

THE STUDY OF MARKETING MIX (7Ps) AFFECT TO TOURISTS' EXPECTATION AT PHO TEMPLE, BANGKOK, THAILAND.

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ABSTRACT

This study aims to explore marketing mix (7Ps) affect to tourists' expectation at Pho temple, Bangkok. Sample size was 400 tourists who visited the temple. A researcher uses a convenience sampling. The data was analyzed by descriptive statistics as frequency, percentage, mean, and standard deviation. Hypothesis testing was linear regression to test an effect of dependent and independence variables.

The research results found that most of the samples were females 222 (55.5%) males 178 (44.5%). More than half of the samples aged between 18-30 years old 271(67.8%), 31-43 years old 96 (24.0%) and higher than 44 years old 33 (8.2%). Most of the samples were lower than Bachelor Degree 205 (51.2%) , Bachelor Degree 148(37.0%), and higher than Bachelor Degree 47 (11.8%). For occupation, there were students 171 (42.8%), others 70(17.5%), employee 65 (16.2%), business owner 54(13.5), and government official 40(10.0%). Furthermore, product, price, promotion, process, physical evidences can affect tourists' expectation at statistically significant level of 0.05.

In order to increase tourists' expectation of cultural tourism attraction , the researcher recommended that stakeholders of the tourism site should concern about physical evidence as environment surrounding the site or cultural atmosphere.

Keywords: Marketing mix, expectation, Pho temple

INTRODUCTION

Nowadays, several countries have promoted cultural tourism and invited tourists from different corners of the globe to visit. Culture is noteworthy to learn and gain for experiences, particularly outstanding culture and identity. Cultural tourism consists of historical places that indicate ways of life, antiques and religious buildings. In Thailand, religious tourist attraction places are temples ("Wat" in Thai) as hold beautiful architecture designs and arts that indicate Thai identity and performances of artists in different eras in the past. Temples also indicate beliefs of villagers that they respect temples as a central spiritual belief for them. In Bangkok, Pho temple or Wat Phra Chetuphon Wimon Mangkhalaram Ratchaworamahawihan for a full name is one of the famous temples that many Thai and foreign tourists visit. The temple is a religious heritage site and living Buddhist monastery, housing numerous objects of historic, religious, scientific and artistic importance. It has been included in the UNESCO Memory of the World for its collection of historic and religious stone inscriptions. However, the site is not adequately managed, and faces challenges in maintaining its heritage position. [2]. Therefore, this study examines marketing mix (7Ps) affect to tourists' expectation at Pho temple, Bangkok. The findings of this study will be useful information for cultural tourism sites.

literature review

Wat Phra Chetuphon Wimon Mangkhalaram Ratchaworamahawihan, more commonly referred to as Wat Pho, is one of the six temples in Thailand that are of the highest grade of first class Royal temples. Wat Pho serves as home to the massive 46-meter long reclining Buddha image, the size of which must be experienced in person as it is simply breathtaking. The amazing feeling of taking in the sight of the enormous golden figure of the ‘enlightened one’ cannot be explained with words, and even more rarely captured in photos due to its massive size [7] . The Wat Pho is the oldest and largest temple complex in Bangkok, it houses more than 1,000 Buddha images which is more than any other Wat in Thailand. Most of the images were brought over from abandoned temples in places as Ayutthaya and Sukhothai by order of King Rama I.

Pranee Pathomchaiwat studied a research about Behavior of Foreign Tourists Visited

Wat Phrachetuponwimolmangkalam. Sample groups are tourists who visited inside the temple, during

February, March, April and May 2013. Tools used in the research are questionnaires constructed by the researcher, and samples are drawn by Convenience sampling. The result of the study is that the temples are appropriate for visiting to learn history, culture, architecture, art and Buddhism, but they should be managed in restricted area and tourists must pay respect to the holy places in the temple compound. Besides the regulations to visit, the obvious signs should be exposed to give the information and instruction [3].

Sasikarn Ponsawat examined relationships between marketing mix factors towards decision selecting beauty clinic in teenage population. The results are the most important reason to use the service to solve the skin problem like acne and melasma. Each marketing mix factors affecting the decision to adopt a beauty clinic, what factors presented by the side of things, physical evidence affect the decision for most beauty clinics, followed by the product, process, price, and promotion respectively [6] .

Watsamon Chantadit conducted a research on satisfactions towards various factors by classifying according to attributes of population. The study found that different sexes influenced different satisfactions towards tourism places, and services of government agencies. On the other hand, their satisfactions towards local people, and shops (food and beverage shops) were not different. Differences of age, educational level, occupation, salary, and marital status influenced different satisfactions. Overall, tourism services provided by government agencies and shops (food and beverage) were different at the statistic significant level .05 [7]

Research hypothesis

Marketing mix (7Ps) effect tourists’ expectation

OBJECTIVE

To study marketing mix affect to tourists’ expectation at Pho temple, Bangkok

METHODOLOGY

This study explored the effect of independent variable (marketing mix) to dependent variables (tourists’ expectation) Pho temple, Bangkok. This research is a quantitative research by using questionnaires to collect data from 400 international tourists who visited Pho temple (Table: Taro Yamane referred in [5] (Samermuen Lohakij: 2005). These samplings were selected through a convenience sampling method in order to gain information of tourists on

population and social factors and their scores for marketing mix (7Ps) Population in this research were 8,757,646 tourists in 2016 (Department of Tourism, Ministry of Tourism and Sports. Tools for this research included structured questionnaires. The questionnaire consisted of two portions. The first portion contained population and social factors. The second portion contained topics on marketing mix (7Ps)

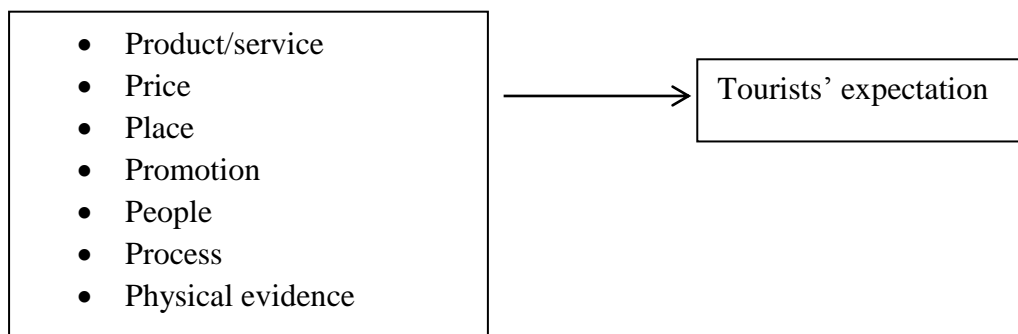
Statistics for analysis

1. The researcher used percentage, Mean and standard deviation to describe population and social factors and marketing mix (7Ps)
2. The researcher used linear regression to explore the effect of independent variable to dependent variables following the hypothesis by setting the statistical significance level at 0.05.

Conceptual framework

Independent variables: Product/service, price, place, promotion, people, process, physical evidence

Dependent variable: Tourists’ expectation



FINDINGS

Table 1

Amount and percentage classified by population and social factors

| Population and social factors | Amount (%) |
|--------------------------------------|-------------------|
| Sex | |
| Female | 222(55.5%) |
| Male | 178(44.5%) |
| Age | |
| 18- 30 yrs | 271(67.8%) |
| 31-43 yrs | 96(24.0%) |
| 44 and older | 33(8.2%) |
| Educational level | |
| Lower than Bachelor Degree | 205(51.2%) |
| Bachelor Degree | 148(37.0%) |
| Higher than Bachelor Degree | 47(11.8%) |
| Occupation | |
| Student | 171(42.8%) |

| | |
|---------------------|------------------|
| Government official | 40(10.0%) |
| Business owner | 54(13.5%) |
| Employee | 65(16.2%) |
| Others | 70(17.5%) |
| Total | 400(100%) |

From the table1, it shows that samples were females 222 (55.5%) males 178 (44.5%). More than half of the samples aged between 18-30 years old 271(67.8%), 31-43 years old 96 (24.0%) and higher than 44 years old 33 (8.2%). Most of the samples were lower than Bachelor Degree 205 (51.2%) , Bachelor Degree 148(37.0%), and higher than Bachelor Degree 47 (11.8%). For occupation, there were students 171 (42.8%), others 70(17.5%), employee 65 (16.2.%), business owner 54(13.5), and government official 40(10.0%)

Table 2
Marketing mix (7Ps)'s min, max, mean, Std. deviation

| Topics | Amount | Min | Max | Mean | Std. Deviation |
|----------------------|---------------|------------|------------|-------------|-----------------------|
| Marketing Mix | | | | | |
| Product | | | | | |
| reputation | 400 | 1 | 5 | 3.47 | .988 |
| beauty | 400 | 1 | 5 | 3.66 | 1.042 |
| facility | 400 | 1 | 5 | 3.43 | .945 |
| signboards | 400 | 1 | 5 | 3.43 | .934 |
| Price | | | | | |
| price suit | 400 | 1 | 5 | 3.42 | 1.003 |
| willing to pay | 400 | 1 | 5 | 3.45 | .857 |
| marketplace | 400 | 1 | 5 | 3.41 | .833 |
| quality | 400 | 1 | 5 | 3.45 | .892 |
| Place | | | | | |
| guidance material | 400 | 1 | 5 | 3.46 | .965 |
| booking system | 400 | 1 | 5 | 3.44 | .940 |
| adequate means | 400 | 1 | 5 | 3.51 | .931 |
| modern means | 400 | 1 | 5 | 3.54 | .822 |
| Promotion | | | | | |
| public relation | 400 | 1 | 5 | 3.55 | .883 |
| direct marketing | 400 | 1 | 5 | 3.47 | .904 |
| advertising | 400 | 1 | 5 | 3.36 | .921 |
| media | 400 | 1 | 5 | 3.53 | .925 |
| People | | | | | |
| give information | 400 | 1 | 5 | 3.49 | .912 |
| enthusiastic | 400 | 1 | 5 | 3.46 | .975 |
| communicate | 400 | 1 | 5 | 3.33 | .966 |
| local people | 400 | 1 | 5 | 3.73 | .913 |
| Process | | | | | |
| access | 400 | 1 | 5 | 3.50 | .776 |
| car parking | 400 | 1 | 5 | 3.08 | .944 |
| food | 400 | 1 | 5 | 3.65 | .964 |
| stay | 400 | 1 | 5 | 3.53 | .855 |

| Topics | Amount | Min | Max | Mean | Std. Deviation |
|---|--------|-----|-----|------|----------------|
| Physical evidence | | | | | |
| management | 400 | 1 | 5 | 3.52 | .822 |
| cleanness | 400 | 1 | 5 | 3.57 | .915 |
| readiness for international tourism | 400 | 1 | 5 | 3.59 | .874 |
| tourism site is using standard procedures | 400 | 1 | 5 | 3.62 | .870 |
| Tourist's expectation | 400 | 1 | 5 | 3.73 | .919 |

Table 3
Marketing mix affect to tourists' expectation

| Marketing mix | B | SE | Beta | t | sig |
|-------------------|-------|------|-------|-------|-------|
| Product | .133 | .058 | .116 | 2.299 | .022* |
| Price | .163 | .062 | .130 | 2.636 | .009* |
| Place | -.046 | .065 | -.038 | -.719 | .473 |
| Promotion | .159 | .068 | .130 | 2.347 | .019* |
| People | -.042 | .066 | -.036 | -.628 | .530 |
| Process | .137 | .066 | .102 | 2.075 | .039* |
| Physical evidence | .582 | .071 | .451 | 8.233 | .000 |
| Constant | -.088 | .199 | | -.441 | |

$R^2 = .53$, $SEE = .641$, $F = 61.232$, $Sig \text{ of } F = .000$

$Y = .133(\text{Product})+.163(\text{Price})-.046(\text{Place})+.159(\text{Promotion})-.042(\text{People})+.137(\text{Process})+.582(\text{Physical evidence})-.088$

Table 3 shows that the following variables can affect tourists' expectation at statistically significant level of 0.05. These variables include the following: product; price; promotion; process; physical evidences. Product increased by 1 unit resulting in .133 fold more tourists' expectation. Price increased by 1 unit resulting in .163 fold more tourists' expectation. Promotion increased by 1 unit resulting in .159 fold more tourists' expectation. Process increased by 1 unit resulting in .137 fold more tourists' expectation. Physical evidence increased by 1 unit resulting in .582 fold more tourists' expectation. These independence variables can predict dependence variable at 53%.

DISCUSSION

This study found that product; price; promotion; process; physical evidences affected to tourists' expectation as Sasikarn Ponsawat [6] examined relationships between marketing mix factors towards decision selecting beauty clinic in teenage population. Furthermore, most tourists were at aged 18-30 years old or working ages. They were under graduated Degree. Most of them were students. From the table 3 show a big effect of physical evidence which mean that the cultural tourism site manager should give more attention about management, cleanness, readiness for international tourism, using standard procedures to increase tourists' expectation. Benjaporn Yaemjauang. [1]

CONCLUSION AND FUTURE WORK

Conclusion

The respondents of this research were females 55.5% males 44.5%. Most of them aged between 18-30 years old 67.8%, 31-43 years old 24.0% and higher than 44 years old 8.2%. They were lower than Bachelor Degree 51.2%, Bachelor Degree 37.0%, and higher than Bachelor Degree 11.8%. There were students 42.8%, others 17.5%, employee 16.2 %, business owner 13.5, and government official 10.0%. for the aspect of product, the respondents gave a highest score at 3.66.

Recommendations

In order to increase tourists' expectation of cultural tourism management, there are two recommendations.

1. Stakeholders of various cultural tourism attraction places should promote, manage, and interpret significance of cultural items to the tourists so that they can perceive values of cultural items in the destination. They also may raise their expectation.
2. Stakeholders should also increase various cultural activities. The activities help increase knowledge of tourists about cultural tourism resources, which support tourism attraction site management.
3. Stakeholders of the tourism site should concern about physical evidence as environment surrounding the site or cultural atmosphere to raise tourists' expectation.

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