

4. Research Methodology

The study indicated that 400 respondents. Mostly female Age between 21-30 years old. There are other professions such as agriculture. Monthly income is over 33,500 baht / month. Tourism behavior of Chinese tourists to Thailand. I found most of friends traveling most.

5. Research Result

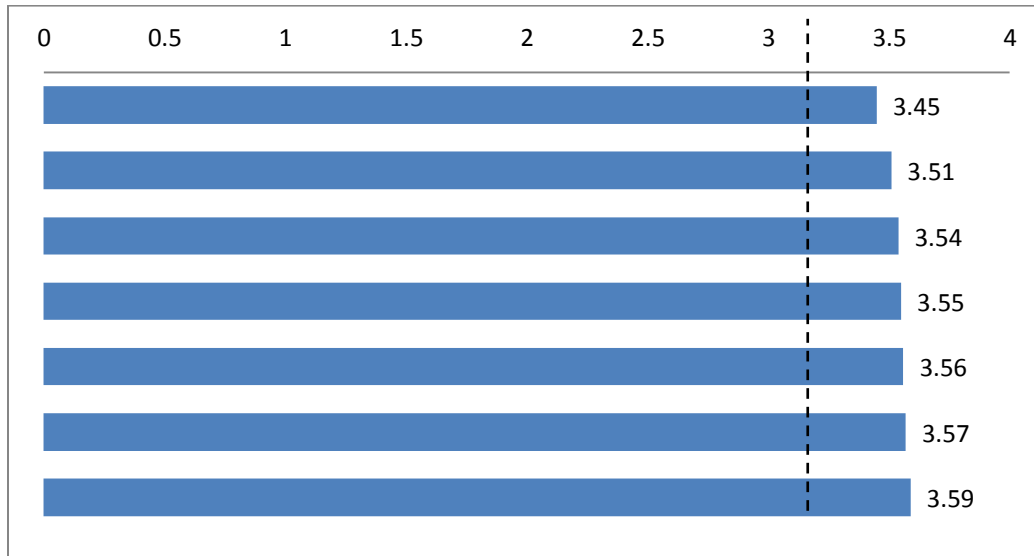


Fig. 1: Show the average number of 7 different aspects of the overall picture.

From Figure 4.23, it was found that the level of opinions on marketing mix factors The overall picture is very high. The samples agreed on the products and distribution channels as much as possible. Mean is 3.65 and 3.59, followed by price. Mean average of 3.57 processes. The mean is 3.54 and the person or employee. The mean score of 3.51 is the least. It is the creation and presentation of the physical characteristics. The average is 3.45.

6. Summery

The respondents were 400 respondents. Mostly female Age 21-30 years The education level is under the bachelor degree, there are other professions such as agriculture. Monthly income is over 33,500 baht / month. This study is a study of factors affecting the decision of choosing Chinese travel companies to visit Thailand. Therefore, the next study should isolate the study of tourists from other countries in order to improve the results of tourism in the next.

7. Reference

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