

BEHAVIOR AND RELATIONSHIP BETWEEN EDUCATION LEVEL AND MARKETING MIX SATISFACTION OF THE TOURISTS AT DON HOI LOT (TOURISM DESTINATION) IN SAMUTSONGKHAM PROVINCE, THAILAND

RUMPAPAK LUEKVEERAWATTANA

1 Tourism Industry and Hospitality Management program, Faculty of Humanities and Social Science, Suansunandha Rajabhat University, Thailand
Email: 1sirittt@yahoo.com

4-0

d

E



Abstract - This research aims to investigate tourists' behavior and to identify the relationship between the education levels of the tourist toward the marketing mix satisfaction at Don Hoi Lot, tourist attraction in Samut Songkhram. The samples included 400 tourists at Don Hoi Lot in Samut Songkhram. For data analysis, percentage, mean, standard deviation, and Chi Square were used to find the relationship of the independent variables based on a hypothesis. The following are the results of the study.

Most of the tourists were female, 224 in total (56%). The 172 number of them (43%) were aged between 20 and 30. The 277 number of the tourists (69.3%) had an educational level below a bachelor degree, and 138 of them (34.5%) were students. In addition, 279 (69.8%) tourists took food home and 121 (30.2%) tourists ate at Don Hoi Lot. Most of the tourists went to Don Hoi Lot by private car 323 (80.8%) and 32 (8%) of the tourists went by public bus. The result of hypothesis testing revealed that:

- There was a relationship between education level and satisfaction towards the product at .028 significant level.
- There was a relationship between education level and satisfaction towards the price at .000 significant level.
- There was no relationship between education level and satisfaction towards the place at .05 significant level.
- There was a relationship between education level and satisfaction towards the marketing promotion at .003 significant level.
- There was a relationship between education level and overall satisfaction at .043 significant level.

It is suggested that the administrator of Don Hoi Lot tourist attraction can take the education level factor to improve services in this attraction in order to reach the target group and increase the number of tourists. Moreover, the administrator should find an approach to increase the satisfaction level such as improving the natural landscape and providing more shaded parking space.

Keywords - satisfaction, marketing mix, Don Hoi Lot.

I. INTRODUCTION

Don Hoi Lot is a natural tourist attraction in Samut Songkhram province, Thailand. The tourists can find a number of worm shells living in this area and that the landscape is uniquely spectacular. The area is normally flooded during the high tide and when the low tide, the worm shells habitat appeared taking over a large area of the shore. The tourists and local people can catch the worm shells. Don Hoi Lot is the most unique ecosystem for mangrove forest, variety of shell, crab, and crab-eating macaque. (<http://maeklongtoday.com>). In addition, Krom Luang Chumphon Shrine in Moo 4, Bang Ja Krong sub-district, Muang district. The shrine is a spiritual center for the local people and highly respected by the coastal fishermen since it is believed to protect them during the fishing trip. Don Hoi Lot area (worm shell habitat) is full of fresh and dry seafood shops; thus, it attracts tourists who like to buy seafood and those who like to have seafood and enjoy the sea view as well as paying respect to Krom Luang Chumphon Shrine. In addition, Don Hoi Lot is regarded as the area with the highest density of worm shells in Thailand. However, due to the large number of tourists, the worm shells are caught to make food, and therefore the number of worm shells

is decreasing and does not meet the tourists' needs as seen in the smaller size of worm shells. Moreover, the wrong method of catching worm shells as pouring caustic soda that causes young small worm shells to go up on the surface and get caught. According to the interview with Mr. Tritod Wilailert, the sub-district's chief inspector, he said that some of the restaurants imported the worm shells from the south to make food for tourists due to insufficient amount of worm shells in the area and that the quality and taste of the food did not meet the standards. Therefore, the researcher would like to conduct a study investigating the satisfaction and identifying the relationship between the education level of the tourists and the satisfaction towards the marketing mix of Don Hoi Lot tourist attraction in Samut Songkhram province. The results can be applied for improvement of the attraction in the future.

II. DETAILS EXPERIMENTAL

2.1. Objectives

2.1.1 To investigate the behavior of the tourists at Don Hoi Lot in Samut Songkhram province, Thailand

2.1.2 To identify the relationship between the education level and the satisfaction towards the

marketing mix of Don Hoi Lot tourist attraction in SamutSongkhram

2.2. Literature Review

2.2.1 Don Hoi Lot

It is a bar of worm shells at the mouth of the Mae Klong River. The bar located amidst the bay can be seen during the dry season (April and May) only. It is not so far from the township area. To access the bar one can hire a longtailed boat from the Mae Klong Market Landing and the trip takes 45 minutes.

Worm Shells have 2 shells which resemble a straw and a muddy white meat. It lives in the muddy sand. Catching the worm shell is best done at low tide. The way to catch a worm shell is by using a little wooden stick dipped in lime and plaster mixture and sticking it into the worm shell's hole. The worm shell will be agitated by the mixture and will come to the surface and caught. It is not advisable to dump the lime and plaster mixture onto the ground as will likely kill all kinds of molluscs living there. The best time of the year to catch the worm shells are during the months of March to May, when they are in season.

Don Hoi Lot is created by sedimentation of sandy soil or "KheePed Sand" as called by the locals. It occupies a vast area 3 Kilometres wide and 5 Kilometres long. There are two places: Don Nok, located at the mouth of Mae Klong Gulf which can be accessed by boat. The second is Don Nai, located at Chu Chi village's beach, Tambon Bang Cha Kreng and at Bang Bo Village's Beach, Tambon Bang Kaeo; which can be reached by car. This bar contains various species of mollusc such as Hoi Lai, Hoi Puk (Ridged Venus clam), Hoi Pak Ped, Hoi Khraeng (scallop), and most abundant is the of Hoi Lot (worm shells). There are tourists visiting at all times, especially during the holidays when the number of tourists is greater than the weekdays. Don Hoi Lot is a famous attraction in SamutSongkhram. This place is natural tourism destination.

The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4Ps make up a typical marketing mix - Price, Product, Promotion and Place. However, nowadays, the marketing mix increasingly includes several other Ps like Packaging, Positioning, People and even Politics as vital mix elements (The economic times). In business dictionary stated that marketing Mix is a planned mix of the controllable elements of a product's marketing plan commonly termed as 4Ps: product, price, place, and promotion. These four elements are adjusted until the right combination is found that serves the needs of the product's customers, while generating optimum income. Sometimes the first P (Product) is substituted by presentation (www.businessdictionary.com).

Moreover, marketing tourism responsibly is the important issue to manage sustainable tourism (Luekveerawattana, 2012 : 391), so the manager of tourism destination should pay attention to undertake marketing sustainably .

Sara Dolnicar conducted a research study on the topic of "Insights into sustainable tourists in Austria: a data-based a priori segmentation approach". It was found that the effective and sustainable marketing approach for tourism was to target the tourists who were interested in natural spots with uniqueness and fond of or willing to preserve the nature since they tended to contribute to high expenses and long stay which resulted in good profits. The independent variables investigated in the study were socio-demographic characteristics, occupational category, travel behavior, regional distribution, guest satisfaction, while the dependent variables were sustainability and non-sustainability analyzed by Chi-square and ANOVA test.

2.3. Methodology

The study of investigating between the education level of the tourists and the satisfaction towards the marketing mix of Don Hoi Lot in SamutSongkhram is a quantitative work conducted using the questionnaires on the tourists who visited Don Hoi Lot, Bang JaKreng sub-district, Muang district, SamutSongkhram province. The sample group included 400 tourists (Taro Yamane Table cited in SamermuanLohakit: 2005).

Statistics used in the analysis

1. Percentage and mean are used to describe general information, personal factors, and satisfaction towards the marketing mix of the tourist attraction.
2. Chi-square test is used to identify the relationship between the education level and satisfaction towards the marketing mix of the tourist attraction. The significant level is limited at 0.05.

Hypotheses

1. There is a relationship between education level of tourists and satisfaction towards the product
2. There is a relationship between education level of tourists and satisfaction towards the price
3. There is a relationship between education level of tourists and satisfaction towards the location
4. There is a relationship between education level of tourists and satisfaction towards the marketing promotion
5. There is a relationship between education level of tourists and overall satisfaction

III. RESULTS AND DISCUSSION

3.1. RESULTS

Table 1

Gender	Number	Percentage
Male	176	44
Female	224	56
Total	400	100

It was found 224 (56%) of the tourists were female, and 176 (44%) of them were male.

Table 2

Age	Number	Percentage
Less than 20	90	22.4
20-30	172	43
31-40	87	21.8
Over 40	51	12.8
Total	400	100

In terms of age, 172 tourists (43%) aged 20-30 years old, followed by 20 tourists (22.5%) aged 31-4, 87 tourists (21.8) aged 31-40, and 51 tourists (12.7) aged over 40.

Table 3

Education Level	Number	Percentage
Lower than Bachelor Degree	277	69.2
Bachelor Degree	120	30
Higher than Bachelor Degree	3	0.8
Total	400	100

In terms of educational level, 227 (69.3%) tourists did not have a bachelor degree and 3 tourists (0.7) had a degree over a bachelor degree.

Table 4

Eating Style	Number	Percentage
At Don Hoi Lot	121	30.2
Taking home	279	69.8
Total	400	100

For eating style, 279(69.8%) tourists took food home and 121(30.2%) tourists ate at Don Hoi Lot.

Table 5

Travel with	Number	Percentage
Single	18	4.4
Friend	185	46.3
Family	176	44.0
Colleague	21	5.3
Total	400	100

Most of the tourists 185(46.3%) travelled to Don Hoi Lot with their friends, Next, they travelled with

families 176(44%) and travelled by themselves 18(4.4%)

The results showed that the satisfaction of the tourists towards the product, price, place, promotion, and overall satisfaction was in the medium level.

Table 6: satisfaction of the tourists in each aspect

Factor	Number	Mean
Product	400	3.35
Price	400	3.35
Place	400	3.31
Promotion	400	3.27
Overall satisfaction	400	3.32

Hypothesis 1 :there is a relationship between education level of tourists and satisfaction towards the product

Table 7: relationship between education level of tourists and satisfaction towards the product

		Satisfaction				Total	χ^2	P-value
		Less	Medium	High	Very High			
Lower than Bachelor	Number	26	144	75	32	277	14.16	.028
	Percentage	6.5%	36.0%	18.8%	8.0%	69.3%		
Bachelor	Number	16	49	41	14	120		
	Percentage	4.0%	12.3%	10.5%	3.5%	30.0%		
Post graduate	Number	0	0	1	2	3		
	Percentage	.0%	.0%	0.3%	0.5%	0.8%		
Total	Number	42	193	117	48	400		
	Percentage	10.5%	48.3%	29.3%	12.0%	100%		

There was a relationship between education level and satisfaction towards the product at 0.028 significant level.

Hypothesis 2 :there is a relationship between education level of tourists and satisfaction towards the price

Table 8:relationship between education level of tourists and satisfaction towards the price

		Satisfaction				Total	χ^2	P-value
		Less	Moderate	High	Highes			
Lower than Bachelor	Number	26	148	49	54	277	32.89	.00
	Percentage	6.5%	37.0%	12.3%	13.5%	69.3%		
Bachelor	Number	25	40	36	19	120		
	Percentage	6.3%	10.0%	9.0%	4.8%	30.0%		
Post graduate	Number	0	0	3	0	3		
	Percentage	.0%	.0%	0.8%	.0%	0.8%		
Total	Number	51	188	88	73	400		
	Percentage	12.8%	47.0%	22.0%	18.3%	100.0%		

There was a relationship between education level and satisfaction towards the price at .000significant level.

Hypothesis 3 :there is a relationship between education level of tourists and satisfaction towards the place

Table 9: relationship between education level of tourists and satisfaction towards the place

		Satisfaction				Total	χ^2	P-value
		Less	Moderate	High	Highes			
Lower than Bachelor	Number	36	140	86	15	277	9.86	.14
	Percentage	9.0%	35.0%	21.5%	3.8%	69.3%		
Bachelor	Number	19	51	44	6	120		
	Percentage	4.8%	12.8%	11.0%	1.5%	30.0%		
Post graduate	Number	0	0	2	1	3		
	Percentage	.0%	.0%	0.5%	0.3%	0.8%		
Total	Number	55	191	132	22	400		
	Percentage	13.8%	47.8%	33.0%	5.5%	100.0%		

There was no relationship between education level and satisfaction towards the place at .05significant level.

Hypothesis 4 :there is a relationship between education level of tourists and satisfaction towards the promotion

Table 10: relationship between education level of tourists and satisfaction towards the promotion

	Satisfaction	Total	χ ²	P-value	
Lower than Bachelor	40	143	55	39	27
Bachelor	10	35.8	13	9.8	69.3%
Bachelor	25	44	38	13	12
Post graduate	0	0	1	2	3
Total	65	187	94	54	40
	Perc	16.3%	46.8%	23.5%	13.5%

There was a relationship between education level and satisfaction towards the marketing promotion at .003significant level.

Hypothesis5 :there is a relationship between education level of tourists and satisfaction towards the overall satisfaction

Table 11: relationship between education level of tourists and satisfaction towards the overall satisfaction

	Satisfaction	Total	χ ²	P-value	
					Low
Lower than Bachelor	25	148	79	25	
Bachelor	6.3%	37.0%	19.8%	6.3%	
Bachelor	19	47	41	13	
Post graduate	0	0	2	1	
Total	44	195	12	39	
	Perc	11.0%	48.8%	30.5%	9.8%

There was a relationship between education level and overall satisfaction at.043significant level.

CONCLUSIONS

Most of the tourists were female, 224 in total (56%). The 172 number of them (43%) were aged between 20 and 30. The 277 number of the tourists (69.3%) had an educational level below a bachelor degree, and 138 of them (34.5%) were students. In addition, 279(69.8%) tourists took food home and 121(30.2%) tourists ate at Don Hoi Lot. Most of the tourists went to Don Hoi Lot by private car 323(80.8%) and 32(8%) went by public bus. The satisfaction of the tourists towards the product, price, place, promotion, and overall satisfaction was in the medium level. According to the hypothesis testing, it was found that there was a relationship between education level and satisfaction of the tourists towards the product, price,promotion and overall satisfaction at .05

significant level. In addition, the tourists suggested that the landscape and the sidewalk be improved and that the shops not be located on the sidewalk. Moreover, they suggested that the road should be cleaned once a week and expanded. The tourists also voiced that the shops were too adjacent and there was lack of variety of foods.

ACKNOWLEDGMENTS

The researcher sincerely thanks Mr. TritodWilailert (the sub-district's chief inspector) for his guidance and cooperation.

REFERENCES

- [1] Kankanok, P. (1994). Marketing Management . Bangkok: Ramkumhang University Publisher.
- [2] Lohakit, S. (2005).Smoking attitude of Chiang Mai University and Mea Jo University freshmen data analysis. Chiang Mai: Chiang Mai University.
- [3] Luekveerawattana,R. (2012).Cultural landscape for sustainable tourism case study of Amphawa Community. 65, 387-396.
- [4] Schine, G. (2005). How to succeed as a lifestyle entrepreneur:Running a business without letting it run your life. (S. Lertwattanahchai, Trans.) Bangkok : B Medias.
- [5] Tosuwajinda, W. (2002).All about Entrepreneur Management. Bangkok: Technology Promotion Association(Thai-Japanese).
- [6] Dolnicar, S. (2004).Insights into sustainable tourists in Austria: A data-based a priori segmentation approach. Journal of Sustainable Tourism, 12(3), 209-218. Retrieved January 1, 2015, from <http://ro.uow.edu.au/compapers>
- [7] Eugene J., A. (2009). Patronage of ecotourism potentials as a strategy for sustainable tourism development in Cross River State, Nigeria. Journal of Geography and Geology, 1(2), 20-27. Retrieved February 3, 2015, from <http://ccsenet.org/jgg> (n.d.).Retrieved:November142015, from<http://maeklongtoday.com> (n.d.). Retrieved June 23, 2016 from <http://www.businessdictionary.com/definition/marketing-mix.html#ixzz4Cbzzil3>
- [8] Marketing mix.(n.d.). Retrieved May 13, 2016, from <http://economictimes.indiatimes.com/definition/marketing-mix>
- [9] Mr. TritodWilailert .22 December 2015, the sub-district's chief inspector.interviewingMiss UmpaiPuntong .15 December 2015.officer at KromLuangChumphonKhetUdomsakFoundation.interviewing
