

## Abstract

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| <b>Title</b>           | An Analysis of Tourists' Selection and Reading Behavior for Free-Copy Magazines in Muang Chiang Mai |
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This study is aimed at determining Muang Chiang Mai's tourists' selection and reading behavior for free-copy magazines. Three-hundred and eighty-one tourists participated in the study. A non-probability technique was adopted and simple random sampling was used in the selection process.

The findings indicated the majority of respondents were female (56.7%) aged 30-39 years' old (34.6%) and that 75% of the respondents had some form of job. Retired tourists made up 18.1% of the polled tourists. Over 80% of the respondents indicated that they had at least 1,001 USD in *disposable* income each month.

A majority of the tourists visiting Chiang Mai are educated. Tourists holding a bachelors degree made up 61.9% while those holding a masters degree were 23.1% of the respondents. Nationally, 30% of the respondents came from Europe and 19% were for Australasia.

People staying seven days or shorter made up 84.7% of the poll, and 43.3% were travelling with just one partner. Sixty-six point four percent said they would spend anywhere between 2,501THB up to 10,000 THB during their stay. These amounts do not include any accommodation costs. Those who said they were here to both relax and to get out and enjoy the sites accounted for 61.4% while 57.2% said they would enjoy many different types of cuisines while here. Over 60% will utilize a motorbike while here for transportation and 55.9% said this is their first time here.

In terms of reading behavior, most tourists agreed that the advertisements within the magazine were just as important as the other content ( $\bar{x}=4.69$ ). Also, readers indicated that once they have found a comfortable place to read their magazine(s) ( $\bar{x}=3.83$ ) they will read them from cover to cover ( $\bar{x}=3.98$ ); taking in the articles and pictures as well as the advertisements ( $\bar{x}=3.25$ ). Almost every tourist indicated that they plan to read or refer to a free-copy tourists' magazine at some point during their visit ( $\bar{x}=3.84$ ).

As for what criteria tourists look for in a free-copy tourists' magazine, maps ( $\bar{x}=4.59$ ) and coupons ( $\bar{x}=4.73$ ) ranked at the top. Either large scale maps ( $\bar{x}=4.61$ ) or detailed maps ( $\bar{x}=4.52$ ) of Muang Chiang Mai were acceptable. Some tourists indicated that all they wanted was a map of the city and surrounding area and they would discover attractions on their own using only the map ( $\bar{x}=3.21$ ).

As to what attracts them to a free-copy tourists' magazine in the first place when sorting through the plethora of printed materials, the cover design or photograph was important ( $\bar{x}=4.56$ ). A few tourists commented that they would like to see a face on the cover that is obviously a tourist having fun doing an activity (e.g. riding an elephant).

Tourist also agreed that free-copy tourists' magazines should have an online presence as well ( $\bar{x}=3.94$ ). The tourists indicated that they would like to research businesses or attractions they see within the free-copy tourists' magazines ( $\bar{x}=3.73$ ).

It is recommended that free-copy tourists' magazine publishers look at the collected data and therefore be able to create a free-copy tourists' magazine that is different enough from the others in Chiang Mai to become popular and thus have a high readership rate. When tourists' businesses see that one particular magazine is being used by many tourists they will be much more willing to sign a contract with that periodical and thus increase the revenue of the publisher.