

Abstract

Title: Analysis of consumer decision making behavior of Kunming residents on travelling abroad

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This study aims to investigate the decision making behavior of Kunming residents for travelling abroad through the perspective of Kunming residents who had outbound tourism experience. Three hundred and eighty (380) respondents participated in the study. The convenience sampling techniques of probability sampling were adopted in the selection process.

In the study, the majority of respondents were female (58.2%), aged 30-40 years (28.9%), one couple and one child household size (56.1%), working as government employees (40%), with monthly income 2,000-5,000 Yuan (40.8%) which is equivalent to 9,200-23,000 Baht, having bachelor's degree (55%), and have experience of visiting Hong Kong or Macao.

Regarding consumer behavior and their decision making process, the results of this study showed that most of the respondents usually participated in the relaxation trip and sightseeing trip and their main objectives were physical and mental relaxation. In the decision making process, they preferred to make decision by themselves, but they

preferred to travel with their spouses, spending about 200-500 Yuan per day (960- 2,300 Baht) on an outbound holiday. Most of respondents preferred advertisement (TV/radio/press/journals/websites) and would like to book their holiday from the well known travel agencies. They had traveled to other countries and regions one or two times per year; normally their holidays lasted six to ten days per trip. In addition, they searched for the initial information of destination from the internet, and the top three important factors for them in choosing the destination were safety, competitive price, and new (previously not yet visited) destination.

In terms of motivating factors, the respondents strongly agreed with one element-pursuing physical and mental relaxation ($\bar{x}=4.58$) ranked with the highest mean scores, which was perceived as very important within motivators. The average important motivators consist of pursuing spiritual fulfillment ($\bar{x}=3.73$), other countries' destinations are more attractive ($\bar{x}=3.71$), pursuing different experience in other countries ($\bar{x}=3.67$), experiencing new cultures ($\bar{x}=3.66$), escaping from the routine life ($\bar{x}=3.25$), pursuing romance and fantasy ($\bar{x}=3.13$), travel agencies affording good promotion (3.10), increasing knowledge ($\bar{x}=3.08$), taking an adventure abroad ($\bar{x}=3.04$), learning new skills and experiences ($\bar{x}=3.00$), making new friends ($\bar{x}=2.89$), ostentatious to other people ($\bar{x}=2.71$), satisfying family ($\bar{x}=2.68$), pursuing new fashion because outbound tourism is popular nowadays ($\bar{x}=2.51$), searching business opportunities ($\bar{x}=2.48$), visiting friends ($\bar{x}=2.06$), and pursuing nostalgia ($\bar{x}=2.05$).

For the determinants, six out of nineteen determinants are average important in relation to purchasing outbound holiday. They include health condition ($\bar{x}=4.68$), disposable income available ($\bar{x}=4.30$), leisure time ($\bar{x}=3.99$), work and family

commitments ($\bar{x}=3.52$), the knowledge of destinations ($\bar{x}=3.41$), car ownership (for self-driving trip) ($\bar{x}=3.40$), and price differences between competitor organizations ($\bar{x}=3.40$).

It is recommended that travel agencies should focus on those people with high potential to take the outbound holiday, improve understanding of their needs and their interests. In terms of Kunming residents who are interested in relaxation trips and sightseeing trips, agencies should design the appropriate holiday plans to meet their demands. The Internet is the most convenient way to get the attention of communities and it is necessary for outbound tourism providers to use more online social networks to increase brand awareness for their services or activities. Moreover, for outbound tourism providers, they should consider more about Kunming tourists' psychographic demands such as mental relaxation, pursuing different experience in other countries, experiencing new cultures and pursuing spiritual fulfillment in order to motivate Kunming residents to take more outbound holidays. Finally, considering more about how to take care of their health during vacation and their affordability and competitive price of tourist products are extremely important for Kunming residents.