Marketing Mix Factors Influencing Consumer Behavioral on Choosing Three-Stars Rating Hotel

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Abstract: *The purposes of this study were to determine consumer behavioral and marketing mix factors influencing foreign tourists' behavioral on choosing Retroasis three-stars rating hotel in Sukhumvit district by using a questionnaire as a tool to collect data. The collected data from 200 foreign tourists sample were analyzed through statistical application, such as percentage, mean, standard deviation, t-test, One-way Anova, and regression.*

Results from the study revealed that most of respondents were males, age between 46-55 years old, from Asia continent, earned bachelor degree, monthly income between 40,000-50,000 baht, married status, work for private industries, period of visiting between 3-4 weeks, and online tour booking. The average picture of the opinions on marketing mix factors influencing foreign tourists' behavior on choosing three-stars rating hotel in Sukhumvit district were at the high level consisted of cleanliness, marketing promotion, personnel communicate with foreign languages. The results from hypothesis testing found that different personal factors, such as age, level of education, and touring destination affected foreign tourists' behavioral on choosing three-stars rating hotel in Sukhumvit district at significant level 0.05. The marketing mix factors, such as hotel reputation, variety of rooms selective, cleanliness, online booking, marketing promotion, and foreign languages communication influenced foreign tourists' behavioral on choosing Retroasis three-stars rating hotel in Sukhumvit district at significant level 0.05.

Recommendations from the study results were that administrative officers should be developing plan to have variety of room rates, online reservation, customer serviceable, foreign languages speaking personnel, and marketing promotion on seasonal events.

***Keywords**: Marketing mix factors, three stars hotel, consumer behavioral*

1. Introduction

Number of Chinese tourists is increasing continuously, resulting in the benefit of medium size and three-stars rating hotel industries increased and because of reasonable prices hotels which aimed for tourists' industries. Therefore, there are increasing number of three-stars rating hotels rapidly, this will increase high competition among these three-stars rating hotels. The business entrepreneurs see the business and investment opportunity in various fields and see the values of benefit, such as hotel decorations, quality of facilities, recruit competent personnel who has talent of works with high rate of compensation, there are no limitation on job description of smaller size hotels, the heart of hotel business is services competitive which are increasingly challenge business for hotel entrepreneurs. The hotel price increase is very limited, and because of Bangkok is a center of economics and tourist industries. Therefore, more investors of five-stars rating hotels industries have expanded its investment to the three-stars rating hotels. Accordingly, there are high numbers of hotel room occupancy which likely to bring prices strategy into the race. Presently, the number of foreign tourists' occupancy are higher than other type of hotel group about 70 percent.

The market trend of hotel industries of closer distant are Asia and South Pacific markets and the medium and farther distant are Europe, America, middle East, and Africa which are growth rated of hotel industries are 10

percent. In comparison, the growth rated of hotel industries in Asia and South Pacific are 76 percent. Because of fast growth rate of hotel industries may affect in hotel management, services quality, quality of hotel management, personnel development, and tourist's services expectation.

From the introduction above, the researcher is interested in marketing mix factors which influenced foreign tourists behavioral on choosing three-stars level hotels and bring the results from study to be guidelines to develop customer services in order to meet consumer requirements.
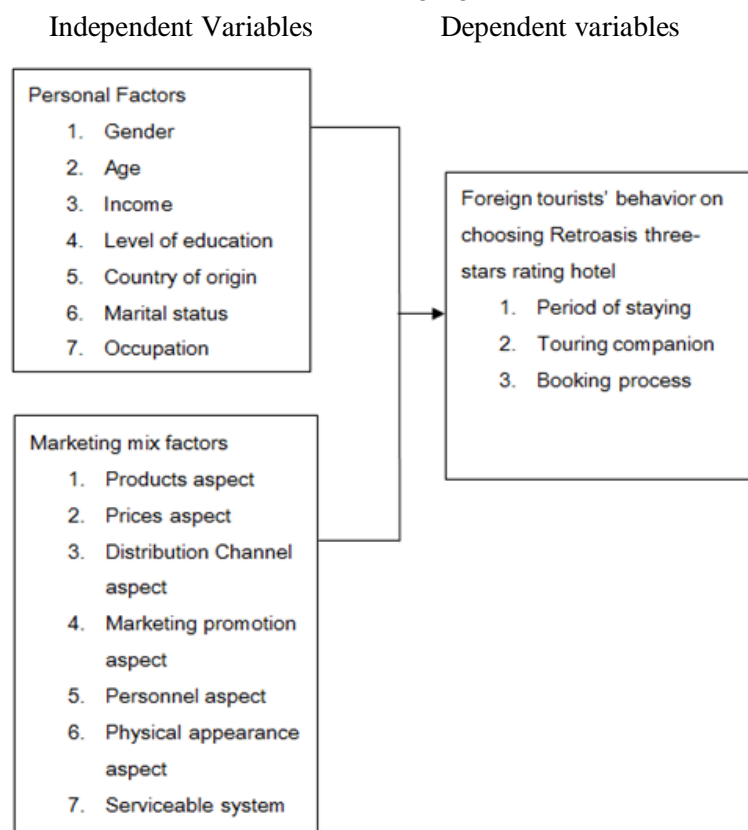
1.1. The Purpose of the Study

To study consumer behavioral on services and marketing mix factors which influencing foreign tourists on choosing three-stars rating hotel.

1.2. Scope of the Study

The researcher selected the contents of the study based on consumer behavioral theory, focused on period of tourists staying, touring companions, and booking process. The marketing mixes conceptual of serviceable business consisted of products, prices, distribution channel, marketing promotion, personnel, physical appearance, and serviceable system. The sample groups were 200 foreign tourists who stayed at Retroasis Hotel in Sukhumvit district between November, 2559 B.E. until February, 2560 B.E.

1.3. Conceptual Frame Work of the Study

From the results of study above, the researcher based on consumer behavioral and marketing mix factors theories, concluded the frame work as shown on the following figure.

Independent Variables   Dependent variables

Personal Factors
1. Gender
2. Age
3. Income
4. Level of education
5. Country of origin
6. Marital status
7. Occupation

Marketing mix factors
1. Products aspect
2. Prices aspect
3. Distribution Channel aspect
4. Marketing promotion aspect
5. Personnel aspect
6. Physical appearance aspect
7. Serviceable system

Foreign tourists' behavior on choosing Retroasis three-stars rating hotel
1. Period of staying
2. Touring companion
3. Booking process

The questionnaire used as a tool to collect information, there were 3 steps in constructing questionnaire as follows:

1. General personal factors information of respondents, such as gender, age, income, level of education, country of origin, marital status, and occupation. Created nominal scale which measured and organized

data into groups based on a property as defined. Processing data information which obtained from respondents by using Microsoft Excel application to create pie chart and bar chart to describe the percentage, mean from personal data that we gathered. There were 7 checklist questions.

2. Nominal scale of questionnaire data regarding consumer behavioral to separate data into different groups which depend on data property. There were 3 questions on a checklist.

3. Questions regarding marketing mix factors which influenced foreign tourists to select three-stars rating hotel. Respondents may be offered a choice of five to seven or even nine pre-coded responses with the neutral point being neither agree nor disagree. In its final form, the Likert Scale is a five (or seven) point scale which is used to allow the individual to express how much they agree or disagree with a particular statement.

2. Statistics Used in the Data Analysis

Descriptive statistics specified and explain personal information, then applied statistical application for the percentage, mean, and standard deviation to describe the demographic data of the respondents for various variables.

2.1. The Result from the Study

Results from the study revealed that most of 200 respondents were males, age between 46-55 years old, from Asia continent, earned bachelor degree, monthly income between 40,000-50,000 baht, married status, work for private industries.

Foreign tourists' behavioral on choosing Retroasis three-stars rating hotel in Sukhumvit district revealed that the period of visiting between 3-4 weeks, and used online touring reservation.

The marketing mix factors influencing foreign tourists' behavioral on choosing three-stars rating hotel in Sukhumvit district consisted of following details:
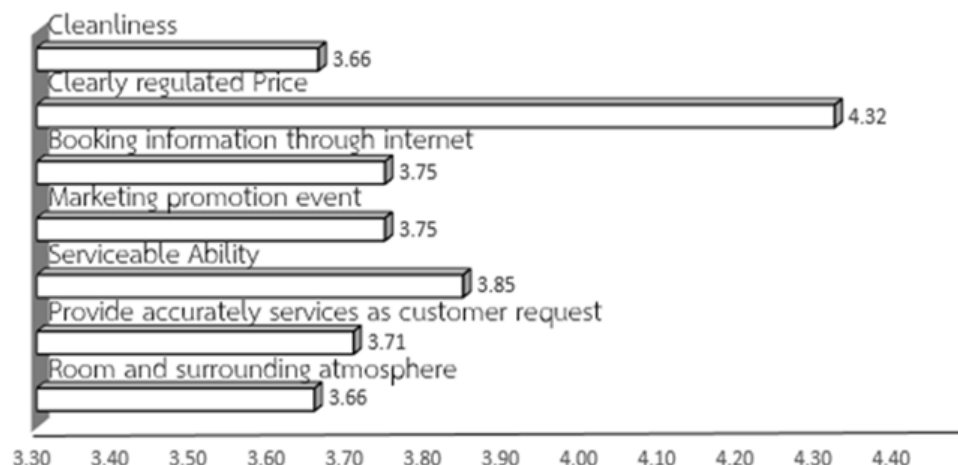
As for hotel appearance, the overall picture of the opinions of foreign tourists emphasized on physical appearance were at high level, such as cleanliness of the hotel, accommodations, room size, appearance, hotel location, reputation, and prices range, respectively.

As for prices aspect, the overall picture of the opinions of foreign tourists emphasized on prices were at high level, such as clearly regulated prices, prices appropriate to the period of hotel guest staying, suitable room size, cheaper prices compare to the others, and regulated prices, respectively.

As for distribution channel aspect, the overall picture of the opinions of foreign tourists emphasized on distribution channel were at medium level, such as booking confirmation through internet, reservation available through agents, and more advisable channels of information to tourists, respectively.

As for marketing promotion aspect, the overall picture of the opinions of foreign tourists emphasized on marketing promotion were at high level, such as marketing promotion events, discount prices for steady customers, and discount rates for large group or long period of stay over group, respectively.

As for service personnel aspect, the overall picture of the opinions of foreign tourists at emphasized on service personnel were at high level, such as serviceable ability, speak foreign languages, respectable manners, sociable, speedy services, respectively.

As for systematic services aspect, the overall picture of the opinions of foreign tourists hotel emphasized on systematic services were at high level, such as provide accurately services as customer request, more advisable channels of information to tourists, speedy reservation system, appropriate personnel to provide the services, respectively.

As for physical appearance aspect, the overall picture of the opinions of foreign tourists emphasized on physical appearance were at high level, such as room and surrounding atmosphere, and hotel securable, respectively.

2.2.   The Hypothesis Assessable Results

The results from hypothesis assessable found that different personal factors, such as age, level of education, and touring destination affected foreign tourists' behavioral on choosing Retroasis three-stars rating hotel in Sukhumvit district at significant level 0.05. The marketing mix factors, such as hotel reputation, variety of rooms selective, cleanliness, online booking, marketing promotion, and foreign languages communication which influenced foreign tourists' behavioral on choosing three-stars rating hotel in Sukhumvit district at significant level 0.05.

3. Conclusion and Discussion

The overall picture of the opinions on marketing mix factors, such as hotel reputation, variety of rooms selection which influenced foreign tourists' behavioral on choosing three-stars rating hotel were at low level which associated to the research study of Tippayarat Congsuntornkitkul and associate. (2552 B.E.) who studied on factors of European retired persons decision on choosing hotels revealed that the hotel reputation and variety of rooms selection were at low level of the opinions.

The overall picture of the opinions on marketing mix factors, such as cleanliness of the hotel which influenced foreign tourists' behavioral on choosing three-stars rating hotel were at high level which associated to the research study of Trin Prinkprasert. (2554 B.E.) who studied on factors on choosing three-stars rating hotels revealed that the overall picture of the opinions on choosing three-stars rating hotel emphasized on the clean hotel.

The overall picture of the opinions on marketing mix factors, such as online hotel reservation influenced foreign tourists' behavioral on choosing three-stars rating hotel were at low level which associated to the research study of Nipaporn Sansawang. (2555 B.E.) who studied on factors of foreign tourist's decision on hotel reservation revealed that most of foreign tourists had never made hotel reservation.

The overall picture of the opinions on marketing mix factors, such as marketing promotion which influenced foreign tourists' behavioral on choosing three-stars rating hotel were at high level which associated to the research study of Pornlarp Prayotamornkul. (2557 B.E.) who studied on factors of foreign tourist's service satisfaction in choosing Holiday Inn resort hotel in Phuket.

The overall picture of the opinions on marketing mix factors, such as foreign languages communication which influenced foreign tourists' behavioral on choosing three-stars rating hotel were at high level which associated to the research study of Tippayarat Congsuntornkitkul and associate. (2552 B.E.) who studied on factors of European retired persons decision on choosing hotels revealed that serviceable personnel should be able to communicate with foreign languages.

4. Recommendations from the Study

The recommendations from the study results were that administrative officers should provide developing plan to have variety of room rates, online reservation, serviceable accommodation, sizeable rooms, cleanliness, accessible location, reputation, and marketing promotion to attract foreign tourists.

5. Suggestion for Future Research

The purposes of this study were to determine consumer behavioral and marketing mix factors influencing foreign tourists' behavioral on choosing three-stars rating hotel in Sukhumvit district only, it should study in different regions in order to receiving accurate of information regarding of this matter.

6. References

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