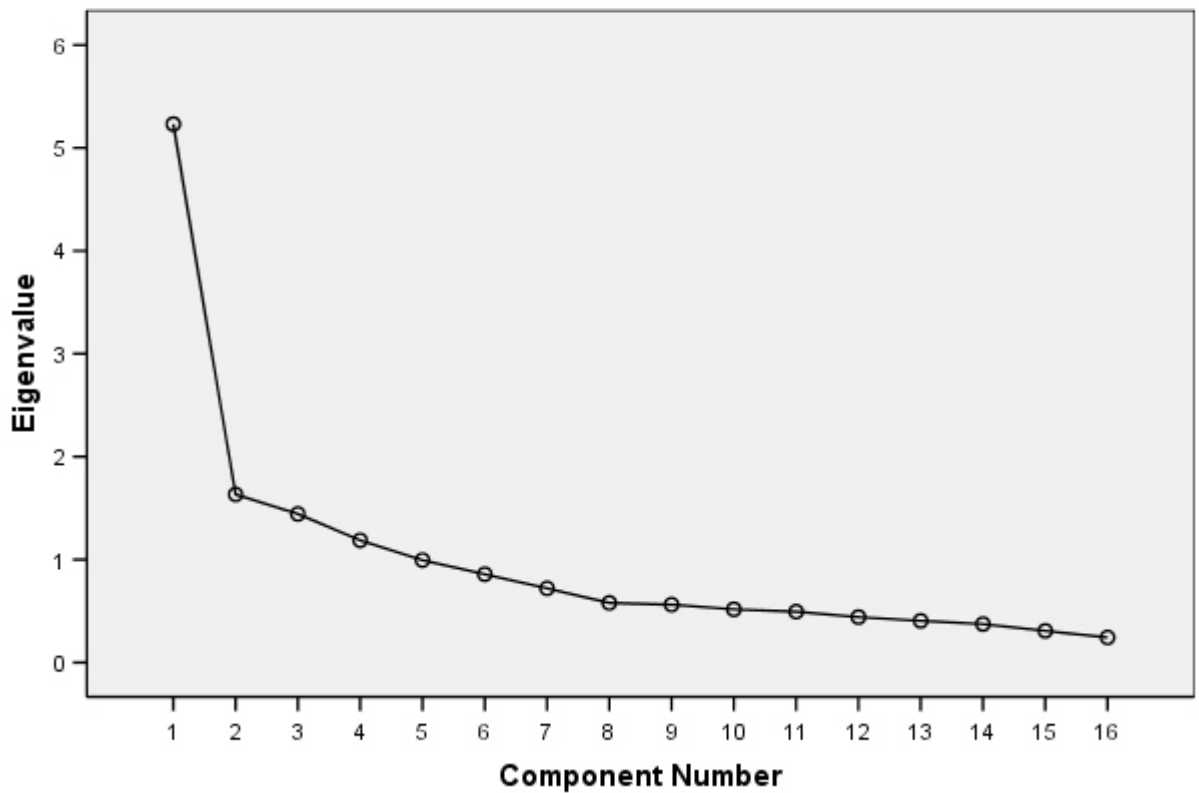


Figure 3.1: Scree Plot of Push Motivation

Table 3.6: Rotated Component Matrix of Push Motivation

	Component			
	1	2	3	4
<b>Factor 1: Desire to experience different lifestyles and people</b>				
(9) Meeting new and different people	.835			
(8) Meeting people with similar interests	.769			
(7) Experiencing new and different lifestyles	.686			
(10) Doing/Seeing things that represent a destination's unique identity	.627			
(6) Experiencing a simple lifestyles	.578			
<b>Variance Explained</b>	<b>32.691</b>			



<b>Cronbach Alpha</b>	<b>.807</b>			
<b>Factor 2: Desire to seek escape and relaxation</b>				
(1) Getting a change from a busy job		.781		
(2) Getting away from working at home		.765		
(3) Escaping from the ordinary		.757		
(4) Finding thrills and excitement		.571	.459	
<b>Variance Explained</b>		<b>10.209</b>		
<b>Cronbach Alpha</b>		<b>.788</b>		
<b>Factor 3: Desire to seek novelty and status</b>				
(12) Going to places that I have never visited before			.781	
(11) Visiting a place I can talk about when I get home			.671	
(14) Going to places my friends have not been to			.585	.430
(5) Having fun, being entertained		.500	.504	
<b>Variance Explained</b>			<b>9.026</b>	
<b>Cronbach Alpha</b>			<b>.673</b>	
<b>Factor 4: Desire to strengthen family or kinship ties</b>				
(15) Being together as family				.807
(16) Visiting friends and relatives				.758
(13) Indulging in luxury				.428
<b>Variance Explained</b>				<b>7.424</b>
<b>Cronbach Alpha</b>				<b>.628</b>

Remark:

1. Extraction Method is Principal Component Analysis.
2. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 5 iterations.

### 3.10 Scale Evaluation and Dimensionality of Pull Motivation

Regarding pull motivation, an EFA produced five dimensions instead of the original six dimensions. These five dimensions are (1) history, heritage and knowledge, (2) environmental quality and infrastructure, (3) shopping, convenience and activities, (4) food and people, (5) scenery. KMO (Kaiser-Meyer-Olkin) value is equal to 0.839 beyond the cutoff point and Bartlett's Test of Sphericity is significant (Chi-Square=6007.034, df=210, sig.=.000). These five factors explained 58.98% of variance. In this study, all loading values less than 0.50 and items cross loading were removed, then the remaining items were subject to reliability analysis (see Table 9).

### Scree Plot

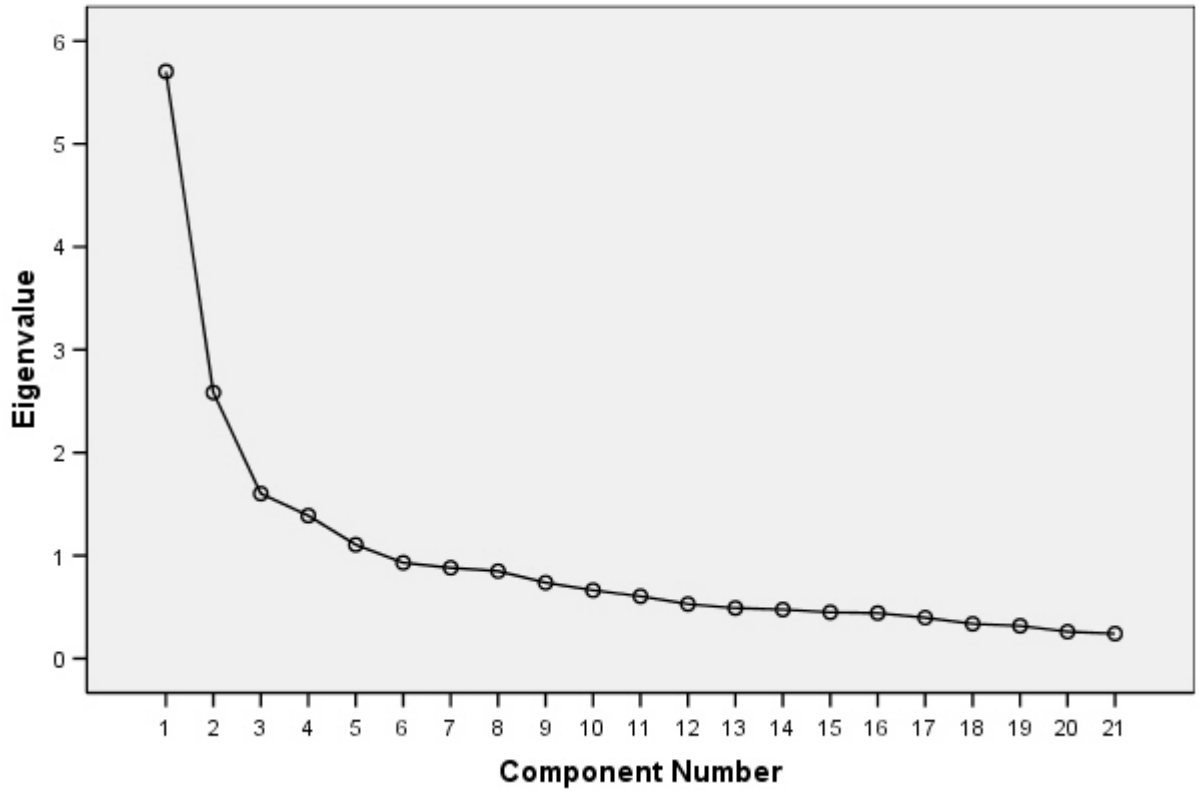


Figure 3.2: Scree Plot of Pull Motivation

Table 3.7: Rotated Component Matrix of Pull motivation

	Component				
	1	2	3	4	5
<b>Factor 1: History, heritage and knowledge</b>					
(1) Historical sites, archaeological buildings and places	.819				
(2) Visits to appreciate natural ecological sites	.803				
(3) Interest in urbanization	.760				
(5) Arts and cultural attractions	.738				
(4) Opportunities to increase knowledge	.713				
<b>Variance Explained</b>	27.157				
<b>Cronbach Alpha</b>	.855				
<b>Factor 2: Quality and infrastructure</b>					
(11) Standards of hygiene and cleanliness		.827			
(10) Environmental quality, air, water and soil		.816			
(9) Personal safety		.648		.408	
(12) Public transportation such as airlines, bus etc.		.635			

<b>Variance Explained</b>		12.306			
<b>Cronbach Alpha</b>		.793			
<b>Factor 3: Convenience and activities</b>					
(17) Availability pre-trip and in-country tourist information			.687		
(16) Ease of driving on my own			.625		
(20) Activities for the entire family			.530		
(13) Shopping			.514		
(18) Outdoor activities			.484		.433
(19) Activities in night life and entertainment			.484		
<b>Variance Explained</b>			7.633		
<b>Cronbach Alpha</b>			.680		
<b>Factor 4: Food and People</b>					
(7) See people from various ethnic backgrounds				.788	
(8) Thai hospitality				.674	
(6) Trying new foods, local cuisine				.642	
<b>Variance Explained</b>				6.614	
<b>Cronbach Alpha</b>				.685	
<b>Factor 5: Scenery</b>					
(22) Nice weather					.770
(21) Outstanding scenery					.723
(23) Exotic atmosphere					.639
<b>Variance Explained</b>					5.269
<b>Cronbach Alpha</b>					.711

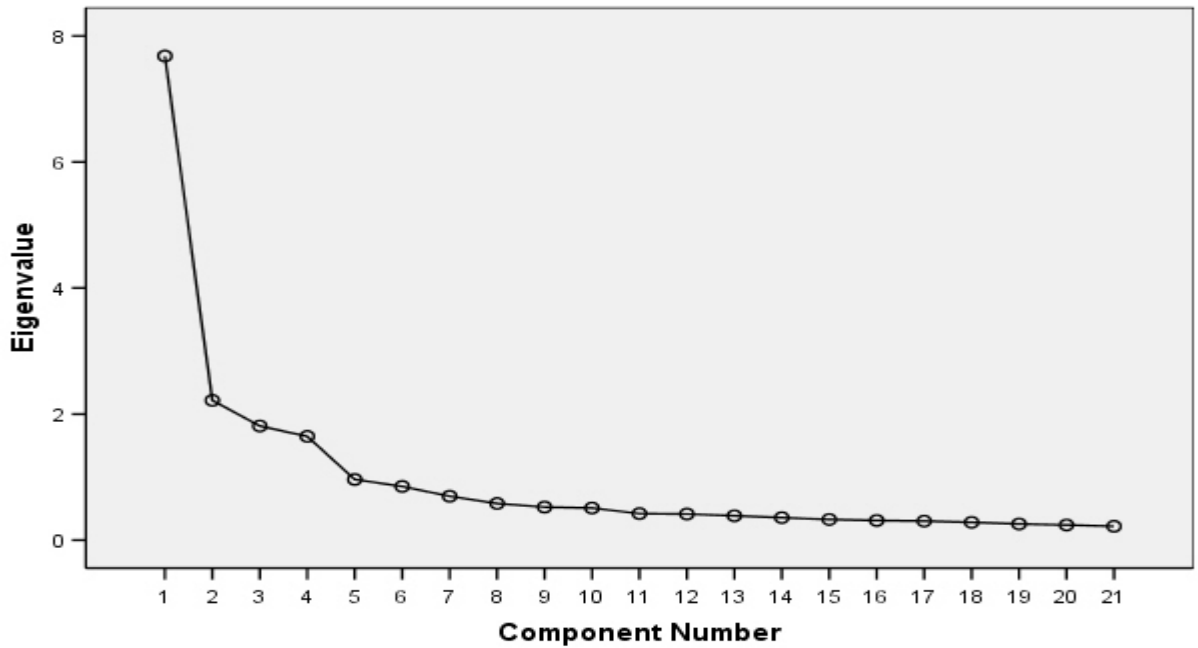
Remark:

1. Extraction Method is Principal Component Analysis.
2. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 5 iterations.

### 3.11 Scale Evaluation and Dimensionality of Novelty Seeking

Novelty seeking constructs was assessed using a 21-item, five-point item rating scale with 1= strongly disagree and 5 = strongly agree developed by Lee and Crompton (1992). Their original scale suggested 4 dimensions consisted of (1) adventure and thrills, (2) change from routine, (3) surprise, and (4) boredom alleviation. This scale was also subjected to run an EFA and revealed the same four dimensions explaining 63.59% of variance. KMO (Kaiser-Meyer-Olkin) value is equals to 0.901 beyond the cutoff point and Bartlett's Test of Sphericity is significant (Chi-Square=8903.835, df = 210, sig. =.000). All loading values less than 0.50 and items cross loading were removed, then the remaining items were subject to reliability analysis.

**Scree Plot**



**Figure 3.3: Scree Plot of Novelty Seeking**

**Table 3.8: Rotated Component Matrix of Novelty Seeking**

	Component			
	1	2	3	4
<b>Factor 1: Adventure and Thrills</b>				
(2) I enjoy doing "daring" activities while on vacation.	.809			
(6) I enjoy activities that offer thrills.	.784			
(3) Sometimes it is fun to be a little frightened on vacation.	.761			
(1) I sometimes like to do things on vacation that are a little frightening.	.745			
(7) I seek adventure on my vacation.	.698			
(5) I would like to be on a raft in the middle of wild water at the time of the spring flood waters.	.656			
(4) I enjoy experiencing a sense of danger on a vacation trip.	.578			
(14) I like to travel to adventurous places.	.543	.498		
<b>Variance Explained</b>	<b>36.574</b>			
<b>Cronbach Alpha</b>	<b>.890</b>			
<b>Factor 2: Change from Routine</b>				
(11) On vacation, I enjoy the change of environment which allows me to experience something new.		.772		
(9) I want to experience new and different things on my vacation.		.754		

(10) On vacation, I want to experience customs and cultures different from those in my environment.		.750		
(12) My ideal vacation involves looking at things I have not seen before.		.748		
(13) I want to feel a sense of discovery involved as part of my vacation.		.725		
(8) I like to find myself at destinations where I can explore new things.		.634		
(15) I feel a powerful urge to explore the unknown on vacation.		.591		
<b>Variance Explained</b>		<b>10.560</b>		
<b>Cronbach Alpha</b>		<b>.882</b>		
<b>Factor 3: Surprise</b>				
(20) I like vacations that are unpredictable.			.848	
(21) I would like to take off on a trip with no preplanned routes.			.837	
(19) I do not like to plan a vacation trip in detail because it takes away some of the unexpectedness.			.754	
<b>Variance Explained</b>			<b>8.623</b>	
<b>Cronbach Alpha</b>			<b>.814</b>	
<b>Factor 4: Boredom Alleviation</b>				
(17) I have to go on vacation from time to time to avoid getting into a rut.				.854
(16) I want to travel to relieve boredom.				.816
(18) I like to travel because the routine of work bores me.				.805
<b>Variance Explained</b>				<b>7.838</b>
<b>Cronbach Alpha</b>				<b>.818</b>

Remark:

1. Extraction Method is Principal Component Analysis.
2. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 5 iterations.

### 3.12 Reliability of Measures

The measurement scale in this study was examined for its internal consistency by investigating the inter-item correlation matrix and a number of reliability coefficient (Churchill 1979; Nunnally and Bersntein, 1994; Robinson, Shaver and Wrightsman, 1991). Rule of thumb for corrected item-to-total correlations is that they should be .50 or greater (Bearden, Netemeyer and Tell, 1989; Shimp and Sharma, 1987). Rules of thumb for individual correlations in the inter-item correlation matrix vary. Robinson and colleagues (1991) recommend the level of .30 or better. The most widely used internal reliability coefficient is Cronbach's (1951) coefficient alpha. According to Robinson, Shaver and Wrightsman (1991), Cronbach's alpha can go as low as .70 or even .60. Hence of the measures used in this study have Cronbach's alpha above .60 indicating acceptable reliability.

**Table 3.9: Reliability of Measures Used in This Study**

<b>Reliability of Measures</b>
<b><i>Dependent Variables</i></b>
<b>Behavioral Loyalty:</b> (1) Number of repeated visit
<b>Attitudinal Loyalty (<math>\alpha = .846</math>)</b> (1) I consider myself a loyal visitor of this place. (2) My next trip will most likely be this place.. (3) I would visit this place again. (4) I would recommend this place to people who seek my advice. (5) I would tell others positive things about this place.
<b><i>Independent Variables</i></b>
<b>Satisfaction with Destination (<math>\alpha = .787</math>)</b> (1) How does this destination, in general, rate compared to what you expected? (2) Was this visit worth your time and effort? (3) Overall how satisfied were you with your holiday in this destination?
<b>Perceived Value (<math>\alpha = .913</math>)</b> (1) Spending my vacation in this place is well priced. (2) Considering what I will pay for spending my vacation in this place, I will get much more than my money's worth. (3) I consider traveling to this place to be a bargain because of the benefits I receive.
<b>Attachment (<math>\alpha = .871</math>)</b> (1) This place means a lot to me. (2) I enjoy recreating at this place more than any other place. (3) I am very attached to this place.
<b>Familiarity (<math>\alpha = .826</math>)</b> (1) How familiar are you with this place as a vacation destination? (2) How interested are you in this place as a vacation destination? (3) How much do you know about this place as a vacation destination? (4) How knowledgeable are you about vacation travel in this place relative to other people from your country?
<b>Motivation: Push Factor</b>
<b>Factor 1: Desire to experience different lifestyles and people (<math>\alpha = .807</math>)</b> (6) Experiencing a simpler lifestyle (7) Experiencing new and different lifestyles (8) Meeting people with similar interests (9) Meeting new and different people (10) Doing/Seeing things that represent a destination's unique identity
<b>Factor 2: Desire to seek escape and relaxation (<math>\alpha = .788</math>)</b> (1) Getting a change from a busy job (2) Getting away from working at home (3) Escaping from the ordinary
<b>Factor 3: Desire to seek novelty and status (<math>\alpha = .673</math>)</b> (11) Visiting a place I can talk about when I get home (12) Going to places I have not visited before

(14) Going to places my friends have not been to

**Factor 4: Desire to strengthen family or kinship ties ( $\alpha = .628$ )**

(15) Being together as family

(16) Visiting friends and relatives

**Motivation: Pull Factor**

**Factor 1: History, heritage and knowledge ( $\alpha = .855$ )**

(1) Historical, archaeological buildings and places

(2) Visits to appreciate natural ecological sites

(3) Interesting rural countryside

(4) Opportunities to increase knowledge

(5) Arts and cultural attractions

**Factor 2: Quality and infrastructure ( $\alpha = .793$ )**

(9) Personal safety

(10) Environmental quality, air, water and soil

(11) Standards of hygiene and cleanliness

(12) Convenient transportation

**Factor 3: Convenience and activities ( $\alpha = .680$ )**

(16) Ease of driving on my own

(17) Availability pre-trip and in-country tourist information

(18) Outdoor activities

(19) Activities in night life and entertainment

(20) Activities for the entire family

**Factor 4: Food and People ( $\alpha = .685$ )**

(6) Trying new foods, local cuisine

(7) See people from a number of ethnic backgrounds

(8) Thai hospitality

**Factor 5: Scenery ( $\alpha = .711$ )**

(21) Outstanding scenery

(22) Nice weather

(23) Exotic atmosphere

**Novelty Seeking in Tourism**

**Factor 1: Adventure and Thrills ( $\alpha = .890$ )**

(2) I enjoy doing "daring" activities while on vacation.

(6) I enjoy activities that offer thrills.

(3) Sometimes it is fun to be a little frightened on vacation.

(1) I sometimes like to do things on vacation that are a little frightening.

(7) I seek adventure on my vacation.

(5) I would like to be on a raft in the middle of wild water at the time of the spring flood waters.

(4) I enjoy experiencing a sense of danger on a vacation trip.

(14) I like to travel to adventurous places.

**Factor 2: Change from Routine ( $\alpha = .882$ )**

(8) I like to find myself at destinations where I can explore new things.

(9) I want to experience new and different things on my vacation.

(10) On vacation, I want to experience customs and cultures different from those in my environment.

- (11) On vacation, I enjoy the change of environment which allows me to experience something new.
- (12) My ideal vacation involves looking at things I have not seen before.
- (13) I want there to be a sense of discovery involved as part of my vacation.
- (14) I like to travel to adventurous places
- (15) I feel a powerful urge to explore the unknown vacation.

**Factor 3: Surprise ( $\alpha = .814$ )**

- (20) I like vacations that are unpredictable.
- (21) I would like to take off on a trip with no preplanned routes.
- (19) I do not like to plan a vacation trip in detail because it takes away some of the unexpectedness

**Factor 4: Boredom Alleviation ( $\alpha = .818$ )**

- (17) I have to go on vacation from time to time to avoid getting into a rut.
- (16) I want to travel to relieve boredom.
- (18) I like to travel because the routine of work bores me.

### 3.13 Summary

The purpose of this chapter is to describe the key methodological approaches on which this dissertation is developed and implemented. This research design is cross-sectionally based but benefits from the insights of focus groups and in-depth interviews. Furthermore, a convenience sample was employed but the sample data shows adequate representative of population. The measures were operationalized and justified based on the literature and insights from qualitative research. Various statistical methods are applied to determine validity and reliability of measures, to determine linearity assumption and linear relationship among constructs through the use of structural equation modeling. At the end of this chapter, the measures used in this study are evaluated. The results indicated a satisfactory level of reliability.



## **Chapter 4: Chiangmai Results**

This chapter provided results of Chiangmai tourists and was described based on the research objectives. First objective is to determine demographic characteristics of tourists who have loyalty toward Chiangmai. Second objective is to determine their psychographic characteristics and their travel behavior. Third objective is to study the loyalty typology of tourists in terms of “true loyalty”, “latent loyalty”, “spurious loyalty” and “low loyalty”, and to determine factors distinguishing tourists into those four groups. Fourth objective is to explore factors influencing tourist loyalty in terms of attitudinal and behavioral loyalty as well as intention to visit other place in Thailand.

### **4.1 Results of Research Objective I: Demographic Characteristics of Tourists (International and Domestic Tourists) Who Are Loyal toward Chiangmai**

In this study, tourists who have visited the tourism destination (Chiangmai) more than once are regarded as loyal tourists. Descriptive statistics will be used and the data will be illustrated separately between international and domestic tourists in table 4.1 below.

With regards to domestic tourists in Chiangmai, 56% of them are female, aged between 25-34 years old. The majority of them (67%) have no children living with them, are single and holds bachelor degree. In terms of their occupation, the majority of them are government/state enterprise officer (18%), student (16%) and commercial (12.5%). Their income is in the range from 34,999 Baht and lower.

In terms of international tourists, 66% of them are male, age ranging from 25-54 years old. 74% of them have no children living with them, half of them are single. The majority of them, hold bachelor degree or higher, work as professional (30%), student (14%), managerial level (12%), and retired or unemployed (10%), respectively. Their income is in the 35,000 Baht or higher range, 42.5% of their income is 80,000 Baht or higher.

In summary, most domestic tourists in Chiangmai are female, relatively young, single and lower income. Whereas, most international tourists in Chiangmai are male, relatively old, holding bachelor degree or higher, and higher income.

**Table 4.1: Demographic Characteristics of Tourists in Chiangmai (Domestic and International Tourists)**

	Domestic Tourists		International Tourists	
	Count	%	Count	%
<b>Gender</b>				
Male	88	43.7	133	66.5
Female	112	56.3	67	33.5
Total	200	100.0	200	100.0
<b>Age</b>				
Less than 15 years old	1	.5	5	2.5
15-24	44	22.1	29	14.5
25-34	90	45.2	45	22.5
35-44	42	20.6	46	23.0
45-54	21	10.6	44	22.0
55-64	2	1.0	25	12.5
65 years old or higher	-	-	6	3.0
Total	200	100.0	200	100.0
<b>Number of Children Living with Them</b>				
None	134	66.8	148	74.0
1-2 persons	46	23.2	40	20.0
3-4 persons	14	7.0	11	5.5
More than 4 persons	6	3.0	1	.5
Total	200	100.0	200	100.0
<b>Marital Status</b>				
Single	134	66.8	92	46.0
Married/Living together	62	31.2	86	43.0
Divorced/Separate/Widowed	4	2.0	22	11.0
Total	200	100.0	200	100.0
<b>Education Level</b>				
Less than Bachelor Degree	46	22.6	35	17.5
Bachelor Degree	112	56.3	85	42.5
Higher than Bachelor Degree	42	21.1	80	40.0
Total	200	100.0	200	100.0
<b>Occupation</b>				
Professional	16	8.0	60	30.0
Administrative/Managerial	21	10.6	24	12.0

Commercial	24	12.1	15	7.5
Production worker	6	3.0	4	2.0
Agricultural worker	2	1.0	6	3.0
Govt. officer/State enterprise	36	18.1	8	4.0
Housewife	15	7.5	3	1.5
Students	32	16.1	28	14.0
Retired/Unemployed	1	.5	20	10.0
Entrepreneur	8	4.0	13	6.5
Others	39	19.1	19	9.5
Total	200	100.0	200	100.0
<b>Monthly Household Income</b>	<b>Count</b>	<b>%</b>	<b>Count</b>	<b>%</b>
Less than 10,000 Baht	51	25.1	12	6.0
10,000-17,499 Baht	52	26.1	8	4.0
17,500-19,999 Baht	21	10.6	6	3.0
20,000-34,999 Baht	20	10.1	11	5.5
35,000-49,999 Baht	12	6.0	27	13.5
50,000-64,999 Baht	12	6.0	29	14.5
65,000-79,999 Baht	8	4.0	22	11.0
80,000 Baht or higher	24	12.1	85	42.5
Total	200	100.0	200	100.0
<b>Country of Residence</b>	<b>Count</b>	<b>%</b>	<b>Count</b>	<b>%</b>
Thailand	200	100.0	16	8.0
East Asia	-	-	16	8.0
Europe	-	-	80	40.0
The Americas	-	-	49	24.5
South Asia	-	-	7	3.5
Oceania	-	-	11	5.5
Middle East	-	-	6	3.0
Africa	-	-	2	1.0
Others	-	-	13	6.5
Total	200	100.0	200	100.0

#### 4.2 Results of Research Objective II: Psychographic Characteristic and Travel Behavior of Tourists in Chiangmai (Domestic and International Tourists)

In this section, the psychographic characteristics of tourists and their travel behavior are described. Descriptive and inferential statistics were performed and analyzed comparatively between domestic and international tourists. The psychographic characteristics are the following:

- Reasons for repeat visitation

- Travel products of interest
- Novelty seeking in tourism
- Push motivation
- Pull motivation
- Familiarity with tourism destination
- Satisfaction with tourism destination
- Intention to revisit other destination in Thailand
- Attitudinal loyalty toward tourism destination
- Perceived value
- Attachment with tourism destination

With respect to travel behavior, both descriptive and inferential statistics were analyzed comparatively between domestic and international tourist. Travel behaviors are the followings:

- Travel companion
- Travel method
- Average travel expense
- Average length of stay

#### **4.2.1 Reasons for Repeated Visitation and Differences between Domestic and International Tourists in Chiangmai**

In Chiangmai, reasons for repeat visitation of domestic tourists are as follows; contentment with the place, previous good experience, desire for further exploration, emotional attachment, desire to show the place to other, convenience, and familiarity as well as low expense. For international tourists, the highest rating reason is more or less the same as follows: contentment with the place, previous good experience, desire to show the place to other, desire for further exploration, convenience, low expense, familiarity and emotional attachment. Using Independent sample t-test to detect mean

difference between these two groups of tourists, it was found that domestic tourists have higher rating on emotional attachment and lower rating on perceived travel expense than international tourists. In other words, domestic tourists are more attached to the destination and international tourists perceived the travel expense in Chiangmai as cheaper.

**Table 4.2: Reasons for Repeat Visitation of Tourists Who are Loyal toward Chiangmai**

Reasons for Repeat visitation	Domestic Tourist Mean (SD)	Ranking	International Tourist Mean (SD)	Ranking	t-value	Sig.
1. I am contented with Chiangmai.	4.24 (.588)	1	4.12 (.840)	1	1.740 <sup>a</sup>	.083
2. I had previous good experience in visiting Chiangmai.	4.15 (.699)	2	4.09 (.912)	2	.747	.456
3. It is less risky to visit because I am familiar with Chiangmai.	3.74 (.835)	7	3.64 (1.052)	7	1.144	.253
<b>4. I have emotional attachment to Chiangmai.</b>	<b>4.01 (.689)</b>	<b>4</b>	<b>3.53 (1.061)</b>	<b>8</b>	<b>5.364**</b>	<b>.000</b>
5. I want to further explore Chiangmai.	4.13 (.810)	3	4.04 (.832)	4	1.042	.298
6. I want to show Chiangmai to others.	3.98 (.835)	5	4.07 (.805)	3	-1.097	.273
7. It is convenient to travel to Chiangmai.	3.90 (.874)	6	3.93 (.913)	5	-2.29	.819
<b>8. It takes relatively low expenses to travel to Chiangmai.</b>	<b>3.16 (1.027)</b>	<b>8</b>	<b>3.72 (1.014)</b>	<b>6</b>	<b>-5.423**</b>	<b>.000</b>

Remark: \*\*Significant at .01 level, \*Significant at .05 level, <sup>a</sup>Significant at .10 level

#### 4.2.2 Travel Product Interested of Chiangmai Tourists and Difference between Domestic and International Tourists

Regarding their interest in travel products of Thailand, it can be concluded that the top three products of interest for domestic tourists are nature (mountain), culture and nature (beach), while the top three products of interest for international tourists are foods, culture and nature (mountain). In terms of the difference in their rating, domestic tourists rated the following products (e.g., historical sites, culture, shopping or souvenir, food, entertainment or night life) lower than international tourists, but higher than international tourists on health tourism and eco tourism.

**Table 4.3: Travel Products Interested of Chiangmai Tourists and Difference between Domestic and International Tourists**

Travel Products of Interest	Domestic Tourist Mean (SD)	Ranking	International Tourist Mean (SD)	Ranking	t-value	Sig.
1. Nature-Mountain	4.13 (.772)	1	4.14 (.891)	3	-.172	.863
2. Nature-Beach, sea	3.82 (1.051)	3	3.85 (1.112)	5	-.193	.847
<b>3. Historical sites</b>	<b>3.67 (.864)</b>	<b>5</b>	<b>3.98 (.929)</b>	<b>4</b>	<b>-3.413**</b>	<b>.001</b>
<b>4. Culture</b>	<b>3.85 (.781)</b>	<b>2</b>	<b>4.16 (.841)</b>	<b>2</b>	<b>-3.761**</b>	<b>.000</b>
<b>5. Shopping or souvenir</b>	<b>3.48 (1.009)</b>	<b>8</b>	<b>3.71 (1.049)</b>	<b>6</b>	<b>-2.208*</b>	<b>.028</b>
<b>6. Domestic Foods</b>	<b>3.64 (.926)</b>	<b>6</b>	<b>4.29 (.856)</b>	<b>1</b>	<b>-7.253**</b>	<b>.000</b>
<b>7. Entertainment, Night life</b>	<b>3.08 (1.152)</b>	<b>11</b>	<b>3.50 (1.094)</b>	<b>8</b>	<b>-3.727**</b>	<b>.000</b>
<b>8. Health Tourism</b>	<b>3.36 (.937)</b>	<b>9</b>	<b>3.11 (1.069)</b>	<b>12</b>	<b>2.501*</b>	<b>.013</b>
9. Adventure	3.56 (1.080)	7	3.36 (1.182)	10	1.744	.082
<b>10. Eco-Tourism</b>	<b>3.72 (.970)</b>	<b>4</b>	<b>3.46 (.987)</b>	<b>9</b>	<b>2.640**</b>	<b>.009</b>
<b>11. Long stay</b>	<b>3.20 (1.090)</b>	<b>10</b>	<b>3.57 (1.077)</b>	<b>7</b>	<b>-3.446**</b>	<b>.001</b>
12. Spa	2.99 (1.066)	12	3.18 (1.127)	11	-1.639	.102
13. Diving	2.86 (1.206)	13	2.75 (1.243)	13	.891	.373
14. Sport-Golf	2.41 (1.115)	14	2.40 (1.215)	14	.103	.918

Remark: \*\*Significant at .01 level, \*Significant at .05 level, <sup>a</sup>Significant at .10 level

#### 4.2.3 Novelty Seeking in Tourism and Difference between Domestic and International Tourists in Chiangmai

In measuring novelty seeking in tourism, researcher has suggested four dimensions; thrill, change from routine, surprise and boredom alleviation (Lee and Crompton, 1992). Thrill refers to an experience which is exciting, created through a strange, dangerous and unusual happening, involving unknown risks (Thomas, 1964). Change from routine refers to travel which provides a form of change by enabling people to do something different. Surprise was defined as a feeling caused by unexpected features resulting from a discrepancy between what an individual believes and the reality of the environmental stimuli (Smock and Holt, 1962). Boredom alleviation was defined as a search for additional or alternative stimulation of a more varied nature to achieve a high degree of need satisfaction (Hill and Perkins, 1985). Domestic tourists rated high on change from routine and boredom alleviation the same as international tourists. These two groups differed significantly on all

dimensions except for thrill. Domestic tourists rated higher than international tourists on boredom alleviation but lower on change from routine and surprise.

**Table 4.4: Novelty Seeking in Tourism of Chiangmai Tourists and Difference between Domestic and International Tourists**

Novelty Seeking in Tourism	Domestic Tourist Mean (SD)	Ranking	International Tourist Mean (SD)	Ranking	t-value	Sig.
1. Thrill	3.33 (.704)	2	3.21 (.849)	4	1.448	.148
2. <i>Change from routine</i>	<i>3.93 (.555)</i>	<i>1</i>	<i>4.11 (.575)</i>	<i>1</i>	<i>-3.202**</i>	<i>.001</i>
3. <i>Surprise</i>	<i>3.25 (.960)</i>	<i>3</i>	<i>3.50 (.876)</i>	<i>2</i>	<i>-2.616**</i>	<i>.009</i>
4. <i>Boredom alleviation</i>	<i>3.93 (.767)</i>	<i>1</i>	<i>3.33 (.975)</i>	<i>3</i>	<i>6.842**</i>	<i>.000</i>

Remark: \*\*Significant at .01 level, \*Significant at .05 level, <sup>a</sup>Significant at .10 level

#### 4.2.4 Push Motivation of Chiangmai Tourists and Difference between Domestic and International Tourists

In terms of push motivation or travel benefit sought, domestic tourists rated seeking novelty and status, experience different lifestyle and people, and strengthening families and kinship ties as well as seeking escape and relaxation: while international tourists rated highly on experiencing different lifestyle and people, seeking novelty and status. They differed significantly in all aspects. Domestic tourists placed more emphasis on novelty and status, and kinship ties whereas international tourists put more emphasis on different lifestyle and people, and escape and relaxation.

**Table 4.5: Push Motivation of Chiangmai Tourists and Difference between Domestic and International Tourists**

Push Motivation	Domestic Tourist Mean (SD)	Ranking	International Tourist Mean (SD)	Ranking	t-value	Sig.
1. <i>Experiencing different lifestyle and people</i>	<i>3.56 (.6749)</i>	<i>2</i>	<i>3.86 (.595)</i>	<i>1</i>	<i>-4.795**</i>	<i>.000</i>
2. <i>Seeking novelty and status</i>	<i>3.93 (.698)</i>	<i>1</i>	<i>3.69 (.774)</i>	<i>2</i>	<i>3.289**</i>	<i>.001</i>

<b>3. Seeking escape and relaxation</b>	<b>3.15 (.827)</b>	<b>4</b>	<b>3.54 (.878)</b>	<b>3</b>	<b>-4.498**</b>	<b>.000</b>
<b>4. Strengthening family and kinship ties</b>	<b>3.44 (.921)</b>	<b>3</b>	<b>3.15 (1.049)</b>	<b>4</b>	<b>2.957**</b>	<b>.003</b>

Remark: \*\*Significant at .01 level, \*Significant at .05 level, <sup>a</sup>Significant at .10 level

#### 4.2.5 Pull Motivation and Difference between Domestic and International Tourists in Chiangmai

In terms of pull motivation or destination attribute preference, the most important and attractive attributes for domestic tourists are (1) scenery, (2) history, heritage and knowledge, (3) quality and infrastructure, while the top three attributed for international tourists are (1) food and people, (2) scenery and (3) history, heritage and knowledge. Domestic and international tourists differ significantly in four out of five aspects of pull motivation. Domestic tourists are more attracted by the first aspects (history, heritage and knowledge), the second aspects (quality and infrastructure), and the fifth aspects (scenery) than international tourists whereas international tourists are more attracted by the fourth aspects (food and people) than domestic tourists are.

**Table 4.6: Pull Motivation of Tourists Who are Loyal toward Chiangmai**

Pull Motivation	Domestic Tourist Mean (SD)	Ranking	International Tourist Mean (SD)	Ranking	t-value	Sig.
<b>1. History, Heritage and knowledge</b>	<b>3.84 (.634)</b>	<b>2</b>	<b>3.66 (.678)</b>	<b>3</b>	<b>2.788**</b>	<b>.006</b>
<b>2. Quality and infrastructure</b>	<b>3.70 (.587)</b>	<b>4</b>	<b>3.48 (.822)</b>	<b>4</b>	<b>3.093**</b>	<b>.002</b>
3. Shopping, Convenience and Activities	3.42 (.675)	5	3.39 (.708)	5	.427	.670
<b>4. Food and People</b>	<b>3.75 (.703)</b>	<b>3</b>	<b>4.15 (.610)</b>	<b>1</b>	<b>-6.109**</b>	<b>.000</b>
<b>5. Scenery</b>	<b>4.09 (.642)</b>	<b>1</b>	<b>3.91 (.723)</b>	<b>2</b>	<b>2.733**</b>	<b>.007</b>

Remark: \*\*Significant at .01 level, \*Significant at .05 level, <sup>a</sup>Significant at .10 level

#### 4.2.6 Attitude toward Chiangmai and Difference between Domestic and International Tourists

In Chiangmai, domestic and international tourists differ significantly in terms of their satisfaction, perceived value, attachment and intention to revisit other place in Thailand,. Domestic tourists are more inclined to revisit and more attached to Chiangmai than international tourists. International tourists are more satisfied and perceived traveling to Chiangmai as higher value. However, these



two groups of tourists are not different in their perceived familiarity with Chiangmai and in their attitudinal loyalty toward Chiangmai.

**Table 4.7: Attitude of Chiangmai Tourist and Difference between Domestic and International**

**Tourists**

Attitude toward Chiangmai	Domestic Tourist Mean (SD)	International Tourist Mean (SD)	t-value	Sig.
1. Familiarity	3.68 (.715)	3.76 (.787)	-1.035	.302
<b>2. Satisfaction</b>	<b>3.91 (.664)</b>	<b>4.20 (.618)</b>	<b>-4.497**</b>	<b>.000</b>
<b>3. Perceived value</b>	<b>4.79 (1.100)</b>	<b>5.55 (.986)</b>	<b>-7.290**</b>	<b>.000</b>
<b>4. Attachment</b>	<b>3.73 (.705)</b>	<b>3.58 (.879)</b>	<b>1.989*</b>	<b>.047</b>
5. Attitudinal loyalty	4.10 (.611)	3.97 (.804)	1.969 <sup>a</sup>	.050
<b>6. Intention to revisit other place in Thailand</b>	<b>4.32 (.952)</b>	<b>3.90 (1.248)</b>	<b>3.795**</b>	<b>.000</b>

Remark: \*\*Significant at .01 level, \*Significant at .05 level, <sup>a</sup>Significant at .10 level

**4.2.7 Travel Behavior of Chiangmai Tourists and Difference between Domestic and International**

**Tourists.**

When considering travel behavior, domestic and international tourists differ significantly in the number of repeated visits, length of stay, and average expenditure. Domestic tourists visit Chiangmai more often, while international tourists stay longer and spend more than domestic tourists.

**Table 4.8: Travel Behavior of Chiangmai Tourists and Difference between Domestic and**

**International Tourists**

Travel Behavior	Domestic Tourist Mean (SD)	International Tourist Mean (SD)	t-value	Sig.
<b>1. Number of visits</b>	<b>5.60 (6.461)</b>	<b>4.19 (4.739)</b>	<b>2.485*</b>	<b>.013</b>
<b>2. Length of stay</b>	<b>4.87 (11.570)</b>	<b>24.20 (40.725)</b>	<b>-6.395**</b>	<b>.000</b>
<b>3. Average expenditure</b>	<b>8,635.35 (8755.373)</b>	<b>29,869.51 (48776.715)</b>	<b>-5.497**</b>	<b>.000</b>

Remark: \*\*Significant at .01 level, \*Significant at .05 level, <sup>a</sup>Significant at .10 level

#### 4.2.8 Travel Companion of Chiangmai Tourists and Difference between International and

##### Domestic Tourists

The majority of domestic tourists travel to Chiangmai with friends (46.7%) followed by family groups (40.2%) respectively whereas international tourists travel to Chiangmai on their own (31.5%), followed by travel with friends (28.5%) and with family group (17.5%) respectively. The researcher wished to further explore whether there was an association between travel companion of tourists and their nationality. Chi-square test was performed and the result shows that there is significant association between these two variables. International tourists are more inclined than domestic tourists to travel alone whereas domestic tourists are more inclined to travel with family groups.

**Table 4.9: Travel Companion of Chiangmai Tourists and Difference between Domestic and**

##### International Tourists

		Travel Companion				
Nationality		Alone	With Friends	With Family Groups	With Partner Only	Total
<b>International</b>	Count	61	57	44	35	197
	% within nationality	31.0%	28.9%	22.3%	17.8%	100.0%
<b>Domestic</b>	Count	3	89	77	22	191
	% within nationality	1.6%	46.6%	40.3%	11.5%	100.0%
<b>Total</b>	Count	64	146	121	57	388

**Remark:**

1. Number of valid cases = 388
2. 0 cells (.0%) have expected count less than 5. The minimum expected count is 28.06.

**Table 4.10: Results of Chi-Square Tests and Symmetric Measures on Travel Companion**

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	71.465(a)	3	.000
<b>Likelihood Ratio</b>	83.588	3	.000
<b>Cramer's V</b>	.429		.000
<b>Contingency Coefficient</b>	.394		.000

#### 4.2.9 Travel Method of Chiangmai Tourists and Difference between Domestic and International

##### Tourists

88.5% of domestic tourists travel to Chiangmai on their own while 74.5% of international tourists travel to Chiangmai on their own and 17.0% travel by a partially packaged tour. Then, employing Chi-square, the results indicated significant association of travel method and nationality.

**Table 4.11: Travel Method of Chiangmai Tourists and Difference between Domestic and**

##### International Tourists

Nationality		Travel method			
		Fully Packaged Tour	Partially Packaged Tour	On Your Own	Total
International	Count	16	34	147	197
	% within nationality	8.1%	17.3%	74.6%	100.0%
Domestic	Count	8	14	169	191
	% within nationality	4.2%	7.3%	88.5%	100.0%
Total	Count	24	48	316	388

##### Remark:

1. Number of valid cases = 388
2. 0 cells (.0%) have expected count less than 5. The minimum expected count is 11.81.

**Table 4.12: Results of Chi-Square Tests and Symmetric Measures**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.442(a)	2	.002
Likelihood Ratio	12.751	2	.002
Cramer's V	.179		.002
Contingency Coefficient	.176		.002

#### 4.2.10 The Most Enjoyable Activities of Chiangmai Tourists

In this section, the question is asked in open-ended format, therefore not all respondents answered this section. Results indicated that there are 281 respondents who answered this question, which

was divided into 180 domestic tourists and 101 international tourists. The top three activities for domestic tourists are traveling to tourist attraction (39 responses), going to temple (32 responses), and sightseeing (27 responses), while the top three for international tourists are shopping (40 responses), eating (22 responses), and relaxing (20 responses), respectively.

**Table 4.13: The Most Enjoyable Activities of Chiangmai Tourists**

<b>Activities Tourists Like to Do Most in Chiangmai</b>	<b>Domestic Tourist (FQ)</b>	<b>International Tourist (FQ)</b>	<b>Total (FQ)</b>
1. Going to temple	32	3	35
2. Sightseeing	27	17	44
3. Shopping	26	40	66
4. Eating	15	22	37
5. Traveling to tourists attraction	39	5	44
6. Going to waterfalls	16	-	16
7. Visiting culture, lifestyle, archaeological places	6	2	8
8. Entertainment	2	1	3
9. Adventure: jungle trekking, rock climbing, camping	13	15	28
10. Animal zoo	4	-	4
11. Taking photograph	10	1	11
12. Driving	3	4	7
13. Going to cooking school	-	2	2
14. Others: relaxing, body massage, elephant riding	11	20	31

#### **4.2.11 The Most Favorite Place in Chiangmai**

In this section, the question is also asked in open-ended format, therefore not all respondents answered this section. Results indicated that there are 286 respondents who answered this question, which was divided into 191 domestic tourists and 95 international tourists. The top three places for domestic tourists are Doi Suthep (59 responses), Doin Intanont (30 responses), and other Doi (22 responses), while the top three for international tourists are Wat Pra That (31 responses), Varoros market (30 responses), others such as mountain, park (16 responses), respectively.

**Table 4.14: The Most Favorite Place in Chiangmai**

The Most Favorite Place in Chiangmai	Domestic Tourist (FQ)	International Tourist (FQ)	Total (FQ)
1. Doi Suthep	59	10	69
2. Doi Intanon	30	-	30
3. Other Dois: Doi Angkhang, Doi Tung, Doi Pui	22	-	22
4. Waterfalls	13	1	14
5. Chiangmai Zoo	12	-	12
6. Wat Prathat	17	31	48
7. National Park, Historical Sites	12	3	15
8. Varoros Market, Night Bazaar, walking street	8	30	38
9. Restaurant	-	4	4
10. Elephant show	-	6	6
11. Others: mountain, park	21	16	37

**4.2.12 Another Intended to Visit Destination in Thailand**

In this section, the question is also asked in open-ended format, therefore not all respondents answered this section. Results indicated that there are 286 respondents who answered this question, which was divided into 191 domestic tourists and 95 international tourists. The top three places domestic tourists intended to visit next are Southern region (53 responses), Northern region (35 responses), and Northeastern region (14 responses), while the top two destinations for international tourists are the same, but in their third rank, they intended to visit the central region of Thailand.

**Table 4.15: Another Intended to Visit Destination in Thailand**

Another inTended to Visit Destination in Thailand	Domestic Tourist (FQ)	International Tourist (FQ)	Total (FQ)
1. Southern Region: Phuket, Krabi, Phangna	53	45	98
2. Northern Region: Mae hong Son, Chiang rai	35	16	51
3. Eastern Region: Rayong, Trad	5	12	7
4. Central Region: Ayudthaya, Bangkok	2	14	16
5. Northeastern Region: Loei	14	-	14
6. Western Region: Karnchanaburi, Prachuab	8	5	13

#### 4.2.13 Reasons for Attachment toward Chiangmai

In this section, the question is also asked in open-ended format, therefore not all respondents answered this section. Results indicated that there are 151 respondents who answered this question, which was divided into 96 domestic tourists and 55 international tourists. The top three reasons for domestic tourists are (1) climate and nature (53 responses), (2) have friends or relatives or used to stay in Chiangmai (35 responses), (3) impressed with tourist attractions (14 responses), while the most important reason for international tourists is friendliness and hospitality of local people (20 responses).

**Table 4.16: Reasons for Attachment toward Chiangmai**

Reasons for Attachment toward Chiangmai	Domestic Tourist (FQ)	International Tourist (FQ)	Total (FQ)
1. Friendliness and hospitality of local people	17	20	37
2. Used to live here, have friends or relative here	19	9	28
3. Culture and lifestyle of village people	15	4	19
4. Impressed with many tourists attractions	18	-	18
5. Climate and nature	33	4	37
6. Others: foods, goods	11	9	20

#### 4.2.14 Problem Tourists Encountered in Chiangmai

In this section, the question is also asked in open-ended format, therefore not all respondents answered this section. Results indicated that there are 177 respondents who answered this question, which was divided into 129 domestic tourists and 48 international tourists. The top three problems that domestic tourists encountered are (1) traffic (29 responses), (2) inconvenience in travel (22 responses), (3) long distance (15 responses), while the most important reason for international tourists are language, traffic, pollution, no pavement for pedestrian.

**Table 4.17: Problem Tourists Encountered in Chiangmai**

Problem Tourists Encountered in Chiangmai	Domestic Tourist (FQ)	International Tourist (FQ)	Total (FQ)
1. Traffic	29	6	35
2. Inconvenience in travel	22	1	23
3. Long distance	15	-	15
4. Expensive fare of transportation	8	-	8
5. Hot climate	2	2	4
6. Safety when using public transportation	6	-	6
7. Expensive goods, high costs of living	9	1	10
8. Dirty	3	4	7
9. Language problem	-	8	8
10. Air pollution	-	5	5
11. Pavement for pedestrian	-	5	5
12. Others: too crowded, rain, accommodation, construction	20	11	31

**4.2.15 Recommendation from Chiangmai Tourists**

In this section, the question is also asked in open-ended format, therefore not all respondents answered this section. Results indicated that there are 100 respondents who answered this question, which was divided into 71 domestic tourists and 29 international tourists. The top three problems that domestic tourists encountered are (1) natural conservatism (10 responses), (2) traffic (9 responses), while the most important reason for international tourists are (1) improvement of transportation system, (2) traditional and cultural conservatism, (3) traffic, and (4) use English in communication.

**Table 4.18: Recommendation from Chiangmai Tourists**

Recommendation from Chiangmai Tourists	Domestic Tourist (FQ)	International Tourist (FQ)	Total (FQ)
1. Natural conservatism	10	1	11
2. Traditional and cultural conservatism	7	3	10
3. Controlling and standardizing for price of goods	5	-	5
4. Travel safety	4	-	4
5. Traffic	9	3	12
6. Improvement of transportation system	8	4	12
7. Government involvement in promoting tourism	6	1	7
8. Establish tourist center	3	-	3
9. Waste elimination policies	3	-	3

10. Use English in communication	-	3	3
11. Others: Courtesy of taxi driver, construction project during nighttime, quantity of public bus, finding new attractions	11	7	18

### 4.3 Results of Research Objective III: Distinguishing Factors of Tourist Loyalty Typology (Domestic and International Tourists)

In this section, loyalty typology adapted by Backman (1988) was employed. Participants categorized as “low loyalty”, had low behavioral consistency and low psychological attachment. “Latently loyal” participants had high psychological attachment, but low behavioral consistency. Participant categorized as “spuriously loyal” had high behavioral consistency, but low psychological commitment, while “highly loyal” participants had both high behavioral consistency and high psychological attachment.

Analysis involves the following procedures:

- (1) Loyalty segments were created by using the variables of: number of visits and attitudinal loyalty. Both variables were transformed into simple bivariate categories of ‘high’ (above the median) and ‘low’ (below the median). Respondents whose score were on the median were not included. The results are shown in table below.

**Table 4.19: Loyalty Typology of Chiangmai Tourists**

Loyalty Typology	Domestic Tourist		International Tourist		Total	
	FQ	%	FQ	%	FQ	%
High Loyalty	40	36.4	34	23.9	74	29.4
Latent Loyalty	29	26.4	35	24.6	64	25.4
Spurious Loyalty	23	20.9	15	10.6	38	15.1
Low Loyalty	18	16.4	58	40.8	76	30.2
Total	110	100.0	142	100.0	252	100.0

- (2) Factors distinguishing these four segments will be analyzed using discriminant analysis. The predictor variables are as follows; (1) satisfaction, (2) attachment, (3) perceived value, (4)



familiarity, (5) four dimensions of push motivations, (6) five dimensions of pull motivations, (7) three reasons for repeated visitation, (8) novelty seeking and (9) demographic variables such as gender, age, marital status, number of children living with them, education level, monthly household income and nationality. It should be noted that in performing discriminant analysis, the predictor variable should be interval/ratio data. If the data is categorical like demographic data, the researcher should recode it into dummy variable as the following.

**Table 4.20: Lists of Dummy Code Variables**

Variables	Dummy Code	
Gender:	1 = Male,	0 = female
Age:	1 = 35 years old or higher	0 = less than 35 years old
Education level:	1 = less than Bachelor degree	0 = Bachelor degree or higher
Monthly household income	1 = 35,000 Baht or higher	0 = less than 35,000 Baht
Children	1 = having no children living with them	0 = having children living with them
Nationality	1 = Thai tourist	0 = foreign tourist

(3) Demographic and psychographic, characteristics, as well as travel behavior of these four groups will be illustrated and analyzed using Chi-Square (for demographic using categorical variable) and Anova (for psychographic using continuous variable).

#### **4.3.1 Factor Distinguishing Loyalty Group in Chiangmai**

Discriminant analysis was implemented on Chiangmai data. The author first detected Box's M. The significance indicates that the group does differ, thus the assumption of homoscedasticity is violated. Therefore, instead of using within-group covariance matrix, the author used separate-group covariance matrix. However, it should be noted that this test is very sensitive to meeting and that discriminant analysis can be robust even when this assumption is violated. As indicated by Lachenbruch (1975), discriminant analysis is relatively robust even when there are modest violations of these assumptions.

**Table 4.21: Box's Test of Equality of Covariance Matrices**

Test Results		
Box's M		711.234
F	Approx.	1.187
	df1	513
	df2	74596.849
	Sig.	.002

Tests null hypothesis of equal population covariance matrices.

Total sample size for running discriminate analysis for Chiangmai was 247. The author then tested the significance of each independent variable, 18 out of 22 independent variables were significant in distinguishing four groups of loyalty. It should be noted that tourist's desire to strengthen family and kinship ties (push motivation), gender, age, and monthly household income (demographic characteristic) were not significant in differentiating loyalty group of tourists.

**Table 4.22: Tests of Equality of Group Means**

	Wilks' Lambda	F	df1	df2	Sig.
<b><u>Attitude</u></b>					
Familiarity	.744	27.864	3	243	.000
Satisfaction	.782	22.558	3	243	.000
Perceived value	.840	15.394	3	243	.000
Attachment	.694	35.741	3	243	.000
<b><u>Push Motivation</u></b>					
Experiencing different lifestyle and people	.909	8.102	3	243	.000
Seeking escape and relaxation	.968	2.650	3	243	.049
Seeking novelty and status	.932	5.917	3	243	.001
Strengthening family and kinship ties	-	-	-	-	ns
<b><u>Pull Motivation</u></b>					
History, heritage and knowledge	.889	10.134	3	243	.000
Quality and infrastructure	.928	6.247	3	243	.000
Shopping, Convenience and Activities	.951	4.209	3	243	.006
Food and People	.931	6.012	3	243	.001
Scenery	.944	4.790	3	243	.003
<b><u>Travel Philosophies</u></b>					
Novelty seeking	.876	11.470	3	243	.000

<b><i>Reasons for Repeat Visitation</i></b>					
Want to further explore	.881	10.918	3	243	.000
Want to show this place for others	.871	11.952	3	243	.000
<b><i>Demographic Characteristic</i></b>					
Gender	-	-	-	-	ns
Age	-	-	-	-	ns
Education level	.963	3.115	3	243	.027
Monthly household income	-	-	-	-	ns
Number of children living with them	.927	6.339	3	243	.000
Nationality	.916	7.438	3	243	.000

Since there are four groups, we can derive three discriminant functions. The first function is the most important and able to explain variance by 68.1%. In order to test the significant of discriminant function as a whole, a significant lamda can be used to reject the null hypothesis that the four groups have the same mean discriminant function score and conclude the model is discriminating.

**Table 4.23: Summary of Canonical Discriminant Functions**

**Eigenvalues**

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	1.024(a)	68.1	68.1	.711
2	.347(a)	23.0	91.1	.507
3	.134(a)	8.9	100.0	.344

Remark: First 3 canonical discriminant functions were used in the analysis.

**Table 4.24: Wilks' Lambda for Discriminat Model**

<b>Wilks' Lambda</b>				
Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1 through 3	.324	265.116	54	.000
2 through 3	.655	99.454	34	.000
3	.882	29.524	16	.021

Remark: Fisher's linear discriminant functions are used in formula for making classification.

According to table 4.24, the strongest differentiating factors are (1) familiarity with Chiangmai, (2) nationality, (3) attachment with Chiangmai, (4) perceived value, (5) satisfaction, (6) quality and

infrastructure in Chiangmai, (7) desire to seek novelty and status, (8) want to show this place to others, (9) history, heritage and knowledge, (10) want to further explore, (11) desire to experience different lifestyle and people, (12) education level, (13) novelty seeking, (14) number of children living with them, (15) food and people, (16) scenery, (17) shopping, convenience and activities, (18) desire to seek escape and relaxation respectively.

**Table 4.25: Standardized Canonical Discriminant Function Coefficients**

	Function		
	1	2	3
Familiarity	.459	-.382	.095
Satisfaction	.257	-.024	.264
Perceived value	.284	.211	.140
Attachment	.340	-.177	-.139
Experiencing different lifestyle and people	.095	.293	.277
Seeking escape and relaxation	.009	.322	.234
Seeking novelty and status	-.176	.589	-.015
History, heritage and knowledge	.122	.206	-.165
Quality and infrastructure	.231	-.095	-.063
Shopping, Convenience and Activities	-.031	.264	.069
Food and People	-.059	-.152	.325
Scenery	-.037	.014	-.305
Novelty seeking	.085	-.252	.018
Want to further explore	.121	.155	-.089
Want to show this place for others	.148	.184	-.272
Education level	-.090	.457	.192
Number of children living with them	-.073	-.487	.377
Nationality	.449	-.324	-.092

Fisher's linear discriminant functions are used in formula for making classification.

The classification results based on the analysis sample indicate that 67.6 percent of the cases are correctly classified. The high loyalty group achieved the most accurate prediction (74.0%) followed by low loyalty (70.8%), spurious loyalty group (68.4%), latent loyalty (56.3%) respectively.

**Table 4.26: Classification Results**

			Predicted Group Membership				Total
			High Loyalty	Latent Loyalty	Spurious Loyalty	Low Loyalty	
Original	Count	High Loyalty	54	8	10	1	73
		Latent Loyalty	15	36	3	10	64
		Spurious Loyalty	4	2	26	6	38
		Low Loyalty	4	7	10	51	72
		Ungrouped Cases	32	47	37	25	141
	%	High Loyalty	<b>74.0</b>	11.0	13.7	1.4	100.0
		Latent Loyalty	23.4	<b>56.3</b>	4.7	15.6	100.0
		Spurious Loyalty	10.5	5.3	<b>68.4</b>	15.8	100.0
		Low Loyalty	5.6	9.7	13.9	<b>70.8</b>	100.0
		Ungrouped Cases	22.7	33.3	26.2	17.7	100.0

Remark: 67.6% of original grouped cases correctly classified.

In order to understand attitude differences among four loyalty groups, One-way ANOVA was conducted.

**Table 4.27: Results of One-Way ANOVA of Using Loyalty's typology as Independent Variable of Chiangmai**

	Loyalty				F-test	Welch	Multiple Comparisons					
	High(1) Mean (SD)	Latent (2) Mean (SD)	Spurious (3) Mean (SD)	Low (4) Mean (SD)			1 - 2	1 - 3	1 - 4	2 - 3	2 - 4	3 - 4
1. Familiarity	4.32 (.559)	3.82 (.773)	3.49 (.703)	3.30 (.750)	27.864**		.000 <sup>a</sup>	.000 <sup>a</sup>	.000 <sup>a</sup>	ns	.000 <sup>a</sup>	ns
2. Satisfaction	4.44 (.538)	4.27 (.532)	3.66 (.517)	3.84 (.667)	22.558**		ns	.000 <sup>a</sup>	.000 <sup>a</sup>	.000 <sup>a</sup>	.000 <sup>a</sup>	ns
3. Perceived value	5.62 (.972)	5.61 (.975)	4.49 (1.192)	4.89 (1.052)	15.394**		ns	.000 <sup>a</sup>	.000 <sup>a</sup>	.000 <sup>a</sup>	.000 <sup>a</sup>	ns
4. Attachment	4.18 (.655)	3.85 (.739)	3.30 (.675)	3.05 (.757)	35.741**		.045 <sup>a</sup>	.000 <sup>a</sup>	.000 <sup>a</sup>	.001 <sup>a</sup>	.000 <sup>a</sup>	ns
5. Experiencing different lifestyle and people	3.87 (.685)	3.97 (.666)	3.26 (.558)	3.54 (.515)	14.008**		ns	.000 <sup>a</sup>	.009 <sup>a</sup>	.000 <sup>a</sup>	.000 <sup>a</sup>	ns
6. Seeking escape and relaxation	3.47 (.921)	3.60 (.879)	2.96 (.883)	3.30 (.805)	4.770**		ns	.023 <sup>a</sup>	ns	.002 <sup>a</sup>	ns	ns
7. Seeking novelty and status	3.77 (.860)	4.16 (.690)	3.52 (.785)	3.57 (.593)		10.669**	.023 <sup>b</sup>	ns	ns	.000 <sup>b</sup>	.000 <sup>b</sup>	ns
8. History, heritage and knowledge	3.95 (.576)	4.03 (.635)	3.50 (.616)	3.41 (.668)	15.640**		ns	.003 <sup>a</sup>	.000 <sup>a</sup>	.000 <sup>a</sup>	.000 <sup>a</sup>	ns
9. Quality and infrastructure	3.81 (.662)	3.72 (.842)	3.39 (.628)	3.28 (.777)	7.884**		ns	.028 <sup>a</sup>	.000 <sup>a</sup>	ns	.004 <sup>a</sup>	ns
10. Shopping, Convenience and Activities	3.44 (.757)	3.67 (.655)	3.06 (.705)	3.17 (.673)	8.617**		ns	.037 <sup>a</sup>	ns	.000 <sup>a</sup>	.000 <sup>a</sup>	ns
11. Food and People	4.20 (.689)	4.18 (.637)	3.55 (.825)	3.83 (.620)		9.073**	ns	.001 <sup>b</sup>	.007 <sup>b</sup>	.001 <sup>b</sup>	.009 <sup>b</sup>	ns
12. Scenery	4.16 (.643)	4.30 (.671)	3.81 (.524)	3.66 (.747)	13.008**		ns	ns	.000 <sup>a</sup>	.002 <sup>a</sup>	.000 <sup>a</sup>	ns
13. Novelty seeking	3.76 (.577)	3.72 (.575)	3.27 (.470)	3.37 (.538)	11.470**		ns	.000 <sup>a</sup>	.000 <sup>a</sup>	.001 <sup>a</sup>	.001 <sup>a</sup>	ns
14. Want to further explore	4.26 (.746)	4.39 (.769)	3.76 (.786)	3.75 (.835)	10.918**		ns	.010 <sup>a</sup>	.001 <sup>a</sup>	.001 <sup>a</sup>	.000 <sup>a</sup>	ns
15. Want to show this place to others	4.19 (.844)	4.36 (.698)	3.76 (.852)	3.65 (.735)	11.952**		ns	.038 <sup>a</sup>	.000 <sup>a</sup>	.001 <sup>a</sup>	.000 <sup>a</sup>	ns

\*\* Significance at .01 level, \* Significance at .05 level

a = Bonferroni, b = Dunnett T3

The following section applied Chi-square test to determine whether there is association between demographic variables and loyalty group and to describe the pattern of association.

#### 4.3.2 Pattern of Association between Gender and Loyalty Group

Pearson Chi-square indicated that gender and loyalty group are significantly associated at .10 level.

The majority of female tourists are latent or low loyal to destination, while the majority of male tourists are high loyal to destination.

**Table 4.28: Results of Crosstabulation Depicting Association between Gender and Loyalty**

##### Group of Chiangmai Tourist

		Loyalty Group				
Gender		High	Latent	Spurious	Low	Total
<b>Female</b>	Count	25	32	22	32	111
	% within gender	22.5%	28.8%	19.8%	28.8%	100.0%
<b>Male</b>	Count	48	32	16	40	136
	% within gender	35.3%	23.5%	11.8%	29.4%	100.0%
<b>Total</b>	Count	73	64	38	72	247

**Remark:**

1. Number of valid cases = 247
2. 0 cells (.0%) have expected count less than 5. The minimum expected count is 17.08.

**Table 4.29: Results of Chi-Square Tests and Symmetric Measures**

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	6.620(a)	3	.085
<b>Likelihood Ratio</b>	6.679	3	.083
<b>Cramer's V</b>	.164		.085
<b>Contingency Coefficient</b>	.162		.085

#### 4.3.3 Pattern of Association between Age and Loyalty Group

Pearson Chi-square indicated that there is no significant association between age and loyalty group.

This result is consistent with the discriminant result that age is not significant distinguishing factor in discriminating loyalty groups.

**Table 4.30: Results of Crosstabulation Depicting Association between Age and Loyalty Group of Chiangmai Tourist**

Age		Loyalty Group				Total
		High	Latent	Spurious	Low	
<b>Less than 35 Years Old</b>	Count	34	36	14	41	125
	% within age	27.2%	28.8%	11.2%	32.8%	100.0%
<b>35 Years Old or Higher</b>	Count	39	28	24	31	122
	% within age	32.0%	23.0%	19.7%	25.4%	100.0%
<b>Total</b>	Count	73	64	38	72	247

**Remark:**

1. Number of valid cases = 247
2. 0 cells (.0%) have expected count less than 5. The minimum expected count is 18.77.

**Table 4.31: Results of Chi-Square Tests and Symmetric Measures**

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	5.327(a)	3	.149
<b>Likelihood Ratio</b>	5.365	3	.147
<b>Cramer's V</b>	.147		.149
<b>Contingency Coefficient</b>	.145		.149

#### 4.3.4 Pattern of Association between Marital Status and Loyalty Group

Pearson Chi-square indicated that there is no significant association between marital status and loyalty group. This result is consistent with the discriminant result that age is not significant distinguishing factor in discriminating loyalty groups.



**Table 4.32: Results of Crosstabulation Depicting Association between Marital Status and Loyalty Group of Chiangmai Tourist**

Marital Status		Loyalty Group				Total
		High	Latent	Spurious	Low	
<b>Married</b>	Count	22	31	17	29	99
	% within marital status	22.2%	31.3%	17.2%	29.3%	100.0%
<b>Single or Divorced, Separated, Widowed</b>	Count	51	33	21	43	148
	% within marital status	34.5%	22.3%	14.2%	29.1%	100.0%
<b>Total</b>	Count	73	64	38	72	247

**Remark:**

1. Number of valid cases = 247
2. 0 cells (.0%) have expected count less than 5. The minimum expected count is 15.23.

**Table 4.33: Results of Chi-Square Tests and Symmetric Measures**

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	5.211(a)	3	.157
<b>Likelihood Ratio</b>	5.283	3	.152
<b>Cramer's V</b>	.145		.157
<b>Contingency Coefficient</b>	.144		.157

**4.3.5 Pattern of Association between Number of Children Living with them and Loyalty Group**

Pearson Chi-square indicated that there is significant association between number of children living with them and loyalty group. This result is consistent with the discriminant result that number of children living with them is significant distinguishing factor in discriminating loyalty groups. The majority (43.5%) of tourists with children living with them are latently loyal toward Chiangmai; while the majority of tourists with no children living with them split into two groups; highly loyal (33.1%), and low loyal (33.1%).

**Table 4.34: Results of Crosstabulation Depicting Association between Number of Children Living with them and Loyalty Group of Chiangmai Tourist**

		Loyalty Group				
Number of Children Living with Them		High	Latent	Spurious	Low	Total
<b>Having Children Living with Them</b>	Count	14	30	12	13	69
	% within number of children living with them	20.3%	43.5%	17.4%	18.8%	100.0%
<b>Having No Children Living with Them</b>	Count	59	34	26	59	178
	% within number of children living with them	33.1%	19.1%	14.6%	33.1%	100.0%
<b>Total</b>	Count	73	64	38	72	247

**Remark:**

1. Number of valid cases = 247
2. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.62.

**Table 4.35: Results of Chi-Square Tests and Symmetric Measures**

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	17.926(a)	3	.000
<b>Likelihood Ratio</b>	17.380	3	.001
<b>Cramer's V</b>	.269		.000
<b>Contingency Coefficient</b>	.260		.000

**4.3.6 Pattern of Association between Education Level and Loyalty Group**

Pearson Chi-square indicated that there is significant association between level of education and loyalty group. This result is consistent with the discriminant result that level of education is significant distinguishing factor in discriminating loyalty groups. The majority (43.5%) of tourists with bachelor degree or higher are split into two groups; highly loyal (29.3%), and low loyal (29.8%); while the majority of tourists with no bachelor degree are latently loyal (38.8%) and highly loyal (30.6%).

**Table 4.36: Results of Crosstabulation Depicting Association between Education Level and Loyalty Group of Chiangmai Tourist**

		Loyalty Group				
Education Level		High	Latent	Spurious	Low	Total
<b>Bachelor Degree or Higher</b>	Count	58	45	36	59	198
	% within education level	29.3%	22.7%	18.2%	29.8%	100.0%
<b>Less than Bachelor Degree</b>	Count	15	19	2	13	49
	% within education level	30.6%	38.8%	4.1%	26.5%	100.0%
<b>Total</b>	Count	73	64	38	72	247

**Remark:**

1. Number of valid cases = 247
2. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.54.

**Table 4.37: Results of Chi-Square Tests and Symmetric Measures**

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	9.147(a)	3	.027
<b>Likelihood Ratio</b>	10.410	3	.015
<b>Cramer's V (Sig.)</b>	.192		.027
<b>Contingency Coefficient</b>	.189		.027

**4.3.7 Pattern of Association between Monthly Household Income and Loyalty Group**

Pearson Chi-square indicated that there is no significant association between level of income and loyalty group. This result is consistent with the discriminant result that income level is not significant distinguishing factor in discriminating loyalty groups.

**Table 4.38: Results of Crosstabulation Depicting Association between Monthly Household income and Loyalty Group of Chiangmai Tourist**

Monthly Household Income		Loyalty Group				Total
		High	Latent	Spurious	Low	
<b>Less than 35,000 Baht</b>	Count	34	35	20	31	120
	% within monthly household income	28.3%	29.2%	16.7%	25.8%	100.0%
<b>35,000 Baht or Higher</b>	Count	39	29	18	41	127
	% within monthly household income	30.7%	22.8%	14.2%	32.3%	100.0%
<b>Total</b>	Count	73	64	38	72	247

**Remark:**

1. Number of valid cases = 247
2. 0 cells (.0%) have expected count less than 5. The minimum expected count is 18.46.

**Table 4.39: Results of Chi-Square Tests and Symmetric Measures**

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	2.203(a)	3	.531
<b>Likelihood Ratio</b>	2.206	3	.531
<b>Cramer's V</b>	.094		.531
<b>Contingency Coefficient</b>	.094		.531

**4.3.8 Pattern of Association between Nationality and Loyalty Group**

Pearson Chi-square indicated that there is significant association between nationality (international or domestic tourist) and loyalty group. This result is consistent with the discriminant result that nationality is significant distinguishing factor in discriminating loyalty groups.

**Table 4.40: Results of Crosstabulation Depicting Association between Nationality and Loyalty**

**Group of Chiangmai Tourist**

		Loyalty Group				
Nationality		High	Latent	Spurious	Low	Total
<b>International Tourist</b>	Count	34	35	15	56	140
	% within nationality	24.3%	25.0%	10.7%	40.0%	100.0%
<b>Domestic Tourist</b>	Count	39	29	23	16	107
	% within nationality	36.4%	27.1%	21.5%	15.0%	100.0%
<b>Total</b>	Count	73	64	38	72	247

**Remark:**

1. Number of valid cases = 247
2. 0 cells (.0%) have expected count less than 5. The minimum expected count is 16.46.

**Table 4.41: Results of Chi-Square Tests and Symmetric Measures**

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	20.773(a)	3	.000
<b>Likelihood Ratio</b>	21.716	3	.000
<b>Cramer's V</b>	.290		.000
<b>Contingency Coefficient</b>	.279		.000

In summary, with regards to demographic variables only three variables: number of children living with them, level of education and nationality have association with the loyalty groups. The strength of association as measured by Cramer's V and Contingency Coefficient indicated that number of children living with them (.269,.260), level of education (.192,.189), and nationality (.290,.279) respectively.

**4.4 Results of Research Objective IV: Antecedents of Attitudinal Loyalty, Behavioral Loyalty and Intention to Visit Other Place in Thailand of Chiangmai Tourists**

In this section, the researcher wishes to explore the antecedents of attitudinal loyalty, behavioral loyalty as well as intention to visit another destination in Thailand. Stepwise multiple regression was

performed and data was analyzed separately between domestic and international tourists in Chiangmai.

#### 4.4.1 Antecedents of Attitudinal Loyalty toward Chiangmai

In Chiangmai, data from domestic tourists indicated that the model explains 49.1% of attitudinal loyalty. The results indicate relationship between attitudinal loyalty and attachment ( $\beta = .246$ ,  $\rho = .000$ ), familiarity ( $\beta = .232$ ,  $\rho = .001$ ), satisfaction ( $\beta = .177$ ,  $\rho = .003$ ), perceived value ( $\beta = .154$ ,  $\rho = .011$ ), novelty seeking ( $\beta = .150$ ,  $\rho = .010$ ), tourists having no children living with them ( $\beta = -.148$ ,  $\rho = .006$ ), and history, heritage and knowledge ( $\beta = .138$ ,  $\rho = .012$ ) respectively.

In the case of international tourists, the strongest predictors are reported in order of their standardized beta as follows; familiarity ( $\beta = .281$ ,  $\rho = .000$ ), attachment ( $\beta = .257$ ,  $\rho = .000$ ), perceived value ( $\beta = .231$ ,  $\rho = .000$ ), history, heritage and knowledge ( $\beta = .167$ ,  $\rho = .001$ ), want to further explore ( $\beta = .159$ ,  $\rho = .001$ ), desire to experience different lifestyle and people ( $\beta = .140$ ,  $\rho = .005$ ), tourists having no children living with them ( $\beta = -.121$ ,  $\rho = .008$ ), and male tourists ( $\beta = .094$ ,  $\rho = .042$ ), respectively. This model can explain 60.8% of variance.

**Table 4.42: Results of Multiple Regression Analysis of Model Using Attitudinal Loyalty as Dependent Variable**

1. Domestic Tourists (n = 191, R <sup>2</sup> = 50.9%, Adj. R <sup>2</sup> = 49.1%, Overall F = 27.153, p = .000)			
	$\beta$	t-value	p.
Attachment	.246	3.971	.000
Familiarity	.232	3.943	.000
Satisfaction	.177	2.975	.003
Perceived Value	.154	2.575	.011
Novelty Seeking	.150	2.605	.010
Having no Children Living with Them	-.148	-2.797	.006
History, Heritage and Knowledge	.138	2.531	.012

<b>2. International Tourists (n = 197, R<sup>2</sup> = 62.4%, Adj. R<sup>2</sup> = 60.8%, Overall F = 38.950, p = .000)</b>			
	<b>β</b>	<b>t-value</b>	<b>p.</b>
<b>Familiarity</b>	.281	5.761	<b>.000</b>
<b>Attachment</b>	.257	4.825	<b>.000</b>
<b>Perceived Value</b>	.231	4.613	<b>.000</b>
<b>History, Heritage and Knowledge</b>	.167	3.514	<b>.001</b>
<b>Want to Further Explore</b>	.159	3.225	<b>.001</b>
<b>Desire to Experience Different Lifestyle and People</b>	.140	2.840	<b>.005</b>
<b>Having No Children Living with Them</b>	-.121	-2.665	<b>.008</b>
<b>Male</b>	.094	2.046	<b>.042</b>

Remark: All  $\beta$  are standardized coefficients.

#### **4.4.2 Antecedents of Behavioral Loyalty (Number of Repeated Visits)**

In Chiangmai, data from domestic tourists indicated that the model explains 15.1%. The predictors reported in order of impact are as follows; familiarity ( $\beta = .272$ ,  $\rho = .000$ ), tourist with education less than Bachelor degree ( $\beta = -.219$ ,  $\rho = .001$ ), desire to seek novelty and status ( $\beta = -.208$ ,  $\rho = .003$ ), and male tourists ( $\beta = .144$ ,  $\rho = .034$ ). In the case of international tourists, the model can explain 18.1%. The results indicated a relationship with familiarity ( $\beta = .275$ ,  $\rho = .000$ ), desire to seek novelty and status ( $\beta = -.258$ ,  $\rho = .000$ ), attachment ( $\beta = .176$ ,  $\rho = .014$ ), and male tourists ( $\beta = .139$ ,  $\rho = .035$ ).

**Table 4.43: Results of Multiple Regression Analysis of Model Using Behavioral Loyalty as**

**Dependent Variable**

<b>1. Domestic Tourists (n = 191, R<sup>2</sup> = 17.0%, Adj. R<sup>2</sup> = 15.1%, Overall F = 9.388, p = .000)</b>			
	<b>β</b>	<b>t-value</b>	<b>p.</b>
<b>Familiarity</b>	.272	3.982	<b>.000</b>
<b>Education Level (Less than Bachelor Degree)</b>	-.219	-3.249	<b>.001</b>
<b>Desire to Seek Novelty and Status</b>	-.208	-3.041	<b>.003</b>
<b>Male</b>	.144	2.136	<b>.034</b>
<b>2. International Tourists (n = 197, R<sup>2</sup> = 19.8%, Adj. R<sup>2</sup> = 18.1%, Overall F = 11.741, p = .000)</b>			
	<b>β</b>	<b>t-value</b>	<b>p.</b>
<b>Familiarity</b>	.275	3.933	<b>.000</b>
<b>Desire to Seek Novelty and Status</b>	-.258	-3.886	<b>.000</b>
<b>Attachment</b>	.176	2.485	<b>.014</b>
<b>Male</b>	.139	2.128	<b>.035</b>

Remark: All β are standardized coefficients.

**4.4.3 Antecedents of Intention to Visit Other Destination in Thailand (Chiangmai Tourist)**

In Chiangmai, data from domestic tourists indicated that the model explains 16.3%. The results indicate a relationship between intention to revisit other destination in Thailand and satisfaction ( $\beta = .253, \rho = .000$ ), scenery ( $\beta = .177, \rho = .05$ ), quality and infrastructure ( $\beta = .176, \rho = .05$ ). In the case of international tourists, the model can explain 16.0%. The results indicated a positive relationship with attachment ( $\beta = .199, \rho = .004$ ), shopping, convenience and activities ( $\beta = .195, \rho = .004$ ), tourists with age 35 years old or higher ( $\beta = .184, \rho = .009$ ), scenery ( $\beta = .134, \rho = .046$ ), and male tourists ( $\beta = .133, \rho = .050$ ).



**Table 4.44: Results of Multiple Regression Analysis of Model Using Intention to Visit Other Place in Thailand as Dependent Variable**

<b>1. Domestic Tourists (n = 190, R<sup>2</sup> = 15.2%, Adj. R<sup>2</sup> = 13.8%, Overall F = 11.172, p = .000)</b>			
	<b>β</b>	<b>t-value</b>	<b>p.</b>
<b>Satisfaction</b>	.253	3.600	<b>.000</b>
<b>Scenery</b>	.177	2.571	<b>.011</b>
<b>Quality and Infrastructure</b>	.176	2.517	<b>.013</b>
<b>2. International Tourists (n = 196, R<sup>2</sup> = 18.1%, Adj. R<sup>2</sup> = 16.0%, Overall F = 8.444, p = .000)</b>			
	<b>β</b>	<b>t-value</b>	<b>p.</b>
<b>Attachment</b>	.199	2.897	<b>.004</b>
<b>Shopping, Convenience and Activities</b>	.195	2.880	<b>.004</b>
<b>Age (35 Years Old or Higher)</b>	.184	2.648	<b>.009</b>
<b>Scenery</b>	.134	2.010	<b>.046</b>
<b>Male</b>	.133	1.969	<b>.050</b>

Remark: All β are standardized coefficients.

## Chapter 5: Phuket Results

This chapter provided results of Phuket tourists and was described based on the research objectives. First objective is to determine demographic characteristics of tourists who have loyalty toward Phuket. Second objective is to determine their psychographic characteristics and their travel behavior. Third objective is to study the loyalty typology of tourists in terms of “true loyalty”, “latent loyalty”, “spurious loyalty” and low loyalty, and to determine factors distinguishing tourists into those four groups. Fourth objective is to explore factors influencing tourist loyalty in terms of attitudinal and behavioral loyalty as well as intention to visit other place in Thailand.

### **5.1 Results of Research Objective I: Demographic Characteristics of Tourists (International and Domestic Tourists) Who Are Loyal toward Phuket**

In this study, tourists who have visited Phuket more than once are regarded loyal tourists. Descriptive statistics will be used and the data will be illustrated separately between international and domestic tourists in table 5.1 below.

With regards to domestic tourists in Phuket, 62% of them are female, aged between 25-34 years old. The majority of them (52%) have no children living with them, are single and holds bachelor degree. In terms of their occupation, the majority of them are commercial (19.5%), entrepreneur (17.5%), students (12.5%), managerial (12%), and government/state enterprise officer (10%), respectively. Their income is in the range from 49,999 Baht and lower.

In terms of international tourists, 60% of them are male, age ranging from 15-54 years old. 69% of them have no children living with them, half of them are single. The majority of them hold bachelor degree, work as professional (18%), managerial level (15.5%), student (12%), production worker (12%), and commercial (11%). Their income is in the 20,000 Baht or higher range, 33.5% of their income is 80,000 Baht or higher.

In summary, most domestic tourists in Phuket are female, relatively young, single and lower income, while, most international tourists in Phuket are male, relatively old, and have higher income.

**Table 5.1: Demographic Characteristics of Tourists in Phuket (Domestic and International Tourists)**

	Domestic Tourists		International Tourist	
	Count	%	Count	%
<b>Gender</b>				
Male	76	38.0	121	60.5
Female	124	62.0	79	39.5
Total	200	100.0	200	100.0
<b>Age</b>				
Less than 15 years old	1	.5	1	.5
15-24	46	23.0	30	15.0
25-34	86	43.0	59	29.5
35-44	46	23.0	53	26.5
45-54	15	7.5	47	23.5
55-64	6	3.0	6	3.0
65 years old or higher	-	-	4	2.0
Total	200	100.0	200	100.0
<b>Number of Children Living with Them</b>				
None	104	52.0	138	69.0
1-2 persons	55	27.5	47	23.5
3-4 persons	22	11.0	15	7.5
More than 4 persons	19	9.5	-	-
Total	200	100.0	200	100.0
<b>Marital Status</b>				
Single	123	61.5	103	51.5
Married/Living together	74	37.0	82	41.0
Divorced/Separate/Widowed	3	1.5	15	7.5
Total	200	100.0	200	100.0
<b>Education Level</b>				
Less than Bachelor Degree	51	25.5	55	27.5
Bachelor Degree	126	63.0	106	53.0
Higher than Bachelor Degree	23	11.5	39	19.5
Total	200	100.0	200	100.0
<b>Occupation</b>				
Professional	8	4.0	36	18.0
Administrative/Managerial	24	12.0	31	15.5
Commercial	39	19.5	22	11.0

Production worker	16	8.0	24	12.0
Agricultural worker	2	1.0	6	3.0
Govt. officer/State enterprise	20	10.0	12	6.0
Housewife	11	5.5	10	5.0
Students	25	12.5	24	12.0
Retired/Unemployed	4	2.0	10	5.0
Entrepreneur	35	17.5	10	5.0
Others	16	8.0	15	7.5
Total	200	100.0	200	100.0
<b>Monthly Household Income</b>	<b>Count</b>	<b>%</b>	<b>Count</b>	<b>%</b>
Less than 10,000 Baht	38	19.0	3	1.5
10,000-17,499 Baht	55	27.5	10	5.0
17,500-19,999 Baht	13	6.5	13	6.5
20,000-34,999 Baht	39	19.5	31	15.5
35,000-49,999 Baht	26	13.0	18	9.0
50,000-64,999 Baht	11	5.5	31	15.5
65,000-79,999 Baht	5	2.5	27	13.5
80,000 Baht or higher	13	6.5	67	33.5
Total	200	100.0	200	100.0
<b>Country of Residence</b>	<b>Count</b>	<b>%</b>	<b>Count</b>	<b>%</b>
Thailand	200	100.0	10	5.0
East Asia	-	-	26	13.0
Europe	-	-	94	47.0
The Americas	-	-	28	14.0
South Asia	-	-	10	5.0
Oceania	-	-	9	4.5
Middle East	-	-	3	1.5
Africa	-	-	1	.5
Others	-	-	19	9.5
Total	200	100.0	200	100.0

## 5.2 Results of Research Objective II: Psychographic Characteristic and Travel Behavior of Tourists in Phuket (Domestic and International Tourists)

In this section, the psychographic characteristics of tourists and their travel behavior are described.

Descriptive and inferential statistics were performed and analyzed comparatively between domestic and international tourists. The psychographic characteristics are the following:

- Reasons for repeat visitation
- Travel products of interest

- Novelty seeking in tourism
- Push motivation
- Pull motivation
- Familiarity with tourism destination
- Satisfaction with tourism destination
- Intention to revisit other destination in Thailand
- Attitudinal loyalty toward tourism destination
- Perceived value
- Attachment with tourism destination

With respect to travel behavior, both descriptive and inferential statistics were analyzed comparatively between domestic and international tourist. Travel behaviors are the followings:

- Travel companion
- Travel method
- Average travel expense
- Average length of stay

### **5.2.1 Reasons for Repeated Visitation and Differences between Domestic and International Tourists in Phuket**

In Phuket, top three reasons for repeat visitation of domestic tourists are as follows; (1) contentment with Phuket, (2) desire to show the place to other, and (3) convenience. For international tourists, the top three reasons are (1) previous good experience, (2) desire to show the place to other, (3) contentment with the place. Using Independent sample t-test to detect mean difference between these two groups of tourists, it was found that international tourists have higher rating on previous good experience and international tourists perceived travel expense in Phuket lower than Domestic tourists as implied from their agreement with the expense statement.

**Table 5.2: Reasons for Repeat Visitation of Tourists Who are Loyal toward Phuket**

Reasons for Repeat visitation	Domestic Tourist Mean (SD)	Ranking	International Tourist Mean (SD)	Ranking	t-value	Sig.
1. I am contented with Phuket.	4.08 (.530)	1	4.05 (.697)	3	4.85	<b>.628</b>
<b>2. I had previous good experience in visiting Phuket.</b>	<b>3.98 (.630)</b>	<b>4</b>	<b>4.15 (.714)</b>	<b>1</b>	<b>-2.600*</b>	<b>.010</b>
3. It is less risky to visit because I am familiar with Phuket.	3.55 (.855)	7	3.71 (.836)	5	-1.892	<b>.059</b>
4. I have emotional attachment to Phuket.	3.66 (.787)	6	3.66 (.835)	6	-.062	<b>.951</b>
5. I want to further explore Phuket.	3.69 (.938)	5	3.66 (.980)	6	.400	<b>.689</b>
6. I want to show Phuket to others.	4.03 (.817)	2	4.07 (.811)	2	-.553	<b>.581</b>
7. It is convenient to travel to Phuket.	3.99 (.709)	3	4.00 (.874)	4	-.126	<b>.900</b>
<b>8. It takes relatively low expenses to travel to Phuket.</b>	<b>2.71 (1.603)</b>	<b>8</b>	<b>3.56 (.970)</b>	<b>7</b>	<b>-6.414**</b>	<b>.000</b>

Remark: \*\*Significant at .01 level, \*Significant at .05 level, <sup>a</sup>Significant at .10 level

### 5.2.2 Travel Products Interested of Phuket Tourists and Difference between Domestic and International Tourists

Regarding their interest in travel products of Thailand, it can be concluded that the top three products of interest for domestic tourists are nature (beach), nature (mountain), and Thai foods, while the top three products of interest for international tourists are nature (beach), Thai foods, shopping or souvenir. In terms of the difference in their rating, domestic tourists rated the following products (e.g., historical sites, culture, shopping or souvenir, food, entertainment or night life; long stay, spa and golf) lower than international tourists, but higher than international tourists on health tourism.

**Table 5.3: Travel Products Interested of Phuket Tourists and Difference between Domestic and International Tourists**

Travel Products Interested	Domestic Tourist Mean (SD)	Ranking	International Tourist Mean (SD)	Ranking	t-value	Sig.
1. Nature-Mountain	3.69 (1.044)	2	3.72 (.962)	6	-.299	<b>.765</b>
2. Nature-Beach, sea	4.40 (.642)	1	4.47 (.801)	1	-.895	<b>.371</b>
<b>3. Historical sites</b>	<b>3.35 (1.005)</b>	<b>5</b>	<b>3.59 (.881)</b>	<b>7</b>	<b>-2.592*</b>	<b>.010</b>
<b>4. Culture</b>	<b>3.29 (.994)</b>	<b>6</b>	<b>3.73 (.884)</b>	<b>5</b>	<b>-4.731**</b>	<b>.000</b>
<b>5. Shopping or souvenir</b>	<b>2.98 (1.039)</b>	<b>11</b>	<b>3.79 (1.581)</b>	<b>3</b>	<b>-6.093**</b>	<b>.000</b>
<b>6. Thai Foods</b>	<b>3.55 (.807)</b>	<b>3</b>	<b>4.18 (.891)</b>	<b>2</b>	<b>-7.527**</b>	<b>.000</b>
<b>7. Entertainment, Night life</b>	<b>3.16 (1.080)</b>	<b>9</b>	<b>3.78 (1.178)</b>	<b>4</b>	<b>-5.529**</b>	<b>.000</b>
<b>8. Health Tourism</b>	<b>3.26 (.828)</b>	<b>8</b>	<b>3.04 (.893)</b>	<b>13</b>	<b>2.612**</b>	<b>.009</b>
9. Adventure	3.46 (1.177)	4	3.51 (1.066)	8	-.445	<b>.656</b>
10. Eco-Tourism (tourism learning for natural resources reservation)	3.35 (.889)	5	3.30 (.897)	12	.504	<b>.614</b>
<b>11. Long stay</b>	<b>2.92 (1.001)</b>	<b>12</b>	<b>3.42 (.984)</b>	<b>11</b>	<b>-5.037**</b>	<b>.000</b>
<b>12. Spa</b>	<b>3.00 (1.098)</b>	<b>10</b>	<b>3.49 (1.037)</b>	<b>10</b>	<b>-4.588**</b>	<b>.000</b>
13. Diving	3.27 (1.262)	7	3.50 (1.160)	9	-1.938	<b>.053</b>
<b>14. Sport-Golf</b>	<b>2.13 (1.062)</b>	<b>13</b>	<b>2.73 (1.210)</b>	<b>14</b>	<b>-5.269**</b>	<b>.000</b>

Remark: \*\*Significant at .01 level, \*Significant at .05 level, <sup>a</sup>Significant at .10 level

### 5.2.3 Novelty Seeking in Tourism and Difference between Domestic and International Tourists

#### in Phuket

In measuring novelty seeking in tourism, researcher has suggested four dimensions; thrill, change from routine, surprise and boredom alleviation (Lee and Crompton, 1992). Thrill refers to an experience which is exciting, created through a strange, dangerous and unusual happening, involving unknown risks (Thomas, 1964). Change from routine refers to travel which provides a form of change by enabling people to do something different. Surprise was defined as a feeling caused by unexpected features resulting from a discrepancy between what an individual believes and the reality of the environmental stimuli (Smock and Holt, 1962). Boredom alleviation was defined as a search for additional or alternative stimulation of a more varied nature to achieve a high degree of need satisfaction (Hill and Perkins, 1985). Domestic tourists put more emphasis on boredom alleviation

while international tourists put emphasis on change from routine. These two groups differed significantly on all dimensions except for thrill. Domestic tourists rated higher than international tourists on boredom alleviation but lower on change from routine and surprise.

**Table 5.4: Novelty Seeking in Tourism of Phuket Tourists and Difference between Domestic and International Tourists**

Novelty Seeking in Tourism	Domestic Tourist Mean (SD)	Ranking	International Tourist Mean (SD)	Ranking	t-value	Sig.
1. Thrill	3.20 (.762)	3	3.16 (.843)	4	.498	.619
2. <i>Change from routine</i>	<i>3.54 (.726)</i>	<i>2</i>	<i>3.83 (.676)</i>	<i>1</i>	<i>-4.043**</i>	<i>.000</i>
3. <i>Surprise</i>	<i>3.13 (.942)</i>	<i>4</i>	<i>3.50 (.947)</i>	<i>3</i>	<i>-3.899**</i>	<i>.000</i>
4. <i>Boredom alleviation</i>	<i>3.88 (.801)</i>	<i>1</i>	<i>3.62 (.902)</i>	<i>2</i>	<i>3.008**</i>	<i>.003</i>

Remark: \*\*Significant at .01 level, \*Significant at .05 level, <sup>a</sup>Significant at .10 level

#### **5.2.4 Push Motivation of Phuket Tourists and Difference between Domestic and International Tourists**

In terms of push motivation or travel benefit sought, the top three motivations that push domestic tourists are (1) seeking novelty and status, (2) strengthening families and kinship ties as well as (3) seeking escape and relaxation; while the top three motivations that push international tourists are (1) seeking novelty and status, (2) experiencing different lifestyle and people, and (3) seeking escape and relaxation. They differed significantly in all aspects except for strengthening family and kinship ties. International tourists place more emphasis on (1) seeking novelty and status, (2) experiencing different lifestyle and people, and (3) seeking escape and relaxation, whereas domestic tourists put more emphasis on strengthening families and kinship ties.



**Table 5.5: Push Motivation of Phuket Tourists and Difference between Domestic and International Tourists**

Motivation (Push Factor : Benefit Sought)	Domestic Tourist Mean (SD)	Ranking	International Tourist Mean (SD)	Ranking	t-value	Sig.
<i>1. Experiencing different lifestyle and people</i>	<i>3.33 (.670)</i>	<i>4</i>	<i>3.77 (.772)</i>	<i>2</i>	<i>-6.152**</i>	<i>.000</i>
<i>2. Seeking novelty and status</i>	<i>3.72 (.734)</i>	<i>1</i>	<i>3.88 (.705)</i>	<i>1</i>	<i>-2.223*</i>	<i>.027</i>
<i>3. Seeking escape and relaxation</i>	<i>3.35 (.820)</i>	<i>3</i>	<i>3.71 (.894)</i>	<i>3</i>	<i>-4.159**</i>	<i>.000</i>
4. Strengthening family and kinship ties	3.42 (1.012)	2	3.36 (1.007)	4	.644	.520

Remark: \*\*Significant at .01 level, \*Significant at .05 level, <sup>a</sup>Significant at .10 level

### 5.2.5 Pull Motivation and Difference between Domestic and International Tourists in Phuket

In terms of pull motivation or destination attribute preference, the most important and attractive attributes for domestic tourists are (1) scenery, (2) quality and infrastructure and (3) foods and people, while, the top three attributes for international tourists are (1) scenery, (2) food and people, (3) quality and infrastructure. Domestic and international tourists differ significantly in all five dimensions of pull motivation and international tourists reported higher rating on all dimensions.

**Table 5.6: Pull Motivation of Tourists Who are Loyal toward Phuket**

Motivation (Pull Factor: Destination Attribute Preference)	Domestic Tourist Mean (SD)	Ranking	International Tourist Mean (SD)	Ranking	t-value	Sig.
<i>1. History, Heritage and knowledge</i>	<i>3.06 (.815)</i>	<i>5</i>	<i>3.45 (.764)</i>	<i>5</i>	<i>-4.861**</i>	<i>.000</i>
<i>2. Quality and infrastructure</i>	<i>3.71 (.650)</i>	<i>2</i>	<i>3.87 (.717)</i>	<i>3</i>	<i>-2.411*</i>	<i>.016</i>
<i>3. Shopping, Convenience and Activities</i>	<i>3.40 (.546)</i>	<i>4</i>	<i>3.69 (.644)</i>	<i>4</i>	<i>-4.831**</i>	<i>.000</i>
<i>4. Food and People</i>	<i>3.60 (.685)</i>	<i>3</i>	<i>4.07 (.662)</i>	<i>2</i>	<i>-7.080**</i>	<i>.000</i>
<i>5. Scenery</i>	<i>3.96 (.615)</i>	<i>1</i>	<i>4.32 (.534)</i>	<i>1</i>	<i>-6.253**</i>	<i>.000</i>

Remark: \*\*Significant at .01 level, \*Significant at .05 level, <sup>a</sup>Significant at .10 level

### 5.2.6 Attitude toward Phuket and Difference between Domestic and International Tourists

In Phuket, domestic and international tourists differ significantly and international tourists rated higher than domestic tourists on the following variables: familiarity, satisfaction, perceived value, attitudinal loyalty.

**Table 5.7: Attitude of Phuket Tourist and Difference between Domestic and International**

#### Tourists

Attitude toward Phuket	Domestic Tourist Mean (SD)	International Tourist Mean (SD)	t-value	Sig.
1. <i>Familiarity</i>	3.57 (.647)	3.98 (.614)	-6.562**	.000
2. <i>Satisfaction</i>	3.96 (.674)	4.19 (.595)	-3.673**	.000
3. <i>Perceived value</i>	4.21 (1.278)	5.17 (1.056)	-8.120**	.000
4. Attachment	3.52 (.714)	3.62 (.754)	-1.294	.197
5. <i>Attitudinal loyalty</i>	3.97 (.614)	4.12 (.651)	-2.371*	.018
6. Intention to revisit other place in Thailand	4.08 (.913)	4.14 (.967)	-.691	.490

Remark: \*\*Significant at .01 level, \*Significant at .05 level, <sup>a</sup>Significant at .10 level

### 5.2.7 Travel Behavior of Phuket Tourists and Difference between Domestic and International

#### Tourists.

When considering travel behavior, domestic and international tourists differ significantly in the length of stay, and average expenditure. International tourists stay longer and spend more than domestic tourists.

**Table 5.8: Travel Behavior of Phuket Tourists and Difference between Domestic and**

#### International Tourists

Travel Behavior	Domestic Tourist Mean (SD)	International Tourist Mean (SD)	t-value	Sig.
1. Number of visit	3.64 (2.615)	4.32 (4.833)	-1.733 <sup>a</sup>	.081
2. <i>Length of stay</i>	4.27 (3.736)	15.06 (30.867)	-4.906**	.000
3. <i>Average expenditure</i>	12,255.77 (13837.282)	55,391.26 (89178.451)	-6.472**	.000

Remark: \*\*Significant at .01 level, \*Significant at .05 level, <sup>a</sup>Significant at .10 level

## 5.2.8 Travel Companion of Phuket Tourists and Difference between International and Domestic

### Tourists

The majority of domestic tourists travel to Phuket with family groups (46.0%), followed by with friends (40.0%) respectively, whereas international tourists gave a larger proportion to traveling alone (24%) and with partner (18.5%). The researcher wished to further explore whether there was an association between travel companion of tourists and their nationality. Chi-square test was performed and the result shows that there is significant association between these two variables. International tourists are more inclined than domestic tourists to travel alone whereas domestic tourists are more inclined to travel with family groups.

**Table 5.9: Travel Companion of Phuket Tourists and Relationship with Nationality of Tourists**

**(Domestic and International Tourists)**

		Travel Companion				
Nationality		Alone	With Friends	With Family Groups	With Partner Only	Total
<b>International</b>	Count	44	71	39	37	191
	% within nationality	23.0%	37.2%	20.4%	19.4%	100.0%
<b>Domestic</b>	Count	10	76	84	16	186
	% within nationality	5.4%	40.9%	45.2%	8.6%	100.0%
Total	Count	54	147	123	53	377

**Remark:**

1. Number of valid cases = 377
2. 0 cells (.0%) have expected count less than 5. The minimum expected count is 26.15.

**Table 5.10: Results of Chi-Square Tests and Symmetric Measures on Travel Companion**

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	46.303(a)	3	.000
<b>Likelihood Ratio</b>	48.619	3	.000
<b>Cramer's V</b>	.350		.000
<b>Contingency Coefficient</b>	.331		.000

## 5.2.9 Travel Method of Phuket Tourists and Difference between Domestic and International

### Tourists

The majority (78.0%) of domestic tourists and 59.2% of international tourists travel to Phuket on their own. Then, employing Chi-square, the results indicated significant association of travel method and their nationality.

**Table 5.11: Travel Method of Phuket Tourists and Difference between Domestic and**

### International Tourists

Nationality		Travel Method			
		Fully Packaged Tour	Partially Packaged Tour	On Your Own	Total
International	Count	39	39	113	191
	% within nationality	20.4%	20.4%	59.2%	100.0%
Domestic	Count	15	26	145	186
	% within nationality	8.1%	14.0%	78.0%	100.0%
Total	Count	54	65	258	377

#### Remark:

1. Number of valid cases = 377
2. 0 cells (.0%) have expected count less than 5. The minimum expected count is 26.64.

**Table 5.12: Results of Chi-Square Tests and Symmetric Measures**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.172(a)	2	.000
Likelihood Ratio	17.579	2	.000
Cramer's V (Sig.)	.213		.000
Contingency Coefficient	.209		.000

### 5.2.10 The Most Enjoyable Activities of Phuket Tourists

In this section, the question is asked in open-ended format, therefore not all respondents answered this section. Results indicated that there are 378 respondents who answered this question, which was divided into 183 domestic tourists and 195 international tourists. The top three activities for domestic tourists are water activities (121 responses), sightseeing (44 responses), and beach activities: walking, sitting, sunbathing (26 responses), while the top three for international tourists are water activities (103 responses), beach activities (63 responses), and other activities (35 responses), respectively.

**Table 5.13: The Most Enjoyable Activities of Phuket Tourists**

<b>The Most Enjoyable Activities of Phuket Tourists</b>	<b>Domestic Tourist (FQ)</b>	<b>International Tourist (FQ)</b>	<b>Total (FQ)</b>
1. Beach activities: walking, sitting, sunbathing	26	63	89
2. Water activities: swimming, diving, jet ski, boat	121	103	224
3. Sightseeing	44	10	54
4. Entertainment, nightlife	4	18	22
5. Shopping	6	30	36
6. Other activities: photographing, gocart driving	14	35	49
7. Traveling to tourist attractions	-	10	10
8. Drinking, eating	7	24	31
9. Relaxation	6	19	25

### 5.2.11 The Most Favorite Place in Chiangmai

In this section, the question is also asked in open-ended format, therefore not all respondents answered this section. Results indicated that there are 374 respondents who answered this question, which was divided into 185 domestic tourists and 189 international tourists. The top three places for domestic tourists are Pathong beach (79 responses), beaches and islands (52 responses), and Promthep cape (38 responses), while the top three for international tourists are beaches and islands (77 responses), Pathong beach (64 responses), Kata beach (26 responses), respectively.

**Table 5.14: The Most Favorite Place in Phuket**

<b>The Most Favorite Place in Phuket</b>	<b>Domestic Tourist (FQ)</b>	<b>International Tourist (FQ)</b>	<b>Total (FQ)</b>
1. Pathong beach	79	64	143
2. Promthep cape	38	2	40
3. Kata beach	27	26	53
4. Beaches and islands	52	77	129
5. Phuket fantasies	4	1	5
6. Temple	3	8	11
7. Phuket town	-	12	12
8. Shopping place	1	8	9
9. Entertainment area	-	8	8
10. Others	2	11	13

**5.2.12 Another Intended to Visit Destination in Thailand**

In this section, the question is also asked in open-ended format, therefore not all respondents answered this section. Results indicated that there are 231 respondents who answered this question, which was divided into 120 domestic tourists and 111 international tourists. The top three places domestic tourists intended to visit next are Southern region (63 responses), Northern region (56 responses), and Eastern region (9 responses), while the top two destinations for international tourists are the same, but in their third rank, they intended to visit the central region of Thailand.

**Table 5.15: Another Intended to Visit Destination in Thailand**

<b>Another Intended to Visit Destination in Thailand</b>	<b>Domestic Tourist (FQ)</b>	<b>International Tourist (FQ)</b>	<b>Total (FQ)</b>
1. Southern region: Phuket, Krabi, Suratthani, Phangna	63	64	127
2. Northern region: Chiangmai, Mae hong Son	56	32	88
3. Eastern region: Chonburi, Rayong, Trad	9	10	19
4. Central Region: Ayudthaya	2	28	30
5. Northeastern Region: Loei, Ubonrajathani	8	2	10
6. Western Region: Karnchanaburi, Phechaburi, Prachuab	7	6	13

### 5.2.13 Reasons for Attachment toward Phuket

In this section, the question is also asked in open-ended format, therefore not all respondents answered this section. Results indicated that there are 176 respondents who answered this question, which was divided into 87 domestic tourists and 89 international tourists. The top three reasons for domestic tourists are (1) beautiful nature, scenery (41 responses), (2) impression (21 responses), (3) used to live here, have friends or relative here (19 responses), while the most important reason for international tourists is beautiful nature, scenery (37 responses) and hospitality of local people (37 responses).

**Table 5.16: Reasons for Attachment toward Phuket**

Reasons for Attachment toward Phuket	Domestic Tourist (FQ)	International Tourist (FQ)	Total (FQ)
1. Beautiful nature, scenery	41	37	78
2. Used to live here, have friends or relative here	19	-	19
3. Convenience	8	5	13
4. Food	3	7	10
5. Hospitality of local people	3	37	40
6. Impression	21	7	28
7. Good climate	5	12	17
8. Culture and lifestyle of village people	4	5	9
9. Feel relaxed	3	6	9
10. Night entertainment	-	7	7
11. Others: friends, variety activities, good value	-	16	16

### 5.2.14 Problem Tourists Encountered in Phuket

In this section, the question is also asked in open-ended format, therefore not all respondents answered this section. Results indicated that there are 198 respondents who answered this question, which was divided into 108 domestic tourists and 90 international tourists. The top three problems that domestic tourists encountered are (1) high travel-related expense (45 responses), (2) traffic jam (24 responses), (3) inconvenience in travel (15 responses), while the most important reason for

international tourists are disturbance from seller, mosquito, homeless people, high travel-related expense, and cleanliness.

**Table 5.17: Problem Tourists Encountered in Phuket**

<b>Problem Tourists Encountered in Phuket</b>	<b>Domestic Tourist (FQ)</b>	<b>International Tourist (FQ)</b>	<b>Total (FQ)</b>
1. Traffic jam	24	7	31
2. High travel-related expense	45	13	58
3. Insufficient and unclear signage	8	-	8
4. Inconvenience in travel	15	9	24
5. Cleanliness	5	10	15
6. Poor condition of road	4	5	9
7. Language barrier	1	6	7
8. Inappropriate conduct of entertainment complex, prostitute	-	7	7
9. Too many tourist	-	3	3
10. Disturbance from seller, mosquito, homeless people	-	21	21
11. Safety of life and personal property	3	2	5
12. Inconvenient and poor service	3	7	10
13. Others	15	7	22

### **5.2.15 Recommendation from Phuket Tourists**

In this section, the question is also asked in open-ended format, therefore not all respondents answered this section. Results indicated that there are 109 respondents who answered this question, which was divided into 65 domestic tourists and 44 international tourists. The top three problems that domestic tourists encountered are (1) controlling and standardizing the prices of goods (15 responses), (2) natural conservatism (10 responses), (3) develop tourist information center (10 responses), while the most important reason for international tourists are cleanliness, serious control and development from government, controlling and standardizing the prices of goods.



**Table 5.18: Recommendation from Phuket Tourists**

<b>Recommendation from Phuket Tourists</b>	<b>Domestic Tourist (FQ)</b>	<b>International Tourist (FQ)</b>	<b>Total (FQ)</b>
1. Natural conservatism	10	4	14
2. Traffic	2	1	3
3. Cleanliness	12	8	20
4. Controlling and standardizing the prices of goods	15	7	22
5. Improve service provision and language training	2	4	6
6. Improve signage and parking	9	-	9
7. Improve transportation system and road	4	4	8
8. Safety in life and personal property	3	1	4
9. Serious control and development from government	6	8	14
10. Develop tourist information center	10	1	11
11. Control prostitution	-	4	4
12. Cultural conservatism	-	3	3

### **5.3 Results of Research Objective III: Distinguishing Factors of Tourist Loyalty Typology**

#### **(Domestic and International Tourists)**

In this section, loyalty typology adapted by Backman (1988) was employed. Participants categorized as “low loyalty”, had low behavioral consistency and low psychological attachment. “Latently loyal” participants had high psychological attachment, but low behavioral consistency. Participant categorized as “spuriously loyal” had high behavioral consistency, but low psychological commitment, while “highly loyal” participants had both high behavioral consistency and high psychological attachment.

Analysis involves the following procedures:

- (1) Loyalty segments were created by using the variables of: number of visits and attitudinal loyalty. Both variables were transformed into simple bivariate categories of ‘high’ (above the median) and ‘low’ (below the median). Respondents whose score were on the median were not included. The result are shown in table 5.19.

**Table 5.19: Loyalty Typology of Phuket Tourists**

Loyalty Typology	Domestic Tourist		International Tourist		Total	
	FQ	%	FQ	%	FQ	%
High Loyalty	21	20.0	45	32.1	66	26.9
Latent Loyalty	22	21.0	43	30.7	65	26.5
Spurious Loyalty	26	24.8	21	15.0	47	19.2
Low Loyalty	36	34.3	31	22.1	67	27.3
Total	105	100.0	140	100.0	245	100.0

(2) Factors distinguishing these four segments will be analyzed using discriminant analysis. The predictor variables are as follows; (1) satisfaction, (2) attachment, (3) perceived value, (4) familiarity, (5) four dimensions of push motivations, (6) five dimensions of pull motivations, (7) three reasons for repeated visitation, (8) novelty seeking and (9) demographic variables such as gender, age, marital status, number of children living with them, education level, monthly household income and nationality. It should be noted that in performing discriminant analysis, the predictor variable should be interval/ratio data. If the data is categorical like demographic data, the researcher should recode it into dummy variable as the following.

**Table 5.20: Lists of Dummy Code Variables**

Variables	Dummy Code	
Gender:	1 = Male,	0 = female
Age:	1 = 35 years old or higher	0 = less than 35 years old
Education Level:	1 = less than Bachelor degree	0 = Bachelor degree or higher
Monthly Household Income	1 = 35,000 Baht or higher	0 = less than 35,000 Baht
Children	1 = having no children living with them	0 = having children living with them
Nationality	1 = Thai tourist	0 = foreign tourist

(3) Demographic and psychographic, characteristics, as well as travel behavior of these four groups will be illustrated and analyzed using Chi-Square (for demographic using categorical variable) and Anova (for psychographic using continuous variable).

### 5.3.1 Factor Distinguishing Loyalty Group in Phuket

In order to explore factors that can differentiate four groups of loyal tourists, multiple discriminant analysis was employed. The author first detected Box's M which is an assumption of discriminant analysis. This test determines if investigates the covariance matrices do differ between groups formed by the dependent. The significance indicates that the group does differ, thus the assumption of homoscedasticity is violated. Therefore, instead of using within-group covariance matrice, the author used separate-group covariance matrice. However, it should be noted that this test is very sensitive to meeting and that discriminant analysis can be robust even when this assumption is violated. As indicated by Lachenbruch (1975), discriminant analysis is relatively robust even when there are modest violations of these assumptions.

**Table 5.21: Box's Test of Equality of Covariance Matrices**

Test Results		
<b>Box's M</b>		706.437
<b>F</b>	<b>Approx.</b>	1.328
	<b>df1</b>	459
	<b>df2</b>	92941.777
	<b>Sig.</b>	.000

Tests null hypothesis of equal population covariance matrices.

Total sample size for running discriminant analysis for Phuket was 229. The author then tested the significance of each independent variable. 17 out of 22 independent variables were significant in distinguishing five groups of loyalty. It should be noted that tourist's desire to seeking escape and relaxation (push motivation), history, heritage and knowledge (pull motivation), novelty seeking (travel philosophies), age, and number of children living with them (demographic characteristic) were not significant in differentiating loyalty group of tourists.

**Table 5.22: Tests of Equality of Group Means**

	Wilks' Lambda	F	df1	df2	Sig.
<b><u>Attitude</u></b>					
Familiarity	.794	19.494	3	225	.000
Satisfaction	.701	31.914	3	225	.000
Perceived value	.826	15.815	3	225	.000
Attachment	.702	31.812	3	225	.000
<b><u>Push Motivation</u></b>					
Experiencing different lifestyle and people	.952	3.769	3	225	.011
Seeking escape and relaxation	-	-	-	-	ns
Seeking novelty and status	.950	3.960	3	225	.009
Strengthening family and kinship ties	.951	3.881	3	225	.010
<b><u>Pull Motivation</u></b>					
History, heritage and knowledge	-	-	-	-	ns
Quality and infrastructure	.926	5.960	3	225	.001
Shopping, Convenience and Activities	.925	6.096	3	225	.001
Food and People	.947	4.236	3	225	.006
Scenery	.947	4.187	3	225	.007
<b><u>Travel Philosophies</u></b>					
Novelty seeking	-	-	-	-	ns
<b><u>Reasons for Repeat Visitation</u></b>					
Want to further explore	.964	2.785	3	225	.042
Want to show this place to others	.861	12.152	3	225	.000
<b><u>Demographic Characteristic</u></b>					
Gender	.956	3.487	3	225	.017
Age	-	-	-	-	ns
Education level	.962	2.960	3	225	.033
Monthly household income	.920	6.501	3	225	.000
Number of children living with them	-	-	-	-	ns
Nationality	.943	4.548	3	225	.004

In this study, the first function is the most important and able to explain variance by 76.7%. Test the significant of discriminant function as a whole. A significant lambda means that we can reject the null hypothesis that the four groups have the same mean discriminant function score and conclude the model is discriminating.

**Table 5.23: Summary of Canonical Discriminant Functions**

Eigenvalues				
Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	1.030(a)	77.8	77.8	.712
2	.234(a)	17.7	95.5	.436
3	.060(a)	4.5	100.0	.237

a First 3 canonical discriminant functions were used in the analysis.

**Table 5.24: Wilks' Lambda for Discriminat Model**

Wilks' Lambda				
Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1 through 3	.377	212.384	51	.000
2 through 3	.765	58.376	32	.003
3	.944	12.581	15	.635

Fisher's linear discriminant functions are used in formula for making classification.

According to table 5.22, the strongest differentiating factors are (1) attachment with Phuket, (2) want to show this place to others, (3) quality and infrastructure in Phuket, (4) satisfaction, (5) familiarity with Phuket, (6) desire to experience different lifestyle and people, (7) shopping, convenience and activities, (8) strengthening family and kinship ties, (9) perceived value, (10) nationality, (11) desire to seek novelty and status, (12) want to further explore, (13) gender, (14) scenery, (15) food and people, (16) education level, (17) monthly household income, respectively.

**Table 5.25: Standardized Canonical Discriminant Function Coefficients**

	Function		
	1	2	3
Familiarity	.224	.197	-.362
Satisfaction	.274	-.544	-.305
Perceived value	.106	.186	-.489
Attachment	.441	.257	.474
Experiencing different lifestyle and people	.202	.375	-.050
Seeking novelty and status	.090	-.365	-.190
Strengthening family and kinship ties	.162	.186	-.429
Quality and infrastructure	.269	-.338	.246
Shopping, Convenience and Activities	.177	.100	.438

Food and People	.055	.230	.189
Scenery	.087	-.216	.287
Want to further explore	-.089	.096	-.075
Want to show this place to others	.399	.007	.031
Gender	.089	.205	-.138
Education level	-.046	-.309	.536
Monthly household income	-.025	.284	.486
Nationality	-.095	.426	-.170

Fisher's linear discriminant functions are used in formula for making classification.

The classification results based on the analysis sample indicate that 58.5 percent of the cases are correctly classified. The high loyalty group achieved the most accurate prediction (67.2%) followed by spurious loyalty group (62.2%), latent loyalty (57.1%), low loyalty (49.2%), respectively.

**Table 5.26: Classification Results**

		Group	Predicted Group Membership				Total
			High Loyalty	Latent Loyalty	Spurious Loyalty	Low Loyalty	
Original	Count	High Loyalty	39	11	5	3	58
		Latent Loyalty	19	36	6	2	63
		Spurious Loyalty	5	4	28	8	45
		Low Loyalty	5	5	22	31	63
		Ungrouped Cases	35	24	62	26	147
	%	High Loyalty	<b>67.2</b>	19.0	8.6	5.2	100.0
		Latent Loyalty	30.2	<b>57.1</b>	9.5	3.2	100.0
		Spurious Loyalty	11.1	8.9	<b>62.2</b>	17.8	100.0
		Low Loyalty	7.9	7.9	34.9	<b>49.2</b>	100.0
		Ungrouped Cases	23.8	16.3	42.2	17.7	100.0
a 58.5% of original grouped cases correctly classified.							

In order to understand attitude differences among four loyalty groups, One-way ANOVA was conducted.

**Table 5.27: Results of One-Way ANOVA of Using Loyalty's Typology as Independent Variable of Phuket**

	Loyalty				F-test	Welch	Multiple Comparisons					
	1 High Mean (SD)	2 Latent Mean (SD)	3 Spurious Mean (SD)	4 Low Mean (SD)			1 - 2	1 - 3	1 - 4	2 - 3	2 - 4	3 - 4
1. Familiarity	4.19 (.614)	4.11 (.688)	3.62 (.630)	3.45 (.596)	19.840**		ns	.000 <sup>a</sup>	.000 <sup>a</sup>	.001 <sup>a</sup>	.000 <sup>a</sup>	ns
2. Satisfaction	4.40 (.497)	4.57 (.404)	3.76 (.758)	3.73 (.632)		34.040**	ns	.000 <sup>b</sup>	.000 <sup>b</sup>	.000 <sup>b</sup>	.000 <sup>b</sup>	ns
3. Perceived value	5.39 (1.208)	5.17 (1.234)	4.42 (1.284)	4.04 (1.160)	16.210**		ns	.001 <sup>a</sup>	.000 <sup>a</sup>	.011 <sup>a</sup>	.000 <sup>a</sup>	ns
4. Attachment	4.13 (.711)	3.76 (.797)	3.22 (.586)	3.02 (.563)		34.819**	.047 <sup>b</sup>	.000 <sup>b</sup>	.000 <sup>b</sup>	.001 <sup>b</sup>	.000 <sup>b</sup>	ns
5. Experiencing different lifestyle and people	3.89 (.633)	3.57 (.815)	3.42 (.639)	3.34 (.755)	6.571**		ns	.007 <sup>a</sup>	.000 <sup>a</sup>	ns	ns	ns
6. Seeking novelty and status	3.95 (.729)	4.00 (.645)	3.46 (.905)	3.63 (.659)		6.343**	ns	.022 <sup>b</sup>	ns	.006 <sup>b</sup>	.011 <sup>b</sup>	ns
7. Strengthening family and kinship ties	3.47 (.971)	3.49 (.806)	3.30 (.950)	2.91 (1.082)		4.394**	ns	ns	.019 <sup>b</sup>	ns	.005 <sup>b</sup>	ns
8. Quality and infrastructure	3.99 (.633)	4.08 (.509)	3.47 (.700)	3.59 (.794)		11.553**	ns	.001 <sup>b</sup>	.016 <sup>b</sup>	.000 <sup>b</sup>	.001 <sup>b</sup>	ns
9. Shopping, Convenience and Activities	3.88 (.604)	3.73 (.515)	3.27 (.570)	3.32 (.659)	14.434**		ns	.000 <sup>a</sup>	.000 <sup>a</sup>	.001 <sup>a</sup>	.001 <sup>a</sup>	ns
10. Food and People	4.16 (.670)	3.99 (.731)	3.69 (.726)	3.64 (.655)	7.466**		ns	.004 <sup>a</sup>	.000 <sup>a</sup>	ns	.027 <sup>a</sup>	ns
11. Scenery	4.33 (.539)	4.46 (.499)	3.90 (.650)	4.04 (.571)	11.406**		ns	.001 <sup>a</sup>	.032 <sup>a</sup>	.000 <sup>a</sup>	.000 <sup>a</sup>	ns
12. Want to further explore	3.97 (.858)	3.75 (1.031)	3.58 (.965)	3.48 (1.045)		3.033*	ns	ns	.033 <sup>b</sup>	ns	ns	ns
13. Want to show this place to others	4.33 (.735)	4.40 (.730)	3.71 (.944)	3.67 (.944)	12.471**		ns	.002 <sup>a</sup>	.000 <sup>a</sup>	.000 <sup>a</sup>	.000 <sup>a</sup>	ns

\*\* Significance at .01 level, \* Significance at .05 level

a = Bonferroni, b = Dunnett T3

The following section applied Chi-square test to determine whether there is association between demographic variables and loyalty group and to describe the pattern of association.

### 5.3.2 Pattern of Association between Gender and Loyalty Group

Pearson Chi-square indicated that gender and loyalty group are significantly associated at .05 level.

The majority (35.4%) of female tourists are low loyal to destination, while the majority (32.5%) of male tourists are high loyal to destination.

**Table 5.28: Results of Crosstabulation Depicting Association between Gender and Loyalty**

#### Group of Phuket Tourist

		Loyalty Group				
Gender		High	Latent	Spurious	Low	Total
<b>Female</b>	Count	20	31	22	40	113
	% within gender	17.7%	27.4%	19.5%	35.4%	100.0%
<b>Male</b>	Count	38	32	23	24	117
	% within gender	32.5%	27.4%	19.7%	20.5%	100.0%
<b>Total</b>	Count	58	63	45	64	230

**Remark:**

1. Number of valid cases = 230
2. 0 cells (.0%) have expected count less than 5. The minimum expected count is 22.11.

**Table 5.29: Results of Chi-Square Tests and Symmetric Measures**

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	9.558(a)	3	.023
<b>Likelihood Ratio</b>	9.691	3	.021
<b>Cramer's V (Sig.)</b>	.204		.023
<b>Contingency Coefficient</b>	.200		.023



### 5.3.3 Pattern of Association between Age and Loyalty Group

Pearson Chi-square indicated that there is no significant association between age and loyalty group.

This result is consistent with the discriminant result that age is not significant distinguishing factor in discriminating loyalty groups

**Table 5.30: Results of Crosstabulation Depicting Association between Age and Loyalty Group of Phuket Tourist**

Age		Loyalty Group				Total
		High	Latent	Spurious	Low	
<b>Less than 35 Years Old</b>	Count	25	31	26	39	121
	% within age	20.7%	25.6%	21.5%	32.2%	100.0%
<b>35 Years Old or Higher</b>	Count	33	32	19	25	109
	% within age	30.3%	29.4%	17.4%	22.9%	100.0%
<b>Total</b>	Count	58	63	45	64	230

**Remark:**

1. Number of valid cases = 230
2. 0 cells (.0%) have expected count less than 5. The minimum expected count is 21.33.

**Table 5.31: Results of Chi-Square Tests and Symmetric Measures**

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	4.657(a)	3	.199
<b>Likelihood Ratio</b>	4.677	3	.197
<b>Cramer's V (Sig.)</b>	.142		.199
<b>Contingency Coefficient</b>	.141		.199

### 5.3.4 Pattern of Association between Marital Status and Loyalty Group

Pearson Chi-square indicated that there is no significant association between marital status and loyalty group. This result is consistent with the discriminant result that age is not significant distinguishing factor in discriminating loyalty groups.

**Table 5.32: Results of Crosstabulation Depicting Association between Marital Status and Loyalty Group of Phuket Tourist**

Marital Status		Loyalty Group				Total
		High	Latent	Spurious	Low	
<b>Married</b>	Count	27	32	15	19	93
	% within marital status	29.0%	34.4%	16.1%	20.4%	100.0%
<b>Single or Divorced, Separated, Widowed</b>	Count	31	31	30	45	137
	% within marital status	22.6%	22.6%	21.9%	32.8%	100.0%
<b>Total</b>	Count	58	63	45	64	230

**Remark:**

1. Number of valid cases = 230
2. 0 cells (.0%) have expected count less than 5. The minimum expected count is 18.20.

**Table 5.33: Results of Chi-Square Tests and Symmetric Measures**

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	7.719(a)	3	.052
<b>Likelihood Ratio</b>	7.794	3	.050
<b>Cramer's V (Sig.)</b>	.183		.052
<b>Contingency Coefficient</b>	.180		.052

**5.3.5 Pattern of Association between Number of Children Living with them and Loyalty Group**

Pearson Chi-square indicated that there is not significant association between number of children living with them and loyalty group. This result is consistent with the discriminant result that number of children living with them is not significant distinguishing factor in discriminating loyalty groups.

**Table 5.34: Results of Crosstabulation Depicting Association between Number of Children Living with and Loyalty Group of Phuket Tourist**

		Loyalty Group				
Number of Children Living with them		High	Latent	Spurious	Low	Total
<b>Having children living with them</b>	Count	22	24	20	25	91
	% within number of children living with them	24.2%	26.4%	22.0%	27.5%	100.0%
<b>Having no children living with them</b>	Count	36	39	25	39	139
	% within number of children living with them	25.9%	28.1%	18.0%	28.1%	100.0%
<b>Total</b>	Count	58	63	45	64	230

**Remark:**

1. Number of valid cases = 230
2. 0 cells (.0%) have expected count less than 5. The minimum expected count is 17.80.

**Table 5.35: Results of Chi-Square Tests and Symmetric Measures**

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	.577(a)	3	.902
<b>Likelihood Ratio</b>	.572	3	.903
<b>Cramer's V (Sig.)</b>	.050		.902
<b>Contingency Coefficient</b>	.050		.902

**5.3.6 Pattern of Association between Education Level and Loyalty Group**

Pearson Chi-square indicated that there is significant association between level of education and loyalty group. This result is consistent with the discriminant result that level of education is significant distinguishing factor in discriminating loyalty groups. Tourists with bachelor degree or higher are equally allocated into four groups whereas the majority of tourists with less than bachelor degree are latent (33.3%) or low loyal (34.8%).

**Table 5.36: Results of Crosstabulation Depicting Association between Education Level and Loyalty Group of Phuket Tourist**

		Loyalty Group				
Education Level		High	Latent	Spurious	Low	Total
<b>Bachelor Degree or Higher</b>	Count	42	40	39	40	161
	% within education level	26.1%	24.8%	24.2%	24.8%	100.0%
<b>Less than Bachelor Degree</b>	Count	16	23	6	24	69
	% within education level	23.2%	33.3%	8.7%	34.8%	100.0%
<b>Total</b>	Count	58	63	45	64	230

**Remark:**

1. Number of valid cases = 230
2. 0 cells (.0%) have expected count less than 5. The minimum expected count is 13.50.

**Table 5.37: Results of Chi-Square Tests and Symmetric Measures**

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	9.098(a)	3	.028
<b>Likelihood Ratio</b>	9.961	3	.019
<b>Cramer's V (Sig.)</b>	.199		.028
<b>Contingency Coefficient</b>	.195		.028

**5.3.7 Pattern of Association between Monthly Household Income and Loyalty Group**

Pearson Chi-square indicated that there is significant association between level of income and loyalty group. This result is consistent with the discriminant result that income level is significant distinguishing factor in discriminating loyalty groups. For tourists with income lower than 35,000 Baht, the majority of them (33.8%) are low loyal, while tourists with income higher than 35,000 baht, the majority of them (39.2%) are high loyal.

**Table 5.38: Results of Crosstabulation Depicting Association between Monthly Household income and Loyalty Group of Phuket Tourist**

Monthly Household income		Loyalty Group				Total
		High	Latent	Spurious	Low	
<b>Less than 35,000 Baht</b>	Count	20	38	30	45	133
	% within monthly household income	15.0%	28.6%	22.6%	33.8%	100.0%
<b>35,000 Baht or Higher</b>	Count	38	25	15	19	97
	% within monthly household income	39.2%	25.8%	15.5%	19.6%	100.0%
<b>Total</b>	Count	58	63	45	64	230

**Remark:**

1. Number of valid cases = 230
2. 0 cells (.0%) have expected count less than 5. The minimum expected count is 18.98.

**Table 5.39: Results of Chi-Square Tests and Symmetric Measures**

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	18.653(a)	3	.000
<b>Likelihood Ratio</b>	18.694	3	.000
<b>Cramer's V (Sig.)</b>	.285		.000
<b>Contingency Coefficient</b>	.274		.000

**5.3.8 Pattern of Association between Nationality and Loyalty Group**

Pearson Chi-square indicated that there is significant association between nationality (international or domestic tourist) and loyalty group. This result is consistent with the discriminant result that nationality is significant distinguishing factor in discriminating loyalty groups.

**Table 5.40: Results of Crosstabulation Depicting Association between Nationality and Loyalty**

**Group of Phuket Tourist**

		Loyalty Group				
Nationality		High	Latent	Spurious	Low	Total
<b>International Tourist</b>	Count	42	42	20	30	134
	% within nationality	31.3%	31.3%	14.9%	22.4%	100.0%
<b>Domestic Tourist</b>	Count	16	21	25	34	96
	% within nationality	16.7%	21.9%	26.0%	35.4%	100.0%
<b>Total</b>	Count	58	63	45	64	230

**Remark:**

1. Number of valid cases = 230
2. 0 cells (.0%) have expected count less than 5. The minimum expected count is 18.78.

**Table 5.41: Results of Chi-Square Tests and Symmetric Measures**

	Value	df	Asymp. Sig. (2-sided)
<b>Pearson Chi-Square</b>	13.552(a)	3	.004
<b>Likelihood Ratio</b>	13.716	3	.003
<b>Cramer's V</b>	.243		.004
<b>Contingency Coefficient</b>	.236		.004

In summary, with regards to demographic variables only three variables: number of children living with them, level of education and nationality have association with the loyalty groups. The strength of association as measured by Cramer's V and Contingency Coefficient indicated that gender (.204,.200), level of education (.199,.195), monthly household income (.285,.274), and nationality (.243,.236) respectively.

**5.4 Results of Research Objective IV: Antecedents of Attitudinal Loyalty, Behavioral Loyalty and Intention to Visit Other Place in Thailand of Phuket Tourists**

In this section, the researcher wishes to explore the antecedents of attitudinal loyalty, behavioral loyalty as well as intention to visit another destination in Thailand. Stepwise multiple regression was performed and data was analyzed separately between domestic and international tourists in Phuket.

#### 5.4.1 Antecedents of Attitudinal Loyalty toward Phuket

In Phuket, data from domestic tourists indicated that the model explains 52.2% of attitudinal loyalty.

The results indicate relationship between attitudinal loyalty and attachment ( $\beta = .353$ ,  $\rho = .000$ ), want to show this place to others ( $\beta = .209$ ,  $\rho = .000$ ), want to further explore ( $\beta = .184$ ,  $\rho = .001$ ), familiarity ( $\beta = .164$ ,  $\rho = .005$ ), quality and infrastructure ( $\beta = .157$ ,  $\rho = .007$ ), satisfaction ( $\beta = .131$ ,  $\rho = .033$ ), and shopping, convenience and activities ( $\beta = .126$ ,  $\rho = .037$ ) respectively.

In the case of international tourists, the strongest predictors are reported in order of their standardized beta as follows; satisfaction ( $\beta = .413$ ,  $\rho = .000$ ), familiarity ( $\beta = .284$ ,  $\rho = .000$ ), attachment ( $\beta = .201$ ,  $\rho = .000$ ), desire to seek novelty and status ( $\beta = .143$ ,  $\rho = .005$ ), quality and infrastructure ( $\beta = .136$ ,  $\rho = .004$ ), and tourists with monthly household income (35,000 Baht or higher) ( $\beta = .107$ ,  $\rho = .027$ ), respectively. This model can explain 59.8% of variance.

**Table 5.42: Results of Multiple Regression Analysis of Model Using Attitudinal Loyalty as Dependent Variable**

1. Domestic Tourists (n = 186, R <sup>2</sup> = 54.0%, Adj. R <sup>2</sup> = 52.2%, Overall F = 29.661, p = .000)			
	$\beta$	t-value	p.
Attachment	.353	6.044	.000
Want to show this place to others	.209	3.567	.000
Want to further explore	.184	3.499	.001
Familiarity	.164	2.828	.005
Quality and infrastructure	.157	2.730	.007
Satisfaction	.131	2.153	.033
Shopping, convenience and activities	.126	2.100	.037
2. International Tourists (n = 191, R <sup>2</sup> = 61.1%, Adj. R <sup>2</sup> = 59.8%, Overall F = 48.199, p = .000)			
Satisfaction	.413	7.635	.000
Familiarity	.284	5.712	.000
Attachment	.201	3.720	.000
Desire to seek novelty and status	.143	2.850	.005
Quality and infrastructure	.136	2.891	.004
Monthly household income (35,000 Baht or higher)	.107	2.231	.027

Remark: All  $\beta$  are standardized coefficients.

#### 5.4.2 Antecedents of Behavioral Loyalty (Number of Repeated Visits) Phuket

In Phuket, data from domestic tourists indicated that the model explains 6.3%. The predictors reported in order of its impact are as follows; perceived value ( $\beta = .158$ ,  $\rho = .032$ ), shopping, convenience and activities ( $\beta = .157$ ,  $\rho = .033$ ), and tourist with monthly household income (35,000 Baht or higher) ( $\beta = .149$ ,  $\rho = .042$ ), respectively. In the case of international tourists, the model can explain 20.5%. The results indicated a relationship with desire to seek novelty and status ( $\beta = -.338$ ,  $\rho = .000$ ), familiarity ( $\beta = .231$ ,  $\rho = .001$ ), and attachment ( $\beta = .226$ ,  $\rho = .001$ ) respectively.

**Table 5.43: Results of Multiple Regression Analysis of Model Using Number of Repeat Visit Phuket as Dependent Variable**

	$\beta$	t-value	p.
1. Domestic Tourists (n = 186, $R^2 = 7.8\%$ , Adj. $R^2 = 6.3\%$ , Overall F = 4.934, p = .003)			
Perceived value	.158	2.167	.032
Shopping, convenience and activities	.157	2.154	.033
Monthly household income (35,000 Baht or higher)	.149	2.045	.042
2. International Tourists (n = 191, $R^2 = 21.7\%$ , Adj. $R^2 = 20.5\%$ , Overall F = 17.282, p = .000)			
Desire to seek novelty and status	-.338	-5.171	.000
Familiarity	.231	3.346	.001
Attachment	.226	3.271	.001

Remark: All  $\beta$  are standardized coefficients.

#### 5.4.3 Antecedents of Intention to Visit Other Destination in Thailand (Phuket Tourist)

In Phuket, data from domestic tourists indicated that the model explains 13.7%. The results indicate a relationship between intention to revisit other destination in Thailand and novelty seeking ( $\beta = .245$ ,  $\rho = .000$ ), tourists with age (35 years old or higher) ( $\beta = -.174$ ,  $\rho = .016$ ), perceived value ( $\beta = -.151$ ,  $\rho = .030$ ), respectively. In the case of international tourists, the model can explain 16.1%. The results indicated a positive relationship with attachment ( $\beta = .217$ ,  $\rho = .001$ ),



satisfaction ( $\beta = .273$ ,  $\rho = .001$ ), perceived value ( $\beta = -.198$ ,  $\rho = .016$ ), and novelty seeking ( $\beta = .155$ ,  $\rho = .023$ ) respectively.

**Table 5.44: Results of Multiple Regression Analysis of Model Using Intention to Revisit Other Place in Thailand as Dependent Variable**

	$\beta$	t-value	p.
1. Domestic Tourists (n = 186, $R^2 = 15.1\%$ , Adj. $R^2 = 13.7\%$ , Overall F = 10.780, p = .000)			
Novelty seeking	.245	3.436	.001
Age (35 years old or higher)	-.174	-2.431	.016
Perceived value	-.151	-2.183	.030
2. International Tourists (n = 190, $R^2 = 17.9\%$ , Adj. $R^2 = 16.1\%$ , Overall F = 10.137, p = .000)			
Attachment	.275	3.504	.001
Satisfaction	.273	3.482	.001
Perceived value	-.198	-2.425	.016
Novelty seeking	.155	2.292	.023

Remark: All  $\beta$  are standardized coefficients.

## Chapter 6: Conclusion, Implication and Recommendation

### 6.1 Introduction

The purpose of this chapter is to elaborate upon, and explain in a more integrated fashion, the results that have been reported in the previous chapters. A summary of findings based on the research objectives is firstly presented. Next, a discussion of research results is provided. At the end of this chapter, implications for tourism marketers and the areas into which future research might extend are suggested.

### 6.2 Demographic Profile of Loyal Tourist (Chiangmai VS Phuket)

In this study, tourists who visited destination at least twice are considered loyal and become focal point of the study.

#### Gender

In Chiangmai, 56% of domestic tourists are female whereas 67% of international tourists are male. In Phuket, 62% of domestic tourists are female while 60% of international tourists are male.

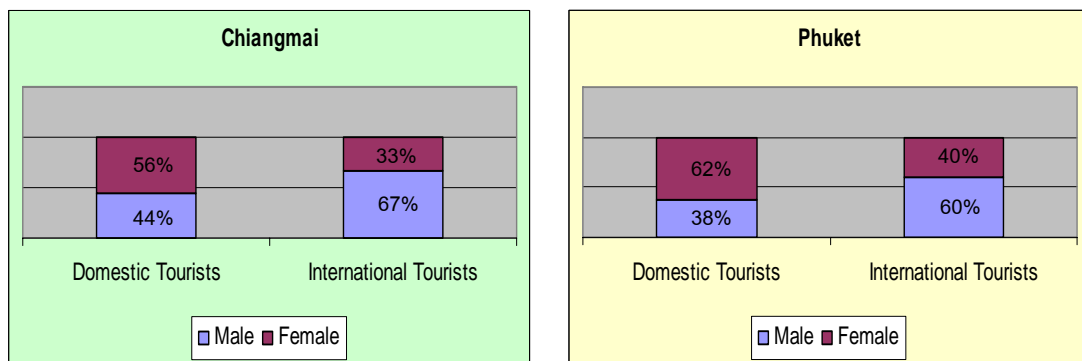


Figure 6.1: Gender of Tourists: Chiangmai and Phuket

## Age

In Chiangmai, 45% of domestic tourists are between 25-34 years old, whereas 67% of international tourists are between 25-54 years old. In Phuket, 43% of domestic tourists are between 25-34 years old, whereas 80% of international tourists are between 25-54 years old.

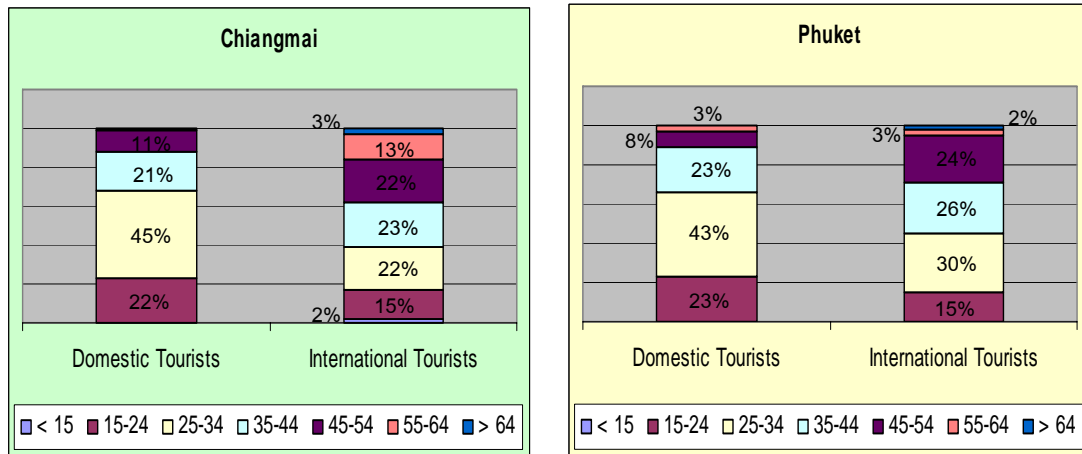


Figure 6.2: Age of Tourists: Chiangmai and Phuket

## Having Children Living with Them

In Chiangmai, 67% of domestic tourists who are loyal toward Chiangmai have no children living with them, while the proportion of international tourists have no children living with them is 74%. In Phuket, the percentage for domestic tourists is 52% and for international tourists is 69%.

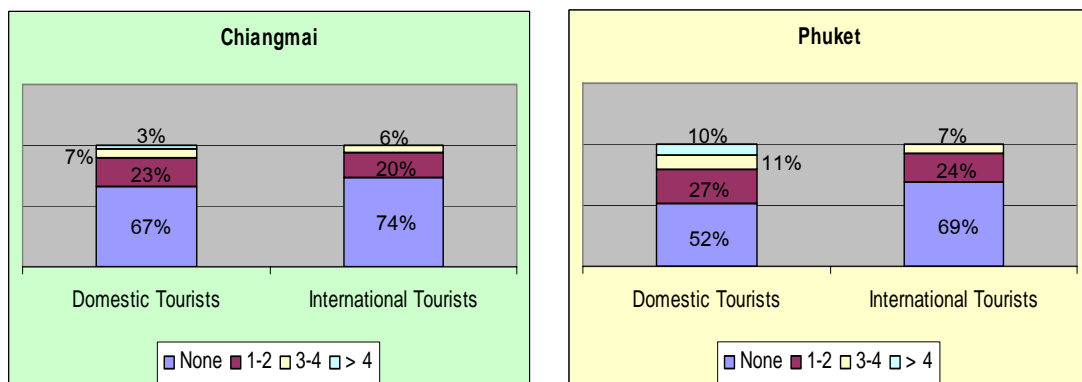


Figure 6.3: Tourists Having Children Living with them: Chiangmai and Phuket

### Marital Status

In Chiangmai, 67% of domestic tourists who are loyal toward Chiangmai are single, while the international tourists are equally allocated into single or married (46% vs 43%). In Phuket, there are the same patterns, 62% of domestic tourists are single, while equal proportions of international tourists are either single or married (52% vs 41%).

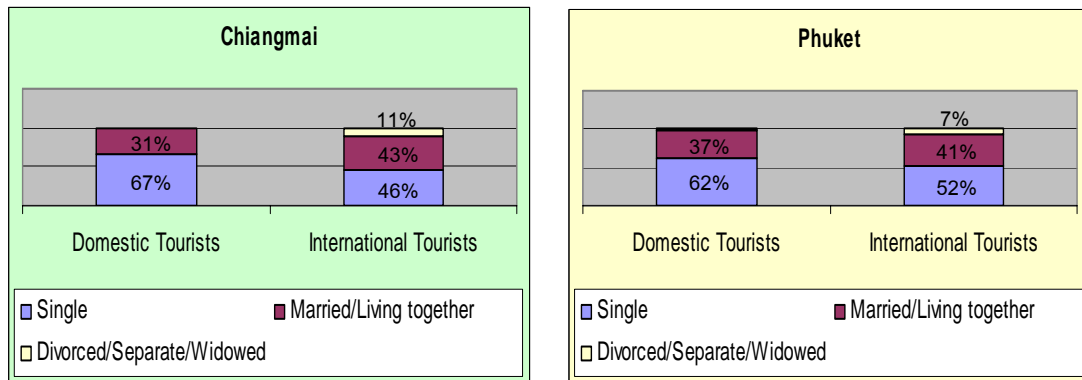


Figure 6.4: Marital Status of Tourists: Chiangmai and Phuket

### Level of Education

In Chiangmai, 57% of domestic tourists has bachelor degree, while the international tourists are equally allocated into having bachelor degree or having higher bachelor degree (43% vs 40%). In Phuket, there are the same patterns, 63% of domestic tourists are single, while the greater proportion of international tourists is allocated to education higher than bachelor degree (53% vs 19%).

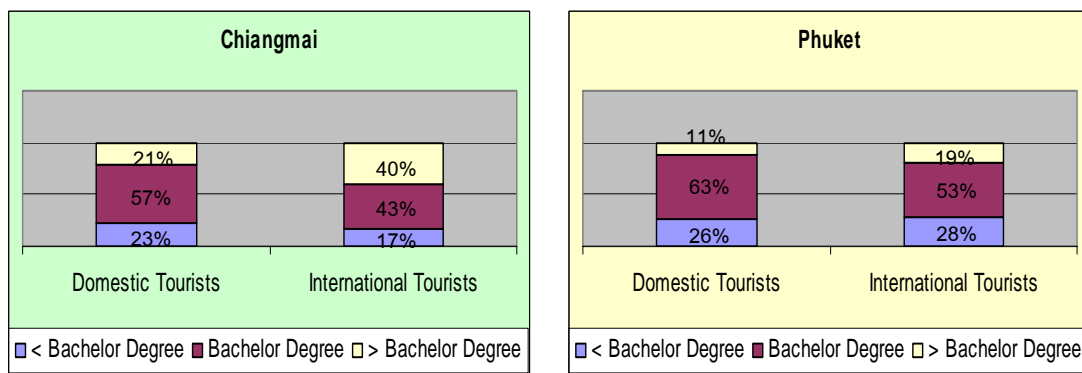


Figure 6.5: Educational Level of Tourists: Chiangmai and Phuket

## Occupation

In Chiangmai, the majority of domestic tourists are government officers, others, and students while the majority of international tourists are professional and students. In Phuket, the majority of domestic tourists are from commercial sector and entrepreneur, while the majority of international tourists are professional and administrative.

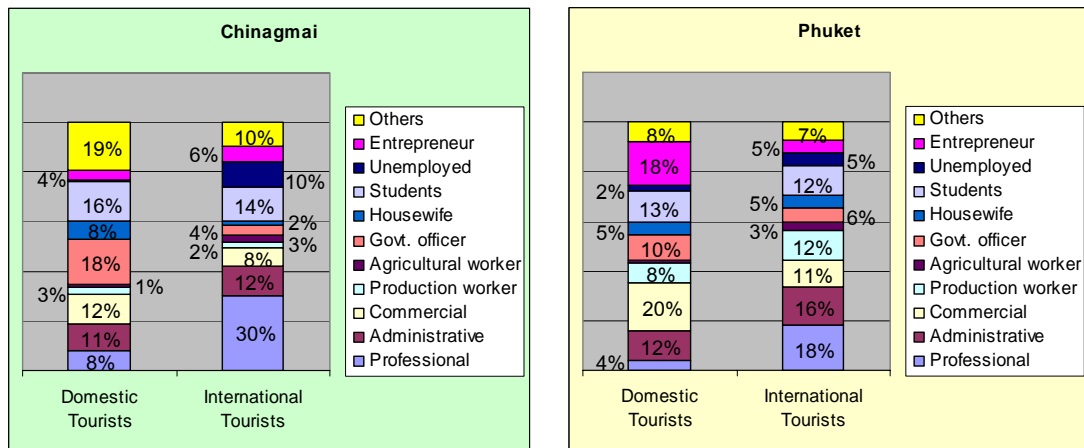


Figure 6.6: Occupation of Tourists: Chiangmai and Phuket

## Household Monthly Income

In Chiangmai, the majority of domestic tourists (51%) have income not greater than 17,499 Baht, while 43% of international tourists have income greater than 80,000 Baht. There are the same patterns for Phuket.

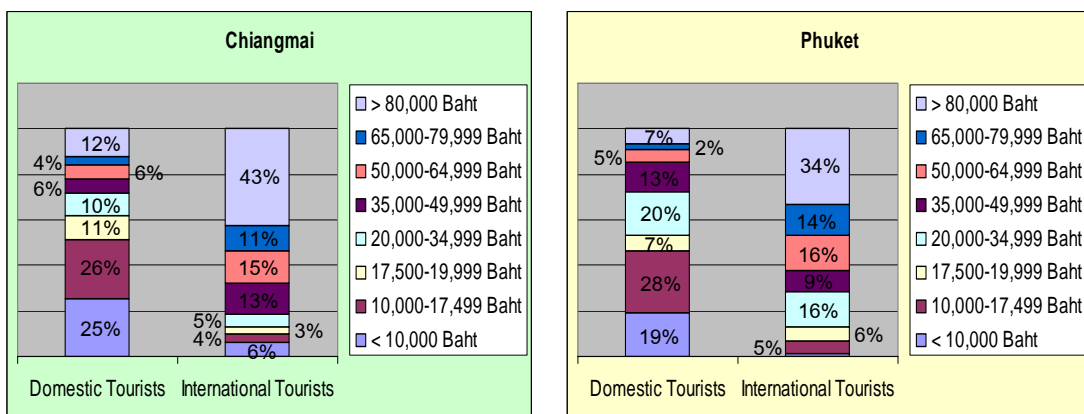


Figure 6.7: Monthly Household Income of Tourists: Chiangmai and Phuket

### Country of Residence

With regards to international tourists in Chiangmai, the majority of them come from Europe (40%) and American (24%) continent. In Phuket, the same pattern applies for Phuket (47% from Europe and 14% from The Americas) as well. Therefore it can be concluded that Europe is the biggest customer who show loyalty toward destination.

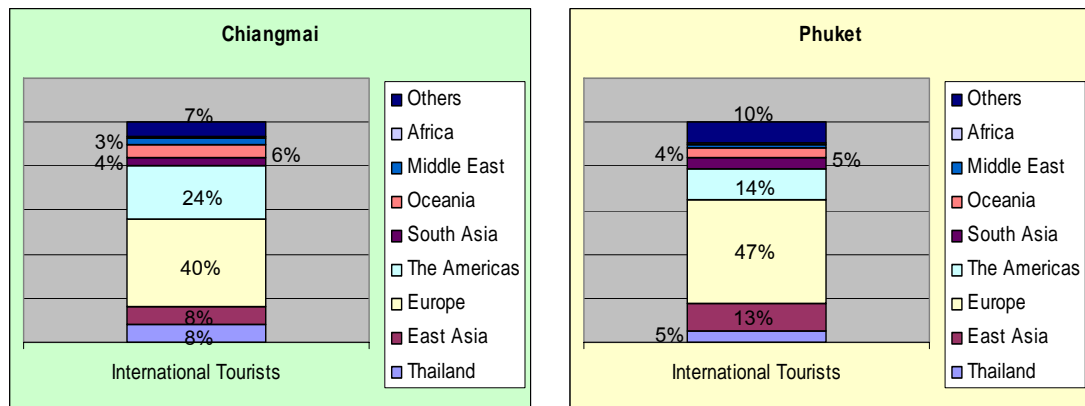


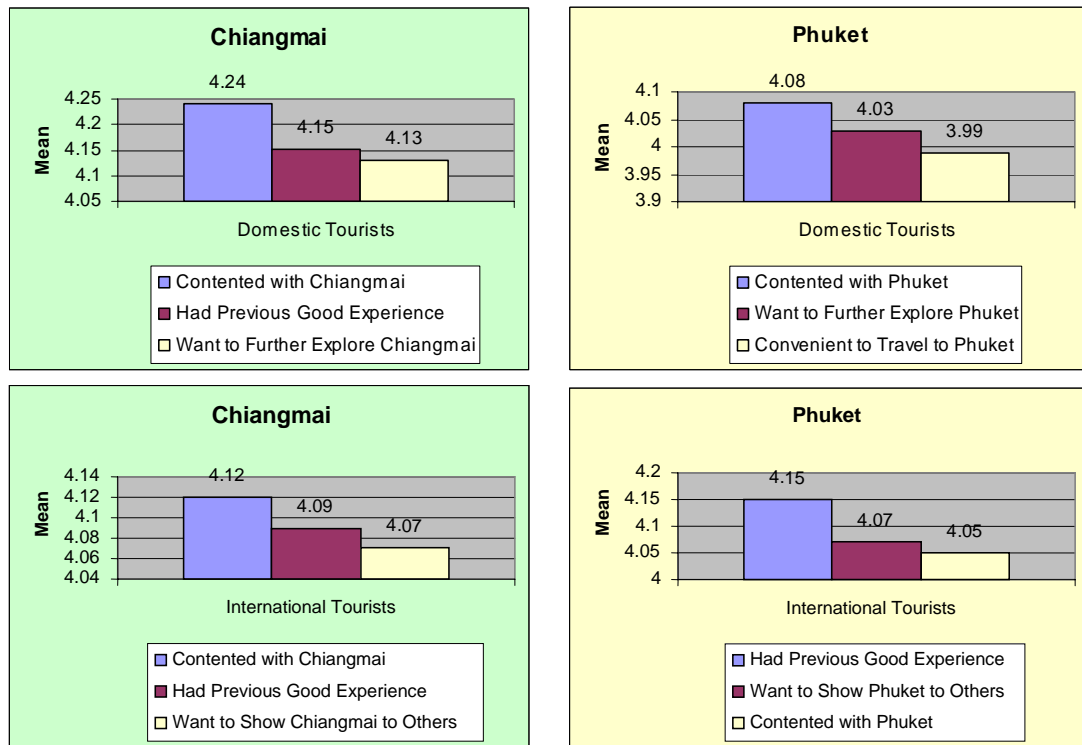
Figure 6.8: Country of Residence of International Tourists: Chiangmai and Phuket

### 6.3 Psychographic Profile of Loyal Tourists

#### Top Three Reasons for Repeated Visit

To sum up, the top three reasons for domestic tourists to revisit Chiangmai are (1) their contentment with Chiangmai, (2) their previous good experience and (3) their desire to further explore Chiangmai. However, the top three reasons for domestic tourists to revisit Phuket is (1) their contentment, (2) their desire to further explore Phuket and (3) convenience in traveling to Phuket. With respect to international tourists, the top three reasons for them to revisit Chiangmai are (1) their contentment with Chiangmai, (2) their previous good experience, which are the same reasons for domestic tourists, and the third reason is their desire to show Chiangmai to others. The top three reasons for revisiting Phuket are (1) previous good experience, (2) desire to show Phuket to others and (3) contentment with Phuket. In conclusion, the results from both destinations and from international and domestic tourist indicated the

major congruent reasons for repeated visit which are; (1) contentment, (2) previous good experience, (3) want to further explore and want to show the destination to others.



**Figure 6.9: Top Three Reasons for Repeated Visit: Chiangmai and Phuket**

### Top Three Travel Products of Interest

For ease of interpretation, the following sections reported only the top three products of interest. Domestic tourists in Chiangmai are interested in (1) nature-mountain, (2) culture, (3) nature-beach, whereas domestic tourists in Phuket are interested in (1) nature-beach, (2) nature-mountain, (3) foods. Regarding international tourists in Chiangmai, they are interested in (1) foods, (2) culture and (3) nature-mountain, at the same time, international tourists in Phuket are interested in nature, foods and shopping. Therefore it can be concluded that the most important product interests both international and domestic tourists are nature- beach and mountain, foods, and culture.

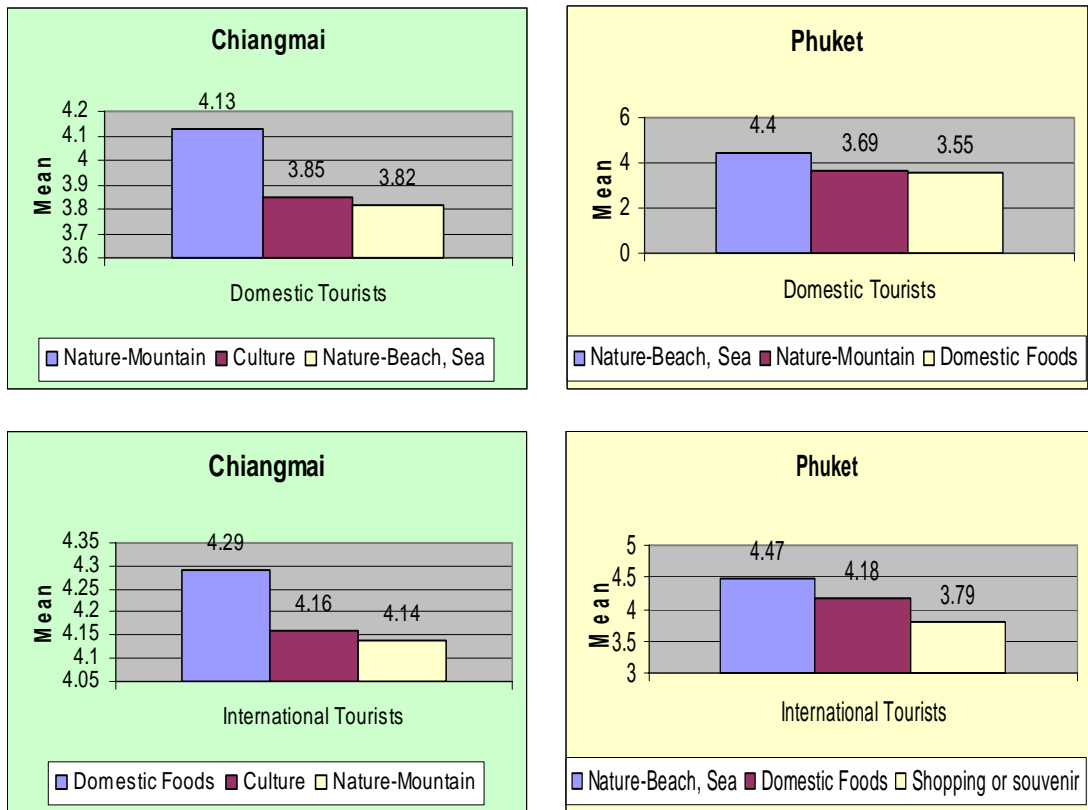


Figure 6.10: Top Three Travel Products of Interest: Chiangmai and Phuket

### Novelty Seeking in Tourism

In terms of traveling style (i.e., novelty seeking), domestic tourists in Chiangmai travel because they want change from routine and to alleviate boredom in their daily life, whereas domestic tourists in Phuket travel because they want to alleviate their boredom and to change from routine. The same holds true for international tourists both in Chiangmai and Phuket, except for the fact that they travel to Chiangmai because they want a change from routine and surprise.



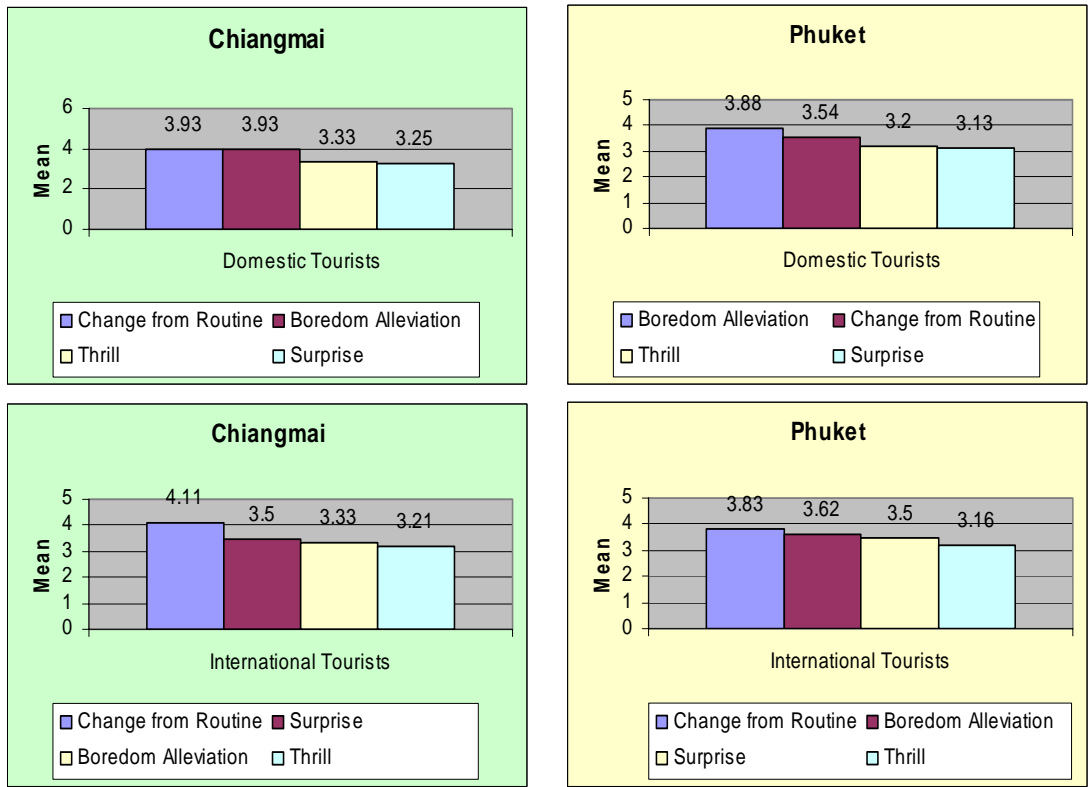
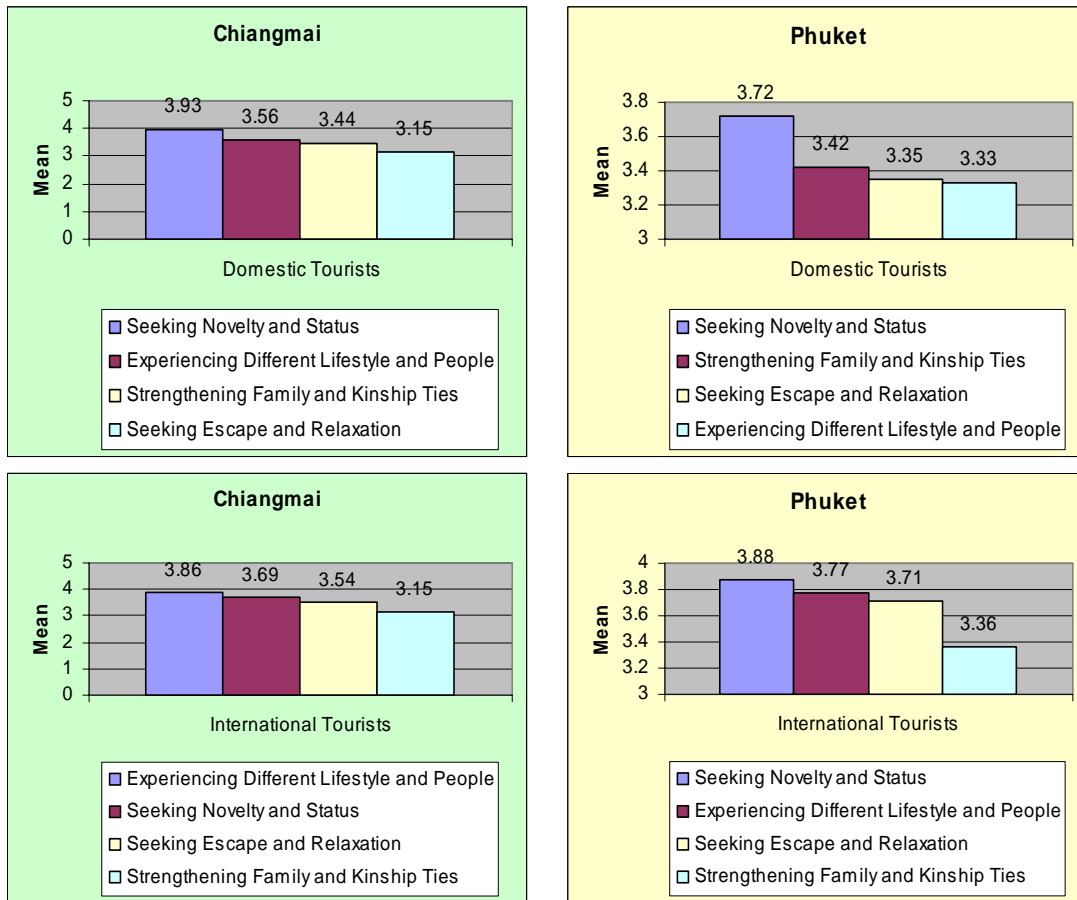


Figure 6.11: Novelty Seeking in Tourism: Chiangmai and Phuket

**Push Motivation of Tourists**

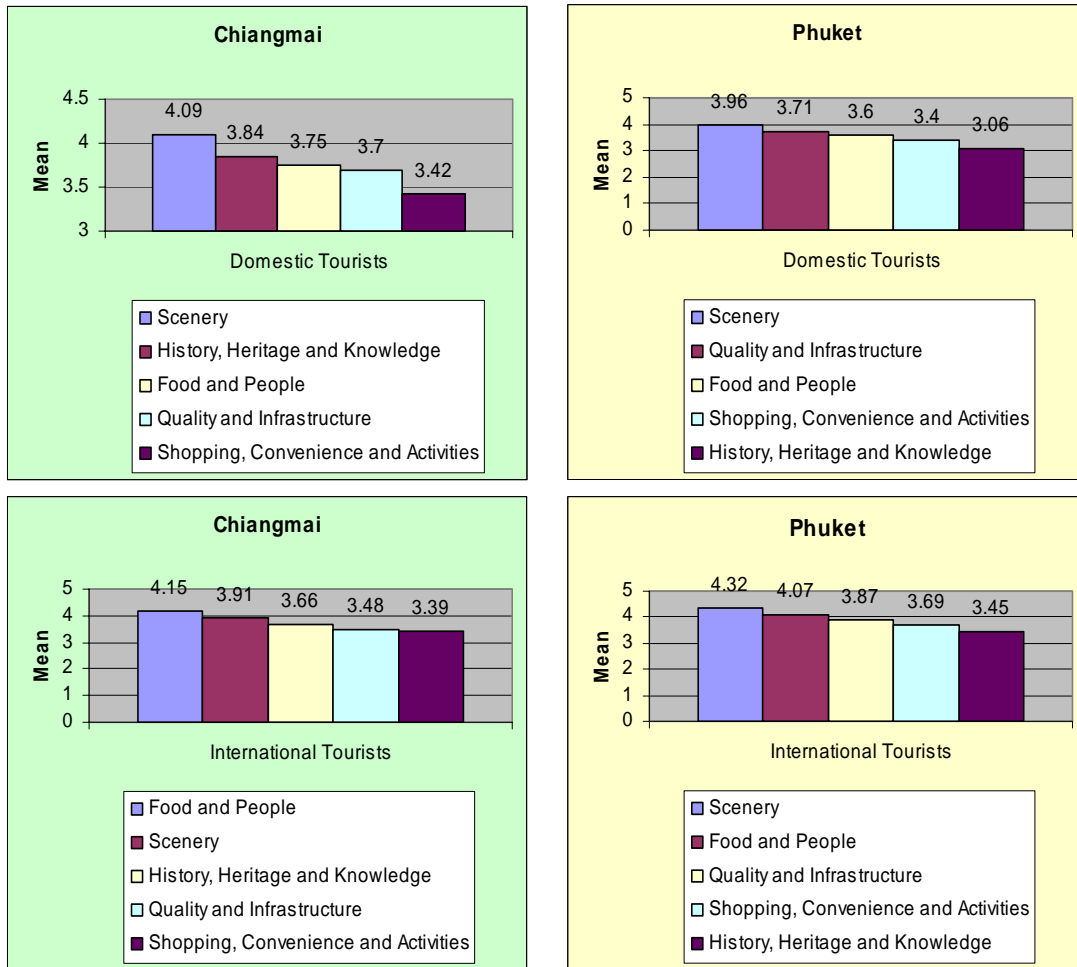
Push motivations are internal factors that urge tourists to travel decisions. It can be concluded that for domestic tourists whether in Chiangmai or in Phuket, their major motives are seeking novelty and status. This is very rational since Thais are very status conscious and demand a lot of social acceptance. In terms of international tourists, whether in Chiangmai or Phuket, their major motives are (1) experiencing different lifestyle and people and (2) seeking novelty and status. The results is very rational because they want to experience something different from their home country.



**Figure 6.12: Push Motivations of Tourists: Chiangmai and Phuket**

**Pull Motivation of Tourists**

Pull motivations are the characteristics of destination that attract tourists in making choice of final destination. For domestic tourists, it can be concluded that scenery is the most important attribute that attracts domestic tourists to revisit either Chiangmai or Phuket. For international tourists, there are two major attributes that attract, which are (1) scenery and (2) food and people.



**Figure 6.13: Pull Motivations of Tourists: Chiangmai and Phuket**

**Differences between Domestic and International Tourists**

In Chiangmai, domestic and international tourists differ significantly in terms of their contentment with the place, their emotional attachment, and their perceived expense. Domestic tourists are more contented, more emotionally attached, whereas international tourists perceived the expense as lower than domestic tourists did. In Phuket, International tourists reported they had better experience and perceived the expense lower than international tourists.

In terms of novelty seeking, domestic and international tourists differ in every dimensions of novelty seeking except for thrill. In Chiangmai, domestic and international tourists differ significantly in all

dimensions of push motivations, however, in Phuket both of them differ in all aspects except for strengthening families and kinship ties. With respect to pull motivation, domestic and international tourists in Chiangmai perceived differently in all aspects except for shopping whereas in Phuket, they differ significantly in all aspects.

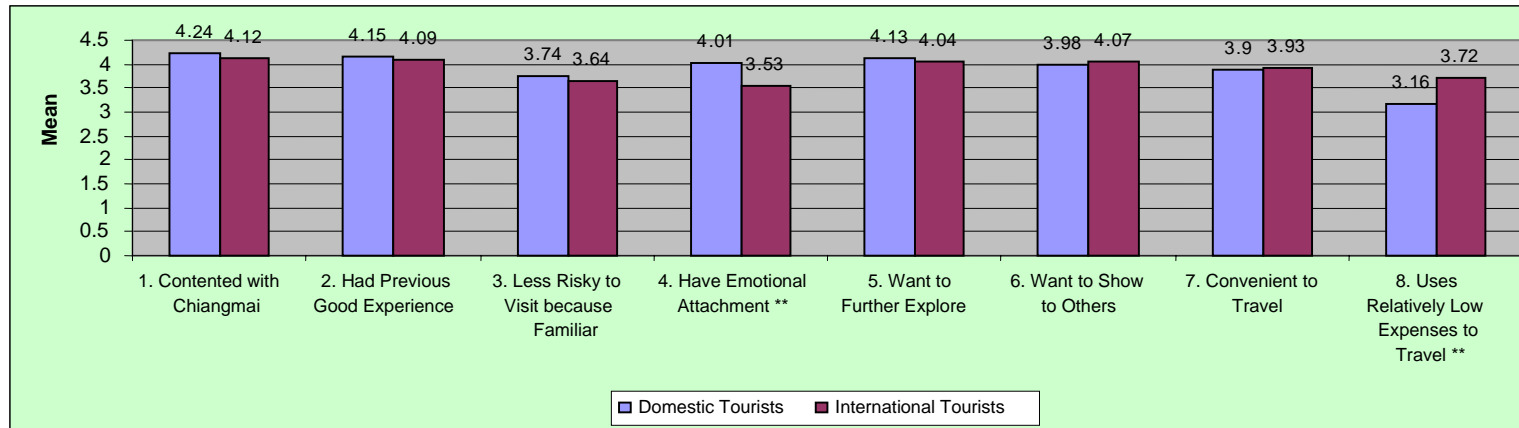
Regarding attitude toward destinations, international tourists in Chiangmai are more satisfied and perceived travel to Chiangmai as better value than domestic tourists did. However, international tourists are lower than domestic tourists in terms of their attachment, attitudinal loyalty and intention to revisit other place in Thailand. In terms of Phuket tourists, international tourists perceived themselves as more familiar, more satisfied with destination, and considered the destination as better value than domestic tourists. It should be noted that international tourists in Phuket regarded themselves more loyal than domestic tourists. This result is consistent with the next section showing that the majority of international tourists are highly loyal.

With respect to travel behavior, the results are not surprising that in Chiangmai, domestic tourists have higher number of repeated visits, but lower in terms of length of stay and travel expenditures. The same pattern holds true for Phuket except that international tourists travel to Phuket more often than domestic tourists because the findings in the next section indicated that international tourists are highly loyal toward Phuket. The graphical illustrations are provided after the Table 6.1.

**Table 6.1: Summary of Differences between Domestic Tourists and International Tourists**

Reasons for Repeat Visitation	Chiangmai Tourists			Phuket Tourists		
	Domestic (Mean)	Inter* (Mean)	Sig.	Domestic (Mean)	Inter* (Mean)	Sig.
1. Contented with the place.	4.24	4.12	.10	4.08	4.05	ns
2. Had previous good experience	4.15	4.09	ns	3.98	4.15	.05
3. Less risky because I am familiar with it	3.74	3.64	ns	3.55	3.71	ns
4. Have emotional attachment	4.01	3.50	.01	3.66	3.66	ns
5. Want to further explore the place.	4.13	4.04	ns	3.69	3.66	ns
6. Want to show the place to others.	3.98	4.07	ns	4.03	4.07	ns
7. Convenient to travel to the place.	3.90	3.93	ns	3.99	4.00	ns
8. Low expenses to travel	3.16	3.72	.01	2.71	3.56	.01
<b>Novelty Seeking</b>						
1. Thrill	3.33	3.21	ns	3.20	3.16	ns
2. Change from routine	3.93	4.11	.01	3.54	3.83	.01
3. Surprise	3.25	3.50	.01	3.13	3.50	.01
4. Boredom alleviation	3.93	3.33	.01	3.88	3.62	.01
<b>Push Motivation</b>						
1. Experiencing different lifestyle and people	3.56	3.86	.01	3.33	3.77	.01
2. Seeking novelty and status	3.93	3.69	.01	3.72	3.88	.05
3. Seeking escape and relaxation	3.15	3.54	.01	3.35	3.71	.01
4. Strengthening family and kinship ties	3.44	3.15	.01	3.42	3.36	ns
<b>Pull Motivation</b>						
1. History, Heritage and knowledge	3.84	3.66	.01	3.06	3.45	.01
2. Quality and infrastructure	3.70	3.48	.01	3.71	3.87	.05
3. Shopping, Convenience and Activities	3.42	3.39	ns	3.40	3.69	.01
4. Food and People	3.75	4.15	.01	3.60	4.07	.01
5. Scenery	4.09	3.91	.01	3.96	4.32	.01
<b>Attitude</b>						
1. Familiarity	3.68	3.76	ns	3.57	3.98	.01
2. Satisfaction	3.91	4.20	.01	3.96	4.19	.01
3. Perceived value	4.79	5.55	.01	4.21	5.17	.01
4. Attachment	3.73	3.58	.05	3.52	3.62	ns
5. Attitudinal loyalty	4.10	3.97	.10	3.97	4.12	.05
6. Intention to revisit other place in Thailand	4.32	3.90	.01	4.08	4.14	ns
<b>Travel Behavior</b>						
1. Number of visits	5.60	4.19	.05	3.64	4.32	.10
2. Length of stay	4.87	24.20	.01	4.27	15.06	.01
3. Average expenditure	8,635.35	29,869.51	.01	12,255.77	55,391.26	.01

### Reasons for Repeat Visit Chiangmai



### Reasons for Repeat Visit Phuket

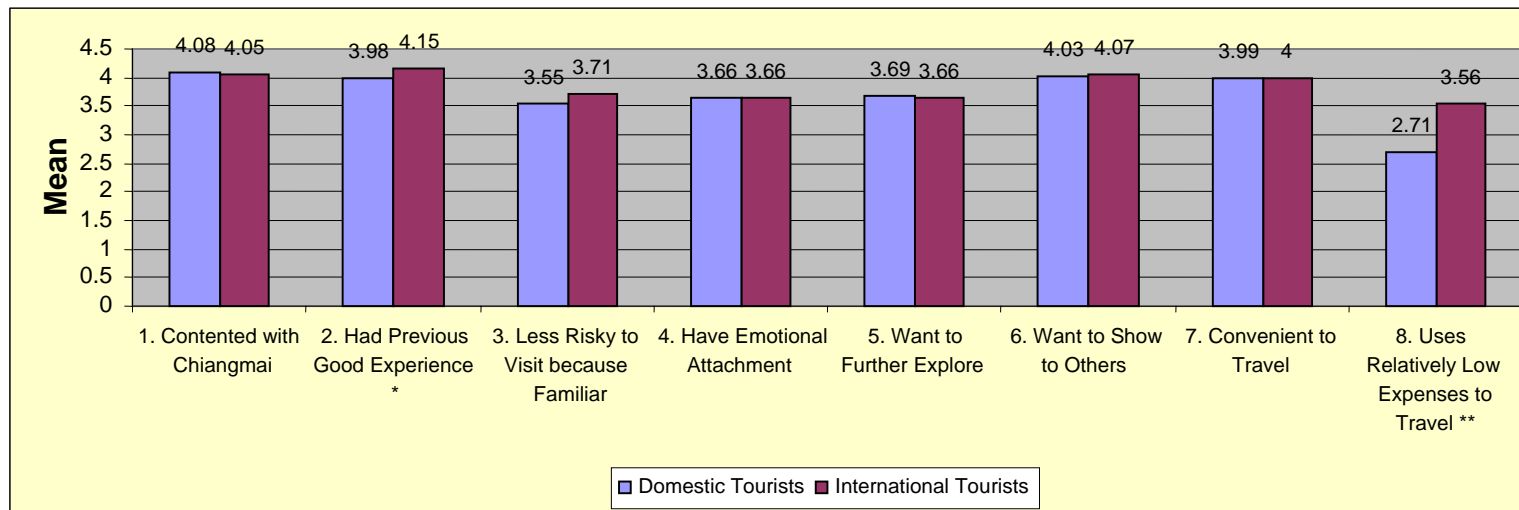
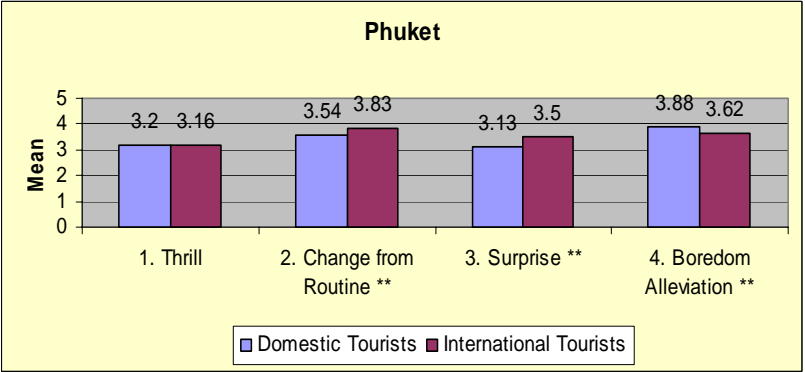
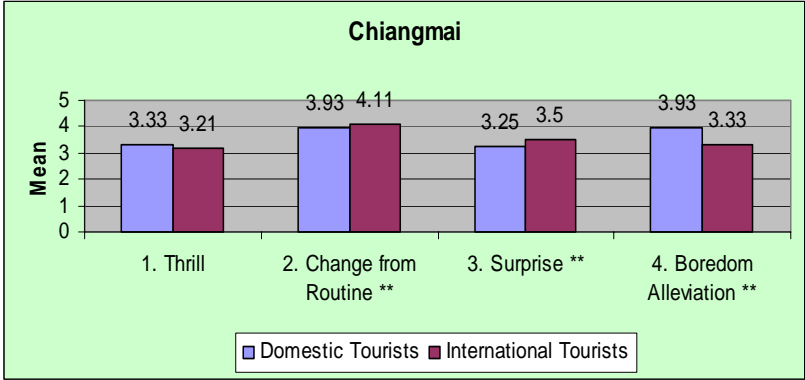


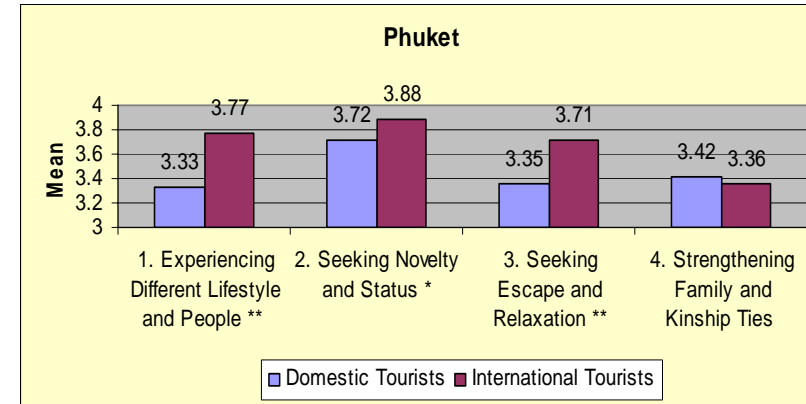
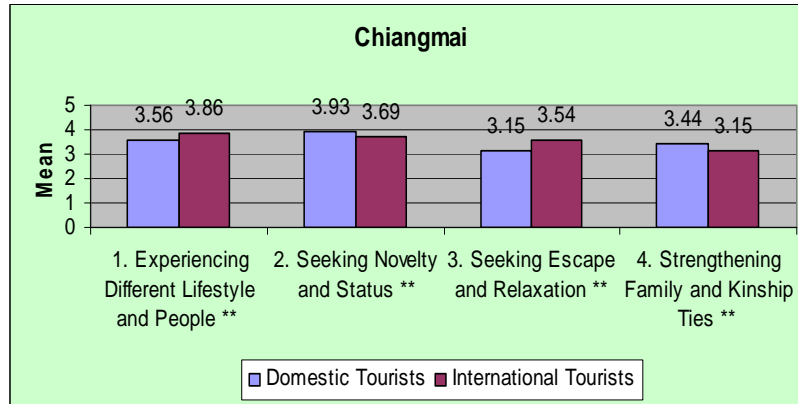
Figure 6.14: Reasons for Repeated Visitation: Differences between Chiangmai and Phuket

**Novelty Seeking**



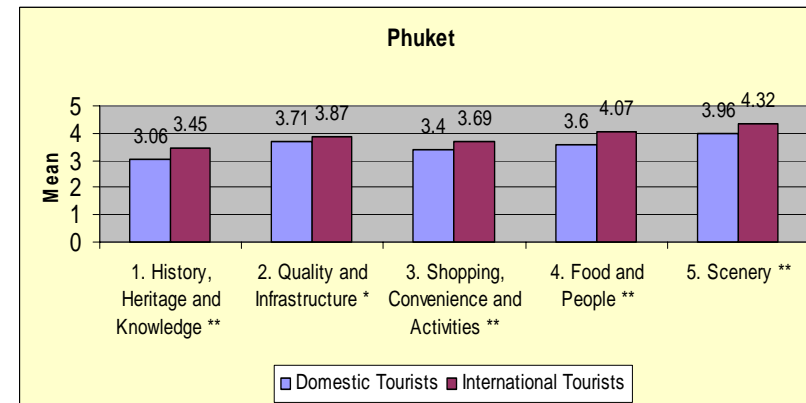
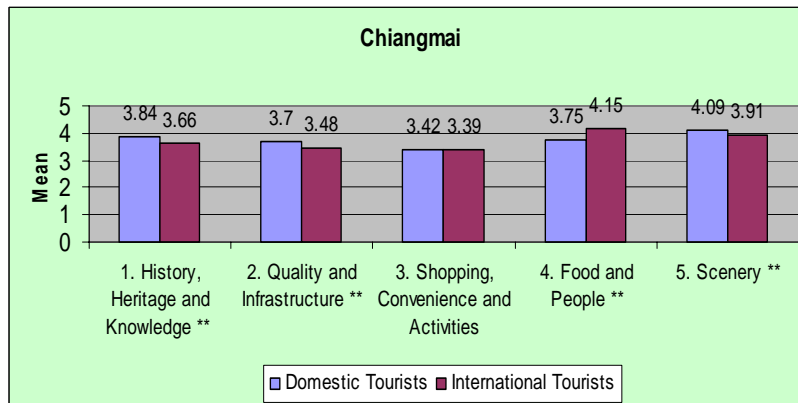
**Figure 6.15: Novelty Seeking in Tourism: Differences between Chiangmai and Phuket**

**Push Motivation**



**Figure 6.16: Push Motivation of Tourists: Differences between Chiangmai and Phuket**

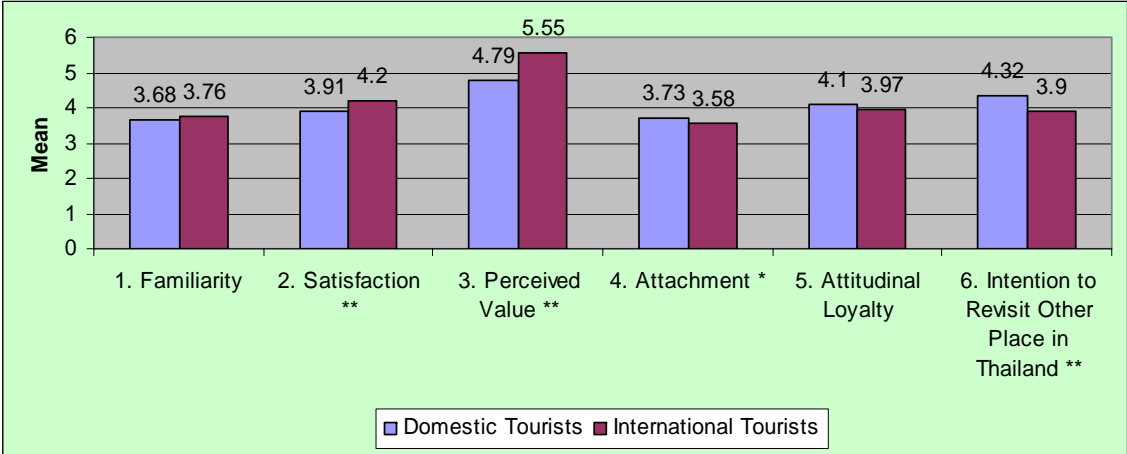
**Pull Motivation**



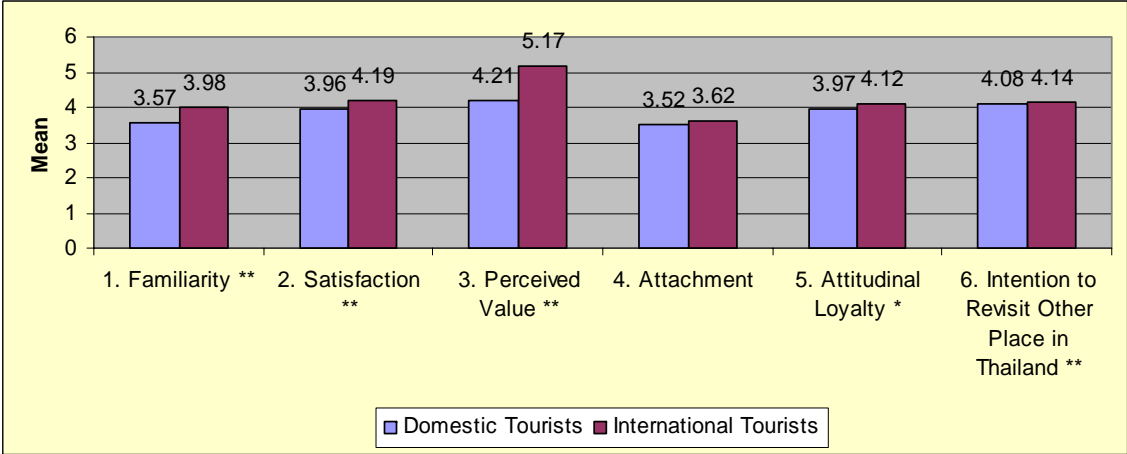
**Figure 6.17: Pull Motivation of Tourists: Differences between Chiangmai and Phuket**



**Attitude toward Chiangmai**

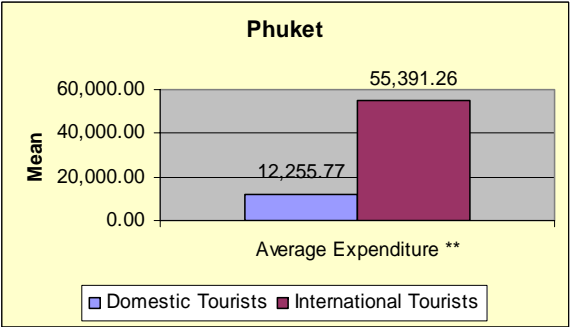
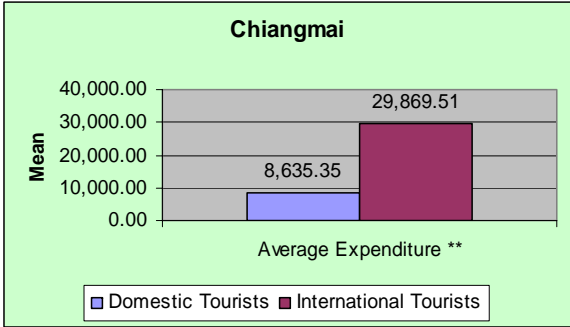
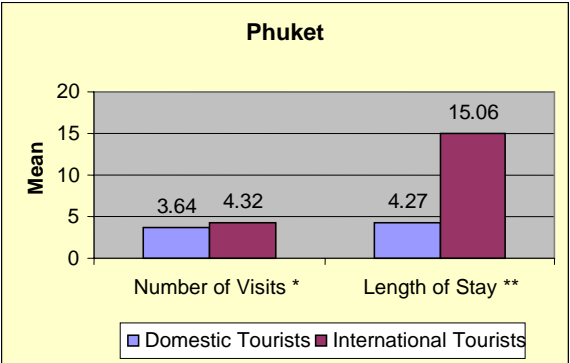
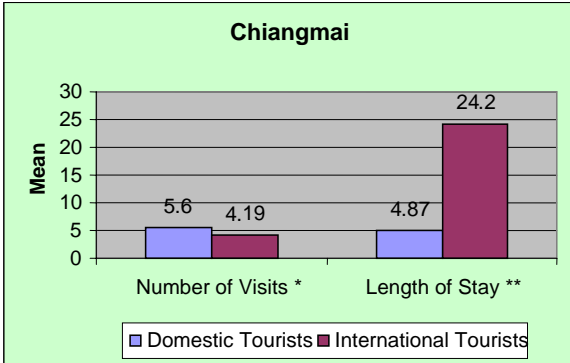


**Attitude toward Phuket**



**Figure 6.18: Attitude of Tourists: Differences between Chiangmai and Phuket**

**Travel Behavior**



**Figure 6.19: Travel Behavior: Differences between Chiangmai and Phuket**

#### 6.4 Research Objective III: Loyalty Group of Tourists and Factors Discriminating among Four Groups

It can be concluded that the majority (36.4%) of domestic tourist in Chiangmai is highly loyal whereas the majority of international tourists in Chiangmai (40.8%) is low loyal. However, the result is the opposite for Phuket, where domestic tourists (34.3%) are low loyal and international tourists (32.1%) are highly loyal.

**Table 6.2: A Summary of Loyalty Group of Tourists: Chiangmai and Phuket**

	Chiangmai Tourists		Phuket Tourists	
	Domestic (%)	International (%)	Domestic (%)	International (%)
<b>High Loyalty</b>	36.4	23.9	20	32.1
<b>Latent Loyalty</b>	26.4	24.6	21	30.7
<b>Spurious Loyalty</b>	20.9	10.6	24.8	15
<b>Low Loyalty</b>	16.4	40.8	34.3	22.1

With regards to factors discriminating among four groups of tourists in Chiangmai, the first five factors are ordered based on standardized discriminant coefficients as follows; (1) familiarity, (2) nationality: being domestic tourists, (3) attachment, (4) perceived value and (5) satisfaction. It should be noted that strengthening families and kinship ties, gender (being male), age (35 years old or older), monthly household income (35,000Baht or higher) are not significant predictors. In terms of Phuket, factors discriminating among four groups of tourists in order of importance are as follows; (1) attachment, (2) want to show the place to others, (3) satisfaction, (4) quality and infrastructure, (5) familiarity. It should be noted that seeking escape and relaxation, history, heritage and knowledge, novelty seeking, age (35 years old or older), having children are not significant predictors. The results are reported in Table 6.3.

**Table 6.3: Loyalty Group of Tourists and Factors Discriminating among Four Groups**

Independent Variable	Standardized Discriminant Coefficients	
	Chiangmai	Phuket
<b><u>Attitude</u></b>		
1. Familiarity	.459	.224
2. Satisfaction	.257	.274
3. Perceived value	.284	.106
4. Attachment	.340	.441
<b><u>Push Motivation</u></b>		
5. Experiencing different lifestyle and people	.095	.202
6. Seeking escape and relaxation	.009	ns
7. Seeking novelty and status	-.176	.090
8. Strengthening family and kinship ties	ns	.162
<b><u>Pull Motivation</u></b>		
9. History, heritage and knowledge	.122	ns
10. Quality and infrastructure	.231	.269
11. Shopping, Convenience and Activities	-.031	.177
12. Food and People	-.059	.055
13. Scenery	-.037	.087
<b><u>Travel Philosophies</u></b>		
14. Novelty seeking	.085	ns
<b><u>Reasons for Repeated Visitation</u></b>		
15. Want to further explore	.121	-.089
16. Want to show this place to others	.148	.399
<b><u>Demographic Characteristics</u></b>		
Gender (Male)	ns	.089
Age (35 years old or higher)	ns	ns
Education level (Less than Bachelor degree)	-.090	-.046
Monthly household income (35,000B or higher)	ns	-.025
Having children living with them	-.073	ns
Nationality (Domestic tourist)	.449	-.095
<b>% of Cases Correctly Classified</b>	<b>67.6%</b>	<b>1.030</b>
<b>Eigenvalue</b>	<b>1.024</b>	<b>77.8</b>
<b>% of Variance</b>	<b>68.1%</b>	<b>58.5%</b>

### **Demographic Profile of Four Loyalty Groups**

Considering solely from demographic variables, the results from Table 6 indicated that nationality, having children living with them and education, are important predictors arranged respectively in order of their Cramer's V and Contingency coefficients values. In Chiangmai, tourists who have no children living with them are either highly loyal (33%) or low loyal (33%), whereas it is evident that tourists who have children living with them are latently loyal. Tourist with no bachelor degree are latently loyal (39%) or highly loyal (33%), while tourists with bachelor degree are either high (29%) or low (30%) loyal. In terms of nationality, most domestic tourists are highly loyal (36.4%), whereas most of international tourists are low loyal (40%).

Similarly, in Phuket, the following demographic variables in order of its discriminating power are income (35,000Baht or higher), nationality (being domestic tourists), gender (being male) and education (Bachelor degree or higher). Male tourists (32.5%) are highly loyal whereas female tourists (35.4%) are low loyal. Tourists with no bachelor degree are either low loyal (35%) or latent loyal (33%). Tourists with high income (39%) are highly loyal whereas tourists with low income (34%) are low loyal. Domestic tourists (35.4%) are low loyal whereas international tourists are either high (31%) or latent loyal (31%). The details are shown in Table 6.4

**Table 6.4: Demographic Profile of Four Loyalty Groups of Tourists in Chiangmai and Phuket**

	Loyalty Group (Chiangmai)				Chi-Square	P	V	CC.	Loyalty Group (Phuket)				Chi-Square	P	V	CC.
	High (%)	Latent (%)	Spurious (%)	Low (%)					High (%)	Latent (%)	Spurious (%)	Low (%)				
<b>Gender</b>																
- Female	22.5	28.8	19.8	28.8	6.620	.085	ns	ns	17.7	27.4	19.5	35.4	9.558*	.023	.204*	.200*
- Male	35.3	23.5	11.8	29.4					32.5	27.4	19.7	20.5				
<b>Age</b>																
- Less than 35 years old	27.2	28.8	11.2	32.8	5.327	.149	ns	ns	20.7	25.6	21.5	32.2	4.657	.199	ns	ns
- 35 years old or higher	32.0	23.0	19.7	25.4					30.3	29.4	17.4	22.9				
<b>Marital Status</b>																
- Married	22.2	31.3	17.2	29.3	5.211	.157	ns	ns	29.0	34.4	16.1	20.4	7.719	.052	ns	ns
- Single or divorced, widowed	34.5	22.3	14.2	29.1					22.6	22.6	21.9	32.8				
<b>Number of Children Living with them</b>																
- Having children living with them	20.3	43.5	17.4	18.8	17.926**	.000	.269**	.260**	24.2	26.4	22.0	27.5	.577	.902	ns	ns
- Having no children living with them	33.1	19.1	14.6	33.1					25.9	28.1	18.0	28.1				
<b>Education Level</b>																
- Bachelor Degree or Higher	29.3	22.7	18.2	29.8	9.147*	.027	.192*	.189*	26.1	24.8	24.2	24.8	9.098*	.028	.199*	.199*
- Less than Bachelor Degree	30.6	38.8	4.1	26.5					23.2	33.3	8.7	34.8				
<b>Monthly Household Income</b>																
- Less than 35,000 Baht	28.3	29.2	16.7	25.8	2.203	.531	ns	ns	15.0	28.6	22.6	33.8	18.653**	.000	.285**	.274**
- 35,000 Baht or higher	30.7	22.8	14.2	32.3					39.2	25.8	15.5	19.6				
<b>Nationality</b>																
- International tourist	24.3	25.0	10.7	40.0	20.773**	.000	.290**	.279**	31.3	31.3	14.9	22.4	13.552**	.004	.243**	.236**
- Domestic tourist	36.4	27.1	21.5	15.0					16.7	21.9	26.0	35.4				

Remark: V= Cramer's V, CC = Contingency Coefficient, Only the significant values of Cramer's V and Contingency Coefficient are shown. \*\*Significant at .01level, \*Significant at .05 level

**Table 6.5: Psychographic Profile and Travel Behavior of Four Loyalty Groups in Chiangmai and Phuket**

	Loyalty group (Chiangmai)				F-test	Welch	Loyalty group (Phuket)				F-test	welch
	High	Latent	Spurious	Low			High	Latent	Spurious	Low		
1. Familiarity	4.32	3.82	3.49	3.30	27.864**		4.19	4.11	3.62	3.45	19.840**	
2. Satisfaction	4.44	4.27	3.66	3.84	22.558**		4.40	4.57	3.76	3.73		34.040**
3. Perceived value	5.62	5.61	4.49	4.89	15.394**		5.39	5.17	4.42	4.04	16.210**	
4. Attachment	4.18	3.85	3.30	3.05	35.741**		4.13	3.76	3.22	3.02		34.819**
5. Experiencing different lifestyle & people	3.87	3.97	3.26	3.54	14.008**		3.89	3.57	3.42	3.34	6.571**	
6. Seeking escape and relaxation	3.47	3.60	2.96	3.30	4.770**		3.87	3.70	3.30	3.39	5.124**	
7. Seeking novelty and status	3.77	4.16	3.52	3.57		10.669**	3.95	4.00	3.46	3.63		6.343**
8. Strengthening family and kinship ties	3.45	3.43	3.05	2.87		6.051**	3.47	3.49	3.30	2.91		4.394**
9. History, heritage and knowledge	3.95	4.03	3.50	3.41	15.640**		3.36	3.49	3.12	3.13	2.946*	
10. Quality and infrastructure	3.81	3.72	3.39	3.28	7.884**		3.99	4.08	3.47	3.59		11.553**
11. Shopping, Convenience and Activities	3.44	3.67	3.06	3.17	8.617**		3.88	3.73	3.27	3.32	14.434**	
12. Food and People	4.20	4.18	3.55	3.83		9.073**	4.16	3.99	3.69	3.64	7.466**	
13. Scenery	4.16	4.30	3.81	3.66	13.008**		4.33	4.46	3.90	4.04	11.406**	
14. Novelty seeking	3.76	3.72	3.27	3.37	11.470**		3.56	3.40	3.48	3.45		.666
15. Want to further explore	4.26	4.39	3.76	3.75	10.918**		3.97	3.75	3.58	3.48		3.033*
16. Want to show this place to others	4.19	4.36	3.76	3.65	11.952**		4.33	4.40	3.71	3.67	12.471**	
17. Number of visits	10.29	2.00	7.05	2.00		n/a	7.36	1.98	5.91	1.98		75.157**
18. Length of stay	18.30	11.20	15.97	11.56	.886		10.67	7.54	10.76	5.06		7.203**
19. Average expenditure	19453.03	14840.74	14871.43	18467.24	.498		50028.85	20824.14	41918.70	18279.03		4.001*

\*\* Significance at .01 level, \* Significance at .05 level, n/a= Welch statistic cannot be performed because at least one group has 0 variance.

### **Psychographic Profile of Four Loyalty Groups**

Table 6.5 highlighted the psychographics related to travel as well as travel behavior of four loyalty groups of tourist. The differences are described using F-tests when equal variances are assumed and using Welch Statistics when unequal variances are assumed.

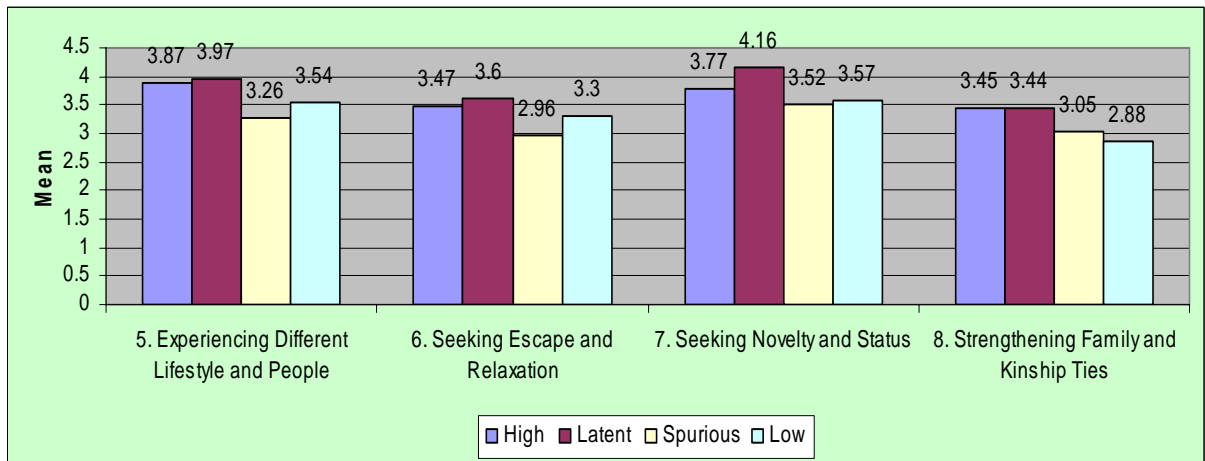
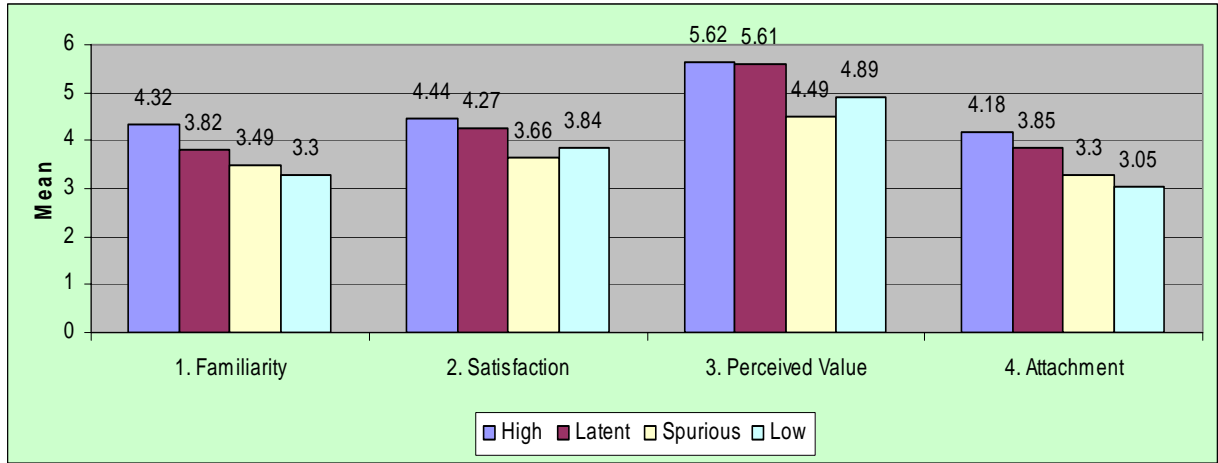
In Chiangmai, highly loyal tourists are highest in their perceived familiarity with destination, satisfaction, perceived value and attachment. Latently loyal tourists are not different much from highly loyal in terms of their perceived value, but differ much in terms of familiarity and attachment. Since these two constructs are key variables in distinguishing the four groups of tourists it should be noted that the spurious loyal group are higher than the low loyal group in terms of familiarity and attachment, simultaneously lower in terms of satisfaction and perceived value (see Graph 1-4 in Figure 6.20).

In terms of their push motivation, the latently loyal groups are very high compared to other groups on the seeking novelty and status dimension. The result strongly supports the literature that tourists, even though they are satisfied with destination, they may not come back because of desire for novelty and status. The mean values indicated that the most important push motivation for highly loyal tourists are experiencing different lifestyle and people, whereas latently loyal, spuriously loyal and low loyal tourists are seeking novelty and status (See Graph 5-8 in Figure 6.20).

Regarding pull motivation (See Graph 9-13 in Figure 6.20), the attributes of destination that can highly attract the highly loyal and low loyal are the same which are (1) food and people and (2) scenery. Similarly, the attributes that can highly attract the latent loyal and spuriously loyal are the same which are (1) scenery and (2) food and people. It can be concluded that though the pull motivation is significant, it is not powerful in distinguishing the four groups. This argument is also supported by the low value of standardized discriminant coefficients in Table 6.5. With respect to their travel behavior, the highly loyal is the most desirable tourist group. They revisit most often, stay longest and spend the most



budget in that destination. The spurious group revisit more often and stay longer than the other two groups (See Graph 17-19 in Figure 6.20).



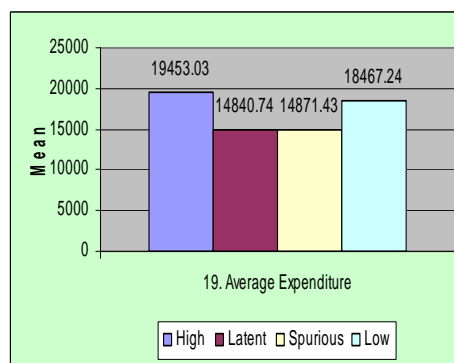
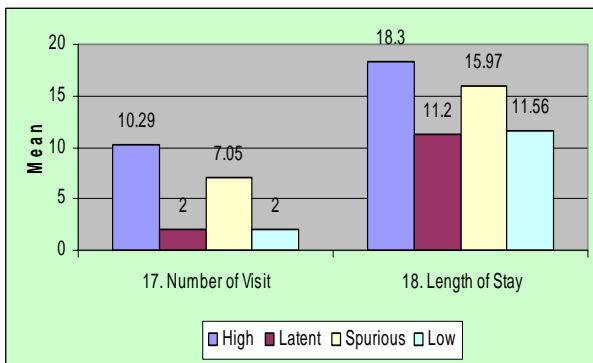
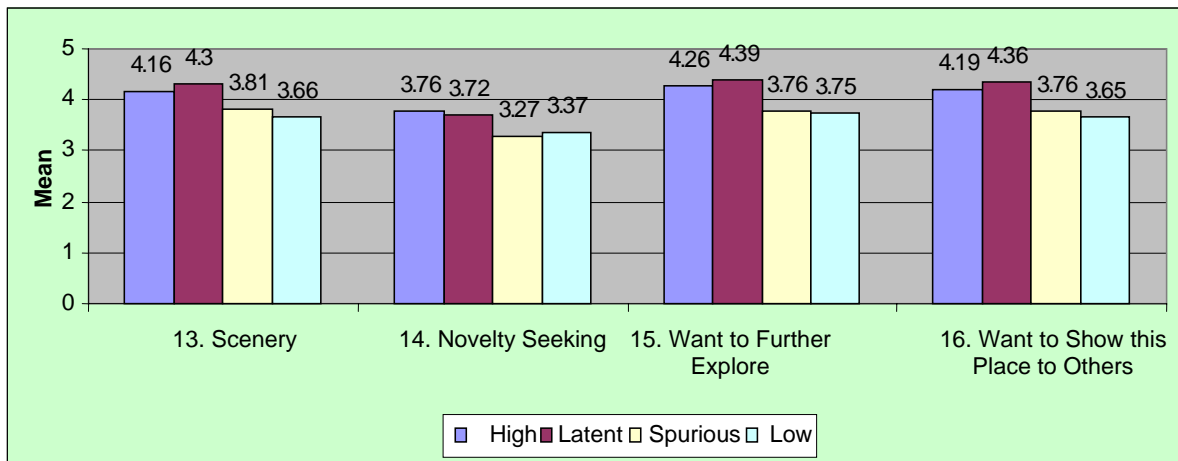
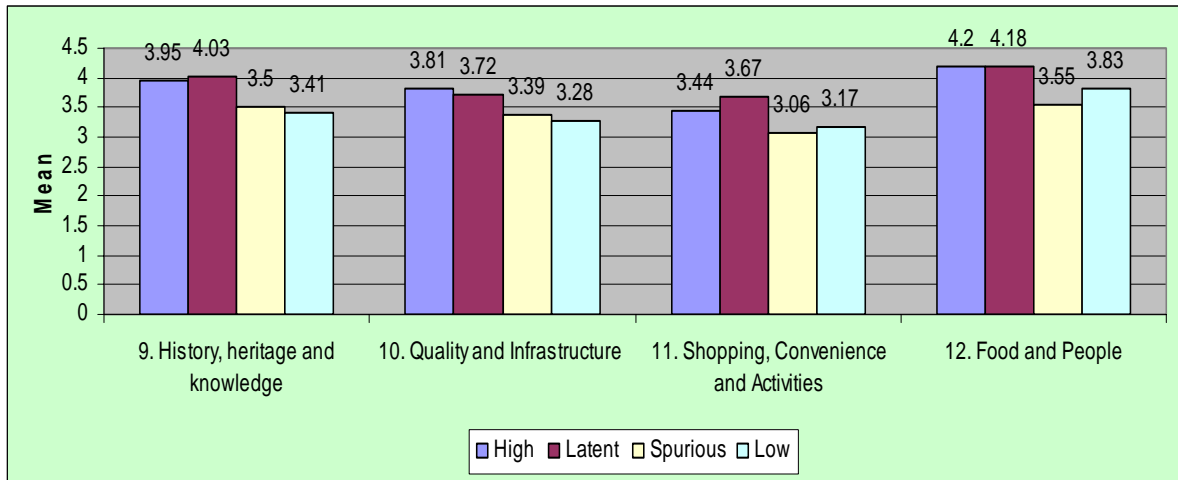


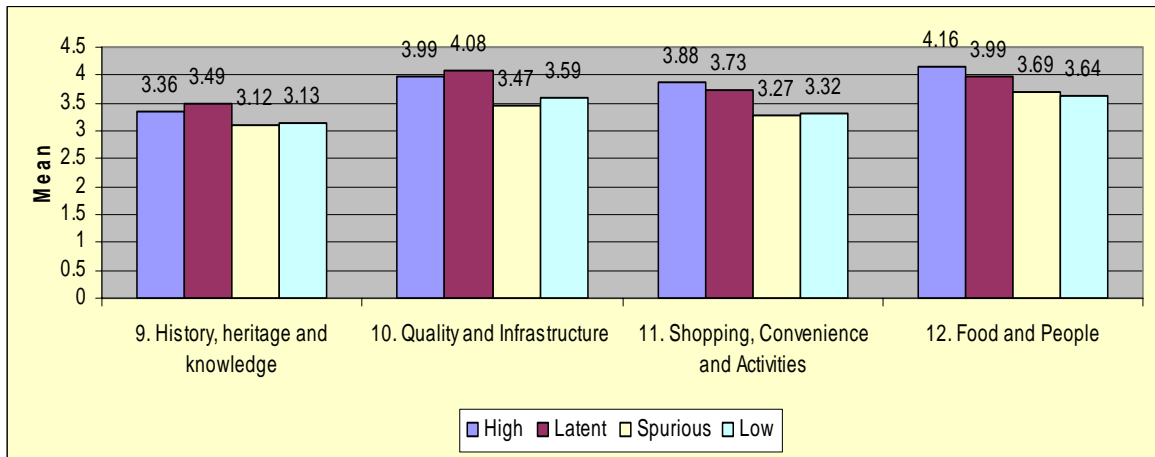
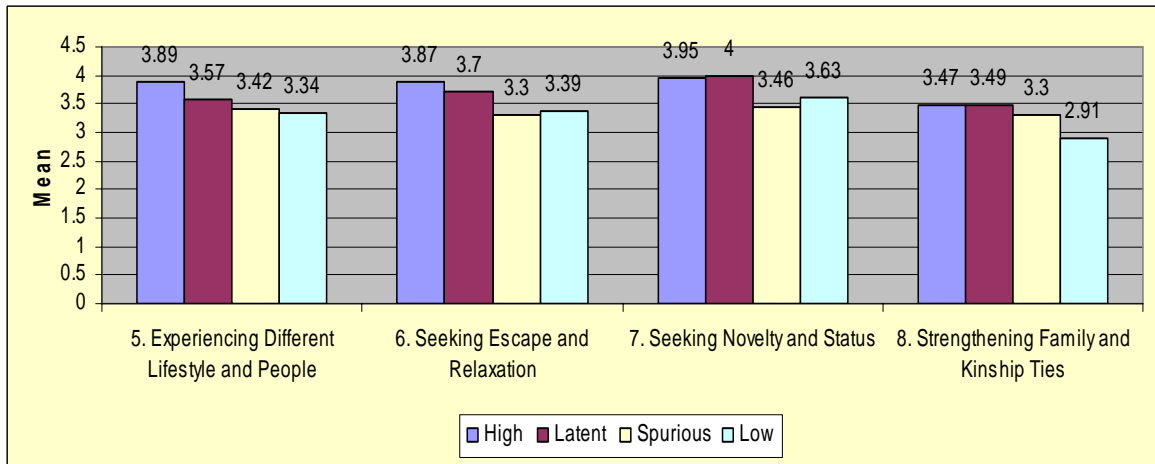
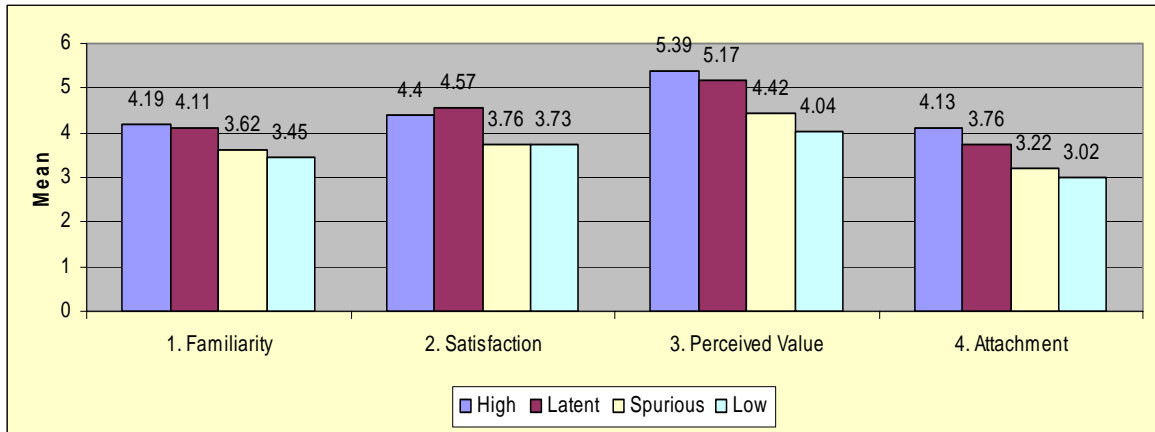
Figure 6.20: Graphical Illustrations of Psychographic Profile of Four Loyalty Groups in Chiangmai

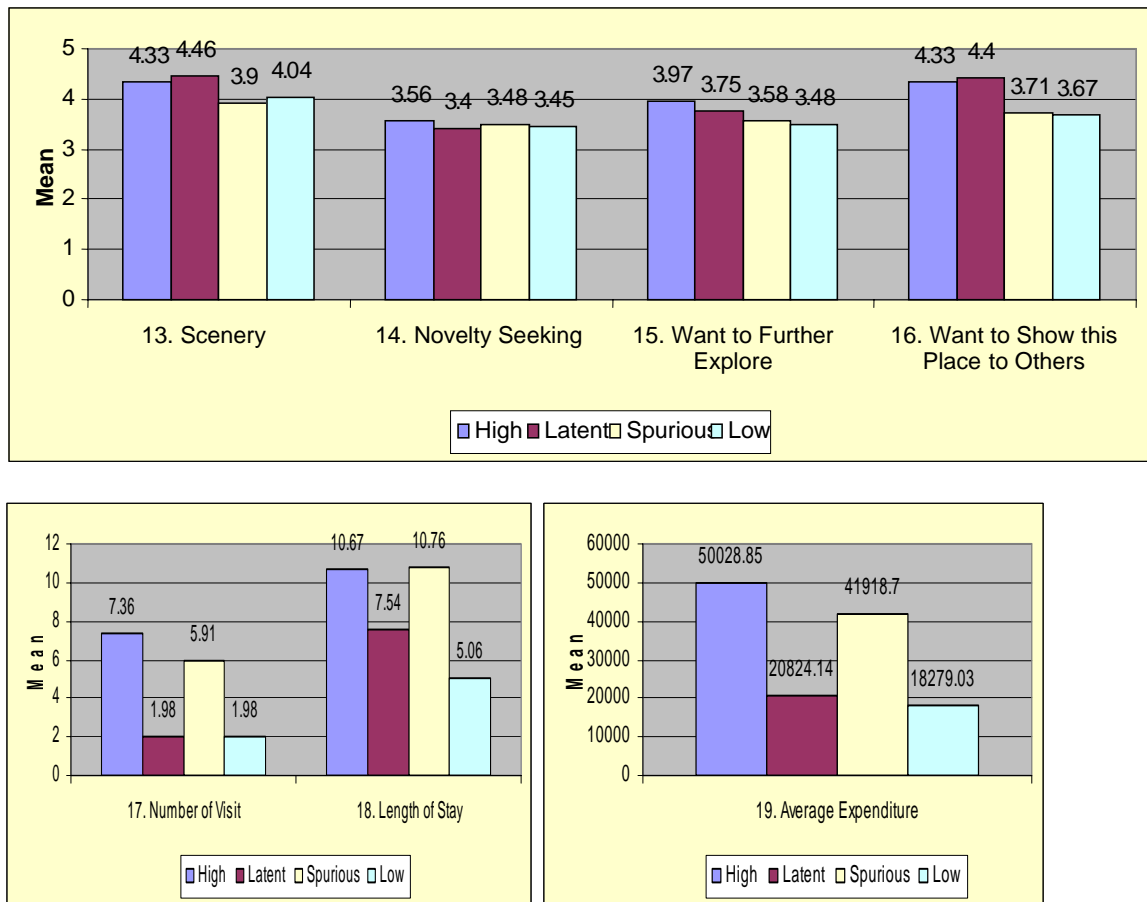
In Phuket, highly loyal tourists are higher than other groups in terms of familiarity, perceived value and attachment, but lower than latently loyal tourists in terms of their satisfaction. This, again, confirms propositions made by other tourism researchers that tourists may not revisit the destination (having behavioral loyalty) even though they are highly satisfied with destination (See Graph 1-4 in Figure 6.21).

Considering push motivations of each group; three dimensions of push motivations received nearly the same rating from highly loyal tourists, those are (1) seeking novelty and status, (2) experiencing different lifestyle and people, (3) seeking escape and relaxation. Similarly, the spuriously loyal tourists gave nearly the same rating to all four dimensions of push motivation. Whereas it is evident that the push motivation for latently loyal and low loyal is seeking novelty and status (See Graph 5-8 in Figure 6.21).

Regarding pull motivations, the highly loyal, the spuriously loyal and the low loyal are strongly attracted by (1) scenery and (2) food and people. Additionally, the latently loyal is also strongly drawn by (1) scenery, (2) quality and infrastructure and (3) food and people. Therefore it can be concluded that scenery followed by food and people are major attributes of destination that can attract tourists (See Graph 9-13 in Figure 6.21).

With respects to their travel behavior, the results are consistent with Chiangmai that highly loyal tourists are very desirable because they visit most often, stay longest and spend the most budget. Furthermore, the results from spurious is consistent with the literature that the spurious loyal tourists are another desirable in terms of yielding revenue streams for Thailand, even though their attitudinal loyalty is low (See Graph 17-19 in Figure 6.21).





**Figure 6.21: Graphical Illustrations of Psychographic Profile of Four Loyalty Groups in Phuket**

### 6.5 Antecedents of Attitudinal, Behavioral Loyalty and Intention to Visit other Place in Thailand

For Chiangmai, it can be concluded that familiarity is crucial variable for both attitudinal and behavioral loyalty and for both international and domestic tourists. For both domestic and international tourists, perceived value is critical influence on attitudinal loyalty but not on behavioral loyalty. Attachment is critical factor influencing attitudinal loyalty for both domestic and international tourists, while it can influence behavioral loyalty solely on international tourists. Pull motivation plays trivial role in determining loyalty, however, seeking novelty and status plays a negative role on behavioral loyalty. Push motivation, history, heritage and knowledge in particular drive attitudinal loyalty of both domestic and international tourists in Chiangmai. Additionally, the want to further explore can affect attitudinal loyalty. In terms of

demographic variable, male has a positive relationship with destination loyalty, whereas having education level of bachelor degree or higher and having children living with them have negative relationship with loyalty.

Regarding intention to visit other place in Thailand, satisfaction can influence domestic tourists to increase their likelihood of traveling while attachment can influence international tourists. Scenery, one dimension of pull motivation can attract both domestic and international tourists to travel more in Thailand.

**Table 6.6: Antecedents of Attitudinal, Behavioral Loyalty and Intention to Visit Other Place in Thailand: Chiangmai Tourists**

	Loyalty <sup>A</sup>		Loyalty <sup>B</sup>		Intention <sup>C</sup>	
	D	I	D	I	D	I
<b><i>Attitude</i></b>						
1. Familiarity	.232**	.281**	.272**	.275**		
2. Satisfaction	.177**				.299**	
3. Perceived value	.154*	.231**				
4. Attachment	.246**	.257**		.176*		.199**
<b><i>Push Motivation</i></b>						
5. Experiencing different lifestyle and people		.140**				
6. Seeking escape and relaxation						
7. Seeking novelty and status			-.208**	-.258**		
8. Strengthening family and kinship ties						
<b><i>Pull Motivation</i></b>						
9. History, heritage and knowledge	.138*	.167**				
10. Quality and infrastructure						
11. Shopping, Convenience and Activities						.195**
12. Food and People						
13. Scenery					.153*	.134*
<b><i>Travel Philosophy</i></b>						
14. Novelty seeking	.150*					
<b><i>Reasons for Repeated Visitation</i></b>						
15. Want to further explore		.159**			.192**	
16. Want to show this place for others						
<b><i>Demographic Variables</i></b>						

17. Gender (Male)		.094*	.144*	.139*		.133*
18. Age ( $\geq 35$ years old)						.184**
19. Education level (<Bachelor degree)			-.219**			
20. Monthly household income ( $\geq 35,000$ B)					.165*	
21. Having children living with them	-.148**	-.121**				
N	191	197	191	197	191	197
R <sup>2</sup>	50.9%	62.4%	17.0%	19.8%	18.0%	18.1%
Adj. R <sup>2</sup>	49.1%	60.8%	15.1%	18.1%	16.3%	16.0%

Remark: \*\* Significance at .01 level, \* Significance at .05 level, D = Domestic Tourists, I = International Tourists, <sup>A</sup> = Attitudinal Loyalty, <sup>B</sup> = Behavioral Loyalty, <sup>C</sup> = Intention to Visit Other Place in Thailand within Next 2 year

For Phuket, factors influencing attitudinal loyalty of domestic tourists are attachment, want to show the place to others, want to further explore, familiarity as well as quality and infrastructure, whereas international tourists are influenced by satisfaction, familiarity and attachment. Demographic variable i.e., monthly household income higher than 35,000 Baht can positive influence attitudinal loyalty of international tourists and influence behavioral loyalty of domestic tourists. Apart from income, factors driving behavioral loyalty of domestic tourists are perceived value as shopping, convenience and activities, while factors driving behavioral loyalty of international tourists are familiarity and attachment including seeking novelty and status in a negative way.

Considering intention to visit other place in Thailand of Phuket tourists, the most important drives are their travel philosophy, novelty seeking. The negative influence comes from perceived value, which can be implied that when tourists perceive travel to Phuket as high value, they may not be interested in travel to another place. Additionally, satisfaction and attachment are important factors driving intention.

**Table 6.7: Antecedents of Attitudinal, Behavioral Loyalty and Intention to Visit Other Place in Thailand: Phuket Tourists**

	Loyalty <sup>A</sup>		Loyalty <sup>B</sup>		Intention <sup>C</sup>	
	D	I	D	I	D	I
<b><i>Attitude</i></b>						
1. Familiarity	.164**	.284**		.231**		
2. Satisfaction	.131*	.413**				.273**
3. Perceived value			.158*		-.151*	-.198*
4. Attachment	.353**	.201**		.226**		.275**
<b><i>Push Motivation</i></b>						
5. Experiencing different lifestyle and people						
6. Seeking escape and relaxation						
7. Seeking novelty and status		.143**		-.338**		
8. Strengthening family and kinship ties						
<b><i>Pull Motivation</i></b>						
9. History, heritage and knowledge						
10. Quality and infrastructure	.157**	.136**				
11. Shopping, Convenience and Activities	.126*		.157*			
12. Food and People						
13. Scenery						
<b><i>Travel Philosophy</i></b>						
14. Novelty seeking					.245**	.155*
<b><i>Reasons for Repeated Visitation</i></b>						
15. Want to further explore	.184**					
16. Want to show this place to others	.209**					
<b><i>Demographic Variables</i></b>						
17. Gender (Male)						
18. Age (35 years old or older)					-.174*	
19. Education level (less than Bachelor degree)						
20. Monthly household income (35,000B or higher)		.107*	.149*			
21. Having children living with them						
N	186	191	186	191	186	190
R <sup>2</sup>	54.0%	61.1%	7.8%	6.3%	15.1%	13.7%
Adj. R <sup>2</sup>	52.2%	59.8%	21.7%	20.5%	17.9%	16.1%

Remark: \*\* Significance at .01 level, \* Significance at .05 level, D = Domestic Tourists, I = International Tourists, <sup>A</sup> = Attitudinal Loyalty, <sup>B</sup> = Behavioral Loyalty, <sup>C</sup> = Intention to Visit Other Place in Thailand within Next 2 year



**Table 6.8: A Summary of Antecedents of Attitudinal, Behavioral Loyalty and Intention to Visit Other Place in Thailand: Chiangmai and Phuket Tourists**

	Attitudinal Loyalty				Behavioral Loyalty				Intention to Visit Other Place <sup>c</sup>			
	Chiangmai		Phuket		Chiangmai		Phuket		Chiangmai		Phuket	
<u>Attitude</u>	D	I	D	I	D	I	D	I	D	I	D	I
1. Familiarity	.232**	.281**	.164**	.284**	.272**	.275**		.231**				
2. Satisfaction	.177**		.131*	.413**					.253**			.273**
3. Perceived value	.154*	.231**					.158*				-.151*	-.198*
4. Attachment	.246**	.257**	.353**	.201**		.176*		.226**		.199**		.275**
<u>Push Motivation</u>												
5. Experiencing different lifestyle and people		.140**										
6. Seeking escape and relaxation												
7. Seeking novelty and status				.143**	-.208**	-.258**		-.338**				
8. Strengthening family and kinship ties												
<u>Pull Motivation</u>												
9. History, heritage and knowledge	.138*	.167**										
10. Quality and infrastructure			.157**	.136**					.176*			
11. Shopping, Convenience and Activities			.126*				.157*			.195**		
12. Food and People												
13. Scenery									.177*	.134*		
<u>Travel Philosophies</u>												
14. Novelty seeking	.150*										.245**	.155*
<u>Reasons for Repeated Visitation</u>												
15. Want to further explore		.159**	.184**									
16. Want to show this place to others			.209**									
<u>Demographic Variables</u>												
17. Gender (Male)		.094*			.144*	.139*				.133*		

18. Age (35 years old or older)										.184**	-.174*	
19. Education level (less than Bachelor degree)					-.219**							
20. Monthly household income (35,000B or higher)				.107*			.149*		.165*			
21. Having children living with them	-.148**	-.121**										
n	191	197	186	191	191	197	186	191	191	197	186	190
R <sup>2</sup>	50.9%	62.4%	54.0%	61.1%	17.0%	19.8%	7.8%	6.3%	18.0%	18.1%	15.1%	13.7%
Adj. R <sup>2</sup>	<b>49.1%</b>	<b>60.8%</b>	52.2%	59.8%	<b>15.1%</b>	<b>18.1%</b>	21.7%	20.5%	<b>16.3%</b>	<b>16.0%</b>	17.9%	16.1%

Remark: \*\* Significance at .01 level, \* Significance at .05 level, D = Domestic Tourists, I = International Tourists, <sup>C</sup> = Intention to Visit Other Place in Thailand within Next 2 Years

## 6.6 Conclusion and Discussion

**The effect of familiarity:** Effect of familiarity on attitudinal loyalty is very consistent across destinations and among both tourist' groups (domestic and international). Moreover, its effect on behavioral loyalty is also remarkable. It influences international tourists in both destinations to revisit (behavioral loyalty). The result confirms the proposition in the literature that familiarity influences tourists' perception and attractiveness of the place (Reid and Reid, 1993; Hu and Ritchie, 1993), positively influences the image of the place (Hammit, Backlund and Bixler, 2006) and influences interest and likelihood of revisiting (Milman and Pizam 1995).

**The effect of satisfaction:** Effect of satisfaction in this study is worthy of note, it influences only attitudinal loyalty not behavioral. The effect of satisfaction on attitudinal loyalty is consistent with the literature that when tourists have enjoyable experience, they are more likely to return than those who have not (Ross, 1993; Juaneda, 1996; Petrick, Morais and Norman, 2001). However, the rationale of having no effect on behavioral loyalty is that there are some tourists who may not return even though they are satisfied with the place because they are novelty seeker (Woodside and Lysonski, 1989).

**The effect of perceived value:** Perceived value is significant in predicting attitudinal loyalty toward Chiangmai only and this influence applies to both domestic and international tourist. The result confirms the literature that perceived value determines future intentions and loyalty (Bojanic, 1996; Petrick, Morais and Norman, 2001; Bolton and Drew, 1991).

**The effect of attachment:** Apart from familiarity which seems to be the most important driver, attachment becomes the second most important driver. Its effect on attitudinal loyalty is consistent across destination and across tourist groups. However, in terms of its effect on behavioral loyalty, it can influence international tourists only. Researchers have indicated that place attachment plays a formative role in explaining both attitudinal and behavioral loyalty (Iwasaki and Havitz, 1998; Amine, 1998) and in

many settings (e.g., parks, trails, tourist destinations (Kyle et. al. , 2003-2004, Hwang, Lee and Chen, 2005). That is when tourists develop high commitment to the place, they are less likely to change their destination when they find alternatives.

**The effect of push motivation:** Regarding push motivation, its effect is marginal. Two dimensions of push motivation (e.g., experiencing different lifestyle and people, seeking novelty and status) are significant whereas the other two dimensions (e.g., seeking escape and relaxation, strengthening families and kinship ties) are not significant. Two dimensions of push motivation (e.g., experiencing different lifestyle and people, seeking novelty and status) affect attitudinal loyalty of international tourists. It should be noted that seeking novelty and status negatively affects behavioral loyalty. The results are quite consistent across destinations and across tourist groups. The rationale of push motivation for having marginal effect in this study is that motivation is only one of many variables which may contribute to explaining tourist behavior. To expect motivation to account for large portion of the variance in tourist is probably asking too much since there may be many other interrelated influences operating. Nevertheless, motivation is considered a critical variable because it is the impelling and compelling force behind all behavioral loyalty (Berkman and Gilson, 1978).

**The effect of pull motivation:** Regarding pull motivation, history, heritage and knowledge (the first dimension of pull motivation) can influence attitudinal loyalty toward Chiangmai only, while quality and infrastructure (the second dimension of pull motivation) is the crucial predictor of attitudinal loyalty toward Phuket. Shopping, convenience and activities (the third dimension) can influence both attitudinal and behavioral loyalty. This significance applies to Phuket destinations and domestic tourists only. The fourth and fifth dimensions have no relationship with both types of loyalty, nevertheless scenery can influence tourist's likelihood to travel to other destination in Thailand.

**The effect of novelty seeking as travel philosophy:** In this study, the effect of novelty seeking on both attitudinal and behavioral loyalty is trivial, however, it influences tourists' desire to travel to other destination in Thailand.

**The effect of reasons for repeated visitation:** It was found in this study that when tourist wants to further explore or wants to show the place to others, they develop the likelihood or the intention to revisit that place again. The result is consistent with Gitelson and Crompton's study (1984) which reported five reasons of repeated visitation.

**The effect of demographic variables:** The results are not consistent with some previous studies that older customers are more likely to be loyal. However, the results are consistent with Ross's (1993) and Chen and Gursoy's study (2001) that male tourists are more loyal and tended to be satisfied. It was also shown that tourists with level of education lower than bachelor degree are less loyal. Furthermore, international tourists with income greater than 35,000 Baht have attitudinal loyalty toward Phuket, as well as domestic tourists with income greater than 35,000 Baht having behavioral loyalty toward Phuket. There are inverse relationship between having children living with them and attitudinal loyalty toward Chiangmai of both domestic and international tourists.

## **6. 7 Managerial Implications**

To gain competitive advantage, tourism marketers should focus their strategies on developing familiarity and attachment of tourists.

**Enhancing tourist's familiarity with destination:** In this study, destination familiarity is regarded as the consumer perception of how much he or she knows about the attributes of various choice alternatives being considered (Moorthy, Ratchford and Tulukdar, 1997). Consumers can gain product knowledge from their previous experiences with the product, from the experiences of others, and by means of visual, verbal, and sensory stimuli such as advertisements, newspaper/magazine articles, and television

programming (Milman and Pizam, 1995; Vogt and Fesenmaier, 1998). Prior product knowledge enables consumers to evaluate a product's utility, attributes, and applications. Thus, prior product knowledge enhances one's internal memory and assists in the decision-making process (Brucks, 1985). Apart from advertising, tourism marketer or TAT should establish "Tourist information center" at every major tourist spot. Upon visiting, tourists will be equipped with all materials and information essential for them to travel there. Tourists should be able to access tourist information easily and free of charge, which means that an airport, bus terminal, or train station must be fully equipped with information that tourists want. The information staff should be friendly, helpful, and able to provide the correct information that put tourist' interest at heart. When tourists have useful and sufficient information, they are more confident and are more satisfied with their choice and are more likely to revisit. Additionally, when they are confident with their choice or familiar with the destination, they may want to show the place to others.

Researchers (Gursoy, 2001) suggested that familiar and unfamiliar tourists are different in their information search behavior. Communication strategies developed for unfamiliar travelers should provide simple information about the overall destination, a comparison of the destination against other destinations. Expert travelers are more likely to utilize external information sources to gather information about the attributes of the destination than to use personal external information sources. Communication materials for expert travelers should include detailed information about destination and the important attributes.

**Strengthening attachment of tourists toward destination:** Attachment is one of the top two critical variables in predicting loyalty. This attachment is measured by place identity dimension which has a personal meaning and expresses an emotional attachment to place (Williams et. al. , 1992), which can be specific (this is my favorite destination) or more abstract and symbolic (This destination is associated with eco-values) (Alexandris, Kouthouris and Meligdis, 2006). Research has shown that involvement is precursor to attachment. Therefore, TAT or tourism market should focus on establishing events or

activities that allows tourists to be more involved with living in the destination. As can be seen from the results, sources of domestic tourists' attachment come from climate and nature, whereas those of international tourists' attachment come from hospitality and friendliness of local Thai people. Therefore, the results are partially consistent with previous research suggesting that social attachment is greater than physical attachment in all cases (Hidalgo and Hernandez, 2001). Tourism marketers should establish event marketing that allows tourists to spend their time with local people like fishermen, or hill tribe village, traditional Thai house.

**Not forsaking the role of satisfaction and perceived value:** Although the results indicated that familiarity and attachment are stronger than satisfaction and perceived value, it does not mean that tourism marketers will let go of these two variables. It is something that may not add contribution to competitive advantage (in this context) but it can be disastrous if the destination is lacking in it. Since dissatisfied customers or customers who have negative experience with the place, may not want that experience to reoccur. Tourists will perceive value from what they have received relative to what they have paid, for example the discount airfare, bundling of tourism products such as accommodation, transportation and tour. Satisfaction can be achieved through what they perceive the performance relative to what they expect. Advertising campaign should not set too high of expectation that destinations are not able to reach that level of expectation. Moreover, all involved parties in tourism should do their best to create wonderful experience for tourists, starting from providing travel-related information, making reservation on airline, hotel and tour, travel to destination experience, on the spot experience. Even after consumption experience, marketer should reinforce positively about their decision in choosing Thailand. This can help reduce cognitive dissonance because tourism product is high involvement.

**Making use of motivation in marketing communication:** Marketing communication should focus on experiencing different lifestyle and people since this motive is powerful in explaining tourist behavior toward Chiangmai and Phuket. This motivation construct is measured by experiencing new, different and simpler lifestyles, meeting new and different people, doing/seeing things that represent a destination's unique identity. Advertising campaign should illustrate the lifestyle of Thai local people and activities that represent a unique identity of that destination. To market effectively the domestic market, the communication should emphasize seeking novelty and status. This construct is measured by visiting a place you can talk about when you get home, a place your friend has not been to, or a place you have never visited before. This construct is found to be critical for domestic tourists since Thai are status-oriented.

Tourism marketer of Chiangmai should position its destination based on history, heritage and knowledge. Tourism marketer of Phuket should invest and improve its quality and infrastructure which includes the service quality of tourism sector, transportation, safety, environmental quality, air, water, soil, hygiene and cleanliness. Scenery should be protected against pollution and all kinds of contamination to nature since, scenery is key predictor enhancing ability of tourism marketer to cross sell their tourism products.

#### **6.8 Limitation and Recommendation for Future Research**

As can be seen from the profile of international tourists, the majority of them comes from Europe, followed by American continent. Future research should target more on each group of tourists based on their country of residence in order that the result will be more specific and meaningful to tourism marketer.

This study was also limited by using median splits to derive segments (Petrick, 2004). According to Pritchard and Howard (1997) this practice arbitrary assigns respondents to predetermined loyalty segments, yet it is proposed that the derived segments allow for easy identification of segments.



As mentioned by Petrick (2004), the multidimensional measures of loyalty, which encompass both behavioral and attitudinal dimensions (e.g., intensity, strength of affection toward destination, recommendation and intention to revisit in the future), should be developed.

Since attachment is key driver of loyalty, future research should examine how this attachment is developed so that tourism marketer becomes successful in developing and maintaining loyalty.

Based on the value of  $\text{Adj.R}^2$ , percentage of variance accounted for behavioral loyalty of domestic tourists is rather low. Future research may investigate the effect of factors such as distance, price of airfare, and so on.

## Appendix

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แบบสอบถาม

“ความจงรักภักดีของนักท่องเที่ยวชาวไทยและชาวต่างชาติต่อแหล่งท่องเที่ยวในจังหวัดเชียงใหม่ และจังหวัดภูเก็ต”

1 กรกฎาคม 2549

เรียน : ท่านผู้ตอบแบบสอบถาม

ข้าพเจ้าและคณะกำลังศึกษาถึงปัจจัยที่มีอิทธิพลต่อความจงรักภักดีของนักท่องเที่ยวชาวไทยและชาวต่างชาติที่มีต่อแหล่งท่องเที่ยวในจังหวัดเชียงใหม่ และจังหวัดภูเก็ต คำตอบของท่านจะมีคุณค่าสำหรับเรา ซึ่งในกรณีนี้ไม่มีคำตอบที่ถูกหรือผิด เราเพียงสนใจในความคิดเห็นของท่าน และต้องการคำตอบที่ตรงความเป็นจริงของท่านเท่านั้น

ทุกคำตอบของท่านจะเก็บรวบรวมไว้เป็นความลับโดยใช้ข้อมูลนำเสนอให้เห็นเป็นภาพรวมเท่านั้น ข้าพเจ้าและคณะขอขอบพระคุณเป็นอย่างสูงสำหรับความกรุณาและความพยายามของท่านในการตอบแบบสอบถามในครั้งนี้

ผศ. ดร. ปณิศา มีจินดา มหาวิทยาลัยเทคโนโลยีราชมงคลธัญบุรี  
 รศ. ศิริวรรณ เสรีรัตน์ มหาวิทยาลัยราชภัฏสวนดุสิต  
 ผศ. ดร. ฤกษ์ ฤทธิสร มหาวิทยาลัยศรีนครินทรวิโรฒ  
 โทร. 081-335-8777 (มือถือ), 0-2281-8181 (บ้าน)

แหล่งที่สัมภาษณ์คือ

- เชียงใหม่  1.1 ดอยสุเทพ  1.2 สวนสัตว์เชียงใหม่  1.3 ตลาดวโรรส  1.4 สนามบินเชียงใหม่  
 ภูเก็ต  1.1 หาดป่าตอง  1.2 หาดกะตะ  1.3 ตัวเมืองภูเก็ต

ส่วนที่ 1: ข้อมูลทั่วไปเกี่ยวกับการท่องเที่ยวในเชียงใหม่/ภูเก็ต

- Q1. ครั้งนี้เป็นครั้งแรกที่ท่านท่องเที่ยวในเชียงใหม่/ภูเก็ตใช่หรือไม่  1. ใช่ (ยุติการสัมภาษณ์)  
 2. ไม่ใช่ (โปรดระบุจำนวนครั้งในการท่องเที่ยวที่เชียงใหม่/ภูเก็ต รวมครั้งนี้ด้วย).....ครั้ง
- Q2. โดยส่วนใหญ่ ท่านท่องเที่ยวเชียงใหม่/ภูเก็ตกับใครบ่อยที่สุด (เลือกตอบเพียงข้อเดียว)  
 1. เพียงคนเดียว  2. กับเพื่อน  3. กับครอบครัว  4. กับคนรัก
- Q3. โดยส่วนใหญ่ ท่านท่องเที่ยวเชียงใหม่/ภูเก็ตอย่างไรบ่อยที่สุด (เลือกตอบเพียงข้อเดียว)  
 1. แบบแพคเกจทัวร์เต็มรูปแบบ  2. แบบแพคเกจทัวร์บางส่วน (เฉพาะค่าเดินทางและที่พัก)  3. ท่องเที่ยวด้วยตนเอง
- Q4. ระยะเวลาที่ท่านพักในเชียงใหม่/ภูเก็ต โดยส่วนใหญ่ ..... วัน Q5. ค่าใช้จ่ายในการท่องเที่ยวในเชียงใหม่/ภูเก็ต โดยทั่วไป ประมาณ.....บาท
- Q6. กิจกรรมที่ท่านชอบปฏิบัติมากที่สุดในช่วงการท่องเที่ยวที่เชียงใหม่/ภูเก็ต คือ.....
- Q7. แหล่งท่องเที่ยวที่ท่านชอบท่องเที่ยวมากที่สุดในเชียงใหม่/ภูเก็ต คือ.....
- Q8. สาเหตุใดที่ท่านมาท่องเที่ยวซ้ำในเชียงใหม่/ภูเก็ต โปรดทำเครื่องหมาย ✓ ในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด

สาเหตุในการท่องเที่ยวซ้ำในเชียงใหม่/ภูเก็ต	ระดับความคิดเห็น				
	ไม่เห็นด้วยอย่างยิ่ง (1)	ไม่เห็นด้วย (2)	เฉยๆ (3)	เห็นด้วย (4)	เห็นด้วยอย่างยิ่ง (5)
1. ท่านมีความพึงพอใจในการท่องเที่ยวที่เชียงใหม่/ภูเก็ต					
2. ท่านเคยมีประสบการณ์ที่ดีในการท่องเที่ยวที่เชียงใหม่/ภูเก็ต					
3. มีความเสี่ยงต่ำเนื่องจากท่านมีความคุ้นเคยกับสถานที่					
4. ท่านมีความผูกพันทางอารมณ์กับการท่องเที่ยวที่เชียงใหม่/ภูเก็ต					
5. ท่านต้องการสำรวจแหล่งท่องเที่ยวเพิ่มเติมในเชียงใหม่/ภูเก็ต					
6. ท่านพบบุคคลอื่นมาท่องเที่ยวในเชียงใหม่/ภูเก็ต					
7. ท่านสะดวกในการเดินทางมาท่องเที่ยวที่เชียงใหม่/ภูเก็ต					
8. ค่าใช้จ่ายในการท่องเที่ยวในเชียงใหม่/ภูเก็ตค่อนข้างต่ำ					

ส่วนที่ 2: ข้อมูลทั่วไปเกี่ยวกับรูปแบบการท่องเที่ยวในประเทศไทย

Q9. โปรดระบุระดับความสนใจของท่านที่มีต่อผลิตภัณฑ์ท่องเที่ยวในประเทศไทย โดยทำเครื่องหมาย ✓ ลงในช่องว่างที่ตรงกับความสนใจของท่าน

ผลิตภัณฑ์ท่องเที่ยวในประเทศไทย	ระดับความสนใจ				
	ไม่สนใจเลย (1)	สนใจน้อย (2)	สนใจปานกลาง (3)	สนใจมาก (4)	สนใจมากที่สุด (5)
1. แหล่งท่องเที่ยวธรรมชาติ-ภูเขา					
2. แหล่งท่องเที่ยวธรรมชาติ-ทะเล,หาดทราย					
3. ประวัติศาสตร์					

ผลิตภัณฑ์ท่องเที่ยวในประเทศไทย	ระดับความสนใจ				
	ไม่สนใจเลย (1)	สนใจน้อย (2)	สนใจปานกลาง (3)	สนใจมาก (4)	สนใจมากที่สุด (5)
4. วัฒนธรรม					
5. ชอปปี้ง/ของที่ระลึก					
6. อาหารไทย					
7. รายการบันเทิง, ซีรี่ย์ตามค่าคืน					
8. ท่องเที่ยวเพื่อสุขภาพ					
9. ท่องเที่ยวผจญภัย ประกอบด้วย (1) ล่องแก่ง (2) จักรยานเสือภูเขา (3) ปีน/ไต่เขา (4) เดินป่า (5) พายเรือแคนู พายเรือคายัค (6) เล่นวินด์เซิร์ฟ (7) เล่นเจ็ตสกี					
10. ท่องเที่ยวเชิงนิเวศ (Eco-tourism) (การท่องเที่ยวเพื่ออนุรักษ์ทรัพยากรธรรมชาติ)					
11. การพักอาศัยแบบระยะยาว (Long stay)					
12. สปา					
13. การดำน้ำ					
14. กีฬา - กอล์ฟ					
15. อื่นๆ โปรดระบุ.....					

Q10. ในปีนี้ท่านมีการท่องเที่ยว (ไม่รวมเดินทางเพื่อธุรกิจ)

11.1 ในประเทศจำนวน.....ครั้ง

11.2 ต่างประเทศ จำนวน.....ครั้ง

Q11. ต่อไปนี้เป็นการแสวงหาความแปลกใหม่ (Novelty Seeking) จากการท่องเที่ยว โปรดทำเครื่องหมาย ✓ ในช่องว่างที่ตรงกับความคิดเห็นของท่าน ทั้งนี้ไม่มีคำตอบที่ถูกหรือผิด และสิ่งสำคัญก็คือ ต้องเป็นคำตอบที่ตรงตามความเป็นจริงสำหรับท่าน

การแสวงหาความแปลกใหม่ในการท่องเที่ยว	ไม่เห็นด้วยอย่างยิ่ง (1)	ไม่เห็นด้วย (2)	เฉยๆ (3)	เห็นด้วย (4)	เห็นด้วยอย่างยิ่ง (5)
1. บางครั้งฉันชอบที่จะทำสิ่งที่น่าตื่นเต้นบ้างเล็กน้อยระหว่างการท่องเที่ยว					
2. ฉันชอบที่จะทำกิจกรรมที่ต้องใช้ความกล้าหาญระหว่างการท่องเที่ยว					
3. บางครั้งฉันมักสนุกที่จะทำสิ่งที่น่าตื่นเต้นเล็กน้อยระหว่างการท่องเที่ยว					
4. ฉันชอบที่จะมีความรู้สึกถึงความมีอันตรายระหว่างการท่องเที่ยว					
5. ฉันชอบล่องแพในสายน้ำอันเขียวชอุ่ม					
6. ฉันชอบกิจกรรมที่ได้ความรู้สึกตื่นเต้นเร้าใจ					
7. ฉันแสวงหาการผจญภัยในระหว่างการท่องเที่ยว					
8. ฉันชอบที่จะค้นพบตัวเองในสถานที่ที่ฉันสามารถสำรวจสิ่งใหม่ๆ ได้					
9. ฉันต้องการมีประสบการณ์กับสิ่งใหม่และแตกต่างในระหว่างการท่องเที่ยว					
10. ฉันต้องการมีประสบการณ์ด้านวัฒนธรรม และประเพณีนิยมที่แตกต่างจากสภาพแวดล้อมเดิมของฉันระหว่างการท่องเที่ยวในวันหยุด					
11. ระหว่างการท่องเที่ยว ฉันพอใจกับการเปลี่ยนแปลงทางสภาพแวดล้อมที่ช่วยให้ฉันมีประสบการณ์ในสิ่งใหม่ๆ					
12. การท่องเที่ยวตามอุดมคติของฉัน คือ การค้นพบสิ่งที่ไม่เคยเห็นมาก่อนเลย					
13. ฉันต้องการที่จะได้รู้สึกถึงการค้นพบสิ่งใหม่ ระหว่างการท่องเที่ยวของฉัน					
14. ฉันชอบท่องเที่ยวในแหล่งท่องเที่ยวผจญภัย					
15. ฉันมีแรงกระตุ้นมหาศาลที่จะสำรวจสิ่งที่ไม่เคยรู้มาก่อนในระหว่างการท่องเที่ยว					
16. ฉันต้องการท่องเที่ยวเพื่อปลดปล่อยความเบื่อหน่าย					
17. ฉันจำเป็นต้องท่องเที่ยวบางครั้งบางคราวเพื่อหลีกเลี่ยงความซ้ำซากจำเจ					



การแสวงหาความแปลกใหม่ในการท่องเที่ยว	ไม่เห็นด้วย อย่างยิ่ง (1)	ไม่เห็น ด้วย (2)	เฉยๆ (3)	เห็นด้วย (4)	เห็นด้วย อย่างยิ่ง (5)
18. ฉันชอบที่จะท่องเที่ยวเพราะงานประจำทำให้ฉันเบื่อหน่าย					
19. ฉันไม่ชอบวางแผนการท่องเที่ยวในรายละเอียด เพราะมันทำลายสิ่งที่ไม่คาดหวังออกไป					
20. ฉันชอบการท่องเที่ยวในวันหยุดที่ไม่สามารถคาดคะเนล่วงหน้าเอาไว้					
21. ฉันชอบที่จะมีการท่องเที่ยวด้วยเส้นทางที่ไม่ได้มีการวางแผนไว้ล่วงหน้า					

### ส่วนที่ 3: ทศนคติต่อการท่องเที่ยวในเชียงใหม่/ภูเก็ต

Q12. ต่อไปนี้เป็น**ปัจจัยภายใน**ที่จูงใจให้ท่าน**ตัดสินใจมาท่องเที่ยวในเชียงใหม่/ภูเก็ต** โปรดประเมินระดับความสำคัญของแรงจูงใจต่อไปนี้ที่สอดคล้องกับความคิดเห็นของท่านมากที่สุด

การจูงใจ: ปัจจัยผลักดัน	ระดับความสำคัญ				
	ไม่มีเลย (1)	น้อย (2)	ปานกลาง (3)	มาก (4)	มากที่สุด (5)
ผลประโยชน์จากการท่องเที่ยวในเชียงใหม่/ภูเก็ต					
1. เพื่อเปลี่ยนแปลงจากงานที่วุ่นวาย					
2. เพื่อเลี่ยงจากการทำงานที่บ้าน					
3. เพื่อเลี่ยงจากเหตุการณ์ปกติประจำวัน					
4. เพื่อค้นหาสิ่งที่ทำให้เกิดความเร้าใจและตื่นเต้น					
5. เพื่อความสนุกและบันเทิง					
6. เพื่อประสบการณ์รูปแบบการดำรงชีวิตอย่างเรียบง่าย					
7. เพื่อประสบการณ์ในรูปแบบการดำรงชีวิตแบบใหม่และแตกต่าง					
8. เพื่อพบปะบุคคลที่มีความสนใจเหมือนกัน					
9. เพื่อพบปะบุคคลใหม่และแตกต่าง					
10. เพื่อทำหรือได้เห็นสิ่งที่ เป็นลักษณะเด่นหรือเอกลักษณ์ของแหล่งท่องเที่ยววันนั้น					
11. เพื่อเยี่ยมชมสถานที่ที่ฉันสามารถนำไปบอกเล่าเมื่อฉันกลับบ้านได้					
12. เพื่อไปสถานที่ที่ฉันไม่เคยไปมาก่อน					
13. เพื่อเพลิดเพลินไปกับความหรูหรา					
14. เพื่อไปยังสถานที่ที่เพื่อนๆ ของฉันไม่เคยไปมาก่อน					
15. เพื่อการอยู่ร่วมกันในครอบครัว					
16. เพื่อการเยี่ยมเพื่อนและญาติ					

Q13: ต่อไปนี้เป็น**คุณลักษณะของแหล่งท่องเที่ยว**ที่จูงใจให้ท่าน**ตัดสินใจมาท่องเที่ยวในเชียงใหม่/ภูเก็ต** โปรดประเมินข้อความต่อไปนี้ โดยทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความคิดเห็นของท่าน

การจูงใจ: ปัจจัยดึง	ระดับความสำคัญ				
	ไม่มีเลย (1)	น้อย (2)	ปานกลาง (3)	มาก (4)	มากที่สุด (5)
ความพอใจในคุณลักษณะของแหล่งท่องเที่ยว ในเชียงใหม่/ภูเก็ต					
1. ประวัติศาสตร์, โบราณคดีของแหล่งท่องเที่ยว					
2. แหล่งท่องเที่ยวเชิงนิเวศวิทยา (เชิงอนุรักษ์ทรัพยากรธรรมชาติ)					
3. แหล่งท่องเที่ยวชนบทที่น่าสนใจ					
4. โอกาสในการเพิ่มเติมความรู้					
5. สิ่งดึงดูดใจด้านศิลปวัฒนธรรม					
6. การลิ้มรสอาหารแปลกใหม่และอาหารท้องถิ่น					
7. ได้พบเห็นผู้คนที่มีชาติพันธุ์วัฒนธรรม (เชื้อชาติ, สัญชาติ) ต่างกัน					
8. อธิยาศาสตร์ของไทย					
9. ความปลอดภัย					
10. คุณภาพของสภาพแวดล้อม อากาศ น้ำ และดิน					

การรู้จัก: ปัจจัยตั้ง	ระดับความสำคัญ				
	ไม่มีเลย (1)	ไม่มีเลย (1)	ไม่มีเลย (1)	ไม่มีเลย (1)	ไม่มีเลย (1)
11. มาตรฐานด้านสุขอนามัยและความสะอาด					
12. การขนส่งมวลชน เช่น สายการบิน รถทัวร์					
13. การซื้อของ (Shopping)					
14. แหล่งท่องเที่ยวที่คุ้มค่ากับเงิน					
15. การมีข้อเสนอที่ดีที่สุดสำหรับท่าน					
16. ง่ายต่อการขับรถไปเอง					
17. ความง่ายจากการหาข้อมูลก่อนเดินทางและข้อมูลท่องเที่ยวในประเทศ					
18. กิจกรรมกลางแจ้ง					
19. กิจกรรมในชีวิตยามค่ำคืนและความบันเทิง					
20. กิจกรรมสำหรับครอบครัวทั้งหมด					
21. ทัศนียภาพที่โดดเด่น					
22. อากาศดี					
23. บรรยากาศที่แปลก ไม่ธรรมดา					

Q14. ท่านมีความคุ้นเคยต่อแหล่งท่องเที่ยวเชียงใหม่/ภูเก็ตในเรื่องต่างๆ ต่อไปนี้ อย่างไร

ความคุ้นเคยต่อแหล่งท่องเที่ยวในเชียงใหม่/ภูเก็ต	ไม่มีเลย (1)	น้อย (2)	ปานกลาง (3)	มาก (4)	มากที่สุด (5)
1. ท่านมีความคุ้นเคยต่อเชียงใหม่/ภูเก็ตในฐานะที่เป็นสถานที่สำหรับการท่องเที่ยว					
2. ท่านมีความสนใจในเชียงใหม่/ภูเก็ตในฐานะที่เป็นสถานที่สำหรับการท่องเที่ยว					
3. ท่านมีความรู้เกี่ยวกับการท่องเที่ยวในเชียงใหม่/ภูเก็ตในฐานะที่เป็นสถานที่สำหรับการท่องเที่ยว					
4. เมื่อเปรียบเทียบกับคนอื่นที่ท่านรู้จักในประเทศของท่าน ว่าท่านมีความรู้มากขึ้นเพียงใดเกี่ยวกับการท่องเที่ยว ณ เชียงใหม่/ภูเก็ต					

Q15. โปรดประเมินการท่องเที่ยวในเชียงใหม่/ภูเก็ต โดยเปรียบเทียบกับสิ่งที่ท่านคาดหวังเอาไว้

ต่ำกว่าที่คาดหวังไว้มาก	1	2	3	4	5	มากกว่าที่คาดหวังไว้มาก
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Q16. การท่องเที่ยวครั้งนี้มีความคุ้มค่ากับเวลาและความพยายามของท่านหรือไม่

ไม่คุ้มค่าเลย	1	2	3	4	5	คุ้มค่าอย่างมาก
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Q17. โปรดประเมินความพอใจโดยรวมของท่านกับการท่องเที่ยวเชียงใหม่/ภูเก็ต

ไม่พอใจอย่างมาก	1	2	3	4	5	พอใจอย่างมาก
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Q18. โปรดทำเครื่องหมาย ✓ ในช่องที่ตรงกับทัศนคติของท่านที่มีต่อเชียงใหม่/ภูเก็ต ในประเด็นต่างๆ ต่อไปนี้

ทัศนคติที่มีต่อการท่องเที่ยวเชียงใหม่/ภูเก็ต	ไม่เห็นด้วย อย่างยิ่ง (1)	ไม่เห็นด้วย (2)	เฉยๆ (3)	เห็นด้วย (4)	เห็นด้วย อย่างยิ่ง (5)
1. ฉันแนะนำเชียงใหม่/ภูเก็ต ให้กับบุคคลที่ต้องการคำแนะนำจากฉัน					
2. ฉันบอกเล่าสิ่งที่ดีเกี่ยวกับเชียงใหม่/ภูเก็ต					
3. การท่องเที่ยวครั้งต่อไปของฉันมีแนวโน้มจะมาเชียงใหม่/ภูเก็ตอีก					
4. ฉันจะท่องเที่ยวเชียงใหม่/ภูเก็ตอีก					
5. ฉันพิจารณาว่าฉันเป็นนักท่องเที่ยวที่จงรักภักดีต่อเชียงใหม่/ภูเก็ต					

Q19. โปรดทำเครื่องหมาย ✓ ลงในช่องว่างที่ตรงกับทัศนคติของท่านที่มีต่อเชียงใหม่/ภูเก็ตโดยใช้สเกลดังนี้

ไม่เห็นด้วยอย่างยิ่ง (1)	ไม่เห็นด้วย (2)	ไม่เห็นด้วยเล็กน้อย (3)	เฉยๆ (4)	เห็นด้วยเล็กน้อย (5)	เห็นด้วย (6)	เห็นด้วยอย่างยิ่ง (7)				
				1	2	3	4	5	6	7
1. ค่าใช้จ่ายในการท่องเที่ยวในเชียงใหม่/ภูเก็ตมีราคาที่เหมาะสม										
2. เมื่อพิจารณาค่าใช้จ่ายในการท่องเที่ยวที่เชียงใหม่/ภูเก็ตแล้วได้รับประโยชน์มากกว่าเงินที่จ่ายไป										
3. ฉันมองว่าการท่องเที่ยวที่เชียงใหม่/ภูเก็ตมีความคุ้มค่าเมื่อเปรียบเทียบกับผลประโยชน์ที่ฉันได้รับ										

Q20. โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับทัศนคติของท่านต่อเชียงใหม่/ภูเก็ตโดยใช้คำถามต่อไปนี้

ทัศนคติที่มีต่อเชียงใหม่/ภูเก็ต	ไม่เห็นด้วยอย่างยิ่ง (1)	ไม่เห็นด้วย (2)	เฉยๆ (3)	เห็นด้วย (4)	เห็นด้วยอย่างยิ่ง (5)
1. เชียงใหม่/ภูเก็ตมีความหมายสำหรับฉันมาก					
2. ฉันพอใจการพักผ่อนในเชียงใหม่/ภูเก็ตมากกว่าแหล่งท่องเที่ยวอื่น					
3. ฉันมีความผูกพันกับเชียงใหม่/ภูเก็ต					

Q21. ถ้าท่านตอบเห็นด้วย (4) หรือเห็นด้วยอย่างยิ่ง (5) ในข้อ 20 โปรดระบุถึงสาเหตุที่ท่านมีความผูกพันกับเชียงใหม่/ภูเก็ต.....  
.....

**ส่วนที่ 4 ข้อมูลส่วนบุคคล** กรุณาใส่เครื่องหมาย ✓ ลงในช่อง  ที่ตรงกับความจริงของท่านมากที่สุด

1. เพศ  1. ชาย  2. หญิง
2. อายุ  1. ต่ำกว่า 15 ปี  2. 15-24 ปี  3. 25-34 ปี  
 4. 35-44 ปี  5. 45-54 ปี  6. 55-64 ปี  
 7. 65 ปีขึ้นไป
3. สถานภาพ  1. โสด  2. สมรส/อยู่ด้วยกัน  3. ม่าย/หย่าร้าง/แยกกันอยู่
4. จำนวนบุตรหลานที่อาศัยอยู่ด้วย..... คน
5. ระดับการศึกษา  1. ต่ำกว่าปริญญาตรี  2. ปริญญาตรี  3. สูงกว่าปริญญาตรี
6. อาชีพ  1. ผู้เชี่ยวชาญมืออาชีพ  2. บริหาร/จัดการ  3. พนักงานทางด้านการค้า  
 4. ผู้ใช้แรงงานในการผลิต  5. เกษตรกร  6. ข้าราชการ/พนักงานรัฐวิสาหกิจ  
 7. แม่บ้าน  8. นักศึกษา/นักเรียน  9. เกษียณ/ว่างงาน  
 10. ผู้ประกอบการ  11. อื่น ๆ โปรดระบุ.....
7. รายได้ครัวเรือนต่อเดือน  
 1. ต่ำกว่า 10,000 บาท/ 250 US\$.  2. 10,000-17,499 บาท/ 251-437 US\$.  
 3. 17,500-19,999 บาท/ 438-500 US\$.  4. 20,000-34,999 บาท/ 501-875 US\$.  
 5. 35,000-49,999 บาท/ 876-1,250 US\$.  6. 50,000-64,999 บาท/ 1,251-1,625 US\$.  
 7. 65,000-79,999 บาท/ 1,626-2,000 US\$.  8. 80,000 บาท หรือมากกว่า / 2,001 US\$. หรือมากกว่า
8. ประเทศที่พำนัก  
 1. ประเทศไทย  2. เอเชียตะวันออก  3. ยุโรป  
 4. สหรัฐอเมริกา  5. เอเชียใต้  6. โอเชียเนีย  
 7. ตะวันออกกลาง  8. แอฟริกา  9. อื่นๆ โปรดระบุ.....

ถ้าท่านพำนักอยู่ในประเทศไทย กรุณาตอบคำถามข้อ 9-11

9. ที่อยู่อาศัยในปัจจุบันของท่าน	<input type="checkbox"/> 1. กรุงเทพฯ	<input type="checkbox"/> 2. ภาคกลาง	<input type="checkbox"/> 3. ภาคเหนือ	<input type="checkbox"/> 4. ภาคตะวันออกเฉียงเหนือ	<input type="checkbox"/> 5. ภาคใต้
10. ระยะเวลาที่ใช้ในการเดินทางจากสถานที่ดังกล่าวมาเชียงใหม่ โดยเฉลี่ย.....ชั่วโมง					
11. รูปแบบของการเดินทาง	<input type="checkbox"/> 1. เครื่องบิน	<input type="checkbox"/> 2. รถไฟ	<input type="checkbox"/> 3. รถยนต์	<input type="checkbox"/> 4. รสบัส รสบู	<input type="checkbox"/> 5. อื่นๆ.....

ขอขอบคุณในความอนุเคราะห์



Reasons for repeat visitation in Chiangmai/Phuket	Level of Agreement				
	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
	(1)	(2)	(3)	(4)	(5)
3. It is less risky to visit Chiangmai/Phuket because I'm familiar with this place.					
4. I have emotional attachment to Chiangmai/Phuket.					
5. I want to further explore Chiangmai/Phuket.					
6. I want to show Chiangmai/Phuket for others.					
7. It is convenient (not far) to travel to Chiangmai/Phuket.					
8. It takes relatively low expenses to travel to Chiangmai/Phuket.					

**PART II: General Information about your travel pattern in Thailand**

Q9. The followings are travel products in Thailand; please indicate the extent to which these products interest you using the following scale.

Travel Products in Thailand	Level of Interest				
	Not at all (1)	Unlikely (2)	Neutral (3)	Likely (4)	Most Likely (5)
1. Nature-Mountain					
2. Nature-Beach, sea					
3. Historical sites					
4. Culture					
5. Shopping or souvenir					
6. Thai Foods					
7. Entertainment, Night life					
8. Health Tourism					
9. Adventure includes (1) white water rafting, (2) mountain biking, (3) rock climbing, (4) trekking, (5) canoeing and kayaking, (6) wind surfing, (7) jet skiing					
10. Eco-Tourism (tourism learning for natural resources reservation)					
11. Long stay					
12. Spa					
13. Diving					
14. Sport-Golf					
15. Others, please specify.....					

Q10. How many trips (exclude business trip) you already had within this year (include domestic trips and international trips)? .....times

Q11. The followings are novelty seeking in tourism, please place a tick mark (✓) in the blank that best represents your travel style using the provided scale. There are no rights or wrong answers and your honest answers are very important for us.

Novelty seeking in Tourism	Strongly disagree (1)	Disagree (2)	Neither disagree nor agree (3)	Agree (4)	Strongly agree (5)
1. I sometimes like to do things on vacation that are a little frightening.					
2. I enjoy doing "daring" activities while on vacation.					
3. Sometimes it is fun to be a little frightening on vacation.					
4. I enjoy experiencing a sense of danger on a vacation trip.					
5. I would like to be on a raft in the middle of wild water at the time of the spring flood waters.					
6. I enjoy activities that offer thrills.					
7. I seek adventure on my vacation.					
8. I like to find myself at destinations where I can explore new things.					
9. I want to experience new and different things on my vacation.					
10. On vacation, I want to experience customs and cultures different from those in my environment.					
11. On vacation, I enjoy the change of environment which allows me to experience something new.					
12. My ideal vacation involves looking at things I have not seen before.					
13. I want to be a sense of discovery involved as part of my vacation.					
14. I like to travel adventurous places.					
15. I feel a powerful urge to explore unknown on vacation.					
16. I want to travel to relieve boredom.					
17. I have to go on vacation from time to time to avoid getting into a rut.					
18. I like to travel because the routine work bores me.					
19. I don't like to plan a vacation trip in detail because it takes away some of the unexpectedness.					
20. I like vacations that are unpredictable.					
21. I would like to take off on a trip with no preplanned routes					

**PART III: Tourism Attitude Section regarding Chiangmai/Phuket**

Q12: The following are *internal factors* that motivate your decision to visit Chiangmai/Phuket. Please place a tick mark (✓) in the blank according to your opinion.

Motivation: Push Factor	Level of Importance				
Travel Benefit in Chiangmai/Phuket	Not at all (1)	Unlikely (2)	Neutral (3)	Likely (4)	Most Likely (5)
1. Getting a change from a busy job					
2. Getting away from working at home					
3. Escaping from the ordinary					
4. Finding thrills and excitement					
5. Having fun, being entertained					
6. Experiencing a simple lifestyles					
7. Experiencing new and different lifestyles					
8. Meeting people with similar interests					
9. Meeting new and different people					
10. Doing/Seeing things that represent a destination unique identity					
11. Visiting a place I can talk about when I get home					
12. Going to places that I have never visited before					
13. Indulging luxury					
14. Going to places my friends have not been to					
15. Being together as family					
16. Visiting friends and relatives					

Q13: The following are *destination attributes* that motivate your decision to visit Chiangmai/Phuket. Please place a tick mark (✓) in the blank according to your opinion.

Motivation: Pull factor	Level of Importance				
Chiangmai/Phuket Destination attributes preferences	Not at all (1)	Unlikely (2)	Neutral (3)	Likely (4)	Most Likely (5)
1. Historical sites, archaeological buildings and places					
2. Visits to appreciate natural ecological sites					
3. Interesting in urbanization*					
4. Opportunities to increase knowledge					
5. Arts and cultural attractions					
6. Trying new foods, local cuisine					
7. See people from various ethnic background					
8. Thai hospitality					
9. Personal safety					
10. Environmental quality, air, water and soil					

Motivation: Pull factor	Level of Importance				
	Not at all (1)	Not at all (1)	Not at all (1)	Not at all (1)	Not at all (1)
Chiangmai/Phuket Destination attributes preferences					
11. Standards of hygiene and cleanliness					
12. Public transportation such as airlines, bus etc.					
13. Shopping					
14. Destination that provides value for money					
15. The best deal I can get					
16. Ease of driving on my own					
17. Availability pre-trip and in-country tourist information					
18. Outdoor activities					
19. Activities in night life and entertainment*					
20. Activities for the entire family					
21. Outstanding scenery					
22. Nice weather					
23. Exotic atmosphere					

Q14. The followings are destination familiarity; please rate the extent to which you are familiar with Chiangmai/Phuket.

Chiangmai/Phuket Destination Familiarity	Not at all (1)	Unlikely (2)	Somewhat (3)	Likely (4)	Most Likely (5)
1. How familiar are you with Chiangmai/Phuket as a vacation destination?					
2. How interested are you in Chiangmai/Phuket as a vacation destination?					
3. How much do you know about Chiangmai/Phuket as a vacation destination?					
4. How knowledgeable are you about vacation travel in Chiangmai/Phuket relative to other people from your own country?					

Q15. How does Chiangmai/Phuket, in general, rate compared to what you expected?

Much worse than expected	1	2	3	4	5	Much better than I expected
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Q16. Was this visit worth your time and effort?

Definitely not worth it	1	2	3	4	5	Definitely well worth it
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Q17. Overall how satisfied were you with your holiday in Chiangmai/Phuket?

Not at all satisfied	1	2	3	4	5	Very satisfied
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Q18. Please place a tick mark (✓) in the blank according to your attitude toward Chiangmai/Phuket using the following scale.

Attitude towards Chiangmai/Phuket	Strongly disagree (1)	Disagree (2)	Neither disagree nor agree (3)	Agree (4)	Strongly agree (5)
1. I would recommend Chiangmai/Phuket to people who seek my advice.					
2. I would tell other positive things about Chiangmai/Phuket.					
3. My next trip will most likely be Chiangmai/Phuket.					
4. I would visit Chiangmai/Phuket again.					
5. I consider myself a loyal visitor of Chiangmai/Phuket.					

Q19. Please place a tick mark (✓) in the blank according to your opinion toward Chiangmai/Phuket using the following scale.

Strongly disagree (1)	Disagree (2)	Somewhat Disagree (3)	Neither disagree nor agree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
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1. Spending my vacation in Chiangmai/Phuket is well priced.	1	2	3	4	5	6	7
2. Considering what I would pay for spending my vacation in Chiangmai/Phuket, I will get benefit more than my money's spend.	1	2	3	4	5	6	7
3. I consider traveling to Chiangmai/Phuket to be a good value compared to the benefits I receive.	1	2	3	4	5	6	7

Q20. Please place a tick mark (✓) in the blank according to your attitude toward Chiangmai/Phuket using the following scale.

Attitude towards Chiangmai/Phuket	Strongly disagree (1)	Disagree (2)	Neither disagree nor agree (3)	Agree (4)	Strongly agree (5)
1. Chiangmai/Phuket means a lot to me.					
2. I enjoy recreating in Chiangmai/Phuket more than any other place.					
3. I am very attachment to Chiangmai/Phuket.					

Q21. In case that you answers (Q20) (in the above questions) are agree (4) or strongly agree (5), please indicate why do you have attachment to Chiangmai/Phuket?

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16 June 2008

Assistant Professor Panisa Mechinda PhD  
Marketing Department,  
Faculty of Business Administration,  
Rajamangala University of Technology, Thanyaburi  
39 Moo 1 Rangsit-Nakornnayok Road, Khlong 6,  
Amphur Thanyaburi, Pathumtani 12110 Thailand

Email: [Lpanisa@yahoo.com](mailto:Lpanisa@yahoo.com)

Dear Professor Mechinda

Congratulations! Your article "An Examination of Tourist's Attitudinal and Behavioral Loyalty: Comparison between Domestic and International Tourists" by Panisa Mechinda PhD Rajamangala University of Technology, Associate Professor Sirivan Serirat Suan, Dusit Rajabhat University and Assistant Professor Apiruth Tangkrachang, Srinakharinwirot University has been accepted for publication in the Journal of Vacation Marketing.

Your article will be published in Volume 15 Issue 2 (the 2<sup>nd</sup> Quarter 2009)

The Journal of Vacation Marketing provides an international forum for applied research papers, case studies, briefings and reviews on the latest techniques, thinking and practice in the marketing of hotels, travel, tourism attractions, conventions and destinations. The Journal provides a forum for the publication of referred academic papers and reviewed practitioner papers which are of direct relevance to industry, while meeting the highest standards of intellectual rigour.

As you know, the Journal, which is published by Sage Publishing in the UK, has an international editorial advisory and review board. Your article has been accepted for publication following a double blind review process.

Your contribution to the pages of the Journal of Vacation Marketing is much appreciated.

Kindest regards



Julie Glass  
Editorial Manager  
Journal of Vacation Marketing

# **An Examination of Tourists' Attitudinal and Behavioral Loyalty: Comparison between Domestic and International Tourists**

Keywords: Destination loyalty, Attachment, Familiarity, Perceived Value, Satisfaction, Motivation

**Panisa Mechinda Ph.D.**  
**Rajamangala University of Technology**  
**Thailand**

**Sirivan Serirat**  
**Suan Dusit Rajabhat University**  
**Thailand**

**Apiruth Tangkrachang Ph.D.**  
**Srinakharinwirot University**  
**Thailand**

## **Correspondence to:**

Assistant Professor Panisa Mechinda Ph.D.

Marketing Department, Faculty of Business Administration, Rajamangala University of  
Technology, Thanyaburi

39 Moo 1 Rangsit-Nakornnayok Road, Khlong 6, Amphur Thanyaburi, Pathumtani 12110  
Thailand

Email: [Lpanisa@yahoo.com](mailto:Lpanisa@yahoo.com)

Mobilephone:+6681 844 4660; Telephone: 662 628 6007; FAX: 662 693 8043

# **An Examination of Tourists' Attitudinal and Behavioral Loyalty: Comparison between Domestic and International Tourists**

## **ABSTRACT**

The purpose of this study is to examine the antecedents of tourists' loyalty (both attitudinal and behavioral) towards Chiangmai (a major tourist destination in Thailand). Multiple regression analysis indicated that attitudinal loyalty was mainly driven by attachment, familiarity and perceived value, whereas behavioral loyalty is driven by familiarity. Only one dimension of pull motivation (history, heritage and knowledge) influenced attitudinal loyalty, whereas none of pull motivation's dimensions had an effect on behavioral loyalty. Regarding push motivation, tourists' desire for novelty negatively influenced behavioral loyalty. Finally, male tourists tended to be more attitudinally and behaviorally loyal, while tourists who had children living with them showed less attitudinal loyalty.

## **RESEARCH BACKGROUND AND SIGNIFICANCE**

In 2005, Thailand's revenue from the tourism industry was 367,380 million baht (from international tourists) and 334,717 million baht (from domestic tourists). This reflected a decrease in revenue by 4.4 % from international tourists and an increase in revenue by 5.5% from domestic tourists. This reduction in international tourist revenue can be attributed to natural factors (such as the recent tsunami) as well as to fierce competition in the global tourism industry. Data from the Immigration Bureau, Police Department, Thailand, shows remarkable findings ([www.tat.or.th](http://www.tat.or.th)). Half of international tourists come to Thailand more than once. Furthermore, according to Table 1, in 2004, the Tourism Authority of Thailand (TAT) marketing campaign successfully increased the growth rate of first visit tourists by 30%. However the same campaign resulted in a less impressive increase of just 6% for the growth rate of returning tourists ([www.tat.or.th](http://www.tat.or.th)). It can thus be implied that the TAT campaign was

successful in attracting new tourists, but not in retaining current customers. Attracting or finding new customers is essential, however, as it is more desirable and much less expensive to retain current customers. Customer retention has long been an important marketing goal upon which businesses focus to sustain their competitive advantage (Bharadwaj, Varadarajan & Fahy 1993), since loyal customers produce positive word of mouth advertising at no extra cost to the service provider (Shoemaker & Lewis 1999). The cost of attracting new customer is up to six times higher than the cost of retaining existing ones (Rosenburg & Czepiel 1983). In terms of profitability for the firm, a 5% increase in customer retention can result in a company's profits rising 25%-95% over the life time of a customer (Reicheld 1996). Research has shown that in the short run, loyal customers are more profitable because they spend more and are less price sensitive (O'Brien & Jones 1995). Loyal customers can lead to increased revenues for the firm, resulting in predictable sales and profit streams (Reicheld 1996).

<INSERT FIGURE 1 ABOUT HERE>

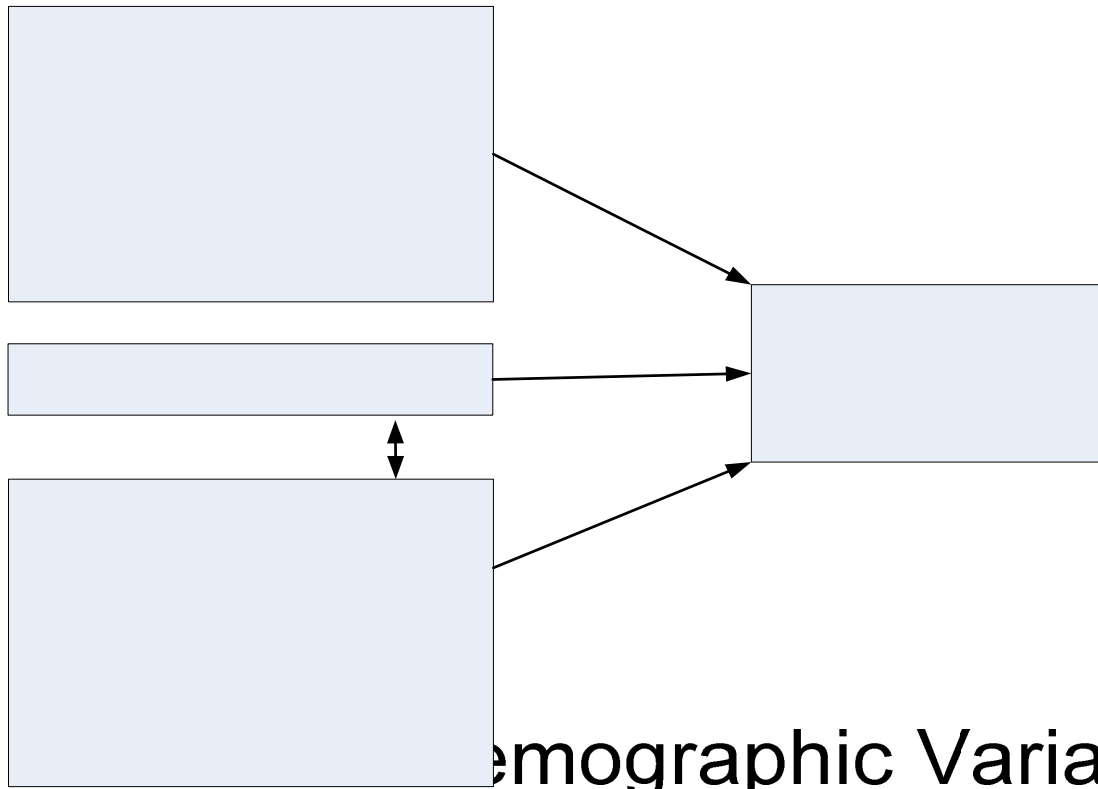
<INSERT TABLE 1 ABOUT HERE>

## **RESEARCH OBJECTIVES**

Given its importance and figures derived from Table 1, the TAT should not only focus on attracting new customers but also on retaining existing ones. As a result of the critical importance of retaining customers, this research attempts;

1. to examine the antecedents of tourists' loyalty (both attitudinal and behavioral) towards tourist destination (Chiangmai, Thailand).
2. to comparatively describe the difference between domestic and international tourists in terms of their attitude toward destination.
3. to illustrate the demographical and psychographical characteristics of these two groups of tourists.

**CONCEPTUAL FRAMEWORK AND RESEARCH HYPOTHESIS**



Demographic Variables:  
**1. Gender**

**2. Age**

**LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT**

**What is loyalty?**

Oliver (1999, p. 34) has defined loyalty as ‘a deeply held predisposition to repatronize a preferred brand or service consistently in the future, thereby causing repetitive same-brand purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior.’ When a customer is loyal, he or she continues to buy the same brand, tends to buy more and is willing to recommend the brand to others (Hepworth & Mateus 1994).

Loyalty has been measured in the following ways: (1) the behavioral approach, (2) the attitudinal approach, and (3) the composite approach (Jacoby & Chestnut 1978). The

behavioral perspective defines loyalty as actual consumption as a sequence of purchase (Brown 1952), as proportion of market share (Cunningham 1956), as probability of purchase

**3. Number of Children living**  
**4. Education level**  
**5. Monthly household income**

**1. International VS Domestic**

(Frank 1962), as duration, as frequency and as intensity (Se-Hyuk 1996; Brown 1952). This behavioral approach was viewed as producing only static outcome of a dynamic process (Dick & Basu 1994). In contrast, the attitudinal approach goes beyond overt behavior and expresses loyalty in terms of consumers' strength of affection toward a brand (Backman & Crompton 1991a). Finally, composite measures of loyalty integrate both behavioral and attitudinal dimensions. Day (1969) argues that to be truly loyal, a consumer must both purchase the brand as well as have a positive attitude toward it. This composite approach has been used a number of times in leisure settings (Backman & Crompton 1991b; Pritchard & Howard 1997). While this composite measurement seems to be the most comprehensive, it is not necessarily the most practical. It has serious inherent limitations, simply because of the weighting applied to both behavioral and attitudinal components.

### **Destination loyalty**

The measurement of loyalty in a tourism context is particularly difficult, since the purchase of a tourism product is a rare purchase (Oppermann 1999). It does not occur on a continuous basis but rather infrequently (Jago & Shaw 1998). It can also be covert behavior as reflected in intention to revisit in the future (Jones & Sasser 1995). Hence, in this study, destination loyalty is referred to as tourists' intention to revisit and their recommendations to others (Oppermann 2000; Yoon & Uysal 2005). This loyalty refers to committed behavior that is manifested by propensity to participate in a particular recreation service (Backman and Crompton 1991a). This definition is supported by Jones and Sasser (1995) who argue that intent to repurchase is a very strong indicator of future behavior. Apart from using intent to revisit, many tourism researchers have used tourists' recommendation to others as a measure of attitudinal loyalty (Chen & Gursoy 2001; Oppermann 2000). In terms of behavioral loyalty,



researchers used number of repeated visit (Juaneda 1996; Petrick & Backman 2001; Sonmez & Graefe 1998).

## **Antecedents of Destination Loyalty**

### **Satisfaction**

According to the expectation-disconfirmation model (Oliver 1980), tourists can develop their expectations of a tourist destination from various sources of communication. After visiting, if their experience matches well with their expectations, satisfaction is the likely result. In terms of equity theory (Oliver & Swan 1989), if tourists receive benefits or value based on their time, effort, and travel costs, the destination is worthwhile.

Satisfaction has a very important role in determining loyalty because it influences the choice of destination, and the decision to return (Kozak & Rimmington 2000). If they are satisfied, they will be more likely to continue to purchase. Similarly, if they are dissatisfied, they will be more likely to switch to another alternative (Oliver & Swan 1989). However, it is important to note that the degree of satisfaction's impact on loyalty is not the same for all industries or all situations (McCleary, Weaver & Hsu 2003; Kozak & Rimmington 2000; Fornell 1992).

Empirical evidence has shown that when tourists have a more enjoyable experience than expected they are more likely to return than otherwise (Ross 1993; Petrick, Morais & Norman 2001). Woodside and Lyonski (1989, p. 10) specifically also hypothesize that 'previous travel to a destination relates positively to inclusion of the destination in a consumer's consideration set versus other mental categories of vacation destinations.' If tourists were happy with the previous destination choice, they may not even look for information on other destination for their next destination selections. Therefore a tourist's

satisfaction with the destination is expected to influence that tourist's attitudinal and behavioral loyalty. They hypothesize as follows:

*H1a: Tourist's satisfaction with destination will exert a direct influence on tourist's attitudinal loyalty*

*H1b: Tourist's satisfaction with destination will exert a direct influence on tourist's behavioral loyalty*

### **Perceived value**

Zeithaml (1988, p. 14) has defined perceived value as 'the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given'. Its meanings can be further identified in four ways: (1) value is low price, (2) value is whatever one wants in a product, (3) value is the quality that the consumer receives for the price paid, and (4) value is what the consumer gets (quality) for what they give (price). The majority of tourism research has focused on the fourth meaning of value (Petrick & Backman 2001). Briefly defined, perceived value is the result or benefits customers receive in relation to total costs (which include the price paid plus other costs associated with the purchase) (Woodruff 1997).

The construct of perceived value has been identified as one of the most important measures for gaining a competitive edge (Parasuraman 1997). and the most important indicator of repurchase intentions (Oh 2000). Research has suggested that perceived value may be a better predictor of repurchase intentions, than either satisfaction or quality (Cronin, Brady & Hult 2000). Perceived value together with past behavior and satisfaction were found to be good predictors of entertainment vacationers' intention to revisit a destination (Petric, Morais & Norman 2001). Bolton and Drew (1991) have shown that future intentions are determined in part by perceived value. In making the decision to return to the service provider, customers are

likely to consider whether or not they received value for money (Zeithaml 1988). As a result, the next hypotheses are formulated as follows:

*H2a: Tourist-perceived value of destination will exert a direct influence on tourist's attitudinal loyalty*

*H2b: Tourist-perceived value of destination will exert a direct influence on tourist's behavioral loyalty*

### **Attachment**

The concept of place attachment is a useful tool in understanding aspects of an individual's leisure and tourism behavior (Hwang, Lee & Chen 2005; Kyle et al. 2004). Place attachment refers to the emotional and symbolic relationships that individuals form with recreational resources (Williams & Vaske 2003). Place attachment includes the cognitive and emotional linkage of an individual to a place (Low & Altman 1992; Hidalgo & Hernandez 2001). Researchers (Bricker & Kerstetter 2002) have agreed on two dimensions of place attachment: place identity and place dependence. Place identity is defined as emotional attachment to particular places (Proshansky, Fabian & Kaminoff 1983). Place dependence refers to the specific functions and conditions of a place that are necessary to satisfy an individual's needs and goals, in comparison to other similar or competitive places (Williams & Vaske 2003). This study focuses solely on place identity, which in summary, refers to psychological commitment that provides personal and group identity, fostering the security and comfort that inform choices regarding a specific destination (Pritchard, Havitz, & Howard 1999). Dick and Basu (1994) distinguish this psychological commitment as a different concept from attitudinal loyalty by indicating that psychological commitment precedes attitudinal loyalty. Therefore, attitudinal loyalty can be operationalized as preference toward objects, while commitment refers to social bonds as well as an individual's willingness of affection.

An individual's emotional attachment to a specific place is related to a variety of behavioral outcomes, such as satisfaction levels and behavioral loyalty (Kyle et al. 2003; Iwasaki & Havitz 1998). Alexandris and colleagues (Alexandris, Kouthouris & Meligdis 2006) found that skiers' loyalty was significantly predicted by place attachment. Moreover, Amine (Moorthy, Ratchford & Talukdar 1997) suggested that commitment influences their recommendation to other people. In past studies of place attachment a distinction has been made between truly loyal visitors and repeat visitors. When visitors develop a high commitment to a place, they are less likely to change their destination. On the other hand, visitors who do not have high place attachment are likely to change their decision to revisit a site. Therefore, place attachment can be considered as a precondition to explain destination loyalty. As a consequence, in this study we hypothesize that:

*H3a: Tourists' attachment toward destination will exert a direct influence on tourists' attitudinal loyalty*

*H3b: Tourists' attachment toward destination will exert a direct influence on tourists' behavioral loyalty*

## **Familiarity**

In this study, destination familiarity is regarded as the consumer's perception of how much he or she knows about the attributes of various choice alternatives being considered (Moorthy, Ratchford & Talukdar 1997). Researchers found that familiarity affects travelers' information search behavior (Gursoy & McCleary 2004; Fodness & Murray 1999). and assists them in the decision-making process (Bettman & Park 1980). If travelers are highly familiar with a destination, they may not need to collect any additional information from external sources (Snepenger & Snepenger 1993). However, travelers who are low in familiarity are

more likely to rely on external information sources to make their vacation decisions than familiar travelers (Snepenger et al. 1990).

Moreover, familiarity influences tourists' perceptions and the attractiveness of a place (Reid & Reid 1993; Hu & Ritchie 1993). In Baloglu's study (2001), he found that the higher the familiarity, the more positive the image. The majority of the studies found a positive relationship between familiarity and the destination's image. With familiarity, one perceives a place differently than before, feels differently about it, and develops a person-place image (Hammit, Backlund & Bixler 2006). This perception can influence tourists' choice of destination (Chen 1997). Milman and Pizam (1995) found that familiarity has a positive impact on interest and likelihood of visiting. Laroche, Kim and Zhou (1996) showed that familiarity of a brand influences a consumer's confidence toward the brand, which in turn affects intentions to buy the same brand. Final proposition of familiarity suggested that some segments of tourists are risk averse, specifically those who want to reduce the risk of dissatisfaction (Gitelson & Crompton 1984). Their criterion in destination selection is based on their familiarity with the place. Thus, risk-averse tourists will stay with familiar destinations, even if they are somewhat dissatisfied (Oppermann 1998). In summary, familiarity with a destination can positively influence the perception of that destination, enhance positive image, reduce the risk of making wrong decisions and thus create tourist confidence in their choice, we postulated that familiarity with destination may influence attitudinal and behavioral loyalty. Hence, the next hypotheses are:

*H4a: Tourists' familiarity with destination will exert a direct influence on tourists' attitudinal loyalty*

*H4b: Tourists' familiarity with destination will exert a direct influence on tourists' behavioral loyalty*

## **Motivation**

Motivation can be described as psychological / biological needs and wants that arouse, direct and integrate a person's behavior and activity. In tourism research, motivation to travel refers to the set of needs which predispose a person to participate in a touristic activity (Pizam, Neumann & Reihel 1979). This concept can be classified into two sources; push and pull motivation. Push motivations are psychological factors internal to the individual that explain the desire to go on a vacation. Push motivations can be seen as the need for rest and relaxation, escape, prestige, health and fitness, adventure, exploration, entertainment, cultural enrichment and enhancement of kinship ties (Lau & Mckercher 2004). In contrast, pull motivations are external factors, associated with the attributes of the destination choices such as climatic characteristics, scenic attractions, historical sights, and other destination characteristics (Williams & Zeilinski 1970).

Hsieh (1994) found that push motivation (travel benefits) and pull motivation (destination attributes) were important factors that affected the likelihood to travel. Yoon and Uysal (2005) discovered that push and pull motivation indirectly affect destination loyalty via travel satisfaction, while push motivation was also found to directly influence destination loyalty. Additionally, three destination attributes (culture difference, safety, and convenient transportation) were found to have a positive relationship on tourist loyalty to destination (Chen & Gursoy 2001). Fisher and Price (1991), found that motivation had a direct effect on vacation satisfaction and post-vacation attitude change. Furthermore, Summers and McColl (1998) found that motivation played an important role in forming destination choice criteria, related to travel behavior. Researchers also found that first-timers and repeat visitors have significantly different motives for traveling. In Lau and McKercher's study (Lau & Mckercher 2004), first-time visitors were motivated to explore, while repeat visitors came to consume; first-timers participated in geographically dispersed activities, while repeat visitors intended to

shop, dine, and spend time with family and friends. Gitelson and Crompton (1984) also found that first-timers sought new cultural experiences while repeat visitors were more likely to relax. In summary, tourists can be persuaded by certain characteristics of a destination to revisit. Moreover, tourist needs can be fulfilled by visiting particular destinations. Thus, our next hypotheses are

*H5a, H6a, H7a, H8a: Tourists' push motivation (dimension I, II, III, IV) will exert a direct influence on tourists' attitudinal loyalty*

*H5b, H6b, H7b, H8b: Tourists' push motivation (dimension I, II, III, IV) will exert a direct influence on tourists' behavioral loyalty*

*H9a, H10a, H11a, H12a, H13a: Tourists' pull motivation (dimension I, II, III, IV, V) will exert a direct influence on tourists' attitudinal loyalty*

*H9b, H10b, H11b, H12b, H13b: Tourists' pull motivation (dimension I, II, III, IV, V) will exert a direct influence on tourists' behavioral loyalty*

## **Demographic Variables**

Even though it has been suggested that psychological factors are a better predictor than demographic variables, some empirical studies show the relationship between demographics and loyalty. However, this relationship is specific to types of product or service and to particular demographic factors; for example, women show more loyalty to a hairdresser (Snyder 1991). In tourism, literature shows that demographic, socio-economic and travel trip characteristics have been the most widely used in predicting vacation choices (Sheldon & Mak 1987). Cai et al. (1996) propose a model that identifies a set of demographic and socio-economic variables which differentiate US pleasure travelers choosing to visit China. Household income, age, gender, years of education, occupation type, family size, geographic

region of household residency and ethnic background were found to be associated with travelers' destination choices.

Past research suggests that first time visitors are more likely to be younger visitors (Petrick & Backman 1998). Chen and Gursoy (2001) postulated that older consumers tend to have lower expectations and thus tend to be more easily satisfied than younger customers. With respect to gender, researchers found that male tourists and those with lower levels of education, are more easily satisfied, more likely to recommend and to revisit (Qu & Li 1997). However, the findings in education levels also showed conflicting results. Because Neal and colleagues (Neal, Quester & Hawkins 2002) found that education does not do an adequate job of delineating segments. In terms of income level, the author postulates that it can influence the loyalty of a tourist because tourist products are expensive. These expenses are manifold and include accommodation, air fare and traveling expense amongst other things Furthermore, the family life cycle (FLC) is an established concept in explaining consumer behavior (Lawson 1991). Some scholars have examined the effects of FLC on vacation decision making (Cosenza & Davis 1981). Therefore, the author postulates that tourists who have children living with (tourists in full nest I or II stage), have many constraints imposed by their small children, thus travel less than those who are single or do not have small children (Lawson 1991). Given empirical evidence, in this study, we hypothesize that:

*H14a, H15a, H16a, H17a, H18a: Tourists' demographic variables (gender, age, having / not having children living with them, education level, monthly household income) will exert a direct influence on tourists' attitudinal loyalty*

*H14b, H15b, H16b, H17b, H18b: Tourists' demographic variables (gender, age, having / not having children living with them, education level, monthly household income) will exert a direct influence on tourists' behavioral loyalty*



## **The rationale for testing all constructs**

There are two major groups of variables being tested in this study. The first group is psychographic variables (e.g., satisfaction, perceived value, attachment, etc.). Satisfaction is defined using the expectation disconfirmation model (Oliver 1980). It refers to the discrepancy between tourists' expectation and perceived outcome. In terms of perceived value, it is defined as the benefits customers receive in relation to total costs (Woodruff 1997). Regarding attachment, in this study, the author focuses on one dimension of it: place identity. It refers to emotional attachment (Proshansky, Fabian & Kaminoff 1983). This concept is similar to psychological commitment that fosters personal identity, security and comfort with a destination (Pritchard, Havitz & Howard 1999). This concept is indicated by Dick and Basu (1994). as a precedent to attitudinal loyalty. Familiarity is consumer perception of how much he or she knows about the destination (Moorthy, Ratchford & Talukdar 1997). Since a tourist product is a high involvement product, some tourists may want to reduce the risk of choosing the wrong destination by continuing to visit a place or places with which they are already familiar. Lastly, motivation arouses and directs behavior. Choice of destination can be influenced by what a tourist wants from traveling (eg. relaxation, escape, cultural enrichment) and also by the attributes of a particular destination (eg. scenery, shopping, historical site). Conceptually distinct from each other, these variables are considered key drivers of customer loyalty and empirically tested in other service or product settings. Therefore the author would like to test whether these variables can also be applied to destination loyalty. Furthermore, the contribution of this study can be enhanced when the strengths of relationships of these variables are compared.

With respect to the second group of variables (the demographics), past research has shown inconsistent results. That is, the effect of demographic variables on consumer loyalty is rather specific to situation or industry. As a result, the researcher would like to investigate the

effect of demographic variables so that destination marketer can tailor their strategies to suit each customer segment.

### **The rationale for delineating the results between international and domestic tourists**

Both international (long-haul) and domestic (short-haul) tourists / markets represent essential sources of tourism revenue for Thailand. Researchers indicated that these two groups of tourists are significantly different in terms of their travel motives and travel behavior. For instance, McKercher and Lew (2003) studied tourism in South East Asia and concluded that long-haul tourists were far more likely to engage in multi destination trips than short-haul markets. Therefore, the antecedents of loyalty were investigated separately vis-à-vis international and domestic tourists.

### **RESEARCH METHODOLOGY**

This study selected Chiangmai because it is rated as one of the top five major destinations in terms of tourist revenue ([www.tat.or.th](http://www.tat.or.th)). Target populations are international and domestic tourists who have spent their vacation or holiday in Chiangmai more than once. Total sample size for this study is 400, equally divided into samples of 200 for international tourists, and 200 for domestic tourists. The sampling method is purposive in that only non-business tourists who revisited Chiangmai were included in the study. Also, quota sampling was employed by equal allocation of international and domestic tourists. Area of data collection was selected based on data from TAT (2004), which indicates the top three tourist areas in Chiangmai (Doi Suthep, Chiangmai Zoo and Varoros Market). The fieldworker asked for permission first and whether it was the tourist's first visit. Total duration for collecting data was one month. The first draft of the questionnaire was subjected to pretesting, back translation to ensure the equivalent properties of measures. Total respondents for pretest were 60 and were

equally divided into 30 domestic tourists and 30 international tourists. These respondents visited the destination at least twice.

## **Measures**

All measurement items of each construct and its Cronbach alpha level are summarized in Table 2. All measures achieved Cronbach alpha level beyond 0.60 passing the minimum requirement.

Scale evaluation and dimensionality of push motivation: In this study, only push and pull motivation were subjected to an exploratory factor analysis (EFA). With respect to push motivation, the results indicated there were four dimensions of push motivation, the same as those from the literature. KMO (Kaiser-Meyer-Olkin) value equals 0.842 beyond the cutoff point and Bartlett's Test of Sphericity is significant (Chi-Square=4410.225, df=120, sig.=.000). These four factors explained 59.35% of variance. Items 4 and Items 5 represent cross-loading and the reliability analysis suggested deleting these two items to increase the level of Cronbach alpha. Regarding pull motivation, an EFA produced five dimensions instead of the original six dimensions. These five dimensions are (1) history, heritage and knowledge, (2) environmental quality and infrastructure, (3) shopping, convenience and activities, (4) food and people, and (5) scenery. KMO (Kaiser-Meyer-Olkin) value equals to 0.839 beyond the cutoff point and Bartlett's Test of Sphericity is significant (Chi-Square=6007.034, df=210, sig.=.000). These five factors explained 58.98% of variance. In this study, all loading values less than 0.40 and items cross loading were removed, then the remaining items were subject to reliability analysis.

<INSERT TABLE 2 ABOUT HERE>

## **DATA ANALYSIS**

### **Respondent profile**

For the purpose of this study, tourists who have visited the tourist destination (Chiangmai) more than once are regarded as loyal tourists. 56% of tourists are female, 68% of them are under 35 years old. The majority of them (67%) have no children living with them, are single and hold at least a bachelor's degree. 72% of them have an income level lower than 34,999 Baht. In terms of international tourists, 66% of them are male, 60% of them are 34 years old or higher. 74% of them have no children living with them, and the majority of them are single. 83% of them are educated to bachelor's degree-level or higher. Their income is in the 35,000 Baht or higher range. The majority of international tourists come from Europe (40%), and The Americas (24%), In summary, most domestic tourists in Chiangmai are female, relatively young, single and lower income, whereas, most international tourists are male, relatively old, single and higher income.

<INSERT TABLE 3 ABOUT HERE>

### **Differences between Domestic and International Tourists**

In Chiangmai, domestic and international tourists differ significantly in terms of their contentment with the place, their emotional attachment, and their perceived expense. Domestic tourists are more contented and emotionally attached, whereas international tourists perceive the expense as lower than domestic tourists perceive it to be. Domestic and international tourists differ significantly in all dimensions of push motivations. With respect to pull motivation, domestic and international tourists in Chiangmai perceive the destination differently in all aspects except for shopping.

Regarding attitude toward destinations, international tourists are more satisfied and perceive travel to Chiangmai as better value than domestic tourists do. However, international

tourists score lower than domestic tourists in terms of their attachment, attitudinal loyalty and intention to revisit other places in Thailand. With respect to travel behavior, it is not surprising that in Chiangmai, domestic tourists have a higher number of repeated visits, whilst these visits are lower in terms of length of stay and travel expenditure. The graphical illustrations are provided after Table 4.

<INSERT TABLE 4 ABOUT HERE>

## **RESULTS AND DISCUSSION**

### **Key Antecedents of Attitudinal Loyalty**

Having the strongest impact on attitudinal loyalty, the result is consistent with literature showing the formative role which attachment plays in explaining both attitudinal and behavioral loyalty (Amine 1998) and in many settings (e.g., parks, trails, tourist destinations (Kyle et al. 2003; Hwang, Lee & Chen 2005). When tourists develop high commitment to a place, they are less likely to change their destination when they find alternatives. The effect of familiarity is also remarkable. The result confirms the proposition in the literature that familiarity influences tourists' perception and attractiveness of a place, positively influences the image of the place, and influences interest and likelihood of revisiting (Reid & Reid 1993; Hammitt, Backlund & Bixler 2006; Milman & Pizam 1995). The effect of perceived value is worthy of note. The result confirms the literature that perceived value determines future intentions and loyalty (Bojanic 1996). That is, when deciding whether to revisit a destination, tourists are likely to consider whether or not they received value for money.

With regards to pull motivation, history, heritage and knowledge are critical factors in driving attitudinal loyalty. It should be noted that the result is rational since Chiangmai is famous for its cultural heritage and history. These are the key attributes of Chiangmai that attracts both domestic and international tourists. The rationale of push motivation for having

marginal effect in this study is that motivation is only one of many variables which may contribute to explaining tourist behavior. To expect motivation to account for a large proportion of the variance in tourist is probably asking too much since there may be many other interrelated influences operating. Nevertheless, motivation is considered a critical variable because it is the impelling and compelling force behind all behavioral loyalty (Berkman & Gilson 1978). Regarding pull motivation, history, heritage and knowledge (the first dimension of pull motivation) can influence attitudinal loyalty toward Chiangmai.

Regarding demographic variables, tourists who have children living with them are less loyal. The result is predictable since the nature of decision-making in this segment is not only affected by husband or wife alone, but by children. Therefore, it can reduce the probability of revisiting. In terms of gender, the result is consistent with past research (Qu & Li 1997). that male tourists are more easily satisfied, more likely to recommend and to revisit.

### **Key Antecedents of Behavioral Loyalty**

In predicting behavioral loyalty, the effect of familiarity is strongest, followed by attachment. It should be noted that attachment impacts on behavioral loyalty for international tourists only. The result confirms postulations made by tourism researchers, that there are some segments of tourists who are risk-averse, and who select the familiar destination over unfamiliar destination in order to reduce the risk that dissatisfaction will be forthcoming (Amine 1998).

This study indicates the marginal effect of satisfaction on loyalty. The rationale is consistent with the views of marketing scholars who have indicated that the relationship between satisfaction and loyalty may not be the same for all industries. The view is that the impact is rather specific, and that in a tourism context, the link between satisfaction and loyalty may not be as strong as in other types of service / product settings. This is because tourism

products are unique and rare purchases, and that tourists may not want to come back even though they are satisfied as a result of desire to seek novelty. As mentioned by Woodside and Macdonald (Woodside & MacDonald 1994). some tourists are continuous switchers. This statement is also supported by the findings in this study that desire for novelty negatively affects behavioral loyalty. Some tourists may not return even though they are satisfied with the place because they are novelty seekers (Woodside & MacDonald 1994).

With regards to demographic variables, gender (being male tourists) affects not only attitudinal loyalty but also behavioral loyalty. This result is consistent with previous literature. However, the effect of educational level is not consistent with literature. In this study, domestic tourists who are educated to below university degree-level are less likely to revisit. The rationale can be explained by the fact that domestic tourists in Thailand who have low level of education are more likely to have lower economic status, which in turn affects their spending power in traveling. As a result of their limited budget, they may not travel very often and therefore be more inclined to pay to visit destinations which they have not yet visited.

<INSERT TABLE 5 ABOUT HERE>

## **CONCLUSION**

It can be concluded that attitudinal loyalty is mainly driven by attachment, familiarity and perceived value, and that this result is consistent for both domestic and international tourists. Pull motivation (history, heritage and knowledge) positively influences attitudinal loyalty of both domestic and international tourists, while push motivation (desire for novelty and status) negatively influences behavioral loyalty of both domestic and international tourists. In terms of demographic variables, male gender positively influences attitudinal and behavioral loyalty whereas having children living with them negatively influences customers' attitudinal loyalty.

## **MANAGERIAL IMPLICATIONS**

To gain competitive advantage, tourism marketers should focus their strategies on developing attachment and familiarity of tourists.

Strengthening attachment of tourists toward destination: Attachment of tourists toward destination is in the top two critical variables in predicting loyalty. This attachment is measured by place identity dimension which has a personal meaning and where a customer experiences an emotional attachment to a place (Woodside & Lysonski 1989), which can be specific (eg. this is my favorite destination) or more abstract and symbolic (eg. this destination is associated with eco-values) (Hidalgo & Hernandez 2001). Research has shown that involvement is a precursor to attachment. Therefore, TAT and the tourist sector should focus on establishing events or activities that allow tourists to be more involved with living in the destination. As can be seen from the results, sources of domestic tourists' attachment come from climate and nature, whereas those of international tourists come from the hospitality and friendliness of local Thai people. Therefore, the results are partially consistent with previous research suggesting that social attachment is greater than physical attachment in all cases (Moorthy, Ratchford & Talukdar 1997). Tourism marketers should establish event marketing that allows tourists to spend their time with local people like fishermen, or to stay in hill tribe villages or traditional Thai houses.

Enhancing tourists' familiarity with destination: In this study, destination familiarity is regarded as the consumer perception of how much he or she knows about the attributes of various choice alternatives being considered (Vogt & Fesenmaier 1998). Consumers can gain product knowledge from their previous experiences with the product, from the experiences of others, and by means of visual, verbal, and sensory stimuli such as advertisements, newspaper / magazine articles, and television programming (Brucks 1985). Thus, prior product knowledge enhances one's internal memory and assists in the decision-making process (Gursoy &



McCleary 2004). Apart from advertising, tourism marketer or TAT should establish a 'Tourist information center' at every major tourist attraction. Upon visiting, tourists will be provided with all materials and information essential for them to benefit from their visit. Tourists should be able to access tourist information easily and free of charge, meaning that airports, bus terminals, and train station should be fully equipped with such information. Information staff should be friendly, helpful, and able to provide relevant and useful information, putting tourists' interest at heart. When tourists have useful and sufficient information, they are more confident and are more satisfied with their choice and are more likely to revisit. Additionally, when they are confident with their choice or familiar with the destination, they may want to introduce the destination to others.

Gursoy suggested that familiar and unfamiliar tourists are different in their information search behavior. Communication strategies developed for unfamiliar travelers should provide simple information about the overall destination, and a comparison between the destination and other destinations. Experienced travelers are more likely to utilize external information sources to gather information about the attributes of the destination than to use personal external information sources. Communication materials for such travelers should include detailed information about the destination and its key attributes.

Not forsaking the role of satisfaction and perceived value: Although the results indicate that familiarity and attachment are stronger than satisfaction and perceived value, this does not mean that tourism marketers can neglect these two variables. Whilst they may not enhance competitive advantage (in this context) it can be disastrous if the destination is lacking in regard to them. After all, dissatisfied customers or customers who have a negative experience of a place, may not wish to risk a repeat of that experience. Tourists will perceive value from what they have received relative to what they have paid, for example the discount airfare, and bundling of tourism products such as accommodation, transportation and tours. Satisfaction

can be achieved through a performance which customers perceive as impressive, relative to their expectations. Advertising campaigns should not set unrealistically high expectations, which the destinations advertised cannot match up to. Moreover, all involved parties in tourism should do their best to create a wonderful experience for tourists, beginning with providing travel-related information, facilitating reservations of flights, accommodation and tours, providing comfortable and convenient travel to the destination experience, and continuing through to the on the spot experience. Even after the holiday experience, marketers should positively reinforce the customer's decision in choosing Thailand. This can help reduce cognitive dissonance because tourism product is high involvement.

Making use of motivation in marketing communication: Marketing communication should focus on the opportunity to experience a different culture and community since this motive is powerful in explaining tourist behavior toward Chiangmai. This motivation construct is measured by experiencing new, different and simpler lifestyles, meeting new and different people, and doing / seeing things that represent a destination's unique identity. Advertising campaigns should illustrate the lifestyle of local Thai people and activities that represent an identity unique to that destination. In order to effectively target the domestic market, communication should emphasize the novelty and status of a destination. This construct is measured by visiting a place you can talk about when you get home, a place your friend has not been to, or a place you have never visited before. This construct is found to be critical for domestic tourists since Thai are status-oriented.

Tourism agencies or authorities marketing Chiangmai should emphasise its history, heritage and knowledge. Additionally they should invest and improve the quality of its infrastructure; including the service quality of the tourism sector, transportation, safety, environmental quality, air, water, soil, hygiene and cleanliness. Scenery should be protected

against pollution, and all kinds of contamination to nature, since, scenery is a key predictor enhancing the ability of tourism marketer to cross-sell their products.

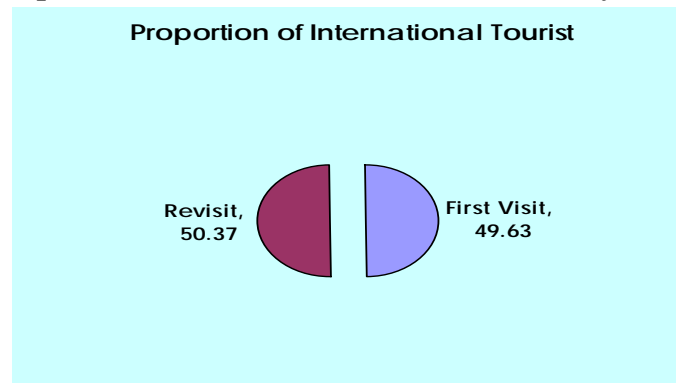
### **LIMITATION AND SUGGESTION FOR FUTURE RESEARCH**

First, the ability to generalize the findings are limited since this study was conducted in one destination only. Second, based on the value of  $Adj.R^2$ , the percentage of variance accounted for by behavioral loyalty of domestic tourists is rather low. Future research may investigate the effect of factors such as distance, price of airfare, and so on. Third, multidimensional measures of loyalty should be developed which encompass both behavioral and attitudinal dimensions (e.g., intensity, strength of affection toward destination, recommendation and intention to revisit in the future) (Petrick 2004). Fourth, according to the profile of international tourists, the majority of them come from Europe, followed by the American continent. Future research should target each group of tourists based on their country of residence in order that the result be more specific and meaningful to tourism marketers. Finally, this study investigated key drivers of loyalty such as attachment or familiarity. However, it did not investigate what drives attachment or familiarity. Future research should examine how this attachment or familiarity can be developed in a tourism context so that tourism marketers can become more efficient in developing and maintaining loyalty.

### **Acknowledgement**

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**Figure 2: Proportion of International Tourists (January-December 2004)**



Source: Immigration Bureau, Police Department, Thailand

**Table 1: International Tourist Arrivals to Thailand by Frequency of Visit during January-December 2004**

Country of Residence	Frequency of Visit (2004)			
	First-visit	$\Delta$ (%)	Revisit	$\Delta$ (%)
East Asia	3,598,861	+22.74	3,435,163	+6.21
Europe	1,253,750	+34.53	1,362,597	+2.90
The Americas	301,087	+45.16	391,740	+6.11
South Asia	233,865	+41.64	234,451	+4.10
Oceania	209,863	+69.08	257,224	+16.97
Middle East	144,305	+78.78	145,266	+17.95
Africa	40,228	+44.02	42,483	+8.42
Grand Total	5,781,779	+29.37	5,868,924	+6.03

Source: Adapted from Tourism Authority of Thailand ([www.tat.or.th](http://www.tat.or.th))

**Table 2: Reliability of Measures Used in This Study**

Constructs Definition	Measurement Item and its Reliability
Behavioral Loyalty	One-item measured by number of repeated visit.

Attitudinal Loyalty	<p>Attitudinal loyalty, 5 items, 5-point rating scale, <math>\alpha = .846</math></p> <p>(1) I consider myself a loyal visitor of this place.</p> <p>(2) My next trip will most likely be this place.</p> <p>(3) I would visit this place again.</p> <p>(4) I would recommend this place to people who seek my advice.</p> <p>(5) I would tell other positive things about this place.</p>
Satisfaction	<p>3 items, 5-point rating scale, <math>\alpha = .787</math></p> <p>(1) How does this destination, in general, rate compared to what you expected?</p> <p>(2) Was this visit worth your time and effort?</p> <p>(3) Overall how satisfied were you with your holiday in this destination?</p>
Perceived Value	<p>3 items, 7-point rating scale, <math>\alpha = .913</math></p> <p>(1) Spending my vacation in this place represents good value.</p> <p>(2) Considering what I pay to spend my vacation in this place, I get much more than my money's worth.</p> <p>(3) I consider traveling to this place to be a bargain because of the benefits I receive.</p>
Attachment	<p>3 items, 5-point rating scale, <math>\alpha = .871</math></p> <p>(1) This place means a lot to me.</p> <p>(2) I enjoy staying at this place more than any other place.</p> <p>(3) I am very attached to this place.</p>
Familiarity	<p>4 items, 5-point rating scale, <math>\alpha = .826</math></p> <p>(1) How familiar are you with this place as a vacation destination?</p>

	<p>(2) How interested are you in this place as a vacation destination?</p> <p>(3) How much do you know about this place as a vacation destination?</p> <p>(4) How knowledgeable are you about vacation travel to this place relative to other people from your country?</p>
Push Motivation	<p>16 items, 5-point rating scale</p> <p>Dimension1: Desire to experience different lifestyles and people (<math>\alpha = .807</math>)</p> <p>(6) Experiencing a simpler lifestyle.</p> <p>(7) Experiencing new and different lifestyles</p> <p>(8) Meeting people with similar interests</p> <p>(9) Meeting new and different people</p> <p>(10) Doing / Seeing things that represent a destination's unique identity</p> <p>Dimension 2: Desire to seek escape and relaxation (<math>\alpha = .788</math>)</p> <p>(1) Getting a break from a busy job</p> <p>(2) Getting away from working at home</p> <p>(3) Escaping from the ordinary</p> <p>Dimension 3: Desire to seek novelty and status (<math>\alpha = .673</math>)</p> <p>(11) Visiting a place I can talk about when I get home</p> <p>(12) Going to places I have not visited before</p> <p>(14) Going to places my friends have not been to</p> <p>Dimension 4: Desire to strengthen family or kinship ties (<math>\alpha = .628</math>)</p> <p>(15) Being the family unit closer together</p>

	(16) Visiting friends and relatives
Pull Motivation	<p>21 items, 5-point rating scale</p> <p>Dimension 1: History, heritage and knowledge (<math>\alpha = .855</math>)</p> <p>(1) History, archaeology and places</p> <p>(2) Availability of visits to natural ecological sites</p> <p>(3) Interesting rural countryside</p> <p>(4) Opportunities to increase knowledge</p> <p>(5) Arts and cultural attractions</p> <p>Dimension 2: Quality and infrastructure (<math>\alpha = .793</math>)</p> <p>(9) Personal safety</p> <p>(10) Environmental quality, air, water and soil</p> <p>(11) Standards of hygiene and cleanliness</p> <p>(12) Convenient transportation</p> <p>Dimension 3: Convenience and activities (<math>\alpha = .680</math>)</p> <p>(16) Ease of driving unaccompanied</p> <p>(17) Availability of pre-trip and in-country tourist information</p> <p>(18) Availability of outdoor activities</p> <p>(19) Night life activities in and entertainment</p> <p>(20) Availability of activities for the entire family</p> <p>Dimension 4: Food and People (<math>\alpha = .685</math>)</p> <p>(6) Trying new foods, local cuisine</p> <p>(7) Chance to see people from a number of ethnic background</p> <p>(8) Thai hospitality</p> <p>Dimension 5: Scenery (<math>\alpha = .711</math>)</p>

	(21) Outstanding scenery
	(22) Nice weather
	(23) Exotic atmosphere

**Table 3: Respondent Profile of Chiangmai Tourists**

	Chiangmai	
	Domestic Tourists	International Tourists
<b>Gender</b>	(%)	(%)
Male	43.7	66.5
Female	56.3	33.5
<b>Age</b>	(%)	(%)
Less than 34 years old	67.8	39.5
35 or higher	32.2	60.5
<b>Having Children living with them</b>	(%)	(%)
No	66.8	74.0
Yes	33.2	26.0
<b>Marital status</b>	(%)	(%)
Single / Divorced / Separated / Widowed	68.8	57.0
Married / Cohabiting	31.2	43.0
<b>Education level</b>	(%)	(%)
Less than Bachelor Degree	22.6	17.5
Bachelor Degree or Higher	77.4	82.5
<b>Occupation</b>	(%)	(%)



Professional	8.0	30.0
Administrative / Managerial / Entrepreneur	14.6	18.5
Commercial	12.1	7.5
Production / Agricultural worker	4.0	5.0
Govt. officer / State enterprise	18.1	4.0
Housewife / Student / Retired / Unemployed / Other	43.2	35.0
<b>Monthly Household Income</b>	<b>(%)</b>	<b>(%)</b>
Less than 34,999 Baht	71.9	18.5
35,000 Baht or higher	28.1	71.5
<b>Country of Residence</b>	<b>(%)</b>	<b>(%)</b>
Thailand	100.0	8.0
East Asia	-	8.0
Europe	-	40.0
The Americas	-	24.5
South Asia	-	3.5
Oceania	-	5.5
Middle East	-	3.0
Africa	-	1.0
Others	-	6.5
Total	100.0	100.0

**Table 4: Summary of Differences between Domestic Tourists and International Tourists**

<b>Reasons for Repeat Visiting</b>	<b>Chiangmai</b>		
	<b>D (Mean)</b>	<b>I (Mean)</b>	<b>Sig.</b>
1. Satisfaction with the destination.	<i>4.24</i>	<i>4.12</i>	<i>.10</i>
2. Previous good experience	4.15	4.09	ns
3. Less risky because familiar with it	3.74	3.64	ns
4. Have emotional attachment	<i>4.01</i>	<i>3.50</i>	<i>.01</i>
5. Want to further explore the place.	4.13	4.04	ns
6. Want to show the place to others.	3.98	4.07	ns
7. Convenient to travel to the place.	3.90	3.93	ns
8. Low cost of travel	<i>3.16</i>	<i>3.72</i>	<i>.01</i>
<b>Push Motivation</b>			
1. Experiencing different lifestyle and people	<i>3.56</i>	<i>3.86</i>	<i>.01</i>
2. Seeking novelty and status	<i>3.93</i>	<i>3.69)</i>	<i>.01</i>
3. Seeking escape and relaxation	<i>3.15</i>	<i>3.54</i>	<i>.01</i>
4. Strengthening family and kinship ties	<i>3.44</i>	<i>3.15)</i>	<i>.01</i>
<b>Pull Motivation</b>			
1. History, Heritage and knowledge	<i>3.84</i>	<i>3.66</i>	<i>.01</i>
2. Quality and infrastructure	<i>3.70</i>	<i>3.48</i>	<i>.01</i>
3. Shopping, Convenience and Activities	3.42	3.39	ns
4. Food and People	<i>3.75)</i>	<i>4.15</i>	<i>.01</i>

5. Scenery	<i>4.09</i>	<i>3.91</i>	<i>.01</i>
<b>Attitude</b>			
1. Familiarity	3.68	3.76	ns
2. Satisfaction	<i>3.91</i>	<i>4.20</i>	<i>.01</i>
3. Perceived value	<i>4.79</i>	<i>5.55</i>	<i>.01</i>
4. Attachment	<i>3.73</i>	<i>3.58</i>	<i>.05</i>
5. Attitudinal loyalty	<i>4.10</i>	<i>3.97</i>	<i>.10</i>
6. Intention to revisit other place in Thailand	<i>4.32</i>	<i>3.90</i>	<i>.01</i>
<b>Travel behavior</b>			
1. Number of visits	<i>5.60</i>	<i>4.19</i>	<i>.05</i>
2. Length of stay	<i>4.87</i>	<i>24.20</i>	<i>.01</i>
3. Average expenditure	<i>8,635.35</i>	<i>29,869.51</i>	<i>.01</i>

Remark: D=Domestic Tourists, I=International Tourists

**Table 5: A Summary of Antecedents of Attitudinal and Behavioral Loyalty: Chiangmai Tourists**

	<b>Attitudinal Loyalty</b>		<b>Behavioral Loyalty</b>	
	<b>D (β)</b>	<b>I(β)</b>	<b>D(β)</b>	<b>I(β)</b>
<b><u>Attitude</u></b>				
1. Familiarity	.21**	.28**	.27**	.28**
2. Satisfaction	.16**			
3. Perceived value	.17**	.24**		
4. Attachment	.26**	.30**		.18*
<b><u>Push Motivation</u></b>				

5. Experiencing different lifestyle and people		.17**		
6. Seeking escape and relaxation				
7. Seeking novelty and status			-.21**	-.26**
8. Strengthening family and kinship ties				
<b><u>Pull Motivation</u></b>				
9. History, heritage and knowledge	.17**	.18**		
10. Quality and infrastructure	.13*			
11. Shopping, convenience and activities				
12. Food and People				
13. Scenery	.11*			
<b><u>Demographic Variables</u></b>				
14. Gender (Male)		.10*	.14*	.14*
15. Age ( $\geq 35$ Yrs)				
16. Education level (<Bachelor degree)			-.22**	
17. Monthly household income ( $\geq 35,000$ B or higher)				
18. Having children living with	-.14**	-.13**		
n	191	197	191	197
R <sup>2</sup> (%)	50.9	62.4	17.0	19.8
Adj. R <sup>2</sup> (%)	49.1	60.8	15.1	18.1

Remark: All  $\beta$  are standardized. \*\* Significance at .01 level, \* Significance at .05 level, CM=

Chiangmai, D = Domestic Tourists, I = International Tourists,

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