

## **Consumer Behavior in Purchasing Decision to Consume Products and Services of Dan Singkhon Community to Support Foreign Tourists in Prachuap Khiri Khan Province**

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### **Abstract**

The purposes of this study were to study consumer behavior in purchasing decision to consume products and services of Dan Singkhon community to support foreign tourists in Prachuap Khiri Khan Province, and to study the relationship between consumer behavior in purchasing decision to consume products and services of Dan Singkhon community to support foreign tourists in Prachuap Khiri Khan Province. The research samples were 400 consumers who bought products from Dan Singkhon community in Prachuap Khiri Khan province. The research instrument was a questionnaire. Statistics used in data analysis were frequency, percentage, mean, standard deviation and Chi-square test. The findings presented as follows: 1) the majority of consumers' reasons to purchase products and services was souvenirs. Most of them bought products and services from a Thai shop in the community with approximate expense per time was 1,001-1,500 baht. Information distributed from friends, relatives and acquaintances; 2) The results of the correlation test showed that the consumer behavior in purchasing decision to consume products and services was related to following factors the product purchase decision process of Dan Singkhon community; perceiving needs and problems; information searching; and after purchasing behavior with statistically significant at 0.05 level.

**Keywords:** Consumer Behavior, Purchasing Decision Process, Community Products and Services

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## **Introduction**

Border trade is a form of international trade from trading and exchanging necessary goods for the livelihood of people living along the borders of the country. Most of them are trading goods and services with low value without presenting commercial documents or evidence. However, over the past decade, Thailand and other countries in the region have cooperated in economic and social development, including international cooperation that leads to economic and social development. These, then, are demonstrated in term of an increase in income levels, wage rates of employment. These factors, further, are recognized as essential issues to promote the border trade. In Prachuap Khiri Khan province, the province is well-known as one of the most popular tourist destinations as it is the gateway to the South of Thailand. In this case, the Singkhon checkpoint, hence, has become a trade relief point between the Thai and Myanmar borders to trade local products of Thai and Burmese people. These products include handmade furniture and appliances made from carved wood for home furnishings and decorations, wild orchids, rare wild plants, and jewelry made from various types of high quality colored stones and Burmese gemstones. The province has promoted it as a border trade market for the benefit of trade and good relations between Thailand and Myanmar with foreign tourists are very welcome (Thippala, 2012). Therefore, studying consumer behavior is able to support better visions and find ways to reach more consumers effectively. Consumer behavior that affects the decision to buy goods and services is significant in a term of enhancing cash flow in a region. In this study, investigating consumer behavior in making decisions about purchasing goods and services of Dan Singkhon community in Prachuap Khiri Khan Province was examined to support foreign tourists. Information obtained from the study was used to improve the development of products and services in accordance with the consumer behavior of Dan Singkhon community market in Prachuap Khiri Khan Province to generate income for the community and to welcome more tourists.

## **Research objectives**

The objectives of this study were as follows:

- 1) to study consumer behavior in making decision to purchase products of Dan Singkhon community in Prachuap Khiri Khan Province to accommodate foreign tourists; and
- 2) to study the relationship between consumer behavior in making decisions to purchase products of Dan Singkhon community in Prachuap Khiri Khan Province to support foreign tourists.

## **Research questions**

The research questions were listed as follows:

- 1) How is consumer behavior in the decision to purchase products of Dan Singkhon community in Prachuap Khiri Khan Province related to foreign tourists? and
- 2) Is consumer behavior related to product purchase decision of Dan Singkhon community in Prachuap Khiri Khan Province to accommodate foreign tourists? and how?

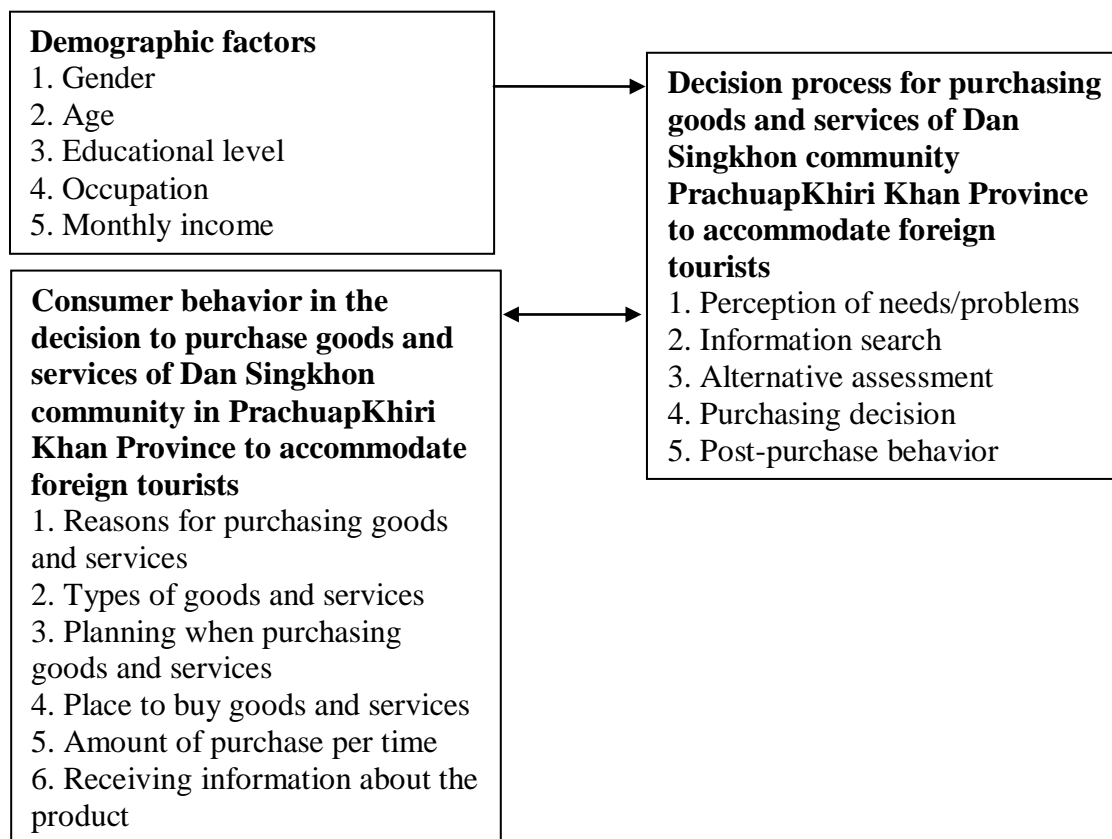
## **Research hypothesis**

Consumer behavior is related to product purchasing decision of Dan Singkhon community in Prachuap Khiri Khan Province

**Conceptual framework**

**Independent variable**

**Dependent variable**



**Research Methodology**

Population and sample

Population in the study was product consumers of the Singkhon Dan community, Prachuap Khiri Khan Province. Research samples were product consumers of the Singkhon Dan community, Prachuap Khiri Khan Province. Since the population was large and the exact population was unknown, the sample size was calculated using the unknown sample size formula (Cochran, 1977, quoted in Kaiwan, 2010: 64), 95% confidence and 5% error level, which was 400 product consumers.

**Research Instrument**

Research instrument of this study was a questionnaire divided into 4 parts as follows:

Part 1 General information of the respondents was collected by multiple choice questions consisting of gender, age, education level, occupation, income, and consumer characteristics (6 questions).

Part 2 Consumer behavior in making a decision to buy goods and services was collected by 7 multiple choice questions consisting of

- 1) Reason for purchasing
- 2) Types of products/services purchased
- 3) Purchasing plan
- 4) Purchasing location
- 5) Purchasing expense per time

- 6) Receiving information about products/services
- 7) A key player in purchasing decisions

Part 3 Information about the decision-making process for purchasing goods and services of Dan Singkhon community consisted of 5 aspects: perception of needs/problems; information search; alternative assessment; purchase decision; and post-purchase behavior. This part employed a rating scale created by Likert (ThaninSilcharu, 2007, page 64) which was divided into 5 levels as follows:

- 5 The highest level
- 4 A high level
- 3 A moderate level
- 2 A low level
- 1 The lowest level

The average score is divided into 5 levels as follows:

- $\bar{x}$ = 4.21 – 5.00 The highest agree
- $\bar{x}$ = 3.41 – 4.20 Highly agree
- $\bar{x}$ = 2.61 – 3.40 Moderately agree
- $\bar{x}$ = 1.81 – 2.60 Slightly agree
- $\bar{x}$ = 1.00 – 1.80 The least agree

Data analysis and statistics used in data analysis

- 1) Demographic information consisted of gender, age, education level, occupation, income, and consumer characteristics were analyzed by frequency and percentage.
- 2) Analysis of decision-making process of purchasing goods and services of Dan Singkhon community was mean and standard deviation.
- 3) Analysis of the relationship between consumer behavior and the purchasing decision process was Chi - square.

**Results**

Part 1 The results of the analysis of consumer behavior in the purchasing decision of goods and services of Dan Singkhon community in Prachuap Khiri Khan Province

Table 1 Number and percentage of consumer behavior in the purchasing decision of goods and services of Dan Singkhon community in Prachuap Khiri Khan Province

Purchasing decision of goods and services	Numbers	Percentages
<b>1. Reasonsof purchasing</b>		
1.1 Personal use	82	20.50
1.2 Support the local	30	7.50
1.3 Souvenir	136	34.00
1.4 Domestic appliances	130	32.50
1.5 For selling	22	5.50
1.6 Others	0	0.00
<b>Total</b>	<b>400</b>	<b>100</b>

<b>2. Types of purchasing</b>		
2.1 Food and beverage	44	11.00
2.2 Medicinal plants/forest products	108	27.00
2.3 Clothing/apparel	58	14.50
2.4 Decoration/wood furniture	60	15.00
2.5 Artifacts and souvenirs	130	32.50
2.6 Others	0	0.00
<b>Total</b>	<b>400</b>	<b>100</b>
<b>3. Purchasing plan</b>		
3.1 Yes	184	46.00
3.2 No	216	54.00
<b>Total</b>	<b>400</b>	<b>100</b>
<b>4. Purchasing location</b>		
4.1 Thai shops in the community	182	45.50
4.2 Foreigner shops in the community	122	30.50
4.3 Community market	96	24.00
<b>Total</b>	<b>400</b>	<b>100</b>
<b>5. Purchasing expense per time</b>		
5.1 Less than 500 Baht	62	15.50
5.2 501 - 1,000 Baht	104	26.00
5.3 1,001 - 1,500 Baht	128	32.00
5.4 More than 1,500 Baht	106	26.50
<b>Total</b>	<b>400</b>	<b>100</b>
<b>6. Receiving information about products/services</b>		
6.1 Friends/Relatives/Acquaintances	198	49.50
6.2 Radio and printed media	76	19.00
6.3 Internet	124	31.00
6.4 Others	2	0.50
<b>Total</b>	<b>400</b>	<b>100</b>

7. Purchasing influencers		
7.1 Friends	40	10.00
7.2 Family members	62	15.50
7.3 Self-decision	292	73.00
7.4 Others	6	1.50
<b>Total</b>	<b>400</b>	<b>100</b>

**Part 2 Analyze of the purchasing decision process of goods and services of Dan Singkhon community in Prachuap Khiri Khan Province to accommodate foreign tourists**

**Table 2 Mean and Standard Deviation of the purchasing decision process of Dan Singkhon community in Prachuap Khiri Khan Province to accommodate foreign tourists**

Decision Process of Products/Services	$\bar{x}$	S.D.	Level
<b>1. Perception of needs/problems</b>			
1.1 Products and services that you purchase are necessary.	3.70	0.532	High
1.2 In addition to purchasing goods and services, you also take advantage of travel and leisure opportunities.	4.09	0.500	High
1.3 Products and services are unique to the local area.	4.11	0.647	High
1.4 Products and services from Myanmar are still a lot of naturalness.	4.19	0.667	High
<b>Total</b>	4.02	0.417	High
<b>2. Information search</b>			
2.1 You used to buy goods and services at Dan Singkhon Community Market and come back to buy again	4.05	0.659	High
2.2 You like to buy goods and services from Dan Singkhon Community Market because there is a new distribution system	4.04	0.745	High
2.3 You choose to buy things at Dan Singkhon Community Market on Saturday morning because of the forest items	4.18	0.725	High
<b>Total</b>	4.08	0.561	High
<b>3. Alternative Assessment</b>			

3.1 You like the products of Dan Singkhon community because of its varieties	4.17	0.618	High
3.2 You come to Dan Singkhon Community Market because of its more convenience	4.10	0.709	High
3.3 Products at Dan Singkhon Community Market are cheaper than other markets	4.08	0.769	High
3.4 Dan Singkhon Community Market products can be negotiated	4.02	0.812	High
<b>Total</b>	4.09	0.549	High
<b>4. Purchasing Decision</b>			
4.1 You decide to buy products at Dan Singkhon Community as planned	3.97	0.667	High
4.2 You decide to buy products at Dan Singkhon Community Market by chance	4.12	0.760	High
4.3 You decide to buy products at Dan Singkhon Community Market with impressive passion of product characteristics	4.19	0.684	High
<b>Total</b>	4.09	0.521	High
<b>5. Post-purchase behavior</b>			
5.1 You are satisfied with the product/service.	4.26	0.624	The highest
5.2 In the future, you will come back to buy at Dan Singkhon Community Market again.	4.32	0.624	The highest
5.3 You will recommend friends or close ones to come and buy products at Dan Singkhon Community Market again.	4.24	0.679	The highest
<b>Total</b>	4.27	0.538	The highest
<b>Overall Purchasing Decision Process</b>	4.11	0.359	High

**Table 3** Summary of the overall findings obtained from the analysis of consumer behavior related to purchasing decision process of products of Dan Singkhon community in Prachuap Khiri Khan Province to support foreign tourists

The purchasing decision process of Dan Singkhon community Prachuap Khiri Khan Province to support foreign tourists	Consumer behavior in making decision to purchase goods and services						
	Reasons	Types of products/services	Purchasing plan	Purchasing location	Purchasing expense per time	Receiving information	Purchasing influencers
<b>1. Perception</b>							

<b>of needs/ problems</b>							
1.1 Products and services that you purchase are necessary.	✓	x	✓	x	x	x	✓
1.2 In addition to purchasing goods and services, you also take advantage of travel and leisure opportunities.	x	✓	x	✓	✓	x	✓
1.3 Products and services are unique to the local area.	✓	✓	✓	✓	✓	✓	✓
1.4 Products and services from Myanmar are still a lot of naturalness.	✓	x	✓	x	✓	x	✓
<b>2. Information search</b>							
2.1 You used to buy goods and services at Dan Singkhon Community Market and come back to buy again	x	✓	✓	✓	✓	✓	✓
2.2 You like to buy goods and services from Dan Singkhon Community Market because there is a new distribution system	✓	✓	✓	✓	✓	✓	✓
2.3 You choose to buy things at Dan Singkhon Community Market on Saturday morning	✓	✓	✓	x	✓	✓	✓



because of the forest items							
<b>3. Alternative assessment</b>							
3.1 You like the products of Dan Singkhon community because of its varieties	x	x	x	x	x	x	x
3.2 You come to Dan Singkhon Community Market because of its more convenience	x	x	x	x	x	x	x
3.3 Products at Dan Singkhon Community Market are cheaper than other markets	✓	x	x	x	✓	x	✓
3.4 Dan Singkhon Community Market products can be negotiated	✓	x	x	x	✓	x	✓
<b>4. Purchasing decision</b>							
4.1 You decide to buy products at Dan Singkhon Community as planned	✓	x	✓	x	✓	✓	✓
4.2 You decide to buy products at Dan Singkhon Community Market by chance	x	x	✓	x	✓	✓	✓
4.3 You decide to buy products at Dan Singkhon Community Market with impressive passion of product	✓	✓	✓	x	✓	✓	x

characteristics							
<b>5. Post-purchase behavior</b>							
5.1 You are satisfied with the product/service.	✓	✗	✗	✗	✓	✗	✗
5.2 In the future, you will come back to buy at Dan Singkhon Community Market again.	✗	✗	✗	✗	✓	✓	✓
5.3 You will recommend friends or close ones to come and buy products at Dan Singkhon Community Market again.	✗	✗	✗	✗	✓	✗	✗

**Conclusion and Discussion**

According to the findings, it was summarized as follows:

Decision process for purchasing goods and services of Dan Singkhon community in Prachuap Khiri Khan Province to accommodate foreign tourists was at a high level whereas post-purchase behavior was at the highest level followed by alternative assessment, purchasing decision, information search and perception of needs/problems were at a high level, respectively.

This is similar to the study of Srisirirung et al. (2018) who study purchasing behaviors of goods and services among adolescents in Bangkok which demonstrates that demographic characteristics are related to the type of products and services. Supported by Phongwirithon et al (2015) who study the behaviors according to the concept of sustainable consumption of consumers in Chiang Mai District towards purchasing furniture for homes. The findings illustrate that the factors of housing characteristics and the number of household members living together were only related. There is relationship among following factors as: the type of furniture; the reason for purchasing the furniture; the time of the day of the furniture purchase and the frequency of purchase; the use in the manufacture of furniture; the time of the year of the furniture purchase; the number of shops to browse before purchase; the amount of time spent on the purchase decision; the average value of the furniture purchase per time; and the person who influences the decision. However, the significant factor in purchasing furniture is no different in the product factor and the reputation of the brand. This is confirmed by the study of Hongma (2012) titled the behavior of tourists in purchasing silk products of the One Tambon One Product Project in Nakhon Ratchasima province. It was found that personality factors in being social, loving-kindness, being fashionable and the amount of silk per purchase were statistically significant difference at .01 levels.

## Recommendations

Recommendations for this study

1. Dan Singkhon community's products should be designed from raw materials in the community or forest products to create a unique identity for the community.
- 2 Perceptions of needs/problems should be focused on products that meet the needs of consumers
- 3 Information search is essential because it can be a new distribution system for Dan Singkhon community.
4. Alternative assessment of Dan Singkhon community should be flexibility in negotiating prices of goods and services.

Recommendations for further research

1. There should be an in-dept study of the attitudes of the service recipients towards the purchasing decisions of Dan Singkhon community in Prachuap Khiri Khan Province.
- 2 A study of the impact on the operation of Dan Singkhon community in Prachuap Khiri Khan Province in the production and distribution of goods and services of the community should be concerned.

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Appendix

