

FACTORS INFLUENCING PURCHASE INTENTIONS IN CONVENIENCE STORES OF CHINESE TOURISTS IN THAILAND

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ABSTRACT

The research was to investigate actual factors influencing purchase intentions in Convenience Stores of Chinese tourists in Thailand.

Tourists in Thailand. The conceptual framework was developed from the literature review and survey in the area and other contemporary research in purchase intention. Accordingly, the researchers consider the importance of Variety products, comfortability, creditable, facility, location, and purchase intention.

In this, the researchers employed the quantitative research approaches. The instruments of research were the steps of a questionnaire. Data were collected from 385 people who are Chinese tourists in Thailand for buy something in a convenience store in Thailand. The data collected were analyzed using path modeling and on the basis of observing the actual purchase intention of the organizations studied through all operational links in the marketing management.

Findings are as follows: Applications of a variety of products, comfortability, credibility, facility and, location were explanatory of the variance in purchase intention at 44.2 percent ($R^2 = 0.442$). Each factor involves significant aspects, with the total being 27. All aspects should be addressed if problems are to be successfully solved over the long haul.

Keywords: Chinese tourist, purchase intentions, Convenience Stores

INTRODUCTION

Chinese tourist tourism has grown significantly after the outbreak of COVID-19. Chinese tourists entering Thailand want to buy groceries in convenience stores to meet their spending. The tourism business faces many problems and must find measures to restore its image. The initial effort focused on improving brand image and regaining consumer confidence. (Lertwiwattanapong, Ruepitiviriya & Bunluesin, 2021; Sumaedi et al., 2014; Parasuraman, Zeithaml & Berry, 1988) Tourism businesses try to adhere to strict safety standards. Increase the property that is safe from various diseases. And there are trained and experienced service providers from abroad. To be ready to serve customers. In recent years, Chinese tourists have made the economic development of our country steadily better. People's longing and desire for a high-quality life is becoming increasingly common in Chinese business travel and travel—wealthy travelers about getting on time. (Low Foong Peng, Zubair Hassan and Abdul Basit, 2018; Gianie Abdu, Purwanto, 2013) Convenience Privacy is a higher and higher demand for convenience store businesses facing increasing competition in the official aviation market and service demands to improve customer segments. Improving service quality is an essential issue in front of us; at the same time, we face challenges in the development of the aviation service industry. The service industry faces human resource management problems in the development process, such as the loss of significant staff. Uneven quality personnel and a lack of personnel with a background in aviation service and management. After the outbreak of COVID-19 under the impact of the epidemic, Employee losses in the aviation service industry are becoming more serious. Many practitioners need clarification about their development. And they decreased

employee satisfaction. Improving the human resource management level of the service industry is urgent. Under the current severe development situation, human resource management quality can determine an organization's future. (Zikmund, William, 2000; Schiffman Leon & Kanuk, Leslie, 2007; Nunnally, Jum, 1978; Newman, Andrew & Cullen, Peter, 2002; Kotler, Philip; & Keller, Kevin, 2009).

METHODOLOGY

The study of Factors influencing purchase intentions in convenience stores of Chinese Tourists in Thailand, the researcher has studied documents, textbooks, concepts, theories, and related research consistent with the study's objectives. This research is quantitative research in the format is survey research. The research tool was a questionnaire. Instrument-based interviews collected data. The scope of the population is Chinese tourists who come to buy something in convenience stores in Bangkok, Thailand which the researcher did not know the exact number during the research. The researcher chose the big store 7eleven around Dusit district Bangkok in serving foreigners 10 stores in Dusit district, Bangkok, Thailand from 1 May -1 June 2023. The sampling is 385 people by the formula W.G. Cochran (1953). Researchers recruited subjects to collect data only on Mondays, Wednesdays, and Fridays for 4 weeks in May 2023 and distributed questionnaires by a convenience method to 385 subjects according to the formula formulated by W.G. Cochran (1953). The confidence level is 95%. The tolerance of the sample is at the level of 0.05. The tool is a questionnaire about a variety products, comfortability, credibility, facility, location, and purchase. The nature of the questionnaire is a Rating Scale questionnaire with 5 levels. Weights are assigned according to the Likert method by determining each item's weights, scores, and performance levels. The questionnaire has 5 levels of questions, separating each variable. Multiple Regression Analysis to test the influence of variables between a variety products, comfortability, creditable, facility, location and purchase intentions.

RESULTS

This paper Factors influencing purchase intentions in Convenience Stores of Chinese Tourists in Thailand in retails business in China, and then provide some optimization ideas of purchase intention we used a quantitative study approach. The instrument used in the study was a questionnaire survey. Researchers collected the data with a sample group of 365 samples.

Determination of instrument confidence

Reliability Test (Reliability) The researcher used the revised questionnaire to try out the researcher (Try Out) with Entrepreneurs of SME business in Henan 30 people who are not a sample group. Internal consistency was tested using composite reliability and Cronbach' Alpha coefficients, where the researchers analyzed the reliability coefficients of each question and each measure. The alpha value is between 0.5 – 0.65, which is a moderately reliable value. And at values from 0.7 and up, it has quite high reliability. But if it is below 0.5, it is less reliable. Normally, the criterion used to measure these two values should not be less than 0.6 (Cronbach, 1990).

Validity checking after collecting the data, the researchers checked their validity using the corrected Item-total correlation. Which is a measure of the correlation between the score of any question and the total score of the category in which the question appears, in the calculation process, the total score must be adjusted by deducting the data value of any question issued in order to prevent the information of the questionnaire from appearing in both places. The decision criteria were that the correlation must not be less than 0.70.

The reliability and validity test results are shown in the following table.

Table 4.1 Results of testing reliability and validity by statistical methods

| Variable | Corrected Item-Total Correlation | Cronbach's Alpha |
|--|---|------------------|
| Variety 1. Inside the store, there are many kinds of products to choose from. 2. Each type of product in the store has a wide selection of brands. 3. High-quality products can always meet your needs. 4. Quality products meet customer needs. 5. The product has a local identity unlike any other country | 0.865 0.784 0.862 0.898 0.892 | 0.919 |
| Comfortability 1. The store's location is highly visible when passing. 2. The location of the shop has a variety of public vehicles passing by. 3. There is a public taxi waiting to pick you up when you finish shopping. 4. There is a safe light in front of the shop at night. | 0.864 0.799 0.818 0.845 | 0.892 |
| Credible 1. All products are checked for safety. 2. All kinds of products are always fresh. 3. All products meet food and drug industry standards. 4. The product is well cleaned, not dusty. 5. Employees have been trained to take good care of products and services. | 0.829 0.829 0.949 0.913 0.898 | 0.911 |
| Facility 1. The store arranges the products in an orderly manner. 2. The store has staff to serve customers all the time. 3. The store has to check the expiration date of the product all the time. 4. The stores are always cleaned and disinfected. 5. The store has to check the quality of the product to ensure that it is always fresh and delicious. | 0.874 0.769 0.844 0.758 0.854 | 0.887 |
| Location 1. Customers have a convenient way to buy products in the store. 2. Customers can clearly see the shop as they walk past. 3. Customers feel safe while coming to shop in the store. 4. Customers can travel by a variety of public transportation when they want to shop at the store. | 0.932 0.887 0.894 0.867 | 0.867 |
| Purchase Intention 1. Customers intend to buy products at the store. | 0.859 | 0.942 |

| Variable | Corrected Item-Total Correlation | Cronbach's Alpha |
|--|----------------------------------|------------------|
| 2. Customers intend to buy products at the same shop every time, unchanged. | 0.883 | |
| 3. Customers recommend their friends and relatives to buy products in the store. | 0.789 | |
| 4. Customers always appreciate the quality of our products and services. | 0.894 | |

The results of the research hypothesis test

Objective: To study factors influencing purchase intentions in Convenience Stores of Chinese Tourists in Thailand

The results of the study of factors influencing purchase intentions in Convenience Stores of Chinese Tourists in Thailand are as follows:

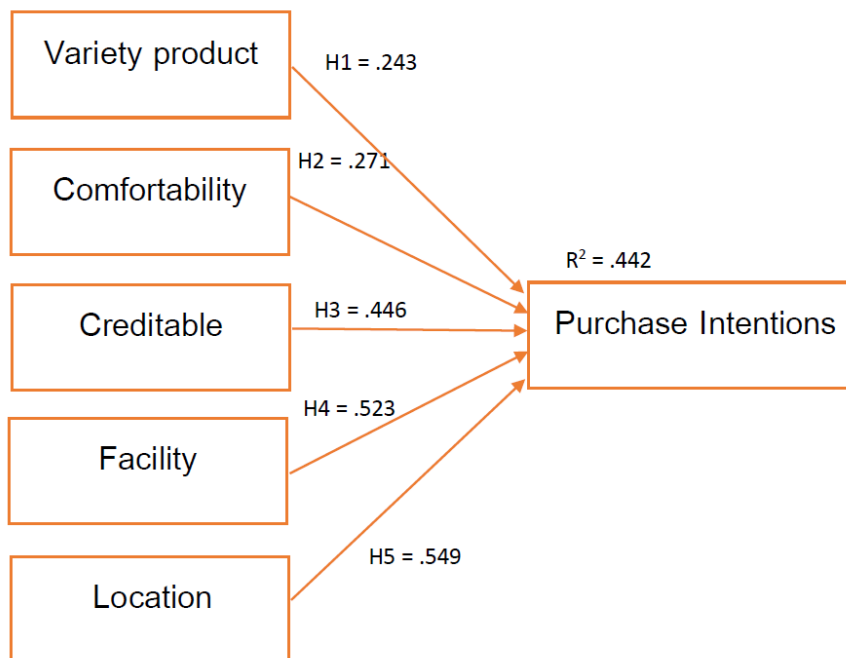


Figure 4 Results of path analysis

Research hypothesis testing

The researcher formulates research hypotheses for testing in accordance with the route equation according to the route analysis model with the following equations and assumptions:

$$PUI = \beta_0 + \beta_1 VAP + \beta_2 COM + \beta_3 CRE + \beta_4 FAC + \beta_5 LOC + \zeta_1 \dots \dots \dots (1)$$

Hypothesis 1 Variety product has a direct influence on purchase intention

Hypothesis 2 Comfortability has a direct influence on purchase intention

Hypothesis 3 Creditable has a direct influence on purchase intention

Hypothesis 4 Facility has a direct influence on purchase intention

Hypothesis 5 Location has a direct influence on purchase intention

Table 4.2 Hypothesis Testing Results

| Path | Path coefficient | t-stat | p-value | Hypothesis |
|--|------------------|----------|---------|------------|
| H1: Variety product → purchase intention | 0.533 | 4.528*** | 0.000 | Support |
| H2: Comfortability → purchase intention | 0.296 | 3.476*** | 0.000 | Support |
| H3: Creditable → purchase intention | 0.472 | 4.489*** | 0.000 | Support |
| H4: Facility → purchase intention | 0.311 | 3.895*** | 0.000 | Support |
| H5: Location → purchase intention | 0.396 | 3.722*** | 0.000 | Support |

CONCLUSION

The results of the research hypothesis test

The study of the Factors influencing purchase intentions in Convenience Stores of Chinese Tourists in Thailand was based on regression equation analysis. It was found that checking the preliminary terms of linearity and checking the regression coefficient had a positive linear relationship between the variables. All 6 factors including variety product, comfortability, credibility, facility, location, and purchase intention on convenience stores of Thailand were positively linear, which was consistent with the agreement. It was also found that there were mutually positive influences, variety of products, comfortability, credibility, facility, location, and purchase intention. There is a positive direct influence on purchase intention, indicating that the results of the study confirm the consistency of convenience store in Thailand, variety of product variable that is consistent and has a real interplay and can be used in the purchase intention of the convenience store of Thailand

DISCUSSION

The researcher would like to present a discussion of the research results according to the research objectives as follows.

Based on the literature review, this study determines the human resource management theory and competitive theory of the study, proposes a theoretical model and research hypothesis, and divides the purchase intention affecting convenience stores in Thailand into six dimensions variety products, comfortability, credibility, facility, location, and purchase intention, verifies the reliability of the survey data and the mean, standard deviation Regression analysis and structural equation test the hypothesis to confirm the significance of each dimension of convenience stores. In general, the research on the structure and dimensions of the assumed variables in this paper enriches the current theoretical achievements and provides an analytical basis for subsequent research. The results show that the effects of tourist satisfaction are variety of products, comfortability, credibility, facility, location, and purchase intention. Combined with the empirical studies.

Adjusted $R^2=0.442$ including the following aspects, the factors influencing purchase intentions in convenience Stores of Chinese Tourists in Thailand are variety product (Beta=0.243), comfortability (Beta=0.271), creditable (Beta=0.446), facility (Beta=523), location (Beta=.549)

We will discuss the following results:

The variety product, comfortability, creditable, facility, and location, positively affect factors influencing purchase intentions in convenience Stores of Chinese

From the above analysis, variety products, comfortability, creditable, facility, location, and purchase intentions positively all have an essential impact on purchase intention.

The research results of this paper show that high reliability is also the most critical indicator for the Chinese to measure the value of travel in the six dimensions related to the purchase intention of the convenience store of Chinese tourists in Thailand, that is, tourists prefer the services provided by Chinese tourism to be reliable, have no consumption trap, and fulfill the service as promised. To perform the service to tourists in accordance with the contract is an essential requirement of Chinese tourism to provide services, but due to the vicious competition in the market, exaggerated to attract consumers, and other reasons, tourist complaints frequently, the service reliability of convenience stores is difficult to guarantee, which makes the basic commitment of Chinese tourist can be fulfilled can make tourists feel good value for money.

Variety product is easier to satisfy visitors. Quality products meet customer needs. Especially in overseas travel, tour guides for tourists are more important. Inside the store, there are many kinds of products to choose from, different dining habits, cultural and lifestyle differences, each type of product in the store has a wide selection of brands. so there will inevitably be a lot of discomforts. At this time, the tour guide's guidance and care for tourists are more important. The tour guide's concern for tourists, helps tourists to adapt to the foreign environment, quickly integrate into and enjoy the travel, so that tourists are more satisfied with the travel service.

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