

**Abstract**

Research Title : Satisfactions of Marketing Factors that Make American Tourists  
Choose to Revisit Thailand

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The main objective of this research is to study satisfactions of marketing factors that make American tourists choose to revisit Thailand. While dependent variables are gender, age, education, and occupation, independent variables are satisfactions in four important areas of marketing mix which are product, price, place, and promotion.

The samples used in this research are 400 inbound and outbound American passengers who are at the Suvarnabhumi Airport. English language Questionnaires are used for collecting the data. Descriptive statistics used in this research include percentage, mean, and standard deviation.

**Findings of this research**

The findings of this research reveal that the majority of American tourists are in the age of 26 - 60 years old and have only a few senior tourists only 6 percent. The majority American tourists spend their money less than \$5,000 per trip. Most American tourists spend about 1 – 3 weeks in Thailand and prefer to travel as a small group. The findings also show that 96 % of American tourists said they want to come back to Thailand again. In addition, 97 % of American tourists who have visited Thailand said they definitely want to tell friends and family to visit Thailand. The overall level of satisfaction about market factors in the four areas: product, price, place, and promotion are “satisfied”. The image of Thailand in the eyes of American tourists includes Thai food, Thai culture, and Thai beach. One of the most influence factors that make American tourists to visit Thailand is the recommendation from friends and family. In other word, word of mouth is a very powerful recommendation to travel in Thailand.

## Recommendation

1. The sales promotion to American tourists should focus on Thai food, Thai culture, and Thai beaches. This is because most American tourists have a "satisfied" in these areas. Since many of them come to Thailand because the recommendation from friend and family, the word of mouth from close person have high influence for them to make any traveling decision. The advertising campaign should be about a testimony from the Americans who are satisfied with traveling in Thailand.
2. There should be training about English communication that allows Thai business and their employees to be able to communicate to customers with advance English more than broken English. Moreover, there should be information in English regarding the label and ingredient of goods and service. Call center in English would be a convenient assistance to foreign tourists.
3. Even though American tourists have a satisfaction in Thai food, the standard of cleanliness and hygiene need to be improved. For Example, employees in the food service must wear hairnet and glove. There should be an award for any restaurant that meets the high standard of hygiene. Information should be available in English.