

EXPLORING THE RELATIONSHIP BETWEEN SOCIO- DEMOGRAPHIC CHARACTERISTICS AND TOURIST BEHAVIORS: AN EMPIRICAL STUDY IN PATHUM THANI THAILAND

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ABSTRACT

In the past few years, the Covid-19 pandemic has affected consumption and tourism activities in Thailand's special area of Pathum Thani. The pandemic has had a significant impact on travel volume within Thailand and there has been a marked decrease in the arrivals of domestic tourists to various tourist attractions. This paper found that domestic tourist decision making mainly responds to the individual intrinsic characteristics and tourist behavior. The paper presents the socio-demographic characteristics of tourists. Most tourists have different travel behaviours according to socio-demographic characteristics factors, both in terms of behaviour in tourism expenses and travel purpose. In addition, the study also found that socio-demographic characteristics of tourists including gender, marital status, education level, occupation, income, and domicile related to the tourism behaviour of Thai tourists in Pathum-Thani province. The findings from this study can be used to provide clearer recommendations for the tourism market development plan, responding to the behaviour of self-traveling domestic tourists.

Keywords: Correlation Analysis, Pathum-Thani Province, Socio-Demographic Characteristics, Tourist Behavior

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Introduction

Over the past few years, the Covid-19 pandemic has resulted in enormous financial losses, creating a global health and economic crisis (Anderson et al., 2020). The pandemic has severely affected the tourism and hospitality industry, resulting in tourists canceling their travel plans because of the fear of infection due to the inability to avoid spreading the virus during travel (Mamirkulova et al., 2020). Travelers by air are also at increased risk of infection if there is no effective vaccine (Su et al., 2021). The previous studies have indicated that travel restrictions are the most effective intervention in reducing the spread of disease and controlling the rate of transmission between people and communities around the world (Mamirkulova et al., 2020; Meadows et al., 2019).

The outbreak of Covid-19 has temporarily halted economic activity in tourism around the world. Many governments have implemented measures to control foreign travel in the form of travel restrictions, including the Government of Thailand, which closed the country by temporarily suspending the arrival of foreign tourists to control the epidemic. This has resulted in a decrease in the arrivals of foreign tourists and led to a decrease in the confidence of Thai tourists. The fall in the number of Thai tourists traveling within the country is a result of changing tourism behavior as well as the taking into account of the health and safety and hygiene issues. However, the behavior of Thai tourists since Covid-19 has changed in three ways, namely: 1) traveling within the home country; 2) traveling short distances by private car; and 3) traveling to places that are not crowded (Saenkam, 2021).

Thus, the Thai tourism industry has come to rely primarily on the local tourist market. Government agencies may have to consider creating measures to stimulate the domestic tourism market from time to time to help tour operators during the period when the foreign tourist market has not yet to recover. In addition, tourism promotion campaigns are organized through various advertising media both online and offline. Additionally, organizing events to promote various attractions on a monthly basis will help stimulate the constant demand for travel. Therefore, preparing support the new business context, is necessary to adjust the service model to take into account the pandemic. The understanding of the changing market characteristics and tourist behavior is essential for the planning of tourist operators to meet the needs of tourists in choosing tourist attractions. Ultimately, factors that come into the decision to choose a tourist destination include demographic, facilities, geographic, social, economic, political, media, and technological (Waewkaew, 2014).

Therefore, a review of the literature on tourist behavior to apply research concepts to help suggest clear guidelines for the development of the tourism market is essential. This research targets Pathum Thani province because it is located in the central region of Thailand and is the area that faces the problem of decreased tourism more so than any other province. Pathum Thani is part of the Bangkok Metropolitan Region and has a variety of tourist attractions that are suitable for tourists from the nearby populated areas, for example, lifestyle marketing (Sathish & Rajamohan, 2012), leisure tourism (Arch, Roberta & Marion, 2004), and geotourism (Dowling & Newsome, 2018). Therefore, this research aims to study Thai tourist's behavior in Pathum Thani province as well as to investigate the socio-

demographic characteristics that are related and influence the behavior of these tourists. The tourism business sector in Pathum Thani has a guideline for making decisions and planning appropriate business operations. In addition, local governments and stakeholders have ways to enhance the competitiveness of business operators and ways to connect the tourism industry with other sectors. This has also resulted in Thailand being able to develop the country's overall capability to compete at the international level eventually (Ministry of Tourism and Sports, 2022). The guidelines can help to prepare for the future pandemic outbreaks.

Research Objectives

In this study, the main objective was to investigate socio-demographic characteristics and examine 6 factors – the context of gender, marital status, education level, occupation, income, and domicile– that related and influence the behavior of domestic tourists in Pathum Thani, Thailand. This study aims to provide guidelines for making decisions and planning appropriate operations to improve the Thailand tourism policy.

Benefits

This study contributes to knowledge in Thailand tourism by proposing the impact of the socio-demographic characteristics on tourist behaviors. Due to the phenomenon of population aging occurring across the globe; demographic alterations are likely to have an effect on tourism behaviors. Therefore, this research suggests that Thailand's tourism is going to be required to adapt itself to this situation. However, this research is also essential to enhance the competitiveness of business operation in the Thailand tourism industry. Thus, policymakers and community organizations can also benefit from the findings in this work when developing and implementing policies and practical strategies for achieving Thailand's tourism development goals.

Literature Review

Based on the review of the literature related to this study, the following theories and related research are described in this section as follows.

Tourism behavior

Hundreds of theories have been developed to explain human behavior. Three main theories are related to human behavior: 1) The Theory of Planned Behavior (TPB); 2) Value Belief Norm Theory (VBNT); and 3) Habit Theory (MacInnes, Grün, & Dolnicar, 2022). TPB is a widely used theory for the study of attitudes and the influence of attitudes on behavior change in everyday human contexts including tourism behaviors (Ajzen, 2005). While Value Belief Norm Theory also aims to predict and explain behavior, but with a specific focus on environmentally significant behaviors (Stern, 2000). Moreover, Habit is known to be a strong predictor of human behavior (Wood, Quinn, & Kashy, 2002)

Tourism behavior is the action of tourists, whether the tourists are aware of it themselves, or whether other people notice the action. Tourist behavior is intention to respond to something in a particular situation. The external behavior of tourists (tourist's overt behavior) is the behavior that others observe through the senses. In contrast, tourist's covert behavior is the function of the body's various organs, including feelings, thoughts, and emotions that are regulated within. Finally, inner behaviors largely determine external behaviors (Yamjamaung & Jetanon, 2016). Moreover, behavior of tourists related to the use of services in the tourism industry consisting traveling expenditure, the reasons for traveling, the number of members joining the trip, traveling time, interest in tourism, and knowing the sights (Yoosub, 2012).

Therefore, the behavior of tourists arises due to various reasons as each individual has different ideas or reasons of their own (Santos et al., 2021; Scott, Girish & Miguel, 2014). According to (Blackwell, Miniard, & Engel, 2001) definition of consumer behavior, consumer behavior is the behavior that people participate in to obtain services and spend costs, including the decision making process before consumption. Therefore, this research study identifies six indicators of consumer demand in terms of Thai tourist behaviors in Pathum Thani province, namely: 1) tourism expenses, 2) reason for travel, 3) travel purpose, 4) travel mode; 5) travel time, and 6) travel decision making.

Relationship between socio-demographic characteristics and tourism behavior

Socio-demographic characteristics factors affecting tourism behavior (Manpao, 2016; Samerjai & Wareewanich, 2008; Song & Zhang, 2014; Timchareonsuk & Pattanasampan, 2016). Most of these researchers found that gender, age, status, education level, occupation, average monthly income, and different family incomes affect different travel decision-making behaviors. It was also found that socio-demographic characteristics such as age, gender, education, occupation, income, religion, ethnicity are fundamental aspects that marketers tend to consider in order to segment the market. This is linked to consumer demand, preference, and consumption rate (Hanna & Wozniak, 2001; Gonzalez, & Bello, 2002; Goryushkina et al., 2019; Kattiyapornpong & Miller, 2009; Zhang & Marcussen, 2007).

According to the principles of behavioral psychology, human behaviors are driven by external forces. That is, people with different socio-demographic features will exhibit different behaviors. Marketers can apply the research on socio-demographic characteristics to their products strategy, for example, the study of differences in psychological characteristics between family and single people. This helps marketers to understand the sales opportunities for different groups. Past research has also found that overall domestic travel decisions are affected by different statuses. For example, those with single status travel more than those with marital/divorced status because singles do not have the burden of taking care of a family (Pizam & Calantone, 1987; Sirirak & Kulis, 2011).

Cohen, Prayag and Moitard (2014) studied the nature of tourism differences between males and females. They found that males were more adventurous than females, while females were more sensitive and prudent in thought, preferring culture attractions more than males. Therefore, the gender

factor is related to tourism behavior (Kaosa-ard, 2002). Furthermore, occupational factors are employed in market segmentation in order to make attractions suitable across a range of occupations. It was found that different occupations had an effect on Thai tourist behavior in terms of the length of stay per trip (Huang & Xiao, 2000; Sirirak & Kulis, 2011).

In addition, the domicile or current place of residence is a factor related to tourist behavior (Huang & Xiao, 2000; Kanittinsutitong et al., 2022; Samerjai & Wareewanich, 2008; Thirachaya & Patipat, 2019). Tourists who share the same culture and are from the same environment will also have similar behavior and preferences. However, tourists with different cultures and from different environments have different behaviors and preferences. For example, income was reported to be among the demographic factor is related to tourist behavior. (Hudson & Ritchie, 2001; Koosol & Petcharanon, 2018). Furthermore, level of education was seen to be a significant factor related to tourist behavior as well. (Kastenholz, Carneiro, & Eusébio, 2005; Koosol & Petcharanon, 2018).

Therefore, it can be seen that each group has different behavioral characteristics and has different factors related to tourist behavior. There are six socio-demographic characteristics factors related to behavior of Thai tourists, namely: 1) gender, 2) marital status, 3) education level, 4) occupation, 5) income, and 6) domicile. Based on the literature review, the research conceptual framework is shown in Figure 1.

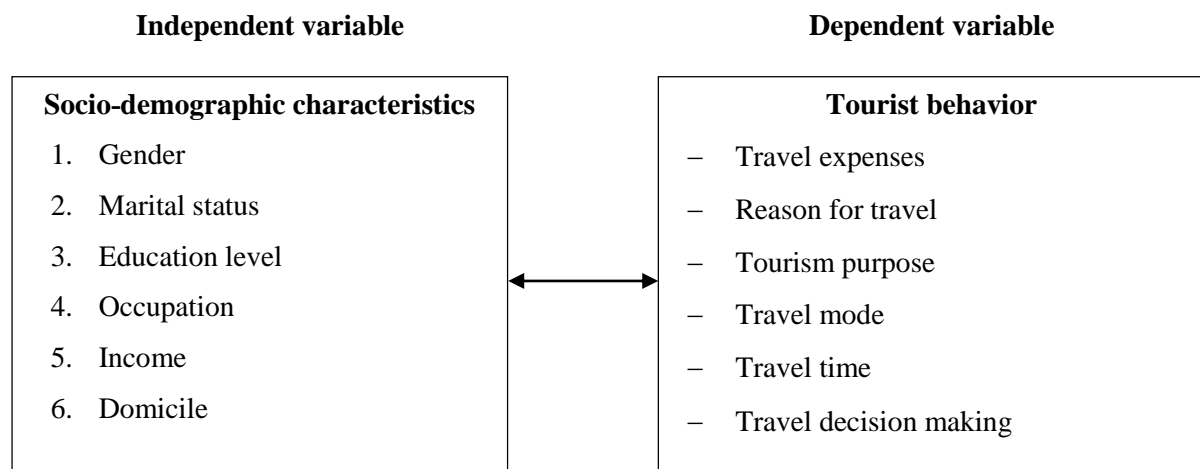


Figure 1 Research Conceptual Framework

Research Methodology

Instrument

The research instrument was the questionnaire and self-administered questionnaire (Hanafiah et al., 2016). The questionnaire consisted of three main parts. The first part covered general information about respondents including socio-demographic characteristics such as gender, marital status, income range, education level, occupation, and domicile. This section was composed of six questions. The second part comprised information related to tourist behaviors in Pathum Thani province that also

contained close-ended questions in the form of nominal and ordinal scales. The third part was open-ended questionnaires related to recommendations and solutions for tourism in Pathum Thani province.

The quality of the questionnaire was tested using content validity and reliability. It was determined through the use of a consistency index (IOC) that is greater than 0.5 (Turner & Carlson, 2003) and the confidence of the entire questionnaire, Cronbach's alpha, was 0.958, which was at the high level of acceptance. The researcher then selected the sample to distribute the questionnaire.

Sampling design

The population used in this research was Thai tourists visiting tourist attractions in Pathum Thani province. The sample group used in the research from the statistics of Thai tourists who come to Pathum Thani province Tourist database system (Office of Tourism and Sports, Pathum Thani Province, 2018) at the number of 92,196 people. The researcher used Taro Yamane Yamane's formula (1973) to determine the tolerance of 0.05 to 398. Finally, a total of 400 questionnaires were collected for flexibility in data collection.

A convenience sampling technique was adopted to select the appropriate sample for the study. Ferber (1977) noted that convenience sampling as one form of nonprobability sampling that can reduce the impact of nonrandom convenience sampling by ensuring that the generated findings are a true representative of the population. Additionally, convenience sampling is one among the appropriate sampling techniques to be used when collecting data from actual tourist settings (Madrigal & Kahle, 1994).

Data collection

This study employed a quantitative approach and survey strategy as the research design. Before collection of data, the survey instrument was pretested by distributing the questionnaire to 30 Thai tourists visiting tourist attractions in Pathum Thani province. Respondents were randomly and conveniently selected to take part in the study. The pretesting exercise was conducted to assess the survey suitability, readability, eliminate any vague items, and determine the response rate. After ensuring a clear understanding for the respondents, an online survey method via the google form instrument was conducted. As a result, Thai tourists participant completed surveys between August 2019 and December 2019. During this time, 400 Thai tourists who traveled alone for a day trip to tourism destinations in Pathum Thani province completed the survey.

Data analysis

The collected data was analyzed using the statistical analysis program. The study used descriptive statistics such as frequency and percentages, in order to ascertain the demographic characteristics of the respondents. In addition, Pearson's chi-square test was used to test the relationship between demographic characteristics and tourism behaviors. Data was first checked to determine whether there was missing data or outliers and determine the data distribution pattern before analysis.

Results

Respondent's demographic characteristics

This study presents the results of data analysis in three table. First, the results of the study of socio-demographic characteristics are shown in Table 1. Second, behavior of Thai tourists in Pathum Thani Province are shown in Table 2. Third, the conclusions of the research hypothesis testing are shown in Table 3.

Table 1. Socio-demographics characteristics of the Thai tourists

Socio-demographics characteristics	Frequency	Percentages
Gender		
Male	160	40.0
Female	240	60.0
Marital status		
Single	271	67.8
Married	108	27.0
Separated	21	5.3
Education level		
No educational qualification	17	4.3
High school	126	31.6
Bachelor's degree	185	46.3
Master's degree	50	12.5
Doctoral degree	22	5.5
Occupations		
Agriculturist	23	5.8
Entrepreneur	45	11.3
State enterprise employee	81	20.3
Private cooperate employee	110	27.5
Student	47	11.8
Freelance	45	11.3
Other	49	12.3
Income ranges		
Less than 15,000 baht/month	113	28.3
15,001 – 20,000 baht/month	131	32.8
20,001 – 25,000 baht/month	56	14.0
25,001 – 30,000 baht/month	68	17.0
More than 30,000 baht/month	31	7.8

Table 1. Socio-demographics characteristics of the Thai tourists (Cont.)

Socio-demographics characteristics	Frequency	Percentages
Domicile		
Bangkok Metropolitan Region	193	48.3
Middle	109	27.3
East	18	4.5
Northeast	15	3.8
North	14	3.5
South	51	12.8
Total	400	100.0

The overall descriptive statistics from Table 1 shows the demographic characteristics information. Most of the tourists are female which accounted for 60.0% and the remaining 40.0% were males, most aged between 26-35 years or 37.8%. Tourists had the highest frequency of holding bachelor's degrees at 46.3%. They were most frequently employees of private companies, accounting for 27.5%. They most frequently earned 15,001 – 20,000 baht per month, representing 32.8%. Regarding the marital status of tourists, most were single, 67.8%. Meanwhile, 48.3% were residents of Bangkok.

Table 2. Results of tourist's behaviors toward tourism at Pathum Thani province

Tourist's behaviors	Frequency	Percentages
Frequency of travel		
First time	96	24.0
More than one time	304	76.0
Travel expense		
Less than 1,000 baht	93	23.3
1,001 – 2,000 baht	151	37.8
2,001 – 3,000 baht	117	29.3
More than 3,000 baht	39	9.8
Reason for travel		
Convenient to travel	259	64.8
Budget savings	12	3.0
Public relations	25	6.3
A variety of products and attractions	98	24.5
Others	6	1.5

Table 2. Results of tourist's behaviors toward tourism at Pathum Thani province (Cont.)

Tourist's behaviors	Frequency	Percentages
Tourism purpose		
Relaxation	189	47.3
Visiting relatives	32	8.0
Learning	8	2.0
Shopping	103	25.8
Worship and practice dharma	45	11.3
Others	23	5.8
Method of Traveling (Travel mode)		
Private car	312	78.0
Public bus	63	15.8
Tour agency's bus	16	4.0
Others	9	2.3
Traveling Preferences		
Individual travel	56	14.0
Group tours	167	41.8
Family trips	177	44.3
Travel time		
Weekday	160	40.0
Weekend	177	44.3
Holiday	43	10.8
Vacation	20	5.0
Travel to decision making		
Own decision	203	50.8
Family/relative	116	29.0
Couple/lovers	21	5.3
Friend/colleague	36	9.0
Total	400	100.0

From Table 2, the behavioral analysis of Thai tourists in Pathum Thani province, shows that most tourists traveled to Pathum Thani province more than one time, representing 76.0%, with most frequent total tourism expenditures between 1,001 – 2,000 baht, or 37.8%. Tourists most frequently spent their money on food, accounting for 38.4%.

Tourists most frequently had the main purpose of visiting for relaxation, 47.3%. The majority of tourists came to the area by private car, 78.0%. When traveling to Pathum Thani, tourists most frequently arrived as part of a family trip, 44.3%. The period of time in a week of travel to visit was on weekend, 44.3%. Most decisions to travel to the province were self-determined, 50.8%.

Relationship between socio-demographic characteristics and tourism behavior

Pearson's chi-square tests the relationship between each dependent variable with an independent variable. Chi-square coefficient explains changes in the dependent variable (socio-demographic characteristics including gender, marital status, education level, occupation, income, and domicile) which are related to the independent variables (tourist behavior in terms of tourism expenses, reason for travel, purpose, travel mode, travel time, and travel decision making).

Table 3. Summary of results of relationship between socio-demographic characteristics and tourism behavior in terms of Pearson's chi-square statistics

Independent Variable	Dependent Variable					
	Travel expenses	Reason for travel	Tourism purpose	Travel mode	Travel time	Travel decision making
Demographics information						
Gender	(2.249)	(7.202)	(8.290)	(0.627)	(7.121)	(12.044)*
Marital status	(7.597)	(17.966)*	(32.956)**	(9.848)	(10.364)	(20.078)*
Education level	(19.922)	(54.919)**	(105.383)**	(55.525)**	(32.724)**	(75.808)**
Occupation	(50.807)	(52.531)*	(122.246)**	(100.503)**	(42.445)*	(100.503)**
Income	(29.307)	(49.718)**	(51.779)	(17.564)	(29.175)*	(42.524)*
Domicile	(22.696)	(43.702)**	(77.614)**	(27.908)*	(48.991)**	(33.180)

Note: * Statistically significant at 0.05 ** Statistically significant at 0.01

Values in parentheses (-) are Pearson's chi-square statistics

Table 3 shows the relationship between socio-demographic characteristics and tourist behavior. It was found that the socio-demographic characteristics of tourists were gender, marital status, education level, occupation, income, and domicile were not related to travel expenses. The socio-demographic characteristics of tourists included with education level, income, and domicile, were related to tourism behavior in terms of reason for travel which was statistically significant at the 0.01 level. On the other hand, marital status and the occupation of the tourists were related to the tourism behavior in the reason for travel which was statistically significant at the 0.05 level.

The demographic factors of tourists were marital status, education level, occupation and domicile were related to tourism behavior in terms of tourism objectives which were statistically significant at the 0.01 level.

The socio-demographic characteristics of tourists include education level and occupation related to tourism behavior in terms of travel mode. The statistical significance was at the 0.01 level. Tourists' domiciles were related to tourism behavior in terms of travel time which was statistically significant at the 0.05 level.

The socio-demographic characteristics of tourists were education level and domicile correlated with travel behavior in terms of travel time. The statistical significance was at the 0.01 level. Tourist occupation and income were related to tourism behavior in terms of travel time which were statistically significant at the 0.05 level.

The socio-demographic characteristics of tourists include education level and occupation correlated with tourism behavior in travel decision making at statistical significance at 0.01. Gender, marital status, and income were related to tourism behavior in making travel decisions at the statistically significant 0.05 level.

Discussion of findings

Travel behavior has already changed considerably as lifestyles change during the past two decades, and it will continue to change in the future (Liu & Xu, 2018). Each traveler has a variety of behaviors and current travel behaviors have changed dramatically based on socio-demographic characteristics. It was found that gender and tourism behavior in travel decision making. These findings are consistent with research by Cohen et al. (2014) who found that men and women differed in travel behavior. In deciding to travel in Pathum Thani, most female tourists preferred traveling with family or friends more than male tourists.

Marital status was related to tourism behavior that was the cause of tourism, and travel decisions. However, marital status was related to tourism behavior in terms of tourism purpose. This is consistent with Sirirak and Kulis (2011) who found that people with different statuses were influenced overall in their domestic travel decisions by different factors. The behavior of married tourists in Pathum Thani is more likely to select family vacation destinations more so than solo travelers.

Education level correlated with tourism behavior in terms of the reason for travel, tourism purpose, travel mode, travel time, and travel decision making. This is consistent with Kastenholz et al. (2005) and Koosol and Petcharanon (2018) who found that the level of education was correlated with tourist behavior of tourists in the field of tourism media/resources. The behavior of tourists in Pathum Thani varies according to the educational level and the behavior, which is different in many dimensions: the reason for travel, tourism purpose, travel mode, travel time, and travel decision making, as mentioned above.

Occupation is related to tourism behavior in terms of the reason for travel and the travel time which were statistically significant at the 0.05 level. This was related to tourist behavior in tourism purpose, travel mode, and travel decision making and were statistically significant at the 0.01 level. This is consistent with Huang and Xiao (2000) and Sirirak and Kulis (2011) who found that different occupations affect the tourism behavior of Thai tourists in terms of travel time per trip. Occupation is one of the factors used in market segmentation to ensure attractions are suitable for all occupations. Most of the tourists in Pathum Thani are private company employees and civil servants

or state enterprise employees. These are the group with reasonable spending power, earning regular salary and benefits. Also, they usually spend on travel at the beginning of the month or consecutive long holidays or festivals. This group tends to select places that are convenient to travel to. Pathum Thani is not far from Bangkok, meaning it is an alternative that tourists are interested in visiting.

Income is related to tourism behavior in terms of travel time, and the travel decision which were statistically significant at the 0.05 level. This is related to tourism behavior in terms of the reason for travel which was statistically significant at 0.01 level. These findings are consistent with Hudson and Ritchie (2001) and Koosol and Petcharanon (2018) who found that income was associated with traveler behavior in terms of both travel expenditure and travel time. However, most of the tourists in Pathum Thani were working age with low income and also taking a short trip. The decision on attractions selection, travel times, and travel decisions were primarily related to income.

Domicile is related to tourism behavior in terms of travel mode which was statistically significant at the 0.05 level. This is related to tourism behavior in terms of the reason for travel, tourism purpose, and the time period used to travel which were statistically significant at 0.01 level. These findings are consistent with Huang, and Xiao (2000), Kanittinsutitong et al. (2022), Samerjai and Warewanich (2008), and Thirachaya and Patipat (2019) who stated that different people have different behaviors and preferences. Most of the tourists in Pathum Thani live in Bangkok and its vicinity and often come to Pathum Thani because of its convenient transportation. However, most travel for different reasons and purposes. These visitors make decisions for different reasons and purposes as well as use different travel mode and take a different travel time.

It can be concluded that the behavior of Thai tourists in Pathum Thani province will be different based on intrinsic and extrinsic motivations, for example, the different social status of each person will affect the decision to choose activities in daily life differently. In particular, tourism-related activities in which individual express different actions, and frequent repetitive activities become behaviors. Therefore, tourist behavior varies according to demographic factors. In most cases, the internal behavior caused by the functions of the body's organs determines the external behavior that tourists exhibit. This is consistent with Kim, Lee and Jung (2020) and Yamjamaung and Jetanon (2016) who found that different population groups have different travel incentives. The variables in the same group were significantly related to tourism behavior in terms of cost allocation per person.

Conclusions and Recommendations

Socio-demographic characteristics of gender, marital status, educational level, occupation, income, and domicile were related to tourism behavior of Thai tourists in Pathum Thani province. Therefore, agencies involved in tourism promotion can use the research results to allocate tourism resources, and develop tourism and marketing strategies that are in line with the local context. These

initiatives can provide stakeholders with ways to increase their competitiveness and propel the tourism industry to steadily and sustainably move beyond changing conditions.

Based on the findings of this study, the guidelines for making decisions and planning appropriate operations to improve in tourism policy in Pathum Thani province are proposed. Firstly, regarding tourism behavior, tourists who have been to Pathum Thani revisit the province because of convenient transportation. Also, most are tourists traveling with family groups of several people. Therefore, marketing should target tourists who come in small groups such as family and friends. Therefore, travel routes should be developed to suit small groups of tourists, and the ready to develop products to be diversified and distributed to tourist attractions. Secondly, the socio-demographic characteristics of tourists include gender, marital status, education level, occupation, income, and domicile which are related to tourism behavior in travel decision making – especially the decision to revisit. Therefore, Pathum Thani province should focus on the development of short-term tourist attractions to attract more tourists from nearby provinces.

Limitations and suggestions for further studies

This study examined tourism behavior of Thai tourists in Pathum Thani who traveled alone for a day trip. It did not cover overnight tourists, and the focus was on domestic tourists who traveled to Pathum Thani. Therefore, the results may not be generalized beyond the selected population. This geographically limited survey may have produced different results and conclusions in terms of the magnitude and the direction of relationships among variables.

Additionally, this study employed nonprobability sampling. Therefore, this may affect the external validity. Other studies should try to adopt probability sampling design so as to avoid this problem. Furthermore, the data collection was conducted over three months during low season. Thus, the findings of this study are limited to this particular period. Therefore, the tourists who travel in different seasons might have different opinions regarding their tourism behaviors.

Further research should conduct similar studies in different factors that affect to the tourism behavior in travel decision making to overcome this limitation, such as, facilities factors, geographic factors, social factors, economic factors, political factors, media factors, and technological factors. The obtained results can then be compared to identify similarities and differences between them. Also, the generated findings can be used to validate the findings of this study.

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