THE MARKETING STRATEGIES FOR GEN-Y TOURISTS THAT EFFECT TO DECISION TO VISIT WALKING STREET IN PHUKET PROVINCE

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Abstract - This research was prepared. To study the differences of each market, whether it is convenient for traveling the convenience of a place for sitting and dining and satisfaction in the overall environment. The study found that the majority of foreign tourists were male, 56.67 percent, female, 43.33 percent is in the age range of 41 years and over 46.67 percent, followed by age range 31-40 years 26.67 percent, Chinese nationality 66.67 percent, followed by Canada and France 13.33 percent and Australia 6.67 percent. From the satisfaction survey of walking street in Phuket, it was found that foreign tourists are satisfied with the maintenance of local cultural identity. The highest level, 33.33 percent. Facilities, Foreign tourists had 63.33% and 40% of the satisfaction of the parking and seating areas, respectively. And on the accessibility of foreign tourists, 56.67% were satisfied with the convenience of traveling at a moderate level, 60% of the diversity of travel channels. About 40% of middle class travel safety and 56.67% on medium level clear signage. Therefore, there should be a variety of developments in travel. Travel safety and more signposts.

Keyword - Walking Street, Tourist, Satisfaction, Phuket.

I. INTRODUCTION

The current tourism industry is a growing service sector. Plays an important role in the economy and society of Thailand. Nowadays, the form of tourism has changed according to the trend of social responsibility, environment, conservation of traditions and traditional cultures that are gaining popularity with tourists and are becoming more and more likely. Therefore, it is an opportunity to create a unique cultural tourism of Thailand to be known and recognized internationally. Phuket Province is a tourist destination with many people, both Thai and foreigners. In addition to having many check-in points, whether it is a beautiful island there is another clean sandy beach. Popular with the crowd, Walking Street in Phuket has something to attract people that are different from the rest. Both exotic food locally sourced food included in the Walking Street Market.
Walking Street: The concept of walking street in Thailand started from showing unique talents such as music, birth hats, magic, as well as selling homemade souvenirs, homemade styles, until it became a creative extension of marketing back. Walking Street started around the year 2540 and is the most popular since 2001, walking street has happened to many. Which in Thailand began for the first time on Silom Road Which is the first walking street in Thailand Began to define the use of urban areas in accordance with the way of life of the community. It is a guideline for the development and utilization of urban areas to become known as a source of art, literature, painting, etc., as well as a tourist destination. Foreign tourists must visit. A pattern for the establishment of pedestrian streets by closing public roads to organize activities By temporarily closing traffic So that people can walk on the road Use the road area for activities Therefore making the government see that the "walking street" activity model. In addition to being consistent with the national development plan, it also corresponds to local needs appropriately. Both in terms of tourism promotion Community economic stimulation as well as promoting the quality of life of the people in that city And have spread to other places in the country namely Khao San Road, Phra Chan Road, Yaowarat Road. Phuket is a tourist destination with many people, both Thais and foreigners. In addition to having many check-in points, whether it is a beautiful island there is another clean sandy beach. Popular with the crowd, Walking Street in Phuket has something to attract people that are different from the rest. Both exotic food locally sourced food included in the Walking Street Market.
Therefore, in conducting this research, each pedestrian street was explored to study the condition of various problems. Factors that affect buying decisions Satisfaction with the walking street environment in Phuket Is extremely important this is because the problems discovered can be used as a basis for improvement planning.

II. LITERATURE REVIEW

2.1 Concepts and theories about consumer behavior

By studying consumer behavior, it is possible to create marketing strategies that satisfy consumers and the ability to find solutions. Consumer decision-making behavior in society is more accurate and consistent with the ability to respond to business. More importantly, it helps to develop markets and develop better products.

Suwat Sirinirand and Phawana Suanplu (2009) said that Consumer behavior refers to the needs, thoughts, actions, assessments, purchasing decisions. And the use of the product or Person service to meet the satisfaction of that person. [1]

Thanakrit Wan Ta-mail (2011) Consumer behavior refers to the behavior of expression in search, purchase, use, evaluation and disposal of products, services and consumer concepts. [2]

Concept of consumer behavior

Consumer behavior has many people who share a meaning or concept that is similar to many people as follows:

Loudon and Bitta (1988) Consumer behavior can refer to the decision-making processes and physical activities in which a person is involved. When assessing the acquisition, use or expenditure of goods and services. [3]

Engle, Blackwell and Miniard (1993) defined consumer behavior as Refers to the decision-making process and the nature of the individual activities to evaluate the procurement, use and expenditures of goods and services to acquire consumption. [4]

Consumer definition

Chattaya Pornsamjai (2007) Consumer behavior refers to the process or behavior of making decisions on purchasing, using and evaluating the use of a person's products or services. This will be important for purchasing current and future products and services. [5]

Suwat Sirinirand and Phawana Suanplu (2009) said that Consumer behavior refers to the needs, thoughts, actions, evaluations, purchasing decisions. And the use of the product or Person service to meet the satisfaction of that person. [6]

Factors That Influence Consumers' Buying Decisions

Each consumer is different. This results from individual differences in physical and environmental conditions. It makes the purchasing decisions for each person are different. Internal and external factors that influence consumer purchasing behavior consist of 5 factors as follows:

1. Cultural factor: a way of living that society believes is good and acceptable. Culture is what defines a person's basic needs and behavior. Where people learn about values, attitudes, perceptions and behaviors People from different cultures have different purchasing behavior. Strategy must be different for markets with different cultures.
2. Social factors: These are factors that are relevant in daily life and influence buying behavior.
3. Personal Factors: Buyers' purchasing decisions are influenced by various aspects of the personal characteristics of people.
4. Psychological factors or internal factors: a person's choice of purchasing is influenced by psychological factors which is considered an internal factor of the consumer that influences the purchasing behavior and the use of the product.
5. Marketing factors or marketing mix: Controllable marketing variables that companies use together to satisfy target groups.

2.2 Satisfaction theory

Shelly (Shelly, 1985, quoted on Kannika Chankaew, 1995, page 21) concluded that satisfaction is the two types of human feelings. Are positive feelings and negative feelings. Positive feelings are feelings that, when they arise, produce happiness, which is different from other positive feelings. That is to say, it is a feeling that there is a reversel system. Happiness is a complex feeling and will affect a person more than other positive feelings a person will develop. When the demand is met to some degree when a need arises, people set goals. To achieve the needs, individual satisfaction varies according to the physical environment and personal characteristics. [7]

The level of customer satisfaction stems from the difference between the benefits of service and the expectations of the person. The key to success is offering services that are beneficial to meet customer expectations. By adhering to the principle of creating satisfaction for customers the benefits of the service arise from the satisfaction of the customers. By creating value from working together with various parties by adhering to the principle of total quality building.

2.3 Theories about purchasing decisions

The meaning of the decision

Decision refers to the process of choosing to act on one of the options available. Consumers often have to make decisions about choices of products and services. Where he will choose products or services based on information and the limitations of the situation. The decision is therefore an important process and is within the minds of consumers (Chattaya Porn Samerjai, 2007). [8]

Decision Process

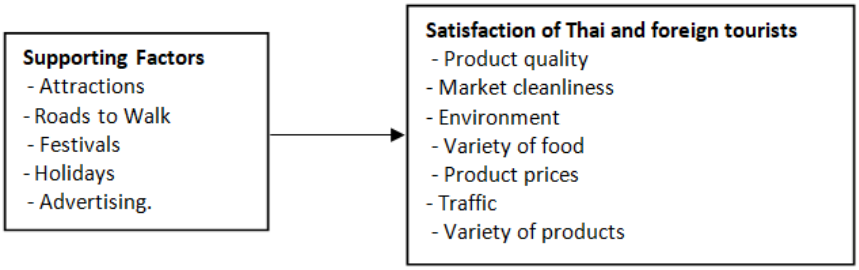
Although consumers will be different. Have different needs, but consumers have similar buying decisions. The purchase decision process is divided into 5 steps as follows

1. Realization of Problems or Needs: Problems arise when a person feels the difference between the ideal, the desiring state, and the physical state of things that happen to them. Each individual problem has different causes.
2. Seeking information: when problems arise Consumers must seek solutions. By seeking additional information to help make decisions.
3. Alternative Assessment: The method used may be evaluated by comparing information about the properties of each product. There is a selection and deciding to buy products from many brands, leaving only one brand. It may depend on your values Faith in the product or may depend on past consumer experiences.

4. Make purchasing decisions: Consumers need different information and decision-making times for each type of product, i.e. products need not the same amount of information and time of the comparison.
5. Behavior after purchase: Consumers will experience consumption. May be satisfied or not satisfied If satisfied, consumers are aware of the advantages of the product. Resulting in repeat purchases or introducing new customers, but if not satisfied Consumers may stop buying that product next time and may have negative consequences for word of mouth. Causing customers to buy less products as well.

Research Conceptual Framework

A Study of Satisfaction of Foreign Tourists towards Walking Street in Phuket Province



Research Method

Conducting research studies the satisfaction of tourists that affect their decision to walk Walking Street Phuket is a study using survey research method, the researcher has conducted the following studies:

The population used in this study was the tourists who chose to walk on Walking Street Phuket, where the number of Thai tourists was 3,838,234 and foreign tourists amounted 9,655,039 (Phuket Provincial Statistical Office, 2016). [9]

Research instruments by considering the conceptual framework and various variables which are divided into 4 parts as follows.

Part 1 asked about the general characteristics of the respondents: gender, age, status, religion, monthly income. Type of tourists and number of tourists in the amount of 7 questions.

Part 2 is a question about the contributing factors of tourists, namely Phuket tourism experience. Walking street how do you know the walking street that you have chosen and which part of your trip is 4 questions.

Part 3 questions about the satisfaction of tourists, namely products, services. Service price Service locations the promotion of service, service provider and environment in 6 items is an open-ended survey.

Part 4 is a question about the behavior of tourists, ie timing of purchasing products. The average cost of each purchase Interested in Phuket's products and culture and in the marketplace, what kind of products or foods do you buy, it is a closed-end questionnaire.

Data collection during the month November - February 2020 as part of a sampling the questionnaire was used to interview and gather information from Thai and foreign tourists.

III. RESEARCH FINDINGS

This research study. This is a study of the satisfaction of tourists that affect their decision to walk to the Phuket Walking Street. The questionnaire was used to collect data from tourists who chose to walk at the Phuket Walking Street. Both offline questionnaire and online questionnaire which can store 150 sets of data.

Part 1 General characteristics of respondents

From going into the area to collect information, it was found that Most of the 150 respondents were female, 88 and male, 49 were male, 49 were mostly under 20 years old, most were single, 99, were Buddhist, 67 , Most of them are 40 people without income, 120 are Thai tourists and 65 people are mostly 2-4 people.

Part 2 about tourist contributing factors

From going into the area to collect information, it was found that Most of the tourists have had 123 experiences in Phuket and never 27, the majority of tourists choose to walk the Chillva Market, 61 people, and most of the tourists know Walking Street from 71 recommended friends and tourists choose. Walk during the holidays at most 60 people.

Part 3 Satisfaction of tourists

Topic	$\bar{X}$	S.D.	Degree
Service products	4.34	0.04	Maximum
Service charge price	4.24	0.05	Maximum
Service location	4.20	0.08	Maximum
Promotion and service advice	4.32	0.04	Maximum
Service provider	4.34	0.01	Maximum
Environment	4.28	0.05	Maximum

TABLE 1
The satisfaction of tourists

IV. DISCUSSION OF THE FINDINGS

4.1 Tourist behavior

From the research results it was found that Most of the respondents spent time in the market 1-2 hours the most of 73 people, which was consistent with Chattaya Porn Sametjai's theory (2007). Purchasing, using, and evaluating the use of a person's product or service this will be important for purchasing current and future products and services. [10]

4.2 Service products

From the research results it was found that the respondents agreed the most on the freshness and cleanliness of the food sold with an average value of 4.44, which is consistent with Chiwan's theory. Charoen Suk (2004) Products that must have quality and design to meet customer needs. Refers to the goods or services purchased by the purchaser of the goods or services that the purchaser goes to for use in a single assembly in the marketing mix. But it is important that there are many details that need to be considered, such as product variety (Produce Variety), product brand name (Brand Name), product quality, product warranty and receiving. Returns. [11]

4.3 Service provider

From the research results it was found that the respondents agreed the most, the seller gave clear advice and inquiries, with an average value of 4.34, which was consistent with Chanon Rung Rueang (2012) theory. Or as a warning Necessity of the target market for a brand and product, product or service, advertising, promotion. [12]

Discussion point	Benefits for entrepreneurs
1. Tourist behavior	- Makes it possible to predict the needs of consumers exactly. - Help to understand the factors that influence tourists' purchasing decisions. - Helps to develop markets and product development to be better.
2. Service products	- Make the sales work complete. - Make work fun. - To be encouraged to support in the work.
3. Service provider	- Help increase the profit of the business. - Enable entrepreneurs to develop Can improve the shop of the operator.

TABLE 2
Discussion of Research Results

V. SUGGESTION

5.1 Contributing factors

During the festivals and holidays, there are more tourists visiting Phuket than usual. Whether it is a Thai tourist and a foreign tourist. Therefore need to come to the preparation of places, parking, traffic, shops, dining seats Market cleanliness of food, service, signs and toilets are adequate for the number of tourists and for the convenience of tourists visiting the Walking Street.

5.2 Policy formulation

Increase the promotion of local arts and culture to be known by tourists, increase the publicity of the Walking Street. , The use of urban areas is determined in accordance with the way of life of the community. There is a promotion of architecture Local arts and culture to be known to tourists. It also promotes the development of the pedestrian street into a commercial economic zone along with being a cultural and historical tourist attraction.

5.3 Management

Symbol Chart: The pedestrian street map must be clearly shown. To facilitate tourists in visiting with a clearly marked signpost, and the development of tourism, utilities: must communicate the means of transportation such as traffic routes including improvements in the cleanliness Orderliness Sufficiency of toilets and trash.

5.4 Identity creation

Building Walking Street Identity: The Traditional Conservation of Buildings Must Be Rehabilitation , Building tourists to know the pedestrian street via the Internet, brochures, advertising brochures, product positioning of Phuket Walking Street: campaigning together to realize the value of nutritious food. By focusing on local symptoms of Phuket residents, and creating a marketing stimulus in walking street: creating experiences the good feeling of being seen, tasting.

5.5 Creating marketing innovation.

Organize the pedestrian street management structure: There are co-constructive committees. With a community committee being a mainstay with stakeholders with the division of duties together, and the development of entrepreneurial capacity: by allowing successful business people to provide knowledge and perspective on entrepreneurship as well as knowledge of innovation in the development of industrial products Handmade product creation.

5.6 Satisfaction

Tourism behavior: We must anticipate consumer demand and understand the factors that influence tourists' purchasing decisions. , Product and Service: Increase sales support and fulfill sales tasks, Carrier side: Operators should sell their products at a less expensive price. So that each customer can choose to buy the product accordingly.

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