ROLE OF VARIETY PRODUCT, COMFORTABILITY, AND CREDITABLE IN CONVENIENCE STORES OF CHINESE TOURISTS IN THAILAND

Enze Li[*], Panyada Chantakit[**]
Suan Sunandha Rajabhat University, Thailand
Email: s64567810037@ssru.ac.th[*], panyada.ch@ssru.ac.th[**]

ABSTRACT

The research was to investigate the role of variety products, comfortability, and credibility in convenience stores of Chinese tourists in Thailand. The conceptual framework was developed from the literature review, survey, and other contemporaneous research in human resource management. Accordingly, the researchers consider the importance of variety products, comfortability, credibility, 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 buy something in the convenience stores. The data collected were analyzed using descriptive statistics as mean, standard deviation, and percentage on the basis of observing the actual variety of products, comfortability, credibility, facility, location, and purchase intention studied through all operational links in marketing management. Findings are applications of variety products, comfortability, creditable, facility, location, and purchase intention is high-level.

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. Tourism businesses try to adhere to strict safety standards. Increase the property that is safe from various diseases. There are trained and experienced service providers from abroad. To be ready to serve customers. (Kotler & Keller, 2009; Gianie, Purwanto, 2013).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. 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. (Lertwiwattanapong, Ruepitiviriya, Bunluesin, 2021; Sumaedi et al., 2014) 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. Low (Foong Peng, Zubair Hassan and Abdul Basit, 2018; Gianie Abdu, Purwanto, 2013).

Convenience store purchases by Chinese tourists have grown dramatically after the outbreak of COVID-19. Chinese tourists traveling to Thailand have a preference for purchasing groceries in convenience stores to facilitate their travel. The tourism business faces many problems, so measures must be taken to restore its image. Initial efforts focused on improving the brand's image, regaining consumer confidence, improving the quality of the merchandise, increasing variety, and adding more in-store amenities. Travel businesses strive to adhere to strict safety standards and have trained and experienced operators ready to serve their customers. (Zikmund, 2000; Schiffman & Kanuk, 2007) In recent years, Chinese tourists have steadily improved our country's economic development. People's growing desire and desire for a high-quality life is becoming more and more common in China's business travel and travel. Convenience Privacy is an ever-growing demand for convenience store businesses facing increasing competition in the official aviation market and the need for services to improve their customer base. Improving the quality of service is a key issue for us. At the same time, we face challenges in the development of the convenience store business, and the service industry faces product development problems, Product variety is reduced in the development process, for example, there is no traditional product, production innovation, and reduced reliability. After the spread of the COVID-19 virus under the impact of the epidemic, there has been a loss of many qualified employees, many operators need their own development. In order to provide better customer service, improving the product management level of the convenience store business is urgent. Under the current severe development situation, the convenience store management quality can determine the future of the enterprise. (Parasuraman, Zeithaml & Berry, 1988; Nunnally, 1978; Newman, Andrew & Cullen, 2002).

METHODOLOGY

The study of the role of a variety products, comfortability, and credibility 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 in the format of 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 ten stores in Dusit 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, serving foreigners in the Dusit district, Bangkok, Thailand, from 1 May to 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 four weeks in May 2023. They distributed questionnaires conveniently to 385 issues 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

RESULTS

This paper role of variety product, comfortability, creditable 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.

Part 1 Personal characteristics of Chinese tourist in Thailand

Table 4.1 Personal characteristics of Chinese tourist in Thailand

Characteristics of employees	number (n=385)	Percentage
1. Gender		
- Male	267	63.35
- Female	118	30.65
2. Age		
- 18 - 25 Year	96	24.94
- 26 – 35 year	85	22.08
- 36 – 45 year	115	29.87
- More than 46 year	89	23.12
3. Marital status		
- single	126	32.73
- married	142	36.88
- divorced	117	30.39
4. Degree of education		
- lower than a bachelor's degree	119	30.90
- Bachelor's degree	131	33.77
- Graduated	135	35.33
5. Working time		
- 1-3 years	124	32.20
- 4-6 years	145	37.67
- More than 7 years	116	30.13
6. Monthly income		
- 1000-3000 Yuan	155	40.26
- 3001-5000 Yuan	124	32.21
- 5001-8000 Yuan	106	27.53

From the table 4.1, the perspective of gender, male are significantly higher than female, accounting for 63.35 percentage, and female 30.65 percentage.

Regarding the age of Chinese tourist, the highest proportion was 36-45 years old, accounting for 29.87%, followed by Chinese tourist aged 18-25 years and Chinese tourist aged 26-35 years, accounting for 24.94% and 22.08%, respectively, and Chinese tourist over 45 years old. Representing 23.12% said that Chinese tourist who responded to the survey were generally middle age.

Regarding marital status, 36.88% were single, 32.73% were divorced, and 30.39% were related to the age distribution. The company had many young Chinese tourist.

From the perspective of educational background, Chinese tourist generally have lower than bachelor's degree, Bachelor's degree, and postgraduate accounting for 30.90, 33.77 and 35.33% respectively.

From the perspective of working years, the Chinese tourist in Thailand are generally in the range of 1-3 years, 4-6 years of employment, accounting for 32.20 and 37.67 respectively, and the Chinese tourist who have worked for more than 7 years also account for a certain proportion, 30.13%.

In terms of monthly income, 32.21% of Chinese tourist have a monthly income of 3000-5000 Yuan, 27.53% of Chinese tourist have a monthly income of 5000-8000 Yuan, and only 40.26% of Chinese tourist have a monthly income of 1000-3000 Yuan, indicating that the average salary of Chinese tourist has basically reached the middle-income level.

Part 2 Opinion level results on factors influencing employee satisfaction in the aviation service industry

Objective: To study variety product, comfortability, credible, facility, location and purchase intention in convenience stores of Chinese tourist in Thailand

4.2 Variety Product

Table 4.2 the level of opinion about the Variety product

Variety Product	Mean	S.D.	Level	Rank
1. Inside the store, there are many kinds of products to choose from.	3.767	.685	high	5
2. Each type of product in the store has a wide selection of brands.	3.998	.636	high	2
3. High quality products can always meet your needs.	3.898	.668	high	3
4. Quality products meet customer needs.	3.853	.699	high	4
5. The product has a local identity unlike any other country.	4.187	.665	high	1
Total	3.940	.674	high	

From Table 4.2, the mean and standard deviation of the opinion level of the variety product variable is at a high level, with the mean value at a higher level being 3.940. Comprehensive from all aspects, the average of the highest side is " The product has a local identity unlike any other country ", high level average of 4.187, followed by " Each type of product in the store has a variety of brands to choose from ", high level of average of 3.998, the last is " Inside the store, there are many kinds of products to choose from ", the average is 3.767, in the medium level.

4.3 Comfortability

Table 4.3 The level of opinion about comfortability

Comfortability	Mean	S.D.	Level	Rank
1. The store's location is highly visible when passing.	3.662	.634	high	4
2. The location of the shop has a variety of public vehicles passing by.	3.998	.673	high	1
3. There is a public taxi waiting to pick you up when you finish shopping.	3.983	.665	high	2
4. There is a safe light in front of the shop at night.	3.823	.651	high	3
Total	3.866	.655	high	

From Table 4.3, both the mean value and the standard deviation regarding the opinion level affecting the comfortability are at a high overall level, with the mean value at a higher level being 3.866. From the various aspects of the variables involved, we found that the highest average is "The location of the shop has a variety of public vehicles passing by." (3.998), at a high level, followed by " There is a public taxi waiting to pick you up when you finish shopping" (3.983), at a high level, the lowest is " The store's location is highly visible when passing.", the average of 3.662, in the same high level.

4.4 Credible

Table 4.4 the level of opinion about the credible

Credible	Mean	S.D.	Level	Rank
1. All products are checked for safety.	3.454	.674	medium	5
2. All kinds of products are always fresh.	3.975	.655	high	2
3. All products meet food and drug industry standards.	3.811	.632	high	3
4. The product is well cleaned, not dusty.	3.794	.543	high	4
5. Employees have been trained to take good care of products and services	4.111	.651	high	1
Total	3.829	.631	high	

From Table 4.4, the mean and standard deviation of the opinion level of the credible variable is at a high level, with the mean value at a high level being 3.829. Comprehensive from all aspects, the average of the highest side is "Employees have been trained to take good care of products and services", high-level average of 4.111, followed by "All kinds of products are always fresh.", high level of an average of 3.975, the last is " All products are checked for safety", the standard is 3.454, in the medium level

4.5 Facility

Table 4.5 the level of opinion about facility

Facility	Mean	S.D.	Level	Rank
1. The store arranges the products in an orderly manner.	3.972	.533	high	3
2. The store has staff to serve customers all the time.	3.865	.654	high	4
3. The store has to check the expiration date of the product all the time.	3.744	.576	medium	5
4. The stores are always cleaned and disinfected.	3.997	.671	high	2
5. The store has to check the quality of the product to ensure that it is always fresh and delicious.	4.118	.659	high	1
Total	3.939	.618	high	

From Table 4.5, the mean and standard deviation of the opinion level of the facility variable is at a high level, with the mean value at a higher level being 3.939. Comprehensive from all aspects, the average of the highest side is "The store has to check the quality of the product to ensure that it is always fresh and delicious", high level average of 4.118, followed by "The stores are always cleaned and disinfected", high level of average of 3.997, the last is "The store has to check the expiration date of the product all the time", the average is 3.744, in the medium level

4.6 Location

Table 4.6 the level of opinion about location

Location	Mean	S.D.	Level	Rank
1. Customers have a convenient way to buy products in the store.	3.876	.652	high	3
2. Customers can clearly see the shop as they walk past.	3.998	.711	high	1
3. Customers feel safe while coming to shop in the store.	3.985	.688	high	2
4. Customers can travel by a variety of public transportation when they want to shop at the store.	3.732	.692	high	4
Total	3.897	.685	high	

From Table 4.6, the mean and standard deviation of the opinion level of the location variable is at a high level, with the mean value at a higher level being 3.897. Comprehensive from all aspects, the average of the highest side is "Customers can clearly see the shop as they walk past ", high-level average of 3.998, followed by " Customers feel safe while coming to shop in the store", a high level of an average of 3.985, the last is "Customers can travel by a variety of public transportation when they want to shop at the store", the average is 3.732, in the medium level

4.7 Purchase Intention

Table 4.7 the level of opinion about the purchase intention

Purchase intention	Mean	S.D.	Level	Rank
1. Customers intend to buy products at the store.	3.985	.562	high	2
2. Customers intend to buy products at the same shop every time, unchanged.	3.999	.581	high	1
3. Customers recommend their friends and relatives to buy products in the store.	3.872	.564	high	3
4. Customers always appreciate the quality of our products and services.	3.776	.671	high	4
Total	3.908	.594	high	

From table 4.7, both the mean and the standard deviation regarding the opinion level affecting purchase intention are both at a high overall level, with the average at a higher level being 3.908. From all aspects of the variables involved, we found that the highest average value was "Customers intend to buy products at the same shop every time, unchanged" (3.999), at a high level, followed by "customers intend to buy products at the store." (3.985), at a high level.

the last is "customers always appreciate the quality of our products and services", the average is 3.776, in the medium level

4.8 The factors affecting the overall
Table 4.8 The level of opinion about the factors affecting the overall

	Mean	**S.D.**	**Level**	**Rank**
1. Variety product	3.940	.674	medium	1
2. Comfortability	3.866	. 655	high	4
3. Credible	3.829	. 631	high	5
4. Facility	3.939	. 618	high	2
5. Location	3.897	.685	high	3
Total	3.894	.693	high	

As can be seen in Table 4.8, the mean and standard deviation of opinion levels regarding factors affecting purchase intention are at a high overall level, with a higher-level mean at 3.894. From each variable, we found that the highest average was variety product (3.940), at a high level, followed by facility (3.939), and the lowest was credible, with an average of 3.829.

CONCLUSION

The results of level of opinion about factors influencing Employee satisfaction
(1) The level of opinion about the factors affecting the overall
The mean and standard deviation of opinion levels regarding factors affecting purchase intention are at a high overall level, with a higher-level mean at 3.894. From each variable, we found that the highest average was variety product (3.940), at a high level, followed by facility (3.939), and the lowest was credible, with an average of 3.829.
(2) Variety product
The mean and standard deviation of the opinion level of the variety product variable is at a high level, with the mean value at a higher level being 3.940. Comprehensive from all aspects, the average of the highest side is " The product has a local identity unlike any other country ", high level average of 4.187, followed by " Each type of product in the store has a variety of brands to choose from ", high level of average of 3.998, the last is " Inside the store, there are many kinds of products to choose from ", the average is 3.767, in the medium level..
(3) Comfortability
The mean value and the standard deviation regarding the opinion level affecting the comfortability are at a high overall level, with the mean value at a higher level being 3.866. From the various aspects of the variables involved, we found that the highest average is "The location of the shop has a variety of public vehicles passing by." (3.998), at a high level, followed by " There is a public taxi waiting to pick you up when you finish shopping" (3.983), at a high level, the lowest is " The store's location is highly visible when passing.", the average of 3.662, in the same high level.
(4) Credible
The mean and standard deviation of the opinion level of the credible variable is at a high level, with the mean value at a high level being 3.829. Comprehensive from all aspects, the average of the highest side is "Employees have been trained to take good care of products and

services", high level average of 4.111, followed by "All kinds of products are always fresh.", high level of average of 3.975, the last is " All products are checked for safety", the average is 3.454, in the medium level

(5) Facility

The mean and standard deviation of the opinion level of the facility variable is at a high level, with the mean value at a higher level being 3.939. Comprehensive from all aspects, the average of the highest side is "The store has to check the quality of the product to ensure that it is always fresh and delicious", high level average of 4.118, followed by "The stores are always cleaned and disinfected", high level of average of 3.997, the last is "The store has to check the expiration date of the product all the time", the average is 3.744, in the medium level.

(6) Location

The mean and standard deviation of the opinion level of the location variable is at a high level, with the mean value at a higher level being 3.897. Comprehensive from all aspects, the average of the highest side is "Customers can clearly see the shop as they walk past ", high level average of 3.998, followed by " Customers feel safe while coming to shop in the store", high level of average of 3.985, the last is "Customers can travel by a variety of public transportation when they want to shop at the store", the average is 3.732, in the medium level.

(7) Purchase Intention

The mean and the standard deviation regarding the opinion level affecting purchase intention are both at a high overall level, with the average at a higher level being 3.908. From all aspects of the variables involved, we found that the highest average value was "Customers intend to buy products at the same shop every time, unchanged" (3.999), at a high level, followed by "customers intend to buy products at the store." (3.985), at a high level. the last is "customers always appreciate the quality of our products and services", the average is 3.776, in the medium level

REFERENCES

[1]   Lertwiwattanapong, K.; Ruepitiviriya, O.; Bunluesin, J. (2021). A comparison on consumer's decision-making purchasing behavior in convenience goods between Convenience Store and Small Retailer in Phranakhon Si Ayutthaya Province. Rajamangala University of Technology Suvarnabhumi.

[2]   Gianie Abdu, Purwanto (2013). Analysis of Consumer Behavior Affecting Consumer Willingness to Buy in 7-Eleven Convenience Store, Universal journal of management, 25: 69-75.

[3]   Low Foong Peng, Zubair Hassan and Abdul Basit (2018). Store Attributes: A Sustainable Strategy to Influence Customer Satisfaction and Purchase Intention. Indonesian Journal of Management and Business Economics, 41: 19-41.

[4]   Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Delivery Quality Service: Balancing Customer. Perceptions and Expectations. New York: Free Press.

[5]   Sumaedi, S., Bakti, G., M., y., I., Rakhmawati, T., J., Astrini, N., Widianti, T., & Yarmen, M. (2014). The empirical study on patient loyalty: The role of trust, perceivedvalue, and satisfaction (a case study from bekasi, indonesia). Clinical Governance: An International Journal, 19(3), 269- 283.

[6]   Kotler, Philip; & Keller, Kevin L. (2009). Marketing Management. 13th ed. Publishing as Prentice Hall: Pearson Education, Inc.

[7]   Newman, Andrew J.; & Cullen, Peter. (2002). Retailing Environment & Operation. Australia : Saxon Graphics, Ltd.

[8]   Nunnally, Jum C. (1978). Psychometric theory. 2nd ed. New York: McGraw-Hill, Inc.Schiffman Leon G.; & Kanuk, Leslie L. (2007). Consumer Behavior. 7th ed. Pearson Education, Inc.

[9]   Zikmund, William G. (2000). Exploring Marketing Research. 7th ed. New York: The Dryden Press.