RESEARCH OF BEHAVIOR AND SATISFACTION OF TOURISTS IN THE JODD FAIR MARKET, BANGKOK, THAILAND

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ABSTRACT

This research is study behavior and satisfaction of Tourists in the Jodd fairs Market. By using online questionnaires to collect data with 230 samples.

The results show that most of the respondents were female. Age between 21-30 years old, Bachelor's degree, occupation is a student. Average monthly income is lower than 10,000 baht. The results of the analysis of customer behavior data revealed that most of them come to use the service 1 time, come to use the service with friends/colleagues. The reason for using the service is because of the variety of products, most of them know the market from friends or acquaintances. The results of the analysis of customer satisfaction data revealed that customers are satisfied with the variety of food and product, price, place, the overall is at a high level.

Keywords; Bangkok, Night Market, Satisfaction

INTRODUCTION

In 2020 , the Thai economy was affected by the spread of the COVID-19 virus throughout the year, together with the new outbreak of the Delta strain in 2021, causing GDP to contract to its lowest point. [1] But when the government began to open the country Economic activity is gradually recovering. Vaccinations are becoming more common. Measures to control the outbreak have been relaxed. This has caused the economy to begin to recover and it is expected that at the end of this year we will begin to see signs of a restart of the Thai economy. Back in 2020, the Thai economy continued to shrink from the impact of the COVID-19 virus outbreak, with economic expansion (GDP) being negative 6.1% . After that, the Thai economy slowly recovered, with GDP in the first half of the year of 2021 expanded by 2.4% compared to the same period of the previous year. before shrinking again from the new COVID-19 outbreak in the third quarter of this year.

[2] As for the impact on economic expansion in the past, such as tightening economic activity controls in 29 deep red areas from June - July 2021 , reflected through leading economic indicators in all sectors. Parts contracted in the same direction, such as household consumption and private sector investment contracted. This is reflected in the overall production capacity utilization rate of the entire country that has continued to decrease. However, after Thailand began measures to open the country from 1 November 2021 , which has relaxed various control measures, opening the way for economic activities to resume. Getting Including supporting the acceleration of vaccinations Therefore, it is estimated that this will cause the Thai economy to begin recovering again. [3] The Office of the National Economic and Social Development Council (NESDB) assesses the trend of the Thai economy

in 2021. It is expected to expand in the range of 0.7% - 1.2%, with a slow recovery with supporting factors from economic recovery and World trade volume, spending, investment, and government economic measures Including the continuous improvement of agricultural income. Expansion of the export sector, spending and investment of the private sector According to data from September 2021, Thailand had 12,200 foreign tourists arriving , which is lower than the number of tourists as of December 2019 which was 3.95 million and from the predictions of the Bank of Thailand (BOT). .) It is estimated that in 2022 there will be approximately 6 million foreign tourists traveling to Thailand, or an average of 500,000 people per month , which has not yet returned to the same level as in 2019 before COVID -19 , when there were foreign tourists traveling in. Approximately 40 million people (SET Invest now, 2021)

[4]If we talk about the "Night Market" in Bangkok and suburban areas that are places for shopping, eating, and chilling, I believe that many people must think of "Srinakarin Train Night Market " and another market that is gaining popularity is "JODD FAIRS " Both night markets are not just places for buying and selling goods between shops and customers, but are "communities" for people to meet, hang out, find things to eat and shop that they like, and come to relax after working. All day Initiator of the night market From Chatuchak Train Market Until arriving at Srinakarin Train Market , Ratchada Train Market. And the latest with JODD FAIRS , which is currently one of the top 5 most popular places in Bangkok. Among foreign tourists, they like to come the most. There are also two new projects: "Jodfair Ratchada" and "Jodfair Dan Neramit". (Marketing Oops, 2023)

From the message mentioned above. This made the researcher want to survey the behavior and satisfaction of tourists who visited the Jod Fair Market. In Bangkok To know the behavior Satisfaction of tourists in order to know information about the current tourism situation in Thailand.

RESEARCH OBJECTIVES

1. To study the behavior and satisfaction of tourists who visit the Jod Fair market.
2. To study the satisfaction of tourists who visit the Jod Fair market.

RESEARCH METHODS

Preparation stage The researcher has planned to collect data on the behavior and satisfaction of tourists who visit the Jod Fair market. Survey and study related documents and research and collect information and research documents related to

Sample population

Population used in research Population that visited the Jod's Fair between July and December 2 023

Population used for research sampling Sampling The research team distributed a total of 28 0 questionnaires. Set, the number of which is used as a sample according to Taro Yamane 's sample size table with a confidence value of 0.05 . and the error is not more than 5 percent.

Research tools

creating tools The tool used in the survey was a questionnaire. The questionnaire was created in accordance with the research objectives and ideas from the literature review. By collecting data to study the quality of tourist attractions. Can be divided into 4 parts as follows:

Part 1 : General information questionnaire for tourists including gender, age, education level, occupation, income, totaling 5 items .

Part 2 : Tourist behavior questionnaire, including travel frequency. Influential people in tourism Purpose of travel Things that influence tourism, a total of 4 items

Part 3 Questionnaire on satisfaction with tourist attractions with tourists giving ratings There are many questions including: food and product aspects, price aspect, location aspect, satisfaction with service, a total of 12 items .

Section 4 : Open-ended question questionnaire. It expresses the opinions and suggestions of tourists who come to visit Jod Fair Market. Add additional acknowledgment of problems and suggestions from tourists who responded to the survey.

RESEARCH RESULTS

Part 1 General information for tourists

From studying the general information of the sample group, which includes gender, age, education level, occupation, and income, a total of 5 items, the information can be summarized as follows. When classified, it was found that Most of them were female, 139 people (60.4 percent), males 61 people (26.6 percent), and LGBTQIA+ 30 people (13.1), respectively. The highest age range was 21-30 years old , with 157 people (68.3 percent), followed by age range 16-20 years, there were 51 people (22.22 percent) , which was classified by the most educational level, which was a bachelor's degree, number 184 people (80 percent) , which was classified by the most occupation, which was There were 155 students (67.4%), of whom 116 (50.4 %) had incomes less than 10,000 baht.

Part 2 : Tourist behavior information

When classified, it was found that Most of them had used the service once , 119 people (51.7 percent), followed by having used the service 2 times, 52 people (22.6 percent), and had used the service more than 4 times, 38 people (16.5 percent). 20 people have used the service 3 times (8.7 percent) and 1 person has used the service 4 times (0.4 percent), respectively. Most people like to use the service with friends, 148 people (64.3 percent).) lovers, 81 people (35.2 percent), alone 29 people (12.6 percent), and family 20 people (8.7 percent), respectively, which are most classified by the purpose of the trip: Food and various products, 148 people (64.3 percent), reasonable prices, 91 people (39.6 percent), convenient transportation, 78 people (33.9 percent), friendliness of vendors, 22 people (9.6 percent), and others, number 4 people (1.6 percent) , respectively, most of whom they know from friends and acquaintances, 115 people (50 percent) TIKTOK , 82 people (35.7 percent), FACEBOOK, 76 people (33 percent), INSTRAGRAM , 56 people (24.3 percent), and others 3 people (1.2 percent), respectively .

Part 3 : Tourist satisfaction information

Overall satisfaction in using the service had an average of 4.11（high level）. The average that had the most attractive things was food and products with an average of 4.06（high level）, followed by price with an average of 3.99（High level）and location had an average of 3.83（high level）, respectively.

CONCLUSION AND DISCUSSTION

From studying the general information of the sample group When classified, it was found that Most are female, aged 21-30 years, classified by the highest level of education, which is a bachelor 's degree. They are students. Most are individuals with an income of less than 10,000 baht. Chairit Thongrawd and Varaporn _ Saninmool（2020), Study c onsumers' Buying Behaviors of Products in Night Markets in Bangkok Metropolitan Sample groups consisted of people and tourists moving around in night set-up markets using a questionnaire with coefficient reliability of . 936 to gather data. Statistics used in data analysis were Frequency, Percentage, Mean, Standard Deviation, Chi-Square and Pearson Product Moment. Correlation. The research results found the followings: Moving consumers seeking products were 57.0 percent females, 43.0 percent males, 31-40 years of age, 27.3 percent were bachelor degrees holders, 44.8 percent were company employees, 36.8 percent and average monthly earning between 30 , 001-40 , 000 baht represented 28.0 percent, aiming for buying products and leisure and touring（taking a walk）represented 42.5 percent, frequency in buying depending on occasion represented 38.8 percent, preferable day was Friday represented 32.3 percent, preferable time to take a walk was 19.00-20.00 hours represented 33.3 percent, spending per time was around 500-1 , 000 baht represented 23.8 percent, consumers decided to buy products/services by themselves represented 39.0 percent, and public relations medium for learning about the markets was friends representing 39.3 percent. Part 2 : Tourist behavior information When classified, it was found that Most of them have come to use the service once . Most people like to use the service with friends. Which are most classified by the purpose of the trip: A variety of food products and reasonable prices Most of which they know from friends and acquaintances, consistent with Sirilak 's research. [5] Chanhrompridith and Phiphat Nonthanathorn（2020）Study attributes of Chatuchak Market that affects to Consumer's Service Selection . The results showed that most sample groups were female, age between 31 - 40 years old with a single status while the level of education was mostly a Bachelor's degree. Besides, most of them were government officials and state enterprise employees with monthly income approximately exceed 30,001 Baht. They have given importance to the characteristics of Chatuchak Weekend Market in terms of products, with a variety to choose to buy at the highest level. The hypothesis testing found that the characteristics of Chatuchak Weekend Market personal factors differences of Profession affect the characteristics of Chatuchak Weekend Market in all aspects with statistical significance at the level of 0.05. [6]The differences in personal factors of gender and status affecting the characteristics of Chatuchak Weekend Market without statistical significance at the level of 0.05. Part 3 : Tourist satisfaction information. Satisfaction in using the service has an average of 4.11（high level）. The average that has the most attractive things is food and products with an average of 4.06（high level）, followed by price with an average of 3.99（High level）and location had an average of 3.83（

high level), respectively . Susaraporn Tangtenglam (2019) Study factors Affecting to Chatuchak Weekend Market of Foreigner Tourists The result of the research showed that most of tourists come Chatuchak Weekend Market once or twice a month and traveled by BTS sky train and MRT underground train. Tourists traveling with friends to select products and services. Clothing was a product that most tourists bought and spent on average at 500-1000 baht and spent time in Chatuchak Weekend Market 3-4 hours. Factors that affect the travel of tourists from Thailand Chatuchak Market overall had the average medium level. The average value had the standard deviation of the data at 0.04. Factors Resources had average high level. The average value had 3.82 and the standard deviation of the data at 0.15. Factors infrastructure had average high level. The average value had 3.67 and the standard deviation of the data at 0.10. Factors advertising had the average medium level. The average value had 2.91 and the standard deviation of the data at 0.08 and the Factors safety had the average medium. The average is moderate with an average of 2.91 and standard deviation of the data at 0.06. The most remark from the samples were to improve the public toilet cleanliness.

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