

## Chinese Tourists's Behaviors towards Travel and Shopping in Bangkok

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**Abstract :** The objectives of this study are to study Chinese tourist's Behaviors towards travel and shopping in Bangkok. The research methodology was a quantitative research. The sample of this research was 400 Chinese tourists in Bangkok chosen by the accidental sampling and the purposive sampling. Inferential Statistics Analysis by using the Chi-square statistics. As for the results of this study the researcher found that differences between personal, social and cultural information, i.e., gender, age, place of residence, educational level, occupation, income, family, and main objectives of tourism with behaviors of Chinese tourists in Bangkok towards travel and shopping in Bangkok.

**Keywords :** tourists' behavior, Chinese tourists, travelling, expenses in travels

**Conference Title :** ICPBS 2015 : International Conference on Psychology and Behavioral Sciences

**Conference Location :** Tokyo, Japan

**Conference Dates :** May 28-29, 2015