

## THAI CONSUMER BEHAVIOR IN NIGHT MARKET IN LUANG PRABANG LAOS

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### ABSTRACT

The purposes of this research were (1) to study Thai consumer behavior in night market in Luang Prabang Laos, (2) to examine factors influence of Thai consumer purchase decision. The data from 385 questionnaires were analyzed and processed by computer.

The results of this study revealed that the majority respondents were female, age between 30-39 years old, high school education, married, entrepreneur career, with income 15,001 – 20,000 Bath per month. The majority of Thai consumer purchase was souvenirs, local handicraft, clothing, cotton, and any others. The main reason of buying was gifts and for user, Thai consumer was very important of all factors in marketing mix. Gender was not significantly different toward with overall, age was significantly different toward with product and price, education was significantly different toward with product and place, statute was significantly different toward with promotion, career was significantly different toward with product and place, and income was significantly different toward with product and place.

**KEYWORDS:** Thai Consumer Behavior, Night Market, Luang Prabang, Laos

### INTRODUCTION

Ethnically, the Laos people originated from southern China, settling in present day Laos from the 13th century onwards. The Laos Kingdom of Lan Xang (meaning 'Kingdom of a Million Elephants') became a powerful player in Southeast Asia and its territory covered much of present day Northeastern Thailand. The charming hideaway of Luang Prabang, just a 45-minute flight north of Vientiane, is one of Indochina's gems and the showpiece of Laos. Designated a UNESCO World Heritage site in 1995, the well preserved city is more of a sleepy backwater than a modern metropolis.

Luang Prabang, one of Laos's most iconic travel destinations and home to an amazing array of sights, activities and events. Even first time visitors to Luang Prabang will quickly be enthralled by how fun and fascinating Luang Prabang really can be. For those looking for a glimpse of the real Laos, or just a fun night out, Luang Prabang mixes old world charm with a modern and vibrant night life. More than 300 handicraft vendors sell their hand-made products here every night. The market showcases an extensive variety of handicrafts made by local ethnic groups. On display are many types of textiles, exquisite ceramics, antiques, paintings, coffee and tea, quilts, shoes, silver, bags, bamboo lamps of different shades and sizes, and even rare spices. There are a lot of interesting items on display at the night market that are hard to find elsewhere. Trade in night market in Luang Prabang is very importance because it concern with Laos income.

### LITERATURE REVIEW

Kotler Philip(2009) explained that marketing mix is the set of marketing tools, firm uses to pursue its marketing objectives in the target market, marketing mix refer to 4ps as follow, product, price, place and promotion. Pride William M.(2012)said that the consumer decision process consists of five stages: need recognition, information search, evaluation of alternative, purchase decision, and post purchase behavior, The buyer recognizes a problem or need is usually the lack of a product or service that is desired or needed then the buyer looks for information, which may include brand names,

product characteristics, warranties, and other features. Next, the buyer weighs the various alternatives he or she has discovered and then finally makes a choice and acquires the item. In the after purchase stage, the consumer evaluates the suitability of the product this judgment will affect future purchase. The buying process is influenced by situational factors such as physical surroundings, social surroundings, time, purchase reason, and buyer's mood and condition. Karunakaran K(2009) argues that consumer behavior is influenced by cultural, social, personal and psychological characteristics. The marketing people will not be able to control these factors, but nevertheless have to understand and reckon them.

## OBJECTIVES OF THE STUDY

- To study Thai consumer behavior in night market in Luang Prabang Laos.
- To examine factors influence of Thai consumer purchase decision.
- To study the factors influence of gender, age, education, statute, career, and income on the perceived importance of these marketing variables.

## RESEARCH METHODOLOGY

The sample consisted of 385 Thai consumer in night market in Luang Prabang Laos .The data were collected in April and May 2012. The research tools were in the questionnaire and statistical analysis include percentage, frequency, standard deviation, inferential statistics, t-test and F-test ( One-way ANOVA)

## RESEARCH RESULTS

The results presented 35.3 % respondents were male and 64.7% respondents were female, age between 30 – 39 years old, high school education representing 44.7%, married representing 66.8%, entrepreneur career, representing 33.5% with income 15,001- 20,000 Bath per month. The majority of Thai consumer purchase were souvenirs representing 74.3%, following are local handicraft representing 73.5%, clothing representing 70.6% , cotton representing 51.9% and any others representing 48.1% . The majority reason of buying were gifts representing 68.3%, following are for user, representing 66.2% low price representing 56.1%, good quality representing 47.8% and any others representing 42.9%.

The level of factors influence are considered very important: product (M=4.352) , price (M=4.016), place (M=4.066), promotion (M=3.942)

**Table 1: T-Test- Difference of Gender and the Factors Influence of Marketing Mix**

	Marketing Mix	N	Mean	S.D	t	Sig
product	Male	136	4.3444	.48398	.247	.624
	Female	249	4.3568	.46278		
price	Male	136	3.9926	.51606	.664	.647
	Female	249	4.0289	.50971		
place	Male	136	4.0252	.51695	1.151	.224
	Female	249	4.0895	.53623		
Promotion	Male	136	3.9173	.60327	.626	.115
	Female	249	3.9558	.52752		

## DIFFERENCE OF GENDER AND THE FACTORS INFLUENCE OF MARKETING MIX

The results from table 1 shown that gender was not significantly different toward the factors influence of marketing mix with overall of marketing mix ( $p > 0.05$ ).

**Table 2: ANOVA - Age and the Factors Influence of Marketing Mix**

	Marketing Mix	SS	df	MS	F	Sig.
PRO	Between Groups	9.927	4	2.482	12.604	.000*
	Within Groups	74.822	380	0.197		
	<b>Total</b>	<b>84.749</b>	<b>384</b>			
PRI	Between Groups	3.808	4	0.952	3.741	.005*
	Within Groups	96.693	380	0.254		
	<b>Total</b>	<b>100.500</b>	<b>384</b>			
PLA	Between Groups	2.465	4	0.616	2.224	0.066
	Within Groups	105.287	380	0.277		
	<b>Total</b>	<b>107.752</b>	<b>384</b>			
PROM	Between Groups	2.104	4	0.526	1.72	0.145
	Within Groups	116.173	380	0.306		
	<b>Total</b>	<b>118.277</b>	<b>384</b>			

Table 2 displayed that age was significantly different toward the factors influence of marketing mix with product, price ( $p < 0.05$ ). But age was not significantly different toward the factors influence of marketing mix with place, promotion ( $p > 0.05$ ).

**Table 3: ANOVA - Education and the Factors Influence of Marketing Mix**

	Marketing Mix	SS	df	MS	F	Sig.
PRO	Between Groups	4.141	4	4.88	4.880	.001*
	Within Groups	80.609	380	0.212		
	<b>Total</b>	<b>84.749</b>	<b>384</b>			
PRI	Between Groups	0.658	4	0.17	0.626	0.644
	Within Groups	99.842	380	0.26		
	<b>Total</b>	<b>100.500</b>	<b>384</b>			
PLA	Between Groups	3.661	4	0.92	3.342	.010*
	Within Groups	104.090	380	0.27		
	<b>Total</b>	<b>107.752</b>	<b>384</b>			
PROM	Between Groups	1.992	4	0.5	1.628	0.167
	Within Groups	116.284	380	0.31		
	<b>Total</b>	<b>118.277</b>	<b>384</b>			

The results from table 3, it indicated that education was significantly different toward the factors influence of marketing mix with product, place ( $p < 0.05$ ). But age was not significantly different toward the factors influence of marketing mix with price, promotion ( $p > 0.05$ ).

**Table 4: ANOVA - Statute and the Factors Influence of Marketing Mix**

	Marketing Mix	SS	df	MS	F	Sig.
PRO	Between Groups	0.551	2	0.276	1.250	0.288
	Within Groups	84.198	382	0.220		
	<b>Total</b>	<b>84.749</b>	<b>384</b>			
PRI	Between Groups	0.137	2	0.68	0.260	0.771
	Within Groups	100.363	382	0.263		
	<b>Total</b>	<b>100.500</b>	<b>384</b>			
PLA	Between Groups	0.09	2	0.045	0.159	0.853
	Within Groups	107.662	382	0.282		
	<b>Total</b>	<b>107.752</b>	<b>384</b>			
PROM	Between Groups	2.454	2	1.227	4.047	.018*
	Within Groups	115.822	382	0.303		
	<b>Total</b>	<b>118.277</b>	<b>384</b>			

Table 4, it indicated that statute was significantly different toward the factors influence of marketing mix with promotion ( $p < 0.05$ ).

But age was not significantly different toward the factors influence of marketing mix with product, price and place ( $p > 0.05$ ).

**Table 5: ANOVA - Career and the Factors Influence of Marketing Mix**

	Marketing Mix	SS	df	M S	F	Sig.
PRO	Between Groups	6.578	7	0.940	4.532	.000*
	Within Groups	78.171	377	0.207		
	<b>Total</b>	<b>84.749</b>	<b>384</b>			
PRI	Between Groups	3.078	7	0.440	1.701	0.107
	Within Groups	97.422	377	0.258		
	<b>Total</b>	<b>100.500</b>	<b>384</b>			
PLA	Between Groups	5.889	7	0.841	3.113	.003*
	Within Groups	101.863	377	0.270		
	<b>Total</b>	<b>107.752</b>	<b>384</b>			
PROM	Between Groups	3.416	7	0.488	1.602	0.133
	Within Groups	114.861	377	0.305		
	<b>Total</b>	<b>118.277</b>	<b>384</b>			

Table 5 shown that career was significantly different toward the factors influence of marketing mix with product, place ( $p < 0.05$ ).

But age was not significantly different toward the factors influence of marketing mix with price, promotion ( $p > 0.05$ ).

**Table 6: ANOVA - Income and the Factors Influence of Marketing Mix**

	Marketing Mix	S S	df	MS	F	Sig.
PRO	Between Groups	17.291	5	3.458	19.429	.000*
	Within Groups	67.458	379	0.178		
	<b>Total</b>	<b>84.749</b>	<b>384</b>			
PRI	Between Groups	1.748	5	0.35	1.341	0.246
	Within Groups	98.753	379	0.261		
	<b>Total</b>	<b>100.5</b>	<b>384</b>			
PLA	Between Groups	4.933	5	0.987	3.637	.003*
	Within Groups	102.819	379	0.271		
	<b>Total</b>	<b>107.752</b>	<b>384</b>			
PROM	Between Groups	2.646	5	0.529	1.734	0.126
	Within Groups	115.631	379	0.305		
	<b>Total</b>	<b>118.277</b>	<b>384</b>			

Table 6 displayed that income was significantly different toward the factors influence of marketing mix with product, place ( $p < 0.05$ ). But age was not significantly different toward the factors influence of marketing mix with price, promotion ( $p > 0.05$ ).

## CONCLUSIONS

The results of this study revealed that the majority respondents were female, age between 30-39 years old, high school education, married, entrepreneur career, with income 15,001 – 20,000 Bath per month. The majority of Thai consumer purchase was souvenirs, local handicraft, clothing, cotton, and any others. The main reason of buying was gifts and for user, Thai consumer was very important of all factors in marketing mix. Gender was not significantly different

toward with overall, age was significantly different toward with product and price, education was significantly different toward with product and place, statute was significantly different toward with promotion, career was significantly different toward with product and place, and income was significantly different toward with product and place.

## RECOMMENDATION

Trades in night market in Luang Prabang Laos should improve the quality of marketing mix as follow: product quality, show price of product, comfortable of transportation, parking and promotion in order to meet consumers' satisfaction.

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