

ELDERLY TOURISTS INFLUENCE ON FESTIVAL TOURISM EVIDENCE IN THAILAND

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Abstract

Elderly tourists influence on festival tourism Evidence in Thailand Objectives 1. To study the motivation of Thai elderly tourists at the Festival of Tourism 2. To review the conditions of Thai elderly tourists 3. To analyze the purchasing decision process of Thai elderly tourists at the Festival of Tourism 4. To study Thai elderly tourists' festival satisfaction at the Festival of Tourism 5. To test the relationship and conformity of Thai tourists' incentive structure equation model influencing tourism at the Festival of Tourism 6. To suggest guidelines for festival tourism promotion in which Loei accommodates Thai elderly tourists. This is a quantitative research model using Factors Analysis, Exploratory Factor Analysis (EFA), and corroborative component analysis - Confirmatory Factor Analysis (CFA) and perform model coherence checks. Using qualitative research methods, the researcher used structured in-depth interviews. The sample consisted of elderly Thai tourists traveling to participate in traditional festival activities in Loei Province. The researcher chose to use the questionnaire tool. Loei province has not yet formally surveyed and collected data on the number of elderly tourists. The researcher determined the sample size of 820 participants by using the quota sampling method in the area hosting various festivals and traditional events in Loei Province. The AMOS ready program was employed to compare the harmonization between the developed model of the acquired empirical data with the observed data. Consistent with the analysis results, the Harmony Index (GFI) was 1.000 while the Adjusted Harmony Index (AGFI) was 0.9680, approaching 1. The residual (RMR) equals 0.02104, which is approaching zero.

Keywords: Elderly tourists, Festival tourism, Motivation, Purchasing decision, Satisfaction.

Introduction

The tourism industry is one of the major industries in the world and is regarded as one of the essential industries that help drive the country's overall economy. In addition, the tourism industry is constantly changing and adapting according to the global situation and consumer behavior. Thailand's tourism industry has to adapt to changing world trends and plan its development following market demands to

maintain and develop the country's tourism capability (Department of Tourism, 2015). Changing trends in the global market create opportunities. Marketing to the Thai tourism industry, development must be in line with and respond to the changing tourism trends around the world, and for Thailand, that includes responding to an aging society. The growth of the middle class increases the affordability of tourism. The development of low-cost airlines

provides opportunities for the tourism industry to reach tourists ever more directly. The demand for tourism to enhance the experience has forced the industry to develop products, services, and routes to respond to such needs and change the behavior of tourists, causing many new tourism sectors to grow. In addition, many destinations have turned to diversifying tourism to meet various needs. (Division of Tourism and Sports Economy, 2019)

According to the organization's report, global tourism continues to grow and expand. The United Nations World Tourism Organization (UNWTO) forecasts that by 2030 there will be more than 1.8 billion international tourists visiting the world, representing an average growth rate of 3.3 percent per year. Due to changes in the aging structure of the world's population, the proportion of the elderly population has increased sequentially. In 2020, the number of adults aged 55 years and over was estimated to be 1.5 billion out of a total population of 7,770 million, representing 18.6 percent of the world's population. Forecasting suggests that the proportion of the elderly population will continue to increase (UNWTO, 2015). Elderly tourists are considered quality tourists and is a market that businesses are interested in accessing. Elderly tourists have increased purchasing power and tend to take longer trips (Sriampornekkul and Chuntuk, 2018). The United Nations has predicted that in the 21st century, the world will be moving into an aging society. The definition of an aging society can be divided into three levels: (1) An aging society refers to a country in which more than 10% of the population is aged 60 years and over or more than 7% of the population is aged 65 years or older. (2) A fully aged society refers to countries where more than 20% of the population is aged 60 years and over or more than 14% of the population is 65 years or over. (3) An entirely aged society, also known as a Super Aged Society, describes a country with more than 20% of the entire population aged 65 years and over. Each country will enter an aging society at different times, according to the demographics of each area. Japan was the first country to have fully stepped into an aging society, in 2005, followed by Italy, Germany,

Sweden, and Thailand. Japan is expected to fully enter an aging society in 2024-2025 (Sukothai Thammathirat University, 2019). The country's older people account for more than 16.45 percent of tourists of all age groups. In Thailand, the Tourism Authority has pushed elderly tourism because the cost of living is not high, the weather is good, and there are complete facilities (Kornwan Sangkhakorn, 2015).

Currently, the tourism industry is an essential engine in developing and driving the country's economy and society. As well as having a high degree of competitiveness, the government sector has given importance to and continuously supported strategies and work plans on tourism at all levels, including policy levels, including the 20-year National Strategy (2017-2036), which aims to make Thailand a stable, prosperous, and sustainable country, laying down principles for the development of the Thai tourism industry to enable tourism to be a source of income and sustainable income distribution. According to the 20-year National Strategic Plan (Ministry of Tourism and Sports, 2019), this will help drive Thailand towards being a developed, high-income country with exponential growth. Tourism activities must also adapt to the changing needs of tourists, such as the locations tourists choose to visit. This is in line with the 2nd National Tourism Development Plan, 2017-2021, Strategy 4: Balancing Thai tourism through niche marketing, promoting the Thai way of life, and building the confidence of tourists. The strategy's objectives are to stimulate off-season tourism by organizing of activities, festivals, and traditional events on the local level each month, building the popularity of secondary tourism provinces through advertising and public relations. Tourism packages in the private sector promote "Thai Teaw Thai" – domestic travel for Thai people of all ages to create value (National Tourism Policy Board, 2017). Over the past two decades, festivals and cultural events have increased in size and frequency in rural and urban areas (Park, Reisinger, & Kang, 2008). These festivals increase the chance that tourists will become return visitors or will recommend the festival to others. Therefore, as the competition among festival tourism destinations increases, in-depth

knowledge of festivals and analysis of incentives for participating in festivals and events becomes essential (Lee Petrick, & Crompton, 2007). Visiting the festival is the starting point for the purchasing decision process, hence the festival's potential affects the setting of incentives because the festivals are different in terms of location (Yolal, Cetinel, & Uysal, 2009). Regression analysis testing the relationship between interest in festival visits revealed that both push and pull factors influenced purchasing decisions at festivals (Thrane's, 2002).

Incentives for travel or leisure among the elderly are a crucial feature for developing tourism potential. Therefore, a study of elderly tourists' motivation will yield helpful information for developing appropriate promotional tools. For elderly tourists in each destination (Garau-Vadell and De Borja-Solé, 2008), the tourism industry has turned its attention to the elderly market. The study of motivation patterns of elderly tourists emphasizes the importance of tourism activities related to resting the body. There is also emphasis on pleasure and enjoyment (Pita Siri Wong et al., 2016). The tourism behavior of elderly tourists, therefore, emphasizes recreational tourism. It was also found that elderly tourists in Thailand prefer to travel during festivals (Kornwan Sangkorn et al., 2015). A literature review study found that elderly tourists traveled with emphasis on the reputation of tourist attractions and tourism at a slow pace because elderly tourists cannot travel to various attractions as quickly as other tourists and therefore tend to be interested in cultural attractions and recreational tourism (Mengyang, S. and Furong, C., 2009).

In addition, elderly tourists have safety needs (Rani Isichaikul et al., 2009) and healthy food requirements. Elderly tourists focus on purchasing products that can be used as souvenirs and gifts, along with locally produced goods (Wararat Mathayombut, 2011). In addition, there is a need for convenience in traveling within tourist attractions, both on foot and by car. For example, road should have a slight slope and be smooth enough to be used by people in wheelchairs. Elderly tourists also prefer to travel in groups. The limitation that

hinders elderly people's travel is the inability to find a traveling companion (Nimrod G, 2008), along with the potential inability to make decisions. The elderly prefer to travel with their children, relatives, or family members (Pongsawak Anekchamnongporn, 2015). There is a need to be aware of factors related to elderly tourist conditions, which has become an important issue of interest due to market size and growth potential. A combined study from past research was able to describe and classify elderly tourist conditions that affect the purchasing behavior of elderly tourists (Joanna Sniadek, 2006): (1) Health conditions, such as travel to improve health in the elderly (Colcombe and Kramer, 2003), (2) Emotional conditions - when compared to young adults, older people tend to focus on emotions and are more likely to make purchase decisions when influenced by emotion rather than reason (Williams and Drolet, 2005), (3) Social conditions, with social factors significantly affecting the behavior of elderly tourists. The people around them influence the purchasing decisions of elderly tourists. Important social factors are family, role, and social status (Perreau, 2014), (4) Lifestyle conditions describe how a person lives and spends money and what experiences they have had, which contribute to their individual characteristics (Khan, 2006), and (5) psychological conditions. Psychographics consists of tourists' learning experiences, beliefs, and attitudes influencing purchasing decisions. People of different ages have different perspectives. Attitudes describe feelings, thoughts, or opinions (Kotler & Armstrong, 2010).

Understanding the purchasing decision process of senior citizens at festivals is essential under increasingly competitive market conditions. Past research studies found that the underlying variable in profitability analysis was the purchasing or spending decisions of tourists (Aguilo & Juaneda, 2000; Chhabra et al., 2002). Factors Influencing Purchasing Decisions, a study by Chhabra et al. (2002), found that motivation affects purchasing decisions of festival tourists and is not necessarily related to the heritage elements of the festival. Decisions depend more on the enjoyment of the festival's

tourists. This contradicts past research that has been mentioned. The link between motivation and satisfaction was significant. The researcher, therefore, chose to conduct this study to better understand the origins of inspiration and to analyze the relationship between motivation conditions affecting elderly tourists' purchasing decisions, along with their satisfaction level at the festival. Do these factors affect and influences each other? Are they related to satisfaction, and if so, in what way? Research on festival tourism incentives that affect purchasing decisions and satisfaction will attempt to answer these questions along with looking into the motivation and satisfaction of elderly foreign tourists traveling in Thailand. The researcher is interested in studying the motivational structure equation model of Thai elderly tourists influencing tourism at a festival in Loei Province. Objectives 1. To study the motivation of Thai elderly tourists at the Festival of Tourism 2. To review the conditions of Thai elderly tourists 3. To analyze the purchasing decision process of Thai elderly tourists at the Festival of Tourism 4. To study Thai elderly tourists' festival satisfaction at the Festival of Tourism 5. To test the relationship and conformity of Thai tourists' incentive structure equation model influencing tourism at the Festival of Tourism 6. To suggest guidelines for festival tourism promotion in which Loei accommodates Thai elderly tourists.

LITERATURE REVIEW

In the festival tourist market, the fundamental variable in profitability analysis is the cost of tourists (Aguilo & Juaneda, 2000; Chhabra et al., 2002). Therefore, it is essential to understand the purchasing decision process of festival tourists. Under more competitive market conditions, Therefore, price incentives are a crucial variable in measuring the economic impact associated with festival development in terms of purchasing decisions (Brown, Var, & Lee, 2002; Crompton et al., 2001; Daniels, Norman, & Henry, 2004; Douglas, 2006; Kasimati, 2003; Tyrrell & Johnston 2001). But there are studies on the impact of tourism on festivals or other types of events such as wine or

music festivals. However, consistent issues were found, whether the cost setting or the price incentive. Affect the purchase decision and purchase volume (Crispin & Reiser, 2008; Crompton, Lee, & Shuster, 2001; Kalkstein-Silkes; Kim et al., 2010a; Prentice & Andersen, 2003).

Thrane (2002) examined the relationship between festival visitation interest and the purchasing decisions of festival visitors. From the regression analysis results, it was found that the motivation of both the push factor and the pull factor Affects the purchase decision at the festival.

However, it is unclear on the relationship and the impact thereof. For example, a study by Chhabra et al. (2002) found that amenities motivation significantly affects the purchase decision. Moreover, people who plan their trips and travel longer to festivals tend to spend more and make more purchases at festivals. A study by Chhabra et al. (2002) also observed that Incentives that influence the purchasing decisions of festival tourists Are not necessarily related to the heritage elements of the festival. But it depends more on the enjoyment of the festival tourists. This contradicts the past research mentioned above. Therefore, the researcher wanted to determine if the driving factor was motivation. And factor motivation Is it a factor that affects the purchase decision or not? And if they affect each other in what form? Hence, the following assumptions were made: Research hypothesis No. 1, motivation is related to and influences the purchasing decision process (H1).

Relationship and impact of elderly travelers' conditions on purchasing decisions There is research that examines the impact of older travelers' requirements on purchasing decisions. And interesting variables are defined as follows: Esty Nindy Lowongan, Paulus Kindangen, and Johan Tumiwa (2015) study the influence of personal psychological traits on purchasing mindset. by making the following assumptions: H1: Lifestyle, personality and demographic data Influence all purchasing decisions. H2: Lifestyle, personality, and demographic data Some influence purchasing decisions.

The results showed that Lifestyle, personality, and demographics influence all purchasing decisions. Lifestyle has some significant influence on purchasing decisions. The character has some significant influence on purchasing decisions. And demographic data Has some significant influence on purchasing decisions. The factors mentioned above are part of the condition of elderly tourists that influence the purchase decision. It is the source of the following assumptions: Research Hypothesis No. 2 Elderly Tourist Conditions Correlation and Influence on Purchasing Decision Process (H2)

The relationship and impact of purchasing decisions on festival satisfaction Moch. Ilhamsyah Ramadhan et al. (2018) state that purchasing decisions have a direct and significant relationship and influence satisfaction. Influence indicates a route coefficient (β) of 0.200 with a p-value of 0.000 ($p < 0.05$). Therefore, purchasing decision has a significant direct influence on tourist satisfaction. The presence of purchasing decisions increases the satisfaction of tourists. This means that the factors travelers make in purchasing decisions can lead to a traveler's satisfaction experience. Consistent with Jiradilok et al. (2014), purchases strongly influence customer satisfaction, while Thangasamy and Patikar (2014) found. that factors in purchasing behavior, and purchasing decisions can create customer satisfaction. As in Timo Koivumaki (2001), the analysis focuses on the relationship of purchasing decisions to satisfaction. After studying the linear regression equation, it was found that the t value of the parameter Both purchase decision and satisfaction had a statistically significant positive correlation, with models showing that purchase decision had a direct effect on customer satisfaction. But it does not appear that the purchase value affects satisfaction. This result is similar to the study by Westland and Au (1997). Purchase value does not directly change the purchasing behavior of consumers. But it has a significant indirect effect on satisfaction.

For this reason, the researcher wanted to test the purchasing decision and satisfaction of elderly Thai tourists in Loei Province festival tourism.

Are the factors that are related to and affect each other or not? And if they affect each other in what form? Hence, the following assumptions were made: Research hypothesis 3, the purchasing decision process was related to and influenced by festival satisfaction (H3).

Relationship and impact of Motivation on festival satisfaction. The Link Between Motivation and Satisfaction has been analyzed in various fields. In the case of cultural tourism and festivals, Studies have been conducted to understand consumer decision-making processes, from the origins of Motivation. to the analysis of the relationship between Motivation and satisfaction (Yoon and Uysal, 2005; Severt et al., 2007; emphasis added). And Lee and Beeler, (2009). Tourism motivation is related to both intrinsic repulsion and extrinsic repulsion. The impact of tourism incentives is often related to and influences satisfaction and behavioral intention (Fielding, Pearce, & Hughes, 1992; Mannell & IsoAhola, 1987; Ross & Iso-Ahola, 1991; Mason, Gos, & Moretti, 2016). Induced traveler intentions to revisit (Alegre & Cladera, 2009; Taher, Jamal, Sumarjan, & Aminudin, 2015). Several studies have analyzed the relationship between Motivation. And the satisfaction of tourists Other studies It was shown that the relationship between tourism incentives and tourist satisfaction was more decisive for certain types of tourism, such as festival tourism (Lee & Fung, 2013; López-Guzmán, Lotero, Gálvez, & River,). 2017).

Few studies have examined multidimensional approaches to measuring overall traveler satisfaction. Both emotional and physical dimensions are related to satisfaction Because exploring the emotional component is difficult. And past research has only examined the physical features of the festival. These include amenities such as restrooms and parking, and past research has not met baseline emotional needs. Tourist assessments are therefore unsatisfactory (Morgan, 2008). However, the emotional component cannot be overlooked and is of great importance to the festival as an incentive for most tourists to participate, such as repeat visits, word of mouth, and increased spending (Nicholson & Pearce, 2001). Therefore, the researchers wanted to test

whether Motivation and satisfaction were correlated and impact factors. No, and if they affect each other in what form? Hence, the following assumptions were made: Research Hypothesis No. 4, Motivation is related to and influences festival satisfaction (H4).

Relationship and impact of elderly tourists' conditions on festival satisfaction. Romana Gargano and Filippo Grasso (2016) analyze tourists' satisfaction levels. Looking at the impact of elderly traveler conditions on tourist satisfaction levels, Romana Gargano and Filippo Grasso (2016) examined the likelihood of variables affecting satisfaction. And expresses a behavioral intention, that is, to return to travel again the positive word of mouth and spending more. It was found that the elderly affected the overall satisfaction level. Fauziah Che Leh,

Farah Zulaikha Mokhtar, and Norimah Rambeli (2020) used regression models to examine the relationship between elderly travelers' condition characteristics and satisfaction. In terms of recurrence, the independent variables were social conditions. Influence on repeat travel but spending on revisiting must be consistent with the income of tourists. Analyze that satisfied tourists may not come back to travel again. Still, there is no study on whether if the payment of tourists increases, there will be behavioral intentions to revisit or not. Therefore, it is the source of the following assumptions. Research Hypothesis No. 5 Elderly tourist conditions are related to and influence festival satisfaction (H5).

RESEARCH CONCEPTUAL FRAMEWORK

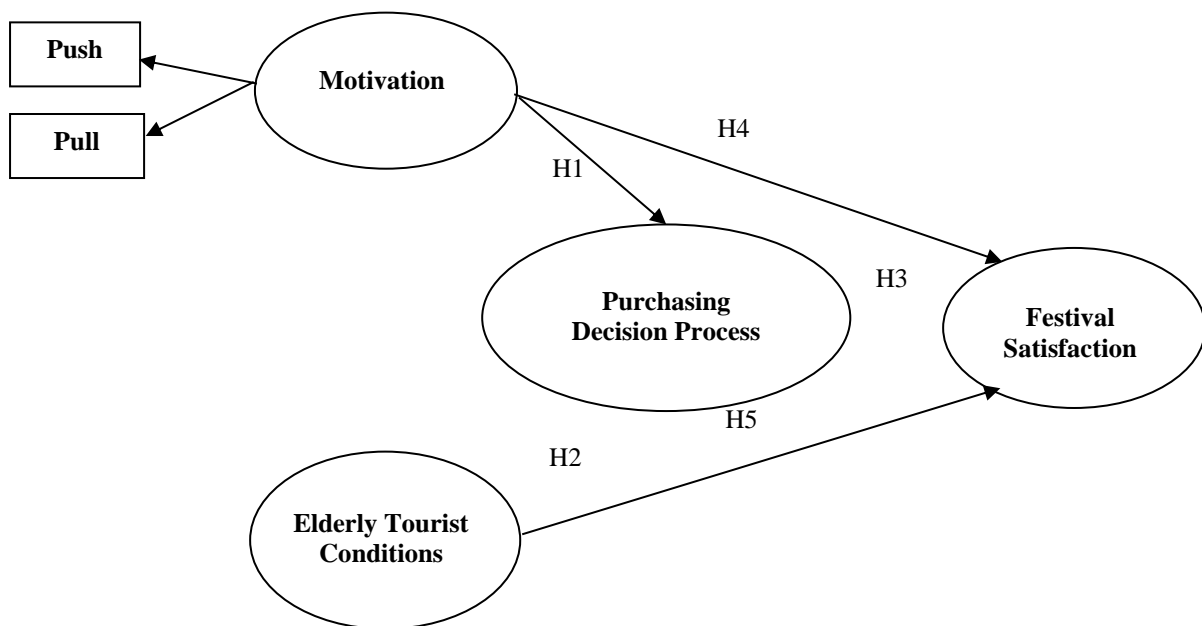


Fig 1: Conceptual framework

MATERIALS AND METHODS

Population and Sample:

The research subject incentive structure equation model of Thai elderly tourists influencing festival tourism in Loei Province had the researcher define the population for collecting data by employing questionnaires. In-

depth interviews were conducted to meet the research objectives. The population was divided into two groups, as follows:

The first group consisted of Thai elderly tourists who traveled to participate in traditional festival activities in Loei Province. The researcher chose to use the questionnaire tool with the characteristics of closed-ended and open-ended questions. Loei province had not previously

been formally surveyed, not had data been collected on the number of elderly tourists.

The elderly In Thailand can be divided into three groups according to their age: early - 60-69 years old, middle - 70-79 years old, and late - 80 years old and over (National Bureau of Statistics, 2011).

The research population consisted of Thai elderly tourists 60 years of age or over who traveled to participate in festival activities in Loei and did not reside in the province.

Quantitative samples:

The researcher gathered 83 observable variables. The appropriate and sufficient sample size should be at least ten times the observed variable, equal to $83 \times 10 = 830$ samples. The research included 830 samples, an adequate number.

In conclusion, the researcher determined the sample size of 830 samples using the quota sampling method in the areas hosting various festivals and traditional events in Loei Province. The researcher estimated the distribution of the number of samples for the questionnaire distribution according to the area of research scope, as follows:

Table 1. Number of quantitative samples

No.	Festival, Tradition	Area	Sample
1	Winter Flower Festival	Phu Ruea District	415
2	Worshipping Phra That Si Song Rak and the tradition of celebrating Phi Ta Khon	Dan Sai District	415
		Total	830

Qualitative samples

The author conducted purposeful sampling through structured in-depth interviews and semi-structured interviews, reflected in the following table:

Table 2. Related agencies

No.	Unit	Number (person)
1	Tourism Authority of Thailand, Loei Provincial Office	1
2	Special Area Development Administration for Sustainable Tourism Public Organization, Loei Special Area Office 5	1
3	Phu Ruea Sheriff	1
4	Dan Sai Sheriff	1
	Total	4

Data collection:

Primary Data Collection: Includes data from the study using interview forms, questionnaires, small group discussions, and data collected from a sample group with defined population boundaries. Questionnaire distribution section. The researcher distributed questionnaires to tourists in the research area designated by the researcher using the following methods: 1. Elderly tourists who voluntarily participated in the survey and completed the questionnaire by themselves. 2. Where elderly tourists had reading difficulties or visual limitations, the researcher had volunteers who were part of the research team to help read the questions and assist the participants in completing the questionnaire. And 3. Online channels. The researcher also collected questionnaires online. Those who answered online surveys were able to participate in the questionnaire via a web link and confirmation to send the questionnaire after completing the study. Participants were able to withdraw from the study at any time. Incomplete questionnaires were discarded and destroyed and the data was not included in the analysis of the research results.

Secondary Data Collection: This section of information is derived from literature studies and related research and data collected from internet media and relevant government agencies, including: Tourism Authority of Thailand, Department of Tourism, Loei

Provincial Tourism and Sports Office, Loei Province Tourism Business Association, Service Science Office, Khon Kaen University, Library, Faculty of Business Administration and Accounting, Khon Kaen University, Tourist attraction information website

Data Analysis:

Consideration of the suitability of the samples used in this research. The researcher considered the sample size suitable for the AMOS data analysis by using the Structural Equation Model (SEM) technique, which the researcher used to determine the sample size according to Hair et al. (2010). The recommended appropriate sample size for the Structural Equation Model

(SEM) analysis is 200-300 samples. The sample size used in the research should be 10-20 times the sample size. The number of variables observed in that study was consistent with Nunnally (1978), stating that the sample size should be at least ten times the observed variable.

RESULTS

The results of the Standardized Regression Weights Structural Model showed the influence that is transmitted between factors and factor-variables that occur in the structural model.

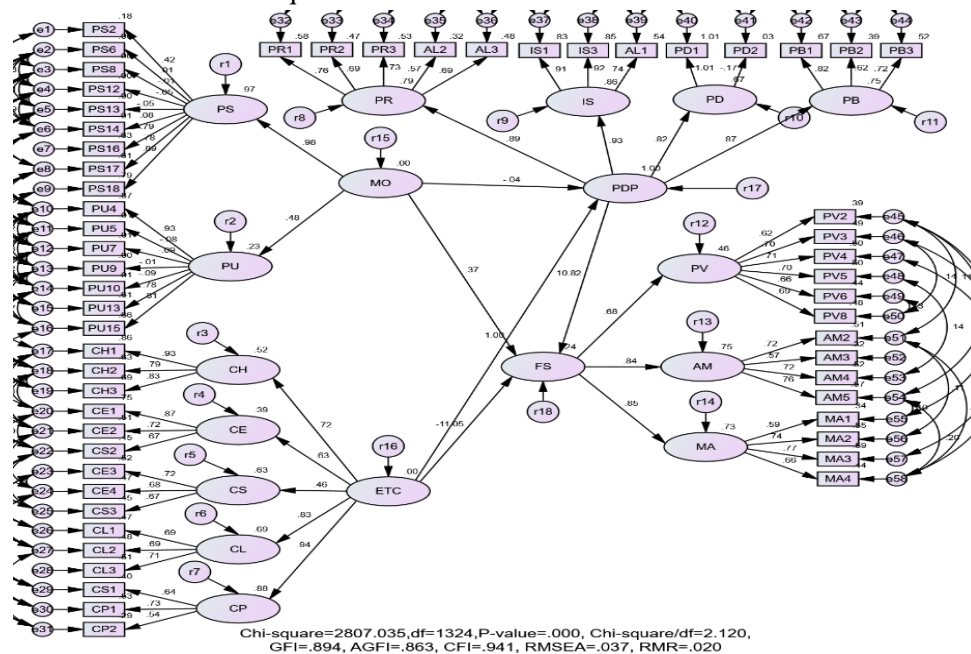


Figure 2: Structural Model

Figure 1 shows the 2nd Order Confirmatory Factor Analysis, 2nd Order CFA of tourism incentive factors with conditions for elderly tourists' purchase decision process and satisfaction at the festival. Fourteen variables were collected from the literature to test the hypothesis. By entering the data into the program, it was found that there were some variables and some factors that were still partially related. The program has made recommendations to cut or correlate those variables based on Modification Indices, consisting of push factors, PS2, PS6, PS8, PS12, PS13, and PS14, pull factors, and cuts. Variables

PU5, PU7, PU9, PU10, and PU10 Problem Recognition group PR2 and AL3 variables were removed. Perceived value variable PV2, PV4 and PV5 amenities were also removed. The management group intersects the MA4 variables, and there is still a residual (res) and error (Error: e) of some variables for some pairs of factors that are correlated. Therefore, the researcher created the line according to the program's instructions. The researchers also found that Model T has a suitability of fit. Chi-square = 572.309, df = 527, p = .084 (>.05), CMIN/DF = 1.086 (<3), GFI = .968 (>.90),

RMR = .010 (<.05), RMSEA = .010 (<.08) (Arbuckle, 2011).

From the results of the hypothesis testing, the researcher found that motivation had no relationship and had no influence on festival satisfaction (Rejected H4). Inspiration was related to and influenced the purchasing

decision process (Supported H1), connecting to and controlling the purchase decision process (Supported H2). The purchasing decision process correlates with and affects festival satisfaction (Supported H3), while elderly traveler conditions relate to and influence festival satisfaction (Supported H5) significantly, as shown in Table 3 and Figure 3.

Table 3. Results of Hypothesis Testing Structural Model

Assumptions	Relationship	Standardized Path Coefficient	Result	Significance (p)
H ₁	Motivation ---> Purchasing Decision Process	-.098	Supported	***
H ₂	Conditions of elderly tourists ---> Purchasing Decision Process	1.000	Supported	***
H ₃	Purchasing Decision Process ---> Festival Satisfaction	.591	Supported	.007
H ₄	Motivation ---> Festival Satisfaction	.098	Rejected	.374
H ₅	Conditions for elderly tourists ---> Festival Satisfaction	-.805	Supported	.004

Note *** p < 0.001

Table 3, Results of Hypothesis Testing, Structural Model clearly explain that motivation negatively influenced the purchasing decision process. For example, the condition of elderly travelers positively affected the purchasing

decision process. The purchasing decision process had a positive influence on festival satisfaction. Elderly tourist conditions harmed festival satisfaction. Motivation did not affect the fulfillment of the festival. The final structural model can be summarized as shown in Figure 4.

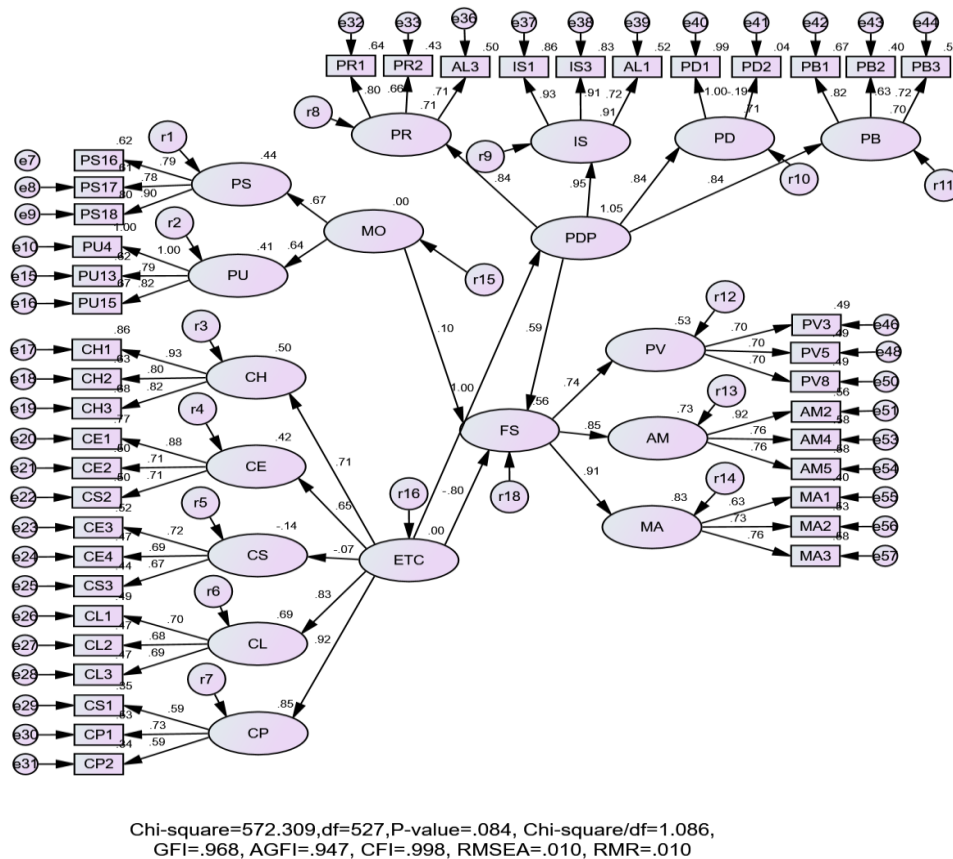


Figure 3. Final Structural Model

Figure 3, the Final Structural Model, found that: Motivation consisted of two parts, as follows: Push factors: PS18 (feels like stepping back in time) ranked number one at 0.90. PS16 (good memories or nostalgia for the festival) weight was 0.79. And PS17 (for traveling and visiting old friends) had a weight of 0.78. and Pull factors consisted of PU4 (recreation and entertainment at the festival), weighing 1.00, followed by PU15 (low cost and worthwhile), with a weight of 0.82, and PU13 (hospitality of local people) with a weight of 0.79. Elderly tourist conditions consisted of 5 parts, as follows: Health conditions consisted of CH1 (health level of sight, hearing, taste, smell, touch) with a weight of 0.93, CH3 (overall health level) with a weight of 0.82, and CH2 (health level of body mobility) with a weight of 0.80. Emotional conditions consisted of CE1 (travel makes you happy) at 0.88, and CE2 (travel relieves loneliness) and CS2 (building relationships with family members, friends, or lovers) having the same weight of 0.71. Social criteria consisted of CE3 (travel makes you

loved, cared for, valued, and admired) with a weight of 0.72, CE4 (travel makes you feel like a child again) weighing 0.69, and CS3 (acquaintance with a new society in a tourist attraction) weighing 0.67. Lifestyle conditions consist of CL1 (festivals in Loei Province with activities corresponding to primary occupation or hobbies) weighted at 0.70, CL3 (festivals in Loei Province had activities that fit lifestyle tastes) weighted at 0.69, and CL2 (festivals in Loei Province with activities that correspond to specific interests) weighing 0.68. and Psychographic conditions. The psychographic consisted of CP1 (festivities in Loei that fulfill beliefs and spirituality) weighted first at 0.73, CS1 (local interactions) weighed 0.29, and CP2 (attitude level per festival tourism in Loei province equal to a weight of 0.59.

The Purchasing Decision Process consists of four parts, as follows: Problem Recognition consisted of PR1 (perception of personal motivation to travel to festivals in Loei Province), the weight of which was 0.80, AL3

(analysis of the cost-effectiveness prior to purchase decision) with a weight of 0.71, and PR2 (intention to travel to a festival in Loei Province) with a weight of 0.66. Information Search consisted of IS1 (finding information from radio/television) with a weight of 0.93, IS3 (information from printed media) with a weight of 0.91, and AL1 (comparing the festivals in Loei Province with other similar festivals) with a weight of 0.72. Purchase Decision consisted of PD1 (the decision to travel by alone without listening to others) weighed 1.00, and PD2 (choosing to travel after listening to advice from other people, such as family, friends, lovers, or the media) with a weight value of -0.19. and Post-Purchase Behavior consisted of PB1 (making an assessment of post-trip satisfaction) with a weight of 0.82, PB3 (telling others to visit the festival in Loei Province) with a weight of 0.72, and PB2 (plans to return to visit festivals in Loei Province again) with a weight of 0.63.

Festival Satisfactions consist of three parts, as follows: Perceived Value consisted of PV3 (level of satisfaction in recreation and entertainment) of festivals in Loei province), PV5 (satisfaction level of events within the festival in Loei province), and PV8 (satisfaction level in reflection of beliefs), which had a weighted value equal to 0.70. Facilities (Amenities) consisted of AM2 (satisfaction level of food offerings suitable for the elderly) with a weight value of 0.92, AM4 (satisfaction level in terms of accessibility, such as road conditions, distance, time spent traveling, parking, etc.), and AM5 (satisfaction level of the elderly with facilities, such as sidewalks, handrails, wheelchairs, slopes, lighting, and medical centers) was 0.76. Management consisted of MA3 (satisfaction level of the safety at the festival), which is weighted first, at 0.76, MA2 (satisfaction level of cleanliness within the festival) weighted at 0.73, and MA1 (price satisfaction level - inexpensive and of good value) at a weight of 0.63.

From the analysis, the researcher found that the results of the hypothesis testing showed motivation had no relationship and had no influence on the satisfaction of the festival (rejected H4; $P\text{-value} = 0.374 > 0.05$), although the reason (H1) supported the condition of the

elderly tourists (H2) affected the purchasing decision process. Significantly, ($P\text{-value} < 0.001$), the purchase decision process (H3) supported the condition of elderly tourists (H5) affected the satisfaction of the festival. Significantly, ($P\text{-value} < 0.001$) consisted of three parts, which were perceived value, consisting of PV5 (level of satisfaction in festival activities in Loei province), ranked first at 0.71, followed by PV3 (level of satisfaction in recreation and entertainment of festivals in Loei province) weighed 0.69, and PV8 (belief-reflecting satisfaction level) with a weighed value of 0.68. Older adults placed importance on such amenities as sidewalks, handrails, wheelchairs, slopes, lighting, and medical centers, which were ranked first at 0.78, followed by AM2 (satisfaction level of food presentation suitable for the elderly) with a weight of 0.74, and AM4 (satisfaction level in terms of accessibility, such as road conditions, distance, travel time, parking) were weighted at 0.73. Management consisted of MA3 (level of satisfaction with safety at the festival) was weighted at 0.76, followed by MA2 (festival cleanliness satisfaction) with a weight of 0.74, and MA1 (price satisfaction level, inexpensive and worthwhile) with a weight of 0.61.

DISCUSSION

In the festival tourist market, the fundamental variable in profitability analysis is the cost of procuring tourists (Aguilo & Juaneda, 2000; Chhabra et al., 2002). Therefore, it is essential to understand the purchasing decision process of festival tourists. Under more competitive market conditions, price incentives are a crucial variable to measure the economic impact associated with festival development in terms of purchasing decisions (Brown, Var, & Lee, 2002; Crompton et al., 2001; Daniels, Norman, & Henry. 2004; Douglas, 2006; Kasimati, 2003; Tyrrell & Johnston 2001). However, there are studies on the impact of tourism on festivals or other types of events, such as wine or music festivals. Consistent issues were found, whether the cost setting or the price incentive affect the purchase decision and purchase volume (Crispin & Reiser, 2008;

Crompton, Lee, & Shuster, 2001; Kalkstein-Silkes; Kim et al., 2010a; Prentice & Andersen, 2003).

Thrane (2002) examined the relationship between festival visitation interest and the purchasing decisions of festival visitors. From the regression analysis results, it was found that the motivation of both the push factor and the pull factor affects the purchase decision at the festival. However, it is unclear of the relationship and the impact thereof. For example, Chhabra et al. (2002) found that amenities motivation significantly affects purchase decisions. Moreover, people who plan their trips and travel longer to festivals tend to spend more and make more purchases at festivals. A study by Chhabra et al. (2002) also observed that incentives influence the purchasing decisions of festival tourists, which are not necessarily related to the heritage elements of the festival but depend more on the enjoyment of the festival tourists, which contradicts the past research mentioned above. The researcher, therefore, wanted to find out if the driving factor was motivation. Is it a factor that affects the purchase decision or not? And if they do affect each other, in what form? Hence, the following assumptions were made:

Relationship and impact of elderly travelers' conditions on purchasing decisions: Research examined the effects of older travelers' requirements on buying decisions. An exciting variable was identified: Esty Nindy Lowongan, Paulus Kindangen, and Johan Tumiwa (2015) studied the influence of personal psychological traits on the purchasing mindset. The hypothesis was H1: Lifestyle, personality, and demographic data influence all purchasing decisions. H2: Lifestyle, nature, and demographics have some impact on purchasing decisions. The results showed that lifestyle, personality, and demographics influence all purchasing decisions. Lifestyle has a significant impact on purchasing decisions, nature has some significant influence on buying decisions, and demographic data has a considerable effect on buying decisions. The factors above are part of the condition of elderly tourists that influence purchasing decisions. This is the source of the following assumptions:

The correlation and impact of purchasing decisions on festival satisfaction. Moch Ilhamsyah Ramadhan et al. (2018) stated that purchasing decisions have a direct and significant relationship and influence satisfaction. Influence indicates a route coefficient (β) of 0.200 with a p-value of 0.000 ($p < 0.05$). Therefore, purchasing decision has a significant direct influence on tourist satisfaction. The presence of purchasing decisions increases the satisfaction of tourists. This means that travelers' factors in purchasing decisions can lead to a traveler's satisfaction experience. This is consistent with Jiradilok et al. (2014), who stated that purchases strongly influence customer satisfaction, while Thangasamy and Patikar (2014) found that factors in purchasing behavior and purchasing decisions can create customer satisfaction. (Jermisittiparsert & Chankoson, 2019)

As in Timo Koivumaki (2001), the analysis focused on the relationship of purchasing decisions to satisfaction. After studying the linear regression equation, it was found that the t value of the parameter of both purchase decisions and satisfaction had a statistically significant positive correlation with the model. This shows that purchasing decisions have a direct effect on customer satisfaction, but it does not appear that the purchase value affects satisfaction. This result is similar to the study by Westland and Au (1997), which found that purchase value did not directly change the purchasing behavior of consumers, although it did have a significant indirect effect on satisfaction. (Trivedi, 2017)

Relationship and impact of motivation on festival satisfaction. The link between motivation and satisfaction has been analyzed in various fields. In the case of cultural tourism and festivals, studies have been conducted to understand consumer decision-making processes from the origins of motivation to analyze the relationship between cause and satisfaction (Yoon and Uysal, 2005; Severt et al., 2007; emphasis added). And Lee and Beeler, (2009). Tourism motivation is related to both intrinsic repulsion and extrinsic repulsion. The effects of tourism motivation are often associated with and influence behavioral

satisfaction and intention (Fielding, Pearce, & Hughes, 1992; Mannell & Iso-Ahola, 1987; Ross & Iso-Ahola, 1991). Satisfaction is also a critical factor in the intent of repeat travelers (Alegre & Cladera, 2009; Taher, Jamal, Sumarjan, & Aminudin, 2015). It was shown that the relationship between tourism incentives and tourist satisfaction was more substantial for certain types of tourism, such as festival tourism (Lee & Fung, 2013; López-Guzmán, Lotero, Gálvez, & River, 2017).

Few studies have examined multidimensional approaches to measuring overall traveler satisfaction because exploring the emotional component is difficult. Both emotional and physical dimensions are related to satisfaction, and past research has only examined the physical features of the festival. These include amenities such as restrooms and parking, and past research has not met baseline emotional needs. Tourist assessments are therefore unsatisfactory (Morgan, 2008). However, the emotional component cannot be overlooked and is of great importance to the festival as an incentive for most tourists to participate, such as repeat trips, word of mouth, and increased spending (Nicholson & Pearce, 2001; Moongvicha, 2017)

The relationship and impact of elderly tourists' conditions on festival satisfaction. Romana Gargano and Filippo Grasso (2016) analyzed the satisfaction levels of tourists, looking at the effects of elderly traveler conditions on tourist satisfaction levels. They examined the likelihood of variables affecting satisfaction. Fauziah Che Leh, Farah Zulaikha Mokhtar and Norimah Rambeli (2020) used a regression model to examine the relationship between condition characteristics of satisfied elderly tourists. The independent variables were social conditions and influence on repeat travel. Spending on repeat visits was consistent with the income of tourists.

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