



The Effects of Thailand Country Images on Chinese Tourist Behavioral Intention in Thailand

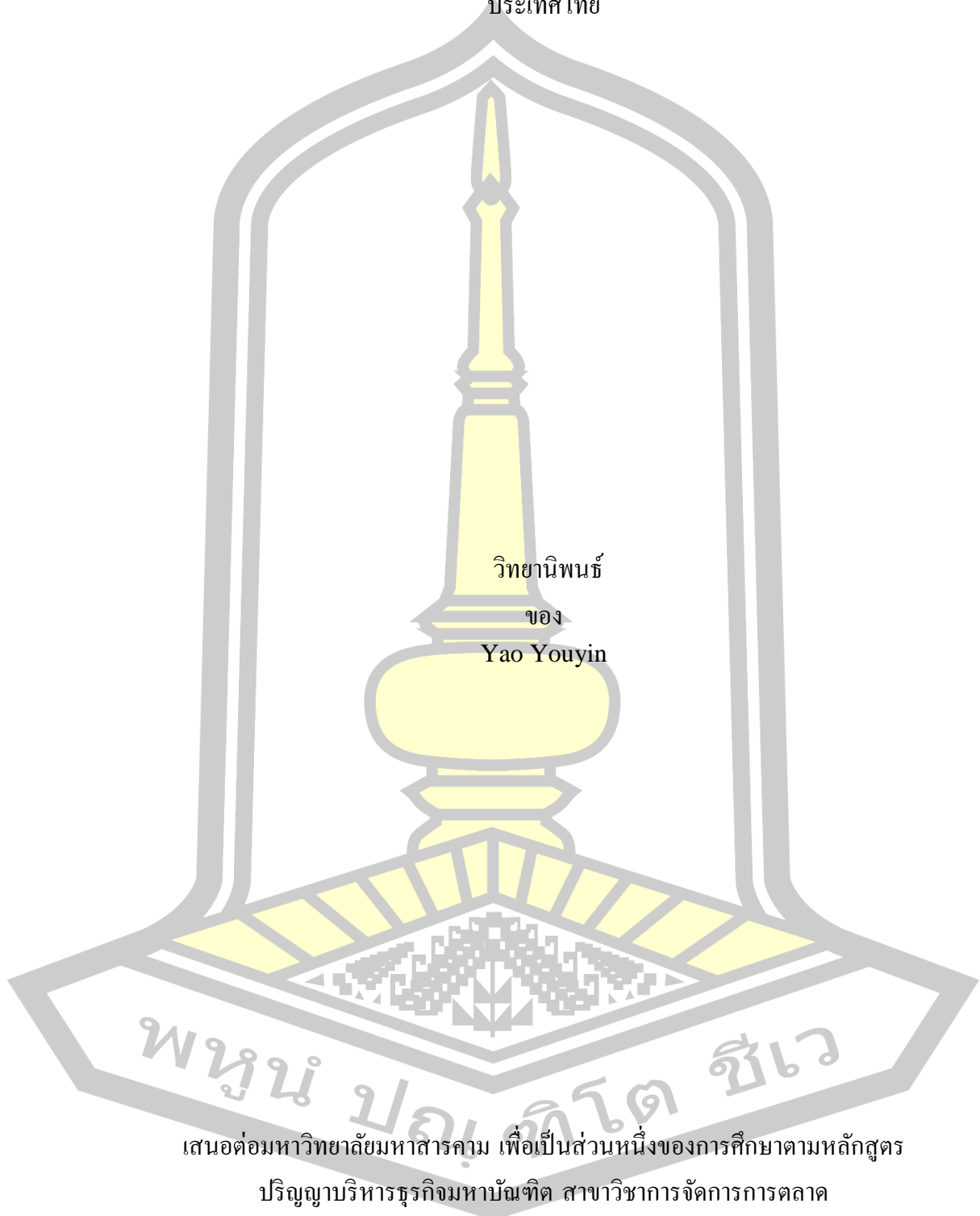
Yao Youyin

A Thesis Submitted in Partial Fulfillment of Requirements for
degree of Master of Business Administration in Marketing Management

June 2020

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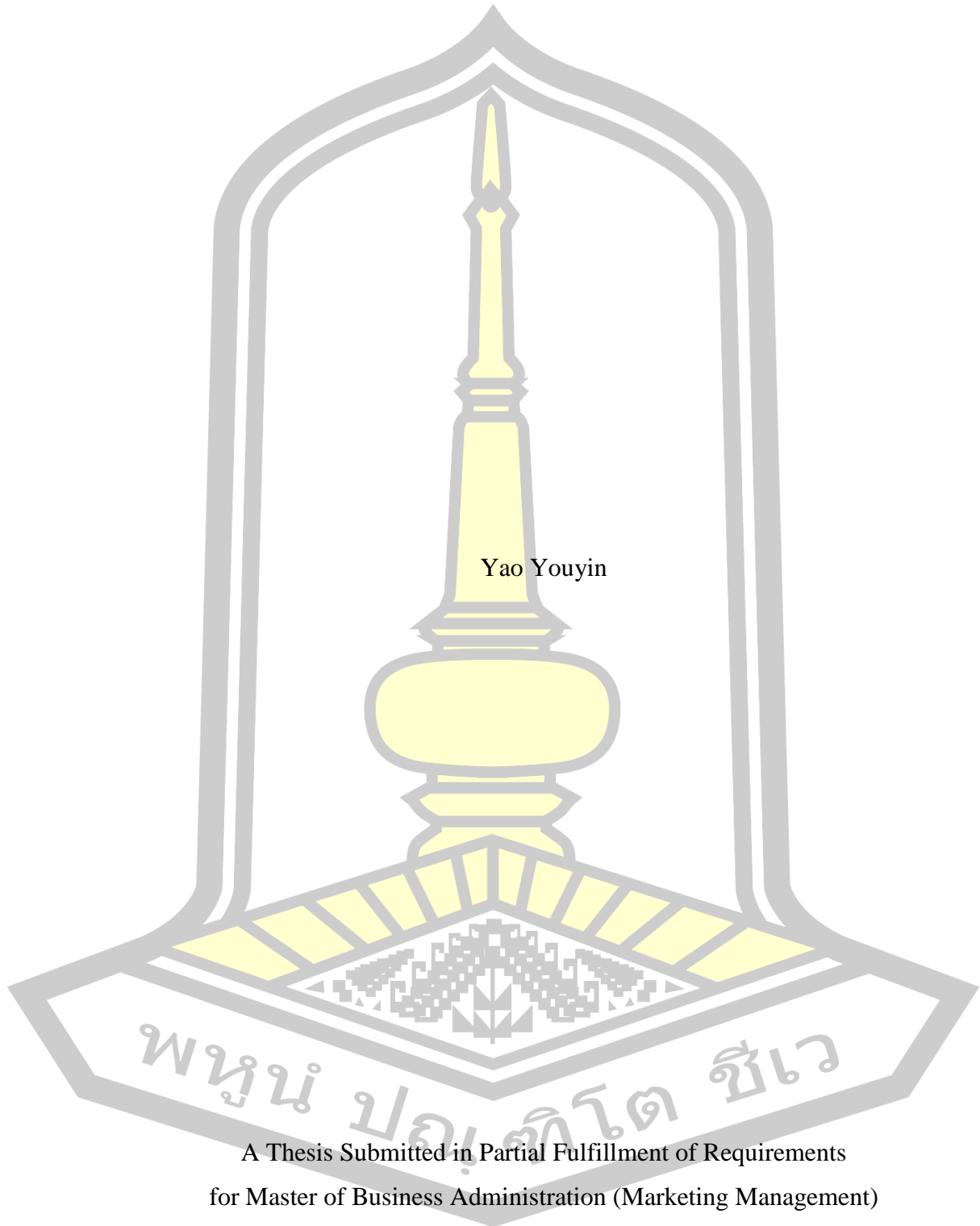


เสนอต่อมหาวิทยาลัยมหาสารคาม เพื่อเป็นส่วนหนึ่งของการศึกษาตามหลักสูตร
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The Effects of Thailand Country Images on Chinese Tourist Behavioral Intention in Thailand



Yao Youyin

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June 2020

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ABSTRACT

The context of a slowdown in global economic growth, many countries have taken up the development of tourism, especially inbound tourism. This represents an important engine to stimulate their economic growth and many countries even pursue this as a nation-building strategy. Tourism plays a supporting role in the Thai economy, and Chinese tourists are the main customers of Thai inbound tourists. The purpose of this study is to ascertain the Thailand Country Images and to study Behavioral Intention of Chinese tourists in Thailand. As well, this study finds the relationship between Country Images and Behavioral Intention of Chinese tourists in Thailand and discovers the influence of Country Images on Behavioral Intention. The variations of the perception of Country Images and Behavioral Intention according to different demographic background have also been studied.

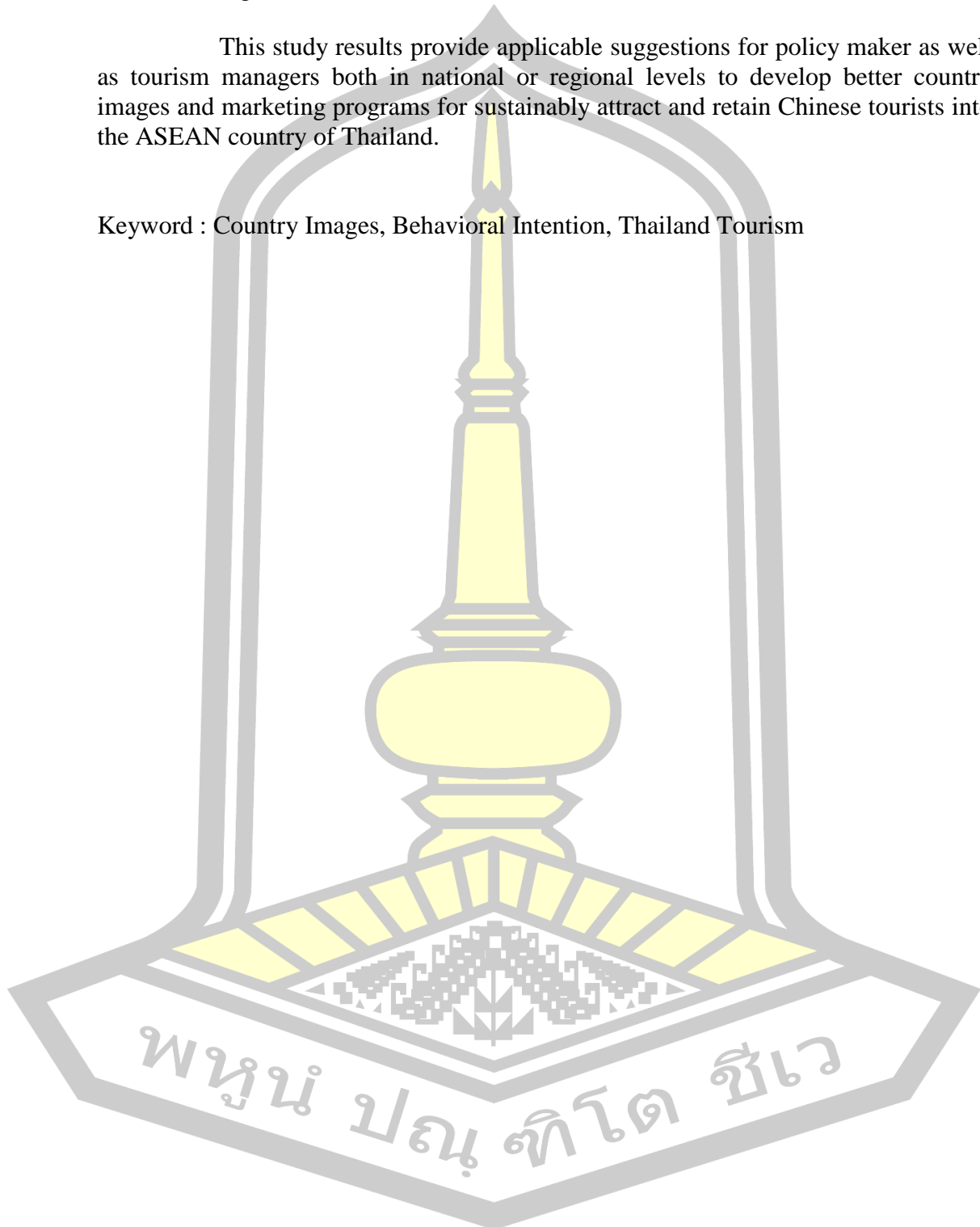
After obtaining 400 valid questionnaires of Chinese tourists in Thailand and analyzing data with SPSS17.00, via descriptive statistical analysis and inferential statistical analysis: t-test, ANOVA, MANOVA, correlation and regression analysis. The factor loading indicates twelve dimensions (National System, National Capacity, National Characteristic, National Relationship, Environment Conditions, Landscape and Environment Attractions, Atmosphere Attractions, Activity Attractions, Services Facilities Attractions, Commodity, Price and Value, Perceived Image and Satisfaction) of Thailand Country Images, which are important to Behavioral Intention with three dimensions (Consumption Intention, Recommendation Intention and Revisit Intention).

This study concludes: 1) Thailand Country Images significantly correlate with Behavioral Intention of Chinese Tourists. 2) Thailand Country Images significantly influence on Behavioral Intention of Chinese tourists. 3) The variations of perception of Thailand Country Images of Chinese tourists can be found according to gender, ages, marital status, monthly income, level of education, style of travel and experience about traveling in Thailand of Chinese tourists; 4) The variations of Behavioral Intention of Chinese Tourists can be seen according to gender, ages,

marital status, monthly income, level of education, style of travel and experience about traveling in Thailand of Chinese tourists.

This study results provide applicable suggestions for policy maker as well as tourism managers both in national or regional levels to develop better country images and marketing programs for sustainably attract and retain Chinese tourists into the ASEAN country of Thailand.

Keyword : Country Images, Behavioral Intention, Thailand Tourism



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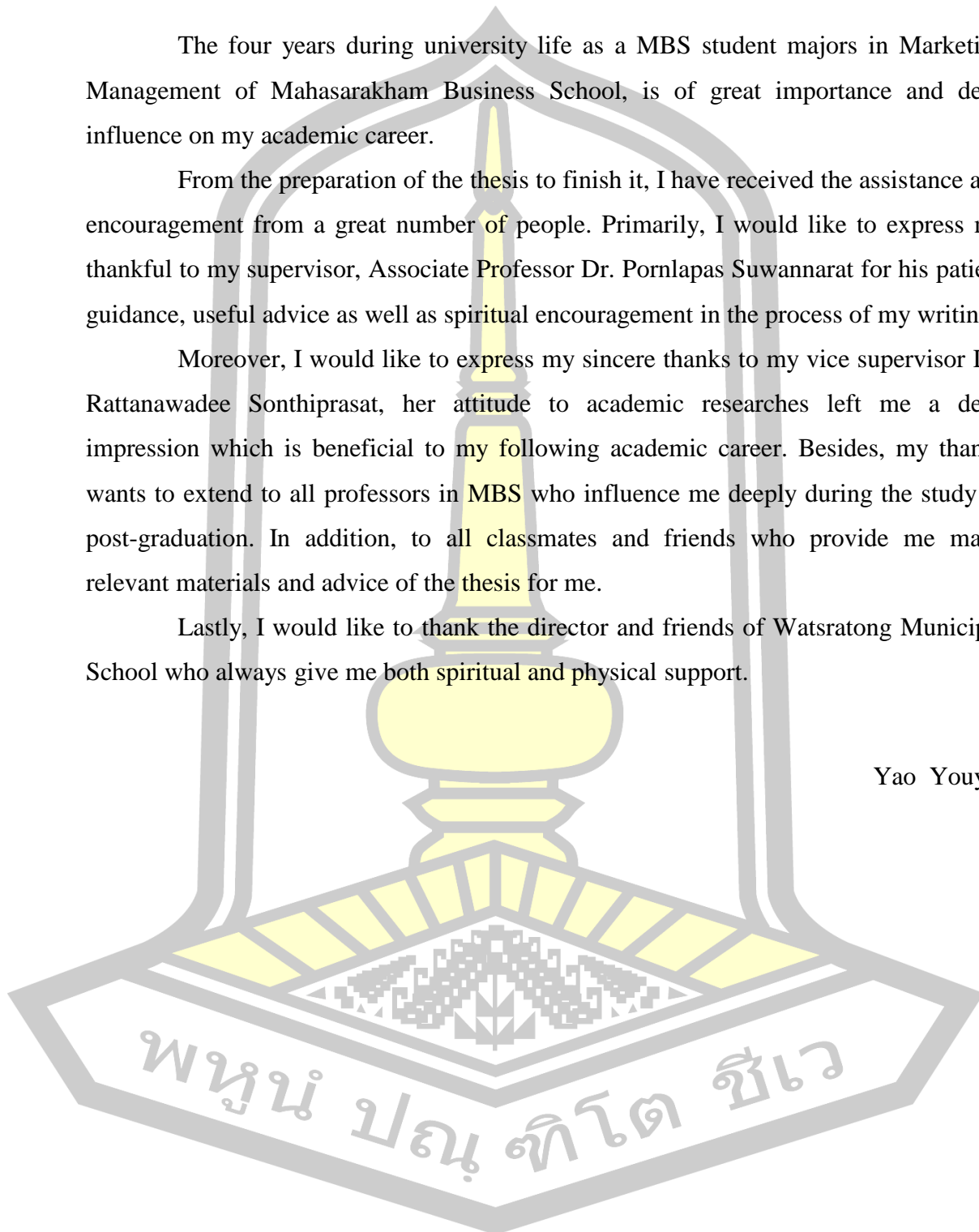
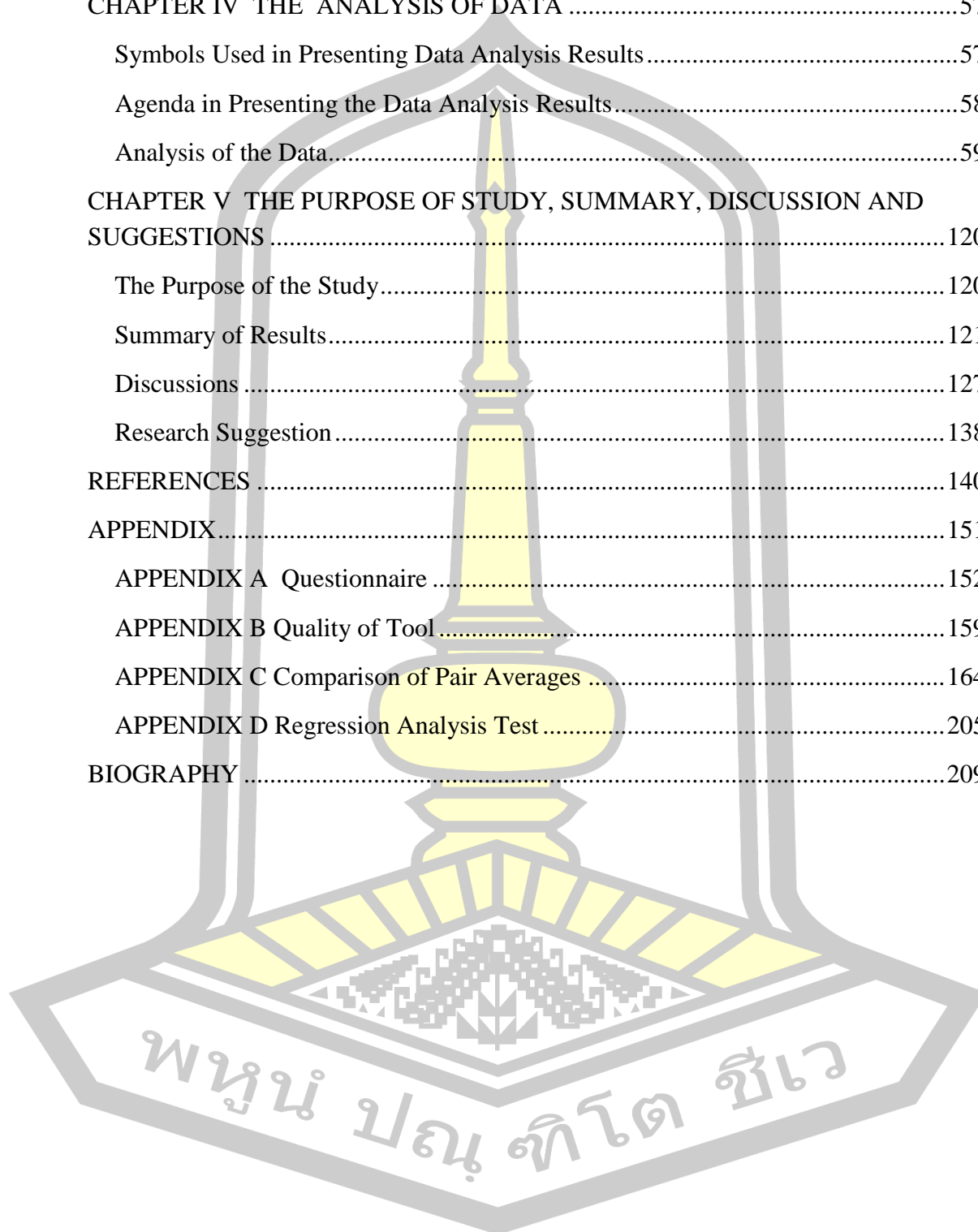


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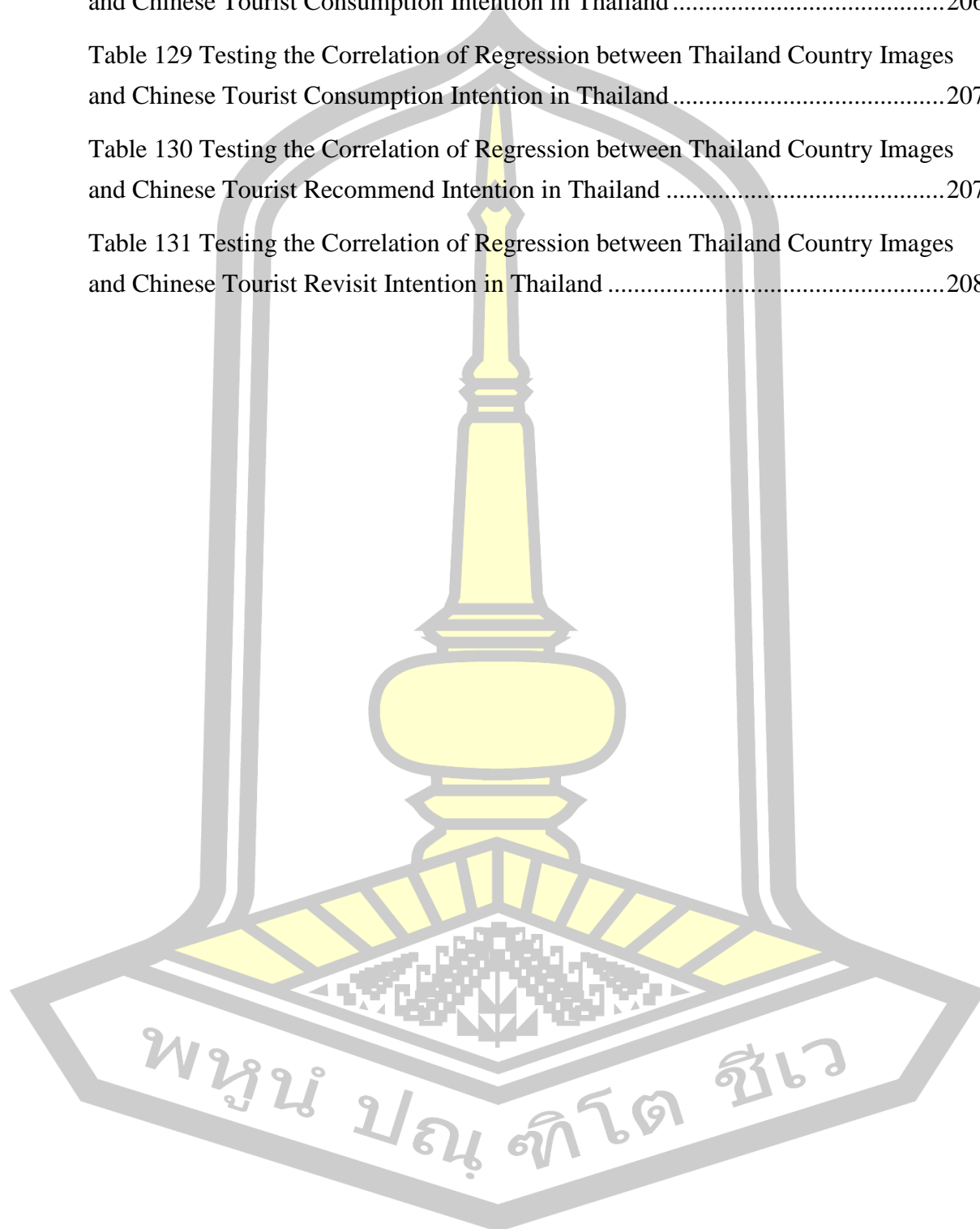
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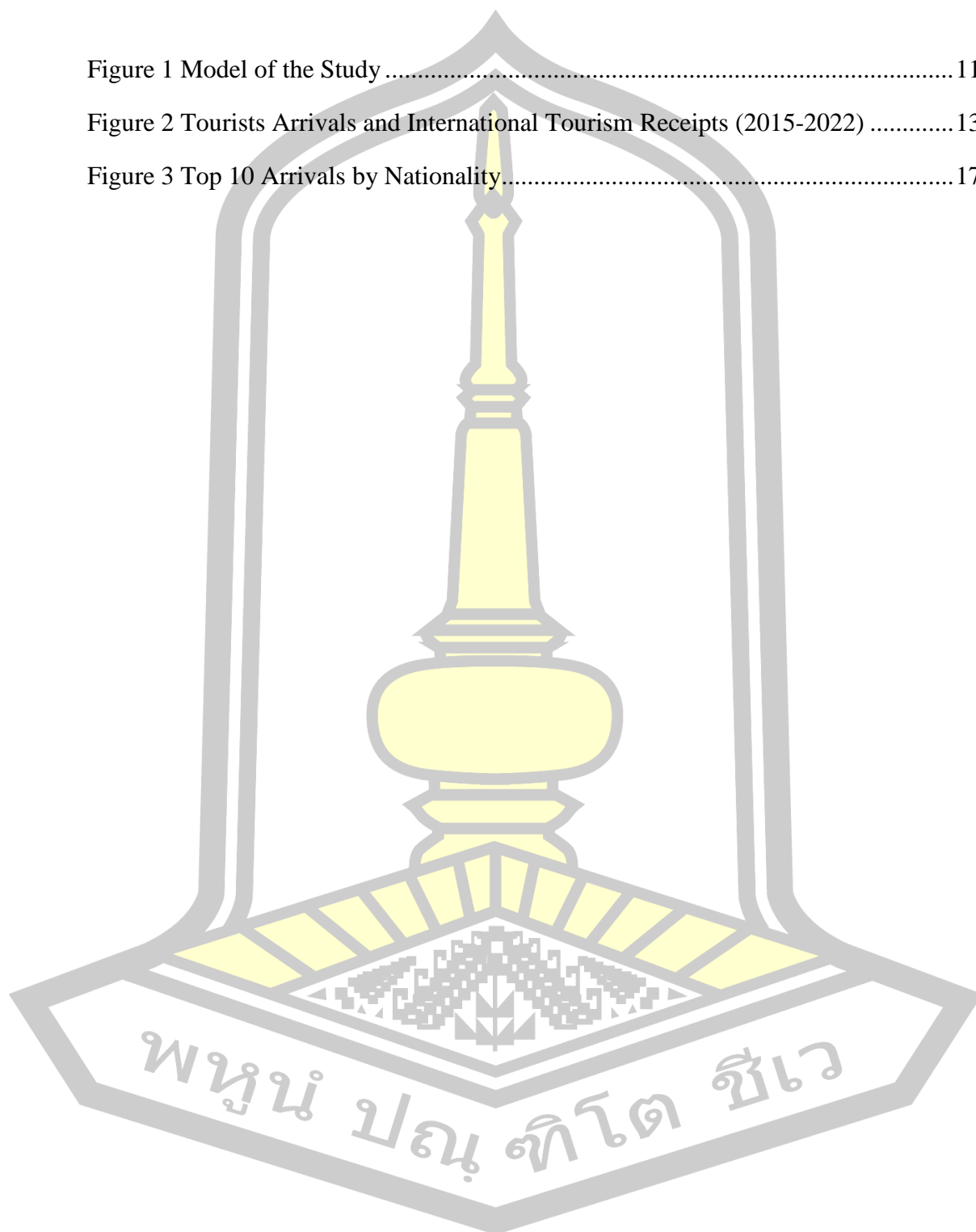
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CHAPTER I

INTRODUCTION

Background

In the context of a slowdown in global economic growth, many countries have taken up the development of tourism, especially inbound tourism (Wa, Hu and Zhang, 2020). This represents an important engine to stimulate their economic growth and many countries even pursue this as a nation-building strategy. When one talks about tourism, Thailand tourism is of utmost importance. Thailand tourism revenue has become one of the main sources of national income. Regional giant China is its position as the largest source of arrivals to Thailand, with almost 11.0 million visitors (Ministry of Tourism & Sports, 2020). One area of concern is the recent economic slowdown in China, which may deter travel outside of the country in the future. A devaluation of the yuan would also make international travel more expensive.

However, Thailand is still keen to attract more visitors from this massive potential market and continues to reduce entry barriers for Chinese passport holders, which most recently practice is removing visa fees for Chinese visitors (BMI, 2018).

In addition, according to Outbound Tourism Big Data Report for the Half year of 2018, researched by China Tourism Research Institute and CTrip Travel Big Data Joint Lab, which is a large web-based tourism company with accounts for more than half of the Chinese tourism market. It indicates that in the first half of the year, the top 20 destination countries most popular among Chinese tourists were: Thailand, Japan, Vietnam, South Korea, Singapore, Indonesia, Malaysia, Russia, USA, Cambodia, Philippines, Australia, France, United Arab Emirates, Turkey, Italy, Maldives. Germany, Sri Lanka, the United Kingdom (China Travel News, 2018). Compared to others, from 2012 to 2016, the proportion of Chinese tourists to

Thailand increased dramatically. During 2012 to 2015, the growth rate of Chinese tourists to Thailand was over 61%, and the growth rate of tourism revenue exceeded 75%. Despite the slight decline in the number of Chinese tourists due to political turmoil in 2014, tourism revenues have steadily increased (Zhao, 2018).

The importance of tourism destination image in consumer choice decision and loyalty has been recognized by many scholars (Zhang and Cai, 2011). (Hunt, 1975) points out that the positive impact of destination image on consumer behavior has confirmed by many studies since 1975. Country Images comes from the origin of the country studying in the marketing field, and outbound tourism is a kind of invisible product that needs to bring across the border. It is a product image, which is the image of tourism destination influenced by the Country Images. The image of the country is an important concept in international business and international marketing. In the increasingly competitive global market, the image of the country has important strategic value for the product and for the tourist destination to gain the competitive advantage. At present, Country Images especially image of Thailand has not been studied widely. Therefore, this study fills in the knowledge gap into the literature. According to the studies of tourism behaviors, person's behavioral intentions derived from attitudes, feelings, and attitudes; the relationship between behavior and behavioral intention directly relates each other. It predicts one's behavior, which is often a more accurate measure of intent (Bai, Chen and Zhao, 2012).

Based on the above reasons, this study explores the relationship between Country Images and Tourism Behavioral Intention from the perspective of the tourism and marketing fields. The researcher applies the basic “Model of Tourism Intention for International Tourists” which was researched by Zhang and Cai (2011) who studied the effect of Country Images on Behavioral Intention of Chinese tourists. This study also intends to ascertain whether the variables of the Country Images of Thailand are the key factors influencing Behavioral Intention of Chinese tourists or not. Hence, the results of the study can provide the new insights of Country Images

and Behavioral Intention in the context of Thailand. Last but not least, this study also focus on the variations of Country Images and Behavioral Intention of Chinese tourists according to their gender, ages, tourism experience, income, and education level. This can enhance the understanding about Country Images and Behavioral Intention of Chinese tourists. At the same time, this study also provides some suggestions for the development of Thailand tourism industry.

Purpose of the Study

The key purpose of this study is to explore the influence of Country Images of Thailand on Behavioral Intention of Chinese tourists. The specific objectives are as follows:

1. To ascertain the Country Images of Thailand.
2. To discover Behavioral Intention of Chinese tourists in Thailand.
3. To study the relationship between Country Images and Chinese Tourist Behavioral Intention in Thailand.
4. To find the influence of Country Images on Chinese Tourist Behavioral Intention in Thailand.
5. To study the variations of the perception of Country Images according to gender, ages, marital status, monthly income, level of education, style of travel, experience of traveling in Thailand of Chinese tourists.
6. To ascertain the variations of Behavioral Intention of Chinese tourists because of difference in terms of gender, ages, marital status, monthly income, level of education, style of travel, experience of traveling in Thailand of Chinese tourists.

Importance of the Study

1. The context of a slowdown in global economic growth, many countries have taken up the development of tourism, especially inbound tourism. This represents an important engine to stimulate their economic growth and many countries even pursue this as a nation-building strategy. Tourism plays a critical role in the Thai economy, and Chinese tourists are the main customers of Thai inbound tourists. Treating Chinese tourists in Thailand as study objects is appropriately necessary for the development of inbound tourism in Thailand.

2. Making a thorough inquiry on the Thailand Country Images and Behavioral Intention of Chinese tourists is of administrative significance to national or regional policy makers and tourism managers. They need to develop better country images and marketing programs for sustainably attract and retain Chinese tourists into the ASEAN country of Thailand.

3. The study on Behavioral Intention has always been a hotspot in academic circles. This study is also involved in the study of Behavioral Intention of Chinese tourist may provide some practical examples for the rich theory and model.

4. This study has attempted to integrate the two concepts of country image and destination image and hopes that more tourism researchers will pay attention to the role of tourism research in the development of management theory and put tourism research in a larger framework and to find the location and contribution of tourism research.

พหุบัณฑิต ชีวะ

Framework of the Study

The Effects of Thailand Country Images on Chinese Tourist Behavioral Intention in Thailand, which is the framework as follows:

1. Country Images is defined as, “an evaluation of all aspects of a country” (Zhang and Xu, 2015). which contains the “Macro-Country Images” and “Micro-Country Images”. Also, Country Images is defined as “The sum of descriptive, inferential, and informational attitudes that an individual has in a country.” (Martin and Eroglu, 1993).

1.1 The “Macro-Country Images” measured by five dimensions as follows:

- 1.1.1 National System
- 1.1.2 National Capacity
- 1.1.3 National Characteristics
- 1.1.4 Environmental Conditions
- 1.1.5 National Relationship

1.2 The “Micro-Country Images” measured by three dimensions as follows:

- 1.2.1 Local Attractions
 - 1.2.1.1 Landscape and Environment Attractions
 - 1.2.1.2 Atmosphere Attractions
 - 1.2.1.3 Activity Attractions
 - 1.2.1.4 Services and Facilities Attractions
 - 1.2.1.5 Commodity
- 1.2.2 Price and Value
- 1.2.3 Perceived Image and Satisfaction

2. Behavioral Intention is defined as tourist willingness to consume, repeat, and provide feedback in response to their consumption in tourism activities. In the study of tourism, the re-visit is the tourist willingness to visit the tourist destination again in a satisfactory state (Kozak, 2001). Some tourists expressed their willingness to pay a higher price with loyalty (Baker and Crompton, 2000). Hence, in this study Tourism Behavioral Intention is measured by three dimensions as follows (Bai, Chen and Zhao, 2012).

- 2.1 Consumption Intention
- 2.2 Revisit Intention
- 2.3 Recommendation Intention

Scope of the Study

1. Population and Sample group

1.1 Population and samples in this study are the Chinese tourists. In 2019, regional giant China maintained its position as the largest source of arrivals to Thailand, with almost 11.0 million visitors (*Ministry of Tourism & Sports, 2020*).

1.2 Sample of this study randomly selected from 400 Chinese tourists in the airports, shopping malls, and other tourist attractions of Thailand.

2. Geographical scope of the research is Thailand where Chinese tourists visiting to.

3. Period of data collection is about 30 days during 1 to 30 April 2019.

4. The variables used in research

4.1 Group 1: Testing of the relationship between Thailand Country Images and Chinese Tourist Behavioral Intention.

4.1.1 The independent variable is Thailand Country Images.

4.1.2 The dependent variable is Chinese Tourist Behavioral Intention.

4.2 Group 2: Comparing the variations of Thailand Country Images and Chinese Tourist Behavioral Intention.

4.2.1 The independent variables are gender, ages, marital status, monthly income, level of education, style of travel, and experience of traveling in Thailand of Chinese tourists.

4.2.2 The dependent variables are Thailand Country Images and Chinese Tourist Behavior Intention.

Hypotheses of the Study

1. There will be relationship between Thailand Country Images and Chinese Tourist Behavioral Intention.
2. There will be the influence of Thailand Country Images on Chinese Tourist Behavioral Intention.
3. There will be the variations of perception of Thailand Country Images according to gender, ages, marital status, monthly income, level of education, style of travel, and experience of traveling in Thailand of Chinese tourists.
4. There will be the variations of Chinese Tourist Behavioral Intention according to gender, ages, marital status, monthly income, level of education, style of travel, and experience of traveling in Thailand of Chinese tourists.

Terminology

1. Thailand Country Images

Thailand Country Images is an evaluation of all aspects of Thailand.

According to Scott (1966: 394), “when we think of the country, the overall image of the country emerged in our minds.” In this study, researcher wants to study the overall image of Thailand, which emerged in Chinese tourists’ minds. In order to describe

Thailand Country Image systematically, researcher uses both “Macro” and “Micro” aspects in studying Country Image.

“Macro Country Image” is the perception of tourists about political, economic, technological, environmental, national and other tourism environmental factors of destination country as well as “National System”, “National Capacity”, “National Characteristics”, “Environmental Conditions” and “National Relationship” (Lei, et.al, 2015).

“Micro Country Image” is the perception and evaluation of tourists when a particular-region, city or country used as a tourist destination (Mossberg and Klappe, 2005). The researcher defines the dimensions of “Micro Country Image” as “Local Attractions” (Zhang, 2002) “Price and Value” (Le, 2018). (Lei, et.al, 2015) and “Perceived Image and Satisfaction” (Lou, 2002).

1.1 National System

National System is the political system and management system of a country (Nadeau, et.al., 2008). The measurement of the National System depends on political stability, democracy and security.

1.2 National Capacity

National Capacity is the ability to develop and implement policies to stimulate economic growth, and to provide good governance and effective and reliable institutions (Englebert, 2000). According to Knight, Spreng and Yaprak (2003), dimension of National Capacity can be level of economic and technological development, which reflects to “Thailand's economic development”, “Thailand's level of modernization” and “Thailand's level of advanced technology”. From the content analysis in this study, these items mainly use to measure the level of overall capacity of development in Thailand. The higher the scores of tourists’ choices, the more positive they perceive for the capacity of development of Thailand.

1.3 National Characteristics

National Characteristics is the total impression of foreigners over a country; this includes ethnicity and nationality. Characteristics about a nation could help to represent a national identity, such as being honest, friendly, hardworking, and enthusiastic and so forth (Wang, et al., 2012).

1.4 National Relationship

National Relationship is the situation about national diplomatic relations, especially in countries with different political systems (Wang, 2010).

1.5 Environmental Conditions

Environmental Conditions are the country's management, governance, and effectiveness of environment management, which have measured in various dimensions such as national ecological environment, living environment, and the sum of the working environment (Lei, et al., 2015).

1.6 Local Attractions

Local Attractions refer to the sum of those natural and social things and phenomena that are attractive to tourists and have business value to tourism operators (Zhang, 2002). In this study, local attraction includes Landscape and Environment Attractions, Atmosphere Attractions, Activity Attractions, Services Facilities Attractions and Commodity.

1.6.1 Landscape and Environment Attractions can be dramatic natural wonders, quaint or bustling cities, pristine beaches, historic landmarks or vibrant community festivals (Chaulagain, Wiitala and Fu, 2019).

1.6.2 Atmosphere Attractions are non-material atmosphere, such as modern urban atmosphere and quiet country atmosphere (Beerli and Martin, 2004).

1.6.3 Activity Attractions are both the attraction of tourism and the composition or necessary supplement of tourism activities (Lou, 2018).

1.6.4 Services and Facilities Attractions mean the evaluation of tourists in facilities and other infrastructure, which refers to equipment and service

provided by the country as the tourist destination to tourists, such as a variety of outdoor activity equipment and facilities, good shopping environment, adequate and good quality of accommodation facilities, convenient transportation facilities, and so forth (Chen and Kerstetter, 1999).

1.6.5 Commodity is a product or service to meet the obvious needs of tourists (Bao, Jia and Hu, 2008).

1.7 Price and Value

Price and Value is the evaluation of payment and value of using services in tourism destination, which means the cost and benefit of travelling in Thailand perceived by tourists (Gallarza, et al., 2002).

1.8 Perceived Image and Satisfaction

Perceived Image and Satisfaction is the abstract and generalized understanding and evaluation of tourists' overall characteristics of tourism destinations (Lou, 2002). The destination environment provides a wide range of hints for tourists, which used to create typical impression of tourist destination. These hints include product and price (Lou, 2001). While satisfaction is the result of comparing the feelings and expectations of the tourists (Gao, 2011).

2. Tourist Behavioral Intention

Tourist Behavioral Intention is the willingness of tourists to participate in a certain kind of tourism activity (Bai, Chen and Zhao, 2012).

2.1 Consumption Intention is the purpose of consumers who carry out the specific and intended activity to consume specific products (Zeithaml and Berry, 1996).

2.2 Recommend Intention is the tourist satisfaction based on high willingness to recommend tourist destinations or travelling products or souvenirs to friends and families (Baker and Crompton, 2000).

2.3 Revisit Intention is the willingness to re-visit the same destination in a satisfactory mode (Alenmoud and Armstrong, 1996).

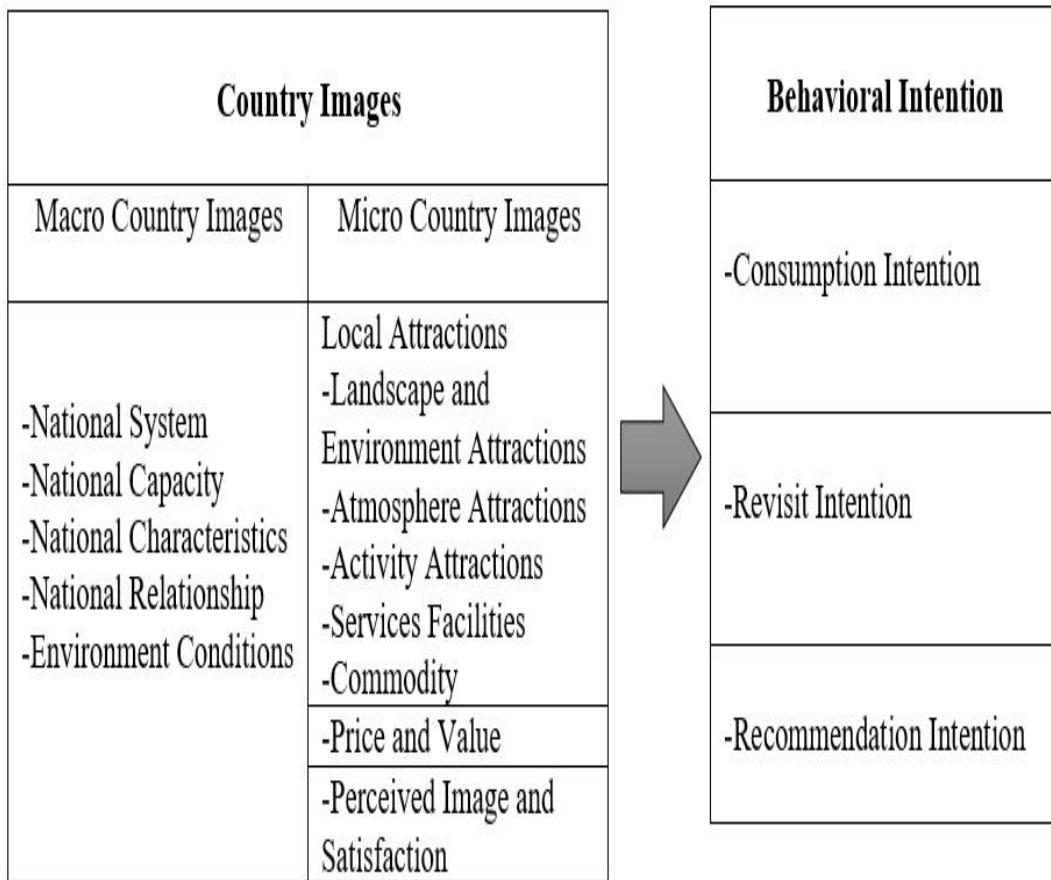
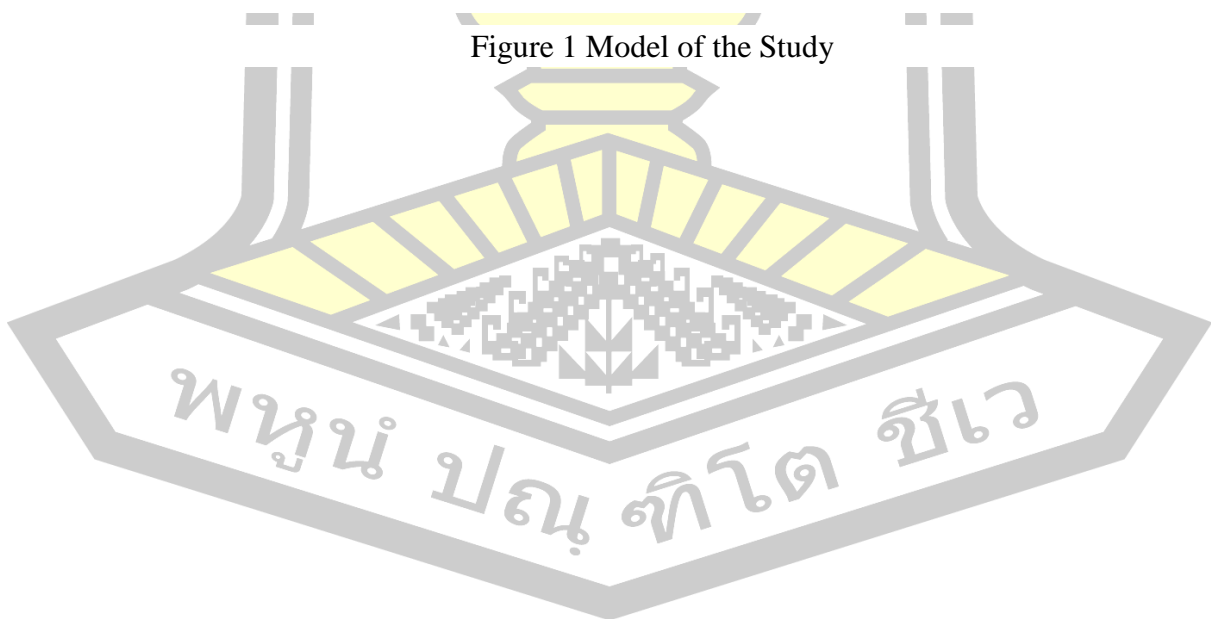


Figure 1 Model of the Study



CHAPTER II

RELEVANT LITERATURE

The Effects of Thailand Country Images on Chinese Tourist Behavioral Intention in Thailand with the relevant literature are as follows:

1. General Situation of Thailand Tourism Industry
2. Overview of Chinese Tourists in Thailand
3. Overview of Country Images
 - 3.1 Concept of Country Images
 - 3.2 Elements of Country Images
 - 3.3 Importance of Country Images
4. Overview of Behavioral Intention
 - 4.1 Definition of Behavioral Intention
 - 4.2 Elements of Behavioral Intention
 - 4.3 Significance of Behavioral Intention
5. Related Research

General Situation of Thailand Tourism Industry

The history of Thai tourism can trace back to 1924, when the Royal Thai Railway Authority established the Ministry of Public Relations to promote tourism in Thailand and provided the necessary assistance to foreign tourists. In 1959, Thailand established the Thai Tourism Organization through joint ventures. The Thai economy slowed down in 1979 and tourism became the main source of foreign exchange earnings. In 1979, the Thai Tourism Organization upgraded to the National Tourism Administration of Thailand, and in 1990, Thailand's tourism industry became the main source of foreign exchange. Tourists from Southeast Asia are becoming more

important to Thailand. By the year 2000, Thailand had received nearly 10 million tourists from other countries. As a result, the number of foreign tourists in Thailand has been growing rapidly, triggering foreign exchange earnings of more than 7 billion US dollars. Tourism development exhibition not only provides large number of employment opportunities, but also leads to the development of other related industries (Yu and Sun, 2015).

As a well-established tourist destination, Thailand's international air connectivity is extensive and continues to improve as the government invests in a range of airport expansion projects, which will help to sustain longer-term growth. The strong growth rates in the tourism industry over the past several years, both in Thailand and across the Asian region in general, have also led to heavy investment in hotels in Thailand, particularly in the higher end of the market. This additional capacity will help maintain growth in the market for the foreseeable future (Thailand Tourism Report, 2019).

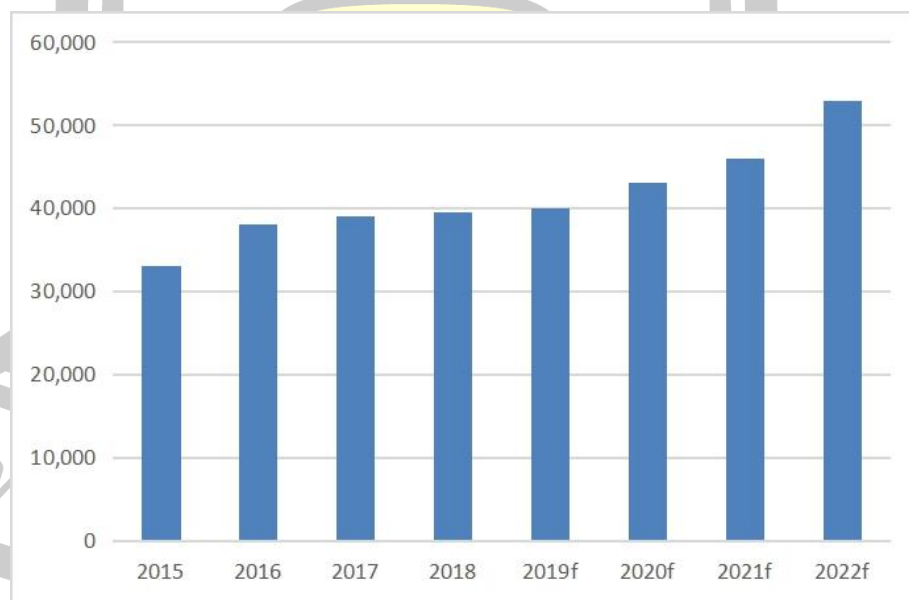


Figure 2 Tourists Arrivals and International Tourism Receipts (2015-2022)
Source: Thailand Tourism Report (2019).

Shi and Wang (2018) studied on the international competitiveness of tourism service trade in 21 countries around the world. Their study was based on data from 2004 to 2015, using export market share, export rise advantage index, trade competitiveness, advantage index, revealed comparative advantage index and revealed competitive advantage index. The results showed that the export market shares of Asian countries were relatively low. European and American countries were comparatively high, and China was ranked fourth. Export rise advantage index showed that China had a significant disadvantage, and Asian countries were in the growing trend of overall volatility. Chinese tourism service trade has a greater competitive disadvantage, but trade competitive advantage of Thailand and Malaysia were prominent. They pointed out that the main reason is the rapid development of the international tourism industry in the Asia-Pacific region. The number of inbound tourists had increased year-by-year, breaking the original market structure of the international tourism industry that was highly monopolized by Europe and the United States. The center of development of the world tourism industry has gradually moved eastward. Moreover, Shi and Wang (2018) emphasized that Thailand has a strong competitive advantage, which related to Thailand's abundant natural resources and the government's strong support for tourism.

The development of tourism has considerably created a large amount of foreign exchange income for Thailand. Thai tourism started in the early 1960s, in 1982, the foreign exchange income of the tourism industry reached 23.78 billion baht. In the same year, the foreign exchange income of the tourism industry became the largest source of foreign exchange earnings for Thailand. Since the 1990s, Tourism revenue accounts for 7.1% of Thai GDP. According to the World Bank's Global Economic Outlook Report, Thailand's tourism industry from 2009 to 2011 was 19.4 billion, 23.4 billion and 25.1 billion US dollars respectively and the annual rate increased by about 14% much higher than other ASEAN member countries. It can be seen that the development of tourism in Thailand has greatly made the improvement

of trade surplus of Thailand (Ai, 2013).

The development of tourism has directly contributed to the country's large amount of foreign exchange and improved economic efficiency. Since the mid-1980s, tourism has become the industry with the largest foreign exchange earning in Thailand, surpassing the traditional rice and rubber export industry. By 2000, Thailand had received nearly 10 million foreign tourists and foreign exchange income exceeded US\$7 billion. In addition, this development promoted the development of industry, especially crafts and the food industry. For example, tourists have favored teak carvings, Buddha statues, paper umbrellas, Thai silks and crocodile skin products in Thailand. Moreover, foreign investment has been promoted as well. The tourism industry provides the good platforms for foreign investors to inspect, exchange and negotiate, thus attracting many foreign investors to Thailand for holiday tourism, investigating the market and investing. Also, this situation provides a large number of employment opportunities. At present, in Thailand, more than 2 million people are engaged in tourism-related occupations. Tourism has become the third largest employment area after agriculture and industry. Further, tourism has promoted Thailand's interaction with the world. It has advanced massively science and technology from developed countries, and it has promoted political system reform and democratic legal system construction. In particular, Thai people have undergone great changes in ideology, living habits, and values. Nowadays, in the process of the development of the national economy, Thailand combines modernization with traditional culture, world and nationality, and attracts foreign tourists with "Thai's unique" tourism resources, which not only highlights Thai characteristics, but also brings new vitality to the national tourism industry (Qi, 2018).

The development of tourism not only promotes the improvement of the overall level of Thailand's service industry, but also greatly promotes the development of various social and cultural undertakings and solves the employment problems of many Thais. However, the development of Thailand's tourism industry is not without

obstacles. Since the 21st century, tourism industry of Thailand has experienced the 911 terrorist incident in 2001. In 2003, due to the US-Iraq war and the impact of SARS in Asia, the southern riots and bird flu epidemic in 2004 and the tsunami disaster at the end of 2004. This series of difficulties has brought immeasurable losses and negative effects to the Thai tourism industry, but the Thai tourism industry has overcome many difficulties under the guidance of the positive policy measures of the Thai government. Through short-term adjustments, it has re-entered the stage of stable development (Li, Xue and Zgeng, 2010).

Again, the healthy and sustainable development of Thailand's tourism industry has also provided more employment opportunities for the Thai people while improving the living standards of the Thai people.

Overview of Chinese Tourists in Thailand



From 2006 to 2016, the number of Chinese tourists travelling 34 countries along the Belt and Road is increasing year by year. Among them, Thailand, Singapore and Vietnam are the three countries with the highest tourist volume (Jia, 2018)

According to Qi (2010), as a result of China's development, capacity and conditions to increase the number of tourists, has become important potential source of tourists to Thailand. Chinese tourists have always favored Thailand beautiful scenery and folk customs. Together with the close relationship between Thailand and China, the opening of direct flights, as well as affordable prices and high quality of service, a number of people traveling to Thailand in various provinces from China have substantially increased.

Each year, a huge number of Chinese tourists come to Thailand and Thailand's official tourism statistics show that China is now Thailand's main source of foreign tourists. At the same time, Yu and Sun (2015) argue that Thailand has become one of the most important international tourist destinations for Chinese tourists.

As well, Chinese tourists contribute the most to Thailand's tourism and tourism revenue growth (Zhao, 2018).

In 2019, regional giant China has maintained its position as the largest source of arrivals to Thailand, with almost 11.0 million visitors. Thailand is keen to attract more visitors from this massive potential market and continues to reduce entry barriers for Chinese passport holders, with most recently removing visa fees for Chinese visitors (Ministry of Tourism & Sports, 2020).

Rank	Country or territory	2019 ^[50]	2018	2017	2016	2015	2014	2013	2012
*	 ASEAN	10,626,511	10,284,050	9,119,941	8,658,051	7,886,136	6,641,772	7,282,266	6,281,153
1	 China	10,994,721	10,535,955	9,805,753	8,757,466	7,934,791	4,636,298	4,637,335	2,786,860
2	 Malaysia*	4,166,868	4,097,604	3,354,800	3,533,826	3,423,397	2,613,418	3,041,097	2,554,397
3	 India	1,995,516	1,596,772	1,411,942	1,193,822	1,069,149	932,603	1,050,889	1,013,308
4	 South Korea	1,887,853	1,796,596	1,709,070	1,464,218	1,372,995	1,122,566	1,295,342	1,263,619
5	 Laos*	1,845,375	1,750,658	1,612,647	1,409,456	1,233,138	1,053,983	976,639	975,999
6	 Japan	1,806,340	1,656,100	1,544,328	1,439,629	1,381,690	1,267,886	1,586,425	1,373,716
7	 Russia	1,483,453	1,260,889	1,346,219	1,089,992	884,085	1,606,430	1,746,565	1,316,564
8	 United States	1,167,845	1,123,248	1,056,124	974,632	867,520	763,520	823,486	768,638
9	 Singapore*	1,056,836	1,067,309	1,028,077	966,909	937,311	844,133	955,468	831,215
10	 Vietnam*	1,047,629	1,027,430	934,497	830,394	751,091	559,415	725,057	618,670

Source: "Tourism Statistics 2019". Ministry of Tourism & Sports (2020).

Figure 3 Top 10 Arrivals by Nationality

Chinese tourists to Thailand have a wide range of tourism reasons, including sightseeing, leisure and vacation, visiting relatives and friends, religious pilgrimage, technology exchange, medical care, business travel, conference tours, cultural tours, sports tours, shopping tours and so forth. A survey of 2005 revealed that the main destinations chosen by Chinese tourists to Thailand are Bangkok, Pattaya and Phuket. However, a survey of 2014 revealed that Chiang Mai became the first destination for

Chinese tourists to Thailand, followed by Bangkok, Pattaya, Ayutthaya, Prachuap, Surat Thani, Chiang Rai, Lamphun, Lampang, Sukhothai, Ubon Ratchathani, Udon Thani and Phuket. It can be seen that the tourist destinations of Chinese tourists are more diversified and have penetrated into different cultural regions of Thailand. Some places underdeveloped areas in Thailand that have cultural or natural environmental characteristics have also received considerable attention (Gong, 2019).

The main expenses of Chinese tourists is accommodation, transportation and shopping. Chinese tourists have strong spending power. They averagely spend 5,000 baht per day and stay in Thailand about seven days. It has brought huge foreign exchange income to the tourism industry and related industries in Thailand, and promoted the development of transportation, energy, food, hotels and other related industries, as well as created a huge employment market. Chinese tourists in Thailand spend more on catering, shopping, tourism, and accommodation. The consumption has increased so fast, but the consumption benefits has still been questionable. The consumption benefits in entertainment and transportation are better but the growth rate is lower than the average level of the Thai tourism industry (Pang and Liu, 2018). (Pang and Liu, 2018).

Xiao (2018) found that Chinese tourists mainly come to Thailand from October to March, which accounts for 67% of the total number. Through the analysis of the products purchased by Chinese tourists in Thailand, she found that Chinese tourists favor Thai specialty foods, souvenirs and handicrafts. Chinese tourists visit Thailand for sightseeing and experiencing exotic customs, which shows that China's outbound tourism is still in the early stage of outbound tourism development. The traditional tourism is still the main purpose of Chinese tourists in Thailand, but Chinese outbound tourism has great market potential.

The opening of relations between Thailand and China continue to closely tie and have direct routes each other, as well as access to reasonable price and high quality services from Thailand, making Chinese tourists traveled to Thailand

massively and it is greatly promoted Thailand industry. As well Chinese tourists choose Thailand because of its low prices, proximity to China, easy visa procedure, and more airline choices. The Thai inbound travel is one of the lowest cost travel destinations. For example, Air Asia airline from China to Bangkok Thailand, round trip transportation is around RMB 2000; this let many people feel value for money both in traveling and in shopping. Although many brand names in Thailand is not cheap, but a lot of mid-range brand in Thailand is much cheaper than China, for example cosmetics, cloths and so forth (Zhong, 2014).

Due to personal characteristics such as age, gender, education level, income, occupation and so forth, Chinese Tourists to Thailand have the impact on tourism consumption decision-making behaviors, which leads to obvious differences in tourism consumption levels. According to data, most Chinese tourists choose Thailand as the destination for their first overseas trip. Education has no effect on tourism consumption in Thailand, and gender has little effect on tourism consumption in Thailand (Li, 2019).

The majority of outbound travel of Chinese tourists to Thailand is family trip. Tourists are more personalized in their choices of travel routes and travel items. Therefore, tourism products and service have to be more diversified. Chinese tourists would prefer to have experiential tourism products. They are no longer just sightseeing, but also pay more attention to participation and experience in the travel process. They favor experience marine tourism projects, snorkeling, and scuba diving. More tourists are been to experience the local people's lifestyle and understand the customs (Zhang, 2019).

All above, Thailand's tourist companies should grasp the characteristics of Chinese tourists, make a clear market positioning, focus on specific tourist markets, and develop tourism products of interest to Chinese tourists, in order to increase their consumption in Thailand.

Overview of Country Images

1. Concept of Country Images

Originally, Martineau (1958). explained that the image of Country Images concept successfully applied to the field of business research and pointed out that the image of the subjective attitude of the consumers as to a subject, emotion, and image of good or bad, is one of the important factors affecting consumer behaviors. Correspondingly, since the 1960s, foreign research on Country Images has been widely carried out, but at the beginning, it was in the field of marketing. Previous research confirmed that consumers' evaluation of products is significantly different because of the origin, which is the “country of origin effect”. In the field of international business and marketing, Country Images (CI) research is closely related to the study of the country- of-origin (COO) (Zhang and Cai, 2011).

The earliest proposed country-of-origin effect is Schooler (1965). He used Guatemalan students as a sample to study the evaluation of Guatemalan consumers' products in the four Central American countries. It found that consumers' evaluation of El Salvador and Costa Rican products was lower than that of Mexican and domestic products, thus demonstrating the existence of the country-of-origin effect. Since then, research on the country-of-origin has sprung up. Early studies of country-of-origin effects focused on differences in evaluations and preferences for products from different countries, and respondents were only provided to national names such as China and the United States (Zhang and Cai, 2011).

As the research progressed, Roth and Diamantopoulos (2009) proposed the concept of the country-of-origin image (COI). They believe that traditional research only analyzes whether consumers have different evaluations and preferences for products and brands in different countries, and the study of the image of the country-of-origin can analyze why consumers have such different evaluations and preferences. Roth and Diamantopoulos studied on the basis of comprehensive review

of relevant research and divided the concept of the image of the country-of-origin into three categories according to the different image objects of interest: (1) Country Images is concerned with the overall image of the country. For example, Martin and Eroglu (1993) define the Country Images as “the sum of descriptive, inferential and informational beliefs that an individual has in a country” (2) Product Country Images (PCI), this type of definition focuses on the image of the country and its products. For example, Li, Sun and Murray (1997) defined the image of the country-of-origin as “the image of consumers in different countries and products made in these countries” (1997:115). (3) Product image (PI), this definition focuses on the image of a country's products. “Country Images” refers to the overall perception of consumers from the country based on their perception of a country's products and marketing strengths and weaknesses.” (Roth and Romeo, 1992).

In 1965, Reynolds introduced the "Image" to the study of tourism and pointed out human beings in the environment is a whole message of certain impressions based on the construction of sustainable development (Reynolds, 1965). One of its manifestations is the individual in tourism activities in the formation of the image.

From the perspective of business trade, Country Images is a concept about the image, reputation, and stereotype of a merchant or consumer's product for a particular country (Nagashima, 1970). Martin and Eroglu (1993) argues that the national image is the sum of descriptive, inferential, and informative beliefs about a particular country. Roth and Romeo (1992) defined Country Images as a general perception of a particular product in a particular country based on previous knowledge of the strengths and weaknesses of a country's production and marketing. This means that when consumers make purchasing decisions, they will consider the impression of the product category and the country as a whole object.

In China, Li (2007) stated that “the image is a kind of picture that contains cognitive and emotional elements.” Further, Qiu (2003) rationalized that “Image is the overall impression or stereotype of perception, cognition and evaluation produced by subjective judgments on related attributes after an individual is stimulated by outside information. This impression changes with value judgment, sensory experience and cultural knowledge.” Fang (2015) explained that, “the initial transmission of the Country Images took place during World War II, when the most advanced means of communication such as broadcasting propagated the war. From the perspective of international communication, the definition of Country Images is an impression that a country has made in international news (Xu, 2000). The Country Images shaping is a transnational political communication with the promotion of international image as the main body, following the basic norms of communication, and serving the international political interests and social purposes (Tian, 2012).

As for the real Country Images as a research object and topic, it is in the field of international relations and communication.” In many papers in China, Country-of-origin image, Country Images, product-country images is usually used to express the same meaning (Li, et al., 2018).

However, the study of the image of the country of origin is mainly directed at tangible products, while the products of tourist destinations are invisible as an experience product. When the country is a tourist destination, there is a certain overlap between the destination image and the Country Images. Lou (2018) sorted out the conception of the Country Images with a table as follow:

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Table 1 Concept of Country Images

Researcher	Conception
Bannister and Saunders (1978)	A comprehensive image of representative products, economics, political maturity, historical events and relationships, traditions, industrialization, and technology.
Thoreli (1985)	A stereotype and prejudice that a person or a certain part of a country has about a person or product in another country.
Erleksonetal.(1984) Parmeswaran and Yaprak (1987)	A general perception of a consumer's product in a particular country or a perception of the characteristics of a particular country's people.
Desborde (1990)	The origin-Country Images is the overall impression of the culture, the political system, the level of economic development and the level of science and technology in the minds of consumers.
Martin and Eroglu (1993)	The Country Images is a person's descriptive, inferred, and informative overall belief in a particular country.
Kotler (1993)	The sum of people's beliefs and impressions about a place. Image is a simplification of mass associations associated with a place and countless information. It is also the product of the brain which tries to process large amounts of data from a certain place and extract useful information from it.
Lantz and Loeb (1996)	Consumers' overall assessment of a country's perceptions.
Askegaard and Ger (1998)	A tomb model or network structure that can define the relevant factors of a country. Our knowledge of a country and the emotional structure of its triggers constitute a comprehensive knowledge structure.

Table 1 Concept of Country Images (Continued)

Researcher	Conception
Allred (1999)	The impression or perception of a country from consumer. This national impression or cognition based on the country's economic conditions, political structure, culture, labor conditions, conflicts with other countries, and environmental affairs.
Verlegh and Steenkamp (1999)	The psychological performance of a country's people, products, culture and national symbols. The product Country Images includes a widely recognized cultural stereotype.
Verlegh (2001)	The psychological structure of emotional and cognitive associations associated with a country
Hooley (1988)	Stereotypes of individual countries and their products, and their impact on consumer behavior.
Li (1997)	Consumers' impressions of producing products in different countries and in these countries.
Knight and Calantone (2000)	The origin-Country Images (COI) reflects the consumer's perception of the quality of the products produced in a particular country and the qualities of the people of the country.
Jaffe and Nebenzahl (2001)	The brand image and Country Images are the psychological portrayal of the brand and the country.
Nebenzahl (2003)	Consumer perception of the characteristics of a product produced in a particular country and the sentiment towards a country and the resulting desire to own the country's products.
Papadopoulos and Heslop (2003)	The product-Country Images (PCI) is the image of a place where the buyer or seller is associated with a product.

Source: Lou, 2018.

When examining Country Images, no one could ignore Destination Image. Destination image is researched in the early 1970s. Hunt (1975), who studied the destination image earlier, believes that the destination image is “the impression people hold about their non-resident country (state). Gartner (1992) believes that the image of the destination is formed by the interrelationship between the three components of hierarchy (cognition, emotion and intention). Crompton (1979) defines the destination image as the sum of the beliefs or thoughts and impressions held by the individual against the destination.

Echtner and Ritchie (1991) believes that the destination image is the perception of the individual attributes of the destination and the overall impression of the destination. Chen and Chu (2007) has sorted out the concept of Destination Image like the form as follow:

Table 2 Concept of the Destination Images

Researcher	Concept
Hunt (1971)	The impression that an individual has on his non-residence.
Markin (1974)	Individual, internalized, conceptual understanding of an individual's formation.
Phelps (1986)	Regional perception or impression.
Moutinh (1987)	Establish an individual attitude based on the perception and perception of destination attributes.
Calantone (1989)	Perception of potential tourist destinations.
Embacher and Buttle (1989)	The opinion or concept held by an individual or group after a survey of the destination.
Chon (1990)	The result of the individual's beliefs, opinions, feelings, expectations, and impressions of the destination.

Table 2 Concept of the Destination Images (Continued)

Researcher	Concept
Echtner and Ritchie (1991)	Single destination attribute and perception of overall impression.
Dadgostar and Isotalo (1992)	The overall impression and attitude of the individual to the place.
Milman and Pizam (1995)	The visual or spiritual impression that the public has on the place, product, or experience.
Macka and Fesenmaier (1997)	A total impression of a variety of products or a combination of attractions and attributes.
Pritchard (1998)	The spiritual and visual impression of a destination place.
Baloglu and McCleary (1999)	The individual's perception of the destination, the feeling, and the spiritual representation of the overall impression.
Coshall (2000)	Personal perception of destination Characteristics.
Murphy (2000)	A combination of pieces of information associated with a destination, including multiple constituents of the destination and personal perception.
Tapachai and Waryszak (2000)	The perception and impression of the tourist's expected interest or consumption value on the tourist destination.
Bigne and Sanchez (2001)	Tourists' subjective interpretation of the reality of tourism.
Kim and Richardson (2003)	The accumulation of impressions, beliefs, opinions, expectations and feelings formed in a place formed over time.
Lawson, Bond-Bovy (1977)	An impression of an individual's impressions, prejudices, imaginations, and emotional thoughts about a particular object or place.
Crompton (1979)	The sum of the beliefs, opinions and impressions of the tourists on the destination.
Assael (1984)	The overall perception of the destination formed by the processing of multiple sources of information.

Source: Chen and Chu (2007).

There is also a difference between the Country Image and the destination image. The most basic difference is that the Country Images is an evaluation of all aspects of a country, and the destination image refers to the perception of a particular region, city or country as a tourist destination (Mossberg, 2005).

In this study, Thailand Country Images is an evaluation of all aspects of Thailand. According to Scott (1966 : 394), “when we think of the country, the overall image of the country emerged in our minds.” Researcher wants to study the overall image of Thailand, which emerged in Chinese tourists’ minds. Researcher wants to study the overall image of Thailand which emerged in Chinese tourist’s mind.

2. Element of Country Images

In the field of international trade and marketing, some scholars divide the Country Images into two dimensions: Macro-Country Images and Micro-Country Images. They believed that the two components are related.

Pappu and Quester (2007) believed that the Country Images is a construct that includes the national level (macro) and the product level (micro). They measured the macro-Country Images from the three dimensions of economy, politics and technology, and measured the Micro-Country Images from three dimensions: innovation, prestige and design. The Macro-Country Images refers to the sum of consumers' descriptive, inferential and informative beliefs held by a country (Martin and Eroglu, 1993). The Micro-Country Images refers to the reputation and impression that consumers have about a country's products (Nagashima, 1970). Pappu and Quester (2010) measured the Macro-Country Images with five dimensions: industrialization, economic development, culture, free market system, and democracy. They measured the Micro-Country Images in four dimensions: trust, quality of work, innovation, and independence.

Li, et al., (2018) constructed the Country Images scale with both tests of reliability and validity based on Chinese national conditions through exploratory factor analysis and confirmatory factor analysis by six aspects: evaluation of relations

with China, national development, overall product evaluation, overall people evaluation, interaction intention and cultural similarity. Then, the product evaluation divided into functional and symbolic evaluation. The empirical results show that the influence of Country Images on functional evaluation is significantly higher than that on symbolic evaluation. Moreover, their research verified that the Fishbein model has good cross-cultural adaptability, and brand attitudes and subjective norms have strong explanatory power to purchase intentions. Although the Country Images has no direct influence on the purchase intention. It indirectly affects the purchase intention through the influence of product evaluation, brand attitude and subjective norms.

The multidimensionality of the Country Images has been widely recognized in the academic world (Lei. et al., 2015). Knight and others designed the measurement scale of the origin-country-image and divided the national image into six dimensions: technology, reputation, labor, price, service, and overall quality (Knight, Spreng, and Yaprak, 2003).

The Country Images includes three components: cognition, emotion and intention. The cognitive component is the consumer's belief in a specified country. The emotional component is the emotional response of the addicting to a country. The intent component refers to the consumer's purchase. The behavioral tendency of the country of the product (Yu and Zhang, 2016).

Roth and Diamantopoulos (2009) summarize the scales that measure the Country Images. They pointed that the Country Images scale lacks the reliability and validity test and the content of the items in the scale mainly reflects the cognitive dimension of the Country Images, while the measurement of the emotional dimension is lacking, and consequently related research incorporates the intentional component into the Country Images.

The basic elements of the Country Images can summarize as three levels: material, institutional and spiritual. The material element of the national image refers to the natural matter basis and the sum of various physical elements that support the

survival and development of the country. It includes both the territory, the population, and natural resources as well as the comprehensive national strength elements of the country's economy, science and technology, military strength, and sports. Institutional elements manifested in the extent and scope of the protection of civil rights, the transparency of the political process, the path of political participation by the public, and the free space of media transmission, which are important indicators for evaluating the image of the country. The institutional element is that a country with a free and democratic image has greater moral power than a state with a dictatorial dictatorship. Its diplomacy and external communication also have greater credibility and persuasion. The spiritual essence of the Country Images elected in the national spirit of the country which often-referred to as national characteristics, accumulates emotional intentions, aesthetic attitudes, ways of thinking, and codes of conduct for members of the nation in a long-term production and life practice in a certain historical environment. The basic orientations such as life habits have a broad and profound guidance (Zhang and Xu, 2015).

Therefore, Country Images is an evaluation of all aspects of a country. The macroscopic Country Images is the sum of the beliefs held in the memory of a country for the consumer and the microscopic Country Images is the sum of the beliefs held by the consumer in the memory of a product from a given country (Lei, *et al.*, 2015). Regarding to their study named “A Cross-cultural Comparison of Chinese Country Images Perceptions: A Case Study of China, UK and USA University Students.” Lei, *et al.*, (2015) compared the perceptions of China's macro-Country Images and micro-Country Images by university students in the United Kingdom and the United States. The results provide effective advice for national or regional tourism organizations to develop better image marketing plans. Their research concludes: 1) due to similar cultural backgrounds, both UK and US students gave relative high scores in most items on many aspects; 2) due to being unfamiliar with the political system in China, the item on the China's political system received the lowest scores

from both UK and US students; 3) all students from these three countries expressed the highest concern for the environmental issue in China. This indicates that China needs to set improvements of its environmental issues as a priority; 4) the perception of China as a destination country differs greatly between students from China and other students from UK and US.

In this study, researcher wants to study the overall image of Thailand, which emerged in Chinese tourists' minds. In order to describe Thailand Country Image systematically, researcher uses both "Macro" and "Micro" aspects in studying Country Image. "Macro Country Image" is the perception of tourists about political, economic, technological, environmental, national and other tourism environmental factors in a destination country as well as "National System", "National Capacity", "National Characteristics", "Environmental Conditions" and "National Relationship" (Lei, *et al.*, 2015). "Micro Country Image" is the perception and evaluation of tourists when a particular-region, city or country used as a tourist destination (Mossberg and Klappe, 2005). The researcher defines the dimensions of "Micro Country Image" as "Local Attractions" (Zhang, 2002) "Price and Value" (Lei, *et al.*, 2015) and "Perceived Image and Satisfaction" (Lou, 2000).

According to Knight, Spreng and Yaprak (2003), dimension of National Capacity can be level of economic and technological development, which reflected in "Thailand's economic development", "Thailand's level of modernization" and "Thailand's level of advanced technology". These items mainly used to measure the level of overall capacity of development in Thailand. The higher the scores of tourists' rate, the more positive they perceive for the capacity of development of Thailand. National Characteristics is the total impression of foreigners on a country; this includes ethnicity and nationality. Characteristics about nation may help to represent national identity, such as being honest, friendly, hardworking, and enthusiastic and so forth (Wang, *et al.*, 2012). National Relationship is the situation about national diplomatic relations, especially in countries with different political systems (Wang, 2010). Environmental Conditions is country's management, governance, and

effectiveness of environment management, which measured in various dimensions such as national ecological environment, living environment, and the sum of the working environment Lei, et al., 2015).

As for “Micro Country Images”, it is the perception and evaluation of a tourist when a particular-region, city or country used as a tourist destination (Mossberg and Klappe, 2005).

According to Gartner (1992), the destination image is composed of a cognitive image, an emotional image and intentional image. Cognitive image refers to a more rational evaluation of currently known tourist destinations, which related to the objective characteristics of the assessment objects held by evaluators. Lou (2018) also has sorted out the measurement of the destination image on a national scale, which can be seen as follow:

Table 3 Measurement of the destination image on a national scale

Researcher	Target country	Elements
Rittichainuwat et al. (2001)	Thailand	Cognitive image: landscape, adventure, society, environment, cultural atmosphere, safety, accessibility, catering, accommodation, shopping environment. 22 items.
Lee et al. (2005)	Korea	Cognitive image: Attractive, comfortable, value for money, exotic.
Tang Daijian and Piap Changkui (2007)	Korea	Cognitive image: Tourism reception capacity, cultural dimension, natural resources, participation activities, social atmosphere.
Wu Jinfeng (2014)	China	Cognitive image: Stereotype, emotional image, unique image.
Zhang Xiao and Chen Zengxiang (2017)	China	Cognitive image: Tourism markers, tourism experience carriers, cognitive images, emotional images.

Source: Lou (2018).

To sum of, in order to study the Micro-Country Images and to avoid duplication of the concept. The researcher use the dimensions in the destination image to measure Micro-Country Images, that is to say, the Micro-Country Images is the destination image, which is the perception and evaluation of tourists when a particular-region, city or country used as a tourist destination (Mossberg and Klappe, 2005). This researcher defines the dimensions of “Micro Country Images” as “Local Attractions” (Zhang, 2002) “Price and Value” (Lei, et al., 2015), “Perceived image and Satisfaction” (Lou, 2000).

Kim and Perdue (2011) took ski resorts in the United States as an example to divide the destination image into two dimensions: cognitive image and emotional image, empirically studied the impact of destination image on perceived attractiveness, and found that cognitive image and emotion image has a significant positive effect on the perceived attractiveness of the destination. Tourism attraction is the premise of carrying out tourism activities, the basis of attracting tourists, and a key element of tourism activities Li, 2020). He, Yuan and Chen (2011) believe that tourism attraction refers to all material and non-material factors that attract tourists, and it includes tourism resources, tourism products and other various support conditions. Local attractions in this research include Landscape and Environment Attractions, Atmosphere Attractions, Activity Attractions, Services and Facilities Attractions, Commodity. Landscape and Environment Attractions can be dramatic natural wonders, quaint or bustling cities, pristine beaches, historic landmarks or vibrant community festivals (Chaulagin, Wiitala and Fu, 2019).

The main resources in the scenic area are closely related to a certain range of environmental conditions (including natural and human factors), and together form a tourist landscape, which eventually merges into the overall style of the scenic area. This overall style is the perception of tourists after the physical and mental communication with tourists. The overall tourist atmosphere, it brings tourists a whole-hearted experience based on vision. According to the essential idea of tourism

marketing, in order to meet the fundamental needs of tourists (that is, to obtain a good tourism experience), it is necessary to constantly create conditions and create a necessary tourism atmosphere. Otherwise, the tourism atmosphere could be severely affected (such as overcrowding, the extremely uncivilized behavior of individual tourists, etc.), which could bring lingering regrets to tourists. Such regrets often spread rapidly through the form of word of mouth, which inevitably bring a considerable degree to the scenic area negative impact (Ye, 2003). Atmosphere attractions is a non-material atmosphere, such as a modern urban atmosphere and a quiet country Atmosphere (Beerli and Martin, 2004). In this study, the researcher defines the Atmosphere Attraction as an intangible atmosphere, such as Thailand's unique exotic atmosphere, cultural atmosphere and marine culture atmosphere.

Wang (2005) indicates "New six elements" refer to resources, environment, culture, technology, leisure, money. When society, economy, culture, science and technology have developed to a higher level, with the increase in the number of people participating in tourism activities, the tourist purpose, tourism needs, and tourism methods of tourists are gradually changing, and the original six elements are no longer exist. Adapting these elements to current development of travel activities, it cannot cover the main factors of modern tourism, so the "new six elements" are the product of tourism development to a certain period. Therefore, the "activities" in this study have been defined on the new six elements. Activity Attractions are both the attraction of tourism and the composition or necessary supplement of tourism activities (Lou, 2001).

Services and Facilities Attractions are the evaluation of tourists in facilities and other infrastructure, which refers to equipment and service provided by the country as a tourist destination such as a variety of outdoor activity equipments and facilities, good shopping environment, adequate and good quality of accommodation facilities, and convenient transportation facilities and so forth (Chen and Kerstetter, 1999).

The manifestation form of tourist goods is not single. In addition to the duty-free goods and tourist souvenirs purchased by tourists during travel, it also includes daily necessities, and related books purchased before the trip. Specifically, the core of tourism commodity is a tangible material form, which is different from other categories of commodities, and more is to allow tourists to meet the psychological needs of commemoration (Chen, 2019). Commodity is a product or service to meet the obvious needs of tourists (Bao, Jia and Hu, 2008). In this research the commodity includes local products, duty-free goods and other products made in Thailand, and tourist souvenirs are also included.

Perceived Image and Satisfaction is the abstract and generalized to understanding and evaluation of tourists' overall characteristics of tourism destinations (Lou, 2000). The destination environment provides a wide range of hints for tourists, which used to create a typical impression of a tourist destination. These hints include product and price (Lou, 2001). Fu (2005) states that the satisfaction of tourists in protected areas is the psychological state achieved by tourists who carry out tourism and recreational activities in the protected areas, that is, the quality and quality of facilities, services, services, environment and scenery of the protected areas perceived by tourists. The difference of tourists' expectation is satisfaction when they meet or exceed expectations and dissatisfaction if they are below expectations. While satisfaction is the result of comparing the feelings and expectations of the tourists (Gao, 2011).

Value is the economic utility of goods to consumers. Since the same product has different effects on different consumers, and the same product has different values for different customers, that is, different consumers have different cognitive values for the product (Ding and Xie, 2005). Price and Value is the evaluation of payment and value of using services in tourism destination, which means the cost and benefit of travelling in Thailand perceived by tourists (Gallarza, et al., 2002).

3. Importance of Country Image

Paying attention to the Country Images is the grounding step of enhancing the overall national strength. As a manifestation of overall national strength, the Country Images includes both hard and soft strength. "Hard power" refers to tangible material power and the strength of science, education and talents. "Soft power" is a country's political mobilization, cultural penetration, diplomatic influence and national spirit. The strength of soft power is mainly manifested in whether national cohesion is formed internally and whether it attracts and exerts influence externally. In fact, it is narrowly defined as "Country Images power". With the constant extension of the theme of the times and the unstoppable trend of globalization, paying attention to Country Images is not only necessary to adapt to changes in the situation and create a good environment for diplomatic relations but also needs for internal survival and development (Tang, 2002).

The shaping and dissemination of the Country Images is an important part of the national development strategy and an important factor for a country to attract the attention and investment of the world. A good Country Images is a core component of the country's "soft power" and a driving force for enhancing the country's international competitiveness. A good Country Images means higher credibility, stronger acceptance, and a wider space for international cooperation and development. Nowadays, the era of globalization and communication, more countries realize the importance of Country Images construction and communication, and are striving to enhance their international image. The shaping and dissemination of the Country images is an important project in the national and international strategic system. Fan (2013) builds Country Images strategic framework that includes facility construction, traditional cultural values, national quality improvement, integrated communication, marketing, and others.

Images are simplifications of complex ideas things, which also guide behavior and help in decision- making. Country and destination images are very important in the fields of international business and tourism marketing. However, the research of destination and country images has developed separately. Zhang et al., (2015), takes Chinese tourists as the subject of investigation, and the empirical study has been made through structural equation modelling. The conclusion includes: (1) familiarity with country significantly influences country's destination image; destination images is stronger than country images from international tourists' perspectives; (2) destination and country images have significant bi- directional effects, indicating that the two images are connected; (3) destination loyalty is directly influenced by destination image, and international tourists have stronger perception of loyalty toward destination image than country images; (4) positive country images still have significant influences on the destination images of non-visitors (potential visitors); (5) international tourists tend to have more positive destination images than their country images of China; (6) politically, tourism is an effective way to enhance country image.

In an increasingly competitive global market, the image of the country and the destination has important strategic value for products and tourist destinations to gain a competitive advantage (Lei, et al., 2015). Positive tourists' behavioral intention could be viewed as tourist loyalty and results in good word-of-mouth referrals (Jang and Feng, 2007).

Once the Country Images of another country formed, it would become a deep-rooted national consensus or national prejudice. As a background factor, it will considerably influence the decision-making thinking and specific foreign policy of the country's leaders, thus potentially affecting the relationship between countries. A good Country Images is conducive to enhancing the international competitiveness of domestic enterprises, and so supporting their economic strength, increasing their influence on international economic organizations, and attracting to other countries in

the world, thereby enhancing their international economic status. In an increasingly competitive global market, national image and destination image have important strategic value for products and tourism destinations to gain competitive advantage.

As international tourism continues to develop, an understanding of the relationship between international tourists' travel motivation and destination Country Images perception is necessary. The tourism motive is the antecedent variable of the image of the tourist destination, which affects the final tourism decision-making and the formation of the tourist destination image (Wu, 2010).

After examining the overall model, Lou (2018) studied separately extracted samples from Japan and Korea for model comparison and confirmed the differences in the image of the two countries. Through the study, the following conclusions are drawn: (1) Identifying the dimensions of the Country Images, the destination image and the tourist intention, and confirming the influence relationship between the various dimensions, which proves that the Country Images is an important factor affecting the image of the tourist destination. (2) Verifying the influence of tourist destination image on tourism intention and proving the positive influence of national image on tourism intention.

Overview of Behavioral Intention

1. Definition of Behavioral Intention

Tourist behavior can be divided into three types: before, during and after the tour. Specifically, including destination selection, destination evaluation and future travel intentions. In terms of tourism, behavioral intention refers to three aspects: planning a tour, revisiting, and recommending a destination (Wei, 2013).

Behavioral intention, also called "intention" in psychology, refers to the state of preparation of behavior, which is the behavioral tendency to respond to certain things or phenomena (Fang, 2015). In behavioral theory, behavioral intention

is the easiest and most effective way to determine whether a person is performing a given behavior. Asking whether he or she intends to do so by asking. This means that behavioral intention is a tendency for a person to judge that he or she may take some action in the future (Fang, 2015).

In the study of general consumer behavior, behavioral intentions are understood as the specific activities or behavioral tendencies that consumers may take in the future for products or businesses. The stronger the behavior intention, the more likely the consumer is to engage in the behavior, and the measurement of the behavior can increase the prediction of the consumer's subsequent behavior. Therefore, behavior intention is also regarded as an important indicator of whether the company can successfully retain consumers. Behavioral intentions is divided into positive and negative categories. Positive behavioral intentions cause consumers to increase purchases, and negative behavioral intentions cause consumers to decrease purchases. (Zeithaml, et al., 1996).

Some researchers argue that higher perceptual value and consumer satisfaction will produce higher willingness to consume, and higher willingness to consume will lead to higher willingness to recommend. Therefore, the willingness to recommend is also regarded as an important part of consumers' behavior intentions (Oh, 1999). Later, scholars further refine consumer behavior intentions and divide them into word-of-mouth communication, purchase intention, price sensitivity, and complaint behavior (Bernard, 2000).

Relatively speaking, in the field of tourism research, behavioral intention often refers to the willingness of tourists to re-participate in certain tourism activities, and the heavily parade refers to the willingness of tourists to visit the same tourist destination again when they are satisfied (Kozak, 2001). Chen and Tsai (2007) defined the behavior intention of tourist as the prediction of the possibility of tourists recommending their destinations to their relatives and friends and revisiting destinations. Potential tourists cannot experience the destination's travel products

before traveling, and the destination image is used as a true reflection of the destination, affecting whether or not the potential tourist intends to travel and where to travel (Qina and Lin, 2016).

The behavioral intentions in the field of tourism research mainly include willingness to travel, willingness to pay for premiums, willingness to recommend, and willingness to revisit. Behavioral science is a comprehensive discipline that studies the laws of human behavior (Tian, 1999).

Its name is originated from a funded project called the Behavioral Science Program of the Ford Foundation of the United States in the 1940s. Because the research content is overlapped with geography research, part of the research content of behavioral science is also an indispensable part of geography research. The key to tourism research is the movement of people or things and services in time and space, and this is a basic geographical phenomenon. (Stephen and Yun, 2006) . This geographical phenomenon mainly caused by the activities of tourists. According to Fu and Tu (2001), their research results show the unique paradigm and development process of consumer behavior research named: behavioral-decision-making → behavioral experience orientation → behavioral influence guidance.

Behavioral intention refers to a person's tendency to judge whether he or she may take action in the future. It also refers to the specific behavior or behavioral tendency that the consumer may take after consuming the products (Valerie, 1988). Person's behavioral intention comes from attitude and the relationship between behavior and behavioral intention. Therefore, to predict a person's behavior, behavioral intention is often a more accurate measure (Engle, et al., 1995).

Zeithaml and Berry (1996), points out that when consumers receive services, they will generate awareness of service quality for actual experiences, which in turn will lead to consumer behavioral intentions. When consumers evaluate service quality, consumers' positive behavioral intentions will benefit the enterprise and strengthen the relationship between the consumer and the enterprise; conversely,

when the consumer's evaluation of the service quality is low, the consumer's negative behavioral intention is not only unpleasant for the enterprise, but also the consumer. Relationships with companies can also become vulnerable.

In the industrial field, tourists' behavioral intention is integrally or partially considered to have the nature of an economic phenomenon, and tourist destination development relies on tourists' positive word-of-mouth referrals (Darnell and Joghson, 2001). In today's world, consumers are interested in providing and responding to electronic word-of-mouth. As a result, the influence of electronic word-of-mouth has grown gradually (Gretzel, Kang and Lee, 2008).

Blakcell (2001) explained Consumer Behavior Intention comprehensively in which referring to whether or not consumers will buy the same product or the same brand. Repurchase intentions refer to whether consumers will re-purchase the same product or the same brand again. Shopping intentions refer to where the consumer scheduled to engage in the purchase, with a willingness to spend. Spending intentions refer to the amount of money consumers expect to spend on the product. Finally, consumer intentions refer to the level of willingness to engage in specific activities.

Kozak (2001), argue that in the field of tourism research, behavioral intention often refers to the willingness of tourists to participate in a certain kind of tourism activity in which the travel behavior means that the tourists are willing to visit the same tourist destination again in a satisfactory state. Loyalty is the tendency that those that are willing to pay a higher price (Baker and Crompton, 2000). In the study of tourism, the re-parade is the tourist willingness to visit the tourist destination again in a satisfactory mode (Kozak, 2001). Some tourists expressed their willingness to pay as a higher price with loyalty (Baker and Crompton, 2000).

2. Element of Behavioral Intention

The measurement of consumer behavioral intent is generally composed of multiple element. For example, Zeithaml and Berry (1996), used “repurchase willingness” and “recommendation to others” as indicators to measure consumer intent. Gronholdt, Martensen and Kristensen use consumer “repurchase intentions”, “willingness to recommend to others”, “price tolerance”, “consumer cross-purchase loyalty (purchasing other products of the same company)” as indicators of consumer loyalty (2000).

In the study of tourists' behavioral intentions, Selnes (1993) pointed out that tourists' behavioral intentions should include two basic elements: consumers' behavioral tendencies toward products or services, mainly reflecting the possibility of future purchases, whether to renew or convert; and the other is that the customer is willing to establish a positive support for the word-of-mouth publicity. Most researchers define the behavioral intentions of tourists as three basic observation variables: the willingness to revisit, the purchase of tourism products and the willingness to recommend again. This study also adopt this approach.

Zhu, et al. (2016) investigate the factors affecting consumers' shopping behavior intentions. Because of Davis technology acceptance model, two variables, website factor and perceived service factory are introduced. Combing the concept of utility, perceptive manner, and easy – to – use mode, Zhu, *et al.*, (2016) consumer shopping behavior intention model. Significant causal relationship with consumer online shopping behavior intentions and related factors can be found.

Xia and Chen (2015) argue that value is the key pre-factor of behavioral intention. In order to encourage tourists to show more environmentally responsible behaviors and alleviate the increasingly prominent environmental problems of ecological scenic spots. Taking Zhangjiajie National Forest Park as a case study, as their study they found the influence of tourists' perceived value on environmentally responsible behaviors.

Behavioral intentions are the intensity of spontaneous initiatives that engage in particularly behavior, primarily in the repurchase of customers and word of mouth recommendations. Customer participation has a significant positive impact on behavioral intentions, and the interpersonal interaction has played the significant role in it while also having the indirect impact on customer satisfaction through service quality (Yi, 2006).

Behavior intention is the judgment of certain people towards certain behavior, which re-flects the willingness of some people towards certain behavior. All possible behavior influences affect interactively people's final behaviors with the function of willingness (Ajzen and Driver, 1992).

In the field of tourism research, behavioral intentions refer to tourists willingness to repeat participate on certain tourism activities. The re-parade is that tourists are willing to visit the same tourist destination again in a satisfactory state. (Kozak, 2001) Some expressed a willingness to pay a higher price with loyalty (Baker, Crompton, 2000).

Tourism Behavioral intention is measured by three dimensions as follows: Consumption Intentions, Revisit Intention, Recommendation Intention (Bai, Chen and Zhao, 2012). Fang (2015) summarized the research on the impact of destination image on tourists' consumption behavior, as shown in the following table:

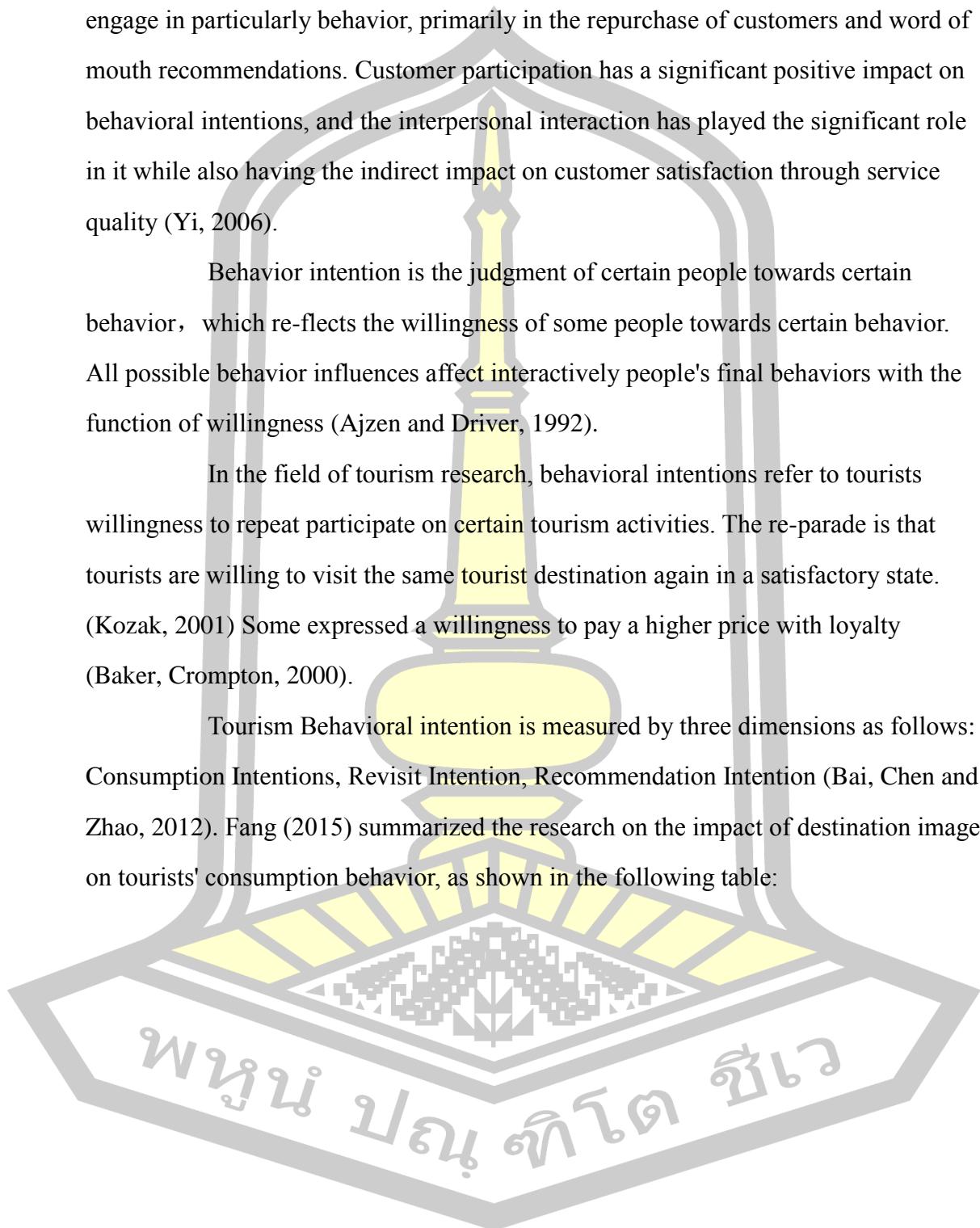


Table 4 The Impact of Destination Image on Tourists Consumption Behavior

Researcher (Year)	Independent variable	Dependent variable	
		Variable name	Measurement standard
Sirakaya, et al., (2001)	Cognitive image Familiarity	Choice decision	The future may choose at any time, the choice of next travel
Sonmez and Sirakaya (2002)	Cognitive image Familiarity Perceptual image Attraction Experience	Choice decision	The future may choose at any time, the choice of next travel
Hong, et al., (2006)	Perception image Pulling idleness Limiting factors	Choice decision	The future may choose at any time
Lin (2007)	Cognitive image Perceived image Overall image	Preference	The level of preference
Gibson (2008)	Cognitive image Experience	Behavioral intention	Intention to travel in the next five years
Bigne (2001)	Overall image Perceived quality Overall satisfaction	After buying behavior	Revisit intention Recommended intention
Chen and Tsai (2007)	Cognitive image Perceived quality Overall satisfaction Perceived value	Behavioral intention	Revisit intention Recommended intention

Table 4 The Impact of Destination Image on Tourists Consumption Behavior
(Continued).

Researcher (Year)	Independent variable	Dependent variable	
		Variable name	Measurement standard
Castro (2007)	Cognitive image Perceived quality Overall satisfaction	Future behavior	Revisit intention Recommended intention
Chi and Qu (2008)	Cognitive image Overall satisfaction Attribute satisfaction	Loyalty	Revisit intention Recommended intention
Coban (2012)	Cognitive image Perceived quality Overall satisfaction	Loyalty	Revisit intention Recommended intention

Source: Fang (2015).

In general, many researchers define behavior intention as “revisit intention” “recommend intention” and “consumption intention”. Thence, in this study, researcher adopts this approach as well to measure behavior intention of Chinese tourists. Revisit intention is the willingness to visit the same destination again in a satisfactory mode. Recommend Intention is the tourist satisfaction based on high willingness to recommend tourist destinations or travelling products or souvenirs to friends and families (Baker and Crompton, 2000). Consumption Intention is the purpose of consumers who carry out a specific and intended activity to consume specific products (Zeithaml and Berry, 1996).

Again, in this study, Behavioral Intention defined as tourist willingness to consume, revisit and provide feedback in response to their consumption in tourism activities. In addition, defined the element of Chinese Tourist Behavioral Intention as Consumption Intention Recommend Intention and Revisit Intention.

3. Significance of Behavioral Intention

Tourism behavior refers to the behavior of tourists, or potential tourists. The study of tourism behavior can not only discover the flow and behavior of tourists, find out the influence mechanism of behavior occurrence, but also enrich the content of tourism research. At the same time, the research can also be combined with the development and design of tourism products and tourism marketing in order to provide an important reference for tourism companies to formulate business and management strategies, to provide a scientific basis for the development and planning of tourism resources, and to have broad applications (Xiao and Zhang, 2014). Studying the behavior of tourists can reveal their actual behaviors, which is of great significance to the formulation of the development plan of tourist attractions, the management of tourism enterprises, the development of tourism products, and the improvement of the quality of tourism services. Tourists' travel behavior is affected by many factors (Li, et al., 2006).

According to the theory of planned behavior, it is believed that behavior intention is a direct determinant of actual behavior and a superior predictor (Fishbein and Ajzen, 1975). Bai, Nan and Zhao (2013) study the relationship between image characteristics of Chinese tourism destinations and behavioral intention of potential tourists in Korea and they find the positive influence of imagery characteristics on Korean tourists' behavioral intentions. Positive tourists' behavioral intention could be viewed as tourist loyalty and results in good word-of-mouth referrals (Jang and Feng, 2007).

In the industrial field, tourists' behavioral intention is integrally or partially considered to blend with the nature of an economic phenomenon, and tourist destination development relies on tourist positive word-of-mouth referrals (Darnell and Johnson, 2001).

Nowadays, consumers are interested in providing and responding to electronic word-of-mouth. As a result, the influence of electronic word-of-mouth has grown gradually (Gretzel, Kang and Lee, 2008). The precedent studies have confirmed not only the quality of the tourism experience and past experiences on tourists' behavioral intention, but also the effects of tourists' security perception of the destination and destination image perception on tourists' revisit intention and destination choice (Kozak, 2001).

Many scholars have suggested that the more positive the evaluation of the tourist destination image before the trip, the more opportunities for visiting the destination; the more positive the evaluation of the tourist destination image after the tour, the higher the revisit expectation, or the greater the chance of recommendation (Baker and Crompton, 2000; Alenmoud and Armstrong, 1996).

In tourism research, destination image is expected to have a positive impact on tourists' destination choice, service quality perception, tourism satisfaction, and re-visit intention and recommendation willingness. Bigne, *et al.*, (2001) tested the relationship between these variables using a structural equation model, but these authors only measured the overall image of the destination with a single scale. Lee, *et al.*, (2005) used the two dimensions of cognitive image and emotional image when examining the relationship between these variables using the 2002 World Cup's impact on South Korea's tourism image as a research situation. Service quality perception, satisfaction and other intermediary variables have an impact on the re-visit intention and recommendation intention; emotional image directly affects the recommendation intention, but does not directly affect the re-visit intention. It can be seen that the influence of different image components on the behavior of tourists is diverse.

In short, the study of Tourist Behavior Intention is not only beneficial to academia but also to the sustainable development of global tourism.

Related Research

Zhang and Cai (2001) study on the similarity and difference of concepts and possibility of integration about Country Image and Destination Image. They point out that Country Image has directly impact on tourism Behavioral Intention and has affected behavioral intention through intermediate variables, such as satisfaction consumption value and tourism experience by analyzing existing literature. Their study also puts forward tourist intention model that integrates with these variables and corresponding three propositions.

Ajzen and Driver (1992) study a model providing a new way of thinking about destination selection. Their research proves that attitude and subjective norm are important components that affect intention and still has a direct impact on behavior. The three-component attitude theory indicates that attitude consisting of three components: cognition, emotion, and intention. Cognition is the knowledge and perception obtained from the direct experience combining with attitude objects and information related to various resources. This knowledge and the resulting perception is expressed as belief. Attitude manifested as perceived image and satisfaction of country image. Emotional components are the feelings or caring of the attitude object, reflecting the individual's direct or comprehensive evaluation of the attitude object, such as like or dislike, good or bad; the intention component is the possibility or propensity of an individual to take a specific action or action on an attitude object, and is usually expressed as a purchase intention.

Zhang. et al., (2015) find the results from their study that the destination image has a direct and indirect impact on tourist loyalty of behavioral intention of foreign tourists in China. In addition, the tourist loyalty expressed as consumption intention and recommendation intention. Their study is the pioneer to put forward the Destination Image model in the field of tourism and to study the international tourists in China.

Bai, Chen and Zhao (2012) study the effect of Chinese tourist Destination imagery elements on the basic tourist attitudes and traveling tendencies of potential tourists to China. They analyzed the characteristics of Chinese tourism Destination image with the potential tourist behavior intentions of Korea. Therefore, they can clearly see the specific role and influence of the image characteristics on the potential tourist behavior intention of Korea, which prove the development of Chinese international tourism marketing strategy and enhances the competitiveness of international tourism.

The research of Zhang and Xu (2015) is based on the systematic analysis of the concept and measurement of national image and Destination image. Their study redefines the national image in the field of tourism and divides the national image into two parts: the Macro Country Images and the Micro Country Images. Using China as a tourist destination, and the questionnaire survey in the usual way. They compared different cultural backgrounds of Chinese Country Image perception of the differences and the mean of the factor. Their results show that most students' perception of Chinese Country Image has significant differences, which is consistent with the previous findings about cultural perceptions.

Chen (2015) analyzes the current situation of Chinese tourists in Thailand and finds out that Chinese tourists attach great importance to the environmental atmosphere and service facilities of tourist attractions and pay special attention to entertainment and food. She also analyzes the current situation of Chinese tourists in Thailand and point out those Chinese tourists choosing "personal leave" as the highest proportion of tourism reaching 56.3% travelling to Thailand mainly during public holidays and Golden Week as style travel of tour trip. The male tourists are greater in number than those of female tourists. In the tourism preferences, the 40-year-old tourists or 75% of the total tend to enjoy the coastal natural scenery. The 60-year-old or 63% of tourists tend to experience the human landscape. Chinese tourists who travel to Pattaya also attach importance to the arrangement of tourist attractions and

guided tours. In addition, they are also concerned about the diet and entertainment.

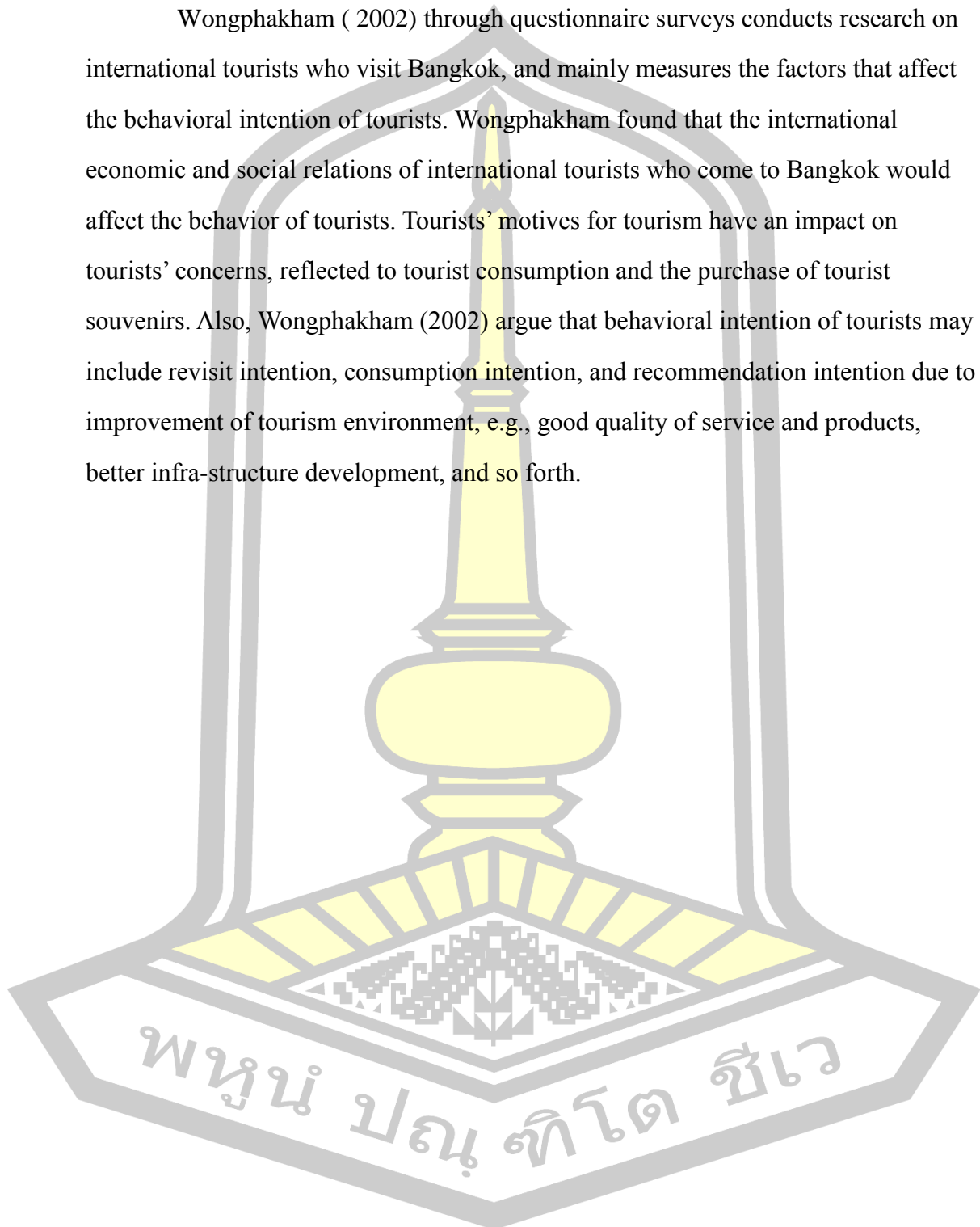
Mossberg and Kleppe (2005) study the similarities and differences between the Country Images and the Destination Image, suggesting that the Country Images is a vertical distribution structure, and the destination image is an umbrella structure. Under certain conditions, the two have consistency and coincidence. Country Images positively affect to practical application of tourism and national image issues. This could lead to political and economic benefits including the expansion of tourism, better privatization transactions, increased interest from foreign investors, an increase in the image, competitive position of overseas entrepreneurs, and more positive external attitude towards government credit and loan applications.

According to Rittichainuwat, Qu and Brow (2001), they used ANOVA to determine whether there was a significant difference in the mean of perception of the images of Thailand across travelers with different demographic profiles. They found significant different perception according to marital status, age, level of education, country of residence. Single and young travelers perceive Thailand less favorably than those married and more aged travelers on factors of safe travel destination and good value for cuisine and hotels. The relatively negative perception of young and single travelers regarding Thailand's safety because there is more crime against young backpackers who find themselves close to danger by low cost tourism.

Wang (2014) argues good public transportation is an important basis for tourists to carry out tourism activities in the destination area, and tourists' perception of public transportation will have an impact on tourist destination satisfaction and behavioral intentions. Wang takes Zhangjiajie city as a typical tourist city as a case study area, using factor analysis, multiple regression analysis and other methods to analyze Zhangjiajie tourists' perception of public transportation dimension and its performance, as well as the overall satisfaction. The study found that Zhangjiajie's tourism public transport perception dimension has three dimensions: "convenience", "cost and safety" and "beauty and science". These dimensions have found the limited

effect on tourist destination satisfaction and behavioral intentions.

Wongphakham (2002) through questionnaire surveys conducts research on international tourists who visit Bangkok, and mainly measures the factors that affect the behavioral intention of tourists. Wongphakham found that the international economic and social relations of international tourists who come to Bangkok would affect the behavior of tourists. Tourists' motives for tourism have an impact on tourists' concerns, reflected to tourist consumption and the purchase of tourist souvenirs. Also, Wongphakham (2002) argue that behavioral intention of tourists may include revisit intention, consumption intention, and recommendation intention due to improvement of tourism environment, e.g., good quality of service and products, better infra-structure development, and so forth.



CHAPTER III

STUDY METHOD

The Effects of Thailand Country Images on Chinese Tourist Behavioral Intention in Thailand with the research method is in the following:

1. Population and Sample
2. Tools Used in Study
3. Creating and Developing tools
4. Data Collection
5. Data Analysis
6. Statistics Used in Study

Population and Sample

Population and samples in this study are the Chinese tourists. In 2019, regional giant China maintains its position as the largest source of arrivals to Thailand, with almost 11.0 million visitors (*Ministry of Tourism & Sports, 2020*). Therefore, the formula to scope the sample size of the study by Cochran (1984) can applied. The details are as follows:

$$n = \frac{P(1-P)Z^2}{d^2}$$

n is the size of the sample.

P is the proportion of population that the researcher randomly determine to make a sample = 0. 50 (50%)

Z is the confidence level that researcher determines to use; the value of Z is 1.96 at confidence level of 95%

d is the error from the number of samples (0.05)

$$n = \frac{0.5(1-0.5)1.96^2}{0.05^2}$$

$$n = 384.16 \sim 400 \text{ (sample)}$$

Therefore, 400 Chinese tourists are the samples of this study. Simple randomly sampling method has been applied to select 400 Chinese tourists in the airports, shopping malls, and other tourist attractions of Thailand.

Tools Used in Study

This study uses the questionnaire, which includes four parts as follows:

Part 1: Personal basic information has been asked via the checklist type of questions. These include gender, ages, marital status, monthly income, level of education, style of travel, and experiences of traveling to Thailand of Chinese tourists.

Part 2: Country Images has been elected through the 5 Likert scales questions. There are 12 factors, and 47 items. National System includes three items. National Capacity has five items. National Characteristics consists of six items. Environmental Conditions includes four items. National Relationship has two items. Landscape and Environment Attractions consists of four items. Atmosphere Attractions has two items. Activity Attractions includes two items. Services Facilities Attractions includes four items. Commodity includes five items. Price and Value has four items. Perceived image and Satisfaction includes six items.

Part 3: Tourism Behavioral intention has been detected by five Likert scales questions, there are three factors, and seven items.

Creating and Developing Tools

The way to create and develop research tools are:

1. Reviewing existence literatures as much as possible for designing the questionnaire.
2. Completely design the questionnaire under the guidance of the thesis supervisor, and the feasibility and appropriateness of the questionnaire have been determined.
3. Modifying the questionnaire according to the guidance of the theses supervisor, and then asking the relevant experts to verify the validity and reliability of the questionnaire covered all the research contents.
4. According to the expert opinions, the questionnaire has been improved again and the thesis supervisor correct it again.
5. Checking all research tools. The questionnaires targeted to Chinese tourists in Bangkok who is traveling to Thailand or returning to China, and the questionnaire has been translated to Chinese and proofread by Chinese professional who is experts in both English and Chinese.
6. Quality inspection of tools.
 - 6.1 Trying-out the questionnaires with the 30 respondents excluding from the sample of the study;
 - 6.2 Finding the discriminant power, the study used Item-total Correlation technique in which the examination of the operation of the classification power r (r) is between 0.823 – 0.972 (Table55, Appendix B). The Behavioral Intention of Chinese tourists in Thailand has the classification power (r) is between 0.414 – 0.975 (Table55, Appendix B);
 - 6.3 Retesting the reliability of the study by using the Alpha Coefficient coefficient according to the method of Cronbach, it can be seen that the Alpha coefficient value of Country Images are between 0.414 – 0.975 (Table55, Appendix

B) while Thailand Country Images has alpha coefficient values between 0.413 – 0.922 (Table55, Appendix B);

7. Taking all feedback of questionnaire improvement to making amended and submitting to these supervisors again. Then, the final version of questionnaire is ready to use.

Data Collection

As for getting or receiving the information, the researcher would examine the following:

1. The number of questionnaires should be the same as the number of survey samples.
2. Inquiring about the official letter from Mahasarakham Business School, and attach a copy of the questionnaire to the relevant departments of the Don Mueang Airport and other tourism places where Chinese tourists visiting.
3. Samples of this study were randomly selected from 400 Chinese tourists in the airports, shopping malls, and other tourist attractions of Thailand. Period of data collecting is 30 days: 1- 30 April 2019.
4. Checking the completeness of the questionnaire and making the survey with the full answer as the qualified questionnaire.

Data Analysis

About analyzing the data, this study has been implemented the procedures as follows:

Part1: General data analysis of respondents by using descriptive statistical methods. Frequency and Percentage are applied for presenting the data.

Parts 2, 3: Grounding on the inferential statistical analysis, the study use standard deviation and mean:

The most level of opinion is 5 points

The good level of opinion is 4 points

The general level of opinion is 3 points

The lower level of opinion is 2 points

The lowest level of opinion is 1 point.

Then use the average to interpret the average of the questionnaire.

Average score 4.51-5.00 means Opinion is at the highest level

Average score 3.51-4.50 means Opinion is at the high level

Average score 2.51-3.50 means Opinion is at the medium level

Average score 1.51-2.50 means Opinion is at the low level

Average score 1.00-1.50 means Opinion is at the lowest level

Parts 4 and 5: Comparing the opinion of Chinese tourists in Thailand by gender, age, education level, monthly income and travel experience. The study used the independent sampling t-test and the difference between the mean of the sample groups. The analysis of variance (ANOVA) and multivariate analysis of variance (MANOVA) were chosen to apply.

Parts 6 and 7: Using multiple correlation analysis and multiple regression analysis to test the relationship and influence between Chinese tourists' tourist behavior intentions and Thailand Country Images.

พหุ ประถมศึกษา

Statistics Used in Study

1. Basic Statistics

- 1.1 Percentage
- 1.2 Mean
- 1.3 Standard Deviation

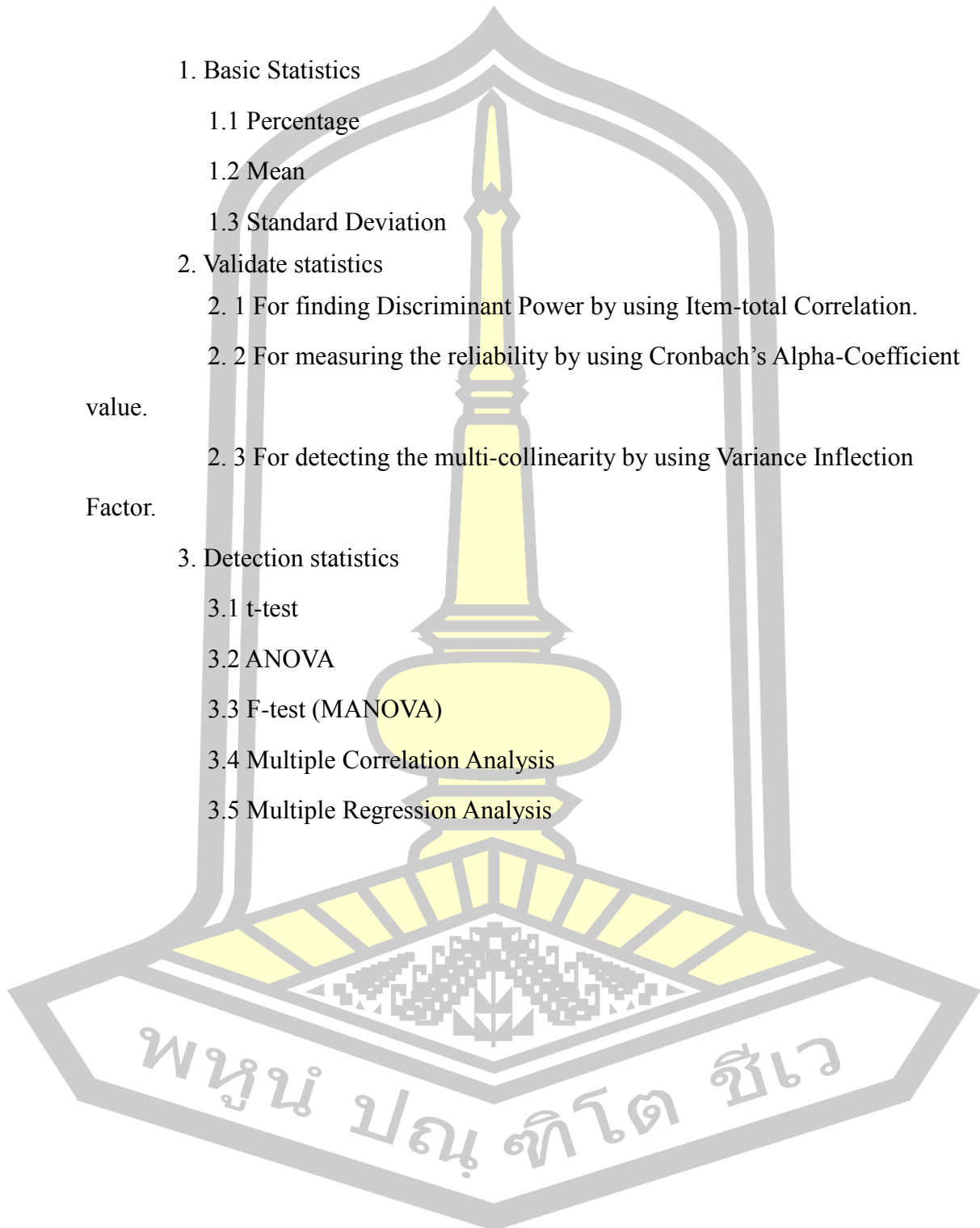
2. Validate statistics

- 2.1 For finding Discriminant Power by using Item-total Correlation.
- 2.2 For measuring the reliability by using Cronbach's Alpha-Coefficient value.
- 2.3 For detecting the multi-collinearity by using Variance Inflation

Factor.

3. Detection statistics

- 3.1 t-test
- 3.2 ANOVA
- 3.3 F-test (MANOVA)
- 3.4 Multiple Correlation Analysis
- 3.5 Multiple Regression Analysis



CHAPTER IV

THE ANALYSIS OF DATA

According to the study of effects of Country Images on Behavioral Intention of Chinese Tourists in Thailand, the researcher presented the results of data analysis in following:

1. Symbols used in presenting data analysis results
2. Agenda in presenting the results of data analysis
3. Analysis of the data

Symbols Used in Presenting Data Analysis Results

For simplicity, the researcher parcons the data analysis with specific symbols, which are in the following:

\bar{X}	stands for average (Mean)
S.D.	stands for Standard Deviation Test statistics to be considered in the Distribution
F	stands for (F-distribution) Test statistics used in comparison
T	stands for (t-distribution) Sum of squared deviation points
SS	stands for (Sum of Squares)
MS	stands for (Mean Squares) Average of the sum of squared deviation points
Df	stands for (Degrees of Freedom) Level of independence
VIFs	stands for (Variance Inflation Factors) Test of the relationship between independent variables and dependent variables
P-value	stands for (Significance)
AdjR ²	stands for Forecast coefficient of improvement
a	stands for The constant of the forecasting equation in raw scores

TCI	stands for The average score of having opinions about Thailand Country Images
CTBI	stands for The average score of having opinions about Behavioral Intention of Chinese tourists
NS	stands for National System
NC	stands for National Capacity
NCh	stands for National Characteristics
NR	National Relationship
EC	stands for Environmental Conditions
LA	stands for Local Attractions
LEA	stands for Landscape and Environmental Attractions
AtA	stands for Atmosphere Attractions
AcA	stands for Activity Attractions
SFA	stands for Services Facilities Attraction
Co	stands for Commodity
PV	stands for Price and Value
PIS	stands for Perceived image and Satisfaction
CI	stands for Consumption Intention
RCI	stands for Recommend Intentions
RVI	stands for Revisit Intention

Agenda in Presenting the Data Analysis Results

The researcher presented the results of the data analysis in the following:

Part 1: General information of Chinese tourists in Thailand.

Part 2: Opinions about the Thailand Country Images on Chinese tourists.

Part 3: Opinions about the Behavioral Intention of Chinese Tourists in Thailand.

Part 4: Comparison of opinions about Thailand Country Images perception of Chinese tourist according to gender, age, marital status, monthly income, level of education, the style of travel, the experience in traveling Thailand.

Part 5: Comparison of opinions about Behavioral Intention of Chinese Tourists according to gender, age, marital status, monthly income, level of education, the style of travel, the experience in traveling Thailand.

Part 6: Analysis of multiple correlations and multiple regression analysis to make the prediction equation of Country Images on Behavioral Intention of Chinese Tourists in Thailand.

Analysis of the Data

Part 1 General information of Chinese tourists in Thailand, which includes gender, age, marital status, monthly income, and level of education, the style of travel, and the experience about traveling Thailand, the data analysis is shown at table 5:

Table 5 General Information of Chinese Tourists in Thailand

General Information of Chinese Tourists in Thailand	Amount (per one)	Percentage
1. Gender		
1.1 Male	162	40.50
1.2 Female	238	59.50
Total	400	100.00
2. Age		
2.1 under 24 years old	77	19.25
2.2 24-44 years old	273	68.25
2.3 45-64 years old	38	9.50
2.4 over 64 years old	12	3.0
Total	400	100.00

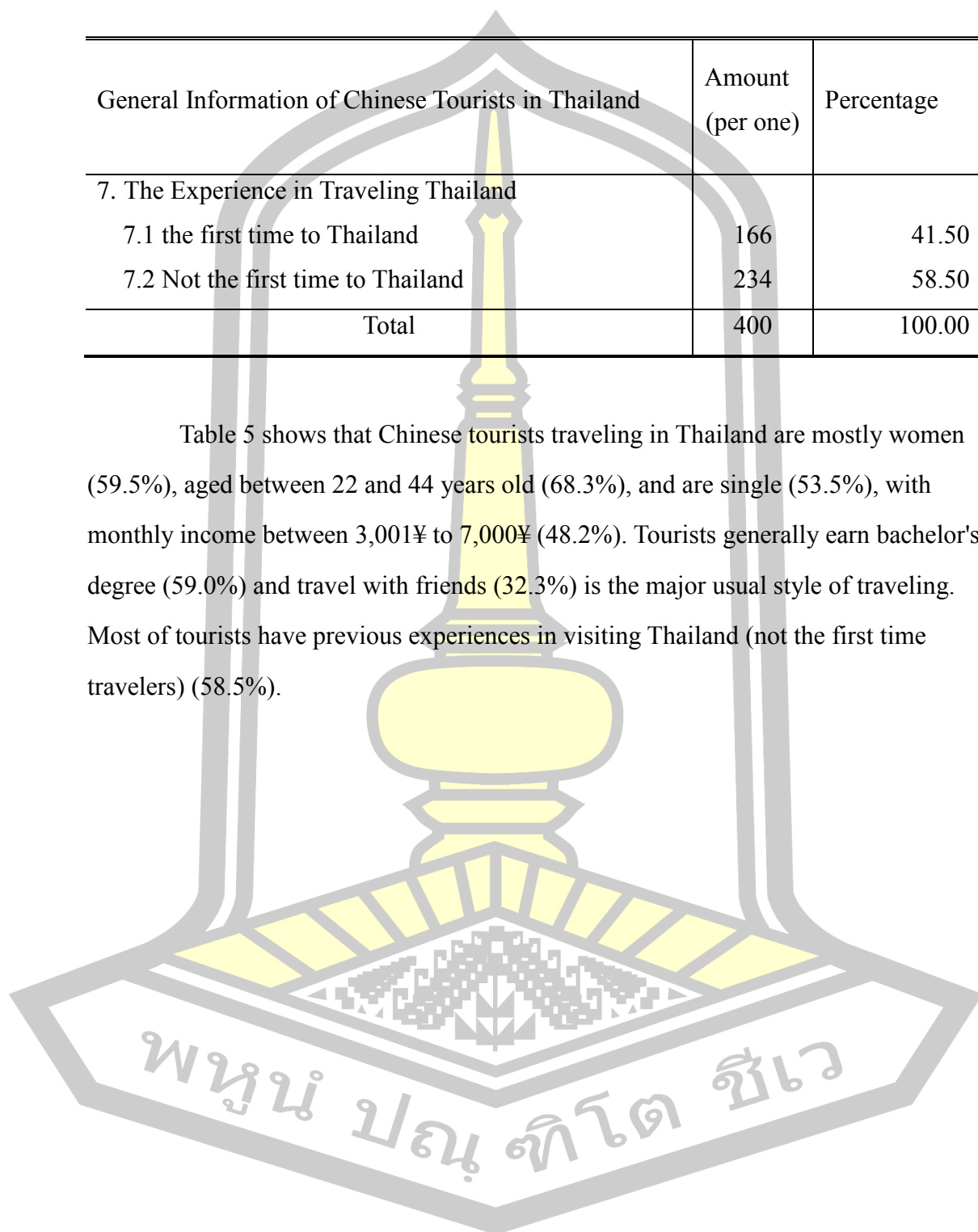
Table 5: General Information of Chinese Tourists in Thailand (Continued)

General Information of Chinese Tourists in Thailand	Amount (per one)	Percentage
3. Marital Status		
3.1 Single	214	53.40
3.2 Married and no child	78	19.50
3.3 Married and have child who is under 18years old	38	9.50
3.4 Married and have child who is over 18years old	65	16.30
3.5 Divorced or widowed	5	1.30
Total	400	100.00
4. Monthly income		
4.1 Lower than 3,000	55	13.8
4.2 3,001-7,000	193	48.2
4.3 7001-10,000	48	12.0
4.4 Over 10,000	104	26.0
Total	400	100.00
5. Level of Education		
5.1 Bachelor's degree	236	59.00
5.2 Master's degree	130	32.50
5.3 Doctor's degree	6	1.50
5.4 Others	28	7.00
Total	400	100.00
6. The Style of Travel		
6.1 Honey moon	51	12.80
6.2 Family trip	118	29.50
6.3 Travel alone	87	21.80
6.4 Friends group	129	32.30
6.5 Tour group	15	3.60
Total	400	100.00

Table 5: General Information of Chinese Tourists in Thailand (Continued)

General Information of Chinese Tourists in Thailand	Amount (per one)	Percentage
7. The Experience in Traveling Thailand		
7.1 the first time to Thailand	166	41.50
7.2 Not the first time to Thailand	234	58.50
Total	400	100.00

Table 5 shows that Chinese tourists traveling in Thailand are mostly women (59.5%), aged between 22 and 44 years old (68.3%), and are single (53.5%), with monthly income between 3,001¥ to 7,000¥ (48.2%). Tourists generally earn bachelor's degree (59.0%) and travel with friends (32.3%) is the major usual style of traveling. Most of tourists have previous experiences in visiting Thailand (not the first time travelers) (58.5%).



Part 2 Opinions of respondents in response to Thailand Country Images can be seen at Table 6 to Table 18 is in the following:

Table 6 Thailand Country Images

Thailand Country Images	\bar{X}	S.D.	Level Comments
1. National System	3.70	0.81	High
2. National Capacity	2.85	0.80	Medium
3. National Characteristics	4.08	0.66	High
4. National Relationship	4.25	0.71	High
5. Environmental Conditions	3.78	0.87	High
6. Landscape and Environment Attractions	4.29	0.62	High
7. Atmosphere Attractions	4.44	0.64	High
8. Activity Attractions	4.32	0.66	High
9. Services Facilities Attractions	3.92	0.66	High
10. Commodity	4.04	0.70	High
11. Price And Value	4.32	0.59	High
12. Perceived image and Satisfaction	4.29	0.63	High
Total	4.02	0.55	High

Table 6 shows that the total average of the mean score of 12 items of Country Image is high ($\bar{X}=4.02$). Three highest are: Atmosphere Attractions ($\bar{X}=4.44$), Price and Value ($\bar{X}=4.32$), Landscape and Environment Attractions ($\bar{X}=4.29$), and Perceived Image and Satisfaction ($\bar{X}=4.29$).

Table 7 Thailand Country Image of National System

Thailand Country Images of National System	\bar{X}	S.D.	Level Comments
1. Thai political system is stable.	3.62	0.9	High
2. Thai democratic system internationally accepted by other countries.	3.73	0.9	High
3. Thailand is a safe country.	3.75	0.93	High
total	3.70	0.81	High

Table 7 shows that the total average of the mean score of 3 items of National System is High ($\bar{X}=3.70$). Three highest are: “Thailand is a safe country.” ($\bar{X}=3.75$), “Thai democratic system is internationally accepted by other countries.” ($\bar{X}=3.73$), and “Thai political system is stable.” ($\bar{X}=3.62$).

Table 8 Thailand Country Images of National Capacity

Thailand Country Images of National Capacity	\bar{X}	S.D.	Level Comments
1. Thailand is one of the powerful countries in the world.	2.50	1.03	Low
2. Thailand's economy developed rapidly.	2.93	0.99	Medium
3. Thailand has a high level of modernization.	2.89	0.89	Medium
4. Thai people have high quality of life.	2.94	0.95	Medium
5. Thailand's technology is advanced.	2.98	0.87	Medium
total	2.85	0.80	Medium

Table 8 shows that the total average of the mean score of 5 items of National Capacity is medium ($\bar{X}=2.85$). Three highest are: “Thailand's technology is advanced.” ($\bar{X}=2.98$), “Thai people have high quality of life.” ($\bar{X}=2.94$) and “Thailand's economy is developed rapidly.” ($\bar{X}=2.93$).

Table 9 Thailand Country Images of National Characteristics

Thailand Country Images of National Characteristics	\bar{X}	S.D.	Level Comments
1. Thai people are warm and friendly.	4.53	0.70	Highest
2. Thai people are helpful.	4.54	0.66	Highest
3. Thai people are very polite.	4.46	0.71	High
4. Thai people are trustworthy.	3.87	0.97	High
5. Thai people are honest.	3.77	0.98	High
6. Thai people are hardworking.	3.33	1.06	Medium
total	4.08	0.66	High

Table 9 shows that the total average of the mean score of 6 items of National Characteristics is high ($\bar{X}=4.08$). Three highest are: Thai people are helpful ($\bar{X}=4.54$), Thai people are warm and friendly. ($\bar{X}=4.53$), “Thai people are very polite. ($\bar{X}=4.46$).

Table 10 Thailand Country Images of National Relationship

Thailand Country Images of National Relationship	\bar{X}	S.D.	Level Comments
1. Thailand has good relations with other countries.	4.13	0.78	High
2. Thailand has good relations with China.	4.37	0.86	High
Total	4.25	0.71	High

Table 10 shows that the total average of the mean score of 2 items of National Relationship is high ($\bar{X}=4.25$). The item “Thailand has good relations with China.” is level of high ($\bar{X}=4.37$), and the item “Thailand has good relations with other countries.” is level of high ($\bar{X}=4.13$).

Table 11 Thailand Country Images of Environmental Conditions

Thailand Country Images of Environmental Conditions	\bar{X}	S.D.	Level Comments
1. Thai government pays attention to environmental issues.	3.79	0.98	High
2. Thailand has adopted strong environmental control measures.	3.54	1.06	High
3. Thailand's environment is well controlled by the government and related agencies.	3.67	0.94	High
4. Thailand has a good environment.	4.12	0.88	High
Total	3.78	0.87	High

Table 11 shows that the total average of the mean score of 4 items of Environmental Conditions is high ($\bar{X}=3.78$). Three highest are: “Thailand has a good environment.” ($\bar{X}=4.12$), “Thai government pays attention to environmental issues.” ($\bar{X}=3.79$), and “Thailand's environment is well controlled by the government and related agencies.” ($\bar{X}=3.67$).

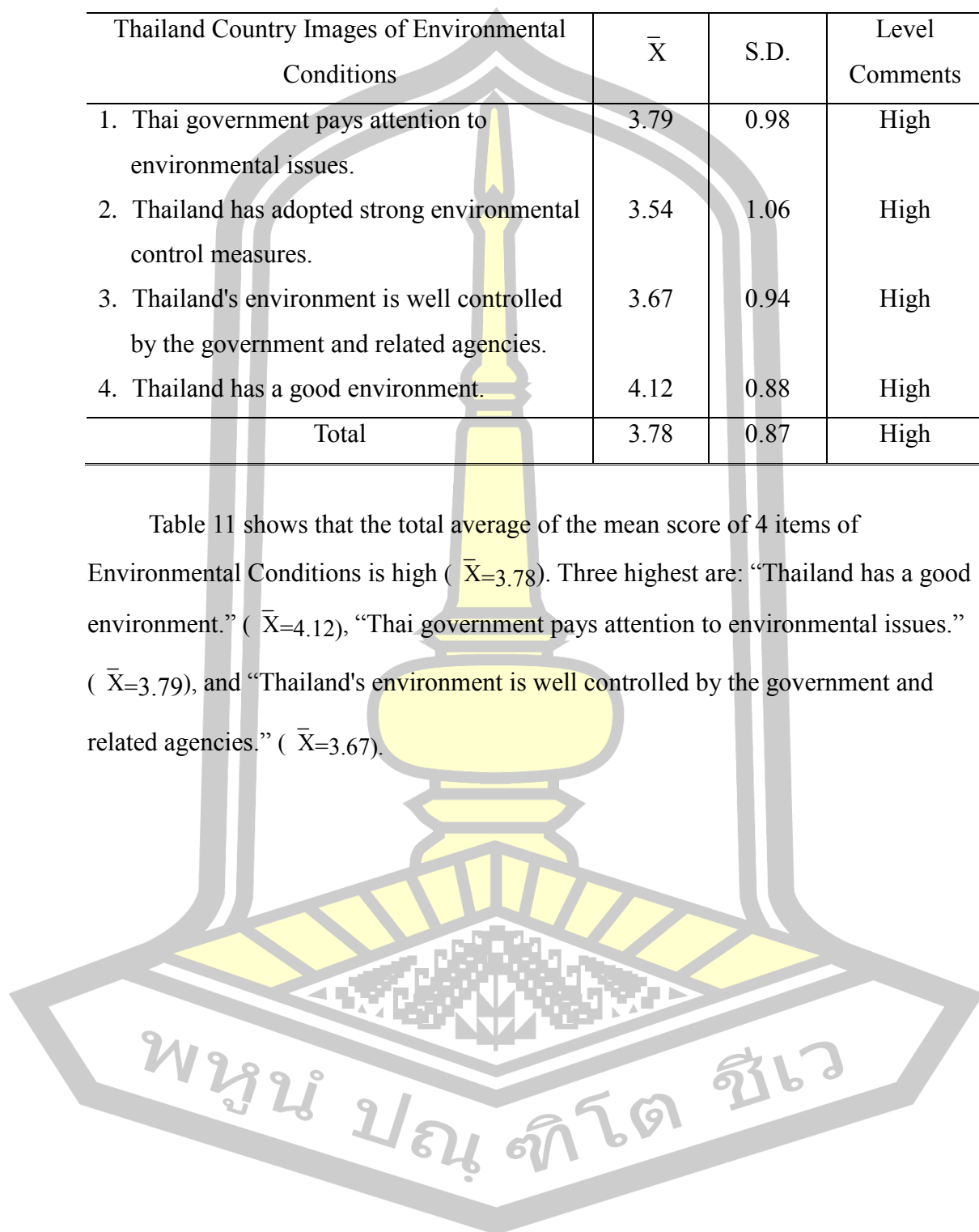


Table 12 Thailand Country Images of Landscape and Environment Attractions

Thailand Country Images of Landscape and Environment Attractions	\bar{X}	S.D.	Level Comments
1. Thailand has many natural landscapes.	4.37	0.76	High
2. Thailand has many historical and cultural sites.	4.41	0.67	High
3. Thailand has a beautiful tourist environment.	4.37	0.76	High
4. Thailand is clean and tidy.	3.98	0.81	High
Total	4.29	0.62	High

Table 12 shows that the total average of the mean score of 4 items of Landscape and Environment Attractions is high ($\bar{X}=4.29$). Three highest are: “Thailand has many historical and cultural sites.” ($\bar{X}=4.41$), “Thailand has many natural landscapes.” ($\bar{X}=4.37$), and “Thailand has a beautiful tourist environment.” ($\bar{X}=4.37$).

Table 13 Thailand Country Images of Atmosphere Attractions

Thailand Country Images of Atmosphere attractions	\bar{X}	S.D.	Level Comments
1. The buildings in Thailand are very distinctive.	4.45	0.66	High
2. Thailand is very exotic.	4.44	0.70	High
Total	4.44	0.64	High

Table 13 shows that the total average of the mean score of 2 items of Atmosphere Attractions is high ($\bar{X}=4.44$). The item “The buildings in Thailand are very distinctive.” is level of high ($\bar{X}=4.45$), and the item “Thailand is very exotic.” is level of high ($\bar{X}=4.44$).

Table 14 Thailand Country Images of Activity Attractions

Thailand Country Images of Activity Attractions	\bar{X}	S.D.	Level Comments
1. Thailand's tourist activities are very interesting.	4.38	0.67	High
2. Many tourist activities can choose in Thailand.	4.26	0.72	High
Total	4.32	0.66	High

Table 14 shows that the total average of the mean score of 2 items of Activity Attractions is high ($\bar{X}=4.32$). The item “Thailand's tourist activities are very interesting.” is level of high ($\bar{X}=4.38$), and the item “There are many tourist activities that can be chosen in Thailand.” is level of high ($\bar{X}=4.26$).

Table 15 Thailand Country Images of Services Facilities Attractions

Thailand Country Images of Services facilities attractions	\bar{X}	S.D.	Level Comments
1. Thailand has adequate accommodation and facilities for tourism.	4.09	0.94	High
2. Thai traffic system is convenient and managerial.	3.46	0.94	Medium
3. Thailand has a good shopping environment for tourists.	4.07	0.73	High
4. The quality of Thai service is very good.	4.08	0.82	High
Total	3.92	0.66	High

Table 15 shows that the total average of the mean score of 4 items of Services Facilities Attractions is high ($\bar{X}=3.92$). Three highest are: “Thailand has adequate accommodation and facilities for tourism.” ($\bar{X}=4.09$), “The quality of Thai service is very good.” ($\bar{X}=4.08$), and “Thailand has a good shopping environment for tourists.” is level of high ($\bar{X}=4.07$).

Table 16 Comments about the Thailand Country Images of Commodity

Thailand Country Images of Commodity	\bar{X}	S.D.	Level Comments
1. Thai products are excellent value for money.	3.93	0.80	High
2. Thai products appeal to me.	3.95	0.94	High
3. Thai products are very famous.	4.00	0.87	High
4. I will buy duty-free goods in Thailand.	4.22	0.78	High
5. My friend asked me to help him\her buy some duty-free goods in Thailand.	4.11	0.81	High
Total	4.04	0.70	High

Table 16 shows that the total average of the mean score of 5 items of Commodity is high ($\bar{X}=4.04$). Three highest are: “I will buy duty-free goods in Thailand.” ($\bar{X}=4.22$), “My friend asked me to help him\her buy some duty-free goods in Thailand.” ($\bar{X}=4.11$), and “Thai products are very famous.” ($\bar{X}=4.00$).

Table 17 Thailand Country Images of Price and Value

Thailand Country Images of Price and Value	\bar{X}	S.D.	Level Comments
1. Thailand has a strong attraction.	4.04	0.84	High
2. Traveling in Thailand is an unforgettable experience.	4.48	0.74	High
3. The cost of traveling and visiting Thailand is affordable.	4.47	0.69	High
4. Traveling in Thailand is great value for money.	4.31	0.79	High
Total	4.32	0.59	High

Table 17 shows that the total average of the mean score of 4 items of Price And value is high ($\bar{X}=4.32$). Three highest are: “Traveling in Thailand is an unforgettable experience.” ($\bar{X}=4.48$), “The cost of traveling and visiting Thailand is affordable.” ($\bar{X}=4.47$), and “Traveling in Thailand is great value for money.” ($\bar{X}=4.31$).

Table 18 Thailand Country Images of Perceived Image and Satisfaction

Thailand Country Images of Perceived image and Satisfaction	\bar{X}	S.D.	Level Comments
1. I am aroused to travel in Thailand.	4.36	0.74	High
2. I am excited to travel in Thailand.	4.37	0.73	High
3. I felt pleasant during the stay in Thailand.	4.48	0.64	High
4. I felt relaxing during the stay in Thailand.	4.46	0.69	High
5. I like traveling in Thailand.	4.24	1.00	High
6. I am very satisfied with the trip to Thailand.	3.83	0.85	High
Total	4.29	0.63	High

Table 18 shows that the total average of the mean score of 6 items of Perceived image and Satisfaction is high ($\bar{X}=4.29$). Three highest are: “I felt pleasant during the stay in Thailand.” ($\bar{X}=4.48$), “I felt relaxing during the stay in Thailand.” ($\bar{X}=4.46$), and “I am excited to travel in Thailand.” as level of high ($\bar{X}=4.37$).

Part 3 Opinions of respondents in response to Behavioral Intention can be seen at Table 19 to Table 20 is in the following:

Table 19 Behavioral Intention of Chinese Tourists in Thailand

Behavioral Intention of Chinese Tourists in Thailand	\bar{X}	S.D.	Level Comments
1. Consumption Intention	4.05	0.64	High
2. Revisit Intention	4.41	0.66	High
3. Recommend Intentions	4.35	0.64	High
Total	4.27	0.56	High

Table 19 shows that the total average of the mean score of 3 items of Behavioral Intention of Chinese Tourists in Thailand is high ($\bar{X}=4.27$). The data show that Revisit Intention has the highest scores ($\bar{X}=4.41$), followed by Recommend Intentions ($\bar{X}=4.35$), and Consumption Intention ($\bar{X}=4.05$) respectively.

Table 20 Consumption Intention as Part of Behavioral Intention to Chinese Tourists in Thailand

Consumption Intention as part of Behavioral Intention to Chinese Tourists in Thailand	\bar{X}	S.D.	Level Comments
1. Generally, I prefer to consume Thai tourist products to others.	3.95	0.81	High
2. I trust the quality of Thai service.	3.84	0.88	High
3. I planned to buy a lot of Thai production before coming to Thailand.	4.07	0.87	High
4. I like travelling to Thailand when I have a free time.	4.36	0.73	High
total	4.05	0.64	High

Table 20 shows that the total average of the mean score of 4 items of Consumption Intention is high ($\bar{X}=4.05$). Three highest are: “I like travelling to Thailand when I have a free time.” ($\bar{X}=4.36$), “I planned to buy a lot of Thai production before coming to Thailand.” ($\bar{X}=4.07$), and “Generally, I prefer to consume Thai tourist products to others.” ($\bar{X}=3.95$).

Table 21 Revisit Intention as Part of Behavioral Intention to Chinese Tourists in Thailand

Revisit Intention as part of Behavioral Intention to Chinese Tourists in Thailand	\bar{X}	S.D.	Level Comments
1. I will visit Thailand again.	4.35	0.64	High
total	4.35	0.64	High

Table 21 shows that the total average of the mean score of Revisit Intention is high level ($\bar{X}=4.35$), which is shown as “I will visit Thailand again.” in the questionnaire to ask respondents.

Table 22 Recommend Intentions as Part of Behavioral Intention to Chinese Tourists in Thailand

Recommend Intentions as part of Behavioral Intention to Chinese Tourists in Thailand	\bar{X}	S.D.	Level Comments
1. I will recommend my friends to visit Thailand.	4.40	0.729	High
2. I will share my experience with my friends how wonderful Thailand is.	4.43	0.664	High
Total	4.41	0.662	High

Table 22 shows that the total average of the mean score of 2 items of Recommend Intentions is high ($\bar{X}=4.41$). The item “I will share my experience with my friends how wonderful Thailand is.” is level of high ($\bar{X}=4.43$), and the item “I will recommend my friends to visit Thailand.” is level of high ($\bar{X}=4.40$).

Part 4 Shows the Comparison of opinions about Thailand Country Image of Chinese tourists that have different gender, age, marital status, and monthly income, level of education, the style of travel, and the experience in traveling Thailand. Table 23 to Table 36 are shown in these issues.

4.1 Gender

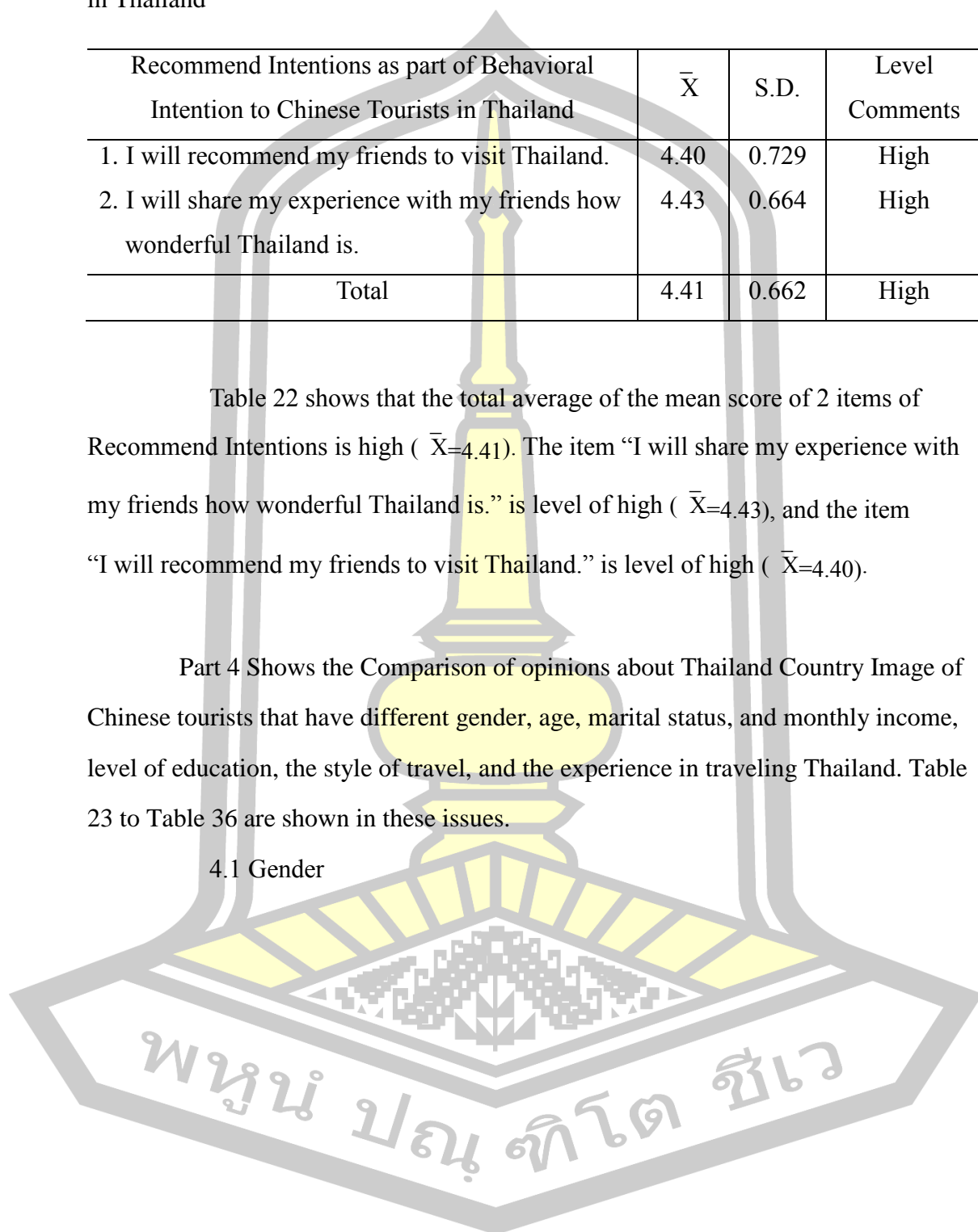


Table 23 The Difference of Thailand Country Image according to Gender of Respondents

Thailand Country Images	Male		Female		t	p-value
	\bar{X}	S.D.	\bar{X}	S.D.		
1. National System	3.97	0.72	3.52	0.81	5.895*	0.00
2. National Capacity	3.00	0.87	2.74	0.74	3.122*	0.002
3. National Characteristics	4.17	0.67	4.02	0.65	2.279*	0.024
4. National Relationship	4.33	0.70	4.20	0.71	1.740	0.083
5. Environmental Conditions	3.96	0.96	3.66	0.78	3.206*	0.001
6. Landscape and Environment Attractions	4.41	0.61	4.20	0.61	3.395*	0.001
7. Atmosphere Attractions	4.40	0.7	4.47	0.60	-1.096	0.274
8. Activity Attractions	4.33	0.66	4.31	0.66	0.364	0.716
9. Services Facilities Attractions	3.99	0.69	3.88	0.64	1.646	0.101
10. Commodity	4.07	0.82	4.02	0.59	0.677	0.499
11. Price and Value	4.36	0.57	4.30	0.60	1.044	0.297
12. Perceived Image and Satisfaction	4.35	0.66	4.25	0.61	1.476	0.141
Total	4.11	0.57	3.96	0.53	2.640*	0.009

*At significance level of 0.05

Table 23 shows the difference perception of Thailand Country Images according to gender of respondents. The data show significant difference in five dimensions as the result of gender at significance level of 0.05.

Five dimensions include National System (as level of 0.00), National Capacity (as level of 0.002), National Characteristics (as level of 0.024), Environmental Conditions (as level of 0.001), and Landscape and environment Attractions (as level of 0.001).

4.2 Age

Table 24 Comparison of Opinions about Thailand Country Images on Different Age of Chinese Tourists (ANOVA)

Thailand Country Images	Source of variance	df	SS	MS	F	p-value
total	within the	3	8.254	2.751	9.701*	0.000
	collective	396	112.316	0.284		
	group	399	120.570			

*At significance level of 0.05

Regarding Table 24, it can be seen that there is overall difference between age of Chinese tourists and opinions about Thailand Country Images at significance level of 0.05 ($p \leq 0.05$).

As pair difference comparison, it shows that tourists aged under 24 years old have opinions about Thailand Country Images lower than those tourists aged 45-64 years old, but higher than those tourists aged over 65 years old. In addition, tourists aged 24-44 years old have opinions about Thailand Country Images lower than those aged 45-64 years old and those tourists aged over 65 years old. Last but not least, the findings show that tourists aged 45-64 years old have opinions about Thailand Country Images higher than those aged over 65 years old. (Table 56 in Appendix C).

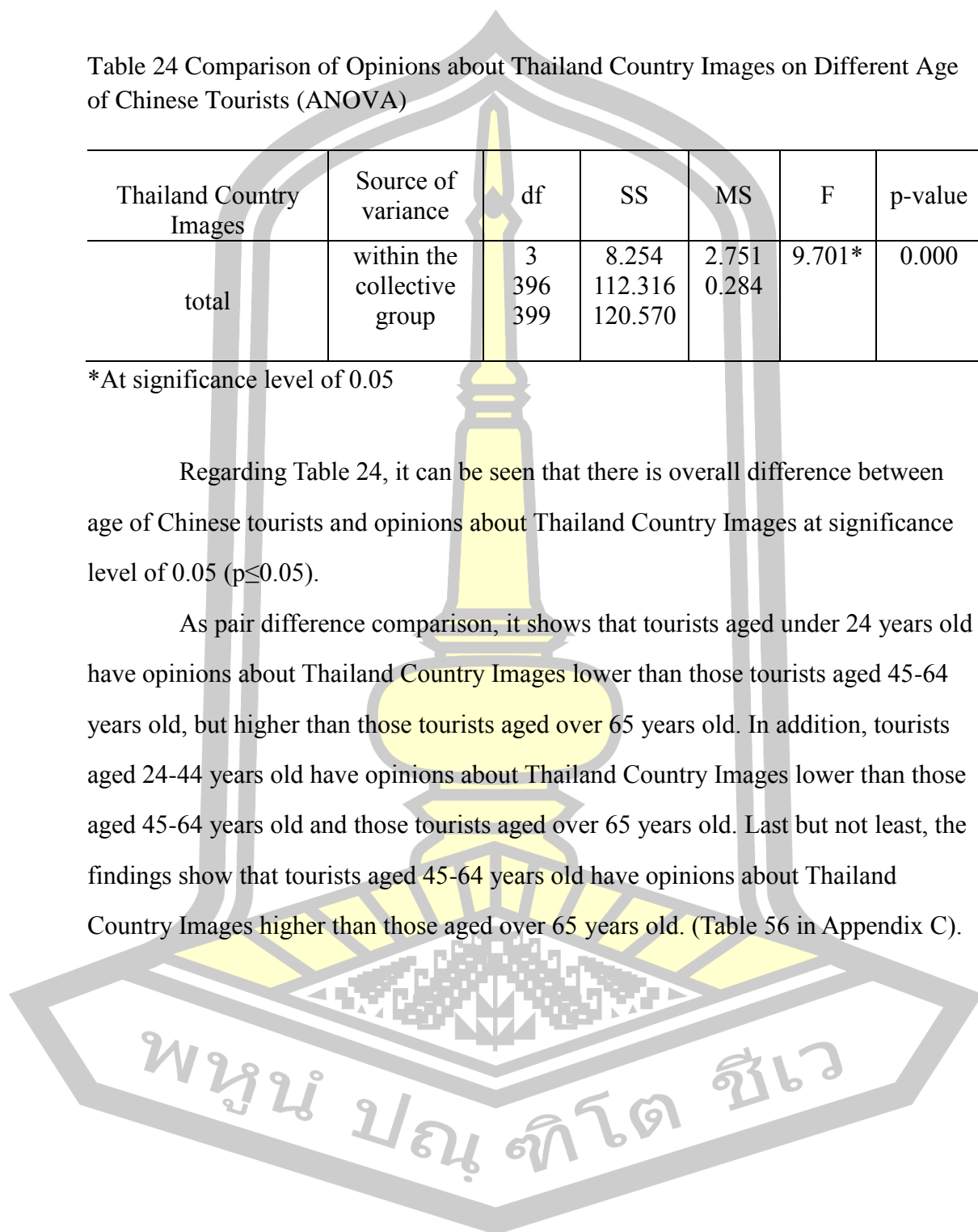


Table 25 Comparison of Opinions about Thailand Country Images on Different Age of Chinese Tourists (MANOVA)

Test statistics	Country Images	Hypothesis df	Error df	F	p-value
Wilks' Lambda	12 items	36.00	1138.253	5.291*	0.000

*At significance level of 0.05

According to Table 25, it can be seen that there is overall difference between age of Chinese tourists and opinions about Thailand Country Images at significance level of 0.05 ($p \leq 0.05$).

Therefore, the researcher conducted the Univariate Tests and the results showed that there was overall difference between age of Chinese tourists and opinions about Thailand Country Image. In each item at 0.004 significance level, which are as follows: National System, National Capacity, National Characteristics, Environmental Condition, Landscape and Environment Attractions, Atmosphere Attractions, Activity Attractions, Services Facilities Attractions, Commodity, and Perceived Image and Satisfaction. (Table 57 in Appendix C).

As pair difference comparison, the data shown that according to age difference tourists aged under 24 years old have opinions about National System lower than those aged 24-44 years old and 45-64 years old. In addition, tourists aged 24-44 years old have opinions about National System lower than those aged 45-64 years old. (Table 58 in Appendix C).

The data also show that tourists aged 24-44 years old have opinions about National Capacity lower than those aged 45-64 years old. The findings show that tourists aged 45-64 years old have opinions about National Capacity higher than those aged over 65 years old. (Table 59 in Appendix C).

The data also proved that tourists aged under 24 years old have opinions about National Characteristics lower than those aged 45-64 years old but higher than those aged over 65 years old. In addition, Tourists aged 24-44 years old have opinions about National Characteristics lower than those aged 45-64 years old but higher than those tourists aged over 65 years old. Finally yet importantly, the findings show that tourists aged 45-64 years old have opinions about National Characteristics higher than those aged over 65 years old. (Table 60 in Appendix C).

Regarding to the data tourists aged under 24 years old have opinions about Environmental Conditions higher than those aged over 65 years old. In addition, Tourists aged 24-44 years old have opinions about Environmental Conditions higher than those aged over 65 years old. Finally, tourists aged 45-64 years old have opinions about Environmental Conditions higher than those aged over 65 years old. (Table 61 in Appendix C).

As the comparison of choice tourists about Landscape and Environment Attractions according to age, difference shows that tourists aged under 24 years old have opinions about Landscape and Environment Attractions higher than those aged over 65 years old. In addition, Tourists aged 24-44 years old have opinions about Landscape and Environment Attractions higher than those aged over 65 years old and tourists aged 45-64 years old have opinions about Landscape and Environment Attractions higher than those aged over 65 years old. (Table 62 in Appendix C).

The data also show that tourists aged under 24 years old have opinions about Atmosphere Attractions higher than those aged over 65 years old. In addition, Tourists aged 24-44 years old have opinions about Atmosphere Attractions higher than those aged over 65 years old. Finally yet importantly, the findings show that tourists aged 45-64 years old have opinions about Atmosphere Attractions higher than those aged over 65 years old. (Table 63 in Appendix C).

We can also find that tourists aged under 24 years old have opinions about Activity Attractions higher than those aged over 65 years old. In addition, Tourists aged 24-44 years old have opinions about Activity Attractions higher than those aged over 65 years old. Finally yet importantly, the findings show that tourists aged 45-64 years old have opinions about Activity Attractions higher than those aged over 65 years old. (Table 64 in Appendix C).

These data indicate that tourists aged under 24 years old have opinions about Services facilities attractions higher than those aged over 65 years old. In addition, Tourists aged 24-44 years old have opinions about Services Facilities Attractions higher than those aged over 65 years old. The findings show that tourists aged 45-64 years old have opinions about Services facilities attractions higher than those aged over 65 years old. (Table 65 in Appendix C).

As the comparison of choice tourists about Commodity according to age difference shows that tourists aged under 24 years old have opinions about Commodity higher than those aged over 65 years old. In addition, Tourists aged 24-44 years old have opinions about Commodity higher than tourists those aged over 65 years old. The findings also show that tourists aged 45-64 years old have opinions about Commodity higher than those aged over 65 years old. (Table 66 in Appendix C).

The data also show that tourists aged under 24 years old have opinions about Perceived image and Satisfaction higher than those aged over 65 years old. In addition, Tourists aged 24-44 years old have opinions about Perceived Image and Satisfaction higher than those aged over 65 years old. Last but not least, the findings show that tourists aged 45-64 years old have opinions about Perceived Image and Satisfaction higher than those aged over 65 years old. (Table 67 in Appendix C).

4.3 Marital Status

Table 26 Comparison of Opinions about Thailand Country Images on Different Marital Status of Chinese Tourists (ANOVA)

Thailand Country Images	Source of variance	df	SS	MS	F	p-value
total	within the	4	18.69	4.67	18.110*	0.000
	collective	395	101.88	0.26		
	group	399	120.57			

*At significance level of 0.05

Regarding Table 26, it can be seen that there is overall difference between marital status of Chinese tourists and opinions about Thailand Country Images at significance level of 0.05 ($p \leq 0.05$).

As pair difference comparison, it shows that tourists those are single have opinions about Thailand Country Images lower than those married and no child and those married with child whose age is under 18 years old and still lower than those married with child whose age is over 18 years old. In addition, tourists those married and don't have child have opinions about Thailand Country Images lower than those married and have child whose age is under 18 years old. Furthermore, tourists those married and have child whose age is over 18 years old have opinions about Thailand Country Images lower than those married and have child whose age is under 18 years old. Finally yet importantly, the findings show that tourists those married and have child whose age is under 18 years old have opinions about Thailand Country Images higher than those divorce. (Table 68 in Appendix C).

Table 27 Comparison of Opinions about Thailand Country Images of Different Marital Status of Chinese Tourists (MANOVA)

Test statistics	Country Images	Hypothesis df	Error df	F	p-value
Wilks' Lambda	12 items	48.000	1481.247	8.2367*	0.000

*At significance level of 0.05

Based on Table 27, it can be seen that there is overall difference between marital status of Chinese tourists and opinions about Thailand Country Images at significance level of 0.05 ($p \leq 0.05$).

Therefore, the researcher conducted the Univariate Tests and the results showed that there is overall difference between marital status of Chinese tourists and opinions about Thailand Country Images. In each item at 0.004 significance level. Which are as follows: National System, National Capacity, National Characteristics, National Relationship, Environmental condition, Landscape and environment attractions, Atmosphere attractions, Activity Attractions, Services facilities attractions, Commodity, Price and value and Perceived image and satisfaction (Table 69 in Appendix C).

The data shown that tourists those are single have opinions about National System lower than those married and no child and those married with child. (Table 70, Appendix C).

The data also proved that tourists those are single have opinions about National Capacity lower than those married and no child and still lower than those married with child. (Table 71, in Appendix C).

As the comparison of choice, tourists about National Characteristics according to marital status difference shows that tourists those are single have opinions about National Characteristics lower than those married with child. In

addition, tourists those married and don't have child have opinions about National Characteristics lower than tourists those married and have child whose age is over 18 years old and also lower than tourists those married and have child whose age is under 18 years old, Furthermore, tourists those married and have child whose age is over 18 years old have opinions about National Characteristics lower than those married and have child whose age is under 18 years old and higher than those divorce. (Table 72 in Appendix C).

Regarding to the data we can find that that tourists those are single who have opinions about National Relationship lower than those married but no child and the tourists those married and have child whose age is under 18 years old. Furthermore, tourists those married and have child whose age is over 18 years old have opinions about National Relationship higher than those divorce. (Table 73, Appendix C).

The data also shown that tourists those are single have opinions about Environmental Conditions lower than those married but no child and the tourists those married and have child whose age is under 18 years old. In addition, tourists those married and don't have child have opinions about Environmental Conditions higher than tourists those married and have child whose age is over 18 years old and still higher than tourists those married and have child whose age is under 18 years old. (Table 74 in Appendix C).

We can conclude from data is that tourists those are single have opinions about Landscape and Environment Attractions lower than those married but no child and the tourists those married and have child whose age is under 18 years old. In addition, tourists those married and have child whose age is over 18 years old have opinions about Landscape and Environment Attractions lower than those married and have child whose age is under 18 years old. (Table 75 in Appendix C).

From the data we can conclude that tourists those are single have opinions about Atmosphere Attractions lower than those married and have child whose age is under 18 years old. In addition, tourists those married and don't have child have

opinions about Atmosphere Attractions lower than tourists those married have child whose age is under 18 years old. Furthermore, tourists those married and have child whose age is over 18 years old have opinions about Atmosphere Attractions lower than those married and have child whose age is under 18 years. Finally yet importantly, the findings show that tourists those married and have child whose age is under 18 years old have opinions about Atmosphere Attractions higher than those divorce. (Table 76 in Appendix C).

These data tells us tourists those are single have opinions about Activity Attractions lower than those married but no child and the tourists those married and have child whose age is under 18 years old. In addition, tourists those married and have child whose age is over 18 years old have opinions about Activity Attractions lower than those married and have child whose age is under 18 years old. (Table 77 in Appendix C).

This data proves to us that tourists those are single have opinions about Services Facilities Attractions lower than married and have child whose age is under 18 years old. In addition, tourists those married and don't have child have opinions about Services Facilities Attractions lower than tourists those married and have child whose age is under 18 years. Last but not least, the findings show that tourists those married and have child whose age is under 18 years old have opinions about Services Facilities Attractions higher than those divorce (Table 78 in Appendix C).

As the comparison of choice tourists about Commodity according to marital status difference shows that tourists those are single have opinions about Commodity lower than those married and have child whose age is under 18 years old. In addition, tourists those married and do not have child have opinions about Commodity lower than tourists those married and have child whose age is under 18 years old. (As Table 79 in Appendix C).

Regarding to the data tourists, opinions about Price and Value lower those single have than those married with child whose age is under 18 years old and those married have child whose age is over 18 years old. In addition, tourists those married and don't have child have opinions about Price and Value lower than tourists those married and have child whose age is under 18 years old. (Table 80 in Appendix C).

Through data analysis, we can know that tourists those are single have opinions about Perceived image and Satisfaction lower than those married with child whose age is under 18 years. (Table 81 in Appendix C).

4.4 Monthly Income

Table 28 Comparison of Opinions about Thailand Country Images on Different Income of Chinese Tourists (ANOVA)

Thailand Country Images	Source of variance	df	SS	MS	F	p-value
total	within the	3	0.38	0.13	0.42	0.74
	collective	396	120.19	0.30		
	group	396	120.57			

*At significance level of 0.05

Table 28 show that there is no significant difference of opinions about Thailand Country Image according to monthly income of respondents at significance level of 0.05 ($p \geq 0.05$).

Table 29 Comparison of Opinions about Thailand Country Images of Different Income of Chinese Tourists (MANOVA)

Test statistics	Country Images	Hypothesis df	Error df	F	p-value
Wilks' Lambda	12 items	11.000	386.000	1810.389*	0.000

*At significance level of 0.05

According to Table 29, it can be seen that there is overall difference between monthly income of Chinese tourists and opinions about Thailand Country Images at significance level of 0.05 ($p \leq 0.05$).

Therefore, the researcher conducted the Univariate Tests and the results showed that there is overall difference between monthly income of Chinese tourists and opinions about Thailand Country Images in each item at 0.004 significance level, which are as follow: National System, Commodity. (Table 82 in Appendix C).

As the comparison of choice tourists about National System according to monthly income difference shows that tourists those monthly income lower than 3,000¥ have opinions about National System lower than those monthly income is 7,001¥ to 10,000¥ and lower than those monthly income is over 10,000¥. In addition, tourists those monthly income is 3,001¥ to 7,000¥ have opinions about National System lower than tourists those monthly income is 7,001¥ to 10,000¥ and lower than those monthly income is over 10,000¥. (Table 83 in Appendix C).

We can find out tourists those monthly income lower than 3,000¥ have opinions about Commodity higher than those monthly income is over 10,000¥. In addition, tourists those monthly income is 3,001¥ to 7,000¥ have opinions about Commodity higher than tourists those monthly income is over 10,000¥. Furthermore, those monthly income is 7,001¥ to 10,000¥ have opinions about Commodity higher than those monthly income is over 10,000¥. (Table 84 in Appendix C).

4.5 Level of Education

Table 30 Comparison of Opinions about Thailand Country Images on Different Level of Education of Chinese Tourists (ANOVA)

Thailand Country Images	Source of variance	df	SS	MS	F	p-value
total	within the	4	4.004	1.001	3.392*	0.010
	collective	395	116.566			
	group	399	120.570	0.295		

*With statistical significance at the level of 0.05

Regarding Table 30, it can be seen that there is overall difference between education level of Chinese tourists and opinions about Thailand Country Images at significance level of 0.05 ($p \leq 0.05$).

As pair difference comparison shows that tourists those have bachelor' degree have opinions about Thailand Country Images higher than those have master's degree and others. (Table 85 in Appendix C).

Table 31 Comparison of Opinions about Thailand Country Images of Different Level of Education of Chinese Tourists (MANOVA)

Test statistics	Country Images	Hypothesis df	Error df	F	p-value
Wilks' Lambda	12 items	48.000	1481.247	4.767*	0.000

*At significance level of 0.05

According to Table 31, it can be seen that there is overall difference between education level of Chinese tourists and opinions about Thailand Country Images at significance level of 0.05 ($p \leq 0.05$).

Therefore, the researcher conducted the Univariate Tests, the results showed that: there is overall difference between education level of Chinese tourists and opinions about Thailand Country Images in each item at 0.004 significance level, which are as follows: National System, National Capacity, Environmental Condition, Atmosphere Attractions, Commodity and Perceived image and Satisfaction. (Table 86 in Appendix C).

As pair difference comparison, the data show that according to education level difference, tourists those have bachelor' degree have opinions about National System higher than those have master's. In addition, tourists those have master' degree have opinions about National System lower than tourists those have others. (Table 87 in Appendix C).

The data also show that tourists those have bachelor' degree have opinions about National Capacity higher than those have master's degree. (Table 88 in Appendix C).

Regarding to data, it can be seen that tourists those have bachelor' degree have opinions about Environment Conditions higher than those have master's degree (Table 89 in Appendix C).

It also can be seen that tourists those have bachelor' degree have opinions about Atmosphere Attractions higher than those others. In addition, tourists those have master' degree have opinions about Atmosphere Attractions higher than tourists those others. (Table 90 in Appendix C).

The data also show that tourists those have bachelor' degree have opinions about Commodity higher than those others. In addition, tourists those have master' degree have opinions about Commodity higher than tourists those others. (Table 91 in Appendix C).

As pair difference comparison, the data show that according to education level difference, tourists those have bachelor' degree have opinions about Perceived image and Satisfaction higher than others. In addition, tourists those have master' degree have opinions about Perceived image and Satisfaction higher than tourists those others. (Table 92 in Appendix C).

4.6 The Style of Travel

Table 32 Comparison of Opinions about Thailand Country Images on Different Style of Travel for Chinese Tourists (ANOVA)

Thailand Country Images	Source of variance	df	SS	MS	F	p-value
total	within the	4	29.206	7.302	31.568	0.000*
	collective	395	91.363	0.231		
	group	399	120.570			

*With statistical significance at the level of 0.05

Regarding Table 32, it can be seen that there is overall difference between style of travel for Chinese tourists and opinions about Thailand Country Images at significance level of 0.05 ($p \leq 0.05$).

As pair difference comparison, it shows that tourists those come to Thailand of traveling style as honeymoon have opinions about Thailand Country Images higher than those come to Thailand of traveling style as travel alone and friend group. In addition, tourists those come to Thailand of traveling style as family trip have opinions about Thailand Country Images higher than those come to Thailand of traveling style as travel alone and friend group. Moreover, tourists those come to Thailand of traveling style as travel alone have opinions about Thailand Country Images lower than those come to Thailand of traveling style as travel friend group and those come to Thailand of traveling style as tour group. Finally yet importantly, the findings show that tourists those come to Thailand of traveling style as friend group have opinions about Thailand Country Image lower than those come to Thailand of traveling style as tour group. (Table 93 in Appendix C).

Table 33 Comparison of Opinions about Thailand Country Images of Different Style of Travel for Chinese Tourists (MANOVA)

Test statistics	Country Images	Hypothesis df	Error df	F	p-value
Wilks' Lambda	12 items	48.000	1481.247	8.748*	0.000

*At significance level of 0.05

As table 33, it can be seen that there is overall difference between travel style of Chinese tourists and opinions about Thailand Country Images at significance level of 0.05 ($p \leq 0.05$).

Therefore, the researcher conducted the Univariate Tests and the results showed that there was overall difference between travel style of Chinese tourists and opinions about Thailand Country Image in each item at 0.004 significance level, which are as follows: National System, National Capacity, National Characteristics, National Relationship, Environmental condition, Landscape and environment attractions, Atmosphere attractions, Activity Attractions, Services facilities attractions, Commodity, Price and value and Perceived image and satisfaction. (Table 94 in Appendix C).

As pair difference comparison, the data show that according to style of travel difference, tourists those come to Thailand of traveling style as honeymoon have opinions about National System higher than those come to Thailand of traveling style as travel alone and friend group. In addition, tourists those come to Thailand of traveling style as family trip have opinions about National System higher than those come to Thailand of traveling style as travel alone but lower than those come to Thailand of traveling style as tour group. Moreover, tourists those come to Thailand of traveling style as travel alone have opinions about National System lower than those come to Thailand of traveling style as travel friend group and tour group. The

findings show that tourists those come to Thailand of traveling style as friend group have opinions about National System lower than those come to Thailand of traveling style as tour group. (Table 95 in Appendix C).

The data also shows that tourists those come to Thailand of traveling style as honeymoon have opinions about National Capacity higher than those come to Thailand of traveling style as travel alone. In addition, tourists those come to Thailand of traveling style as family trip have opinions about National Capacity higher than those come to Thailand of traveling style as travel alone and friend group. Moreover, tourists those come to Thailand of traveling style as travel alone have opinions about National Capacity lower than those come to Thailand of traveling style as travel friend group and tour group. (Table 96 in Appendix C).

It can be seen that tourists those come to Thailand of traveling style as honeymoon have opinions about National Characteristics lower than those come to Thailand of traveling style as family trip but higher than tourists, those come to Thailand of traveling style as travel alone. In addition, tourists those come to Thailand of traveling style as family trip have opinions about National Characteristics higher than those come to Thailand of traveling style as travel alone and friend group. Moreover, tourists those come to Thailand of traveling style as travel alone have opinions about National Characteristics lower than those come to Thailand of traveling style as travel friend group and tour group. (Table 97 in Appendix C).

The data also shows that tourists those come to Thailand of traveling style as honeymoon have opinions about National Relationship higher than those come to Thailand of traveling style as travel alone and friend group. In addition, tourists those come to Thailand of traveling style as family trip have opinions about National Relationship higher than those come to Thailand of traveling style as travel alone and friend group. Moreover, tourists those come to Thailand of traveling style as travel alone have opinions about National Relationship lower than those come to Thailand of traveling style as travel friend group and tour group (Table 98 in Appendix C).

Through data analysis, we can know that tourists those come to Thailand of traveling style as honey moon have opinions about Environmental Conditions higher than those come to Thailand of traveling style as family trip travel alone and friend group. In addition, tourists those come to Thailand of traveling style as family trip have opinions about Environmental Conditions higher than those come to Thailand of traveling style as travel alone and friend. Moreover, tourists those come to Thailand of traveling style as travel alone have opinions about Environmental Conditions lower than those come to Thailand of traveling style as travel friend group and tour group. (Table 99 in Appendix C).

By data analysis, we can know that tourists those come to Thailand of traveling style as honeymoon have opinions about Landscape and Environment Attractions higher than those come to Thailand of travel alone and tour group. In addition, tourists those come to Thailand of traveling style as family trip have opinions about Landscape and Environment Attractions higher than those come to Thailand of traveling style as travel alone and friend group. Moreover, tourists those come to Thailand of traveling style as travel alone have opinions about Landscape and Environment Attractions lower than those come to Thailand of traveling style as travel friend group and lower than those come to Thailand of traveling style as tour group. (Table 100 in Appendix C).

The data also show that tourists those come to Thailand of traveling style as honeymoon have opinions about Atmosphere Attractions higher than those come to Thailand of traveling style as travel alone. In addition, tourists those come to Thailand of traveling style as family trip have opinions about Atmosphere Attractions higher than those come to Thailand of traveling style as travel alone and friend group. Moreover, tourists those come to Thailand of traveling style as travel alone have opinions about Atmosphere Attractions lower than those come to Thailand of traveling style as travel friend group. (Table 101 in Appendix C).

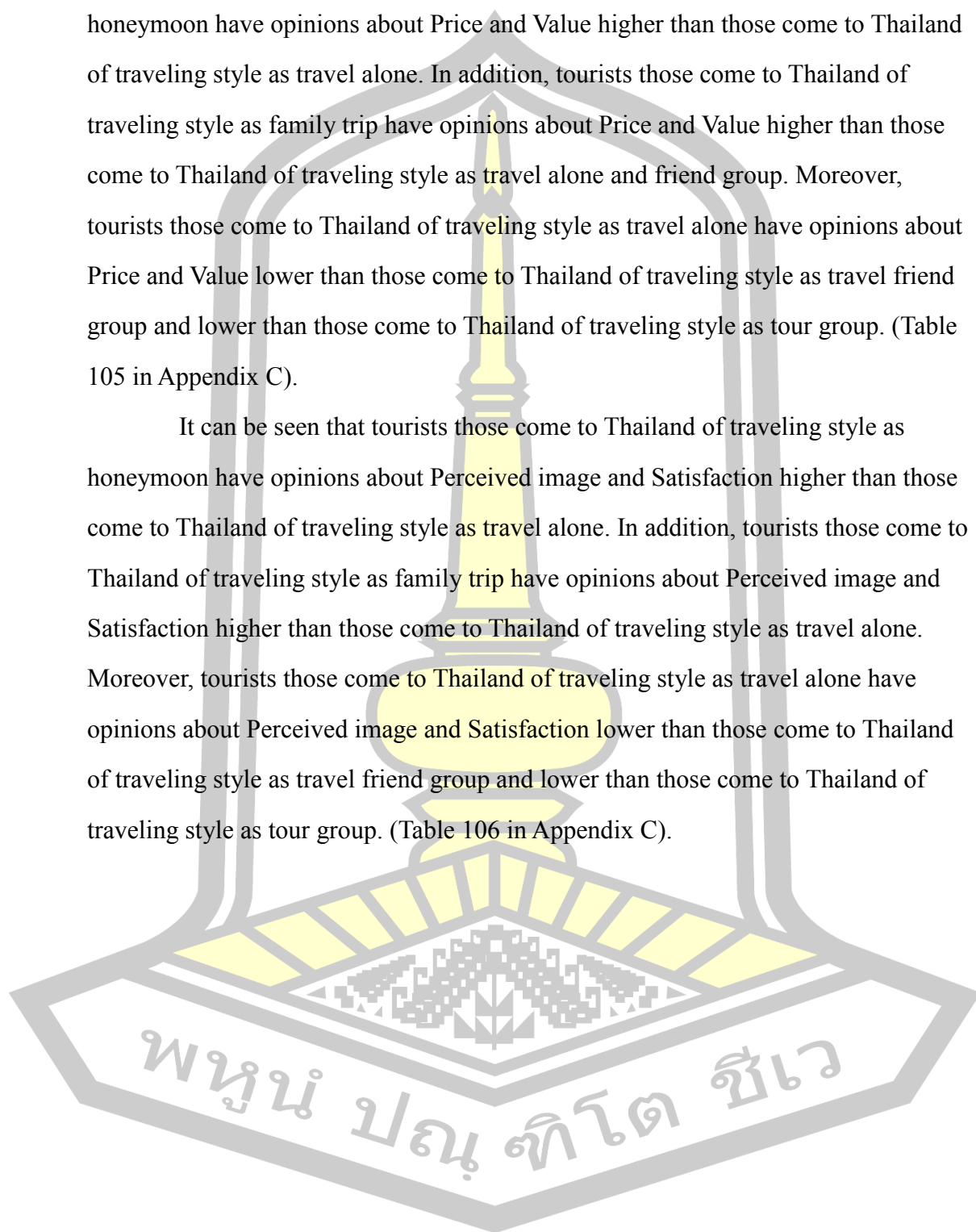
After data analysis, we learned that tourists those come to Thailand of traveling style as honeymoon have opinions about Activity Attractions higher than those come to Thailand of traveling style as travel alone and friend group. In addition, tourists those come to Thailand of traveling style as family trip have opinions about Activity Attractions higher than those come to Thailand of traveling style as travel alone and friend group. Moreover, tourists those come to Thailand of traveling style as travel alone have opinions about Activity Attractions lower than those come to Thailand of traveling style as travel friend group and those come to Thailand of traveling style as tour group. (Table 102 in Appendix C).

The data also shows that tourists those come to Thailand of traveling style as honeymoon have opinions about Services Facilities Attractions higher than those come to Thailand of traveling style as travel alone. In addition, tourists those come to Thailand of traveling style as family trip have opinions about Services Facilities Attractions higher than those come to Thailand of traveling style as travel alone. Moreover, tourists those come to Thailand of traveling style as travel alone have opinions about Services Facilities Attractions lower than those come to Thailand of traveling style as travel friend group and tour group. (Table 103 in Appendix C).

As pair difference comparison, the data shows that according to style of traveling difference, tourists those come to Thailand of traveling style as honey moon have opinions about Commodity lower than those come to Thailand of traveling style as family trip and tour group. In addition, tourists those come to Thailand of traveling style as family trip have opinions about Commodity higher than those come to Thailand of traveling style as travel alone. Moreover, tourists those come to Thailand of traveling style as travel alone have opinions about Commodity lower than those come to Thailand of traveling style as travel friend group and lower than those come to Thailand of traveling style as tour group. (Table 104 in Appendix C).

The data also show that tourists those come to Thailand of traveling style as honeymoon have opinions about Price and Value higher than those come to Thailand of traveling style as travel alone. In addition, tourists those come to Thailand of traveling style as family trip have opinions about Price and Value higher than those come to Thailand of traveling style as travel alone and friend group. Moreover, tourists those come to Thailand of traveling style as travel alone have opinions about Price and Value lower than those come to Thailand of traveling style as travel friend group and lower than those come to Thailand of traveling style as tour group. (Table 105 in Appendix C).

It can be seen that tourists those come to Thailand of traveling style as honeymoon have opinions about Perceived image and Satisfaction higher than those come to Thailand of traveling style as travel alone. In addition, tourists those come to Thailand of traveling style as family trip have opinions about Perceived image and Satisfaction higher than those come to Thailand of traveling style as travel alone. Moreover, tourists those come to Thailand of traveling style as travel alone have opinions about Perceived image and Satisfaction lower than those come to Thailand of traveling style as travel friend group and lower than those come to Thailand of traveling style as tour group. (Table 106 in Appendix C).



4.7 Experience about Traveling in Thailand

Table 34 the Difference of Thailand Country Image According to Experience about Traveling in Thailand of Respondents

Thailand Country Images	First time		Not the first time		t	p-value
	\bar{X}	S.D.	\bar{X}	S.D.		
1. National System	3.82	0.82	3.61	0.79	2.546*	0.011
2. National Capacity	3.02	0.83	2.72	0.76	3.770*	0.000
3. National Characteristics	4.26	0.57	3.95	0.69	4.901*	0.000
4. National Relationship	4.48	0.67	4.09	0.69	5.527*	0.000
5. Environmental Conditions	4.17	0.85	3.51	0.78	7.916*	0.000
6. Landscape and Environment Attractions	4.54	0.57	4.10	0.59	7.415*	0.000
7. Atmosphere Attractions	4.67	0.52	4.29	0.67	6.411*	0.000
8. Activity Attractions	4.55	0.62	4.15	0.64	6.298*	0.000
9. Services Facilities Attractions	4.11	0.67	3.79	0.63	4.807*	0.000
10. Commodity	4.15	0.60	3.96	0.75	2.668*	0.008
11. Price and Value	4.52	0.53	4.18	0.58	5.903*	0.000
12. Perceived image and Satisfaction	4.53	0.46	4.12	0.68	7.155*	0.000
Total	4.28	0.39	3.87	0.35	6.836*	0.000

*With statistical significance at the level of 0.05

Table 34 shows that the different experience perception of Thailand Country Image according to experience about traveling in Thailand. These data show significance difference in 12 dimensions because of experience about traveling in Thailand at significance level of 0.05.

Those 12 dimensions include National System, National Capacity, National Characteristics, National Relationship, Environmental Conditions, Landscape and environment Attractions, Atmosphere Attractions, Activity Attractions, Services facilities Attractions, Commodity, Price and Value and Perceived image and Satisfaction.

Part 5 shows the comparison of opinions about Behavioral Intention of Chinese Tourists that has different gender, age, marital status, and monthly income, level of education, the style of travel, and the experience about traveling Thailand. Table 37 to Table 50 are shown in these issues.

5.1 Gender

Table 35 The Difference of Behavioral Intention of Chinese Tourists According to Gender of Respondents

Behavioral Intention of Chinese Tourists	Male		Female		t	p-value
	\bar{X}	S.D.	\bar{X}	S.D.		
1. Consumption Intention	4.12	0.714	4.01	0.587	1.620	0.106
2. Revisit Intention	4.39	0.762	4.43	0.585	-0.560	0.576
3. Recommend Intentions	4.39	0.671	4.33	0.625	0.933	0.352
Total	4.30	0.633	4.26	0.508	0.765	0.464

*With statistical significance at the level of 0.05

Table 35 shows that the difference perception of Behavioral Intention according gender of respondents. The data shows that there is no difference of Behavioral Intention of Chinese tourists according to gender.

5.2 Age

Table 36 Comparison of Opinions about Behavioral Intention of Chinese Tourists on Different Age (ANOVA)

Behavioral Intention of Chinese Tourists	Source of variance	df	SS	MS	F	p-value
total	within the	3	14.168	4.723	16.729*	0.000
	collective	396	111.795	0.282		
	group	399	125.963			

*At significance level of 0.05

Regarding Table 36, it can be seen that there is overall difference between age of Chinese tourists and opinions about Behavioral Intention of Chinese Tourists at significance level of 0.05 ($p \leq 0.05$).

As pair difference comparison, it shows that tourists aged under 24 years old have opinions about Behavioral Intention higher than those than those tourists aged over 65 years old. In addition, tourists aged 24 to 44 years old have opinions about Behavioral Intention higher than those aged over 65 years old. Finally yet importantly, the findings show that tourists aged 45 to 64 years old have opinions about Behavioral Intention higher than those aged over 65 years old. (Table 107 in Appendix C).

Table 37 Comparison of Opinions about Behavioral Intention of Chinese Tourists on Different Age (MANOVA)

Test statistics	Behavioral Intention of Chinese Tourists	Hypothesis df	Error df	F	p-value
Wilks' Lambda	3 items	9.000	959.043	7.788*	0.000

*At significance level of 0.05

According to Table 37, it can be seen that there is overall difference between age of Chinese tourists and opinions about Behavioral Intention at significance level of 0.05 ($p \leq 0.05$).

Therefore, the researcher conducted the Univariate Tests and the results showed that there was overall difference between age of Chinese tourists and opinions about Behavioral Intention each item ($p \leq 0.017$) at significance of 0.017 as follow: Consumption Intention, Recommend Intention and Revisit Intention. (Table 108 in Appendix C).

As pair difference comparison, the data show that according to age difference, tourists aged under 24 years old have opinions about Consumption Intention higher than those aged over 65 years old. In addition, Tourists aged 24 to 44 years old have opinions about Consumption Intention higher than those aged over 65 years old. Finally yet importantly, the findings show that tourists aged 45 to 64 years old have opinions about Consumption Intention higher than those aged over 65 years old. (Table 109 in Appendix C).

The data also show that tourists aged under 24 years old have opinions about Consumption Intention higher than those over 65 years old. In addition, Tourists aged 24 to 44 years old have opinions about Recommend Intention higher than those aged over 65 years old. The findings show that tourists aged 45 to 64 years old have opinions about Recommend Intention higher than those aged over 65 years old. (Table 110 in Appendix C).

After data analysis, we can see that tourists aged under 24 years old have opinions about Consumption Intention higher than those aged over 65 years old. In addition, Tourists aged 24 to 44 years old have opinions about Revisit Intention higher than those over 65 years old, and the findings show that tourists aged 45 to 64 years old have opinions about Revisit Intention higher than those aged over 65 years old (Table 111 in Appendix C).

5.3 Marital Status

Table 38 Comparison of Opinions about Behavioral Intention of Chinese Tourists on Different Marital Status (ANOVA)

Behavioral Intention of Chinese Tourists	Source of variance	df	SS	MS	F	p-value
total	within the	4	9.542	2.386	8.094*	0.000
	collective	395	116.420	0.295		
	group	399	125.963			

*At significance level of 0.05

Regarding Table 38, it can be seen that there is overall difference between marital status of Chinese tourists and opinions about Behavioral Intention of Chinese Tourists at significance level of 0.05 ($p \leq 0.05$).

As pair difference comparison, it shows that tourists those are single have opinions about Behavioral Intention lower than those married and no child and lower than those married with child whose age is under 18 years old. Furthermore, tourists those married and have child whose age is over 18 years old have opinions about Behavioral Intention lower than those married and have child whose age is under 18 years old. (Table 112 in Appendix C).

Table 39 Comparison of Opinions about Behavioral Intention of Chinese Tourists of Different Marital Status (MANOVA)

Test statistics	Behavioral Intention of Chinese Tourists	Hypothesis df	Error df	F	p-value
Wilks' Lambda	3 items	12.000	1040.072	3.736*	0.000

*At significance level of 0.05

According to Table 39, it can be seen that there is overall difference between marital status of Chinese tourists and opinions about Behavioral Intention at significance level of 0.05 ($p \leq 0.05$).

Therefore, the researcher conducted the Univariate Tests and the results showed that there is overall difference between marital status of Chinese tourists and opinions about Behavioral Intention in each item at 0.017 significance level, which are as follow: Consumption Intention, Recommend Intention and Revisit Intention. (Table 113 in Appendix C).

As pair difference comparison, the data shows that according to marital status tourists those are single have opinions about Consumption Intention lower than those married and no child and still lower than those married with child whose age is under 18 years old. (Table 114 in Appendix C).

The data also show that tourists those are single have opinions about Recommend Intention lower than tourists those married and no child and those married with child whose age is under 18 years old. In addition, tourists those married and have child whose age is over 18 years old have opinions about Recommend Intention lower than those married and have child whose age is under 18 years old. (Table 115 in Appendix C).

After data analysis, the information we can get is tourists those are single have opinions about Revisit Intention lower than those married with child whose age is under 18 years old. (Table 116 in Appendix C).

5.4 Monthly income

Table 40 Comparison of Opinions about Behavioral Intention of Chinese Tourists on Different Income (ANOVA)

Behavioral Intention of Chinese Tourists	Source of variance	df	SS	MS	F	p-value
total	within the	3	0.992	0.331	1.048	0.371
	collective	396	124.971	0.316		
	group	399	125.963			

*At significance level of 0.05

Regarding Table 40, it can be seen that there is no significant different of opinion about Behavioral intention of Chinese tourists according to monthly income of respondents at significance level of 0.05 ($P \geq 0.05$)

Table 41 Comparison of Opinions about Behavioral Intention of Chinese Tourists of Different Income of Chinese Tourists (MANOVA)

Test statistics	Behavioral Intention of Chinese Tourists	Hypothesis df	Error df	F	p-value
Wilks' Lambda	3 items	9.000	959.043	1.450	0.162

*At significance level of 0.05

According to Table 41, it can be seen that there is no overall difference between income of Chinese tourists and opinions about Behavioral Intention at significance level of 0.05 ($p > 0.05$).

5.5 Level of Education

Table 42 Comparison of Opinions about Behavioral Intention of Chinese Tourists on Different Level of Education of Chinese Tourists (ANOVA)

Behavioral Intention of Chinese Tourists	Source of variance	df	SS	MS	F	p-value
total	within the	4	8.050	2.012	6.741*	0.000
	collective	395	117.913	0.299		
	group	399	125.963			

*At significance level of 0.05

Regarding Table 42, it can be seen that there is overall difference between education level of Chinese tourists and opinions about Behavioral Intention at significance level of 0.05 ($p \leq 0.05$).

As pair difference comparison, it shows that tourists those have bachelor' degree have opinions about Behavioral Intention higher than those have master's degree and others. In addition, tourists those have master' degree have opinions about Behavioral Intention higher than tourists those others. Last but not least, the findings show that tourists those have doctor' degree have opinions about Behavioral Intention higher than that level education is others. (Table 117 in Appendix C).

Table 43 Comparison of Opinions about Behavioral Intention of Chinese Tourists in Different Level of Education (MANOVA)

Test statistics	Behavioral Intention of Chinese Tourists	Hypothesis df	Error df	F	p-value
Wilks' Lambda	3 items	12.000	1040.072	4.466*	0.000

*At significance level of 0.05

According to Table 43, it can be seen that there is overall difference between education level of Chinese tourists and opinions about Behavioral Intention at significance level of 0.05 ($p \leq 0.05$).

Therefore, the researcher conducted the Univariate Tests and the results showed that there was overall difference between education level of Chinese tourists and opinions about Behavioral Intention in each item at 0.017 significance level, which are as follows: Consumption Intention, Recommend Intention and Revisit Intention. (Table 118 in Appendix C).

As pair difference comparison, the data show that according to education level difference, tourists those have bachelor' degree have opinions about Consumption Intention higher than those have master's degree and others. In addition, tourists those have master' degree have opinions about Consumption Intention higher than tourists those others. Last but not least, the findings show that tourists those have doctor' degree have opinions about Consumption Intention higher than that level education is others. (Table 119 in Appendix C).

The data also show that tourists those have bachelor' degree have opinions about Recommend Intention higher than those others. In addition, tourists those have master' degree have opinions about Recommend Intention higher than others. (Table 120 in Appendix C).

Regarding to data, it can be seen that tourists those have bachelor' degree have opinions about Revisit Intention higher than others. (Table 121 in Appendix C).

5.6 The Style of Travel

Table 44 Comparison of Opinions about Behavioral Intention of Chinese Tourists on Different Style of Travel (ANOVA)

Behavioral Intention of Chinese Tourists	Source of variance	df	SS	MS	F	p-value
total	within the	4	24.633	6.158	24.000*	0.000
	collective	395	101.330	0.257		
	group	399	125.963			

*At significance level of 0.05

Regarding Table 44, it can be seen that there is overall difference between style of travel for Chinese tourists and opinions about Behavioral Intention at significance level of 0.05 ($p \leq 0.05$).

At pair difference comparison, it shows that tourists those come to Thailand of traveling style as honeymoon have opinions about Behavioral Intention higher than those come to Thailand of traveling style as travel alone and friend group. In addition, tourists those come to Thailand of traveling style as family trip have opinions about Behavioral Intention higher than those come to Thailand of traveling style as travel alone and friend group. Moreover, tourists those come to Thailand of traveling style as travel alone have opinions about Behavioral Intention lower than those come to Thailand of traveling style as travel friend group and tour group (Table 122 in Appendix C).

Table 45 Comparison of Opinions about Behavioral Intention of Chinese Tourists of Different Style of Travel for Chinese Tourist (MANOVA)

Test statistics	Behavioral Intention of Chinese Tourists	Hypothesis df	Error df	F	p-value
Wilks' Lambda	3 items	12.000	1040.072	10.865*	0.000

*At significance level of 0.05

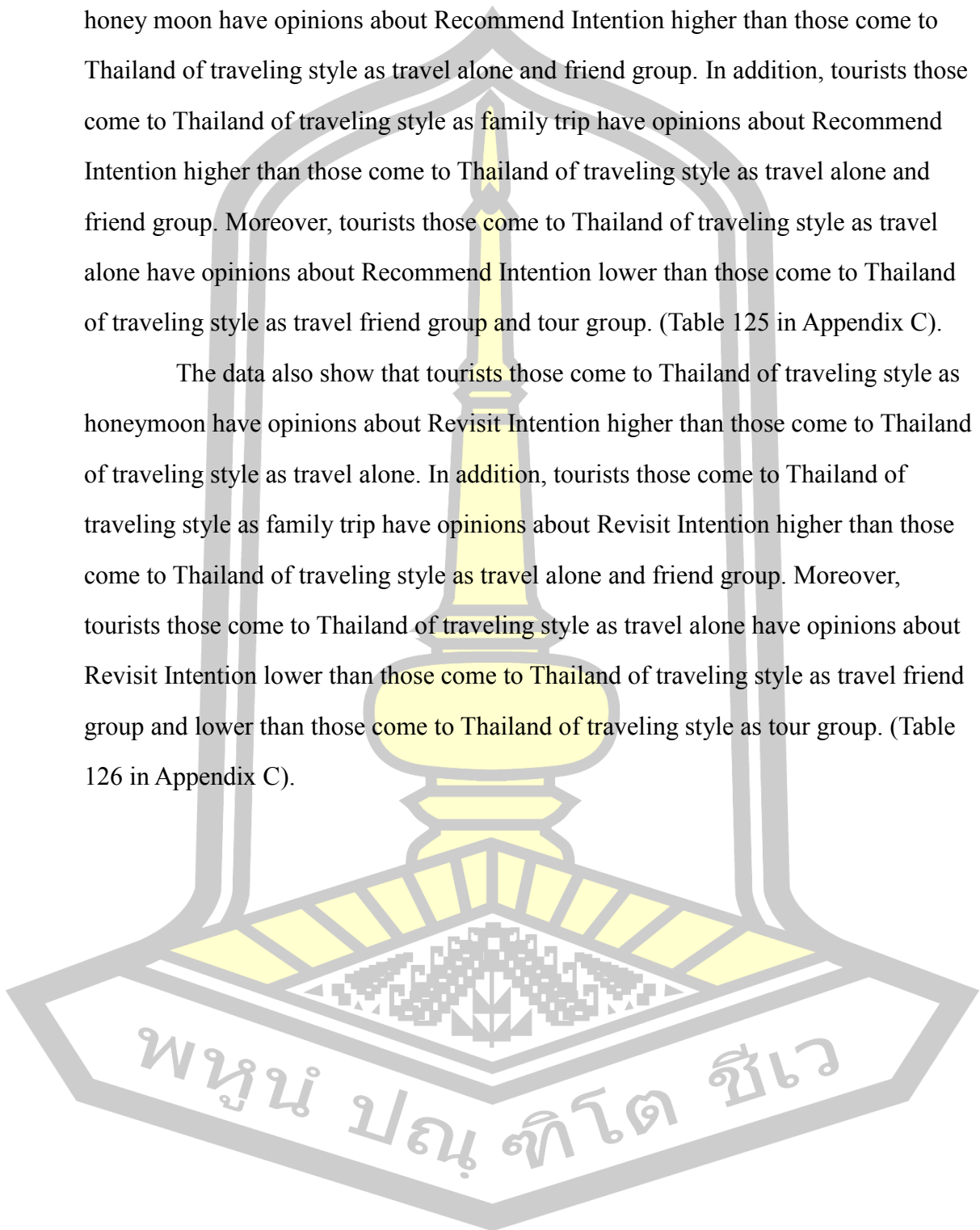
As table 45, It can be seen that there is overall difference between travel style of Chinese tourists and opinions about Behavioral Intention at significance level of 0.05 ($p \leq 0.05$).

Therefore, the researcher conducted the Univariate Tests, the results showed that: there is overall difference between travel style of Chinese tourists and opinions about Behavioral Intention each item at significance level of 0.017 ($p \leq 0.017$) as follow: Consumption Intention, Recommend Intention and Revisit Intention (Table 123 in Appendix C).

At pair difference comparison, the data shows that according to travel style tourists those come to Thailand of traveling style as honeymoon have opinions about Consumption Intention higher than those come to Thailand of traveling style as travel alone. In addition, tourists those come to Thailand of traveling style as family trip have opinions about Consumption Intention higher than those come to Thailand of traveling style as travel alone. Moreover, tourists those come to Thailand of traveling style as travel alone have opinions about Consumption Intention lower than those come to Thailand of traveling style as travel friend group and lower than those come to Thailand of traveling style as tour group. (Table 124 in Appendix C).

Regarding the data tourists those come to Thailand of traveling style as honeymoon have opinions about Recommend Intention higher than those come to Thailand of traveling style as travel alone and friend group. In addition, tourists those come to Thailand of traveling style as family trip have opinions about Recommend Intention higher than those come to Thailand of traveling style as travel alone and friend group. Moreover, tourists those come to Thailand of traveling style as travel alone have opinions about Recommend Intention lower than those come to Thailand of traveling style as travel friend group and tour group. (Table 125 in Appendix C).

The data also show that tourists those come to Thailand of traveling style as honeymoon have opinions about Revisit Intention higher than those come to Thailand of traveling style as travel alone. In addition, tourists those come to Thailand of traveling style as family trip have opinions about Revisit Intention higher than those come to Thailand of traveling style as travel alone and friend group. Moreover, tourists those come to Thailand of traveling style as travel alone have opinions about Revisit Intention lower than those come to Thailand of traveling style as travel friend group and lower than those come to Thailand of traveling style as tour group. (Table 126 in Appendix C).



5.7 Experience about Traveling in Thailand

Table 46 The Difference of Behavioral Intention of Chinese Tourists According to Experience about Traveling in Thailand of Respondents

Behavioral Intention of Chinese Tourists	First time		Not the first time		t	p-value
	\bar{X}	S.D.	\bar{X}	S.D.		
1. Consumption Intention	4.24	0.502	3.92	0.698	5.101*	0.000
2. Recommend Intention	4.64	0.509	4.25	0.711	6.335*	0.000
3. Revisit Intention	4.44	0.597	4.29	0.669	2.296*	0.000
Total	4.44	0.438	4.15	0.609	5.468*	0.000

*With statistical significance at the level of 0.05

Table 46 shows the difference perception of Behavioral Intention according to experience about traveling in Thailand of respondents. The data show significant difference in three dimensions as the result of experience about traveling in Thailand at significance level of 0.05.

Three dimensions include Consumption Intention Recommend Intention Revisit Intention.

Part 6 shows the analysis of multiple correlations and multiple regression as well as presents prediction equation of Thailand Country Images as independent variable in response to Behavioral Intention of Chinese Tourists in Thailand. The hypotheses have been established, which are in the following:

Ha. Country Images in the dimension of National System correlates and effects on Behavioral Intention of Chinese tourists in Thailand.

Hb. Country Images in the dimension of National Capacity correlates and effects on Behavioral Intention of Chinese tourists in Thailand.

Hc. Country Images in the dimension of National Characteristics correlates and effects on Behavioral Intention of Chinese tourists in Thailand.

Hd. Country Images in the dimension of National Relationship correlates and effects on Behavioral Intention of Chinese tourists in Thailand.

He. Country Images in the dimension of Environmental Conditions correlates and effects on Behavioral Intention of Chinese tourists in Thailand.

Hf. Country Images in the dimension of Landscape and Environment Attractions correlates and effects on Behavioral Intention of Chinese tourists in Thailand.

Hg. Country Images in the dimension of Atmosphere Attractions correlates and effects on Behavioral Intention of Chinese tourists in Thailand.

Hh. Country Images in the dimension of Activity Attractions correlates and effects on Behavioral Intention of Chinese tourists in Thailand.

Hi. Country Images in the dimension of Services Facilities Attractions correlates and effects on Behavioral Intention of Chinese tourists in Thailand.

Hj. Country Images in the dimension of Commodity correlates and effects on Behavioral Intention of Chinese tourists in Thailand.

Hk. Country Images in the dimension of Price and Value correlates and effects on Behavioral Intention of Chinese tourists in Thailand.

Hl. Country Images in the dimension of Perceived image and Satisfaction correlates and effects on Behavioral Intention of Chinese tourists in Thailand.

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Table 47 Correlation Analysis of Thailand Country Images and overall Behavioral Intention of Chinese tourists in Thailand

TCI	CTBI	NS	NC	NCh	NR	EC	LEA	AtA	AcA	SFA	Co	PV	PIS	VIFs
\bar{X}	4.27	3.70	2.85	4.08	4.25	3.78	4.29	4.45	4.32	3.92	4.04	4.32	4.29	
CTBI		0.360 ^{***}	0.494 ^{**}	0.681 ^{**}	0.629 ^{**}	0.615 ^{***}	0.722 ^{**}	0.673 ^{**}	0.738 ^{**}	0.642 ^{**}	0.599 ^{**}	0.775 ^{**}	0.790 ^{**}	
NS			0.572 ^{**}	0.517 ^{**}	0.586 ^{**}	0.569 ^{**}	0.476 ^{**}	0.339 ^{**}	0.415 ^{**}	0.563 ^{**}	0.276 ^{**}	0.360 ^{**}	0.385 ^{**}	2.089
NC				0.517 ^{**}	0.487 ^{**}	0.694 ^{**}	0.471 ^{**}	0.338 ^{**}	0.449 ^{**}	0.596 ^{**}	0.388 ^{**}	0.475 ^{**}	0.390 ^{**}	2.515
NCh					0.689 ^{**}	0.686 ^{**}	0.715 ^{**}	0.632 ^{**}	0.626 ^{**}	0.663 ^{**}	0.647 ^{**}	0.731 ^{**}	0.757 ^{**}	3.681
NR						0.684 ^{**}	0.690 ^{**}	0.645 ^{**}	0.691 ^{**}	0.613 ^{**}	0.432 ^{**}	0.635 ^{**}	0.646 ^{**}	2.975
EC							0.724 ^{**}	0.593 ^{**}	0.637 ^{**}	0.679 ^{**}	0.404 ^{**}	0.599 ^{**}	0.585 ^{**}	3.785
LEA								0.726 ^{**}	0.779 ^{**}	0.674 ^{**}	0.492 ^{**}	0.729 ^{**}	0.737 ^{**}	4.000
AtA									0.797 ^{**}	0.617 ^{**}	0.512 ^{**}	0.680 ^{**}	0.693 ^{**}	3.337
AcA										0.683 ^{**}	0.494 ^{**}	0.735 ^{**}	0.719 ^{**}	4.296
SFA											0.621 ^{**}	0.671 ^{**}	0.682 ^{**}	3.250
Co												0.663 ^{**}	0.712 ^{**}	2.637
PV													0.853 ^{**}	4.693
PIS														5.445
*With statistical significance at the level of 0.01														

From Table 47, it is indicated that each independent variable is related to each other, which may occur multi-collinearity; this possible problem has been detected by using VIFs and it shows the value between 2.089 to 5.445, which is less than 10, indicating that independent variables are related but not causing multicollinearity problems (Black, 2006: 585).

When considering the correlation coefficient between independent variables, Thailand Country Image in each dimension, it is found to be related to dependent variable, overall Behavioral Intention of Chinese tourists in Thailand. These significant correlations show correlation coefficient values ranging from 0.360 to 0.790, with significance level of 0.01.

After that, the researcher conducted multiple regression analysis and created an equation to predict Chinese Tourist Behavioral Intention (CTBI) as follows:

$$\begin{aligned} \text{CTBI} = & 0.754 - 0.067\text{NS} + 0.112\text{NC} + 0.017\text{NCh} + 0.036\text{NR} + 0.005\text{EC} + \\ & 0.099\text{LEA} + 0.031\text{AtA} + 0.166\text{AcA} - 0.021\text{SFA} + 0.033\text{Co} + \\ & 0.131\text{PV} + 0.305\text{PIS} \end{aligned}$$

This equation can predict overall Chinese Tourist Behavioral Intention (CTBI) with statistical significance at the level of 0.05 ($F = 83.831$; $p = 0.000$), and the adjusted R^2 is 0.714 (Table 48).

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Table 48 Regression Analysis Test between Thailand Country Images and Overall Behavioral Intention of Chines Tourists in Thailand

Thailand Country Images	Overall Behavioral Intention		t	P-value
	Regression coefficient	Standard Error		
Constant (a)	0.754	0.128	5.870*	0.000
1. National System	-0.067	0.027	-2.483*	0.013
2. National Capacity	0.112	0.030	3.789*	0.000
3. National Characteristics	-0.017	0.044	0.399	0.690
4. National Relationship	0.036	0.037	0.988	0.324
5. Environmental Conditions	0.005	0.034	0.147	0.883
6. Landscape and Environment Attractions	0.099	0.049	2.032*	0.043
7. Atmosphere Attractions	0.031	0.043	0.724	0.470
8. Activity Attractions	0.166	0.047	3.515*	0.000
9. Services Facilities Attractions	-0.021	0.041	-0.519	0.604
10. Commodity	0.033	0.035	0.939	0.348
11. Price and Value	0.131	0.056	2.351*	0.019
12. Perceived image and Satisfaction	0.305	0.056	5.451*	0.000
F=83.831 P=0.000 Adj R ² = 0.714				

*With statistical significance at the level of 0.05

From Table 48, it illustrates that National System, National Capacity, Landscape and Environment Attractions, Activity Attractions, Price and Value, Perceived image and Satisfaction had positive relationship and impact on Behavioral Intention (BI), with significance level of 0.05. These lead to the acceptance of Ha, Hb, Hf, Hh, Hk and Hl.

When taking significant independent variables in dimensions of National System, National Capacity, Landscape and Environment Attractions, Activity Attractions, Price and Value, and Perceived Image and Satisfaction to create predicted equation for predicting the overall Behavioral Intention, the data show the predicted equation as below with adjusted R^2 is 0.715.(Table 127 in Appendix D).

$$CTBI= 0.791-0.059NS+0.116NC+0.113LEA+0.185AcA+0.146PV+0.340PIS$$

This equation can predict overall Chinese Tourists Behavioral Intention (CTBI) with statistical significance at the level of 0.05 ($F = 168.044$; $p = 0.000$), and the adjusted R^2 is 0.715 (Table 127 in Appendix D).

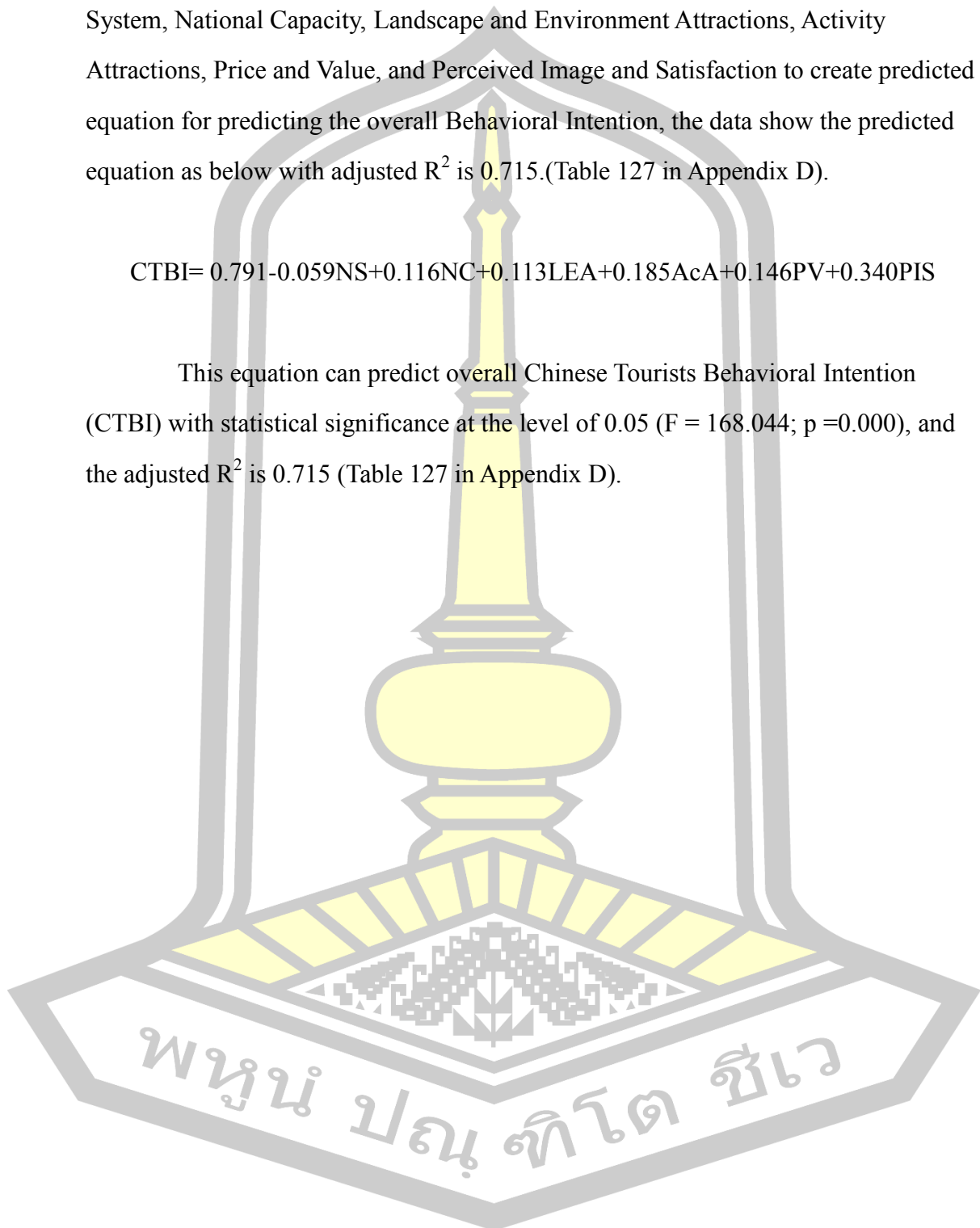


Table 49 Correlation Analysis of Thailand Country Images and Behavioral Intention in the Dimension of Consumption Intention of Chinese tourist in Thailand

TCl	CI	NS	NC	NCh	NR	EC	LEA	AtA	AcA	SFA	Co	PV	PIS	VIFs
\bar{X}	4.06	3.70	2.85	4.08	4.25	3.78	4.29	4.45	4.32	3.92	4.04	4.32	4.29	
CI	1	.348**	.510**	.685**	.597**	.603**	.694**	.612**	.712**	.674**	.671**	.760**	.813**	
NS	1		.572**	.517**	.586**	.569**	.476**	.339**	.415**	.563**	.276**	.360**	.385**	2.089
NC		1		.517**	.487**	.694**	.471**	.338**	.449**	.596**	.388**	.475**	.390**	2.515
NCh			1		.689**	.686**	.715**	.632**	.626**	.663**	.647**	.731**	.757**	3.681
NR				1		.684**	.690**	.645**	.691**	.613**	.432**	.635**	.646**	2.975
EC					1		.724**	.593**	.637**	.679**	.404**	.599**	.585**	3.785
LEA						1		.726**	.779**	.674**	.492**	.729**	.737**	4.000
AtA							1		.797**	.617**	.512**	.680**	.693**	3.337
AcA								1		.683**	.494**	.735**	.719**	4.296
SFA									1		.621**	.671**	.682**	3.250
Co										1		.663**	.712**	2.637
PV											1		.853**	4.693
PIS												1		5.445

*With statistical significance at the level of 0.01

From Table 49, it indicated that each independent variable is related to each other, which may occur multi-collinearity; this possible problem has been detected by using VIFs and it shows the value between 2.089 to 5.445, which is less than 10, indicating that independent variables are related but not causing multicollinearity problems (Black, 2006: 585).

When considering the correlation coefficient between independent variables, Thailand Country Image in each dimension. It is found to be related to dependent variable, Chinese tourists Consumption Intention in Thailand. These significant correlations show correlation coefficient values ranging from 0.348 to 0.813. With significance level of 0.01.

After that, the researcher conducted multiple regression analysis and created an equation to predict Consumption Intention (CI) as follows:

$$CI = 0.199 - 0.104NS + 0.139NC + 0.017NCh + 0.019NR + 0.019EC + 0.082LEA - 0.118AtA + 0.228AcA + 0.047SFA + 0.140Co + 0.006PV + 0.474PIS$$

This equation can predict overall Consumption Intention (CI) with statistical significance at the level of 0.05 ($F = 95.379$; $p = 0.000$), and the adjusted R^2 is 0.739 (Table 50).

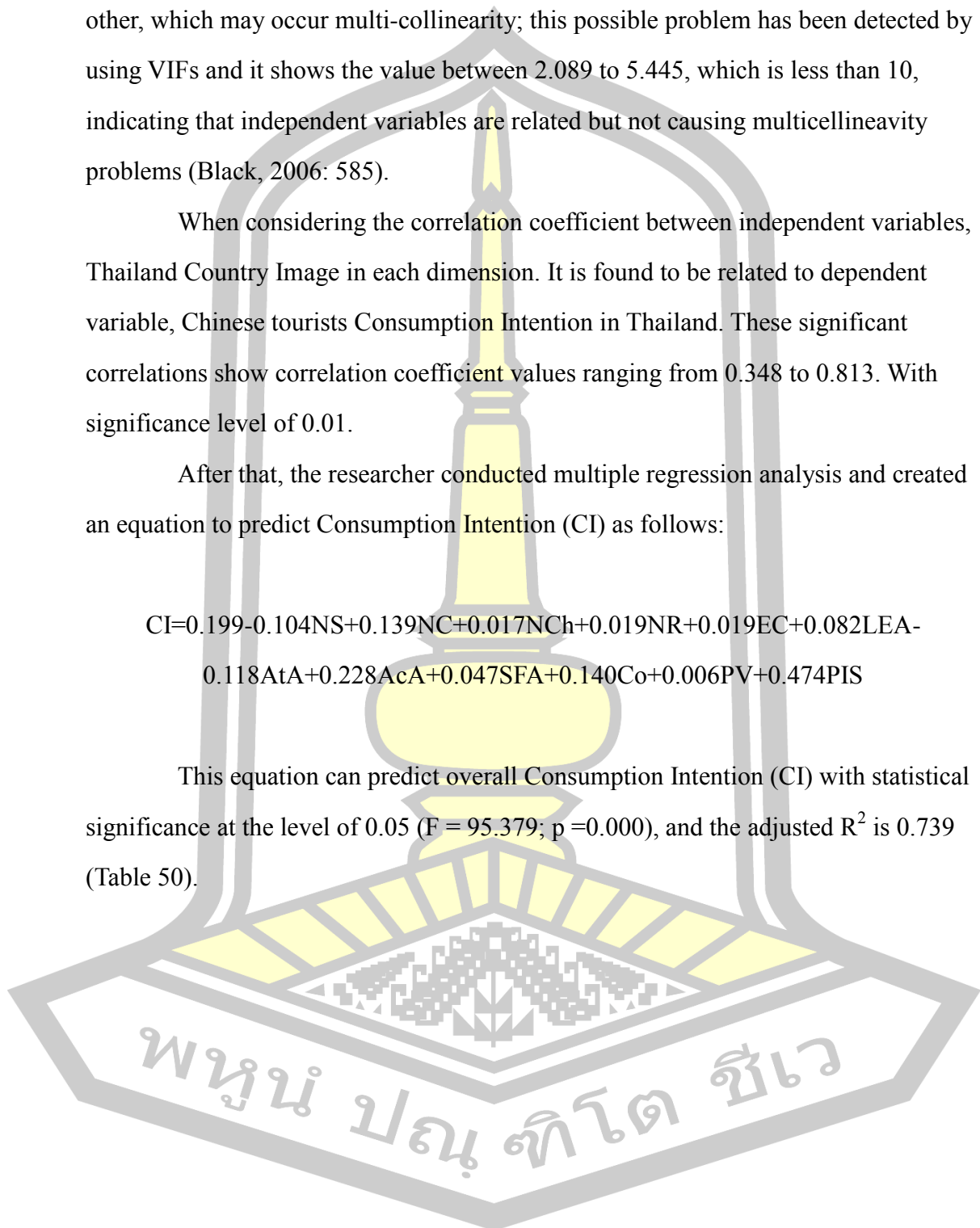


Table 50 Regression Analysis Test between Thailand Country Images and Consumption Intention of Chinese Tourists in Thailand

Thailand Country Images	Consumption Intention		t	P-value
	Regression coefficient	Standard Error		
Constant (a)	0.199	0.140	1.418	0.157
1. National System	-0.104	0.029	-3.550*	0.000
2. National Capacity	0.139	0.032	4.293*	0.000
3. National Characteristics	0.017	0.048	0.365	0.715
4. National Relationship	0.019	0.040	0.484	0.628
5. Environmental Conditions	0.019	0.037	0.516	0.606
6. Landscape and Environment Attractions	0.082	0.053	1.550	0.122
7. Atmosphere Attractions	-0.118	0.047	-2.518*	0.012
8. Activity Attractions	0.228	0.052	4.414*	0.000
9. Services Facilities Attractions	0.047	0.045	1.038	0.300
10. Commodity	0.140	0.038	3.652*	0.000
11. Price and Value	0.006	0.061	0.107	0.915
12. Perceived image and Satisfaction	0.474	0.061	7.756*	0.000
F=95.379 P=0.000 Adj R ² = 0.739				

*With statistical significance at the level of 0.05

From Table 50, it illustrates that National System, National Capacity, Atmosphere Attractions, Activity Attractions, Commodity, Perceived image and Satisfaction had positive relationship and impact on Consumption Intention (CI), with significance level of 0.05. These lead to the acceptance of H_a, H_b, H_g, H_h, H_{0j} and H_l.

When taking significant independent variables in dimensions of National System, National Capacity, Atmosphere Attractions, Activity Attractions, Commodity, Perceived image and Satisfaction to create predicted equation for predicting the Behavioral Intention in the aspect of Consumption Intention (CI), the data show the predicted equation as below with adjusted R^2 is 0.737.(Table 128 in Appendix D).

$$CI = 0.204 - 0.080NS + 0.170NC + 0.219AcA + 0.137Co + 0.514PIS$$

This equation can predict overall Consumption Intention (CI) with statistical significance at the level of 0.05, $F = 224.976$; $p = 0.000$. (Table 129 in Appendix D).

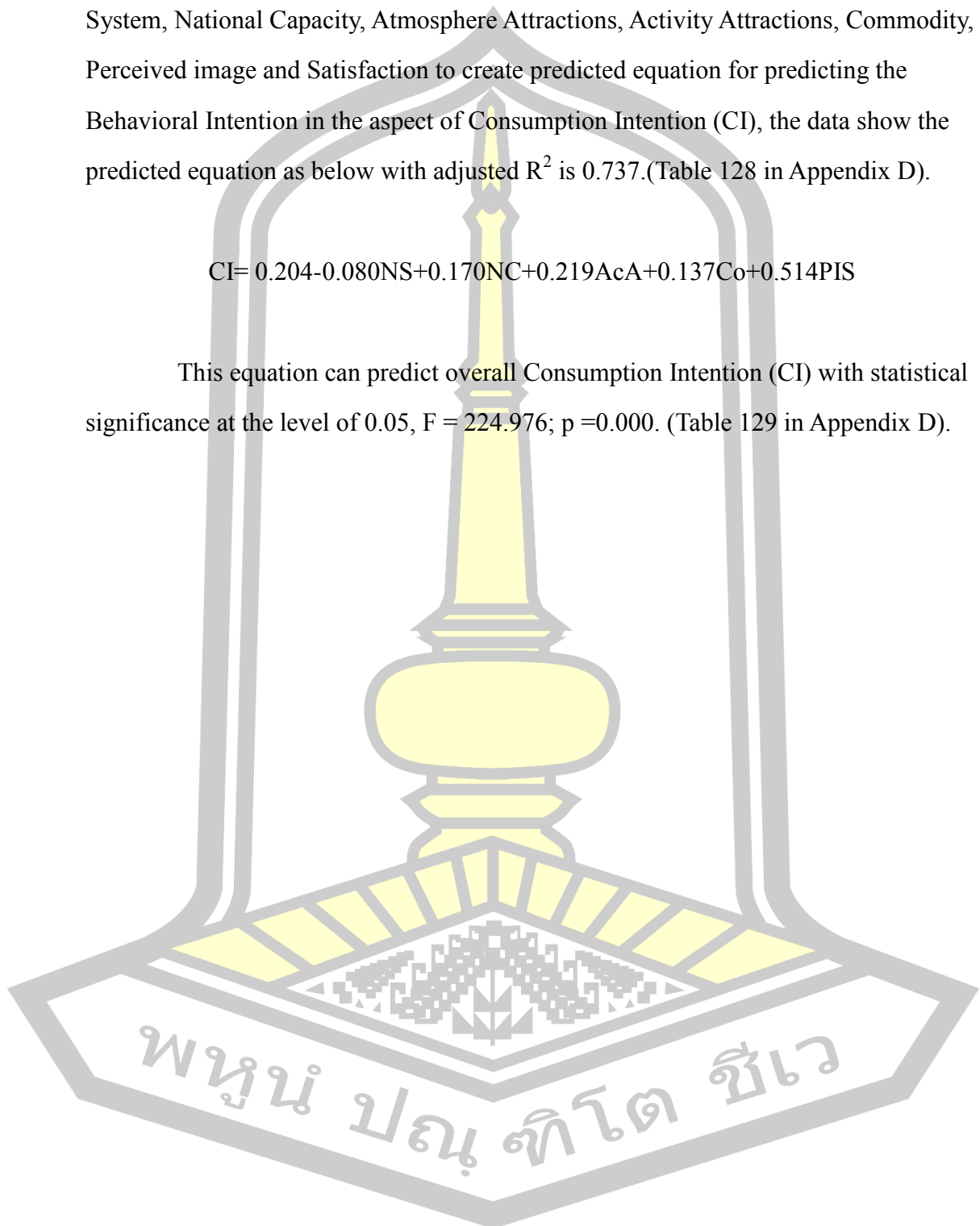


Table 51 Correlation Analysis of Thailand Country Images and Behavioral Intention in the Dimension of Chinese Tourist Recommend Intention in Thailand

TCI	RCI	NS	NC	NCh	NR	EC	LEA	AtA	AcA	SFA	Co	PV	PIS	VIFs
\bar{X}	4.41	3.70	2.85	4.08	4.25	3.78	4.29	4.45	4.32	3.92	4.04	4.32	4.29	
RCI	1	.308**	.387**	.636**	.627**	.601**	.743**	.730**	.763**	.583**	.474**	.747**	.743**	
NS	1	1	.572**	.517**	.586**	.569**	.476**	.339**	.415**	.563**	.276**	.360**	.385**	2.089
NC		1	1	.517**	.487**	.694**	.471**	.338**	.449**	.596**	.388**	.475**	.390**	2.515
NCh			1	1	.689**	.686**	.715**	.632**	.626**	.663**	.647**	.731**	.757**	3.681
NR				1	1	.684**	.690**	.645**	.691**	.613**	.432**	.635**	.646**	2.975
EC					1	1	.724**	.593**	.637**	.679**	.404**	.599**	.585**	3.785
LEA						1	1	.726**	.779**	.674**	.492**	.729**	.737**	4.000
AtA							1	1	.797**	.617**	.512**	.680**	.693**	3.337
AcA								1	1	.683**	.494**	.735**	.719**	4.296
SFA									1	1	.621**	.671**	.682**	3.250
Co										1	1	.663**	.712**	2.637
PV											1	1	.853**	4.693
PIS												1	1	5.445

*With statistical significance at the level of 0.01

From Table 51, it shows that each independent variable is related to each other, which may occur multi-collinearity; this possible problem has been detected by using VIFs and it shows the value between 2.089 to 5.445, which is less than 10, indicating that independent variables are related but not causing multicollinearity problems (Black, 2006: 585).

When considering the correlation coefficient between independent variables, Thailand Country Image in each dimension was found to be related to dependent variables, Chinese tourists Recommend Intention in Thailand. These significant correlations show correlation coefficient values ranging from 0.308 to 0.763. With significance level of 0.01.

After that, the researcher conducted multiple regression analysis and created an equation to predict Recommend Intention (RCI) as follows:

$$RCI=0.321-0.093NS+0.023NC+0.023NCh+0.043NR+0.042EC+0.173LEA+0.179AtA+0.218AcA-0.042SFA-0.112Co+0.224PV+0.258PIS$$

This equation can predict Behavioral Intention in the dimension of Recommend Intention (RCI) with statistical significance at the level of 0.05 ($F = 80.631$; $p = 0.000$), and the adjusted R^2 is 0.705 (Table 52).

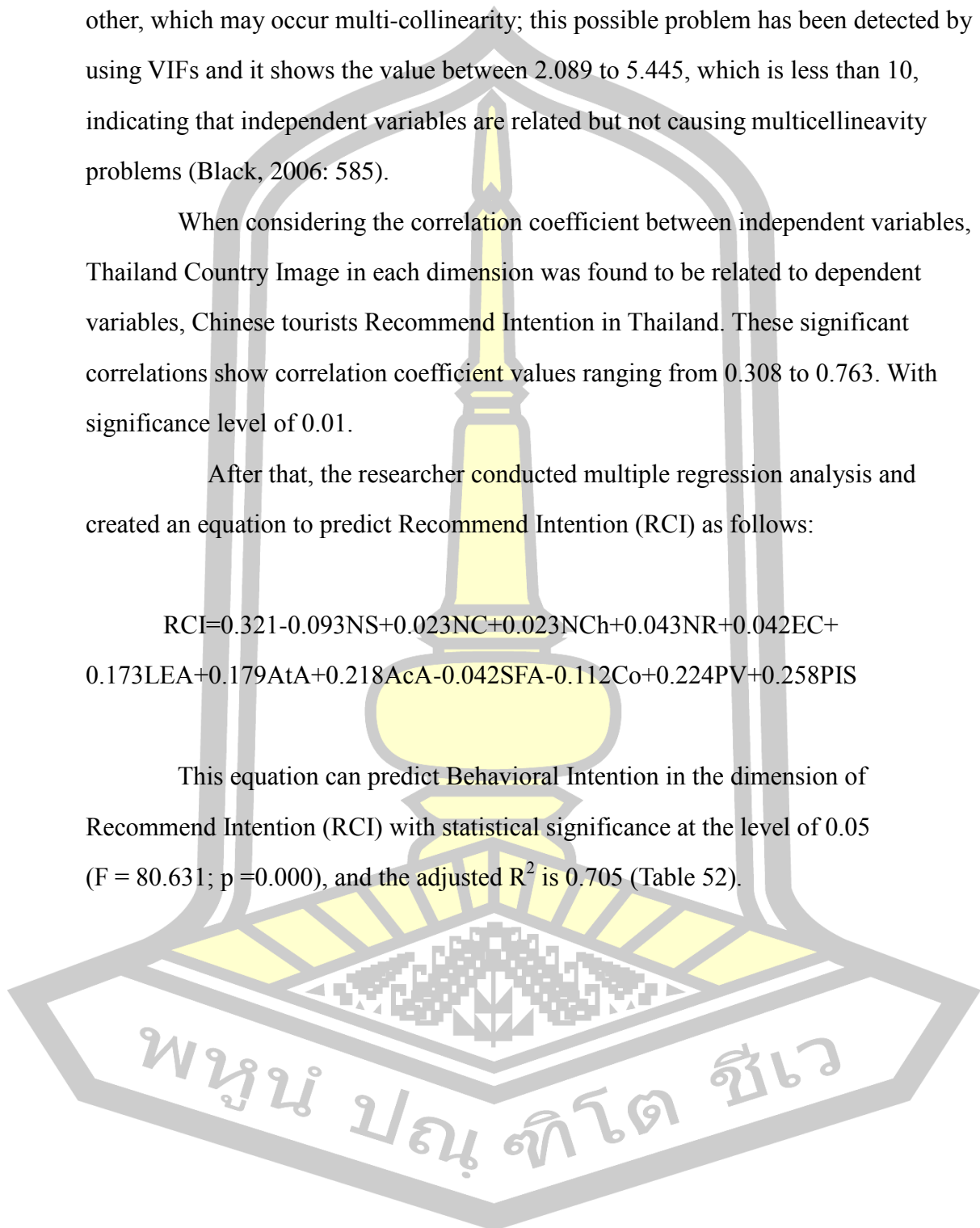


Table 52 Regression Analysis Test between Thailand Country Images and Chinese tourist Behavioral Intention in the Dimension of Recommend Intention in Thailand

Thailand Country Image	Recommend Intention		t	P-value
	Regression coefficient	Standard Error		
Constant (a)	0.321	0.154	2.092	0.037
1. National System	-0.093	0.032	-2.899*	0.004
2. National Capacity	0.023	0.035	.636	0.525
3. National Characteristics	0.023	0.052	.450	0.653
4. National Relationship	0.043	0.044	.980	0.328
5. Environmental Conditions	0.042	0.040	1.050	0.294
6. Landscape and Environment Attractions	0.173	0.058	2.980*	0.003
7. Atmosphere Attractions	0.179	0.051	3.479*	0.001
8. Activity Attractions	0.218	0.057	3.854*	0.000
9. Services Facilities Attractions	-0.042	0.049	-.850	0.396
10. Commodity	-0.112	0.042	-2.659	0.008
11. Price and Value	0.224	0.067	3.359*	0.001
12. Perceived image and Satisfaction	0.258	0.067	3.862*	0.000
F= 80.631 P= 0.000 Adj R ² =0.705				

*With statistical significance at the level of 0.05

From Table 52, it illustrates that National System, Landscape and environment Attractions, Atmosphere Attractions, Activity Attractions, Price and Value, Perceived image and Satisfaction had positive relationship and impact on Behavioral Intention in the dimension of Recommend Intention (RCI), with significance level of 0.05. These lead to the acceptance of Ha, Hf, Hg, Hh, Hk and Hl.

When taking significant independent variables in dimensions of National System, Landscape and Environment Attractions, Atmosphere Attractions, Activity Attractions, Price and Value and Perceived image and Satisfaction to create predicted equation for forecasting the Behavioral Intention in the dimension of Recommend Intention, the data show the predicted equation as below with adjusted R^2 is 0.699.(Table 130 in Appendix D).

$$RCI= 0.197-0.067NS+0.226LEA+0.175AtA+0.235AcA+0.212PV+0.182PIS$$

This equation can predict overall Recommend Intention (RCI) with statistical significance at the level of 0.05, $F = 155.153$; $p = 0.000$. (Table 130 in Appendix D).

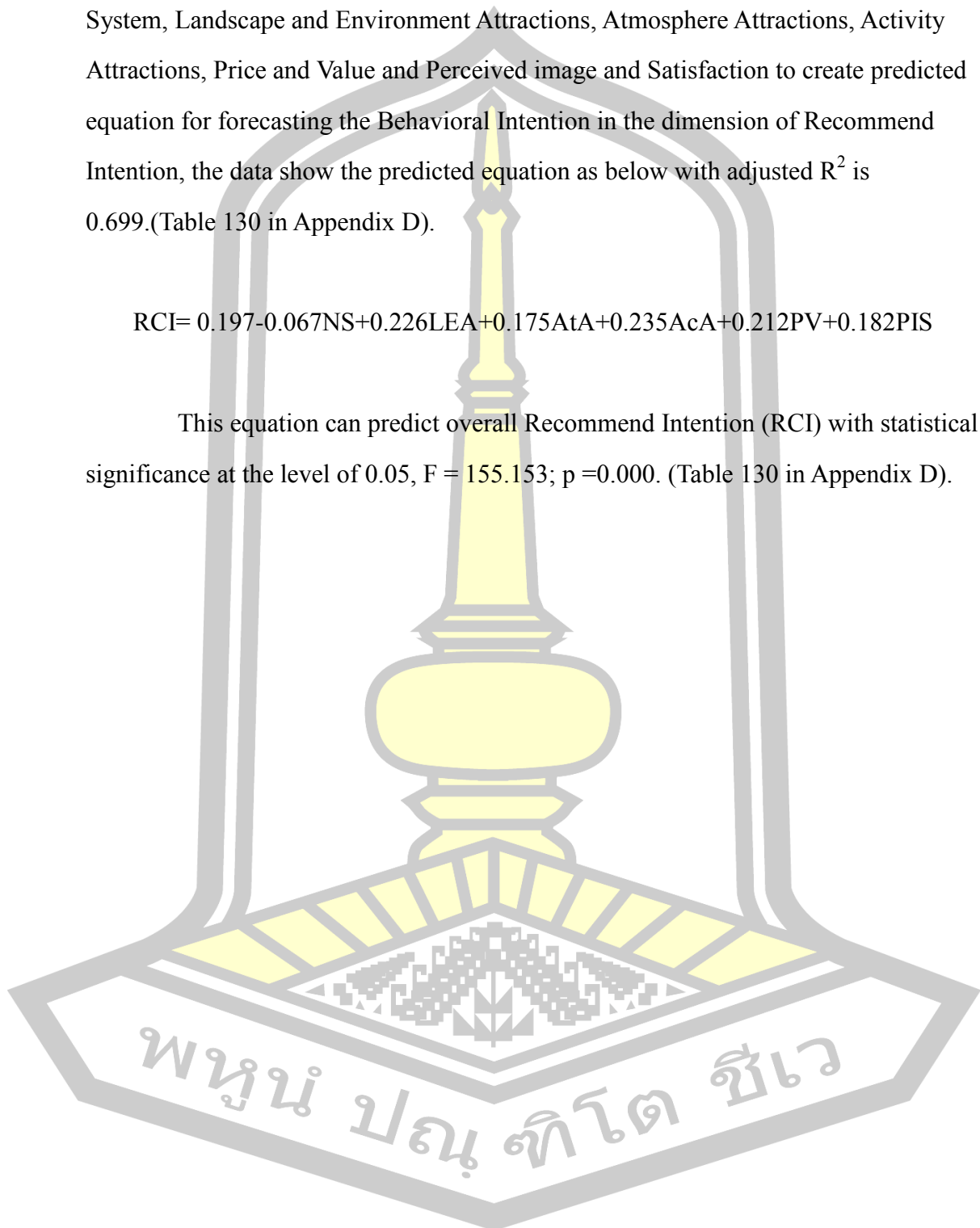


Table 53 Correlation Analysis of Thailand Country Images and Behavioral Intention of Revisit Intention of Chinese Tourists in Thailand

TCl	RVI	NS	NC	NCh	NR	EC	LEA	AtA	AcA	SFA	Co	PV	PIS	VIFs
\bar{X}	4.35	3.70	2.85	4.08	4.25	3.78	4.29	4.45	4.32	3.92	4.04	4.32	4.29	
RVI	1	.278**	.386**	.444**	.405**	.389**	.435**	.400**	.437**	.407**	.409**	.500**	.491**	
NS	1		.572**	.517**	.586**	.569**	.476**	.339**	.415**	.563**	.276**	.360**	.385**	2.089
NC		1		.517**	.487**	.694**	.471**	.338**	.449**	.596**	.388**	.475**	.390**	2.515
NCh			1		.689**	.686**	.715**	.632**	.626**	.663**	.647**	.731**	.757**	3.681
NR				1		.684**	.690**	.645**	.691**	.613**	.432**	.635**	.646**	2.975
EC					1		.724**	.593**	.637**	.679**	.404**	.599**	.585**	3.785
LEA						1		.726**	.779**	.674**	.492**	.729**	.737**	4.000
AtA							1		.797**	.617**	.512**	.680**	.693**	3.337
AcA								1		.683**	.494**	.735**	.719**	4.296
SFA									1		.621**	.671**	.682**	3.250
Co										1		.663**	.712**	2.637
PV											1		.853**	4.693
PIS												1		5.445

*With statistical significance at the level of 0.01

From Table 53, it is indicated that each independent variable is related to each other, which may occur multi-collinearity; this possible problem has been detected by using VIFs and it shows the value between 2.089 to 5.445, which is less than 10, indicating that independent variables are related but not causing multicollinearity problems (Black, 2006: 585).

When considering the correlation coefficient between independent variables, Thailand Country Image in each dimension was found to be related to dependent variables, Chinese tourists Revisit Intention in Thailand. These significant correlations show correlation coefficient values ranging from 0.278 to 0.500. With significance level of 0.01.

After that, the researcher conducted multiple regression analysis and created an equation to predict Revisit Intention (RVI) as follows:

$$RVI=1.743-0.003NS+0.176NC+0.011NCh+0.046NR-0.046EC+0.041LEA+0.033AtA+0.053AcA-0.069SFA+0.071Co+0.163PV+0.183PIS$$

This equation can predict Behavioral Intention in the dimension of Revisit Intention (RVI) of Chinese Tourists in Thailand with statistical significance at the level of 0.05 ($F = 14.033$; $p = 0.000$), and the adjusted R^2 is 0.282 (Table 54)

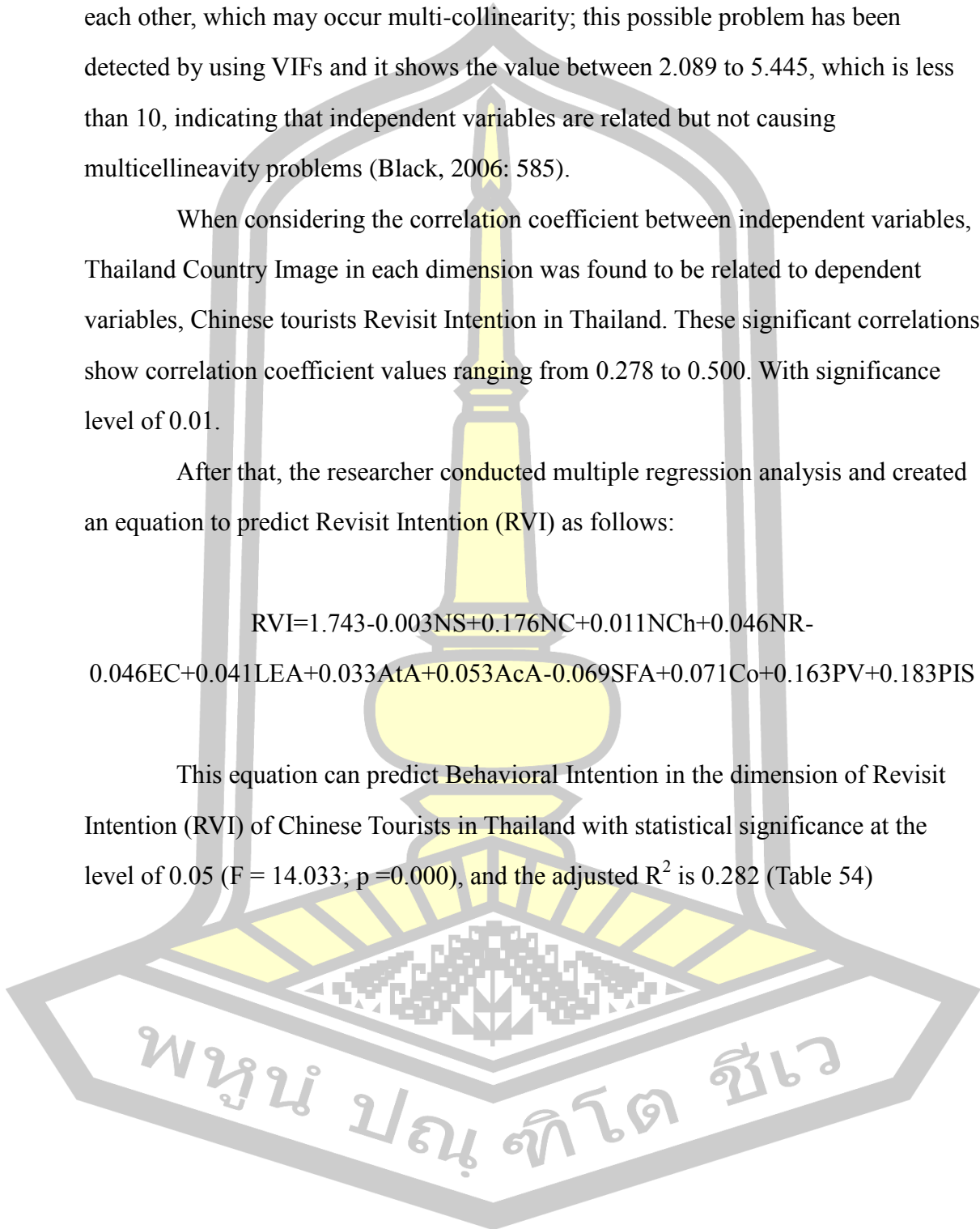


Table 54 Regression Analysis Test between Thailand Country Images and Behavioral Intention in the Dimension of Revisit Intention of Chinese Tourists in Thailand

Thailand Country Image	Revisit Intention		t	P-value
	Regression coefficient	Standard Error		
Constant (a)	1.743	0.233	7.475*	0.000
1. National System	-0.003	0.049	-0.060	0.952
2. National Capacity	0.176	0.054	3.261*	0.001
3. National Characteristics	0.011	0.079	0.145	0.885
4. National Relationship	0.046	0.066	0.697	0.486
5. Environmental Conditions	-0.046	0.061	-0.759	0.448
6. Landscape and Environment Attractions	0.041	0.088	0.465	0.642
7. Atmosphere Attractions	0.033	0.078	0.421	0.674
8. Activity Attractions	0.053	0.086	0.618	0.537
9. Services Facilities Attractions	-0.069	0.075	-0.923	0.357
10. Commodity	0.071	0.064	1.106	0.269
11. Price and Value	0.163	0.101	1.610	0.108
12. Perceived image and Satisfaction	0.183	0.101	1.801	0.073
F= 14.033 P= 0.000 Adj R ² =0.282				

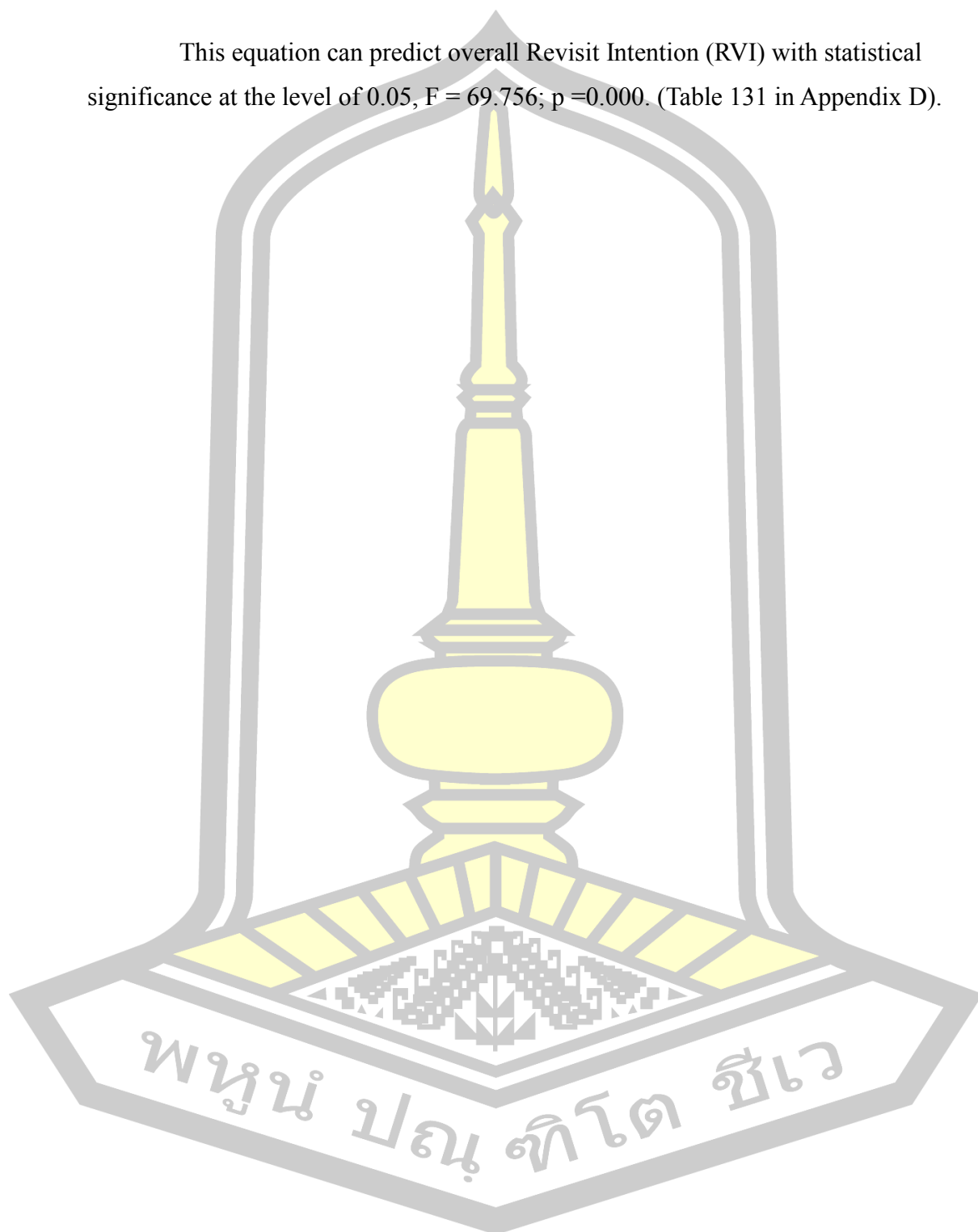
*With statistical significance at the level of 0.05

From Table 54, it illustrates that National Capacity significantly effect on Behavioral Intention in the dimension of Revisit Intention (RVI) of Chinese tourists, with significance level of 0.05. These lead to the acceptance of Hb.

When putting significant independent variable of National System to create predicted equation for predicting the Behavioral Intention in the dimension of Revisit Intention of Chinese tourists, the data shows the predicted equation as below with adjusted R² is 0.147.(Table 131 in Appendix D).

$$RVI = 3.473 + 0.309NC$$

This equation can predict overall Revisit Intention (RVI) with statistical significance at the level of 0.05, $F = 69.756$; $p = 0.000$. (Table 131 in Appendix D).



CHAPTER V

THE PURPOSE OF STUDY, SUMMARY, DISCUSSION AND SUGGESTIONS

The Effects of Country Images on Behavioral Intention of Chinese Tourists in Thailand that the researcher presented. There are important issues in this study are follows:

1. The purpose of the Study
2. Summary of Results
3. Discussion
4. Research Suggestion

The Purpose of the Study

The key purpose of this study is to explore the influence of Country Images of Thailand on Behavioral Intention of Chinese tourists. The specific objectives are as follows:

1. To ascertain the Country Images of Thailand.
2. To discover Behavioral Intention of Chinese tourists in Thailand.
3. To study the relationship between Country Images and Chinese Tourist Behavioral Intention in Thailand.
4. To find the influence of Country Images on Chinese Tourist Behavioral Intention in Thailand.
5. To study the variations of the perception of Country Images according to gender, ages, marital status, monthly income, level of education, style of travel and experience about traveling in Thailand of Chinese tourists.
6. To ascertain the variations of Behavioral Intention perception of Chinese tourists because of difference in terms of gender, ages, marital status, monthly income, level of education, style of travel and experience about traveling in Thailand of Chinese tourists.

Summary of Results

The effects of Country Images on Behavioral Intention of Chinese tourists in Thailand that the researcher presented.

1. Chinese tourists traveling in Thailand are mostly women (59.5%), aged between 22 and 44 years old (68.3%), and single (53.5%), with monthly income between 3,001 to 7,000¥ (48.2%). Visitors chiefly have earned the bachelor's degree (59.0%) and travel with friends (32.3%). Most the tourists are not the first time travelers to visit Thailand (58.5%).

2. The data show that the total average of the mean score of twelve dimensions of Country Images is high. Five highest are: Atmosphere Attractions, Activity Attractions, Price and Value, Landscape and Environment Attractions. The total average of the mean score of three items of National System is high. Three highest are: "Thailand is a safe country", "Thai democratic system is internationally accepted by other countries", and "Thai political system is stable". Whilst the total average of the mean score of five items of National Capacity is medium. Three highest are: "Thailand's technology is advanced", "Thai people have high quality of life", and "Thailand's economy is developed rapidly". The total average of the mean score of six items of National Characteristics is high. Three highest are: "Thai people are very polite", "Thai people are helpful", and "Thai people are warm and friendly". The average of the mean scores of two items of National Relationship is high. Both items of "Thailand has good relations with China" as well as the item "Thailand has good relations with other countries" have shown as high level. The total average of the mean score of four items of Environmental Conditions is high. Three highest are: "Thailand has a good environment", "Thai government pays attention to environmental issues", and "Thailand's environment is well controlled by the government and related agencies". The total average of the mean score of four items of Landscape and Environment Attractions is high. Three highest are: "Thailand has many historical and cultural sites", "Thailand has many natural landscapes", and "Thailand has a beautiful tourist environment". The total average of the mean score of two items of Atmosphere Attractions is high: "The buildings in Thailand are very distinctive" and "Thailand is very exotic". The total average of the mean score of two

items of Activity Attractions is high: “Thailand's tourist activities are very interesting” and “There are many tourist activities that can be chosen in Thailand”. The total average of the mean score of four items of Services Facilities Attractions is high. Three highest are: “Thailand has adequate accommodation and facilities for tourism”, “The quality of Thai service is very good”, and “Thailand has a good shopping environment for tourists”. The total average of the mean score of five items of Commodity is high. Three highest are: “I will buy duty-free goods in Thailand”, “My friend asked me to help him/her buy some duty-free goods in Thailand”, and “Thai products are very famous”. The total average of the mean score of four items of Price and Value is high. Three highest are: “Traveling in Thailand is an unforgettable experience”, “The cost of traveling and visiting Thailand is affordable”, and “Traveling in Thailand is great value for money”. Last but not least, the total average of the mean scores of six items of Perceived Image and Satisfaction is high. Three highest are: “I felt pleasant during the stay in Thailand”, “I felt relaxing during the stay in Thailand”, and “I am excited to travel in Thailand”.

3. The total average of the mean score of three items of Behavioral Intention of Chinese Tourists in Thailand is high: Revisit Intention, followed by Recommend Intentions, and Consumption Intention respectively. The total average of the mean score of four items of Consumption Intention is high; three highest are: “I like travelling to Thailand when I have a free time”, “I planned to buy a lot of Thai production before coming to Thailand”, and “Generally, I prefer to consume Thai tourist products to others”, whereas the total average of the mean score of Revisit Intention is high level: “I will visit Thailand again”. The total average of the mean score of two items of Recommend Intentions is high: “I will share my experience with my friends how wonderful Thailand is”, and “I will recommend my friends to visit Thailand”.

4. This study also conducts the analysis of t-test and analysis of variance (ANOVA and MANOVA) prior to analyzing the correlation and regression analysis. The variance analysis investigated whether the existence or not of statistically significant differences of perception of respondents (Chinese tourists) in response to Thailand Country Images according to respondent's gender, age, marital status, monthly income, education level, travel style, and experience of tourists. The results

show that there are variations of perception of respondents (Chinese tourists) in response to Thailand Country Images according to gender, age, marital status, education level, travel style, and experience of Chinese tourists.

There is difference perception of Thailand Country Images according to gender of respondents in total. The data show significant difference in five dimensions as the result of gender at significance level of 0.05. Five dimensions include National System, National Capacity, National Characteristics, Environmental Conditions, and also Landscape and environment Attractions.

It shows that there is overall difference perception of Chinese tourists according to age about Thailand Country Images. Therefore, the researcher conducts the Univariate Tests and the results show that there is overall difference between age of Chinese tourists and opinions about Thailand Country Image. In each item at 0.004 significance level, which are as follows: National System, National Capacity, National Characteristics, Environmental Condition, Landscape and Environment Attractions, Atmosphere Attractions, Activity Attractions, Services Facilities Attractions, Commodity and Perceived Image and Satisfaction.

Regarding the results, there is overall difference perception of Chinese tourists according to marital status about Thailand Country Images. After that, the researcher conducts the Univariate Tests and the results show that there is overall difference between marital status of Chinese tourists and opinions about Thailand Country Images. Items with significance levels below 0.004 are National System, National Capacity, National Characteristics, National Relationship, Environmental condition, Landscape and environment Attractions, Atmosphere Attractions, Activity Attractions, Services Facilities Attractions, Commodity, Price and Value and Perceived image and Satisfaction.

Continuing to analyze the data we can learn out there is no significant difference of opinions about Thailand Country Images according to monthly income of respondents. However, the researcher conduct the Univariate Tests and the results showed that there is overall difference perception of Chinese tourists in items of Thailand Country Images, there are two items with significance levels below 0.004 details as follows: National System, and Commodity.

There is overall difference between education level of Chinese tourists and opinions about Thailand Country Images. Therefore, the researcher conduct the Univariate Tests, the results show that: there is overall difference perception of Chinese tourists about Thailand Country Images according to level of education in each item under 0.004 significance level, which are as follows: National System, National Capacity, Environmental Condition, Atmosphere Attractions, Commodity and Perceived image and Satisfaction.

As for the style of travel, it can be seen that there is overall difference between style of travel for Chinese tourists and opinions about Thailand Country Images. In addition, the researcher conduct the Univariate Tests and the results show that there is overall difference perception of Chinese tourists about Thailand Country Images in each item, which are as follows: National System, National Capacity, National Characteristics, National Relationship, Environmental condition, Landscape and environment attractions, Atmosphere attractions, Activity Attractions, Services facilities attractions, Commodity, Price and value and Perceived image and satisfaction.

Finally yet importantly, the different experience perception of Thailand Country Image according to experience about traveling in Thailand. These data show significance difference in 12 dimensions, which include National System, National Capacity, National Characteristics, National Relationship, Environmental Conditions, Landscape and environment Attractions, Atmosphere Attractions, Activity Attractions, Services facilities Attractions, Commodity, Price and Value and Perceived image and Satisfaction.

5. As well, the t-test and the analysis of variance (ANOVA and MANOVA) have been conducted to measure the perception of respondents (Chinese tourists) in response to Behavioral Intentions according to respondent's gender, age, marital status, monthly income, education level, travel style, and experience of tourists. The results indicate that there are variations of perception of respondents (Chinese tourists) in response to Behavioral Intentions according to age, marital status, education level, travel style, and experience of Chinese tourists.

Regarding the results, we can know that there are no difference perception of Behavioral Intention according gender of respondents. The data shows that different gender samples had non-differences about Behavioral intention of Chinese tourists.

As for comparison of opinions about Behavioral Intention of Chinese tourists on different age, the data shows that there is overall difference between age of Chinese tourists and opinions about Behavioral Intention of Chinese tourists. Therefore, the researcher conduct the Univariate Tests and the results show that there was overall difference perception of Chinese tourists about Behavioral Intention according to age in each item, which are Consumption Intention, Recommend Intention and Revisit Intention.

It also can be seen that there is overall difference between marital status of Chinese tourists and opinions about Behavioral Intention of Chinese tourists. Therefore, the researcher conduct the Univariate Tests and the results show that there is overall difference between marital status of Chinese tourists and opinions about Behavioral Intention in each item at 0.004 significance level, which are as follow: Consumption Intention, Recommend Intention and Revisit Intention.

Continuing to analyze the data we can learn out that there is no significant different of opinion about Behavioral intention of Chinese tourists according to monthly income of respondents. In addition, there is no overall difference between incomes of Chinese tourists, opinions about Behavioral Intention at significance level of 0.05, the researcher conduct the Univariate Tests, and the results show that there is not overall difference between income of Chinese tourists and opinions about Behavioral Intention in each item at 0.017 significance level.

It can be seen that there is overall difference between education level of Chinese tourists and opinions about Behavioral Intention, and there is overall difference perception of Chinese tourists about Behavioral Intention according to level of education. The researcher conduct the Univariate Tests and the results show that there was overall difference between education level of Chinese tourists and opinions about Behavioral Intention in each item at 0.017 significance level, which are as follows: Consumption Intention, Recommend Intention and Revisit Intention.

As for the style of travel, there is overall difference between style of travel for Chinese tourists and opinions about Behavioral Intention. Therefore, the researcher conduct the Univariate Tests, the results show that: there is overall difference between travel style of Chinese tourists and opinions about Behavioral Intention each item as follow: Consumption Intention, Recommend Intention and Revisit Intention.

Finally yet importantly, the difference perception of Behavioral Intention according to experience about traveling in Thailand of respondents. The data show significant difference in three dimensions as the result of experience about traveling in Thailand. Three dimensions include Consumption Intention Recommend Intention Revisit Intention.

6. Country Images of Thailand have been found the relationships and impacts on overall Behavioral Intention as well as each dimension of Behavioral Intention of Chinese Tourists in Thailand. It can be written the predicted equation as follows:

$$CTBI= 0.791-0.059NS+0.116NC+0.113LEA+0.185AcA+0.146PV+0.340PIS$$

When considering the predicted equation in each dimension of Behavioral Intention can be illustrated as follows:

1) In the aspect of Consumption Intention (CI)

$$CI= 0.204-0.104NS+0.139NC+0.228AcA+0.140Co+0.474PIS$$

2) In the aspect of Recommend Intention (RCI)

$$RCI= 0.197-0.067NS+0.226LEA+0.175AtA+0.235AcA+0.212PV+0.182PIS$$

3) In the aspect of Revisit Intention (RVI)

$$RVI= 3.473+ 0.309NC$$

Discussions

1. As can be seen that from the study, the overall perception of Chinese tourists regarding to Thailand Country Image is high. This is consistent with those from literature. For instance, Lertputtarak (2012) studied the relationship between destination image, food image, and revisiting Pattaya, Thailand and she found that the overall mean of the destination image was high, image of Thai food as well as intention to revisit were also high. When examining each component of the destination image, the results of , Lertputtarak (2012) showed high level in the following opportunities: opportunity for adventure; opportunity for exciting nightlife and entertainment; opportunity for relaxing; opportunity for pleasant; opportunity for meet friendly and trustworthy people; opportunity for meet communicative people; and opportunity for visiting the attractive tourist sightseeing and activities. This may partly result from the measure and policy of Thai government attempting to promote Thai tourism and create good image to Thailand. , Taylor (2019) points out that Thai government plans to host major entertainment and sporting events in an effort to increase visitor numbers, while trying to attract more international conferences to the country. In 2020, the country expects to welcome 41.8 million foreign visitors, who will spend 2.22 trillion baht. In 2019, 40 million visitors were reached; during the first half of 2019, foreign visitor numbers stood at 26.5 million, which is a 2.83% increased from 2018 and the second half or 2019, another 13.3% increased from 2018 also was achieved.

According to , Lei, et al., (2015), based on the systematic analysis of the concept and measurement of the Country Images and destination image, they redefine the Country Images in the field of tourism, and divide the image into two aspects: macro-country images and micro-country images. Taking China as a tourist destination, a questionnaire survey was conducted at the place of usual residence to compare the differences in perceptions of China's national image among college students of different cultural backgrounds. The study found that there are no significant differences between British and American college students on all micro-country image items, and in all items, the evaluation of British students is higher than that of American students. In addition, there is no significant difference between the

United States and China on the topic of "It is an unforgettable experience in China", and the evaluation is higher than that of British students. There is no significant difference between Chinese and British students in "Traveling in China is good value for money" and "suitable accommodation facilities", and the evaluation is higher than that of American students. In all items, the evaluation of Chinese students is greater than or equal to the evaluation of students in Britain and the United States.

In this study, Chinese tourists also generally rate Thailand Country Images generally high. This may validate the culture similarity in the perception of Country Images. The reason that Chinese tourists prefer Thailand to other countries may be due to the similar collectivism cultural characteristics of both countries. Moreover, Thailand's tourism industry is relatively mature and has a high proportion of ethnic Chinese. Thai linkage or relationship may influence the overall perception of Chinese tourists to rate Thailand Country Images as high.

2. Further, the perception of Behavioral Intention of Chinese tourists from the study is high. This outcome similarly corresponds to previous studies as well. Rittichainuwat, Qu and Brown (2001) found Behavioral Intention in dimension of Revisit Intention as high.

Lertputtarak (2012) also found the same picture especially the purchasing intention and intention to revisit of Chinese tourists visiting to Thailand.

3. The variations of perception of Behavioral Intention of Chinese tourists according to demographic factors can be found from this study; this is similar to the study of Rittichainuwat, Qu and Brown (2001). They used ANOVA to determine whether there was a significant difference in the mean of perception of the images of Thailand across travelers with different demographic profiles. They found significant different perception according to marital status, age, level of education, country of residence. Single and young travelers perceive Thailand less favorably than those married and more aged travelers on factors of safe travel destination and good value for cuisine and hotels. The relatively negative perception of young and single travelers regarding Thailand's safety may be due to the fact that there is more crime against young backpackers who find themselves close to danger by low cost traveling (Rittichainuwat, Qu and Brown, (2001: 93).

Thai scholars have also done a lot of research on this aspect. Nidinakorn (2002) studied the behavior of Chinese tourists in Thailand. He argues that most Chinese tourists follow tourist guides to visit Thailand. Tourists over the age of 51 spend the most on tourism. The main way to obtain tourist information is newspapers. Sirirakulang (2011) takes South Korea, China and Japan as examples analyzes the basic characteristics of East Asian tourists traveling to Thailand. He found that most East Asian tourists traveling to Thailand are unmarried female tourists between the ages of 21-30 years old and they are yearn for the Buddhist culture and beautiful natural scenery of Thailand. Most tourists have an Bachelor's degree or above and have income of 60,000 -70000 US dollars per year, the main purpose of traveling to Thailand is leisure vacation, with more than two trips to Thailand experience, usually choose those characteristic resort hotels and prefer to buy Thai cosmetics and clothing. Rinthonthon (2012) found in her research that the majority of Chinese tourists traveling to Thailand are male tourists aged 21-30 years old. Most of them travel to Thailand more than once, and they prefer travelling alone. Most of their tourist destinations are leisure tourism areas. Among them, the main reasons for attracting tourists to choose to travel to Thailand are Thai food, culture and beautiful natural scenery. At the same time, the age, income, and academic qualifications of tourists also directly affect the region they choose to travel to Thailand. Jin (2014) conducts a study on Chinese tourists coming to Thailand and concluded that according to demographic factors, there is significant difference of destination perceptions. Tourists of different genders differ in service perception and community perception. Tourists of different ages have significant differences in resource perception. Tourists with different marital status have significant differences in service perception. Tourists with different monthly incomes also have significant differences in destination resource perception differences.

Interestingly, Wang (2014) through the analysis of overall public satisfaction with traffic, tourist destination satisfaction, and behavioral intent, found that tourists' perception of behavioral intent is strong, of which "convenience" is important to the overall satisfaction and importance of tourists' public transportation. The influence of the willingness to travel is stronger, indicating that tourists have a stronger perception of the convenience of destination transportation, which directly affects the overall

satisfaction of tourists with public transportation. Therefore, the safety guarantee system and the level of facilities is built to enhance tourists' perception of safety.

4. Effects and relationship of Country Image toward to Behavioral Intention of Chinese Tourists in Thailand can be found from this study. This is partly consistent with previous studies. Rittichainuwat, Qu, and Brown (2001) used logistic regression to test the hypothesis about how Thailand's image affects the likelihood that travelers would visit again. Their result for the goodness of fit and parameter estimated of the positive regression model is achieved. This confirms the result of this study. As well, Lertputtarak (2012) finds her results that image of Thai food has a positive relationship with an intention to revisit. "The R square was .154, which means that 15.4% of the total variance in the dependent variable could be explained by the independent variables in the model" Lertputtarak (2012: 115).

In this study, the Thailand Country Images within the scope of national capacity is related to the behavioral intention of Chinese tourists and has a positive impact on it. National capacity also have a positive impact on tourists' consumption intention and revisit intentions.

Toward to this study, the national capacity in the questionnaire were described as: Thailand is one of the most powerful countries in the world; Thailand's economy is developed rapidly; Thailand has a high level of modernization; the quality of life of Thai people is high; and Thailand's technology is advanced. The respondents' feedback to these descriptions are high. It can be seen that Chinese tourists have a better evaluation of Thailand's political and economy. This may be related to the concept of political trust or social trust. Wang and Zheng (2019) studied the relationship between potential tourist media using behavior, trust and tourism behavior intention. He pointed out that the interpersonal trust of potential tourists can be expressed as the degree of trust in the travel information transmitted by relatives, friends, etc. The social trust of the potential tourists can be expressed by the degree of trust in the travel information transmitted by scenic spots, hotels, etc. The political trust of a person can be expressed as the degree of trust in government tourism agencies and tourism management policies. The research results show that there is a positive relationship between interpersonal trust, social trust and political trust in the field of tourism. Although tourism activities are to escape from the usual environment

and go to another place, they still exist in the social environment, and the relationship between trusts does not exceed the general law. Interpersonal trust is the source of social trust and political trust; social trust, can not only promote the development of interpersonal trust, but also enhance people's trust in the government; political trust is based on interpersonal and social trust, while promoting interpersonal and social trust through legal policies Prosperity. He also pointed out that for tourism information, the mutual influence between social trust and political trust is significantly higher than that between interpersonal trust and social trust and political trust. Secondly, interpersonal trust, social trust, and political trust all have a positive impact on tourism behavior intentions. Among them, interpersonal trust has the greatest influence on tourism behavior intentions, followed by political trust, and social trust has the weakest influence. Word of mouth has a great influence on the choice of tourist destination.

Like many studies, this study also proves that Local attractions have a positive effect on behavioral intention. Itthisinriwet (2008) argues that Thai culture and customs are the main factors affecting international tourists to Thailand, and it is the most attractive to foreign tourists, especially Thai Buddhist culture. In addition, the beautiful tropical scenery and beach scenery also attract tourists. Chalee and Jirat (2013) argue that 80% of Chinese tourists traveling to Chiang Mai are for leisure. Chiang Mai, as a perfect combination of art culture and natural scenery, has great attraction for Chinese tourists. Ye (2015) points out that Chinese tourists usually choose to eat traditional Thai foods in Bangkok. They prefer star hotels with reasonable prices and good environment. Some tourists also choose special hotels as the exchange rate of RMB to Thai baht continues to rise. Many Chinese people tend to choose to shop in Thailand, coupled with Bangkok's tax-free policy, making it cheaper for Chinese to buy branded products in Bangkok. For entertainment items, Chinese tourists prefer shemale performances and Thai massage.

This study also proves that price and value have a positive effect on tourists' behavior intentions. Related similar studies are: Lewis and Stoew (1997) studied the impact of price on tourism behavior. For low and middle-income people, they prefer to choose those products with low prices and prefer to conduct travel activities through travel agencies. This is related to the fact that travel agencies can reduce

travel prices. Bian (2003) constructed a theoretical model about the destination selection model of tourists. Through model analysis, it was concluded that the main factors that influence tourists' decision-making are time, restrictions on tourism consumption, preferences of tourists, and quality of tourism products: good or bad, information promoting the tourist destinations and so forth. Among them, time and cost are the most important factors. With the increase of economic income, the personal preference of tourists will have an important impact on the decision-making behavior of tourists.

In the dimension of Micro-Country Images, perceived image and satisfaction play important role in this study, because perceived image and satisfaction have positive influence on tourists' behavior intention and also have positive effects on consumption intention and recommendation intention. The conclusion in this study is similar to that of many studies. Wang (2002) takes Xi'an citizens as the research object in 2002 and used questionnaires to study the tourists in Xi'an and found that: factors from tourist's themselves-perception of destination image, tourism experience and from outside the tourists' factors-tourism promotion are the main factors that affect tourists' decision-making. Lei (2012) conducted a research and analysis on the tourist behavior of Chinese tourists in Thailand. The results show that tourists from developed areas in China favor Chiang Mai very much, but tourists are not satisfied with the tight schedule and services provided by travel agencies. Ye (2015)'s research shows that Chinese tourists feel "very satisfied" with Bangkok tourism in order of scenic spots, tourist destination governments or policies, public institutions, hotels, local residents, local pick-up agencies, and group clubs. It can be seen that Chinese tourists who travel in Bangkok have a high rating and a good impression of their tourist services such as scenic spots and hotels. The "very dissatisfied" factors for Chinese tourists traveling in Bangkok are ground pick-up, group tour, scenic spot, hotel, tourist destination government, and local people. Qiu (2014) studied the five most significant evaluation factors for the overall satisfaction of tourists, in order of: the humane value of tourist attractions, the richness and experience of tourism projects, the reasonableness of tourism shopping prices, the convenience of transportation and the accessibility, scenic area infrastructure. This shows that Chinese tourists pay the most attention to the humanistic value of scenic spots in

Thailand, which is higher than the degree of concern for the tourism project itself. In addition, the reasonableness of tourist shopping prices, the convenience and accessibility of transportation, and the infrastructure of scenic spots have also significantly affected the overall satisfaction of Chinese tourists with regard to places visited in Thailand.

In this study, aspects such as National Characteristics, National Relationship, Environmental Conditions and the Attraction of Service Facilities did not affect tourists' behavioral intention like other studies. The reasons for the analysis are as follows: First, the national characteristics are the overall description of the Thai people in this study. Tourists who come to Thailand have limited time, so they have not much time to get to know Thai people profoundly. The perceived characteristics of Thai often come from movies or newspaper, so it may not be highly relevant to tourist behavioral intention. Although the national relationship and environmental conditions have no impact on behavioral intention of Chinese tourists in this study, as researcher stated earlier that the National Relationship related to the tourists' trust in the destination and the motivation to choose the destination. Wongphakham (2002) through questionnaire surveys conducts research on international tourists who visit Bangkok, and mainly measures the factors that affect the behavioral intention of tourists. Wongphakham found that the international economic and social relations of international tourists who come to Bangkok would affect the following: behavior of tourists, the channels for tourists to obtain tourism information, their personal annual income before tax, and the number of days tourists intend to stay in Bangkok. Traffic conditions, the amount of money tourists intend to spend in Bangkok, repeated travel of tourists, purpose of travel of tourists, academic qualifications, mode of travel and travel partners and so forth.

5. Country Image plays a critical role in today's business environment. Organizations or government cannot overlook the importance of Thailand Country Image in the current global economy. Modern tourism depend heavily on implementing good country image to drive their tourism operations. This study result supports the research model of the study. Furthermore, in terms of demographic factors. Chen (2015) analyzes the current situation of Chinese tourists in Thailand and finds out that Chinese tourists attach great importance to the environmental

atmosphere and service facilities of tourist attractions and pay special attention to entertainment and food. She also analyzes the current situation of Chinese tourists in Thailand and point out those Chinese tourists choosing "personal leave" as the highest proportion of tourism reaching 56.3% travelling to Thailand mainly during public holidays and Golden Week as style travel of tour trip. The male tourists are greater in number than those of female tourists. In the tourism preferences, the 40-year-old tourists or 75% of the total tend to enjoy the coastal natural scenery. The 60-year-old or 63% of tourists tend to experience the human landscape. Chinese tourists who travel to Pattaya also attach importance to the arrangement of tourist attractions and guided tours. In addition, they are also concerned about the diet and entertainment.

In this study, it shows that National System, National Capacity, Landscape and Environment Attractions, Activity Attractions, Price and Value, Perceived image and Satisfaction have significant positive relationship and impact on overall Behavioral Intention (BI), that these important factors effect on Thailand Country Image and Chinese Tourist Behavioral Intention, which the result is the same as the study of Jun and Keun (2009). They show that the better the image of a tourist destination, the higher the behavioral intention of revisiting. Revisit behavioral intentions can be divided into two broad categories: direct access behavior intention and indirect access behavior intention. The direct access behavior intention is the plan to visit tourist destination or similar place again; the indirect access behavior intention is the willingness to recommend satisfactory tourist destination to the surrounding people, and the indirect access behavior intention is also called recommendation behavior intention or oral intention.

Because the production and consumption of tourism products are simultaneous, tourists' perception of the image of tourism destinations plays a very important role in their behavioral decisions. Many researchers have pointed out the influence of tourism image on consumer behavior, and tourism image affect tourists' perceived quality and satisfaction of vacation. Enrique, Isabel and Javier (2001) studied the perception of tourists on destinations and their behavioral preferences, and the relationship between image and tourists 'post-purchase evaluation of destinations, and investigated the quality, Satisfaction and the relationship between these variables and tourist behavior variables. They use the structural equation model to carry on the

joint analysis to these relations. Their study show that tourism image is a direct prerequisite for perceived quality, satisfaction, revisit tendency and willingness to recommend destinations. Therefore, confirming the image of a tourist destination is a key factor in destination marketing. At the same time, high quality has a positive impact on satisfaction and the tendency to revisit and satisfaction determines the tourists' willingness to recommend the destination to others. However, the impact of quality on recommendation willingness and satisfaction on the willingness to revisit is uncertain.

Supharat (2005) used statistics and methods to analyze and study the consumption behavior of Chinese tourists in Thailand, focusing on the analysis of tourists' shopping, entertainment and other consumption behaviors. Through analysis, it can find that tourists' shopping behavior is related to their marital status, place of birth, family and members, while tourists' entertainment consumption behavior is related to their ages and places of birth. It can be seen that low cost of products such as food and souvenirs significantly relate to the consumption behaviors of Chinese tourists.

Jin (2014) conducted a study on Chinese tourists to Thailand, and the results showed that the difference in destination perception affects the follow-up attention to tourism, the willingness to revisit after a tour and the willingness to recommend. The difference in destination perception is positively correlated with all three, that is, the more the destination perception goes in the better direction, the higher the follow-up attention, the willingness to revisit after the tour, and the willingness to recommend.

6. In this study, the total average to interpret of six items of Perceived Image and Satisfaction is also high, which confirmed by Ajzen and Driver (1992) that point out that attitude perceived control and subjective norm are three important components that affect intention and also still have a direct impact on behavior. In this study, attitude manifested as perceived image and satisfaction of country image. According to Kong and Zhao (2013), their research is based on data from Thailand and other Southeast Asian countries to analyze the Country Images of China, the United States, and Japan in Thailand from a multidimensional comparison perspective. They conclude that the National System has a positive impact on China-Thailand relationships and promotes the development of Thai tourism; this confirms

the conclusion mentioned earlier.

In this study, the researcher is surprised to find that the national system dimension in the Macro-Country Images has a negative impact on the overall tourist behavioral intention, tourist consumption intention and recommendation intention. The description of the national system are: “Thai political system is stable”, “Thai democratic system is internationally accepted by other countries”, “Thailand is a safe country”. It can be seen that the first two descriptions are descriptions of Thai politics. It is not difficult to find that political instability does affect the development of tourism. Tang (2004) point out the reason why Thailand's tourism industry has developed rapidly is mainly based on the following reasons: the rich tourism resources have attracted a large number of tourists; the government and the private sector attach great importance to the tourism industry, and Southeast Asian countries are a stable tourist source and main partner of Thai tourism. However, in order to develop tourism, the short-sighted approach adopted by the Thai government has also brought a series of negative effects such as environmental pollution, the proliferation of pornography, the rampant use of drugs and AIDS, and the destruction of the country 's image. The existence of these problems not only hindered the further development of Thailand's tourism industry but also hindered the development of Thailand's overall social economy to a certain extent.

Chen (2011) point out that Thailand has always been a fascinating country, and a sound political system has brought prosperity and unity to the country, and once became the most popular tourist destination in the world. Under such a system, a good national image has attracted tourists from all over the world to visit Thailand, but since 2001, due to several unrests in Thailand, the world feels that Thailand is an unstable and unsafe country. The number of tourists has dropped considerably, which directly affects the development of tourism. For Thailand, tourism has always occupied an important position in the national economy. Continued turmoil in Thailand's political situation will inevitably damage Thailand's international image, which will have a great impact on tourism during that period.

The impact of the World Peace Index GPI on tourism volume has a significant negative effect, which means that tourists will consider the security of the country when they choose to travel to the country. The higher the security, the more

attractive it will be to Chinese tourists. It reflects the safety of a country that is particularly important for the development of tourism (Jia, 2019). Ma and Li (2006) propose that the Thai government attaches great importance to the control and management of the tourism crisis, and also has considerable ability to resolve the tourism crisis, especially wisely using the power and role of the media to deal with and resolve the crisis, making the crisis significantly reduced. This can rely on the media and win the sympathy and attention of the world, thereby obtaining moral and material assistance and support, thus greatly reducing the burden of the Thai government to deal with the crisis. Rao (2011) point out: the impact of the tourism crisis on the development of the tourism industry is very serious. It refers to any unforeseen events that affect the confidence of tourists and hinder the normal operation of the tourism industry. These include some impacts on the destination image far more than the impact on infrastructure. Thailand has encountered many disasters since the financial crisis in 2011, especially after entering the century. The terrorist attacks of September 11 in 2001, the impact of SARS in Asia in 2003, the riots in southern Thailand, and the outbreak of bird flu, in 2004. All kinds of natural disasters and human disasters have brought incalculable losses and impacts to the Thai tourism industry. However, the Thai government attaches great importance to the management and control of the tourism crisis and can actively take effective measures, so that the Thai tourism industry can overcome the tourism crisis, turn crisis into security, and re-enter stable development. In recent years, the Thai tourism industry has faced new tests, including influenza A, the world financial crisis and domestic political turmoil. In recent year, the Thai tourism industry has faced new test of COVIN-19 (Coronavirus disease starting in 2019) pandemic. This has brought new crisis to the development of Thai tourism industry and brought new challenges to the Thai government on how to save the tourism industry.

In a word, due to Thai political turmoil and a decline in the ecological environment, National System may be negative factor on behavioral intention of Chinese tourist.

Research Suggestion

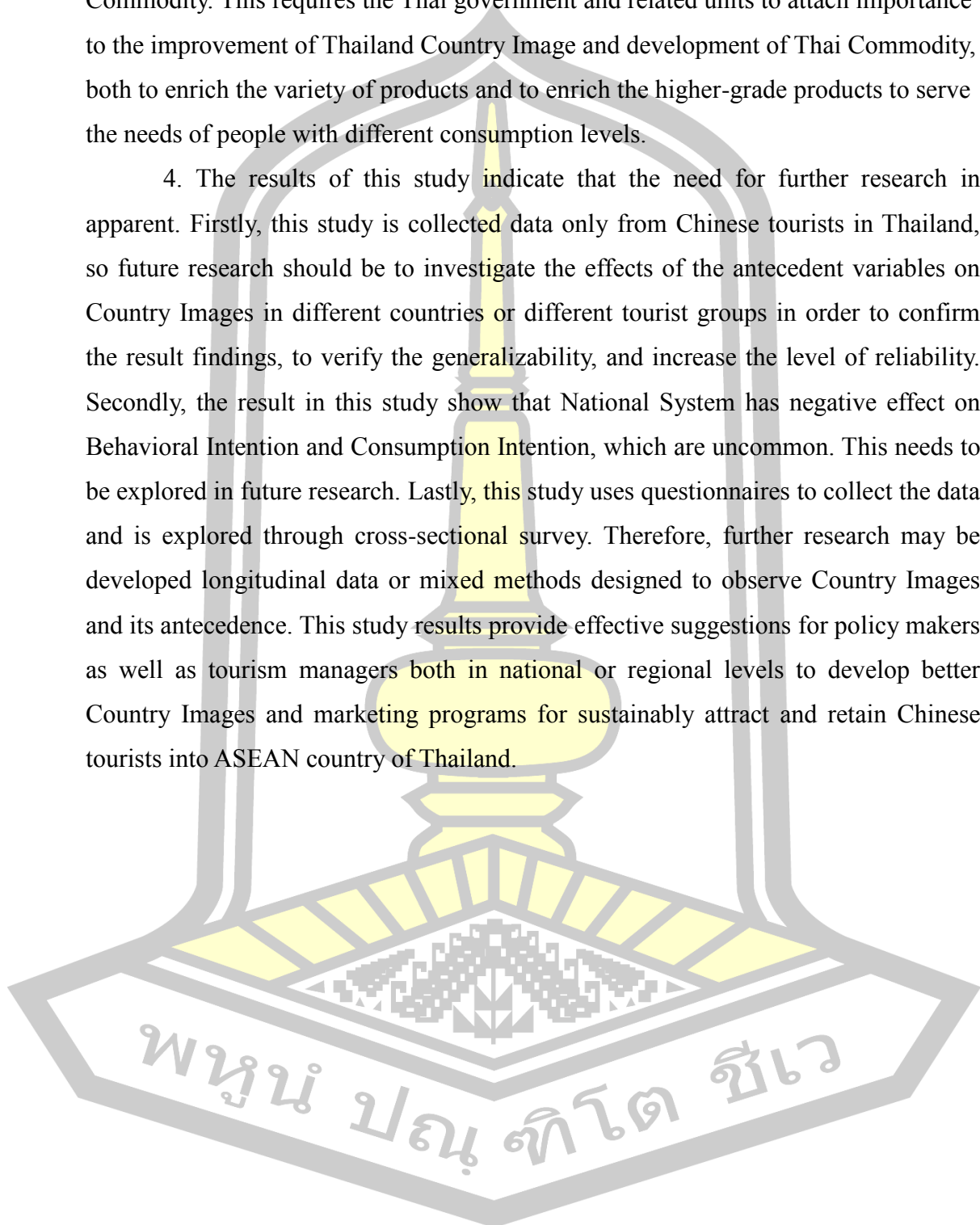
1. In the first place, this study provides new insights to the literature in the provision of an explicit understanding the relationship between Thailand Country Images and Behavioral Intention of Chinese tourist. Secondly, this study indicates 12 dimensions of Thailand Country Images and the impact of each dimension on the Behavioral Intentions of Chinese tourist. Lastly, this study focus on the influence of Thailand Country Images on Behavioral Intention of Chinese tourists; it not only provides data support for relevant theoretical models but also lays a foundation of the study in this issue.

2. The study results have managerial implications for policy maker as well as tourism managers both in national or regional levels to develop better country images and marketing programs for sustainably attract and retain Chinese tourists into the ASEAN country of Thailand. Firstly, this study help the policy maker and tourism managers to identify and justify the key components of Thailand Country Images (National System, National Capacity, Landscape and Environment Attractions, Atmosphere Attractions, Activity Attractions, Commodity, Price and Value and Perceived Image and Satisfaction) that may be more crucial in a severely competitive. In addition, National Capacity has strong influence on Behavioral Intention of Chinese tourist. They can guidelines of the policy maker to focus on formulating long-term and stable tourism policies aiming to improve National Capacity. Moreover, Perceived Image and Satisfaction has the most positive influence on Behavioral Intention of Chinese tourist. Tourism managers may have to improve products or services to achieve a successful competition and sustainable development in the future. In a word, policy makers, mass media and tourism managers raising awareness of shaping the great Thailand Country Images will certainly contribute to the long-term and stable development of Thailand tourism industry.

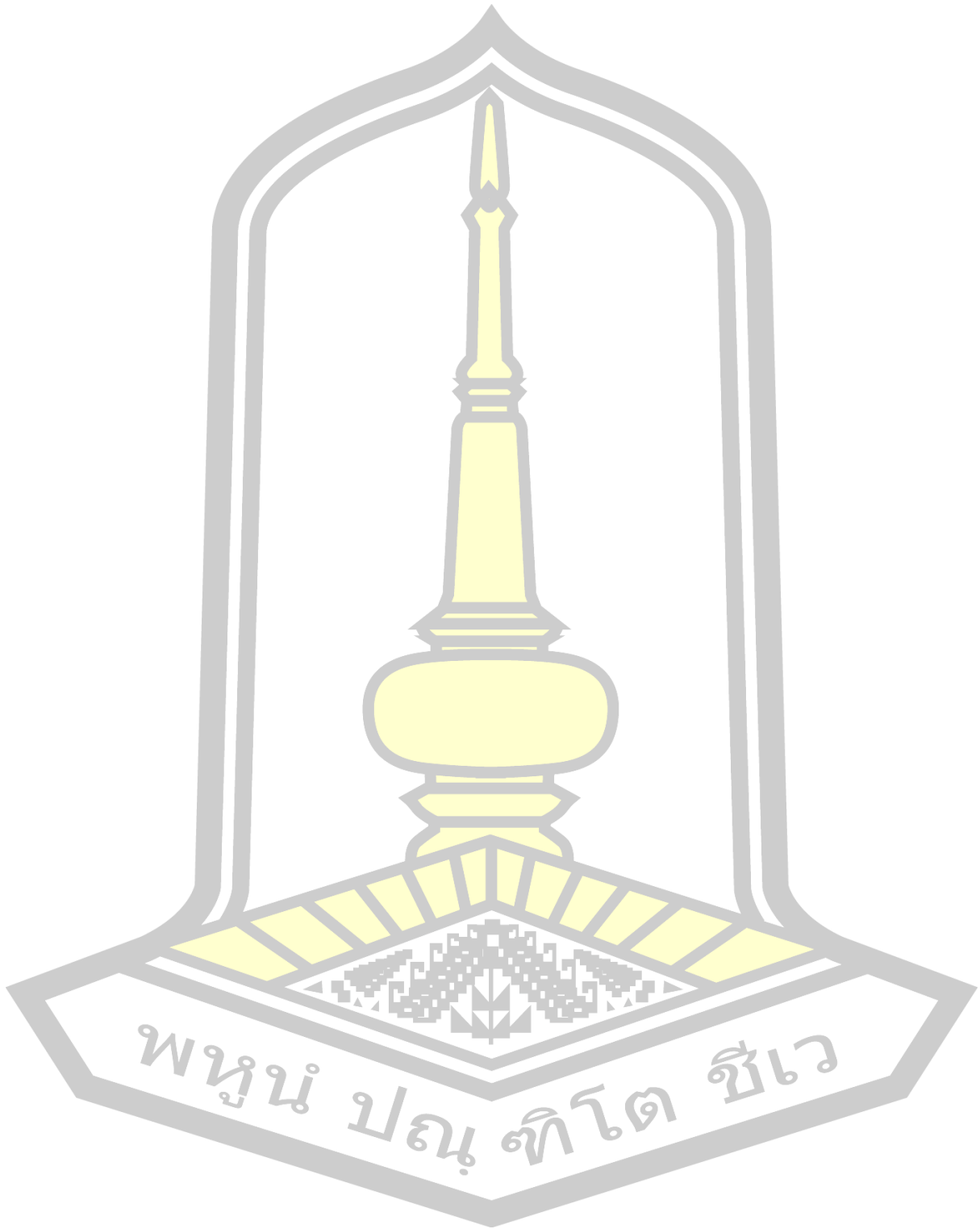
3. In recent years, Chinese tourists have deepened their understanding of the image of Thailand's country. The Thai tourism department may pay attention to the behavioral intentions of Chinese tourists and develop the tourism market in a targeted manner. Although Chinese tourists who have different income indicate no significant different comments with overall Thailand country image, Chinese tourists with

different incomes still have significant differences on Thailand national system and Commodity. This requires the Thai government and related units to attach importance to the improvement of Thailand Country Image and development of Thai Commodity, both to enrich the variety of products and to enrich the higher-grade products to serve the needs of people with different consumption levels.

4. The results of this study indicate that the need for further research is apparent. Firstly, this study is collected data only from Chinese tourists in Thailand, so future research should be to investigate the effects of the antecedent variables on Country Images in different countries or different tourist groups in order to confirm the result findings, to verify the generalizability, and increase the level of reliability. Secondly, the result in this study show that National System has negative effect on Behavioral Intention and Consumption Intention, which are uncommon. This needs to be explored in future research. Lastly, this study uses questionnaires to collect the data and is explored through cross-sectional survey. Therefore, further research may be developed longitudinal data or mixed methods designed to observe Country Images and its antecedence. This study results provide effective suggestions for policy makers as well as tourism managers both in national or regional levels to develop better Country Images and marketing programs for sustainably attract and retain Chinese tourists into ASEAN country of Thailand.



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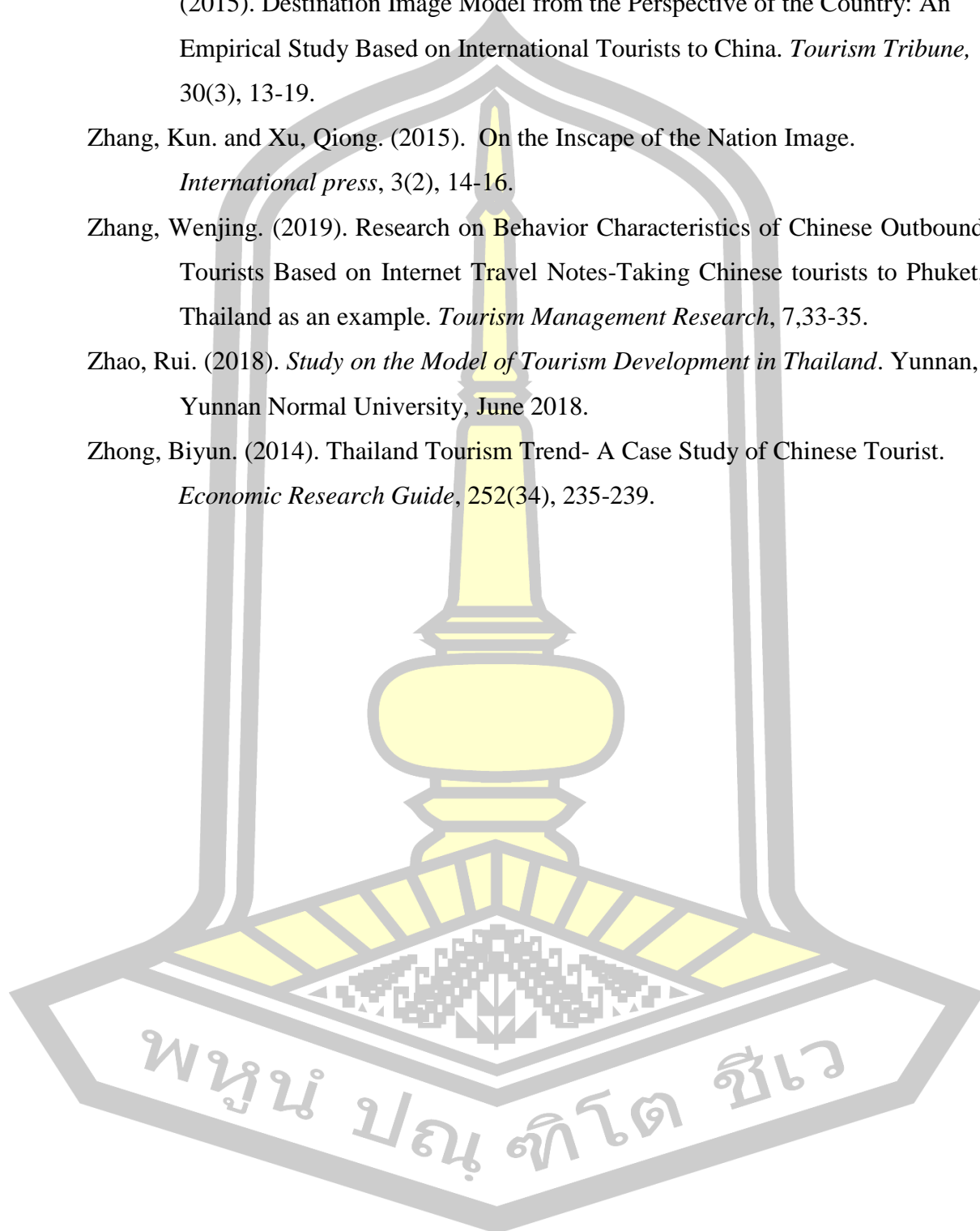
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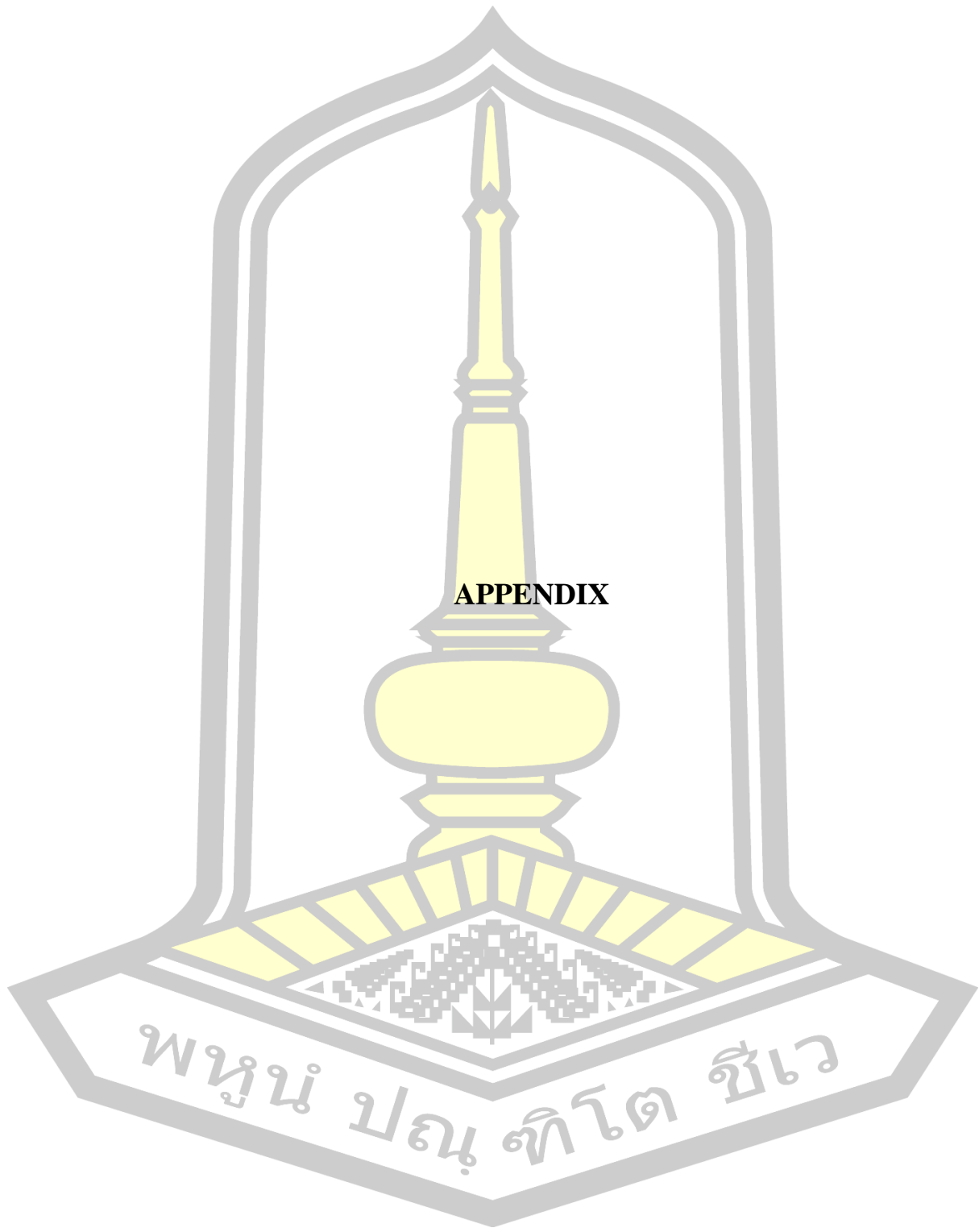
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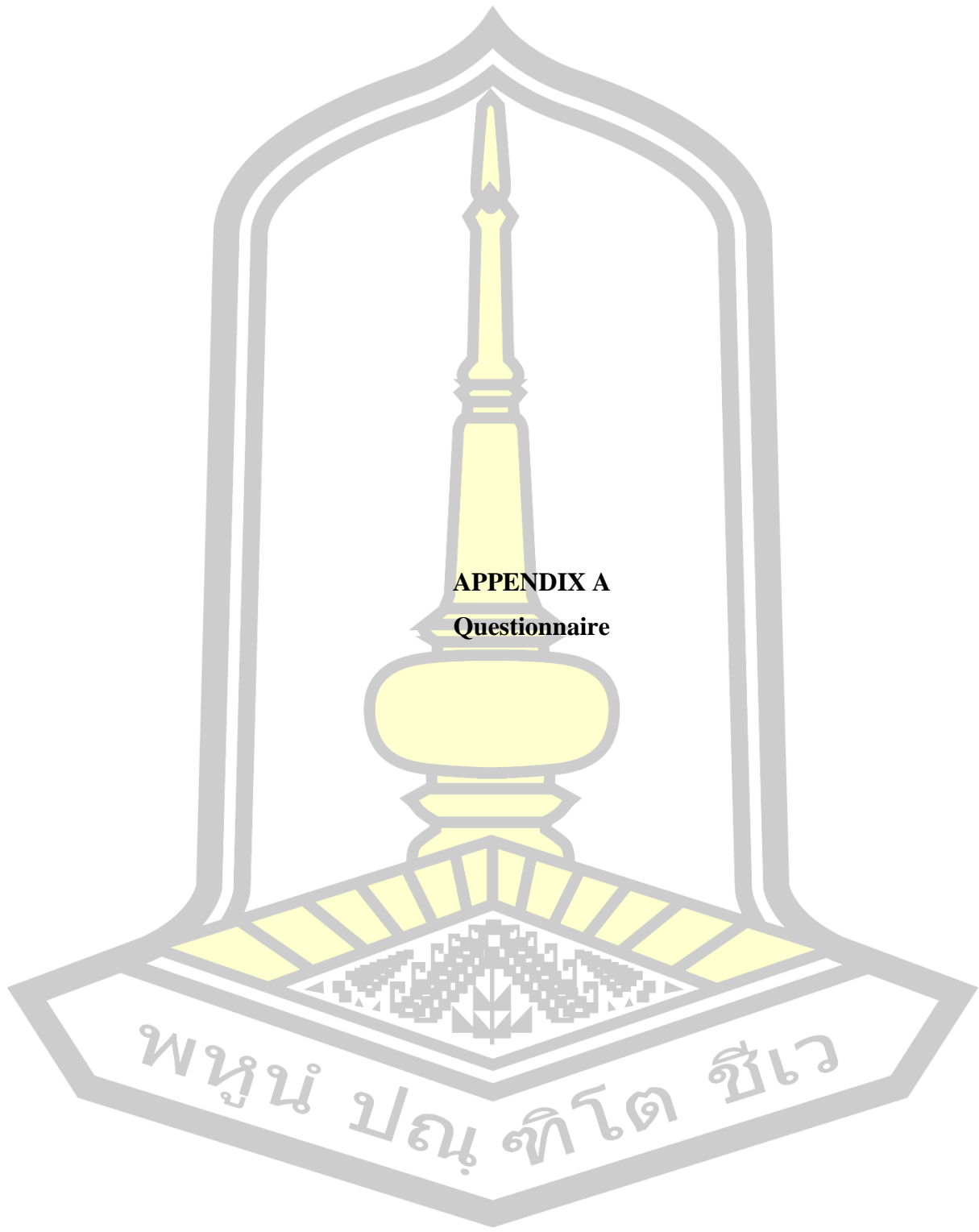
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APPENDIX

พหุมนุ ปณ จิตโต สีเว



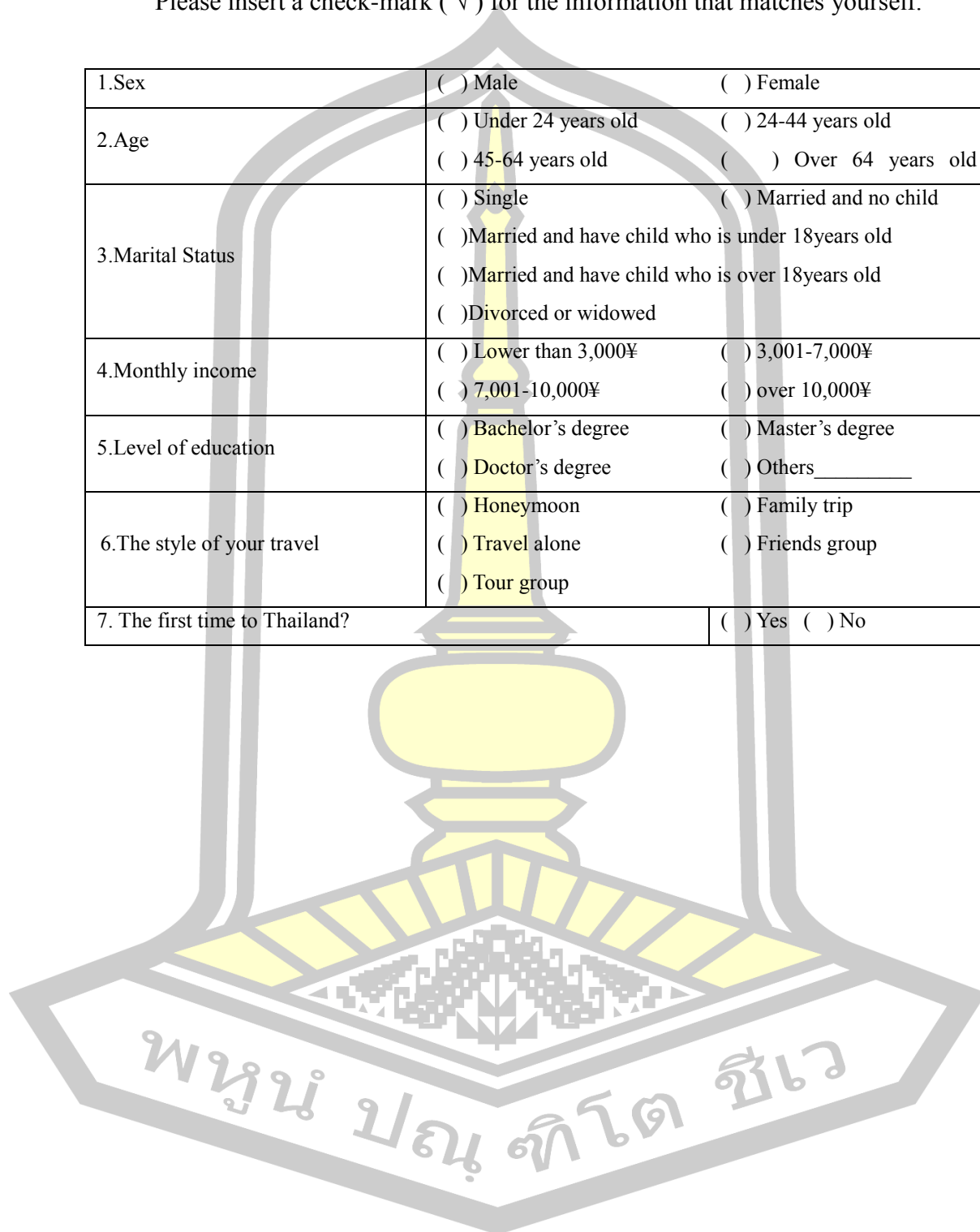
APPENDIX A
Questionnaire

พหุบัณฑิตวิทยา

Part 1: Basic Information

Please insert a check-mark (✓) for the information that matches yourself.

1. Sex	<input type="checkbox"/> Male	<input type="checkbox"/> Female
2. Age	<input type="checkbox"/> Under 24 years old <input type="checkbox"/> 45-64 years old	<input type="checkbox"/> 24-44 years old <input type="checkbox"/> Over 64 years old
3. Marital Status	<input type="checkbox"/> Single <input type="checkbox"/> Married and have child who is under 18 years old <input type="checkbox"/> Married and have child who is over 18 years old <input type="checkbox"/> Divorced or widowed	
4. Monthly income	<input type="checkbox"/> Lower than 3,000฿ <input type="checkbox"/> 7,001-10,000฿	<input type="checkbox"/> 3,001-7,000฿ <input type="checkbox"/> over 10,000฿
5. Level of education	<input type="checkbox"/> Bachelor's degree <input type="checkbox"/> Doctor's degree	<input type="checkbox"/> Master's degree <input type="checkbox"/> Others _____
6. The style of your travel	<input type="checkbox"/> Honeymoon <input type="checkbox"/> Travel alone <input type="checkbox"/> Tour group	<input type="checkbox"/> Family trip <input type="checkbox"/> Friends group
7. The first time to Thailand?	<input type="checkbox"/> Yes <input type="checkbox"/> No	



Part 2: Getting Perception of Country Image I

Please insert a check-mark (✓) for the information that matches yourself.

5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree, 1=Strongly Disagree

Macro-Country Image		Level of Agreement					
		5	4	3	2	1	
National System	1	Thai political system is stable.					
	2	Thai democratic system is internationally accepted by other countries.					
	3	Thailand is a safe country.					
National Capacity	4	Thailand is one of the powerful countries in the world.					
	5	Thailand's economy is developed rapidly.					
	6	Thailand has a high level of modernization.					
	7	Thai people have high quality of life.					
	8	Thailand's technology is advanced.					
National Characteristics	9	Thai people are warm and friendly.					
	10	Thai people are helpful.					
	11	Thai people are very polite.					
	12	Thai people are trustworthy.					
	13	Thai people are honest.					
	14	Thai people are hardworking.					

Part 2: Getting Perception of Country Image II

Please insert a check-mark (√) for the information that matches yourself.

5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree, 1=Strongly Disagree

Macro-country image			Level of Agreement				
			5	4	3	2	1
National Relationship	15	Thailand has good relations with other countries.					
	16	Thailand has good relations with China.					
Environmental Conditions	17	Thai government pays attention to environmental issues.					
	18	Thailand has adopted strong environmental control measures.					
	19	Thailand's environment is well controlled by the government and related agencies.					
	20	Thailand has a good environment.					
Micro- country image							
Landscape and Environment Attractions	21	Thailand has many natural landscapes.					
	22	Thailand has many historical and cultural sites.					
	23	Thailand has a beautiful tourist environment.					
	24	Thailand is clean and tidy.					
Atmosphere Attractions	25	The buildings in Thailand are very distinctive.					
	26	Thailand is very exotic.					

Part 2: Getting Perception of Country Image III

Please insert a check-mark (✓) for the information that matches yourself.

5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree, 1=Strongly Disagree

Micro-country image			Level of Agreement				
			5	4	3	2	1
Activity Attractions	27	Thailand's tourist activities are very interesting.					
	28	There are many tourist activities that can be chosen in Thailand.					
Services Facilities Attractions	29	Thailand has adequate accommodation and facilities for tourism.					
	30	Thai traffic system is convenient and managerial.					
	31	Thailand has a good shopping environment for tourists.					
	32	The quality of Thai service is very good.					
Commodity	33	Thai products are excellent value for money.					
	34	Thai products appeal to me.					
	35	Thai products are very famous.					
	36	I will buy duty-free goods in Thailand.					
	37	My friend asked me to help him/her buy some duty-free goods in Thailand.					

พหุ ประถมศึกษา

Part 2: Getting Perception of Country Image III

Please insert a check-mark (✓) for the information that matches yourself.

5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree, 1=Strongly Disagree

Micro-country image			Level of Agreement				
			5	4	3	2	1
Price and Value	38	Thailand has a strong attraction.					
	39	Traveling in Thailand is an unforgettable experience.					
	40	The cost of traveling and visiting Thailand is affordable.					
	41	Traveling in Thailand is great value for money.					
Perceived image and Satisfaction	42	I am aroused to travel in Thailand.					
	43	I am excited to travel in Thailand.					
	44	I felt pleasant during the stay in Thailand.					
	45	I felt relaxing during the stay in Thailand.					
	46	I like traveling in Thailand.					
	47	I am very satisfied with the trip to Thailand.					



Part3: The Tourism Behavioral Intention

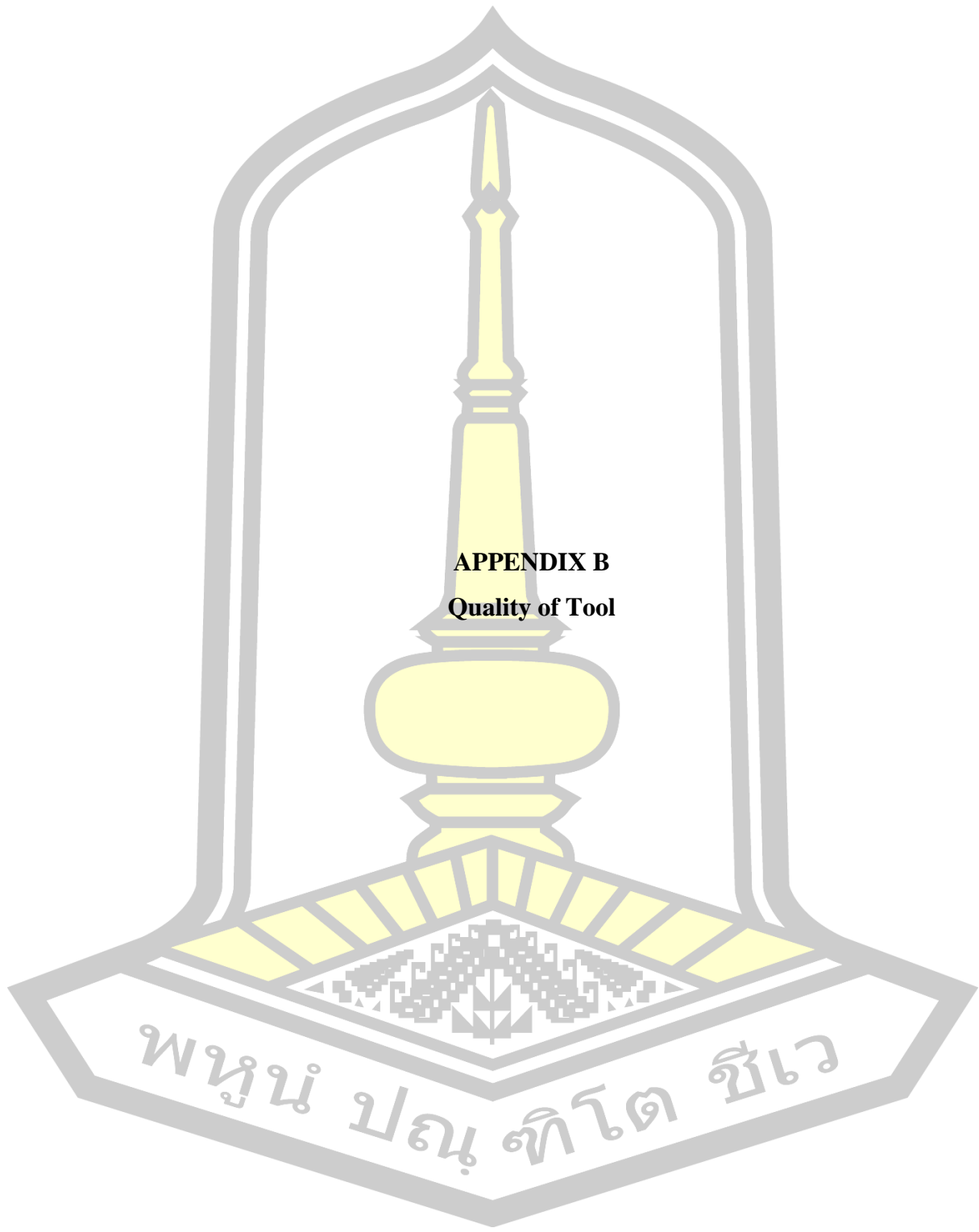
Please insert a check-mark (✓) for the information that matches yourself.

5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree, 1=Strongly Disagree

The Tourism Behavioral Intention		Level of Agreement				
		5	4	3	2	1
Consumption Intention	1	Generally, I prefer to consume Thai tourist products to others.				
	2	I trust the quality of Thai service.				
	3	I planned to buy a lot of Thai production before coming to Thailand.				
	4	I like travelling to Thailand when I have a free time.				
Revisit Intention	5	I will visit Thailand again.				
Recommend Intentions	6	I will recommend my friends to visit Thailand.				
	7	I will share my experience with my friends how wonderful Thailand is.				

Thank you for your cooperation.

พหุบัณฑิต ชีวะ



APPENDIX B
Quality of Tool

พหุจน์ ปณฺ ทิโต ชีเว

Table 55 Classification Values and Reliability Values of Questionnaires

Items	Classification values(r)	Reliability values
1.Thailand country image		
1.1 National system		
1	0.931	
2	0.916	
3	0.934	
Total		0.865
1.2 National capacity		
4	0.922	
5	0.923	
6	0.920	
7	0.925	
8	0.943	
Total		0.903
1.3 National characteristics		
9	0.892	
10	0.893	
11	0.892	
12	0.877	
13	0.876	
14	0.916	
Total		0.863

พหุ ประถมศึกษา

Table 55 (Continued)

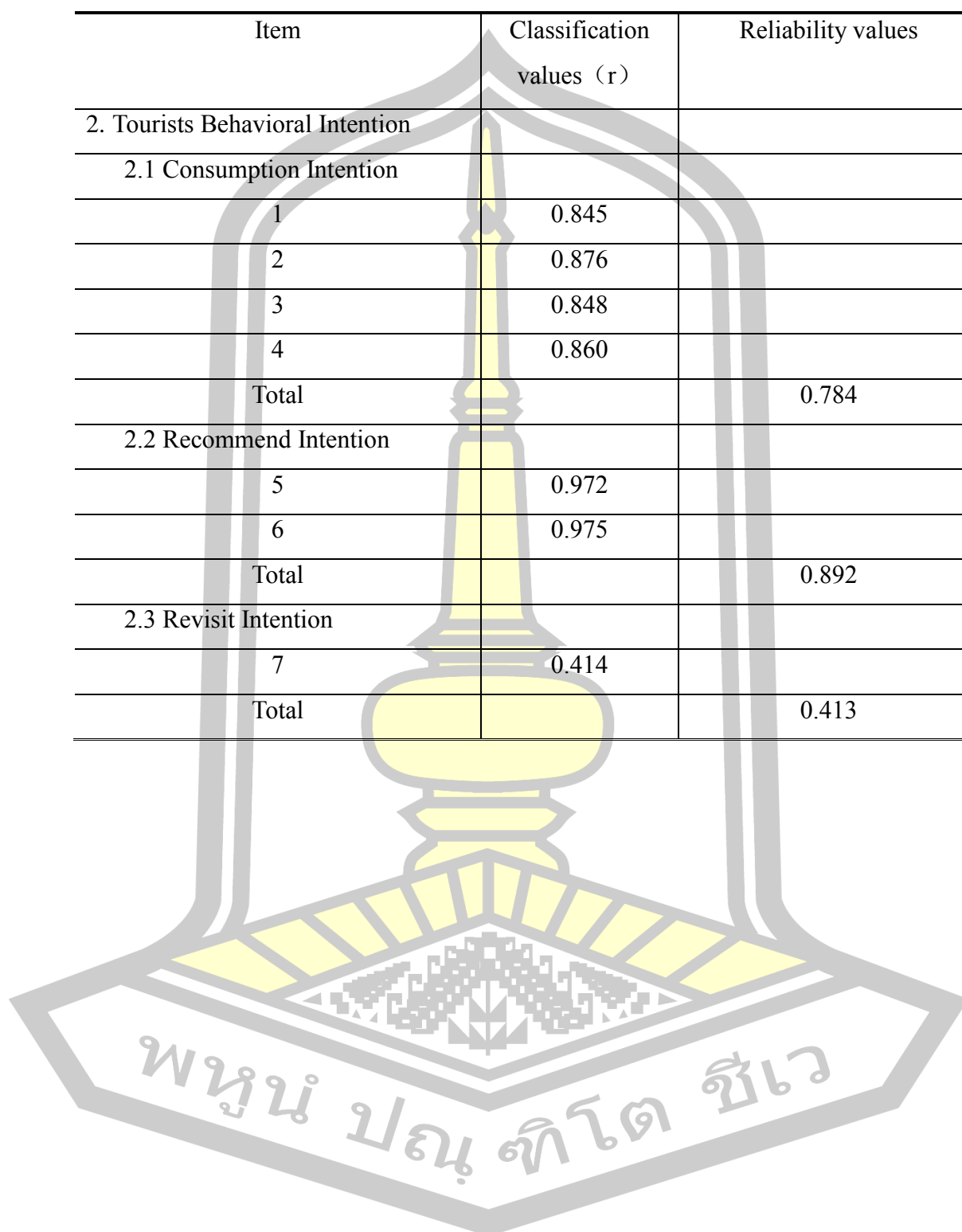
Items	Classification values (r)	Reliability values
1.4 National Relationship		
15	0.926	
16	0.916	
Total		0.658
1.5 Environment Conditions		
17	0.949	
18	0.938	
19	0.940	
20	0.960	
Total		0.922
1.6 Landscape and Environment Attractions		
21	0.884	
22	0.889	
23	0.888	
24	0.928	
Total		0.847
1.7 Atmosphere Attractions		
25	0.971	
26	0.969	
Total		0.875
1.8 Activity Attractions		
27	0.972	
28	0.970	
Total		0.879

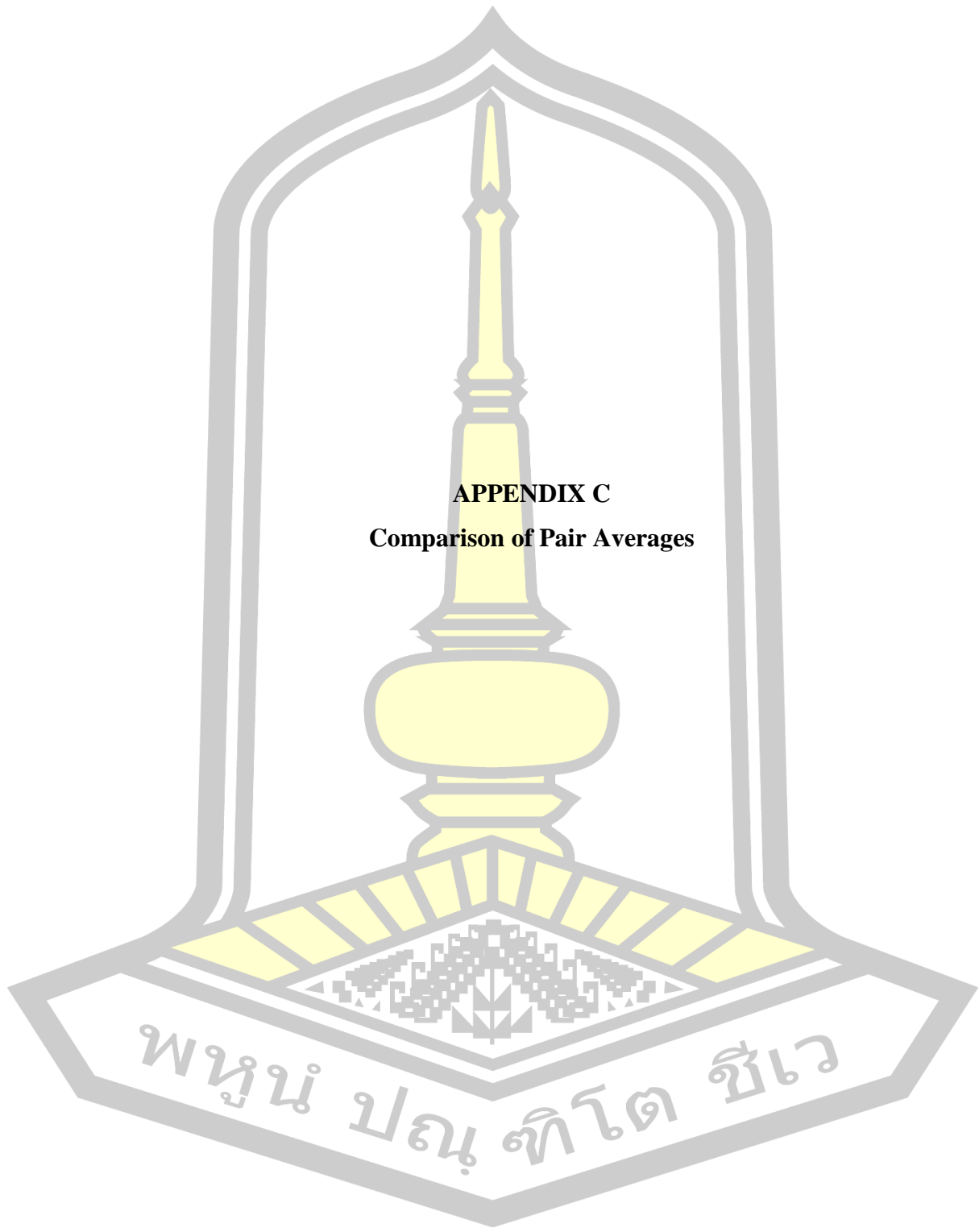
Table 55 (Continued)

Item	Classification values (r)	Reliability values
1.9 Commodity		
33	0.916	
34	0.905	
35	0.917	
36	0.907	
37	0.916	
Total		0.883
1.10 Price and Value		
38	0.865	
39	0.848	
40	0.823	
41	0.838	
Total		0.762
1.11 Perceived image and Satisfaction		
42	0.905	
43	0.907	
44	0.902	
45	0.894	
46	0.917	
47	0.941	
Total		0.888

Table 55 (Continued)

Item	Classification values (r)	Reliability values
2. Tourists Behavioral Intention		
2.1 Consumption Intention		
1	0.845	
2	0.876	
3	0.848	
4	0.860	
Total		0.784
2.2 Recommend Intention		
5	0.972	
6	0.975	
Total		0.892
2.3 Revisit Intention		
7	0.414	
Total		0.413





APPENDIX C

Comparison of Pair Averages

พหุบัณฑิตวิทยา

Table 56 The Comparison of Opinions about Thailand Country Images According to Age Difference

age		Under 24 years old	24-44 years old	45-64 years old	Over 65 years old
Under 24 years old	\bar{X}	3.96	4.04	4.23	3.30
		3.96	-	0.243	0.011*
24-44 years old	4.04		-	0.041*	0.000*
45-64 years old	4.23			-	0.000*
Over 65 years old	3.30				

*At significance level of 0.05

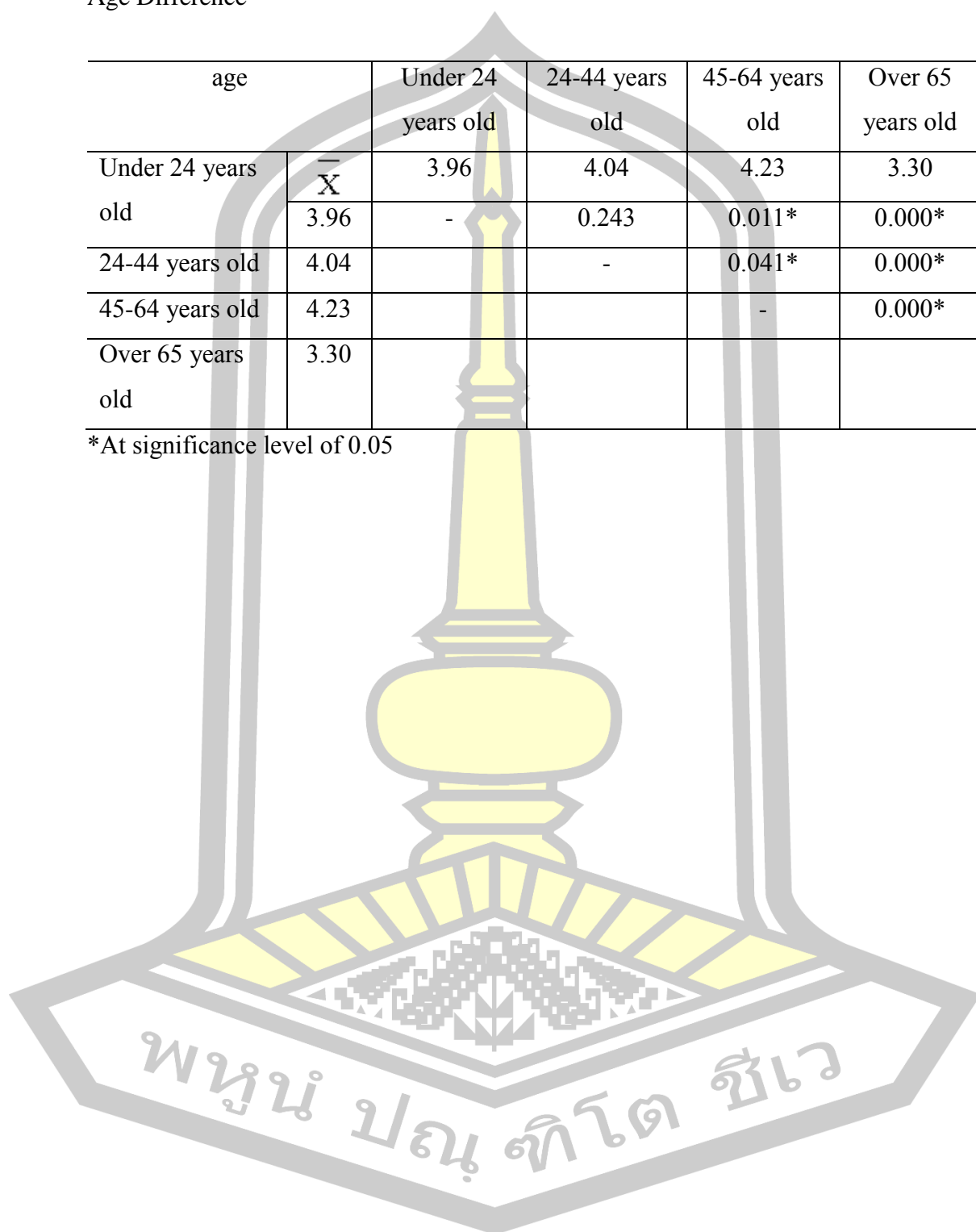


Table 57 The Comparison of Opinions about Thailand Country Images in Each Dimension According to Age Difference

Univariate Tests					
Dependent Variable	Df	SS	MS	F	P-value
National System	3	24.853	8.284	13.925*	0.000
	396	235.592	0.595		
National Capacity	3	10.520	3.507	5.608*	0.001
		247.636	0.625		
National Characteristics	396	14.083	4.694	11.501*	0.000
		161.638	0.408		
National Relationship	3	5.981	1.994	4.049	0.007
		195.016	0.492		
Environmental Condition	396	13.438	4.479	6.115*	0.000
		290.047	0.732		
Landscape and Environment Attractions	3	7.887	2.629	7.170*	0.000
		145.212	0.367		
Atmosphere Attractions	396	13.882	4.627	12.265*	0.000
		149.408	0.377		
Activity Attractions	3	6.345	2.115	5.007*	0.002
		167.264	0.422		
Services Facilities Attractions	396	7.932	2.644	6.295*	0.000
		166.314	0.420		
Commodity	3	16.227	5.409	12.123*	0.000
		176.690	0.446		
Price and Value	396	3.817	1.272	3.786	0.011
		133.080	0.336		
Perceived image and Satisfaction	3	12.762	4.254	11.644*	0.000
		144.667	0.365		

*With statistical significance at the level of 0.004

Table 58 The Comparison of Opinions about National System According to Age Difference

age		Under 24 years old	24-44 years old	45-64 years old	Over 65 years old
Under 24 years old	\bar{X}	3.33	3.72	4.31	3.61
	3.33	-	0.000*	0.000*	0.239
24-44 years old	3.72		-	0.000*	0.620
45-64 years old	4.31			-	0.007
Over 65 years old	3.61				-

*At significance level of 0.004

Table 59 The Comparison of Opinions about National Capacity According to Age Difference

age		Under 24 years old	24-44 years old	45-64 years old	Over 65 years old
Under 24 years old	\bar{X}	2.81	2.83	3.25	2.27
	2.81	-	0.850	0.005	0.028
24-44 years old	2.83		-	0.002*	0.017
45-64 years old	3.25			-	0.000*
Over 65 years old	2.27				-

*At significance level of 0.004

พหุ ประถมศึกษา

Table 60 The Comparison of Opinions about National Characteristics According to Age Difference

age		Under 24 years old	24-44 years old	45-64 years old	Over 65 years old
Under 24 years old	\bar{X}	4.03	4.07	4.49	3.29
	4.03	-	0.597	0.000*	0.000*
24-44 years old	4.07		-	0.000*	0.000*
45-64 years old	4.49			-	0.000*
Over 65 years old	3.29				-

*At significance level of 0.004

Table 61 The Comparison of Opinions about Environmental Conditions According to Age Difference

age		Under 24 years old	24-44 years old	45-64 years old	Over 65 years old
Under 24 years old	\bar{X}	3.67	3.83	3.94	2.83
	3.67	-	0.139	0.110	0.002*
24-44 years old	3.83		-	0.465	0.000*
45-64 years old	3.94			-	0.000*
Over 65 years old	2.83				-

*At significance level of 0.004

พหุ ประถมศึกษา

Table 62 The Comparison of Opinions about Landscape and Environment Attractions According to Age Difference

age		Under 24 years old	24-44 years old	45-64 years old	Over 65 years old
Under 24 years old	\bar{X}	4.16	4.35	4.32	3.60
		4.16	-	0.170	0.175
24-44 years old	4.35		-	0.840	0.000*
45-64 years old	4.32			-	0.000*
Over 65 years old	3.60				-

*At significance level of 0.004

Table 63 The Comparison of Opinions about Atmosphere Attractions According to Age Difference

age		Under 24 years old	24-44 years old	45-64 years old	Over 65 years old
Under 24 years old	\bar{X}	4.42	4.51	4.38	3.42
		4.42	-	0.293	0.740
24-44 years old	4.51		-	0.245	0.000*
45-64 years old	4.38			-	0.000*
Over 65 years old	3.42				-

*At significance level of 0.004

พหุ ประถมศึกษา

Table 64 The Comparison of Opinions about Activity Attractions According to Age Difference

age		Under 24 years old	24-44 years old	45-64 years old	Over 65 years old
Under 24 years old	\bar{X}	4.29	4.36	4.29	3.63
	4.29	-	0.414	0.983	0.001*
24-44 years old	4.36		-	0.527	0.000*
45-64 years old	4.29			-	0.002*
Over 65 years old	3.63				-

*At significance level of 0.004

Table 65 The Comparison of Opinions about Services Facilities Attractions According to Age Difference

age		Under 24 years old	24-44 years old	45-64 years old	Over 65 years old
Under 24 years old	\bar{X}	3.93	3.91	4.18	3.25
	3.93	-	0.822	0.056	0.001*
24-44 years old	3.91		-	0.019	0.001*
45-64 years old	4.18			-	0.000*
Over 65 years old	3.25				-

*At significance level of 0.004

พหุ ประถมศึกษา

Table 66 The Comparison of Opinions about Commodity According to Age Difference

age		Under 24 years old	24-44 years old	45-64 years old	Over 65 years old
Under 24 years old	\bar{X}	4.12	4.03	4.29	2.98
	4.12	-	0.335	0.193	0.000*
24-44 years old	4.03		-	0.028	0.000*
45-64 years old	4.29			-	0.000*
Over 65 years old	2.98				-

*At significance level of 0.004

Table 67 The Comparison of Opinions about Perceived image and Satisfaction According to Age Difference

age		Under 24 years old	24-44 years old	45-64 years old	Over 65 years old
Under 24 years old	\bar{X}	4.30	4.30	4.48	3.31
	4.30	-	0.985	0.126	0.000*
24-44 years old	4.30		-	0.870	0.000*
45-64 years old	4.48			-	0.000*
Over 65 years old	3.31				-

*At significance level of 0.004

พหุ ประถมศึกษา

Table 68 The Comparison of Opinions about Thailand Country Images According to Marital Status Difference

Marital Status		Single	Married no child	Married and 18+	Married and 18-	Divorce
Single	\bar{X}	3.84	4.17	4.09	4.41	3.86
	3.84	-	0.000*	0.006*	0.000*	0.938
Married no child	4.17		-	0.427	0.005*	0.189
Married and 18+	4.09			-	0.002*	0.345
Married and 18-	4.41					0.020*
Divorce	3.86					

*With statistical significance at the level of 0.05

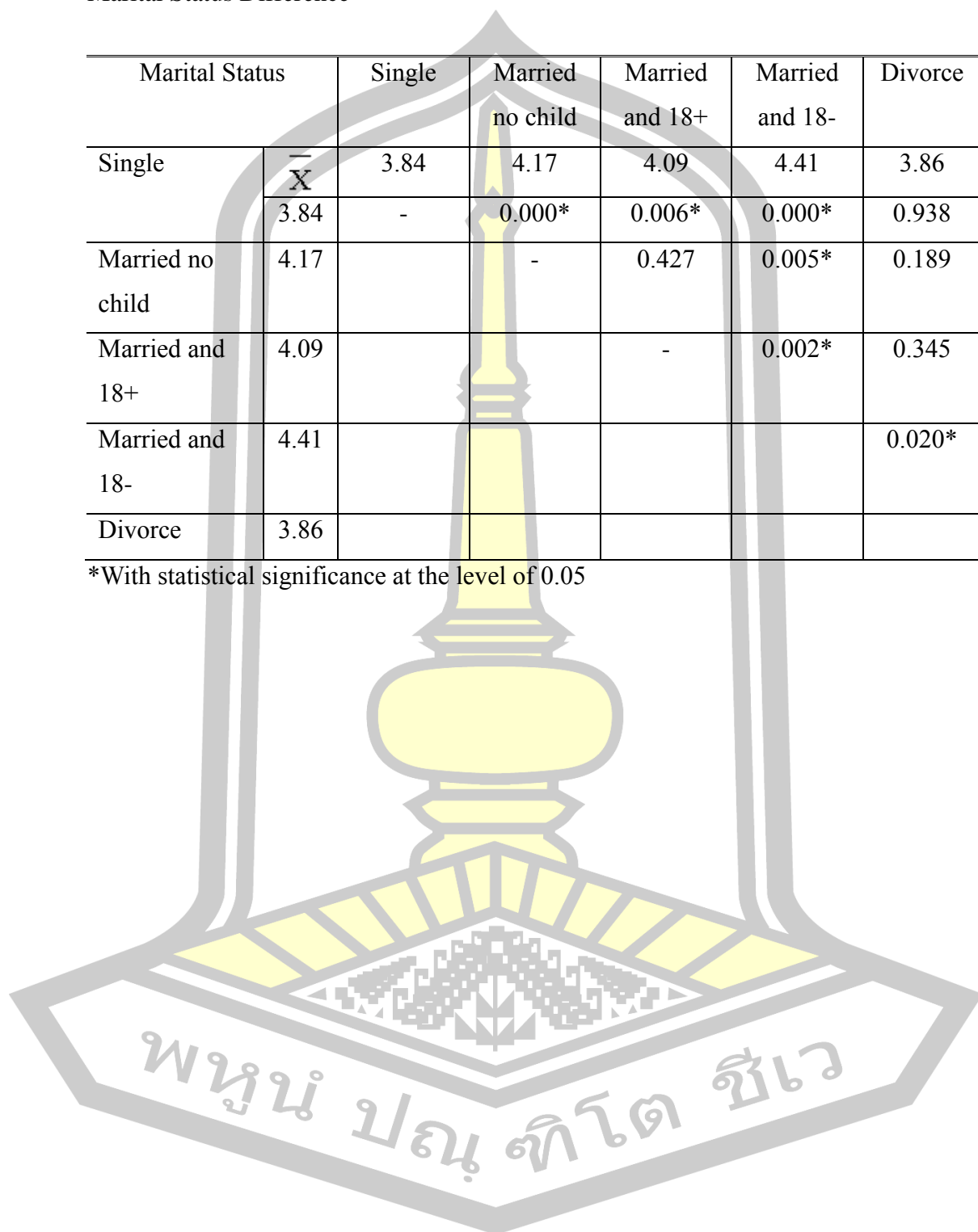


Table 69 The Comparison of Opinions about Thailand Country Images in each Dimension According to Marital Status Difference

Univariate Tests					
Dependent Variable	Df	SS	MS	F	P-value
National System	4	41.423	10.356	18.676*	0.000
	395	219.021	0.554		
National Capacity	4	41.336	10.334	18.827*	0.000
	395	216.820	0.549		
National Characteristics	4	25.796	6.449	16.991*	0.000
	395	149.925	0.380		
National Relationship	4	18.255	4.564	9.864*	0.000
	395	182.743	0.463		
Environmental Condition	4	60.735	15.184	24.707*	0.000
	395	242.749	0.615		
Landscape and Environment Attractions	4	18.064	4.516	13.210*	0.000
	395	135.035	0.463		
Atmosphere Attractions	4	16.289	15.184	10.943*	0.000
	395	147.001	0.615		
Activity Attractions	4	18.781	4.695	11.979*	0.000
	395	154.828	0.392		
Services Facilities Attractions	4	20.651	5.163	13.277*	0.000
	395	153.595	0.389		
Commodity	4	9.102	2.276	4.890*	0.001
	395	183.815	0.465		
Price and Value	4	12.308	3.077	9.755*	0.000
	395	124.590	0.315		
Perceived image and Satisfaction	4	7.933	1.983	5.240*	0.000
	395	149.496	0.378		

*With statistical significance at the level of 0.004

Table 70 The Comparison of Opinions about National System According to Marital Status Difference

Marital Status		Single	Married no child	Married and 18+	Married and 18-	Divorce
Single	\bar{X}	3.41	3.94	3.91	4.22	4.00
		3.41	-	0.000*	0.000*	0.000*
Married no child	3.94		-	0.873	0.026	0.852
Married and 18+	3.91			-	0.047	0.805
Married and 18-	4.22				-	0.533
Divorce	4.00					-

*At significance level of 0.004

Table 71 The Comparison of Opinions about National Capacity According to Marital Status Difference

Marital Status		Singl e	Married no child	Married and 18+	Married and 18-	Divorce
Single	\bar{X}	2.56	3.25	2.97	3.23	3.16
		2.56	-	0.000*	0.001*	0.000*
Married no child	3.25		-	0.061	0.866	0.795
Married and 18+	2.97			-	0.094	0.597
Married and 18-	3.23				-	0.844
Divorce	3.16					-

*At significance level of 0.004

พหุ ประถมศึกษา

Table 72 The Comparison of Opinions about National Characteristics According to Marital Status Difference

Marital Status		Single	Married no child	Married and 18+	Married and 18-	Divorce
Single	\bar{X}	3.93	3.95	4.37	4.58	3.80
	3.93	-	0.799	0.000*	0.000*	0.635
Married no child	3.95		-	0.001*	0.000*	0.591
Married and 18+	4.37			-	0.051	0.000*
Married and 18-	4.58				-	0.007
Divorce	3.80					-

*At significance level of 0.004

Table 73 The Comparison of Opinions about National Relationship According to Marital Status Difference

Marital Status		Single	Married no child	Married and 18+	Married and 18-	Divorce
Single	\bar{X}	4.08	4.53	4.20	4.54	4.00
	4.08	-	0.000*	0.325	0.000*	0.796
Married no child	4.53		-	0.013	0.955	0.091
Married and 18+	4.20			-	0.542	0.000*
Married and 18-	4.54				-	0.089
Divorce	4.00					-

*At significance level of 0.004

พหุ ประถมศึกษา

Table 74 The Comparison of Opinions about Environmental Conditions According to Marital Status Difference

Marital Status		Singl e	Married no child	Married and 18+	Married and 18-	Divorce
Single	\bar{X}	3.45	4.28	3.81	4.30	3.40
	3.45	-	0.000*	0.009	0.000*	0.891
Married no child	4.28		-	0.003*	0.003*	0.273
Married and 18+	3.81			-	0.014	0.891
Married and 18-	4.30				-	0.014
Divorce	3.40					-

*At significance level of 0.004

Table 75 The Comparison of Opinions about Landscape and Environment Attractions According to Marital Status Difference

Marital Status		Singl e	Married no child	Married and 18+	Married and 18-	Divorce
Single	\bar{X}	4.12	4.52	4.23	4.62	4.00
	4.12	-	0.000*	0.271	0.000*	0.659
Married no child	4.52		-	0.012	0.344	0.053
Married and 18+	4.23			-	0.001*	0.408
Married and 18-	4.62				-	0.024
Divorce	4.00					-

*At significance level of 0.004

พหุ ประถมศึกษา

Table 76 The Comparison of Opinions about Atmosphere Attractions According to Marital Status Difference

Marital Status		Singl e	Married no child	Married and 18+	Married and 18-	Divorce
Single	\bar{X}	4.33	4.51	4.29	4.86	4.00
		4.33	-	0.025	0.694	0.000*
Married no child	4.51		-	0.065	0.001*	0.069
Married and 18+	4.29			-	0.000*	0.319
Married and 18-	4.86				-	0.002*
Divorce	4.00					-

*At significance level of 0.004

Table 77 The Comparison of Opinions about Activity Attractions According to Marital Status Difference

Marital Status		Singl e	Married no child	Married and 18+	Married and 18-	Divorce
Single	\bar{X}	4.16	4.48	4.21	4.72	4.00
		-	0.000*	0.670	0.000*	0.564
Married no child			-	0.030	0.022	0.097
Married and 18+				-	0.000*	0.480
Married and 18-					-	0.013
Divorce						-

*At significance level of 0.004

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Table 78 The Comparison of Opinions about Services Facilities Attractions According to Marital Status Difference

Marital Status		Single	Married no child	Married and 18+	Married and 18-	Divorce
Single	\bar{X}	3.75	3.97	4.01	4.37	4.15
		3.75	-	0.006	0.018	0.000*
Married no child	3.97		-	0.794	0.000*	0.542
Married and 18+	4.01			-	0.004	0.629
Married and 18-	4.37				-	0.000*
Divorce	4.15					-

*At significance level of 0.004

Table 79 The Comparison of Opinions about Commodity According to Marital Status Difference

Marital Status		Single	Married no child	Married and 18+	Married and 18-	Divorce
Single	\bar{X}	4.15	3.98	3.93	4.18	4.34
		4.15	-	0.544	0.099	0.000*
Married no child	3.98		-	0.061	0.000*	0.365
Married and 18+	3.93			-	0.253	0.098
Married and 18-	4.18				-	0.028
Divorce	4.34					-

*At significance level of 0.004

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Table 80 The Comparison of Opinions about Price and Value According to Marital Status Difference

Marital Status		Single	Married no child	Married and 18+	Married and 18-	Divorce
Single	\bar{X}	4.20	4.31	4.49	4.67	4.00
		4.20	-	0.156	0.004*	0.000*
Married no child	4.31		-	0.108	0.000*	0.236
Married and 18+	4.49			-	0.120	0.069
Married and 18-	4.67				-	0.011
Divorce	4.00					-

*At significance level of 0.004

Table 81 The Comparison of Opinions about Perceived image and Satisfaction According to Marital Status Difference

Marital Status		Single	Married no child	Married and 18+	Married and 18-	Divorce
Single	\bar{X}	4.17	4.38	4.42	4.52	4.20
		4.17	-	0.010	0.019	0.000*
Married no child	4.38		-	0.725	0.177	0.530
Married and 18+	4.42			-	0.441	0.451
Married and 18-	4.52				-	0.266
Divorce	4.20					-

*At significance level of 0.004

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Table 82 The Comparison of Opinions about Thailand Country Images in each Dimension According to Monthly Income Difference

Univariate Tests					
Dependent Variable	Df	SS	MS	F	P-value
National System	3	24.481	8.139	13.656*	0.000
	369	236.027	0.596		
National Capacity	3	7.098	2.366	3.732	0.011
	369	251.058	0.634		
National Characteristics	3	2.552	0.851	1.946	0.122
	369	173.169	0.437		
National Relationship	3	2.835	0.945	1.888	0.131
	369	198.163	0.500		
Environmental Condition	3	2.770	0.923	1.216	0.304
	369	300.714	0.759		
Landscape and Environment Attractions	3	3.941	1.314	3.487	0.016
	369	149.159	0.377		
Atmosphere Attractions	3	0.120	0.040	0.097	0.961
	369	163.170	0.412		
Activity Attractions	3	1.754	0.585	1.347	0.259
	369	171.856	0.434		
Services Facilities Attractions	3	0.161	0.054	0.122	0.947
	369	174.085	0.440		
Commodity	3	14.511	4.837	10.736*	0.000
	369	178.407	0.451		
Price and Value	3	1.300	0.433	1.265	0.286
	369	135.598	0.342		
Perceived image and Satisfaction	3	1.403	0.468	1.187	0.314
	369	156.026	0.394		

*At significance level of 0.004

Table 83 The Comparison of Opinions about National System According to Monthly Income Difference

Monthly income		Lower than 3,000¥	3,001¥- 7,000¥	7,001¥- 10,000¥	Over 10,000¥
Lower than 3,000¥	\bar{X}	3.30	3.59	4.02	3.98
		3.30	-	0.015	0.000*
3,001¥-7,000¥	3.59		-	0.001*	0.000*
7,001¥-10,000¥	4.02			-	0.748
Over 10,000¥	3.98				-

*At significance level of 0.004

Table 84 The Comparison of Opinions about Commodity According to Monthly Income Difference

Monthly income		Lower than 3,000¥	3,001¥- 7,000¥	7,001¥- 10,000¥	Over 10,000¥
Lower than 3,000¥	\bar{X}	4.06	4.20	4.07	3.73
		4.06	-	0.177	0.924
3,001¥-7,000¥	4.20		-	0.245	0.000*
7,001¥- 10,000¥	4.07			-	0.004*
Over 10,000¥	3.73				-

*At significance level of 0.004

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Table 85 The Comparison of Opinions about Thailand Country Images According to Level of Education Difference

Level of education		Bachelor' degree	Master' degree	Doctor' degree	Others
Bachelor' degree	\bar{X}	4.09	3.95	4.42	3.77
	4.09	-	0.014*	0.398	0.004*
Master' degree	3.95		-	0.223	0.130
Doctor' degree	4.42			-	0.106
Others	3.77				-

*With statistical significance at the level of 0.05

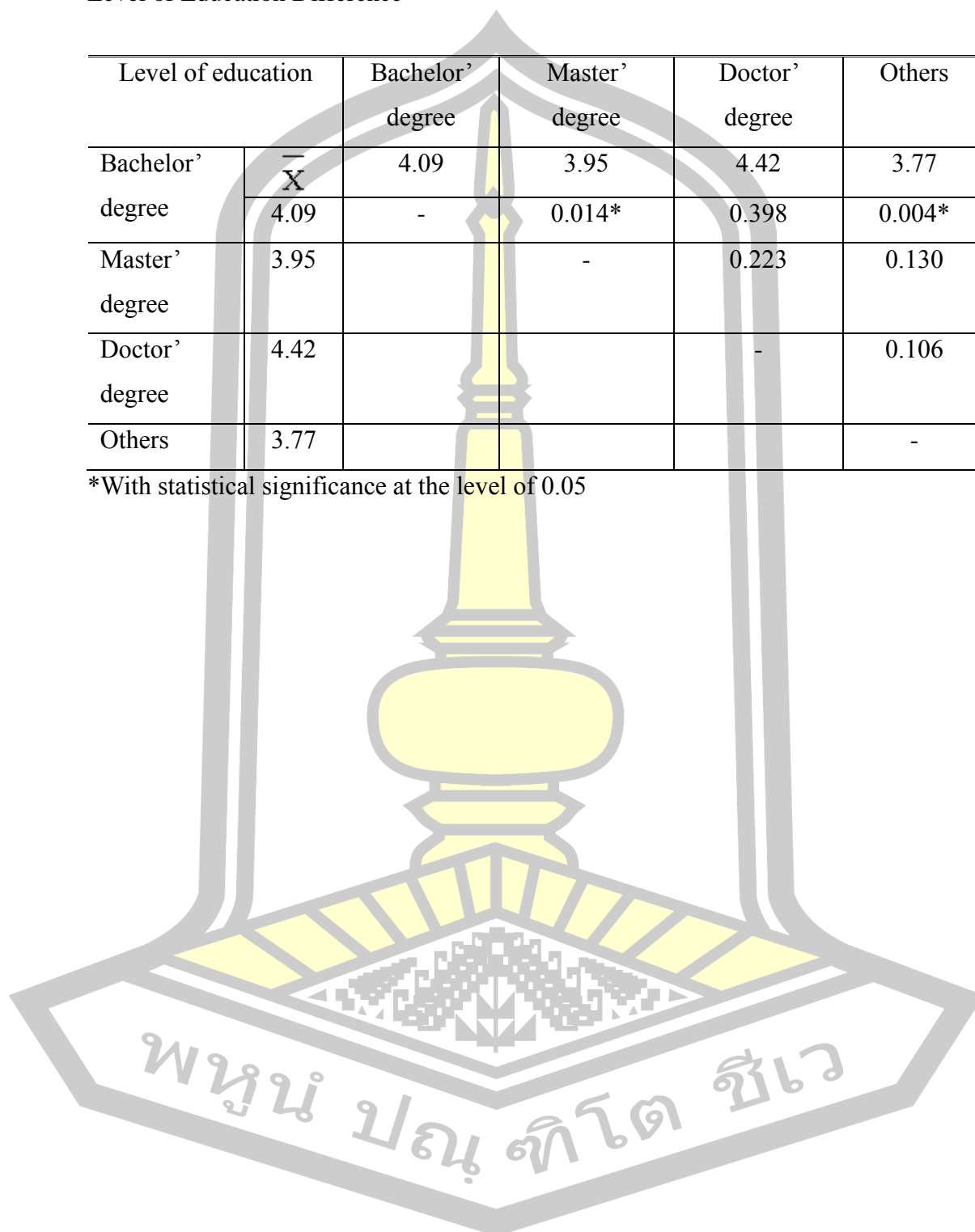


Table 86 The Comparison of Opinions about Thailand Country Images in Each Dimension According to Level of Education Difference

Univariate Tests					
Dependent Variable	Df	SS	MS	F	P-value
National System	4	17.528	4.382	7.125*	0.000
	395	242.916	0.615		
National Capacity	4	23.845	5.961	10.050*	0.000
	395	234.311	0.593		
National Characteristics	4	2.727	0.682	1.556	0.185
	395	172.994	0.438		
National Relationship	4	4.373	1.093	2.196	0.069
	395	196.624	0.498		
Environmental Condition	4	19.442	4.860	6.759*	0.000
	395	284.042	0.719		
Landscape and Environment Attractions	4	5.326	1.331	3.559	0.007
	395	147.773	0.374		
Atmosphere Attractions	4	8.873	2.218	5.674*	0.000
	395	154.417	0.391		
Activity Attractions	4	5.463	1.366	3.208	0.013
	395	168.147	0.426		
Services Facilities Attractions	4	2.659	0.665	1.530	0.193
	395	171.587	0.434		
Commodity	4	7.993	1.998	4.268*	0.002
	395	184.924	0.468		
Price and Value	4	4.387	1.097	3.269	0.012
	395	132.511	0.335		
Perceived image and Satisfaction	4	9.814	2.296	6.118*	0.000
	395	148.244	0.375		

*At significance level of 0.004

Table 87 The Comparison of Opinions about National System According to Level of Education Difference

Level of education		Bachelor' degree	Master' degree	Doctor' degree	Others
Bachelor' degree	\bar{X}	3.78	3.44	4.67	4.08
	3.78	-	0.000*	0.111	0.051
Master' degree	3.44		-	0.029	0.000*
Doctor' degree	4.67			-	0.310
Others	4.08				-

*At significance level of 0.004

Table 88 The Comparison of Opinions about National Capacity According to Level of Education Difference

Level of education		Bachelor' degree	Master' degree	Doctor' degree	Others
Bachelor' degree	\bar{X}	3.02	2.50	3.60	2.92
	3.02	-	0.000*	0.286	0.543
Master' degree	2.50		-	0.046	0.009
Doctor' degree	3.60			-	0.229
Others	2.92				-

*At significance level of 0.004

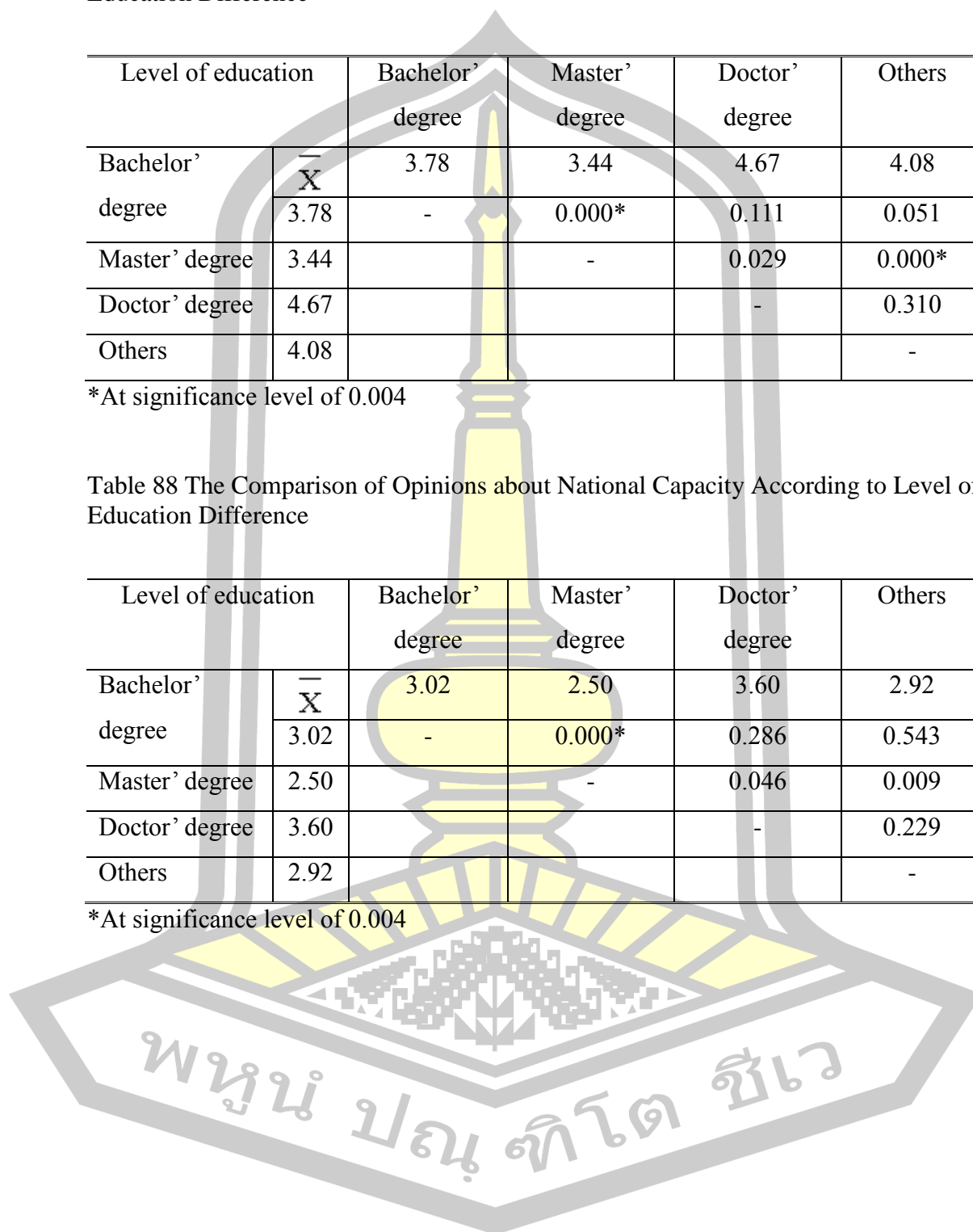


Table 89 The Comparison of Opinion about Environmental Conditions According to Level of Education Difference

Level of education		Bachelor' degree	Master' degree	Doctor' degree	Others
Bachelor' degree	\bar{X}	3.96	3.56	2.75	3.47
		3.96	-	0.000*	0.046
Master' degree	3.56		-	0.180	0.617
Doctor' degree	2.75			-	0.245
Others	3.47				-

*At significance level of 0.004

Table 90 The Comparison of Opinions about Atmosphere Attractions According to Level of Education Difference

Level of education		Bachelor' degree	Master' degree	Doctor' degree	Others
Bachelor' degree	\bar{X}	4.46	4.53	5.00	3.96
		4.46	-	0.223	0.000*
Master' degree	4.53		-	0.293	0.000*
Doctor' degree	5.00			-	0.024
Others	3.96				-

*At significance level of 0.004

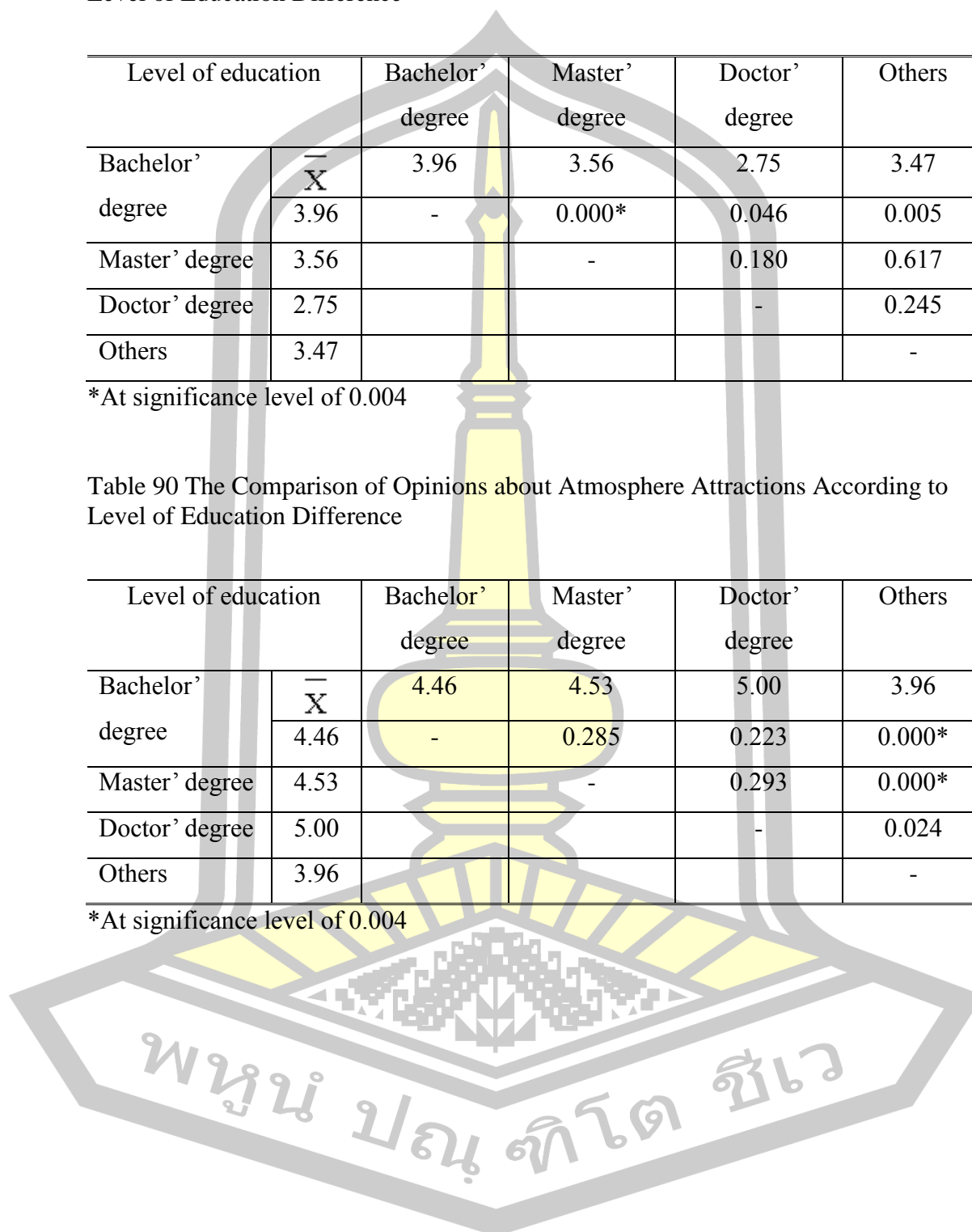


Table 91 The Comparison of Opinions about Commodity according to Level of Education Difference

Level of education		Bachelor' degree	Master' degree	Doctor' degree	Others
Bachelor' degree	\bar{X}	4.09	4.04	5.00	3.59
	4.09	-	0.547	0.061	0.000*
Master' degree	4.04		-	0.050	0.002*
Doctor' degree	5.00			-	0.005
Others	3.59				-

*At significance level of 0.004

Table 92 The Comparison of Opinions about Perceived image and Satisfaction According to Level of Education Difference

Level of education		Bachelor' degree	Master' degree	Doctor' degree	Others
Bachelor' degree	\bar{X}	4.34	4.29	5.00	3.78
	4.34	-	0.519	0.127	0.000*
Master' degree	4.29		-	0.106	0.000*
Doctor' degree	5.00			-	0.007
Others	3.78				-

*At significance level of 0.004

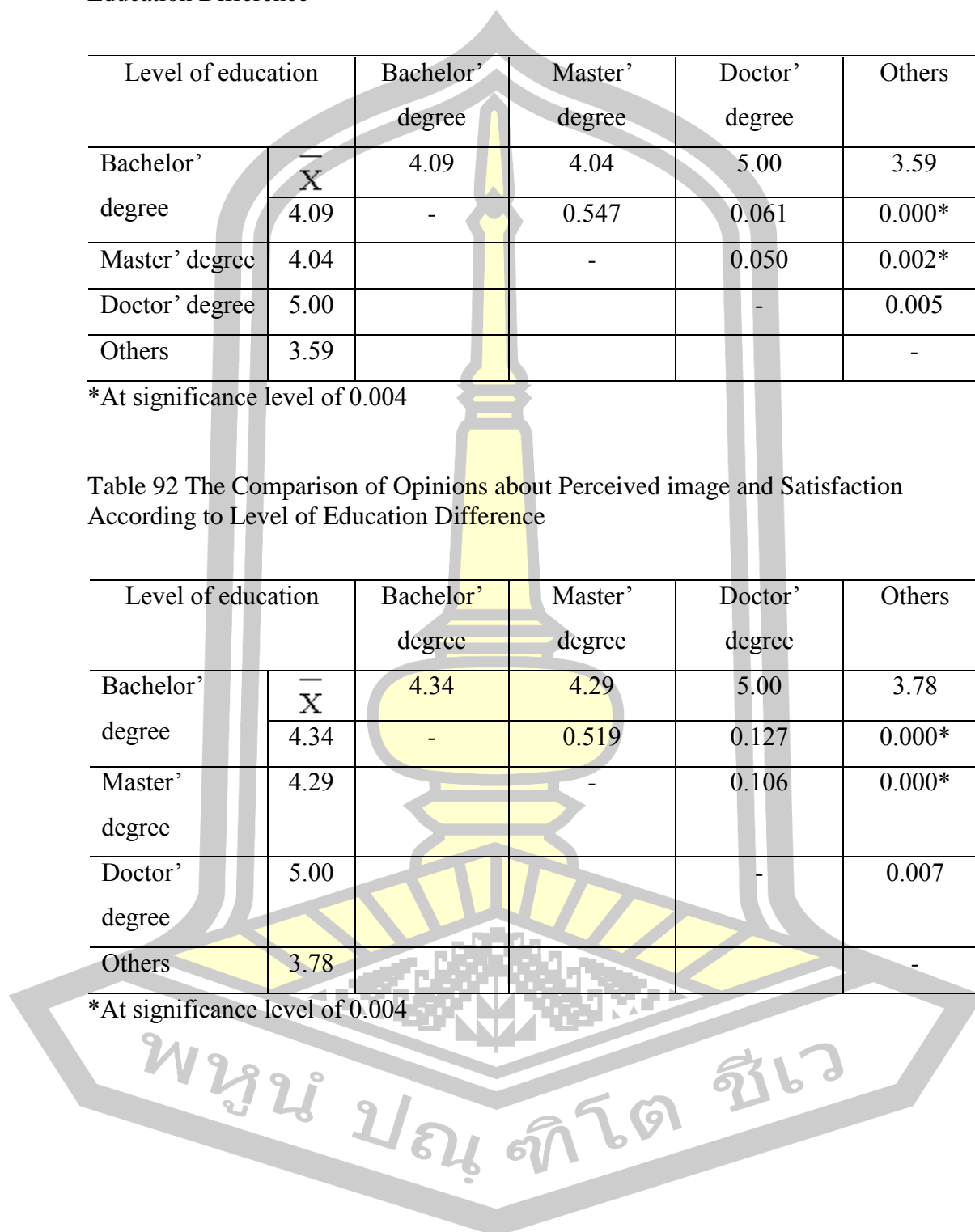


Table 93 The Comparison of Opinions about Thailand Country Images According to Travel Style Difference

Style of travel		Honey moon	Family trip	Travel alone	Friend group	Tour group
Honey moon	\bar{X}	4.25	4.27	3.56	3.99	4.28
	4.25	-	0.788	0.000*	0.002*	0.833
Family trip	4.27		-	0.000*	0.000*	0.951
Travel alone	3.56			-	0.000*	0.000*
Friend group	3.99				-	0.031*
Tour group	4.28					-

*With statistical significance at the level of 0.05

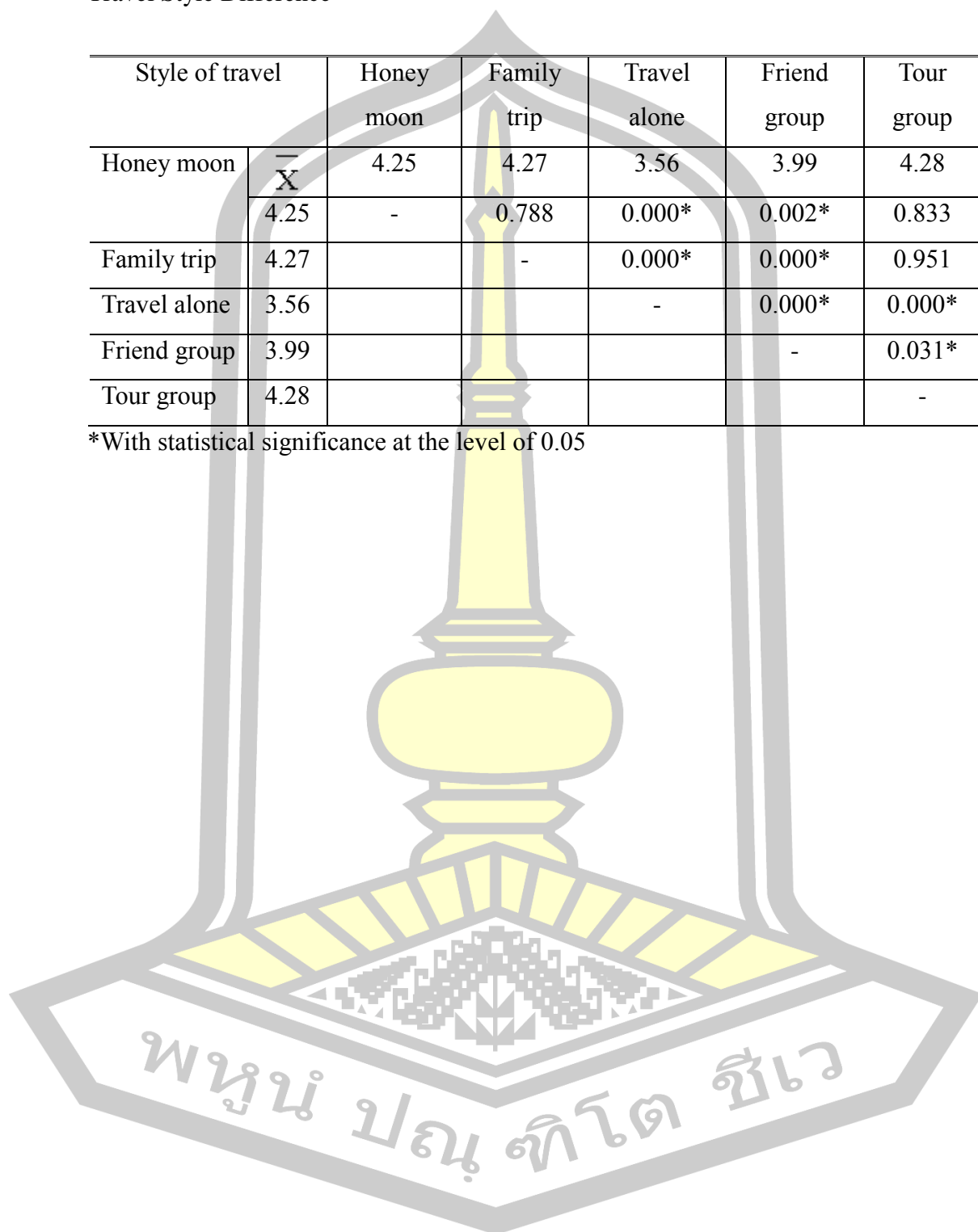


Table 94 The Comparison of Opinions about Thailand Country Images in each Dimension According to Travel Style Difference

Univariate Tests																																																																																																					
Dependent Variable	Df	SS	MS	F	P-value																																																																																																
National System	4	28.391	7.098	12.082*	0.000																																																																																																
	395	232.054	0.587			National Capacity	4	53.838	13.459	26.021*	0.000	395	204.318	0.517	National Characteristics	4	31.991	7.998	21.980*	0.000	395	143.730	0.364	National Relationship	4	39.811	9.953	24.390*	0.000	395	161.186	0.408	Environmental Condition	4	83.387	20.847	37.413*	0.000	395	220.098	0.557	Landscape and Environment Attractions	4	25.010	6.252	19.281*	0.000	395	128.090	0.324	Atmosphere Attractions	4	19.506	4.877	13.397*	0.000	395	143.784	0.364	Activity Attractions	4	33.865	8.466	23.931*	0.000	395	139.745	0.354	Services Facilities Attractions	4	28.104	7.026	18.991*	0.000	395	146.142	0.370	Commodity	4	25.352	6.338	14.941*	0.000	395	167.565	0.424	Price and Value	4	19.033	4.758	15.946*	0.000	395	117.864	0.298	Perceived image and Satisfaction	4	22.307	5.577	16.303*	0.000
National Capacity	4	53.838	13.459	26.021*	0.000																																																																																																
	395	204.318	0.517			National Characteristics	4	31.991	7.998	21.980*	0.000	395	143.730	0.364	National Relationship	4	39.811	9.953	24.390*	0.000	395	161.186	0.408	Environmental Condition	4	83.387	20.847	37.413*	0.000	395	220.098	0.557	Landscape and Environment Attractions	4	25.010	6.252	19.281*	0.000	395	128.090	0.324	Atmosphere Attractions	4	19.506	4.877	13.397*	0.000	395	143.784	0.364	Activity Attractions	4	33.865	8.466	23.931*	0.000	395	139.745	0.354	Services Facilities Attractions	4	28.104	7.026	18.991*	0.000	395	146.142	0.370	Commodity	4	25.352	6.338	14.941*	0.000	395	167.565	0.424	Price and Value	4	19.033	4.758	15.946*	0.000	395	117.864	0.298	Perceived image and Satisfaction	4	22.307	5.577	16.303*	0.000	395	135.121	0.342						
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*At significance level of 0.004

Table 95 The Comparison of Opinions about National System According to Travel Style Difference

Style of travel		Honey moon	Family trip	Travel alone	Friend group	Tour group
Honey moon	\bar{X}	3.95	3.94	3.33	3.57	4.22
	3.95	-	0.974	0.000*	0.003*	0.223
Family trip	3.94		-	0.000*	0.185	0.000*
Travel alone	3.33			-	0.000*	0.003*
Friend group	3.57				-	0.002*
Tour group	4.22					-

*At significance level of 0.004

Table 96 The Comparison of Opinions about National Capacity According to Travel Style Difference

Style of travel		Honey moon	Family trip	Travel alone	Friend group	Tour group
Honey moon	\bar{X}	3.09	3.20	2.21	2.84	3.04
	3.09	-	0.346	0.000*	0.038	0.827
Family trip	3.20		-	0.000*	0.000*	0.418
Travel alone	2.21			-	0.000*	0.000*
Friend group	2.84				-	0.306
Tour group	3.04					-

*At significance level of 0.004

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Table 97 The Comparison of Opinions about National Characteristics According to Travel Style Difference

Style of travel		Honey moon	Family trip	Travel alone	Friend group	Tour group
Honey moon	\bar{X}	3.96	4.40	3.62	4.14	4.26
	3.96	-	0.000*	0.001*	0.080	0.097
Family trip	4.40		-	0.000*	0.001*	0.398
Travel alone	3.62			-	0.000*	0.000*
Friend group	4.14				-	0.467
Tour group	4.26					-

*At significance level of 0.004

Table 98 The Comparison of Opinions about National relationship According to Style of Travel Difference

Style of travel		Honey moon	Family trip	Travel alone	Friend group	Tour group
Honey moon	\bar{X}	4.71	4.53	3.82	4.09	4.47
	4.71	-	0.093	0.000*	0.000*	0.203
Family trip	4.53		-	0.000*	0.000*	0.737
Travel alone	3.82			-	0.002*	0.000*
Friend group	4.09				-	0.033
Tour group	4.47					-

*At significance level of 0.004

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Table 99 The Comparison of Opinions about Environmental Conditions According To Style of Travel Difference

Style of travel		Honey moon	Family trip	Travel alone	Friend group	Tour group
Honey moon	\bar{X}	4.51	4.07	3.06	3.70	3.98
	4.51	-	0.000*	0.000*	0.000*	0.017
Family trip	4.07		-	0.000*	0.000*	0.688
Travel alone	3.06			-	0.000*	0.000*
Friend group	3.70				-	0.159
Tour group	3.98					-

*At significance level of 0.004

Table 100 The Comparison of Opinions about Landscape and Environment Attractions According to Style of Travel Difference

Style of travel		Honey moon	Family trip	Travel alone	Friend group	Tour group
Honey moon	\bar{X}	4.62	4.50	3.91	4.20	4.48
	4.62	-	0.202	0.000*	0.000*	0.422
Family trip	4.50		-	0.000*	0.000*	0.937
Travel alone	3.91			-	0.000*	0.000*
Friend group	4.20				-	0.067
Tour group	4.48					-

*At significance level of 0.004

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Table 101 The Comparison of Opinions about Atmosphere Attractions According to Style of Travel Difference

Style of travel		Honey moon	Family trip	Travel alone	Friend group	Tour group
Honey moon	\bar{X}	4.69	4.63	4.07	4.41	4.60
	4.69	-	0.587	0.000*	0.006	0.627
Family trip	4.63		-	0.000*	0.004*	0.850
Travel alone	4.07			-	0.000*	0.002
Friend group	4.41				-	0.251
Tour group	4.60					-

*At significance level of 0.004

Table 102 The Comparison of Opinions about Activity Attraction According to Style of Travel Difference

Style of travel		Honey moon	Family trip	Travel alone	Friend group	Tour group
Honey moon	\bar{X}	4.67	4.56	3.84	4.26	4.53
	4.67	-	0.264	0.000*	0.000*	0.446
Family trip	4.56		-	0.000*	0.000*	0.894
Travel alone	3.84			-	0.000*	0.000*
Friend group	4.26				-	0.097
Tour group	4.53					-

*At significance level of 0.004

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Table 103 The Comparison of Opinions about Services Facilities Attractions According to Style of Travel Difference

Style of travel		Honey moon	Family trip	Travel alone	Friend group	Tour group
Honey moon	\bar{X}	4.04	4.10	3.44	3.99	4.33
	4.04	-	0.587	0.000*	0.593	0.106
Family trip	4.10		-	0.000*	0.159	0.162
Travel alone	3.44			-	0.000*	0.000*
Friend group	3.99				-	0.039
Tour group	4.33					-

*At significance level of 0.004

Table 104 The Comparison of Opinions about Commodity According to Style of Travel Difference

Style of travel		Honey moon	Family trip	Travel alone	Friend group	Tour group
Honey moon	\bar{X}	3.85	4.29	3.65	4.10	4.44
	3.85	-	0.000*	0.079	0.022	0.002*
Family trip	4.29		-	0.000*	0.021	0.417
Travel alone	3.65			-	0.000*	0.000*
Friend group	4.10				-	0.058
Tour group	4.44					-

*At significance level of 0.004

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Table 105 The Comparison of Opinions about Price and Value According to Style of Travel Difference

Style of travel		Honey moon	Family trip	Travel alone	Friend group	Tour group
Honey moon	\bar{X}	4.38	4.56	3.95	4.32	4.47
	4.38	-	0.053	0.000*	0.552	0.578
Family trip	4.56		-	0.000*	0.001*	0.555
Travel alone	3.95			-	0.000*	0.001*
Friend group	4.32				-	0.338
Tour group	4.47					-

*At significance level of 0.004

Table 106 The Comparison of Opinions about Perceived image and Satisfaction According to Style of Travel Difference

Style of travel		Honey moon	Family trip	Travel alone	Friend group	Tour group
Honey moon	\bar{X}	4.51	4.47	3.87	4.30	4.50
	4.51	-	0.656	0.000*	0.032	0.955
Family trip	4.47		-	0.000*	0.027	0.833
Travel alone	3.87			-	0.000*	0.000*
Friend group	4.30				-	0.213
Tour group	4.50					-

*At significance level of 0.004

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Table 107 The Comparison of Opinions about Tourism Behavioral Intention According to Age Difference

age		Under 24 years old	24-44 years old	45-64 years old	Over 65 years old
Under 24 years old	\bar{X}	4.31	4.29	4.41	3.22
	4.31	-	0.776	0.330	0.000*
24-44 years old	4.29		-	0.185	0.000*
45-64 years old	4.41			-	0.000*
Over 65 years old	3.22				-

*With statistical significance at the level of 0.05

Table 108 The Comparison of Opinions about Tourism Behavioral Intention in each Dimension According to Age Difference

Univariate Tests					
Dependent Variable	Df	SS	MS	F	P-value
Consumption Intention	3	17.785	5.928	15.929*	0.000
	396	147.380	0.372		
Recommend Intention	3	19.335	6.445	16.403*	0.000
	396	155.602	0.393		
Revisit Intention	3	8.666	2.889	7.304*	0.000
	396	156.631	0.396		

*With statistical significance at the level of 0.017

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Table 109 The Comparison of Opinions about Consumption Intention According to Age Difference

age		Under 24 years old	24-44 years old	45-64 years old	Over 65 years old
Under 24 years old	\bar{X}	4.10	4.06	4.29	2.92
	4.10	-	0.639	0.113	0.000*
24-44 years old	4.06		-	0.031	0.000*
45-64 years old	4.29			-	0.000*
Over 65 years old	2.92				-

*At significance level of 0.017

Table 110 The Comparison of Opinions about Recommend Intention According to Age Difference

age		Under 24 years old	24-44 years old	45-64 years old	Over 65 years old
Under 24 years old	\bar{X}	4.45	4.46	4.39	3.17
	4.45	-	0.967	0.631	0.000*
24-44 years old	4.46		-	0.561	0.000*
45-64 years old	4.39			-	0.000*
Over 65 years old	3.17				-

*At significance level of 0.017



Table 111 The Comparison of Opinions about Revisit Intention According to Age Difference

age		Under 24 years old	24-44 years old	45-64 years old	Over 65 years old
Under 24 years old	\bar{X}	4.38	4.35	4.55	3.58
		4.38	-	0.785	0.159
24-44 years old	4.35		-	0.066	0.000*
45-64 years old	4.55			-	0.000*
Over 65 years old	3.58				-

*At significance level of 0.017

Table 112 The Comparison of Opinions about Tourism Behavioral Intention According to Marital Status Difference

Marital Status		Single	Married no child	Married and 18+	Married and 18-	Divorce
Single	\bar{X}	4.15	4.40	4.23	4.55	4.33
		4.15	-	0.000*	0.412	0.000*
Married no child	4.40		-	0.103	0.119	0.778
Married and 18+	4.23			-	0.004*	0.684
Married and 18-	4.55				-	0.399
Divorce	4.33					-

*With statistical significance at the level of 0.05

Table 113 The Comparison of Opinions about Tourism Behavioral Intention in each Dimension According to Marital Status Difference

Univariate Tests					
Dependent Variable	Df	SS	MS	F	P-value
Consumption Intention	4	10.497	2.624	6.702*	0.000
	395	154.668	0.392		
Recommend Intention	4	14.450	3.613	8.892*	0.000
	395	160.487	0.406		
Revisit Intention	4	5.764	1.441	3.568*	0.007
	395	159.534	0.404		

*With statistical significance at the level of 0.017

Table 114 The Comparison of Opinions about Consumption Intention according to Marital Status Difference

Marital Status		Single	Married no child	Married and 18+	Married and 18-	Divorce
Single	\bar{X}	3.92	4.21	4.08	4.32	4.00
	3.92	-	0.000*	0.140	0.000*	0.767
Married no child	4.21		-	0.285	0.324	0.464
Married and 18+	4.08			-	0.065	0.791
Married and 18-	4.32				-	0.278
Divorce	4.00					-

*At significance level of 0.017

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Table 115 The Comparison of Opinions about Recommend Intention According to Marital Status Difference

Marital Status		Single	Married no child	Married and 18+	Married and 18-	Divorce
Single	\bar{X}	4.28	4.56	4.24	4.75	4.60
	4.28	-	0.001*	0.698	0.000*	0.268
Married no child	4.56		-	0.010	0.077	0.903
Married and 18+	4.24			-	0.000*	0.077
Married and 18-	4.75				-	0.603
Divorce	4.60					-

*At significance level of 0.017

Table 116 The Comparison of Opinions about Revisit Intention According to Marital Status Difference

Marital Status		Single	Married no child	Married and 18+	Married and 18-	Divorce
Single	\bar{X}	4.25	4.44	4.37	4.57	4.40
	4.25	-	0.030	0.300	0.000*	0.608
Married no child	4.44		-	0.592	0.212	0.903
Married and 18+	4.37			-	0.123	0.917
Married and 18-	4.57				-	0.586
Divorce	4.40					-

*At significance level of 0.017

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Table 117 The Comparison of Opinions about Tourism Behavioral Intention According to Level of Education Difference

Level of education		Bachelor' degree	Master' degree	Doctor' degree	Others
Bachelor' degree	\bar{X}	4.35	4.22	4.83	3.82
	4.35	-	0.030*	0.215	0.000*
Master' degree	4.22		-	0.117	0.001*
Doctor' degree	4.83			-	0.012*
Others	3.82				-

*With statistical significance at the level of 0.05

Table 118 The Comparison of Opinions about Tourism Behavioral Intention in each Dimension according to Level of Education Difference

Univariate Tests					
Dependent Variable	Df	SS	MS	F	P-value
Consumption Intention	4	12.072	3.018	7.787*	0.000
	395	153.093	0.388		
Recommend Intention	4	9.621	2.405	5.747*	0.000
	395	165.317	0.419		
Revisit Intention	4	5.851	1.463	3.624*	0.006
	395	159.446	0.404		

*At significance level of 0.017



Table 119 The Comparison of Opinions about Consumption Intention According to Level of Education Difference

Level of education		Bachelor' degree	Master' degree	Doctor' degree	Others
Bachelor' degree	\bar{X}	4.16	3.95	5.00	3.58
	4.16	-	0.003*	0.057	0.000*
Master' degree	3.95		-	0.019	0.004*
Doctor' degree	5.00			-	0.002*
Others	3.58				-

*At significance level of 0.017

Table 120 The Comparison of Opinions about Recommend Intention According to Level of Education Difference

Level of education		Bachelor' degree	Master' degree	Doctor' degree	Others
Bachelor' degree	\bar{X}	4.46	4.43	5.00	3.89
	4.46	-	0.678	0.244	0.000*
Master' degree	4.43		-	0.221	0.000*
Doctor' degree	5.00			-	0.020
Others	3.89				-

*At significance level of 0.017

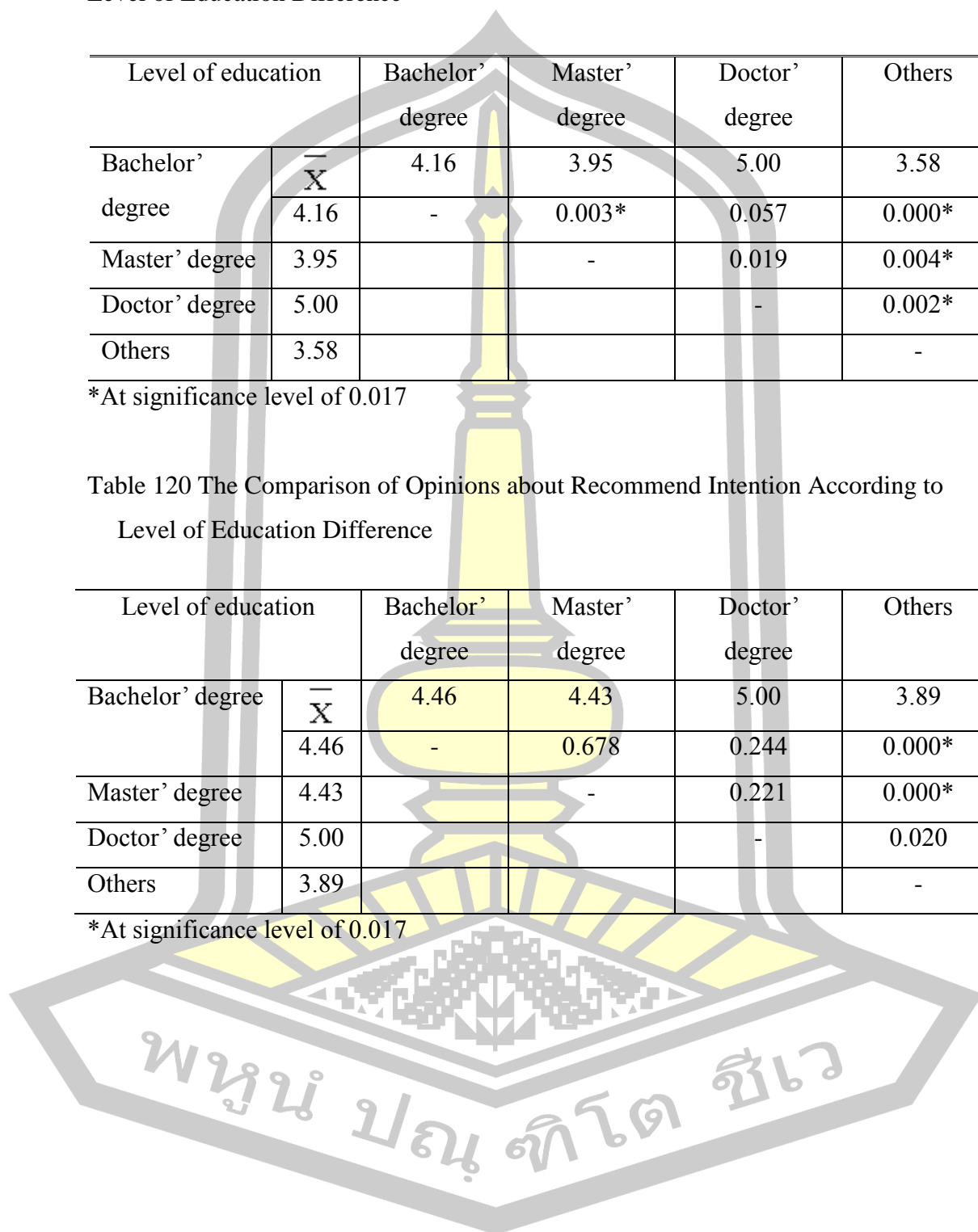


Table 121 The Comparison of Opinions about Revisit Intention according to Level of Education Difference

Level of education		Bachelor' degree	Master' degree	Doctor' degree	Others
Bachelor' degree	\bar{X}	4.43	4.28	4.50	4.00
	4.43	-	0.026	0.881	0.001*
Master' degree	4.28		-	0.622	0.037
Doctor' degree	4.50			-	0.283
Others	4.00				-

*At significance level of 0.017

Table 122 The Comparison of Opinions about Tourism Behavioral Intention According to Style of Travel Difference

Style of travel	Honey moon	Family trip	Travel alone	Friend group	Tour group	
Honey moon	\bar{X}	4.51	4.46	3.84	4.27	4.52
	4.51	-	0.586	0.000*	0.006*	0.925
Family trip	4.46		-	0.000*	0.004*	0.664
Travel alone	3.84			-	0.000*	0.000*
Friend group	4.27				-	0.074
Tour group	4.52					-

*With statistical significance at the level of 0.05

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Table 123 The Comparison of Opinions about Tourism Behavioral Intention in each Dimension of Tourism Behavioral Intention According to Style of Travel Difference

Univariate Tests					
Dependent Variable	Df	SS	MS	F	P-value
Consumption Intention	4	34.559	8.640	26.130*	0.000
	395	130.606	0.331		
Recommend Intention	4	28.776	7.194	19.442*	0.000
	395	146.161	0.370		
Revisit Intention	4	16.851	4.213	11.210*	0.000
	395	148.447	0.376		

*At significance level of 0.017

Table 124 The Comparison of Opinion about Consumption Intention according to Style of Travel Difference

Style of travel		Honey moon	Family trip	Travel alone	Friend group	Tour group
Honey moon	\bar{X}	4.35	4.18	3.52	4.14	4.43
		4.35	-	0.086	0.000*	0.030
Family trip	4.18	-	-	0.000*	0.578	0.112
Travel alone	3.52	-	-	-	0.000*	0.000*
Friend group	4.14	-	-	-	-	0.064
Tour group	4.43	-	-	-	-	-

*At significance level of 0.017

Table 125 The Comparison about Recommend Intention according to Style of Travel Difference

Style of travel		Honey moon	Family trip	Travel alone	Friend group	Tour group
Honey moon	\bar{X}	4.75	4.62	3.97	4.37	4.60
	4.75	-	0.216	0.000*	0.000*	0.417
Family trip	4.62		-	0.000*	0.002*	0.911
Travel alone	3.97			-	0.000*	0.000*
Friend group	4.37				-	0.170
Tour group	4.60					-

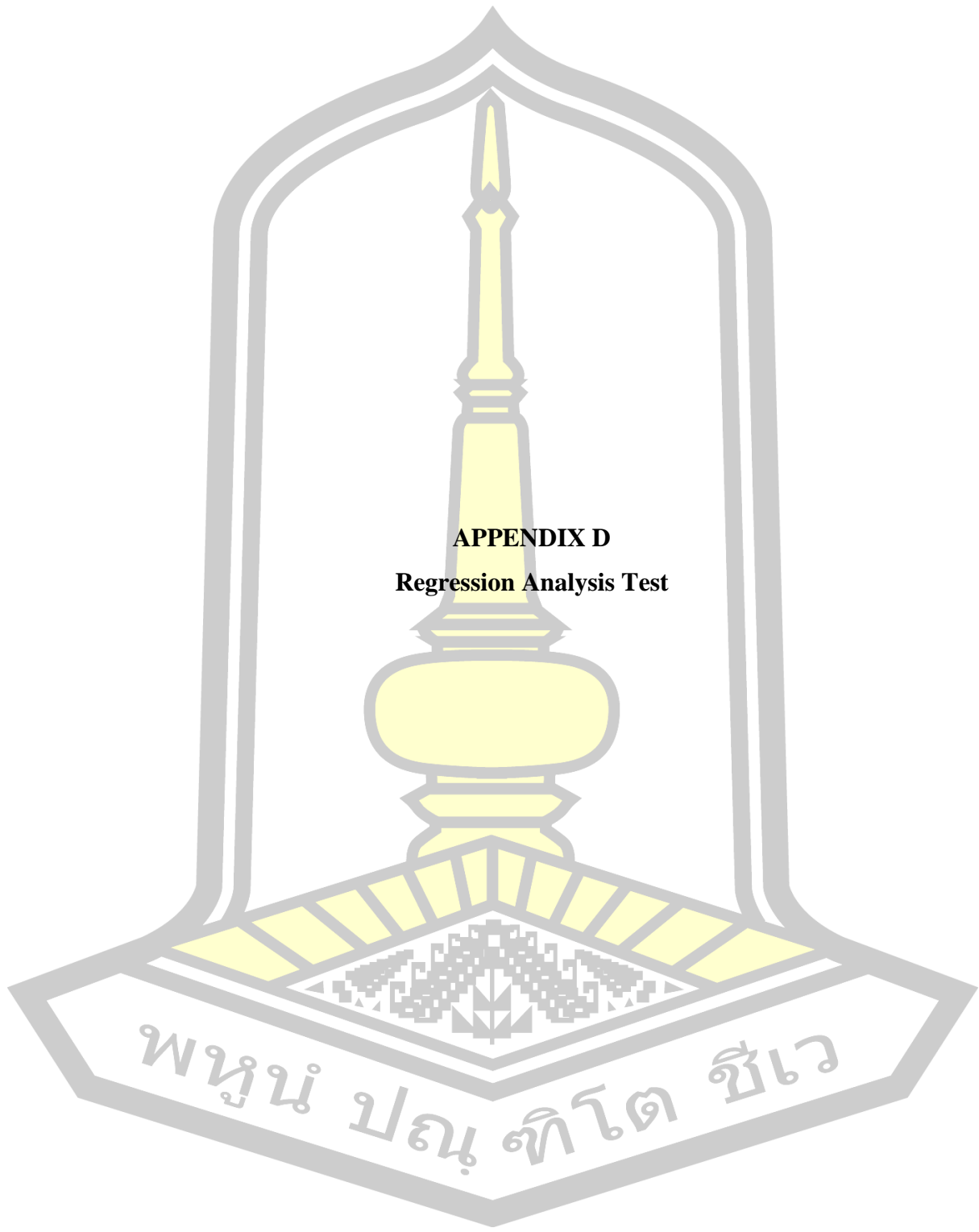
*At significance level of 0.017

Table 126 The Comparison of Opinions about Revisit Intention According to Style of Travel Difference

Style of travel		Honey moon	Family trip	Travel alone	Friend group	Tour group
Honey moon	\bar{X}	4.43	4.58	4.02	4.31	4.53
	4.43	-	0.136	0.000*	0.232	0.572
Family trip	4.58		-	0.000*	0.000*	0.760
Travel alone	4.02			-	0.001*	0.003*
Friend group	4.31				-	0.183
Tour group	4.53					-

*At significance level of 0.017

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APPENDIX D
Regression Analysis Test

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Table 127 Testing the Correlation of Regression between Thailand Country Image and Chinese Tourist Behavioral Intention in Thailand

Thailand Country Image	Behavioral Intention		t	P-value
	Regression Coefficient	Standard Error		
Constant(a)	0.791	0.120	6.579*	0.000
NS	-0.059	0.024	-2.483*	0.013
NC	0.116	0.025	4.698*	0.000
LEA	0.113	0.044	2.573*	0.010
AcA	0.185	0.040	4.642*	0.000
PV	0.146	0.054	2.683*	0.008
PIS	0.340	0.049	6.879*	0.000

F=168.044 P=0.000 Adj R² = 0.715

*With statistical significance at the level of 0.05

Table 128 Testing the Correlation of Regression between Thailand Country Images and Chinese Tourist Consumption Intention in Thailand

Thailand Country Image	CI		t	P-value
	Regression coefficient	Standard Error		
Constant (a)	0.223	0.130	1.717	0.087
NS	-0.079	0.026	-3.084*	0.002
NC	0.166	0.027	6.220*	0.000
AtA	-0.084	0.045	-1.878	0.061
AcA	0.271	0.047	5.798*	0.000
Co	0.143	0.035	4.138*	0.000
PIS	0.531	0.048	11.057*	0.000

F=189.270 P=0.000 Adj R² = 0.739

*With statistical significance at the level of 0.05

Table 129 Testing the Correlation of Regression between Thailand Country Images and Chinese Tourist Consumption Intention in Thailand

Thailand Country Image	CI		t	P-value
	Regression coefficient	Standard Error		
Constant (a)	0.163	0.126	1.287	0.199
NS	-0.080	0.026	-3.106*	0.002
NC	0.170	0.027	6.381*	0.000
AcA	0.219	0.038	5.807*	0.000
Co	0.137	0.035	3.972*	0.000
PIS	0.514	0.047	10.863*	0.000

F=224.976 P=0.000 Adj R²=0.737

*With statistical significance at the level of 0.05

Table 130 Testing the Correlation of Regression between Thailand Country Images and Chinese Tourist Recommend Intention in Thailand

Thailand Country Image	RCI		t	P-value
	Regression coefficient	Standard Error		
Constant (a)	0.197	0.148		0.184
NS	-0.067	0.026	-0.082*	0.010
LEA	0.226	0.054	0.212*	0.000
AtA	0.175	0.050	0.169*	0.001
AcA	0.235	0.054	0.234*	0.000
PV	0.212	0.064	0.188*	0.001
PIS	0.182	0.060	0.173*	0.002

F= 155.153 P= 0.000 Adj R²=0.699

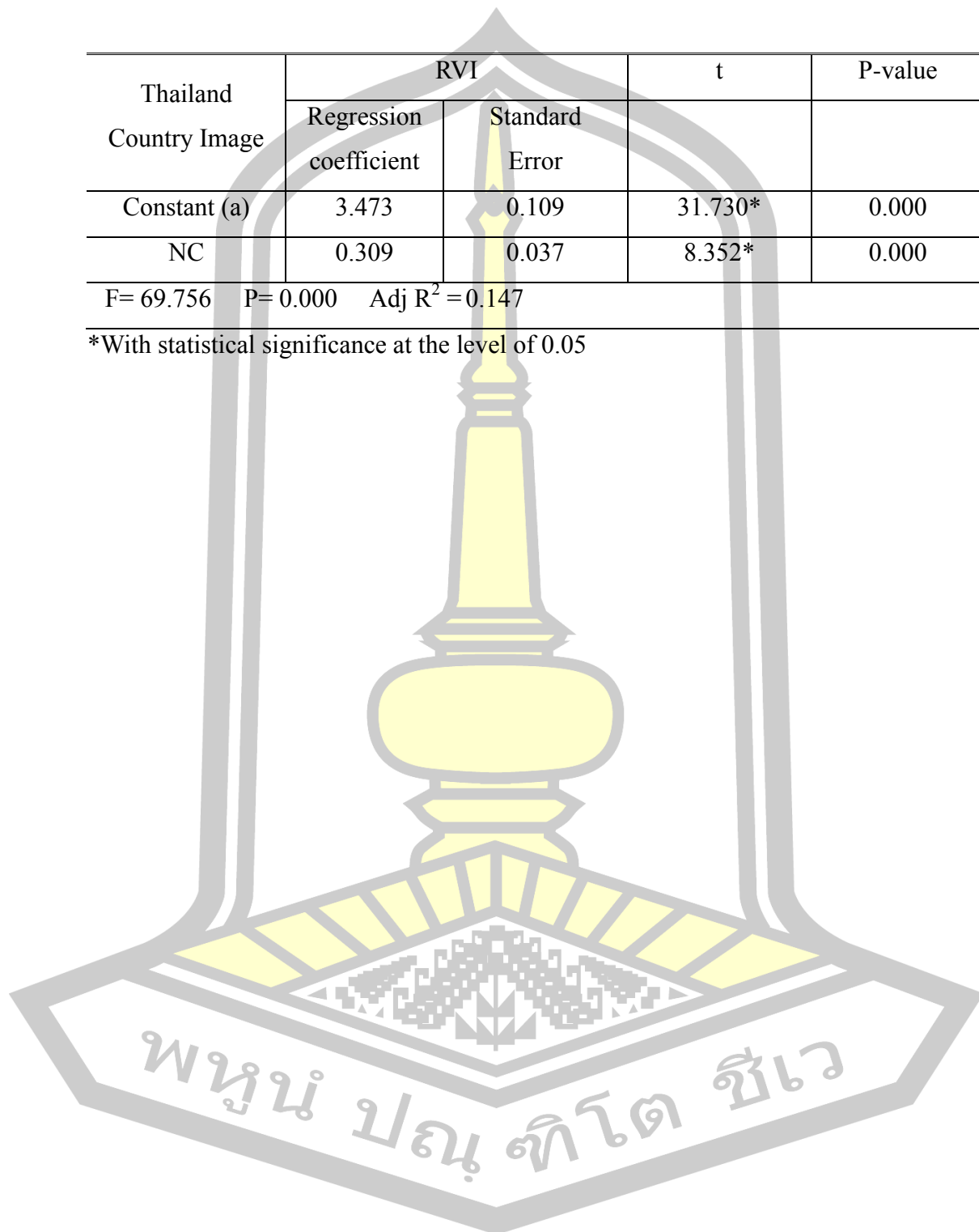
*With statistical significance at the level of 0.05

Table 131 Testing the Correlation of Regression between Thailand Country Images and Chinese Tourist Revisit Intention in Thailand

Thailand Country Image	RVI		t	P-value
	Regression coefficient	Standard Error		
Constant (a)	3.473	0.109	31.730*	0.000
NC	0.309	0.037	8.352*	0.000

F= 69.756 P= 0.000 Adj R² =0.147

*With statistical significance at the level of 0.05



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