

SERVICE QUALITY, MARKETING STRATEGIES AND CONSUMER PERCEPTION AFFECTING CONSUMER PURCHASING DECISION IN THAILAND GOLF TOURISM

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Abstract

This study aims to examine the complex interplay of service quality, marketing strategies, and consumer perception in shaping purchasing decisions within Thailand's vibrant golf tourism industry. Recognizing the increasing competitiveness within this sector, the research delves into three key variables: 1) Service Quality, encompassing the holistic customer experience across pre-game, during-game, and post-game stages; 2) Marketing Strategies, focusing on the efficacy of price, promotion, and place in attracting visitors and tourists; and 3) Consumer Perception, exploring the motivations and needs driving golf tourism participation, perceived value derived from the experience, and key decision drivers influencing destination selection. Employing a quantitative research methodology, the study analyzes data gathered through a comprehensive survey of 427 respondents actively engaged in Thailand's golf tourism market. This robust sample size ensures the generalizability of findings to a wider population. The analysis reveals that all three variables – service quality, marketing strategies, and consumer perception exert a significant influence on purchasing decisions within this specialized tourism niche. Specifically, the study highlights the importance of delivering consistently high levels of satisfaction across all stages of the service encounter, from pre-booking interactions to post-game amenities and follow-up. Furthermore, findings underscore the need for golf tourism operators to develop and implement well-aligned marketing strategies that effectively communicate value propositions, leverage appealing promotional offers, and ensure convenient and desirable locations for target audiences. Finally, the research emphasizes the significance of understanding the evolving motivations, needs, and decision-making processes of golf tourists to tailor offerings and enhance their overall experience.

Keywords: Service Quality, Consumer perception, Purchasing Decision

Introduction

This research investigates the impact of service quality indicators and marketing strategy components on consumer purchasing behavior. By understanding consumer motivations and perceived value, the study aims to shed light on the complex relationship between these factors and their influence on consumer purchasing decisions in the golf tourism sector. According to the (TAT News 2019) as cited in (Salakanan Panthasupkul, 2021), Thailand has become a prominent destination for golf tourism in Asia. In recent years, there has been a significant increase in the number of golfers visiting Thailand, with approximately 700,000 golfers coming to the country annually. The tourism industry in Thailand has seen a significant transformation over the years, with golf tourism emerging as a lucrative niche. The

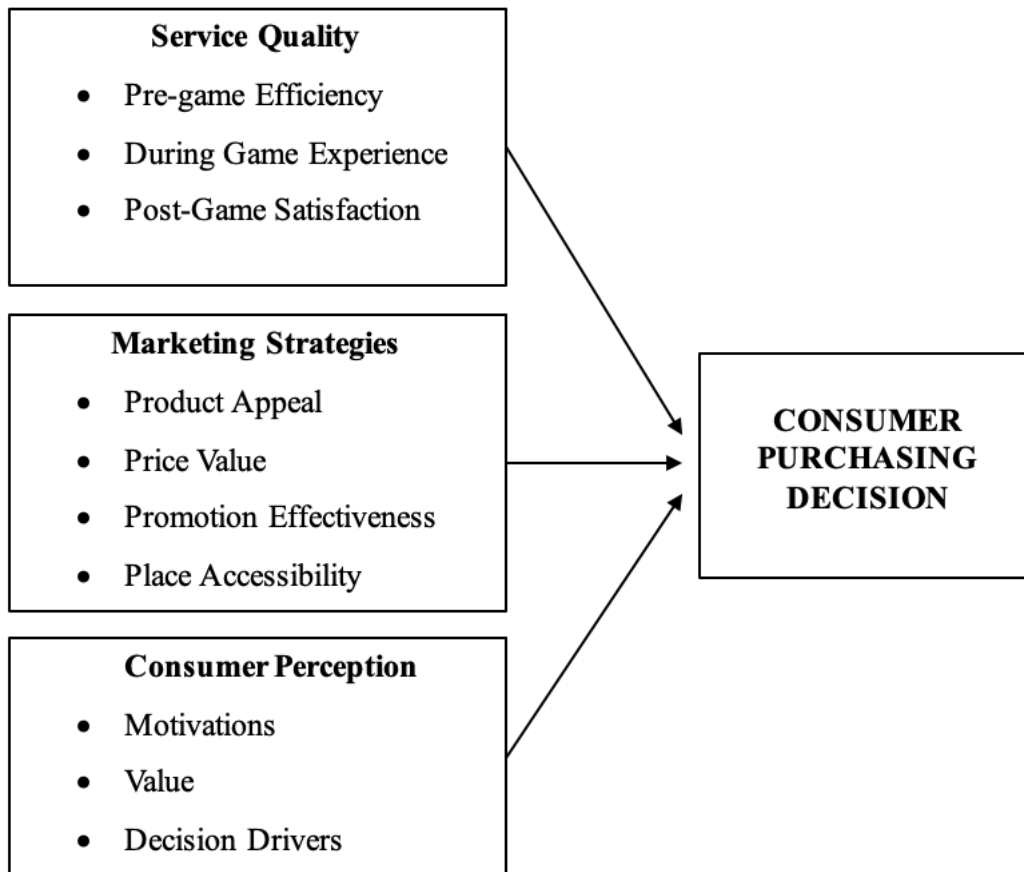
affluent blend of Thailand’s cultural hospitality with well-maintained golf courses has attracted tourists globally. This study examines the intersection of business and leisure, especially through the lens of Thailand's golf industry.

Objective of the study

1. To study the impact of Service Quality factor Pre-game Efficiency, During-game Experience, Post-game Satisfaction on Consumer Purchasing Decision
2. To study the impact of Marketing Strategies factor, Product Appeal, Price Value, Promotion Effectiveness, Place Accessibility on Consumer Purchasing Decision
3. To study the impact of Consumer Perception factor Motivations, Value, Decision Drivers on Consumer Purchasing Decision

Scope of the study

Conceptual Framework



Hypotheses Test

1. H₁ is the impact of Service Quality (Pre-game Efficiency, During-game Experience, Post-game satisfaction) on Consumer purchasing decisions.
2. H₂ is the impact of Marketing Strategies (Product Appeal, Price Value, Promotion Effectiveness, Place Accessibility) on Consumer purchasing decisions.
3. H₃ is the impact of consumer perception (Motivations, Value, Decision Drivers) on consumer purchasing decisions.

Literature Review

Item no.	Authors (Year)	Finding	Variables
1	Hagger, M. S. (2019)	A consumer’s intention to purchase a product is shaped by their attitudes towards the behavior and the influence of norms, These attitudes are formed by beliefs, about the expected results or consequences of the behavior and how they assess those results.	Consumer Purchasing Decision
2	Serrano-Gómez et al., (2020)	Responsiveness, focusing on the willingness to help customers and provide prompt service, is essential for addressing customer needs throughout the entire experience, including pre-game inquiries, during-game requests, and post-game procedures	Service Quality
3	Adelokun et al (2023)	An effective marketing strategy serves as the backbone of a business, aiding in the reduction of post-harvest losses of products like fruits, which is analogous to minimizing the underutilization of services in tourism	Marketing Strategies
4	Jaya & Prianthara (2020)	Content marketing, in particular, has emerged as an effective tool for influencing traveler behavior and decision-making.	Marketing Strategies
5	Čáslavová et al., (2018)	There is a connection between a brand's social identity and customers' future behavior, suggesting that a strong, positive brand perception can increase perceived value and affect customers' future choices.	Marketing Strategies
6	Panthasupkul and Phromphithakkul (2021)	Consumer perception is shaped by the overall experience offered by a golf course, going beyond just playing the game itself, perceptions are influenced not only by physical aspects of the courses but also by services provided and overall experiences.	Consumer Perception
7	Hutchinson et al., (2008)	Satisfaction, value, and equity are among the most important factors that influence customers' intentions to engage in golf-related activities. Satisfaction refers to the customer's overall evaluation of their experience, value represents the perceived worth of the experience relative to the cost, and equity reflects the fairness of the customer's treatment and the outcomes they receive	Consumer Perception
8	Mason & Moretti (2015)	One of the key aspects of customer behavior in this domain is the concept of behavioral intentions, which represents the likelihood that a customer will engage in specific actions related to	Consumer Perception

Item no.	Authors (Year)	Finding	Variables
		golf tourism, such as revisiting a destination, recommending it to others, or booking future trips.	

Methodology

Population and Sample

The study focuses on a diverse mix of golfers in Thailand's golf tourism industry, ranging from local fans to international visitors who enjoy playing at the country's golf courses. According to Yamane's table (1967), if the population is over 100,000, 400 samples should be collected with a $\pm 5\%$.

Type of Research and Tool

Quantitative research was adopted to collect the data from the 427 respondents, and the convenience sampling technique which is non-probability sampling method was used to collect the data by using the Google forms. The questionnaire included 5 parts-Part 1: Demographic data (10 questions for Gender, age, occupation, education, the ideal duration for golf participation), Part 2: Service Quality factor (9 questions for pre-game efficiency, during-game experience, post-game satisfaction), Part 3: Marketing strategies factor (12 questions for product appeal, price value, promotion effectiveness, place accessibility), Part 4: Consumer perception factor (9 questions for motivation, value, decision drivers), and Part 5: purchasing decision (10 questions) by using nominal, and ordinal scale for Part 1, and interval scale (The least 1 to the most 5) for Part 2-5.

Statistics

1. Descriptive statistics consisted of frequency, mean, and standard deviation.
2. Inferential statistics consisted of multiple regression analysis tests.

Result

Demographic Data

A majority of respondents were male (66.5%), The age distribution was relatively balanced across the identified ranges (18-29, 30-39, 40-50, 50+ years old), suggesting a broad age representation. Notably, the sample exhibited a high level of educational attainment, with 60% possessing a Bachelor's degree and an additional 22.3% holding a Master's degree or higher. Occupationally, the sample was distributed across various sectors, with the "Technology" field representing the largest segment within professional fields (28.1%).

Mean and Standard Deviation

- Service Quality Factors: ($\bar{x} = 3.76$, $SD = 1.378$). SATISFIED
- Marketing Strategies Factors: ($\bar{x} = 3.79$, $SD = 1.326$). SATISFIED
- Consumer Perception Factors: ($\bar{x} = 3.78$, $SD = 1.346$). SATISFIED
- Consumer Purchasing decision: ($\bar{x} = 3.84$, $SD = 0.84$). SATISFIED

Multiple linear regression

- Service Quality vs Consumer Purchasing Decisions: Accepted with Adjusted R-square = .679, $F = 301.953$, $*P \leq 0.05$ (Occupation = .000, significance, Attitude = .000, significance, and Values = .000, significance)

- **Marketing Strategies vs Consumer Purchasing Decisions:** Accepted with Adjusted R-square = .824, F = 666.415, *P≤0.05 (social media = .000, significance, reviews = .000, significance, and marketing = .000, significance)

- **Consumer Perception vs Consumer Purchasing Decisions:** Accepted with Adjusted R-square = .766, F = 466.248, *P≤0.05 (Popularity = .000, significance, credibility = .000, significance, and attractiveness = .000, significance)

Conclusion

Demographic Data

The majority of respondents were male (66.5%), reflecting a historical gender skew in golf participation. Age-wise, the largest group fell between 30-50 years old (74.3%), indicating a mature demographic with significant disposable income. Interestingly, while 32.6% of respondents were single, a combined 38.9% were either married, divorced, or widowed, suggesting a mix of individuals, couples, and potentially, groups of friends engaging in golf tourism. Nationality-wise, a significant portion of respondents came from Asia (27.6%)

Attitudes towards variables

- **Independent Variable 1: Service quality Factors,** Respondents expressed positive sentiments towards all three sub-variables of service quality: pre-game efficiency, during-game experience, and post-game satisfaction. This suggests that golf courses in Thailand are generally successful in delivering satisfactory service experiences across these different stages

- **Independent Variable 2: Marketing strategies Factors,** Respondents demonstrated positive attitudes towards marketing strategies related to price, promotion, and place. This indicates that golf courses are effectively communicating value for money, utilizing appealing promotional offers, and ensuring convenient and desirable locations

- **Independent Variable 3: Consumer perception Factors,** Respondents exhibited positive perceptions regarding their motivations and needs, the value proposition of golf tourism in Thailand, and the decision drivers influencing their purchasing behavior. This suggests that golf tourists are driven by clear motivations, perceive a strong value proposition, and utilize well-defined criteria in their decision-making process

Hypotheses

- H₁: Service Quality (Pre-game Efficiency, During-game Experience, Post-game) have a significant impact on consumer purchasing decisions.

- H₂: Marketing Strategies (Product Appeal, Price Value, Promotion Effectiveness, Place Accessibility) have a significant impact on consumer purchasing decisions.

- H₃: Consumer Perception (Motivations, Value, Decision Drivers) have a significant impact on consumer purchasing decisions.

Recommendation

This study provides a valuable foundation for understanding the factors influencing purchasing decisions in Thailand's golf tourism and could be beneficial to a variety of stakeholders involved in the industry, including golf course managers, tourism agencies, and policymakers. For instance, golf course managers could utilize the study's findings to tailor their service offerings and marketing messages to better resonate with the preferences of their target audience. Tourism agencies could leverage the insights to develop more appealing and competitive golf tourism packages, attracting a larger influx of tourists to Thailand. Policymakers could utilize the study's findings to inform strategic decisions regarding

investments in infrastructure, marketing campaigns, and initiatives aimed at enhancing the overall competitiveness of Thailand's golf tourism industry. However, to gain a more comprehensive understanding and maximize the impact of these potential benefits, future research could expand on the existing framework. While the current study utilizes a sample size of 427, future research could benefit from a larger, more diversified sample. Exploring different sampling methods, particularly those employing probability-based approaches like stratified or cluster sampling, would enhance the representativeness of the findings and increase the generalizability to a wider population. This would provide a more accurate and nuanced understanding of the diverse range of golf tourists and their specific needs and preferences.

Recommendations for Future Research

Incorporating qualitative research methods, such as in-depth interviews or focus groups, would provide richer, contextually relevant insights. This approach would allow for a deeper exploration of consumer perceptions, motivations, and decision-making processes, complementing the existing quantitative data and offering a more holistic understanding of the complex dynamics within Thailand's golf tourism industry. For example, in-depth interviews with golfers could uncover the nuanced reasons behind their choice of golf destination, their experiences with service quality at various touchpoints, and their perceptions of different marketing strategies employed by golf courses and tourism agencies. Similarly, focus groups could facilitate a deeper understanding of group dynamics and shared perceptions among golf tourists, revealing valuable insights into their preferences and decision-making processes.

A comparative study across different golf tourism destinations in Southeast Asia, such as Malaysia, Vietnam, and Singapore, could provide valuable insights into regional trends and competitive advantages. This comparative analysis could examine factors such as pricing strategies, service quality, marketing campaigns, and infrastructure development, revealing how Thailand positions itself within the broader Southeast Asian golf tourism landscape. Furthermore, studies tracking changes in consumer behavior and market dynamics over time would offer a more understanding of the industry's evolution. These studies could monitor shifts in tourist demographics, preferences, and spending patterns, as well as the impact of external factors like economic fluctuations and global events.

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