

## Consumer Services Behavioral of Resort at Bua Dang Sea Resort in UdonThani Provin

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**Abstract:** *The primary purposes of this study were to determine the consumer services behavioral and marketing mix factors influencing services behavioral of resort at Bua Dang Sea in Udon Thani Province. The sample group of this study were 323 former customers at Bua Dang Sea in Udon Thani province by using a questionnaire as a tool to collecting data and statistical analysis was percentage, mean, t-test, Anova, Chi-square, and regression analysis.*

*On the basis of the results of this study, it could be concluded that most of respondents were females, age between 28-30 years old, received a bachelor degree, monthly income between 30,001-40,000 baht, and worked for private industries or state enterprises. Most of tourists came with their girlfriends, cultural tour, stay at the resort for leisure and tourism, girlfriends were participation in decision making, stayed during weekend, and spent 1,000-1,499 baht, the main reason for staying because of location, and received resort information from the website. The overall picture of the opinions on marketing mix factors influencing consumer to choose the service at the resort were at high level consisted of operation process, distribution channel, personnel, prices, marketing promotion, physical appearance, introduction, and products, respectively. The hypothesis testing revealed that marketing mix factors, such as products, prices range, variety of facilities in the resort, appropriate of rooms prices, distribution channel, location of resort near tourist attraction, and booking conveniently influenced consumer service behavior at statistical significant 0.05.*

*Recommendations from the study results were that resort administrator should emphasize on opening resort near tourist attractions, conveniently access to the resort, street signs direction to the resort clearly, variety of rooms, special events to promote the resort, marketing advertising, security systems, training personnel to be ready for services with courtesy, prices should start from 500-2500 baht, customers can pay for the room with many ways, and marketing promotion for all seasons.*

**Keywords:** *consumer, behavioral, marketing mix factors, Bua Dang Sea resort.*

### 1. Introduction

Tourism is travel for pleasure or business; also, the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism may be international, or within the traveler's country. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes"

Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries, in some cases being of vital importance.

Tourist attraction at Bua Dang Sea locate in Kumphawapi District, Udon Thani Province. It is fresh water lake with area of 22,500 rai and an average depth of 2.10 meters during the rainy season. Nong Han lake is the largest wetland in the Northeast and the second largest city in Thailand. There are a lot of beautiful red lotus blossoms in the lake which become tourist attractions of the province. Bua Dang Sea has important uniqueness

which are the red lotus flowers cover over 2,000 rai. The red lotus blossoms have the largest quantity during December until February and gradually reduce the quantity in March. The red lotus bloom mostly in early morning to noon, also a natural water source, fish, water plants, and bird species. There are average of one million tourists on November until February. There are 10 resorts to accommodate the tourists which will not be appropriate for the increasing tourists in the future.

As for introduction mentioned above, the researcher was interested in the study to determine consumer services behavioral and marketing mix factors on choosing Bua Dang Sea Resort, Udon Thani, the results from the study could be a guideline to develop customer services for Bua Dang Sea Resort to meet consumer requirement.

### 1.1. The Purpose of the Research

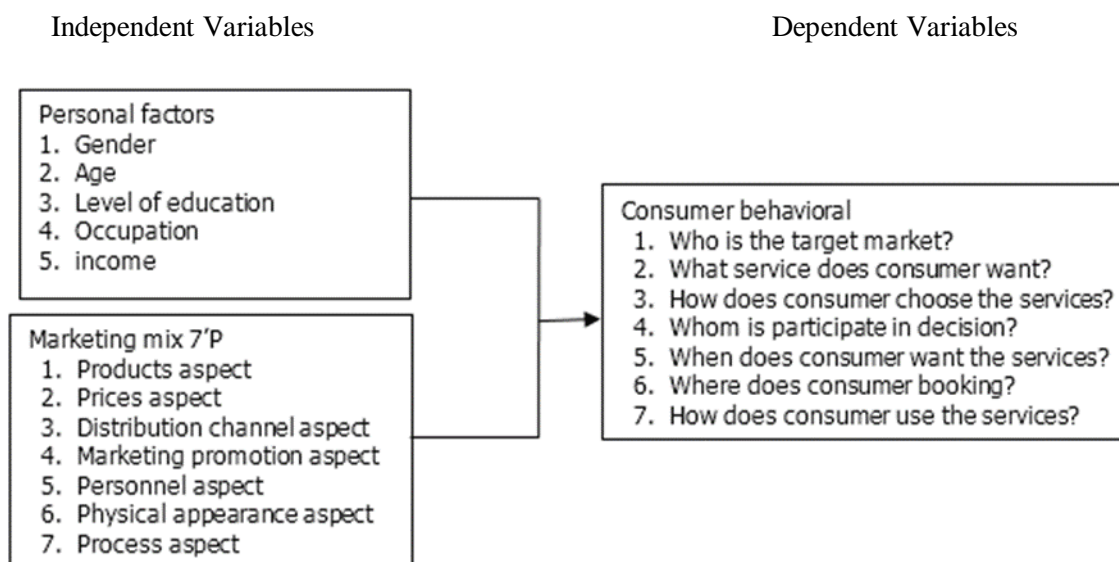
- To determine consumer services behavioral at Bua Dang Sea Resort, Udon Thani province.
- To determine marketing mix factors influencing consumer services behavioral at Bua Dang Sea Resort, Udon Thani Province.

### 1.2. Hypothesis of Study

- Different personal factors affect consumer behavioral at Bua Dang Sea Resort, Udon Thani Province.
- Marketing mix factors affect consumer behavioral at Bua Dang Sea Resort, Udon Thani Province.

### 1.3. Conceptual Frame Work of the Study

By using the theories of consumer behavioral and marketing mix which concluded in to conceptual frame work as shown:



### 1.4. Significant of the Study

- To determine consumer services behavioral at Bua Dang Sea Resort, Udon Thani Province.
- To determine marketing mix factors influencing consumer services behavioral at Bua Dang Sea Resort, Udon Thani Province.
- The study results will be used as a guideline to develop quality services at Bua Dang Sea Resort to comply with consumer requirement.

## 2. Methodology

The sample groups of the study

The sample groups of 323 customers who were Bua Dang Sea Resort customers.

## 2.1. The Tool for the Study

The data will be collected using a self-administered questionnaire which contained 3 parts as follows:

**Part 1:** General personal data of respondents, such as gender, age, level of education, occupation, and income.

**Part 2:** Marketing mix factors data which influenced consumer to choose the services at Bua Dang Resort, such as products, prices, distribution channel, marketing promotion, personnel, physical appearance, and operation process.

**Part 3:** the questions regarding the tourists' opinions on services behavioral at Bua Dang Sea Resort.

## 2.2. The Method of data Collection

The references data collected from books, documents, and research studies.

The questionnaires had distributed to all respondents after it had been checked for validity.

## 2.3. The Statistical Application used in Data Analysis

Descriptive statistics is an analysis of frequency, such as percentage, mean, standard deviation to measure the distribution of data and describe the personal factors of the respondents. Chi-Square and multiple analysis are used for hypothesis testing to the variables.

## 3. The Results of the Study

On the basis of the results of this study, it could be concluded that most of respondents were females, age between 28-30 years old, earned a bachelor degree, monthly income between 30,001-40,000 baht, and worked for private industries.

Most of tourists traveled with girlfriends, cultural tourism, using resort services for touring and comforting on the weekend, collaboration decision with their girlfriends, room spending between 1,000-1499 baht, chose resort location, and finding resort information from website.

The conclusion of marketing mix factors influenced consumer services behavioral of Bua Dang Sea Resort, Udon Thani Province as follows.

**Products aspect:** as for products aspect revealed that the overall picture of the opinions on products were at high level, such as room as neat and cleanliness, variety of room to choose, resort reputation, and convenient facilities in the resort, respectively.

**Prices aspect:** as for prices aspect revealed that the overall picture of the opinions on prices were at high level, such as prices list clearly, prices appropriate to room size, variety of prices range, conveniently payment channels, respectively.

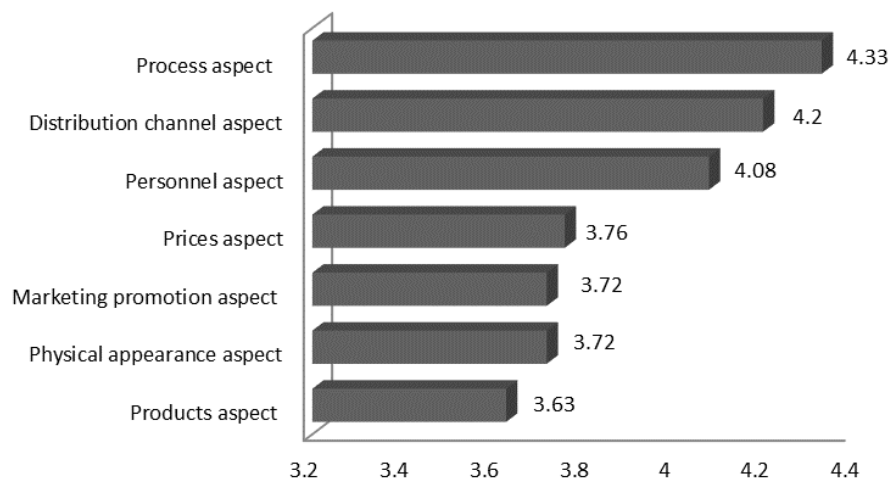
**Distribution channel aspect:** as for distribution channel aspect revealed that the overall picture of the opinions on distribution channel were at high level, such as near tourist attractions and business, resort reservation and travel to resort conveniently, respectively.

**Marketing promotion aspect:** as for marketing promotion aspect revealed that the overall picture of the opinions on marketing promotion aspect were at high level, such as advertising through multimedia, discount prices, transport services between airport and resort, promotion for all seasons, and package tour, respectively.

**Resort personnel aspect:** as for resort personnel aspect revealed that the overall picture of the opinions on resort personnel were at high level, such as friendly and courtesy personnel, appropriate staff, languages communication, enthusiastically to provide the services, and knowledgeable personnel, respectively.

**Physical appearance aspect:** as for physical appearance aspect revealed that the overall picture of the opinions on physical appearance were at high level, such as provide the services in categories, resort atmosphere, external and internal decoration, modern equipment and facilities, respectively.

**Operation process aspect:** as for operation process aspect revealed that the overall picture of the opinions on operation process were at highest level, such as rooms services, security, and reservation management system, respectively.



The conclusion of the marketing mix factors influenced consumer services behavioral at Bua Dang Sea resort, Udon Thani Province. The overall picture of the opinions of respondents emphasized on marketing mix factors were at high level consisted of operation process, distribution channel, personnel, prices, marketing promotion, products, physical appearance, and introduction of the products, respectively.

## 4. Discussion

The study of consumer services behavioral at Bua Dang Sea Resort, Udon Thani with following issues:

The different personal factors, such as gender, age, occupation, income, and level of education was not affected consumer services behavioral at Bua Dang Sea Resort, Udon Thani which corresponded to the research of Jirat Choanchom and associate. (2556 B.E.). studied on the correlation between tourists' decision on choosing the services at the resort with marketing mix factors of the resort at Khao Kho district of Phetchabun Province revealed that the different of personal factors, such as gender, age, occupation, income was not affected consumer services behavioral at Bua Dang Sea Resort, Udon Thani. The different personal factors, such as level of education was not affected consumer services behavioral at Bua Dang Sea Resort, Udon Thani which corresponded to the research of Ukkaradech Natesuwan and associate. (2555 B.E.). studied on factors influencing consumer behavioral on choosing resort in Phetchabun Province revealed that factor of level of education was not affected the consumer decision on choosing the resort.

Marketing mix factors influenced consumer choosing services at Bua Dang Sea Resort, Udon Thani.

**Products aspect:** the overall picture of the opinions on products influenced consumer choosing services at Bua Dang Sea Resort were at high level consisted of cleanliness and beautiful room which corresponded to the research of Jirat Choanchom and associate. (2556 B.E.). studied on correlation between consumer decision on choosing the resort and marketing mix factors at Khao Kho district of Phetchabun Province.

**Prices aspect:** the overall picture of the opinions on prices influenced consumer choosing services at Bua Dang Sea Resort were at high level consisted of clearly prices shown which corresponded to the research of Varissara Varichvattana and associate. (2556 B.E.). studied on factors influenced tourists from Bangkok to choose resort in Hua Hin District, Prachuap Khiri Khan Province and revealed that prices of room rate shown clearly. Also corresponded to the research of Suttikarn Congclay and Tanyatep Yadivat. (2559 B.E.). studied on marketing mix factors influenced Thai tourists to choose resort in Phuket Province revealed that there are variety of prices range, appropriate pricing, and clearly prices rate menu.

**Distribution channel aspect:** the overall picture of the opinions on distribution channel influenced consumer choosing services at Bua Dang Sea Resort were at high level consisted of resort location near tourists' attraction which corresponded to the research of Varissara Varichvattana and associate. (2556 B.E.). studied on factors influenced tourists from Bangkok to choose resort in Hua Hin District, Prachuap Khiri Khan Province.

**Marketing promotion aspect:** the overall picture of the opinions on marketing promotion influenced consumer choosing services at Bua Dang Sea Resort were at high level consisted of advertising through multimedia, discount prices rate which corresponded to the research of Suttikarn Congclay and Tanyatep Yativat. (2559 B.E.). studied on marketing mix factors influenced Thai tourists to choose resort in Phuket Province.

**Service personnel aspect:** the overall picture of the opinions on service personnel influenced consumer choosing services at Bua Dang Sea Resort were at high level consisted of personnel with friendly and courtesy attitude which corresponded to the research of Jirat Choanchom and associate. (2556 B.E.). studied on correlation between consumer decision on choosing the resort and marketing mix factors at Khao Kho district of Phetchabun Province and also corresponded to the research of Nongluck Namolta. (2556 B.E.). studied on factors influenced tourists from Bangkok to choose the eco resort in Hua Hin District, Prachuap Khiri Khan Province.

**Physical appearance aspect:** the overall picture of the opinions on physical appearance influenced consumer choosing services at Bua Dang Sea Resort were at high level consisted of resort atmosphere which corresponded to the research Nongluck Namolta. (2556 B.E.). studied on factors influenced tourists from Bangkok to choose the resort in Hua Hin District, Prachuap Khiri Khan Province revealed that eco resort atmosphere.

**Operation process aspect:** the overall picture of the opinions on operation process influenced consumer choosing services at Bua Dang Sea Resort were at high level which corresponded to the research Jirat Choanchom and associate. (2556 B.E.). studied on correlation between consumer decision on choosing the resort and marketing mix factors at Khao Kho district of Phetchabun Province.

## 5. Conclusion and Suggestion

Recommendations from the study results were as follows:

- 1) The resort administrator officers should emphasize on variety of rooms, appropriate facilities, create promotional events, offer local authentic foods restaurant, and eco atmosphere resort.
- 2) The resort administrator officers should emphasize on prices range starting from 500-2,500 baht, more payment channel, such as credit card, debit card, and prompt pay.
- 3) The resort administrator officers should emphasize on resort location, such as closer to tourists' attractions, easy access to resort, clearly direction signs, reservation through website, and reservation through front desk personnel.
- 4) The resort administrator officers should emphasize on all seasons marketing promotion, such as Bua Dang festival, valentine festival, transport tourists to and from the airport, free touring of local attractions.
- 5) The resort administrator officers should emphasize on services and knowledge training employees' development.
- 6) The resort administrator officers should emphasize on resort decoration which blend with nature.
- 7) The resort administrator officers should emphasize on resort security.

## 6. Suggestion for the Future Study

Should study marketing promotion model for the resorts that depend on seasonal touring.

## 7. References

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