

The Relationship between Marketing Mix Strategy and Valuable of Muay Thai Training and Thai Massage in Foreign Tourists' Perception

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Abstract : The purpose of the research was to examine the relationship between the marketing mix factors and valuable of Muay Thai Training and Thai massage in foreign tourists' perception. The research used the 8 P's of marketing framework presented in the theory of compound marketing services strategy. Data was collect using survey for 400 questionnaires using the Quota sampling from foreign tourists travelling in Thailand. The data was analyzed to determine valuation statistics, the frequency, percent average, means and standard deviation and pearson's correlation coefficients. The result shows the foreign tourists' perception with the marketing mix strategy in term of Muay Thai training and massage regarding curriculum areas: product, pricing, channel distribution, Promotion, Personnel services, Physical evidence and external partnerships the overall, it significant at a high level. The awareness level of service and value for travelers had two aspects of service quality and value for money it significant at the highest level.

Keywords : foreign tourists' perception, marketing mix strategy, Muay Thai training, the massage

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