

Experimental Marketing Strategies that Affect Tourist Destination Selection Decisions in Chonburi Province



Praputhson Piakson¹, Natcha Techaruwichit², Thichacha Boonruangkha³, Nutsiya Chairun⁴

^{1,2,3,4}Praputhson Piakson Faculty of Business Administration Bangkok Thonburi University

ABSTRACT: This research aimed to study the tourists' selection decisions of tourist destinations in Chonburi province and to study the influence of experimental marketing strategies which affect the selection decisions of tourists in Chonburi province. The sampling is foreign tourists who visit Chonburi province. This research is a quantitative study by uses descriptive statistics. The research instrument consisted of the questionnaire which was analysed by a statistic; percentage, mean and standard deviation. Demographic data are gender, age, nationality, education, revenue, and occupation. The considerations in the dependent variable of the independent variable are experimental marketing theory is consisted of 1.) sensation 2.) feeling 3.) thought 4.) action 5.) association. The results of the research of personal data analysis in foreign tourists in Chonburi province found that most of the sample group were female, aged 26 - 30 years, education level is a bachelor's degree, revenue between 6,001-9,000 \$ per month, occupations of were government officer/government employees, 2-3 of family members. Most of them love natural resources because there are cultural diversity and experiential travel days are about 4 - 6 days. Experimental marketing tourism levels in sensation and feeling are thought medium, Additionally, experience marketing tourism levels in action and association are high. Hence, experimental marketing has high influencing on tourists' decisions to choose tourist destinations in Chonburi province.

KEYWORDS: Experimental Marketing, Marketing Strategy, Chonburi province

I. INTRODUCTION

The tourism industry is regarded as a plays important role in developing the national economy whirlwind including Thailand as well. Thailand emphasizes the importance of tourism and has the plan to develop continuously to maintain a sustainable and developed economy in the country.

Hence, Thailand has natural and cultural capital, especially tourist attractions which are comparable to the country's whirlwind. Thailand's market tourism industry has been continually expanding and the number of tourists is increasing also particularly European and American. Thailand has a 20 years vision for developing tourism and National Major Plan issue 2 (2017-2021) under the concept of "Thailand is a world's top quality tourist attractions that are equilateral growth base on Thainess identity to promote a developing economy social and sustainable income distribution to the population."

The tourism industry regards as an important industry because it could encourage production, bring a change in the national and local structure of the economy, also highest attract foreign currency. In 2017-2018 last Thailand has increased among foreign tourists uninterruptedly from 35.5 million to 2.01 trillion Bath (Office of the Ministry of Tourism and Sports). The increase in tourists and tourism revenue resulted from Thailand as a tourist attraction destination.

Chonburi province is considered a province that has many tourist destinations and foreign tourists. There is the slogan "Wonderful Sea, Great Khao Lam (glutinous rice roasted in bamboo joints) Sweet sugar cane, Good basketry, Buffalo Racing Festival." The seacoast landscape represents 2 significant symbols of the province which are the "sea" and "Mountain beach landscape" which are shown by the futile seacoast. Province vision is "The Innovation City Leader of ASEAN Economic".

Therefore, the researcher was interested in Chonburi Province because of the high sufficient tourist attractions that consider the increasing number of Thai and international tourists who travel in this province around 2.83 million people in 2021 to January 2022; international tourists 30,000 person Thai tourists 2.7 million (gathered by Prachachat Business, 2021). Since, Chonburi is close to Bangkok and has cultural art, festival, and natural tourist attractions such as the magnificent sea and mountain to appeal to a lot of Thai and foreign tourists.

So, the researcher focused on the study "experimental marketing strategies that affect tourist destination selection decisions in Chonburi province." The expected benefits are accomplices could bring results from this study to develop and improve strategies and create experimental marketing in a new type of tourism and promote efficient sustainable Chonburi province tourism.

Experimental Marketing Strategies that Affect Tourist Destination Selection Decisions in Chonburi Province

II. PURPOSES OF THE STUDY

1. To study the tourists' selection decision of tourist destinations in Chonburi province
2. To study the influence of experimental marketing strategies which affect the selection decisions of tourists in Chonburi province.

III. CONCEPTUAL FRAMEWORK OF THE STUDY

A conceptual framework of study experimental marketing strategies that affect the selection decisions of tourists in Chonburi province was applied to the Consumer behaviour model (Hawkins et al.,1998) to study the consumer decision in the tourism industry case study in Chonburi province. This study has analysed the influence by following the selection progress.

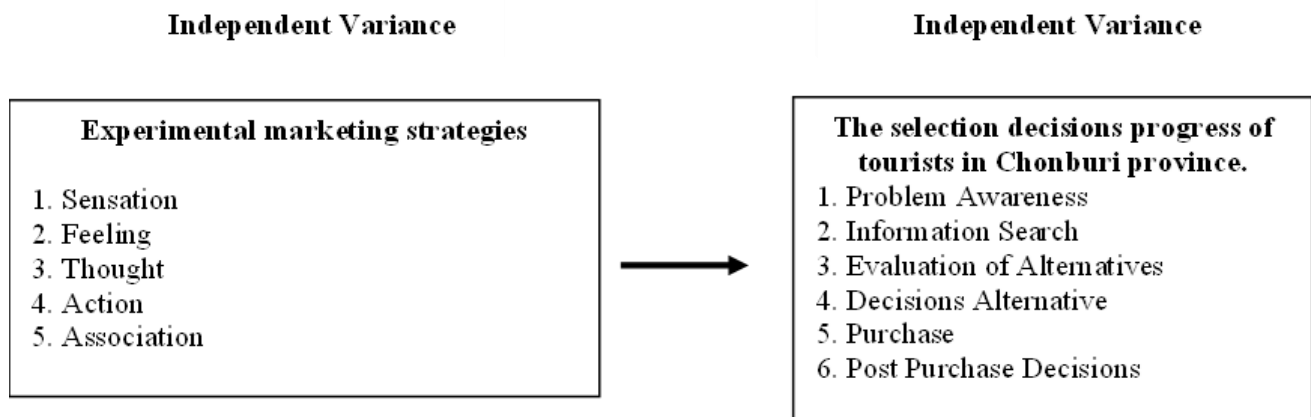


Figure1; Conceptual Framework of The Study

IV. CONCEPTS THEORIES AND LITERATURE REVIEW

Experiential Marketing

Hawkins, Best & Coney (1998) experiential marketing is a process that engages consumers using branded experiences. Sometimes referred to as "live marketing" or "event marketing experience," the concept is to create a memorable impact on the consumer. One that could inspire them to share with others both online and offline. These experiences included an event, a part of an event, and a pop-up activation not tied to any event also. The process is are following.

- Problem recognition
- Information search
- Alternative evaluation and selection
- Outlet selection and purchase
- Post-purchase process

Keller (2012) experiential marketing not only focuses on the characteristics and benefits of the product but also about connecting the identity and attention of each consumer's experience.

Schmitt (2007) has separated the experience which the marketer could bring to customers into 5 types. There are experimental sensation, experimental feeling, experimental thought, experimental action, and experimental association.

Prataraporn Thimdang and Winai Panjakajonsak 2015) have studied the experimental marketing model in foreign tourists and found that this theory is an interesting new idea which is comprised 5 elements that are followed

- 1.) Experimental marketing in sensation concerns international tourist feeling by sense of sight, sense of sound, sense of touch, sense of taste, and sense of smell which are received from traveling in Chonburi province.
- 2.) Experimental marketing in feeling is attracting travellers' inner feelings and emotions from positive emotions.
- 3.) Experimental marketing in thought is travellers' thinking and attraction for travel to take knowledge and experience with tourist destinations.
- 4.) Experimental marketing in action is concerned about the way of life and relationship with anything during travel.
- 5.) Experimental marketing in an association is taking experience longing international tourist such to pound themselves in participating local culture, taking a good experience by event marketing and entertainment.

Making Decision Theory

Kotler (2000) explains that consumers' decisions result from internal factors are motivation, awareness, learning, personality, and attitude which present their requirements.

Adul Jathurongkul (2000) studied factors of international tourist decision behaviours in Chiang Mai province are concerned about personal reason, emotion, and attraction which are followed.

Experimental Marketing Strategies that Affect Tourist Destination Selection Decisions in Chonburi Province

- Problem identification
- Information search
- Evaluation of information
- Listing alternative
- Selection alternative
- Follow a selection of alternative

V. RESEARCH METHODOLOGY

Research Design

This study applied the quantification method which used descriptive statistics for data analysis.

Population and Sample

- The population of the study is tourists who visit Chonburi province 2.8 million (Prachachat Business, 2021)
- Sample population is 400 samplings selected by convenience sampling among tourists who visited Chonburi province in 2021 (Prachachat Business, 2021) and applied table of the random number (Yamane.1967) with 95% reliability and 5% deviation

Research Instrument and Data Collection

The research instrument of this study is a questionnaire which applied related concepts, theories, and literature or research for collecting data. Confirm the reliability of the questionnaire by index of item objective congruence: (IOC) which main factor is between 0.60 - 1.00 which is under the criteria (Rovinelli, & Hambleton, 1977). The testing questionnaire validity by Cronbach's alpha is 0.89 which is per criteria 0.70 (Cronbach, 1990).

The questionnaire was separated into 2 parts as followed.

- 1.) Demographic data; gender, age, nationality, education, revenue, and occupation.
- 2.) The opinion in experimental marketing strategy in terms of tourism, tourism behaviours such as the time of visits to Thailand, family members in each trip, tourist destinations, and a reason for travel in Thailand also include receiving traveling news. This questionnaire used 5 levels of the Likert scale. The level of score followed.

1.00 - 1.50 **Strongly disagree**

1.51 - 2.50 **Disagree**

2.51 - 3.50 **Neutral**

3.51 - 4.50 **Agree**

4.51 - 5.00 **Strongly agree**

DATA ANALYSIS

The researcher analyzed data from questionnaire interview of 400 samples as follow.

1. Statistic program/software for analyzing data by descriptive statistics. In addition, the researcher used general statistics that are frequency, and percentage to explain sample characteristics in each factor which comprised personal data, and travel behavior to describe mean, standard and sample opinions for travel in Chonburi province.
2. Multiple regression analysis
3. Summarized data and discussion

VI. RESULT OF THE STUDY

Personal Data

Personal data comprised gender, age, nationality, education level, revenue, and occupation. Destination selection decisions in Chonburi province could present a result as followed.

Most of the sample are women 62.50 percent, aged 20-30 years 30 percent, over 60 years 20 percent, and 31-40 years 18 percent. Nationality found that Asian 142 persons 35.50 percent, next below are American 127 persons 31.80 percent and European 72 persons 18 percent. Education level 47.50 percent are a bachelor's degree, 27.50 percent undergraduate, and 25.00 percent postgraduate. Revenue, 40.00 percent are 6,001-9,000 \$ per month, 27.50 percent are 3,001-6,000 \$ per month and 23.25 percent are 9,001-12,000 \$ per month.

Table 1. Average and standard deviation of level in the overview of experimental marketing strategy.

Experimental marketing strategy in tourism	Mean	S.D.	Level of decision
1. Sensation	3.23	0.92	Neutral
2. Feeling	3.32	0.85	Neutral
3. Thought	3.30	0.84	Neutral
4. Action	3.45	0.88	Agree

Experimental Marketing Strategies that Affect Tourist Destination Selection Decisions in Chonburi Province

5. Association	3.49	0.83	Agree
Total	3.35	0.86	Neutral

Table 1 shows an average and standard deviation of the level in the overview of experimental marketing strategy showing that the level is neutral. In each category found that action and association are at high levels. In addition, sensation, feeling, and thought are neutral levels.

Table 2. Overview of average and standard deviation of influence level on tourist's decision in Chonburi province which separates in each part.

The selections decisions of tourist destinations in Chonburi province	Mean	S.D.	Level of influences
1. Problem awareness; Follow the news from online media such as Line, Facebook	3.42	1.13	Agree
2. Information search; Search information from any media or source to understand tourist requirement	3.56	1.06	Agree
3. Evaluation of alternatives; Select tourist destinations by significance, and famous and review from other tourists who have ever been to Chonburi province.	3.22	1.20	Neutral
4. Decisions alternative; Compare the differences between tourist destination, price, and cost.	3.43	1.11	Agree
5. Purchase; attraction, accessibility, accommodation, amenities, affordability.	3.26	1.17	Neutral
6. Post purchase decisions; Price, accommodation, transportation and people	3.30	1.23	Neutral
Total	3.37	1.36	Neutral

Table 2 shows the average and standard deviation of influence level on tourist decisions in Chonburi province which shows the overview is neutral (Mean=3.37, S.D =1.36).

Table 3: The results of testing experimental marketing which influence tourist' selection of tourist destinations in Chonburi province.

Experimental Tourism	The selections decisions of tourist destinations in Chonburi province					
	B	Beta	T	Sig	Tolerance	VIF
Constant)	-1.73		-3.020	.003		
1. Sensation	.243	.289	10.311	.000	.245	4.075
2. Feeling	.182	.200	6.759	.000	.220	4.544
3. Thought	.209	.277	14.437	.000	.779	1.284
4. Action	.321	.409	25.011	.000	.722	1.386
5. Association	.083	.097	4.318	.000	.385	2.595

Note: R Adjusted = 0.923, R 2= .961, R= .924, ,p -value = 0 , Durbin-Watson = 1.539 , Std. The error of the Estimate = 0.177

Table 3 shows multiple regression analysis by use Enter method found that independent variance could be forecast the selections decisions of tourist destinations in Chonburi province. Moreover, the result shows that a sensation has a level of significance = 0.05 (Sig = 0.00), a feeling has a level of significance = 0.05 (Sig = 0.00), thought has a level of significance = 0.05 (Sig = 0.00), action has the level of significance = 0.05 (Sig = 0.00), the association has the level of significance = 0.05 (Sig = 0.00). This result represents that these factors influence the selection decisions of tourist destinations in Chonburi province significantly.

Experimental Marketing Strategies that Affect Tourist Destination Selection Decisions in Chonburi Province

VII. DISCUSSION

Experimental marketing strategies which influence tourists' selection of tourist destinations in Chonburi province are shown as follows.

1. The result of the study found that consumers were encouraged by experimental marketing led to decision-making in the selection of tourist destinations in Chonburi province because international tourists have got a good or wonderful experience in travel. In addition, they have received happiness, drawn together with a nature charming fertile environment, a manmade tourist destination as well. For example, entertainment venues, and journey activities related to a study by Prataraporn Thimdang and Winai Panjakajonsak (2015) explain that there are 5 compositions; sensation, feeling, thought, action, and association such as the interest of foreign tourists in tourism to deliver good memory or experience during travel in Chonburi province, a lifestyle of local people which have a great relationship with tourists. Adul Jathurongkul (2000) expounds that an influence on tourist decision's behaviors for travel in Chiang Mai province is emotion and attractiveness.

2. Experimental marketing in sensation brings a tourist's decision-making in tourist destination selection in Chonburi province. The first thing that customers apply for choosing experiences is taking any activity in each tourist attraction. Kotler (2012) illustrated that when experimental marketing gives a product or service using the experience of the target market will incline to an emotional attachment.

3. Adul Jathurongkul (2000) reveals that experimental marketing in feeling such as positive emotion, and warm welcome affect international tourists' decisions. Furthermore, Sangdean Rathintorn (2012) refine that the influence factors that attracted Chinese tourists to visit Thailand are a taste of Thai food, Thai culture, beautiful landscape, and tourism information.

4. This study found that experimental thought is a result of international tourists' decision-making for travel in Chonburi province because customers have a clear understanding of tourist destinations and services. Also, they have a good memory or attitude toward tourism in Thailand. Moreover, Anyaporn Chotiwachirapong (2012) described that marketing factors in American tourists' decisions in Thailand are physical geography, price, channel, sale promotion, people, and service process.

5. The result of experimental marketing in action encounters that it could bring a decision for travel in Chonburi province particularly in foreign tourists. In addition, experimental marketing also leads to a customer's royalty because of some special traveling offers such as Thai massage, elephant riding, hiking, etc. Besides, Sangdean Rathintorn (2012) expresses that the factor which attracts Chinese tourists to visit Thailand is the experience in Thailand traveling at least 1 time. Thus, they have the activities they want to do when they visit Thailand again.

6. The researcher detects that experimental marketing in an association is resulting in customer loyalty when they have taken experience or travel in Chonburi province. For example, the service mind of local people, charming landscape, and warm atmosphere involve reminding family members. As well, Methawee Wongkit and Ketsirin Kaewsuwan (2016) have studied the influence factors of volunteer tourism in Thailand case study in Songkla province establish that describe that Thai culture, Thai identity, courtesy of local people, and cheerful landscape affect the tourist decision to visit Thailand.

VIII. SUGGESTIONS and FUTURE RESEARCH

The next study should examine clearly the group of customers in a separate whether Europe, America, or Asia, which results will bring the research results to establish better strategies that related or respond to a requisite customer. This study has investigated only experimental marketing in sensation. Feeling, thought, action, and association represent that they significantly influenced the decision to select a tourist destination in Chonburi province. However, maybe any influence factors for the decision to choose tourist destinations. in Chonburi province as well.

IX. CONCLUSION

The influence of experimental marketing strategies which composed in sensation, feeling, thought, action, and association affect the selection decisions of tourists in Chonburi province.

There are 6 process of selection decisions progress of tourists in Chonburi province; 1.) problem awareness, 2.) information search, 3.) evaluation of alternatives, 4.) decisions alternative, 5.) purchase, 6.) post purchase decisions. Consumers were encouraged by experimental marketing led to decision-making in the selection of tourist destinations in Chonburi province because international tourists have got a good or wonderful experience in travel

ACKNOWLEDGMENT

This research project was supported by the faculty of business administration Bangkok Thonburi University Thailand. In addition, this research was supported by many advisors, academics, researchers, students, and academic staff. The authors would like to thank all of them for their support and collaboration.

REFERENCES

- 1) Adul Jathurongkul (2000) Marketing Strategy (Edition 2). Bangkok: Thammasat University.

Experimental Marketing Strategies that Affect Tourist Destination Selection Decisions in Chonburi Province

- 2) Aunypachara Chotiwachirapong (2012) Factors influencing American tourists' deciding on traveling in Thailand. Thesis, Stamford International University.
- 3) Boonchom Srisaart. (2011). Principle of research (Edition 9). Bangkok: Surewitsat.Prachachat Business, 2021) <https://www.prachachat.net>.
- 4) Consumer Behaviour in the Electric Appliances Market, Contemporary Economics, International Journal, Vol 6 Issue 3.
- 5) Cronbach, L.J. (1970). Essentials of psychological testing (3rd ed.). New York: Harper.
- 6) Donthu, Naveen and Boonghee Yoo (1998), "Cultural Influences on Service Quality Expectations," Journal of Service Research, 1 (2), 178-186.
- 7) Hawkins, D.I., Best, R.J., & Coney, K.A. (1998). Consumer Behavior: Building. marketing strategy dell. Boston: Mass. McGraw-Hill.
- 8) Kotler, P. (2000). Marketing management: analyzing consumer marketing and Buyer behavior (The Millennium) . New Jersey: Prentice Hall.
- 9) Kotler, P., & Keller, K.L. (2012). Marketing management (12th ed.). Edinburgh Gate: Pearson Education Limited.
- 10) Methawee Wongkit and Ketsirin Kaewsuan (2016) Factors Influencing Volunteer Tourism in Thailand: A Case Study of Songkhla Province Journal of Thai Hospitality and Tourism, 11(2).
- 11) Meyer Ann (2006), Are you experiential, Multi-Channel Merchant, Vol. 12, Issue 8, pp. 1-55.
- 12) Office of the Permanent Secretary for Tourism and Sports. (2017). Ministry of Tourism and Sports Major plan 2011 - 2016. Bangkok: Ministry of Tourism and Sports.
- 13) Poulsson S.H., & Kale, H.S. (2004). The experience economy and commercial experiences. Marketing Review, 4, 267–277.
- 14) Prataraporn Thimdang and Winai Panjakajonsak (2015) A Model of experiential marketing for Foreign Tourists. Academic Review, 11(1), 98-111.
- 15) Rovinelli, R. J., & Hambleton, R. K. (1977). On the use of content specialists in the assessment of criterion-referenced test item validity. Dutch Journal for Educational Research, 2, 49–60.
- 16) Sangdean Rathintorn (2012) The push and pull factors affecting Thai tourist's traveling decision at Kaeng Krachan National Park, Phetchaburi Province. Journal of the Association of Private Higher Education Institutions of Thailand, 18(1), 84-104.
- 17) Schmitt B. (2003), And now, experiential marketing, Business Standard, July 8.
- 18) Schmitt, N. (2007). Vocabulary in language teaching (8th ed.). Cambridge: Cambridge University.
- 19) Yamane, T. (1967). Taro statistic: An introductory analysis. New York: Harper & row.



There is an Open Access article, distributed under the term of the Creative Commons Attribution–Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.