พฤติกรรมการบริโภคอาหารท้องถิ่นและส่วนประสมการตลาด 7P's ของนักท่องเที่ยวชาวไทยและชาวต่างชาติในพัทยา จังหวัดชลบุรี
Behavior toward Local Foods and 7P's of Service Marketing Mix of the Foreign and Thai Tourists in Pattaya, Chonburi Province

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บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาพฤติกรรมการบริโภคอาหารท้องถิ่นของนักท่องเที่ยวชาวต่างชาติและชาวไทยในเมืองพัทยาจังหวัดชลบุรีและปัจจัยส่วนประสมการตลาดบริการ (7P) การศึกษานี้เป็นการวิจัยเชิงปริมาณโดยกลุ่มตัวอย่างที่ใช้ในการวิจัยจำนวน 400 คน ได้แก่ นักท่องเที่ยวชาวไทย 200 คน และนักท่องเที่ยวชาวต่างชาติ 200 คน เก็บรวบรวมข้อมูลโดยใช้แบบสอบถาม ใช้โปรแกรมทางสถิติในการวิเคราะห์ข้อมูล คือ ค่าร้อยละ ค่าเฉลี่ยและค่าส่วนเบี่ยงเบนมาตรฐาน จากการศึกษาพฤติกรรมการบริโภคอาหารของนักท่องเที่ยวชาวไทยและชาวต่างชาติที่มีต่อร้านอาหาร/ภัตตาคาร ในเมืองพัทยา จังหวัดชลบุรี พบว่านักท่องเที่ยวชาวไทยและชาวต่างชาติส่วนใหญ่ที่มีพฤติกรรมความชอบเหมือนกันคือนักท่องเที่ยวจะรับประทานอาหารท้องถิ่น 3-6 ครั้ง ในรอบ 6 เดือน, มาพัทยามากกว่า 4 ครั้งและอาศัยอยู่ในพัทยามากกว่า 3 วัน ส่วนในเรื่องของอาหารท้องถิ่นผู้ตอบแบบสอบถามเชื่อว่าอาหารพัทยาเป็นอาหารท้องถิ่นที่น่าสนใจ โดยเฉพาะอาหารประเภทต้มยำกุ้ง ลำดับรับข้อมูลอาหารท้องถิ่นจากเพื่อน ปัจจัยส่วนประสมการตลาดบริการ (7P) ของร้านอาหารบริการที่มีอิทธิพลต่อนักท่องเที่ยวชาวไทยและชาวต่างชาติในการเลือกใช้บริการร้านอาหารท้องถิ่น นักท่องเที่ยวชาวไทยให้ความสำคัญในเรื่องพนักงานมากที่สุด รองลงมา ด้านราคา ด้านอาหาร ด้านกระบวนการ ด้านบรรยากาศภายในร้าน ด้านสถานที่ตั้ง และด้านช่องทางการจัดจำหน่าย ตามลำดับ ในขณะที่ นักท่องเที่ยวชาวต่างชาติให้ความสำคัญในเรื่องพนักงานมากที่สุด รองลงมา ด้านบรรยากาศภายในร้าน ด้านอาหาร ด้านราคา ด้านสถานที่ตั้ง ด้านกระบวนการ และด้านช่องทางการจัดจำหน่าย ตามลำดับ

คำสำคัญ: *ส่วนประสมการตลาดบริการ (7P) พฤติกรรมที่มีต่ออาหารท้องถิ่น พัทยา นักท่องเที่ยว*

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Abstract

The objectives of this study were to investigate the behavior toward local foods of the foreign and Thai tourists in Pattaya, Chonburi Province and the factors of 7P's of service marketing. This study is a quantitative research, the 400 samples were conducted from both 200 Thai tourists and 200 foreign tourists. The results of the foreign tourists and Thai tourists behavior toward of local food study in Pattaya alike: the most of respondent are eat the local food 3-6 times during in 6 month passes, visiting Pattaya over 4 times and live in Pattaya more than 3 days. In the part of local food, most of respondent are believe in local food have interested any kind of Pattaya local food and most of them are preferable in food as sour soup with shrimp. The most of them are receiving information of local foods from their friend. The 7P's of service marketing influencing of foreign tourists, found that employees was the most important, followed by physical evidence and presentation, food product, price, place, process, and promotion, respectively. For Thai tourists, found that employees was the most important, followed by price, food product, process, physical evidence and presentation, place, and promotion, respectively.

Keywords: *7P's of service marketing, Behavior toward local foods, Pattaya, Tourists*

Introduction

Chonburi Province which is located in the eastern part of Thailand. Pattaya, located off the Gulf of Thailand, and is approximately 150 km south of the city of Bangkok. It is divided into a larger 4 section such as North Pattaya (Naklua), Central Pattaya, South of Pattaya and Jomtien Beach (Pattaya city. 2016). According to the survey of tourist attractions in Thailand in 2011, the top destinations that foreign tourists from 69 different countries prefer to travel are Phi Phi Islands, Krabi Province, Koh Tao, Surat Thani Province, and Pattaya beach, Chonburi Province respectively (Nichanun. 2015). The total number of tourists that travel to Pattaya is approximately 12,302,914 persons, around 4,722,457 persons are Thai tourists and around 7,580,457 people are foreign tourists (Department of Tourism. 2014). In 2015, the office of strategy management from eastern part release information that foreign tourists are most likely to travel to Pattaya which have Russian 20%, Chinese 10%, German 5%, Taiwanese 4%, and Indian 4%, respectively.

Meanwhile, Thai tourists are about 35% which each tourist has stay in Pattaya around 3 days due to Pattaya is a resort city that locate not far from Bangkok and the transportation is convenient to travel through the city. Moreover, there are many five stars' hotels, nightspots, five stars' restaurants and up until 3 stars' restaurant. However,

local restaurant is an essential spot that attract tourist who come to Pattaya and interest to try local foods especially seafood as because many tourists give an importance to the food consumption. Most of the foreign tourists are interested to try popular local food of Thailand which the level of importance is ranked in the first place. For Thai tourist, they pay attention to the healthy food as the first priority (Premruetai and Renumas. 2012). Therefore, all the tourists that come to Pattaya expect to consume foods that are delicious, fresh, clean and sanitary as well as good service. In 2015, Ittipon Khunpluem, the mayor of Pattaya city said that for the past four years, tourism in Pattaya tend to subsequently increase which affect economy and many investments of the city continuously prosper. The city has policies to promote and support many festivals, activities, international sport competition. Moreover, Pattaya city also publicize its image, tourism, domestic and international Road-Show for making the city to be recognized from both Thai and foreign tourists. The development of Pattaya tourism has achieved as its aim and the policies for developing the tourism in Pattaya will pay attention to maintain the progress of the city and tourism management. By doing this, it will attract tourists to see the richness of natural resource in Pattaya, adjust the townscape and expand the beach area, and as well as improve the quality of life of Pattaya people. This project will carry out through the tourism public relation by adding value to Pattaya economics and this project is known as "PATTAYA NEW LOOK" which the main idea is "PATTAYA CITY DEFINITELY MORE" (Prachachat. 2015).

According to the factor and as it said above, the researcher wants to study the local food consumption behavior and the 7P's of services marketing of foreign and Thai tourists in Pattaya, Chonburi Province. The objective of this research is to gain the knowledge of the consumption behavior and services marketing. As the present age, the market competition is high and can also find the information that related to local food that consumers are interested for comparing strong point and weak point before decide to purchase. Therefore, it is important to know this information in order to give an advice to local restaurant for business strategy, management problem solving, the improvement of restaurant service. All of this information can help improve marketing management of local restaurant business in Pattaya.

Objectives

The aim of this study is behavior toward local foods and 7P's of service marketing mix of the foreign and Thai tourists in Pattaya, Chonburi Province.

Methods

This study was a descriptive research using a questionnaire as the method for collecting data at Pattaya, Thailand. Thai and foreign tourists visit Pattaya were 12,302,914 tourists (7,580,457 foreign tourists and 4,722,457 Thai tourists) (Department of Tourism. 2014). The sample of this research was 400 tourists (200 foreign tourists and 200 Thai tourists) in Pattaya (North Pattaya, Central Pattaya, South Pattaya, and Jomthien beach) by using Taro Yamane's sampling formula (Yamane. 1967) with the reliability of 95% and at the significant level of 0.05. The sample group was chosen by the accidental sampling and the purposive sampling. The questionnaire was used as the research instrument, divided into 3 parts: part 1: personal information, part 2: questions on behaviors toward local foods and part 3: 7P's of service marketing.

Part1: The first part is personal information using nominal and ordinal scales inquiring about gender, religion, age, level of education, occupation. Descriptive statistics analysis was used in describing the data by frequency, showing data in the form of table by percentage.

Part 2: The second part is a set of questions about behavior toward local foods of the foreign tourists in Pattaya by using 14 items, shown in Figure 1. Descriptive Statistics Analysis was used in describing the data by frequency, showing data in the form of table by percentage

Part 3: The third part is 7P's of service marketing are food product, price, place, promotion, employees, physical evidence and process and the researcher defines the criteria to measure level of variable according to the separate of five levels following Likert's scale (1-low to 5-high). Analysis was used in describing the data by mean and standard deviation.

The Item-Objective Congruence (IOC) was used to evaluate the items of the questionnaire based on the score range from -1 to +1. Congruent = +1, Questionable = 0, Incongruent = -1. The items that had scores lower than 0.5 were revised. On the other hand, the items that had scores higher than or equal to 0.5 were reserved.

Data Analysis

The quantitative data was analyzed by using Statistical Program for Social Sciences (SPSS). Descriptive statistics including frequencies, measure of central tendency (mean), and measure of dispersion (standard deviation) were the most appropriate statistics for analyzing the quantitative data

Theoretical Framework

The theoretical framework of the study was developed based on the Model of Nature of consumer behaviors by Hawkins, Kenneth & Koch (2004) on Zeithaml, Bitner and Grembler's stages in consumer decision making and evaluation of services (2012) and on Fifielf and Gilligan (1996) marketing (7P). The theoretical framework is as shown in Figure 1.
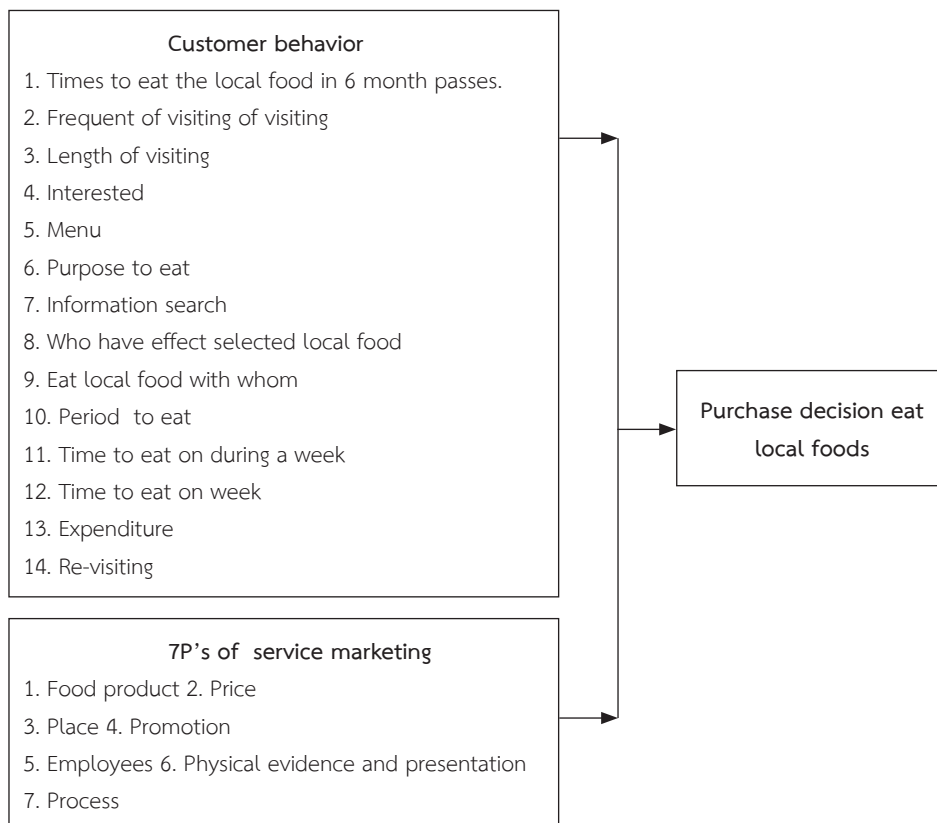

Figure 1: Research framework

Results

Findings from this study consisted part 1: personal information, part 2: questions on behaviors toward local foods and part 3: 7P's of service marketing and focus group discussion, as follows Table 1.

Table 1: Number and percentage of the personal information of the foreign and Thai tourists in Pattaya, Chonburi Province to local foods.

Personal information	Number of foreign tourists (Percentage)	Number of Thai tourists (Percentage)
1. Gender:	100.00 (Male)	92 (Male)
	(50.00%)	(46.00%)
	100.00 (Female)	108 (Female)
	(50.00%)	(54.00%)
2. Religion:	144.00 (Christ)	186 (Buddhism)
	(72.00%)	(93.00%)
3. Age:	42.00 (25-34 years old)	63.00 (35-44 years old)
	(21.00%)	(31.50%)
4. Educational level:	97.00 (Bachelor's degree)	95.00 (lower than Bachelor's degree)
	(48.50%)	(47.50%)
5. Occupation:	53.00 (Unemployed)	58.00 (Government/ State enterprise officers)
	(26.50%)	(29.00%)

In table1 showed that the primary purpose of this questions is to examine the personal information of the foreign tourists in Pattaya, Chonburi Province to local foods showed that both percentage of male and female were equal (50%). Most of them are Religion: Christ at 72.00%. Age of respondents mostly were 25-34 years at 21%, educational level was Bachelor's degree at 48.50%. Most of them are unemployed at 26.50%, respectively. Whereas, percentage of male and female were 46.00% and 54.00%. Religion: Buddhism at 93.00%. Age of respondents mostly were 35-44 years at 31.50%, educational level was lower than bachelor's degree at 47.50% and government/ state enterprise officers at 29.00 %, respectively.

Table 2: Number and Percentage of behavior toward local foods of the foreign and Thai tourists in Pattaya, Chonburi Province

Behavior toward Local Foods	Number of Foreign Tourists (Percentage)	Number of Thai Tourists (Percentage)
The similarity of behavior toward local foods between the foreign and Thai tourists		
1. Interested any kind of Pattaya local food	166 (83.00)	200 (100.00)
2. Information with local food: Friend	117 (58.50)	134 (67.00)
3. The main purpose to eat the local food: Taste	114 (57.00)	115 (57.50)
4. Eat local food with friend	110 (55.00)	99 (49.50)
5. Frequent of visiting Pattaya: (more than 4 times)	96.00 (48.00)	83.00 (41.50)
6. Period to eat local food per meal	91 (less than 1 hrs) (45.50)	100 (1-2 hrs) (50.00)
7. Average expenses during for all meals a day in Pattaya: (501-1,000 Baht)	88 (44.00)	71 (35.50)
8. Selected local food restaurant:	83 (friend) (41.50)	92 (myself) (46.00)
The difference of behavior toward local foods between the foreign and Thai tourists		
9. Frequent of eat the local food during in 6 month passes: (3-6 times)	72.00 (36.00)	97.00 (48.50)
10. Interested menu: Hot and sour soup with shrimp (Tom Yum Kung)	76 (38.00)	116 (58.00)
11. Time to eat local food on during a week at 15.00-20.00 o'clock	105 (52.50)	63 (31.50)
12. Time to eat local food on weekend at 15.00-20.00 o'clock	120 (60.00)	88 (44.00)
13. Period of visiting Pattaya this time: (more than 3 days)	129.00 (64.50)	71.00 (35.50)
14. Reason of re-visiting local food next time	132 (original local food) (66.00)	88.00 (change other local food) (44.00)

In table 2 showed that the similarity of behavior toward local foods between the foreign and Thai tourists such as: interested any kind of Pattaya local food, information with local food, the main purpose to eat the local food, eat local food with friend, frequent of visiting Pattaya, period to eat local food per meal, average expenses during for all meals a day in Pattaya and selected local food restaurant. Whereas the Difference of behavior toward local foods between the foreign and Thai tourists such as: Frequent of eat the local food during in 6 month passes, Interested menu: Hot and sour soup with shrimp (Tom Yum Kung), time to eat local food on during a week at 15.00-20.00 o'clock, time to eat local food on weekend at 15.00-20.00 o'clock, period of visiting Pattaya this time and reason of re-visiting local food next time

Table 3: Mean and standard deviation of 7P's of service marketing of local foods in Pattaya, Chonburi Province (Overall)

7P's of service marketing (Overall)	Foreign tourists			Thai tourists		
	Mean±SD	Level	Order	Mean±SD	Level	Order
1. Food product	3.77±0.80	High	3	3.83±0.78	High	3
2. Price	3.72±0.77	High	4	3.87±0.87	High	2
3. Place	3.68±0.84	High	5	3.67±0.95	High	5
4. Promotion	3.50±1.02	High	7	3.60±0.88	High	6
5. Employees	3.85±0.96	High	1	4.07±0.99	High	1
6. Physical evidence and presentation	3.78±0.82	High	2	3.76±0.83	High	4
7. Process	3.67±0.91	High	6	3.83±0.97	High	3

Remark: Values represent mean ± standard deviation of means.

Table 4: Mean and standard deviation of 7P's of service marketing of local foods in Pattaya, Chonburi Province (Divide in part)

Service marketing mix (7P)	3 order sub 7P's of service marketing of foreign tourists	Mean±SD	3 order sub 7P's of service marketing of Thai tourists	Mean±SD
1. Food product	1.1 Clean and food hygiene	4.02±0.95	1.1 Clean and food hygiene	3.97±1.00
	1.2 Taste	3.93±1.08	1.2 Nutrition and health benefits	3.96±0.97
	1.3 Convenience and save time to consume	3.82±0.92	1.3 Convenience and save time to consume	3.85±0.96
2. Price	2.1 Reasonable price compared to the food quality	3.92±1.00	2.1 Clear display of price and the food picture	3.99±0.92
	2.2 Reasonable price compared to the food quantity	3.87±0.94	2.2 Reasonable price compared to the food quantity	3.93±1.07
	2.3 Clear display of price and the food picture	3.84±0.98	2.3 No extra charge	3.91±0.97
3. Place	3.1 Convenient parking	3.84±1.06	3.1 Convenient parking	3.77±1.14
	3.2 Nice environment	3.77±1.05	3.2 Near shopping mall and/or tourist attraction	3.68±1.03
	3.3 Convenient to travel	3.76±1.10	3.3 Nice environment	3.67±1.02
4. Promotion	4.1 A long-time-service-providing restaurants	3.71±1.03	4.1 Customer's comment	3.70±0.97
	4.2 Customer's comment	3.69±0.98	4.2 Advertising,	3.68±0.98
	4.3 Advertising	3.69±1.01	4.3 A long-time-service-providing restaurants	3.64±0.97
5. Employees	5.1 Good care and enthusiasm service	3.89±1.09	5.1 Ability to communicate with foreigners	4.09±1.01
	5.2 Courtesy and politeness service	3.87±1.04	5.2 Good uniform	4.09±1.04
	5.3 Good uniform	3.83±1.01	5.3 Courtesy and politeness service	4.06±1.11
6. Physical Evidence and Presentation	6.1 Kitchen ware and food containers	3.95±0.99	6.1 Kitchen part separates from restroom and service areas	3.89±0.97
	6.2 Kitchen part separates from restroom and service areas	3.90±1.03	6.2 Kitchen ware and food containers	3.87±0.98
	6.3 Cleanness, number of rest rooms	3.89±1.13	6.3 Cleanness, number of rest rooms	3.86±1.03
7. Process	7.1 Immediate service	3.80±1.01	7.1 Hosting	3.85±1.08
	7.2 Menu details	3.78±1.03	7.2 Menu details	3.85±1.05
	7.3 Hosting	3.60±1.10	7.3 Immediate service	3.85±1.04

Remark: Values represent mean ± standard deviation of means.

The service marketing mix factors (7P) influencing of foreign tourists, found that employees factor had a high level (3.85) in affecting the foreign tourist's decision, especially for good care and enthusiasm service, courtesy and politeness service and good uniform in a high level. While the other factor (7P) was found less effective followed by physical evidence and presentation factor had a high level (3.78), especially for kitchen ware and food containers, kitchen part separates from restroom and service areas and cleanness and number of rest room. Food product factor had a high level (3.77), especially for clean and food hygiene, taste and convenience and save time to consume, respectively. Whereas, the 7P's of service marketing influencing of Thai tourists, found that employees factor had a high level (4.07) in affecting the foreign tourists decision, especially for ability to communicate with foreigners, good uniform and courtesy and politeness service. While the other factor (7P) was found less effective followed by price factor had a high level (3.87), especially for clear display of price and the food picture, reasonable price compared to the food quantity and no extra charge. Food product factor had a high level (3.83), especially for clean and food hygiene, nutrition and health benefits and convenience and save time to consume, respectively. (Table 3-4)

Conclusions and Discussions

The major conclusion of this study is that the perceptions to consume local foods of the foreign tourists in Pattaya, Chonburi Province are differentiated of the personal Information, found that number of the respondent both of male and female were equal, Christ, age between 25-34 years, graduation with Bachelor's degree. Most of them are unemployed. Whereas, Thai tourists found that number of the respondent female more than male, Buddhism, age between 35-44 years, graduation with lower than Bachelor's degree. Most of them are government/state enterprise officers.

Another major conclusion that the foreign and Thai tourists' behavior toward of local food study in Pattaya. showed that results of the foreign tourists and Thai tourists' behavior toward of local food study in Pattaya alike: the most of respondent are eat the local food 3-6 times during in 6 month passes, visiting Pattaya over 4 times and live in Pattaya more than 3 days. In the part of local food, most of respondent are believe in local food have interested any kind of Pattaya local food and most of them are preferable in food as sour soup with shrimp (Tom Yum Kung). An induced of respondent to eat local foods in place are tasted. The most of them are receiving information of local foods from their friend and eat local food with their friend too. Most the respondent are choosing local foods at 15.00-20.00 o'clock on during a week and also at 15.00-20.00 o'clock on weekend. Average cost is about 501-1,000 baht for all meals a day.

The results of the foreign tourists and Thai tourists' behavior toward of local food study in Pattaya different: selected local food restaurant by their friend (foreign tourists) and myself (Thai tourists), period to eat local food per meal are less than 1 hr foreign tourists) and 1-2 hrs (Thai tourists). The reason of re-visiting local food next time of foreign tourists are original local food but the reason of Thai foreign are change other local food

Finally, the findings of this study support the service marketing mix factors (7P) influencing of foreign tourists, found that the 7P's of service marketing influencing of foreign tourists, found that employees were the most important, followed by physical evidence and presentation, food product, price, place, process, and promotion respectively. For Thai tourists, found that employees was the most important, followed by price, food product, process, physical evidence and presentation, place, promotion, respectively.

The most important of this study on behaviors and the 7P's of service marketing of foreign tourists was worthiness which would be interpreted according to gender, religion, age, educational and occupation. Therefore, we want to give importance for local foods in Pattaya, we probably deeply study and understand specific behavior in the future. Suggestion for future study is comparison of tourism types and choosing local foods for development.

All of data from this study can be approach to planning to improve the marketing plans of the local food restaurants in Pattaya to attract more foreign tourists were as follows: the restaurant need to provide trainings for the employees in welcoming the guests, recommending dishes and giving prompt services. In addition, the restaurant employees must have good language skills and the ability to solve the guest problems, Charunee (2006). The restaurant should improve the promotion and use them more efficiently with the foreign tourists such as websites, hotels and tour agencies.

Recommendation

The suggestion for applying this research:

1. Local manager uses this research as a method to specify the policy for improvement of restaurant business which improve the quality of local food to be accepted among tourists in order to support the tourism in Pattaya.

2. The entrepreneur of restaurant in Pattaya will get to improve their businesses to become effective and can improve the quality of local food as well as restaurant management and marketing plan.

3. It helps improve the quality of life and economy of Pattaya people from improving quality of local food and promote tourism in Pattaya which all of these can help increase the revenue for Pattaya people.

4. This research can be development restaurant business plan to promote local food for tourism in Pattaya.

5. All of data from this study about behavior toward local foods of the foreign tourists in Pattaya,

Chonburi Province can be compared between weak and strong of swot analysis for suggestions to restaurant Business Developing Plan for Promoting Tourism in Pattaya, Chonburi Province, especially for problem in process. Other result, this study can be suggestions marketing strategies satisfied tourists appropriately.

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