CHAPTER 3

RESEARCH METHODOLOGY
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3.1 Coverage of study

The study was limited in scope from two perspectives: product under study and geographical coverage. The product was overseas destination of Thai tourists and the geographical coverage was restricted to tourists from Thailand.

3.2 Type of research

The study attempts to find the factors influencing the choice of Thai tourists desiring an overseas travel. The research will be an applied research that aims at finding a solution to the problems facing the tourism industry to the question of what holiday destinations appeal to the Thai tourist and how does the research help to evaluate the process of choice making as understood in market research. The research will investigate the reason for Thai behavior and motivation and will use projective techniques to identify attitudes and opinions. The approach will be inferential, a data base will be collected to inform characteristics and relationships of the population sample. The data to be collected is order on a scale of 1-7 by the respondents and is analyzed using statistical tools. Thus this study was classified as quantitative type of study. (Bryman& Bell, 2003)

3.3 Approach to study

When the study used extant literature to identify theory and ideas that one will test using data, the approach is said to be deductive in nature. (Saunders et.al, 2011). Since the current study extensively uses extant literature to identify the attributes of products, price, promotion, information seeking behavior and consumer behavior and from there develop an instrument scale to understand the factor influencing their choice, the current study happens to be a deductive one.
The study happened to be an empirical one as the data was generated from primary sources; the data was analyzed using quantitative methods.

3.4 Research Strategy

The strategy for this research is the method of survey because survey research is a good for social research. The survey sampling technique can provide sufficient data about the consumer i.e. the Thai tourists. This strategy is also commonly adopted for deductive approach of research (Saunders et.al, 2007).

3.5 Data Collection

The universe for the study consists of Thai tourists who have visited overseas destinations as well as those who aspire to in future. These tourists are potential customers for travel to new overseas destinations.

3.6 Sampling Design

Sampling is used in lieu of census because there cannot be complete enumeration of all items of the population where no element is left to chance and highest accuracy can be got. However census is time consuming and needs time, energy and money. In contrast, the sample survey suits small universes and is practical. The samples in the survey have characteristic common with the large universes.

3.7 Sampling Frame

It was difficult to prepare a sampling frame. Although record from foreign office may be available contacting the travelers was difficult and studying the records was also not feasible.

3.8 Sampling Technique

As the sampling frame could not be prepared, sampling technique suitable to this situation was to be used. Snowball sampling technique was used for primary data collection. The researcher made an initial contact with a small group of people with whom she had an acquaintance.
3.9 Unit of Analysis

The unit of analysis was an individual, one who has already visited some overseas destination or one who has definite plans to visit some overseas destination.

3.10 Sample Size

The customers were personally administered a survey. Data was collected from 400 people by systematic random sampling. As recommended by (Tinsley, 1987, Phadtare, 2008) the ratio respondents to number of items will be in the range of 5-10. This guideline permits a sample size of 220 but (Comrey, 1988) recommended a sample size of three hundred as good and five hundred as very good. So a sample size of 400 was earmarked for primary data collection.

3.11 Demography

The data looks at the sample from factor of age, sex, marital status, occupation, income, education, residence and tourist attraction.
Table 3.1 shows the number and percentage of the sample data.

<table>
<thead>
<tr>
<th>Demography</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>212</td>
<td>53.00</td>
</tr>
<tr>
<td>Female</td>
<td>188</td>
<td>47.00</td>
</tr>
<tr>
<td><strong>2. Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less 15 years old</td>
<td>5</td>
<td>1.25</td>
</tr>
<tr>
<td>16 – 24 years old</td>
<td>37</td>
<td>9.25</td>
</tr>
<tr>
<td>25 – 34 years old</td>
<td>88</td>
<td>22.00</td>
</tr>
<tr>
<td>34 – 44 years old</td>
<td>124</td>
<td>31.00</td>
</tr>
<tr>
<td>45 – 55 years old</td>
<td>63</td>
<td>15.75</td>
</tr>
<tr>
<td>55 – 60 years old</td>
<td>39</td>
<td>9.75</td>
</tr>
<tr>
<td>More than 60 years old</td>
<td>44</td>
<td>11.00</td>
</tr>
<tr>
<td><strong>3. Marital status</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single</td>
<td>89</td>
<td>22.25</td>
</tr>
<tr>
<td>Married</td>
<td>222</td>
<td>55.50</td>
</tr>
<tr>
<td>Divorced</td>
<td>89</td>
<td>22.25</td>
</tr>
<tr>
<td><strong>4. Profession</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>15</td>
<td>3.75</td>
</tr>
<tr>
<td>Government official or Private</td>
<td>37</td>
<td>9.25</td>
</tr>
<tr>
<td>Business Owner</td>
<td>202</td>
<td>50.50</td>
</tr>
<tr>
<td>Professional</td>
<td>68</td>
<td>17.00</td>
</tr>
<tr>
<td>House wife</td>
<td>47</td>
<td>11.75</td>
</tr>
<tr>
<td>Other</td>
<td>31</td>
<td>7.75</td>
</tr>
</tbody>
</table>
### Table 3.1 (Continue)

<table>
<thead>
<tr>
<th>Demography</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>5. Monthly Income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Below 15,000 baht</td>
<td>5</td>
<td>1.25</td>
</tr>
<tr>
<td>15,001 - 25,000 baht</td>
<td>37</td>
<td>9.25</td>
</tr>
<tr>
<td>25,001 – 35,000 baht</td>
<td>97</td>
<td>24.25</td>
</tr>
<tr>
<td>35,001 – 45,000 baht</td>
<td>41</td>
<td>10.25</td>
</tr>
<tr>
<td>45,001 – 55,000 baht</td>
<td>68</td>
<td>17.00</td>
</tr>
<tr>
<td>55,001 – 65,000 baht</td>
<td>47</td>
<td>11.75</td>
</tr>
<tr>
<td>Above 65,001 baht</td>
<td>105</td>
<td>26.25</td>
</tr>
<tr>
<td><strong>6. Education</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High school or below</td>
<td>5</td>
<td>1.25</td>
</tr>
<tr>
<td>Professional Qualification</td>
<td>37</td>
<td>9.25</td>
</tr>
<tr>
<td>Diploma</td>
<td>97</td>
<td>24.25</td>
</tr>
<tr>
<td>Bachelor’s Degree</td>
<td>146</td>
<td>36.50</td>
</tr>
<tr>
<td>Master’s Degree</td>
<td>68</td>
<td>17.00</td>
</tr>
<tr>
<td>Ph D</td>
<td>31</td>
<td>7.75</td>
</tr>
<tr>
<td>Uneducated</td>
<td>16</td>
<td>4.00</td>
</tr>
<tr>
<td><strong>7. Native Region</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Central of Thailand/Bangkok</td>
<td>131</td>
<td>32.75</td>
</tr>
<tr>
<td>Northern of Thailand</td>
<td>37</td>
<td>9.25</td>
</tr>
<tr>
<td>Southern of Thailand</td>
<td>87</td>
<td>21.75</td>
</tr>
<tr>
<td>Eastern of Thailand</td>
<td>67</td>
<td>16.75</td>
</tr>
<tr>
<td>Western of Thailand</td>
<td>47</td>
<td>11.75</td>
</tr>
<tr>
<td>North eastern of Thailand</td>
<td>31</td>
<td>7.75</td>
</tr>
</tbody>
</table>
Table 3.1 (continue)

<table>
<thead>
<tr>
<th>Demography</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>8. Number of trip abroad</td>
<td></td>
<td></td>
</tr>
<tr>
<td>First time traveler</td>
<td>90</td>
<td>22.50</td>
</tr>
<tr>
<td>2-3 times</td>
<td>37</td>
<td>9.25</td>
</tr>
<tr>
<td>4-6 times</td>
<td>87</td>
<td>21.75</td>
</tr>
<tr>
<td>7-9 times</td>
<td>67</td>
<td>16.75</td>
</tr>
<tr>
<td>10-12 times</td>
<td>47</td>
<td>11.75</td>
</tr>
<tr>
<td>13-15 times</td>
<td>31</td>
<td>7.75</td>
</tr>
<tr>
<td>More 15 times</td>
<td>41</td>
<td>10.25</td>
</tr>
</tbody>
</table>

Table 3.1 Study Demography of Thai tourists as sample for survey 400 sample results are as follows.

The pie charts show the number and percentage of the sample data.

Figure 3.1: Pie chart shows gender ratio.
Figure 3.2: Pie chart shows the age ratio.

Figure 3.3: Pie chart shows the marital status ratio.

Figure 3.4: Pie chart shows the professions ratio.
Figure 3.5: Pie chart shows the monthly income ratio.

Figure 3.6: Pie chart shows the educational background ratio.

Figure 3.7: Pie chart shows the choice of regional areas ratio.
As a corollary of pie charts the demography of Thai tourists as sample for survey was 400. The results were as follows.

The data looked at the sample from factors of age, sex, marital, occupation, income, education, and tourist attractions.

It was found that the population of the sample had 212, 53.00 percent were males, out of 124 people, 31.00 percent in the age group of 34-44 years old, out of 124 people 55.50 percent were married, out of 202 people 50.50 percent were business man, out of 105 people 26.25 percent income over 65,001 bath, out of 146 people 36.50 percent had Bachelor’s Degree, out of 131 people 32.75 percent were from Central Thailand and 90 people 22.50 percent first time for traveler.

3.12 The Instrument for data collection

A questionnaire was developed from this pool of attributes to serve as instrument for primary data collection (De Vellis, 2003). It was an undisguised, structured and closed ended.

Part I carried the purpose of the study and a brief sketch of the study of the researcher. This was included so as to remove any suspicion (that is generally found about the surveys being conducted for business purposes) from the mind of the respondents and ensure their cooperation. The questionnaire was un-disguised and
structural. It contained closed ended question. The question was kept simple by using words from common usage.

Part II questions pertaining to the demography of the respondents and questions relating to past experience of the respondents who had visited some overseas destination in the past.

Part III was divided on the basis of themes into factor like product, infrastructure of the overseas destination, price factor, other facilities, promotion, facilities for knowledge enhancement, food & beverages and motivation factors for oversea travel.

To develop a scale of choice of overseas destinations of Thai tourists, a pool of attributes that influence the choice of overseas destinations was created (Phadtare, 2008). The extant literature provided the attributes and these were compiled. This pool was then shown to two academicians from the area of hospitality management for their inputs. A focus group discussion was also conducted in Thailand to add to the pool. Five Thai aspirant tourists and three Thai tourists discussed the attributes for about 45 minutes. Thus by the method of triangulation, the pool of attributes was finalized.

The attributes were to be rated by the respondents on a Likert scale of 1 – 7 with 1 denoting the lowest and 7 denoting the highest performance.

The questionnaire used words from common usage and questions moved from one theme to the other in an orderly fashion. This questionnaire was pilot tested with 10 respondents for ease of understanding, completeness, length of questionnaire, time required to fill the questionnaire, repetition of questions etc. Only a few minor changes were required and the same was done. This questionnaire was then translated into Thai language with the help of two translators as the same was to be administered in Thailand and most Thai nationals do not understand English. The questionnaire in Thai language was re-translated into English with the help of another pair of translators to make sure the Thai translation was done correctly. The Thai translation was found correct. The scale of choice of overseas destinations of Thai tourists was hypothesized as shown in chart 3.1. All attributes as identified by the method of
triangulation were included in the hypothesized scale and thus the scale is likely to be strong and complete.

As suggested by (Good and Hart, 1952). The questionnaire was shown to senior faculty in the area of Tourism Management and experienced persons from the travel industry for their comments so as to correct ambiguities proper phrasing and sequencing of question, views were sought on length of the question and classification of questions. Thus the method of triangulation was used to develop questionnaire. Thus the method of triangulation was used to develop the questionnaire.
<table>
<thead>
<tr>
<th>Factor</th>
<th>Attribute ( Complete factorization of attributes )</th>
<th>Author</th>
</tr>
</thead>
</table>
| 1. Motivation    | Push and Pull Factors : a) Discovering of new please, culture, lifestyle and enrichment, landscape, architectural, nature, atmosphere  
                   | b) Increase knowledge, novelty, education, business, visit relative, rest and recuperation, sport activities, shopping, curiosity of festivals. | Witchu & Kullada, 2008 / Bajs, 2011  
                   |                                                               | Kamenidou, Mamalis, and Priporas, 2009  
                   |                                                               | Hyubers, 2003 / Yoopetch, 2011  
                   |                                                               | Jonsson and Devonish, 2010  
                   |                                                               | Brkić, Džeko, 2008  
                   |                                                               | Das, Mohapatra, Sharma, and Sarkar, 2007  
                   |                                                               | Lo, Mohamad, Songan and Yeo, 2012  
                   |                                                               | Lo’pez-Toroa, Dr’az-Mun’ozaand Pe’rez-Morenob, 2010  
                   |                                                               | Mechinda, Serirat, Popaijit, Lertwannawit and Anuwichanont, 2010 |
                   |                                                               | Gross, Brien and Brown, 2007  
                   |                                                               | Bartoluci, 2010 / Hyubers, 2003  
                   |                                                               | Yoopetch, 2011 / Brkić, Džeko, 2008  
                   |                                                               | Jonsson and Devonish, 2010  
                   |                                                               | Louviere and Timmermans, 1992  
                   |                                                               | Park, Tusseyadiah, Mazanec, and Fesenmaier, 2010 / Bajs, 2011  
                   |                                                               | Das, Mohapatra, Sharma, and Sarkar, 2007  
                   |                                                               | Lo’pez-Toroa, Dr’az-Mun’ozaand Pe’rez-Morenob, 2010  
                   |                                                               | Mechinda, Serirat, Popaijit, Lertwannawit and Anuwichanont, 2010 |
### 3.13 Hypothesis

The hypothesized scale works on factor such as product, Infrastructures, other facilities, facility for knowledge enhancements, food, beverages, and motivation.

The instrument of analysis of choice of destination of Thai tourists had 9 factors.

1. **Product natural factor** will have beauty, nature and beaches, monuments and cultural places, religious places, weather, importance historical monument, as the attributes.
2. **Product man made factor** will have power connection, safety, novelty, excitement, clean toilets facilities, fun, good stay accommodation, road, travel packages outdoor facilities, sporty activities, entertainment, casino, clubs and night life, leisure shopping as the attributes.
3. The infrastructure will include attributes such as easy of communication service, easy of net connectivity, easy, easy of visa procedures, easy of currency exchange, road, easy availability of hotel, good accommodation, clean toilets facilities, easy availability of different modes of transport, good frequency of transport, and easy connectivity between places of travel, power connection, low and order.

4. The other facilities would include attributes such as shopping facilities, guide facilities, information facilities, and currency exchange. Electronic communication centers.

5. Facilities for knowledge enhancement include attributes such as increasing knowledge, discovering new culture, enriching self intellectually, exploring new place, and meeting interesting people.

6. Food factor would include attributes such as variety, hygiene, taste, spicy, bland, salty, and sweet.

7. Beverage factor would include alcohol, non-alcohol, hygiene, taste.

8. Motivation factor would include attributes such as education, discovering new culture and lifestyle, enhancing knowledge, ecotourism, exploring a new place, meeting interesting people, visit relatives, rest and recuperation, sports, shopping, curiosity of festivals.

9. Price factor would include attribute such as air fares, road transport fares, rail fares living cost, drink cost, local commuting fare, entry tax, cost of souvenirs, cost of tourist facilities, cost of merchandise and entertainment cost.

These hypotheses were constructed to be consistent with the objective of the study to develop and test a measurement model which would measure the choice of destination of Thai tourists and show the difference in factors between India, China and Korea. Each of the hypotheses was drawn from theoretical, practical and methodological consideration.
Chart 3.1: Hypothesis scale before pilot study for choice of overseas destinations of Thai tourists
Hypothesis for the paired T-test

India and China

Hypothesis 1
Ho: There is no difference between the choice of India and China in the product natural factor.
H1: There is difference between the choice of India and China in the product natural factor.

Hypothesis 2
Ho: There is no difference between the choice of India and China in the product man made factor.
H1: There is difference between the choice of India and China in the product man made factor.

Hypothesis 3
Ho: There is no difference between the choice of India and China in the infrastructure factor.
H1: There is difference between the choice of India and China in the infrastructure factor.

Hypothesis 4
Ho: There is no difference between the choice of India and China in the other facilities factor.
H1: There is difference between the choice of India and China in the other facilities factor.

Hypothesis 5
Ho: There is no difference between the choice of India and China in the facilities knowledge enhancement factor.
H1: There is difference between the choice of India and China in the facilities knowledge enhancement factor.

Hypothesis 6
Ho: There is no difference between the choice of India and China in the food factor.
H1: There is difference between the choice of India and China in the food factor.

Hypothesis 7
Ho: There is no difference between the choice of India and China in the beverages factor.

H1: There is difference between the choice of India and China in the beverages factor.

**Hypothesis 8**

Ho: There is no difference between the choice of India and China in the motivation factor.

H1: There is difference between the choice of India and China in the motivation factor.

**India and Korea**

**Hypothesis 1**

Ho: There is no difference between the choice of India and Korea in the product natural factor.

H1: There is difference between the choice of India and Korea in the product natural factor.

**Hypothesis 2**

Ho: There is no difference between the choice of India and Korea in the product man made factor.

H1: There is difference between the choice of India and Korea in the product man made factor

**Hypothesis 3**

Ho: There is no difference between the choice of India and China in the infrastructure factor.

H1: There is difference between the choice of India and China in the infrastructure factor.

**Hypothesis 4**

Ho: There is no difference between the choice of India and Korea in the other facilities factor.

H1: There is difference between the choice of India and Korea in the other facilities factor.

**Hypothesis 5**

Ho: There is no difference between the choice of India and Korea in the facilities knowledge enhancement factor.
H1: There is difference between the choice of India and Korea in the facilities knowledge enhancement factor.

**Hypothesis 6**

Ho: There is no difference between the choice of India and Korea in the food factor.

H1: There is difference between the choice of India and Korea in the food factor.

**Hypothesis 7**

Ho: There is no difference between the choice of India and Korea in the beverages factor.

H1: There is difference between the choice of India and Korea in the beverages factor.

**Hypothesis 8**

Ho: There is no difference between the choice of India and Korea in the motivation factor.

H1: There is difference between the choice of India and Korea in the motivation.
3.14 Statistical tools

Two different statistical tools were used:

1. **Statistical tool for scale development:**

The statistical tool used for the analysis is called Confirmatory Factor Analysis (CFA). Using this method helps to establish a model with which the instrument will measure the constructs designed to measure the choice of destination of Thai tourist.

The Confirmatory Factor Analysis (CFA) was used to prepare the scale of choice of oversea destination of Thai tourists. It is more suited than other analysis when factors are already available in the extant literature and only scale is to be developed. (Dowlatshahi and Cao, 2006) The Value of KMO in excess of 0.5 suggested that the process of factor analysis is advisable. In the present study it was greater than 0.5 and hence the same was conducted. AMOS 7 package that was used for the purpose.

In any scale which measures a process the variables are assigned values. So reliability and validity are dimensions of this process.

Reliability: Checks how close the initial estimated value is to the subsequent processed value reliability ensures that assignment of values is consistent and reproducible. Reliability is very critical in research. The concept of reliability has great relevance for psychometric and socio-behavioral research because the constructs are abstract. (De Vellis, 2003).

“Internal Consistency Reliability” is important for developing a scale. It shows that the results of the instrument has high internal consistency and is reliable. (De Vellis, 2006).

A very high correlation between each of the items shows they are interrelated and measure the same variable then the Alpha coefficient is high and the scale is uni-dimensional and measures the same core subject. (Greenwood, 2004)
The reliability analysis gives hypothetical information of the potential alpha if unsatisfactory variables are removed from the scale.

Validity: The concept of convergent and discriminate validity is based on the principle that if an instrument is valid it will have strong correlation with measure that is similar and strong disassociation with measure that are dissimilar. (De Vellis, 2003). The convergent and discriminant validity was checked using SPSS 17.0 package.

2. Chi square test was used to find out the association between demographic alternatives of respondents and factors of the scale of choice of overseas destination of Thai tourists.

3. T-test was used to compare the attractiveness of China with India and South Korea with India.
REFERENCES


