

Analysis of Push and Pull Travel Motivation of Foreign tourist to Local Markets: a case study of Phuket, Thailand

ปัจจัยแรงดึงดูดและแรงผลักดันที่มีอิทธิพลต่อนักท่องเที่ยวต่างชาติใน
การเดินทางมาตลาดชุมชน กรณีศึกษาในจังหวัดภูเก็ต

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ABSTRACT

The purposes of this study were 1) to investigate the push and pull motivations of international tourists visiting local markets in Phuket, 2) to explore the differences of travel motivation amongst international tourists visiting local markets in Phuket, and 3) to identify the attractiveness of Phuket's local market based on the perception of international tourists. The study employed a quantitative approach. A questionnaire was developed and used as the primary research tool in collecting data from the 432 international tourists. Frequency, percentage, t-test, and ANOVA were used to analyze the obtained data. The findings revealed that the main push factors motivating international tourists to local markets in Phuket were 1) to try the local food, 2) relaxation, and 3) to gain new experiences by traveling abroad. Whereas significant pull factors were: 1) the availability of fresh fruits, 2) the unique atmosphere, and 3) inexpensive prices. The study also revealed that the local food was the primary local market's attractiveness in the view of international tourists. It also served as an important consideration for tourists when thinking of returning to visit these markets.

Keywords: international tourist, local market, motivation, pull factor, push factor

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บทคัดย่อ

การศึกษานี้มีวัตถุประสงค์ (1) เพื่อศึกษาปัจจัยแรงดึงดูดและแรงผลักดันของนักท่องเที่ยวต่างชาติที่เดินทางมาตลาดพื้นเมืองในจังหวัดภูเก็ต (2) เพื่อศึกษาความแตกต่างด้านแรงจูงใจของนักท่องเที่ยวต่างชาติที่มีต่อการเดินทางมาตลาดพื้นเมืองในจังหวัดภูเก็ต (3) เพื่อศึกษาเอกลักษณ์ของตลาดพื้นเมืองในจังหวัดภูเก็ตจากมุมมองของนักท่องเที่ยวต่างชาติ งานวิจัยนี้ใช้วิธีการวิจัยเชิงปริมาณ โดยใช้การวิธีการเก็บแบบสอบถาม จำนวนทั้งหมด 432 ชุด จากกลุ่มนักท่องเที่ยวต่างชาติที่เดินทางมาตลาดพื้นเมืองในจังหวัดภูเก็ต และ วิเคราะห์ข้อมูลด้วยโปรแกรมสำเร็จรูปทางสถิติ สถิติที่ใช้ได้แก่ ส่วนเบี่ยงเบนมาตรฐาน, ค่าเฉลี่ย, ร้อยละ, t-test และ ANOVA. ผลการวิจัยพบว่า 1) การลิ้มลองอาหารภูเก็ตท้องถิ่น, 2) การพักผ่อนหย่อนใจ และ 3) การหาประสบการณ์ใหม่จากการท่องเที่ยวต่างแดน เป็นปัจจัยสำคัญที่ผลักดันให้นักท่องเที่ยวต่างชาติเดินทางมาเยือนตลาดพื้นเมืองในจังหวัดภูเก็ต ในขณะที่ปัจจัยสำคัญที่ดึงดูดนักท่องเที่ยวต่างชาติเดินทางมาท่องเที่ยวตลาดพื้นเมืองในจังหวัดภูเก็ตนั้น คือ 1) ผลไม้ไทย, 2) บรรยากาศภายในตลาดพื้นเมืองที่มีเอกลักษณ์ และ 3) ราคาสินค้าที่ถูก ผลการวิจัยยังชี้ว่า ในมุมมองของนักท่องเที่ยวต่างชาติ อาหารท้องถิ่นถือได้ว่าเป็นเอกลักษณ์สำคัญของตลาดพื้นเมือง ทั้งนี้ ผลการวิจัยยังพบอีกว่า อาหารท้องถิ่นยังเป็นเหตุผลสำคัญที่นักท่องเที่ยวส่วนใหญ่ตัดสินใจที่จะกลับมาท่องเที่ยวยังตลาดพื้นเมืองจังหวัดภูเก็ตอีกครั้ง

คำสำคัญ: ตลาดชุมชน นักท่องเที่ยวต่างชาติ ปัจจัยแรงดึงดูด ปัจจัยแรงผลัก แรงจูงใจ

Research Background

Nowadays not only tourists have more leisure time and disposable income to travel, they are also keen to have higher interest in gaining a new cultural experience when visiting other countries. According to the study by Quan and Wang, (2004), experiencing other countries' cultures is becoming a motivational factor for travelling and important consideration when selecting a destination.

Local markets have existed for thousands of years, both in Asia and Europe. They are seen as an integral part or heart of the local community which provides an opportunity for people to buy and sell local goods and services. In France, for example, local markets have been established for more than 800 years and now become one of the most attractive destinations for tourists with unique traditional style. Likewise in Asia, traditional old markets in Vietnam have played a significant role in appealing tourists and this in turn help developing the local community. Due to the fact that these markets have a high potential to directly create job opportunities and revenues for people living in the local community, many countries both developed and developing countries have now included local market as part of their tourism marketing plans.



Local market has been a part of Thai way of life and highlighted by the Tourism Authority of Thailand (TAT) as a subset of cultural tourism. In recent years, there are growing demands on visiting local markets by the tourist both domestic and international. According to Riley (2012), local market is seen as a physical destination where tourists can observe and learn closely the original culture and tradition of local people. This is particularly true for Phuket as visiting local market has become an important activity for international tourist while visiting the island. In Phuket, a local market presents an exotic experience offering a unique atmosphere. It is also a place where tourists can find products that they are unable to purchase at home. Many local markets in Phuket have become more popular and familiar with international tourists. The weekend market, known as *Talad Tai Rot*, has been regarded as one the most well-known market amongst international tourists because it offers products with cheaper price, a variety of unique products and a convenient way to buy souvenir. Such are the importance of local market to Phuket's economy and Thailand as a whole. Consequently, the Tourism Authority of Thailand (TAT) has recently included local market in Phuket in various tourist guidebooks, television advertisement, travel magazines, and various online advertisements. In addition, to further promote this particular attribute as another tourist attraction, TAT has incorporated these local markets in Thailand's video presentation, "*Experience Thailand, Once in a Lifetime*" campaign, which was recently broadcasted on television around the world. As a result, more tourists were stimulated to visit the local markets in Phuket.

In order to become a successful attraction, it is important to understand why and how tourists make decision to visit these local markets. A previous study by Chang and Hsieh (2006) found that 36% of tourists travelled to the local market because of cheaper price. Kikuchi and Ryan (2007)'s study revealed similar results that European tourists are interested in lower cost and authenticity when purchasing products at local markets. Puad Mat Som et al., (2010) argued that tourists visiting local market because they could learn about new culture while Zhang and Marcusen, (2007) supported that the uniqueness of product sold in the local market was seen as a charm of the local markets that attracted to the tourists. More recently, Dodds et al., (2013) reported that 82.2% of participants at farmer's market in Toronto preferred to visit these markets due to the quality of product available. However, there has been little attention paid by tourism researcher on the study of tourist motivation to local market with reference to Phuket. According to the study by Rittichainuwat, (2006), main tourist's motivations to visit Phuket are the hospitality of the local people, interesting culture and variety of food. Although these findings are somewhat useful to explain why tourists visit Phuket but there are not dealing with tourist motivation to visit the local market directly. As such the motivation of tourists visiting local market is still unclear.



Owing to the paucity of research on local markets as tourist attractions, this study therefore intends to investigate international tourist's motivations for visiting the local markets in Phuket, Thailand. The results of this study can contribute towards an understanding of the diverse motivations of tourists visiting local markets, as well as assist in the planning and marketing of local market in the future.

The Purposes of This Study

1. To investigate the push and pull motivation of international tourists visiting local markets in Phuket
2. To explore the differences of travel motivations amongst international tourists visiting local markets in Phuket
3. To identify the attractiveness of Phuket's local markets based on the perception of international tourists

Literature Review

Motivation refers to physiological, sociological, needs and wants, which includes both internal and external factors (Dann, 1981; Chon, 1989; Uysal & Hagan, 1993), which is a fixable variable (Pearce, 1993). Tourists are faced with a number of motivational factors when deciding on visiting a tourist attraction, when they want to learn about a new culture or when they just want to relax. In order to gain an understanding into tourist's travel motivation, several researchers have applied travel motivation theories from sociology, anthropology and psychology (Cohen, 1972; Dann, 1977; Crompton, 1979; Gnoth, 1997). The purpose was to compare the motivation of tourists by using both demographic and tourist's behavior data.

In order to study the motivation and behavior of international tourists visiting local market, many researchers have adapted push and pull motivation theory to explain tourist motivations (Crompton, 1979; Dann, 1977; Pearce, 1993; Uysal and Jurowski, 1994). Similarly, a review of Uysal and Hagan, (1993) suggested that Push and Pull factors are the main factors, which influence tourist's motivation to travel. Sangpikul, (2008-2009), the push factors of Asian and European tourists showed similar results in that it was the novelty of seeking new destinations. In contrast, the pull factor that motivated tourist to travel to Thailand was completely different. The variety of tourist attractions, cost of living and tourism activities were the main variables for Asian tourists, while the main reason that stimulated European tourists travel to Thailand were cultural and historical factors. Hence, the push and pull factor is an effective theory, which is used to explain tourist motivations in literature.



The conceptual framework of the study

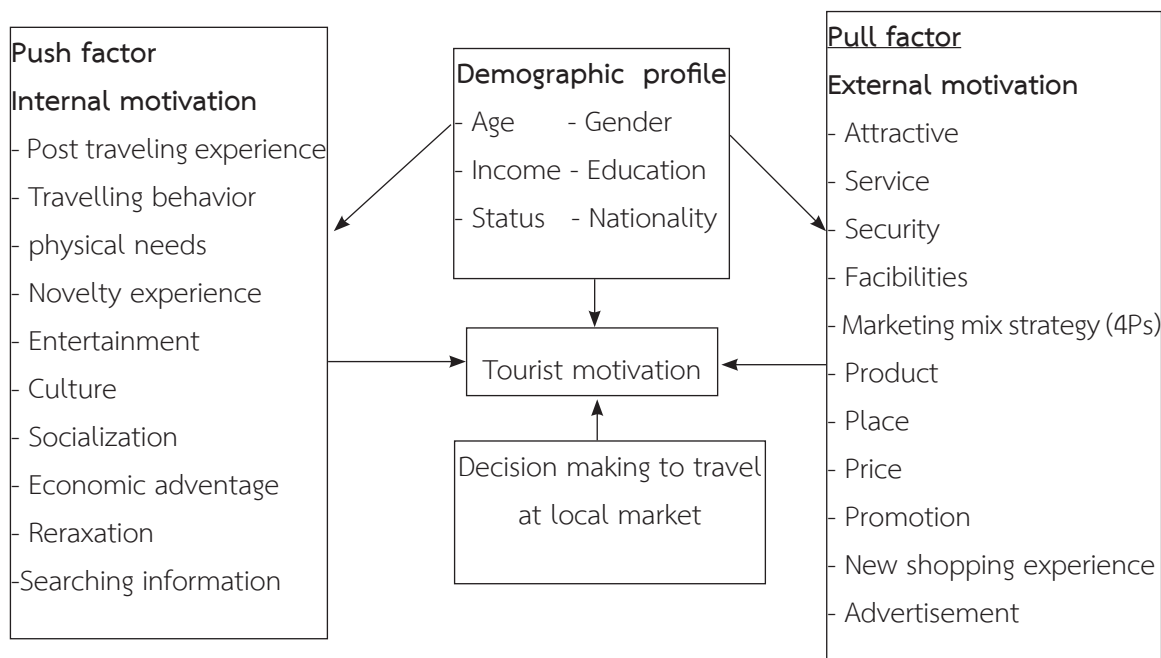


Figure 1 the conceptual framework of the study

Adapted from Chang and Hsieh, (2006); Punpeng, (2010); Satiantummawit, (2011); Silkes, (2012)

According to the framework of this study, demographic profiles (age, gender, income, education, status, and nationality) have a direct effect on the push and pull motivation factors and motivation to travel to local markets.

Hypotheses

Based on the conceptual framework of this study, the following hypotheses were developed:

Hypothesis 1

H_0 : There is no significant difference between the demographic variables (gender, age, status, nationality, income, and education) and international tourists' motivations (Push and Pull factors) to visit local markets in Phuket.

H_A : There is a significant difference between the demographic variables (gender, age, status, nationality, income, and education) and international tourists' motivations (Push and Pull factors) to visit local markets in Phuket.



Research Methodology

This research is a survey-type method, which used quantitative data to analyze the variables from the questionnaires. It focused on the identification of push and pull motivations of international tourists visiting Phuket's local markets, and the determination of the attractiveness of local markets in Phuket. The questionnaire was divided into four parts:

Part 1) The motivations behind international tourists visiting local markets in Phuket by presenting a set of push factors, which composed of 20 questions and pull factors, which comprised of 25 questions. The statistics used were means, standard deviation, t-test, and one-way ANOVA.

Data Analyses Method

The researcher can range important factor in five levels with the interval of $5-(1/5) = 0.80$ as follows,

Score 1.00-1.80 points	Lowest
Score 1.81-2.60 points	Low
Score 2.61-3.40points	Average
Score 3.41-4.20 points	High
Score 4.21-5.00 points	Highest

To determine and compare any significant differences in opinions among the groups of international tourists, independent T-test was used. Items with a p-value of 0.05 were considered significant (95% confidence level).

Part 2) Travelling behavior. This part was divided into 12 questions. The statistics used were frequency and percentage.

Part 3) The demographic profile of international tourists. This part includes, age, gender, nationality, status, region of residents, monthly income, occupation and education. The statistics used were frequency and percentage.

Part 4) The perception of tourists. This section covers the respondents' intentions to re-visit local markets and whether they would recommend to family and friends.



According to the Ministry of Tourism and Sports (2010), the number of international tourists visiting Phuket has continuously increased over recent years, when compared with domestic tourists. The statistic presented that there was a 46.44% in 2007, 42.48% in 2008, 54.46% in 2009, and 66.88% in 2010 compared to the tourist market. To be more precise, there is a lack of statistical data on the number of tourists who previously visited local markets in Phuket. Hence, the researcher selected to use the formula of (Cochran, 1977) to find the number of samples. The sample population in this study consisted of 432 international tourists who visited both fresh local markets (*Talad Sod*) and weekend markets (*Talad Nat*) in Phuket. Respondents were identified using a convenience-sampling method. As a result, the population of this study was classified as per the below table.

Table1 Query criteria of this research

Gender	Age	Local markets	Road	District
Male	Less than 20 years	1. Downtown Market	Ranong Rd.	TalatYai
Female	21-30 years	2. Expo Market	Chana Charoen Rd.	TalatYai
	31-40 years	3. Kaset Market	Ongsimplai Rd.	TalatYai
	41-50 years	4. Rawai Seafood Market	-	Rawai
	51-60 years	5. Kathu Fresh Market	Vichitsongkram Rd.	Kathu
	More than 60 years	6. Banzan Market	Sainumyen Rd.	Patong
		7. Weekend Market	Chao Fa West Rd.	Wichit
		8. Lard Yai Market	Thalang Rd.	Talat Yai
		9. Phuket Town Indy Market	Patak Rd.	Talat Yai
		10. Karon Temple Market	Srisoonthorn Rd	Karon
		11. Cherng Talay Market	Kamala main Rd	CherngTalay
		12. Kamala Friday Market		Kamala

Research Finding and Discussion

With reference to the research aim and objectives, the results in this finding can be presented as follows:

Demographic profile of tourists visiting local markets in Phuket

Table 2 Profiles of the respondents

Demographic profile	Frequency	Percentage	Demographic profile	Frequency	Percentage
Gender			Status		
Male	216	50	Married	216	50.0
Female	216	50	Single	188	43.5
Total	432	100	Separated	19	4.4
Age			Divorced	8	1.9
20 years or younger	72	16.7	Other(e.g.Partner)	1	0.2
21-30 years	72	16.7	Total	432	100
31-40 years	72	16.7	Education		
41-50 years	72	16.7	Diploma	122	28.2
51-60 years	72	16.7	Graduate or higher	118	27.3
60 years or older	72	16.7	High school	91	21.1
Total	432	100	Undergraduate	83	19.2
Nationality			Primary school	11	2.5
Asian	214	49.5	No education	6	1.4
European	147	34.0	Other (e.g. College)	1	0.2
Australian	37	8.6	Total	432	100
North American	23	5.3	Personal income per month		
South American	7	1.6	500 USD or less	51	11.8
African	4	0.9	501-1500USD	110	25.5
Total	432	100	1501-2500USD	109	25.2
			2501-3500USD	83	19.2
			3501-4500USD	39	9.0
			4501USD or more	40	9.3
			Total	432	100



As shown in Table 4.1.1, the gender of respondents was equally distributed as 50 percent male and 50 percent female. The respondents were classified into age brackets of 20 years or younger (16.7 %), 21-30 years (16.7 %), 31-40 years (16.7 %), 41-50 years (16.7 %), 51-60 years (16.7 %), and 60 years or older (16.7 %). The majority of respondents were from Asia (49.5 %), followed by Europe (34.0 %). Most of the respondents were married (50.0 %), followed by single (43.5 %). The respondents had diplomas (28.2 %), followed by graduates with higher education (27.3 %). Furthermore, a percentage breakdown of monthly income was as follows: 500 USD or less (11.8 %), followed by 501-1,500 USD (25.5 %)

Objective 1: To investigate the push and pull motivations of international tourists visiting local markets in Phuket

Table 3 Push factors

Push factors	Mean	S.D.	Level of motivation
To try local food at local markets.	4.01	1.12	High
To relax.	3.81	0.98	High
To obtain a new experience by traveling aboard at local markets.	3.78	1.10	High

Table 4 Pull factors

Pull factors	Mean	S.D.	Level of motivation
Product			
Phuket's local markets provide fresh fruits.	3.94	0.89	High
Place			
Phuket's local markets have a unique atmosphere.	3.88	0.90	High
Price			
Products are cheaper than shopping malls	3.84	0.89	High
other			
Venders were friendly and service minded	3.72	0.95	High
Promotion			
The sellers provide discounted promotions.	3.36	0.93	Average



In order to analyze the relationship between the attraction of Push and Pull factors that influence tourists' motivation to visit local markets in Phuket. Balogu and Uysal, (1996) stated that the "push" and "pull" factors were an effective theory, which is used to explain tourist motivations. The results of Push factors indicated that most tourists visited Phuket local markets had a high commitment mean score in (1). To try local foods (=4.01), (2). To relax (=3.81), (3). To gain new experiences by traveling aboard (=3.78).

In terms of Pull factors, the high level of mean score was (1).Phuket's local markets provided fresh fruits (Product) (=3.94), followed by (2).Phuket's local markets had a unique atmosphere (Place) (=3.88), (3).The products were cheaper than at shopping malls (Price), (4). Venders were friendly and service minded (other) (=3.72), and (5). Sellers provided discounted promotions (promotion) (=3.36) on average level.

Objective 2: To explore the differences of travel motivations amongst international tourist visiting local markets in Phuket

Table 5 Push factors

Push factors The motivation to visit local markets	t -Test & One-way ANOVA					
	Gender p-value	Age p-value	Nationality p-value	Status p-value	Education p-value	Income p-value
- To learn traditional culture by communicating with lo- cal people at local markets				0.013*	0.024*	
- To share personal culture with local people at local markets	0.029*		0.000***	0.038*	0.000***	0.014*
- To try local food						0.000***
- To learn Thai language through bargaining					0.009**	
- To learn Phuket's lifestyle by observing local markets				0.000***	0.041*	0.030*
- To visit a local market where relatives and friends had been before			0.000***			0.000***
- To get new experience by traveling abroad at local markets						0.021*



Push factors The motivation to visit local markets	t -Test & One-way ANOVA					
	Gender p-value	Age p-value	Nationality p-value	Status p-value	Education p-value	Income p-value
- To get inspiration to start a business						0.007**
- To forward information about experience to other people in country of origin			0.001***	0.040*		
- To make new friends.						
- To conduct business deals local markets	0.014*		0.001***	0.006**	0.002**	
- To open new vision while traveling at local markets					0.006**	
- To exchange opinions and experiences with other people during a trip to local markets	0.032*		0.016*		0.001***	0.004**
- To widen perspective while traveling to local markets				0.007**		0.009**
- To improve knowledge about Phuket and Thai culture				0.000***	0.000***	
- To buy high quality products at reasonable prices		0.036*	0.027*			0.004**
- To relax			0.000***	0.027*		0.000***
- To find the novelty of Phuket culture at local markets		0.037*	0.032*			0.017*
- To support the local community						0.035*

Remark: *p<0.05, **p<0.01 ***p<0.001



In order to comparatively analyze the differences between demographic characters and the motivations to visit local markets (Push and Pull factors), t-test, one way analysis of variance (ANOVA) were conducted. The results of Push factors (see table 4.3.1) presented that (1). to learn traditional culture by communicating with local people at local markets was significantly different in education, and status. (2). to share your culture with local people were significantly different in gender, education, status, nationality, and income. (3). to try local foods was significantly different in tourists who received an income less than 500 or 500 USD. (4). to learn the Thai language by bargaining was significantly different in Primary and High school rather than other education levels. (5). to learn Phuket's lifestyle by observing was significantly different in single tourists who received an income less than 500 or 500 USD per month and graduates from primary and high school. (6). to visit local markets where relatives and friends had been before was significantly different among incomes. (7). to gain new experiences by traveling aboard at local markets were significantly different in income and nationality. (8). to get inspiration to start your own business was significantly different in income. (9). to forward information and experiences to other people in their country was significantly different in status and income. (10). to make new friends was significantly different in education, and marital status. (11). to complete business deals was significantly different in gender, education, and marital status. (12). to exchange opinions and experiences with other people during a trip to local markets was significantly different in gender, education, nationality and income. (13). to widens new vision, while traveling to local markets was significantly different in education, marital status, nationality, and income. (14). to improve knowledge about Phuket and Thai culture was significantly different in marital status. (15). to buy high quality products at reasonable prices were significantly different in education, nationality, income, and age. (16). to relax was significantly different in age, and marital status. (17). to experience the novelty of Phuket culture at local markets was significantly different in nationality and income. (18). to support local communities was significantly different in tourists who received an income less than 500 or 500 USD per month rather than other income levels.

In conclusion, the results found that Asian tourists aged between 51 to over 60 years old, who earned as income less than 500 or 500 USD per month visited local markets in Phuket because of high quality products, reasonable price and local culture. On the other hand, tourists aged below 20 to 30 years old preferred to visit Phuket's local market to feel relaxed and to chill. Likewise, Satiantummawit (2011) made the case that tourists aged less than 20 years old visited local markets to relax. Furthermore, North American tourists focused on gaining a new experience from local markets in Phuket.



Table 6 Pull factors

Pull factors The motivations to visit local markets	t -Test & One-way ANOVA					
	Gender p-value	Age p-value	Nationality p-value	Status p-value	Education p-value	Income p-value
Place						
- Phuket's local markets have a unique atmosphere.		0.017*		0.004**		
- Phuket's local markets have suitably sized shops.				0.045*	0.039*	
- Phuket's local markets have interesting shop decorations.		0.024*	0.001***	0.000***	0.039*	0.017*
- Phuket's local markets are in a convenient location.				0.004**		
- Phuket's local markets provide enough parking.		0.000***			0.000***	
Promotion						
- The sellers provide "buy 1 get 1 free" promotions.					0.000***	0.049*
- The sellers provide discount promotions.			0.024*		0.010**	
- The local markets provide good advertising to motivate tourists to visit and purchase.		0.008**	0.010**			0.023*
Price						
- A product is cheaper than at a shopping mall.				0.002**		
Product						
- Phuket's local markets provide unique local food and beverages.				0.020*		0.003**



Pull factors	t -Test & One-way ANOVA					
	Gender p-value	Age p-value	Nationality p-value	Status p-value	Education p-value	Income p-value
- Phuket's local markets provide unique souvenirs.				0.004**		0.031*
- Phuket's local markets provide a variety of products.				0.001***		0.007**
- Phuket's local markets provide fashionable clothing and accessories.			0.004**	0.006**	0.035*	0.027*
- Phuket's local markets provide fresh seafood.	0.000 ***		0.037*			
- Phuket's local markets provide fresh fruits.	0.035*			0.001***		
- Phuket's local markets provide good quality products.				0.039*		
Other						
- Phuket's local markets open and close at convenient times.	0.046*				0.011*	0.031*
- Phuket's local markets provide good security for tourists.						
- Phuket's local markets have good weather.	0.043*					
- The vendors are friendly and service-minded.			0.014*	0.050*	0.049*	0.016**
- The vendors can communicate with tourists in English.			0.005**			0.001***
- Phuket's local markets provide enough toilets.		0.014*	0.006**		0.023*	0.000***

Remark: *p<0.05, **p<0.01 ***p<0.001



In terms of pull factors (see table 4.3.2), this study applied the 4Ps marketing mix strategy, including place, promotion, price and product. Results showed that (1). Phuket's local markets had a unique atmosphere was significantly different in age and marital status. (2). Phuket's local markets have a selection of shops was significantly different in marital status and education. (3). Phuket's local markets have interesting shop decoration was significantly different in education, marital status, nationality, and income. (4). Phuket's local markets are in convenient a location was significantly different in marital status. (5). Phuket's local markets provided adequate car parking was significantly different in age and education. Promotion results showed that (6). the seller provided buy one get one free promotion was significantly different in income, and education. (7). sellers provided a discounted promotion was significantly different in education and nationality. (8). a local market provided good advertising to motivate tourists and was significantly different in income, nationality and age. Price results presented that (9). price was cheaper than at shopping malls was significantly different in marital status. The results of product presented that (10). Phuket's local markets provided uniqueness of local foods and beverages were significantly different in marital status and income. (11). Phuket's local markets provided a unique souvenir was significantly different in income and marital status. (12). Phuket's local markets provided a variety of products was significantly different in marital status and income. (13). Phuket's local markets provided fashionable clothes and an accessory was significantly different in income, nationality, marital status, and education. (14). Phuket's local markets provided fresh seafood was significantly different in gender and nationality. (15). Phuket's local markets provided fresh fruits with a significant difference in gender and marital status. (16). Phuket's local market provided a good quality product was significantly different in marital status. The result of others, presented, that (17). Phuket's local markets opened and closed at convenient times was significantly different in age. (18). Phuket's local markets provided good security for tourists was significantly different in income and education. (19). Good weather was significantly different in gender. (20). Venders were friendly and service minded was significantly different in income, nationality, marital status, and education. (21). Venders could communicate in English with tourist was significantly different in nationality and income. (22). Phuket's local markets provided an adequate toilet facility was significantly different in income, nationality and age.



In conclusion, the result has shown that good quality products at local market affected married tourists. On the other hand, a variety of products and unique products motivated a number of single tourists to visit Phuket's local markets rather than other marital status. The products (fresh seafood and fruits) motivated males to visit Phuket's local markets rather than females. Service minded and friendly vendors at Phuket's local markets were important for Asian tourists and high income tourists who earned 3,501 or over 4,501 USD per month. Moreover, the results also found that discounted promotions affected Australians.

Objective 3: To identify the attractiveness of Phuket's local markets based on the perception of international tourists

Table 7 The attractiveness of local markets in Phuket

Attribute	Frequency	Percent
Local food	237	16.9
Cheap prices	198	14.2
Local products and souvenirs	146	10.4
Original culture	123	8.8
Local people's lifestyle	107	7.6
Atmosphere	101	7.2
Variety of products	100	7.1
Fresh farm products	87	6.2
Bargaining	81	5.8
Kindness of vendors	72	5.1
Architecture	48	3.4
Phuket local language	39	2.8
Good promotions	29	2.1
Cleanliness	29	2.1
Other (e.g. fun)	2	0.1
Total	1399	100



Previous studies strongly support the results of this research. Lindquist, (1974), Kikuchi and Ryan, (2007), Siri-umpai, (2012), Kuo, Chung, Kuo, (2012), and Zang and Marcussen, (2007) found that most tourists preferred to visit local markets because of the local products, cheap prices, good promotions, unique culture, the quality of products, novelty of bargaining, services, consumers, colorful atmosphere, physical facilities, convenience, atmosphere and satisfaction.

In terms of the attractiveness of local markets, tourists know Thailand as one of the world's unique food centers. Hence, visiting the local market in Thailand is one of the new experiences that tourists will have for trying local food and buying local products at cheap prices from local producers. The findings of this study indicates that the attractions of local markets in Phuket included local food, followed by cheap prices, local products and souvenirs (10.4 percent) and original culture (8.8 percent) (see table 4.4.1).

Also, according to the results of this study, there are numerous opportunities for the development and support of local food in Phuket as a highlight of Phuket's local markets in the future. Food can serve as a window to the local tradition. The taste of Phuket's local food is a mix between Thai and Chinese flavor, which is part of the attractiveness of Phuket's local food.

Conclusion and Recommendations

Objective 1: To investigate the push and pull motivation of international tourists visiting local markets in Phuket

The results presented that the target segment market of local markets is a mixture of married males and females, who receive an income between 501-1500 USD per month. Similarly, Hsieh and Chang, (2006); Wangmuanklang, (2008); Dodds et al., (2013) makes the case that many of the respondents were both married males and females with an average monthly income around 500-1000USD. According to the results, it showed that low income tourists were a target market of Phuket's local markets along with service minded and friendly vendors in Phuket's local markets was important for high income tourists, who received 3,501 or over 4,501 USD per month. Likewise, Yoopeth and Toemsab, (2013) low income tourists like to visit local markets, because of cheap prices while high income tourists focused on quality of products. Moreover, most respondents were married international tourists who live in Asia, similar to the result of Wangmuanklang, (2008).



In addition, Carmichael and Smith, 2004; Heung and Qu, 1998; Jansen-Verbeke, 1994; Mok and Lam, 1997; Moscardo, 2004; Timothy and Butler, 1995 pointed out that shopping is seen as an activity that motivates tourists to travel. The result of this research also presented the same findings in that the main objective which motivated tourists to visit local markets in Phuket was shopping (32.3 percent). Likewise, Rajagopal, (2009); Hsieh and Chang's (2006); Kung et al., (2012); Punpeng, (2010); makes the case that the main factors that motivated tourists to visit local markets were shopping, traditional attractiveness of culture, holiday activity and unique atmosphere. Moreover, Silkes, (2012); Puad Mat Som et al, (2010), showed that shopping, as a pull factor, was an activity tourists like to do during a trip to relax. Therefore, these significant findings are useful for local people and local market businesses to develop and focus on in order to attract international tourists to visit local markets in Phuket.

Objective 2: To explore the differences of travel motivations amongst international tourists visiting local markets in Phuket

The result of this study from table 4.2 and 4.3 found that the demographic variable had significant difference with international tourists' motivations to visit local markets in Phuket. This study can support Swarbrooke and Horner, (1999); Kanok et al., (1996). They mention that the difference in demography such as; sex, age, income, status and education are influencing tourist' behavior and motivation to travel at unusual destination.

Therefore, the result of table 4.2 and 4.3 supports the hypothesis 1

H_A : There is significant difference between demographic profile (gender, age, status, nationality, income, and education) and international tourists' motivations (Push and Pull factors) to visit local markets in Phuket.

Objective 3: To identify the attractiveness of Phuket's local markets based on the perception of international tourists

The results showed that the attractiveness of local markets in Phuket was local foods (16.9 percent), followed by cheap prices (14.2 percent), local products or souvenirs (10.4 percent), original culture (8.8 percent). Similarly, Siri-umpai, (2012) also found similar results, that most tourists preferred to visit local markets because of local products, cheap prices, good promotion and unique culture. Moreover, Kuo et al., (2012) makes this point that the majority of tourists visited night markets in Taiwan due to the local characteristics of nightlife, local food and culture. Thus, the previous studies strongly support the results of this research.



In addition, local market should provide a number of cheap priced local products such as; local foods, souvenirs and keep the original culture for interested tourists so they can come to learn and observe local markets in Phuket. Furthermore, it can increase the number of visitors in the future.

Suggestions for Future Study

Future research should consider studying the motivations of both domestic and international tourists' visiting local markets in Phuket, since the Tourism Authority of Thailand has recently promoted various tourist attractions in Thailand with an interesting slogan, targeting domestic tourists. This may help further motivate and increase the total number of domestic tourists visiting local markets around Phuket. Moreover, future studies should concentrate on obtaining more data from tourists through in-depth interviews. This will give the respondents more opportunities to provide their subjective responses and other essential information not included in the questionnaire (e.g. perceptions, satisfaction and effect of tourists visiting local markets). The results of such studies would be very useful for local governments, local sellers, tourists, and local people to develop local markets and businesses.

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