EFO705 – Master Thesis

The Motivation of Long-Stay Tourism and International Retirement Migration: Swedish retirees in Thailand.

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Title: The Motivation of Long-Stay Tourism and International Retirement Migration: Swedish retirees in Thailand.

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Research Question: Which factors affect to the attitude for decision making of retirement Swedish people to do as a long-stay tourism or Swedish retirement migration in Thailand?

Purpose: The objective of this study is to describe and analyze the factors that affect to the attitude of Swedish people for making a decision to do as a long-stay tourism or Swedish retirement migration in Thailand.

Method: This research is mainly based on qualitative research using survey method. The main conceptual frameworks is “consumer decision framework”. The data collection is categorized into two sources: primary data and secondary data.

Conclusion: From our study, we learn that Swedish retirees have positive attitude in Thailand. They have desire to migrate into Thailand. All of eight element in consumer decision marking are effect to their decision, especially, the “motivation/ energizers” and “socio-economic influence” factor.

Key words: Consumer Attitude, Social Economic, Consumer Behavior, Long-Stay Tourism AND/OR Retirement Migration Influence in Thailand
Acknowledgements

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1. Introduction
The tourism is a very important part to encourage economy’s growth in many countries even though the global financial crisis and economics recession occurred in late 2008 and 2009 but the world tourism received effect from this situation not too much because the worldwide economics can recovered increasingly. In 2010, the international tourist reached 935 million people that grew up 6.7% from 2009. Asia was the first continent that can recover from economics recession in 2010, in the same year they had international tourist around 204 million people, it up from 181 million people in 2009, it’s a second rank inferior to Middle East (Highlights, 2011).

Thailand is target country for many international tourists for travel and long-stay tourism, it has many things to attract them such as nice tourist attraction, cultural, climate and low living cost also. The trend of tourism of Thailand has increase continuously also. Tourism is an important part that can gain more of income to Thailand; in 2010 they got income from this part 18,694.4 US$ million, it up from 16,667 US$ million in 2007 (Euromonitor, Euromonitor International, 2011). Furthermore, Thailand gained its nine consecutive citations as “Best Tourist Country 2011” from the Swedish Grand Travel Awards. In 2007, Thailand had 757,734 visitors and 378,387 of them; it’s the Swedish visitors who accounted for a total of 25 billion baht of tourism revenue (Thailand T. A., 2009). These are supporting reasons “why we should emphasize on Swedish tourist”.

In recent years, Thailand is a new choice for the international retirees to migrate except Spain, Italy, and Turkey. The international retirement migration (IRM) can create many things that have benefits for the country which is a destination for retirees to migrate for example IRM has affect to economies and communities by buying or rental of homes, provide employment for local workers, consume goods and services, attract greater investments and more foreign visitors to retirement area as well (institute, 2006).

The amount of long-stay tourism and retirement migration, it can use to predict the quantity of permanent migration in the future as well. “Why the overall of international retirement migration had growth” that has four reasons to describe it; the first, increases in longevity. The second is decline in the legal age of retirement has extended the duration of retirement; together has extended the duration of retirement. Growing numbers of people have been able to anticipate longer periods of active post-work life in the ‘third age’. The third, increase in the lifetime flow of earnings and accumulation of wealth so that increasing numbers of individuals have sufficient resources to consider a range of retirement strategies, including international migration. And the last one is changing patterns of lifetime mobility have provided more knowledge of, and experience of living in, foreign destinations (Williams et al. 1997).

Since 1998, Thailand has allowed foreigners to retire in the country, in case that, they are at least 50 years old and have at least 800,000 baht (US$ 1 = about 30.5 baht) in a Thai bank account.
The fee for a one-year stay permit for retirees is 3,600 baht and that for a multiple entry visa valid for one year is 1,900 baht (Ministry of Foreign Affairs, Kingdom of Thailand, 2011). From the information above about Swedish tourist in Thailand, that is a reasonable reason to persuade them to have a long-stay tourism and retirement migration, the another reason that can support it is Sweden has the proportion of old people quite much and has tend to increase also; in 2011, the Swedish population who has age over 65 years old, it has about 1,736 persons that increase from 1,583 in 2007 (Euromonitor, Euromonitor International, 2011).

Table 1: Number of International Retirement Migration in Thailand

<table>
<thead>
<tr>
<th>Year</th>
<th>Nationality Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>British</td>
</tr>
<tr>
<td>4,994</td>
<td>1</td>
</tr>
<tr>
<td>3,204</td>
<td>2</td>
</tr>
<tr>
<td>American</td>
<td></td>
</tr>
<tr>
<td>3,540</td>
<td>3</td>
</tr>
<tr>
<td>2,599</td>
<td>4</td>
</tr>
<tr>
<td>German</td>
<td></td>
</tr>
<tr>
<td>2,868</td>
<td>5</td>
</tr>
<tr>
<td>1,861</td>
<td>6</td>
</tr>
<tr>
<td>Japanese</td>
<td></td>
</tr>
<tr>
<td>1,804</td>
<td>7</td>
</tr>
<tr>
<td>1,315</td>
<td>8</td>
</tr>
<tr>
<td>Chinese</td>
<td></td>
</tr>
<tr>
<td>1,507</td>
<td>9</td>
</tr>
<tr>
<td>948</td>
<td>10</td>
</tr>
<tr>
<td>Swiss</td>
<td></td>
</tr>
<tr>
<td>1,491</td>
<td>11</td>
</tr>
<tr>
<td>978</td>
<td>11</td>
</tr>
<tr>
<td>French</td>
<td></td>
</tr>
<tr>
<td>1,246</td>
<td>12</td>
</tr>
<tr>
<td>922</td>
<td>12</td>
</tr>
<tr>
<td>Norwegian</td>
<td></td>
</tr>
<tr>
<td>1,070</td>
<td>13</td>
</tr>
<tr>
<td>710</td>
<td>13</td>
</tr>
<tr>
<td>Australian</td>
<td></td>
</tr>
<tr>
<td>1,030</td>
<td>14</td>
</tr>
<tr>
<td>669</td>
<td>14</td>
</tr>
<tr>
<td>Dutch</td>
<td></td>
</tr>
<tr>
<td>1,015</td>
<td>15</td>
</tr>
<tr>
<td>658</td>
<td>15</td>
</tr>
<tr>
<td>Indian</td>
<td></td>
</tr>
<tr>
<td>718</td>
<td>16</td>
</tr>
<tr>
<td>575</td>
<td>16</td>
</tr>
<tr>
<td>Italian</td>
<td></td>
</tr>
<tr>
<td>648</td>
<td>17</td>
</tr>
<tr>
<td>351</td>
<td>17</td>
</tr>
<tr>
<td>Canadian</td>
<td></td>
</tr>
<tr>
<td>520</td>
<td>18</td>
</tr>
<tr>
<td>349</td>
<td>18</td>
</tr>
</tbody>
</table>

Nowadays, In Thailand is a target for the tourists who have plan to retirement migration. From table 1, that shows the number of international retirement migration in Thailand. The British tourist is the most, it had 4,994 tourists in 2009 and from January to August in 2010 that around 3,204. The Swedish is an eleventh rank; in 2009, the Swedish retirees in Thailand were 923 persons and from January to August in 2010 that around 577 persons (Thailand I. b., 2010). That has a point which is suspicious from the statistic data above that seems the Swedish tourists more interesting in short term tourism than have plan to retirement migration besides the more interesting thing is how to motivate them to have more concentration on it.

All of these reasons that can show how important to create motivation for Swedish tourist to has long-stay tourism and international retirement migration, the benefits that both of Thailand and Swedish tourist can get from it; for Thailand that can increase liquidity of finance and GDP, economic growth. In the same way, that can make Swedish people who decide to spend their life time after they retired have happiness in their life from nice climate, low living cost, great attraction place, and cultural.

In general, this thesis will be separated into four parts. The first part contains with the introduction, problem statement, research question and purpose of this thesis. The second part, the literature in tourism industry will be reviewed. The third part is the conceptual framework. In
In this part, the concepts of consumer behavior and consumer decision will briefly be described. In the fourth part is method that the materials and the research methodology will be explained. The fifth part is the result that will indicate and explain its results from the survey and finding. Finally, the last part will discuss and conclude about this research study.

1.1 Problem Statement
This research aim for finding the factors that affect to the attitude for decision making of retirement Swedish people to do as a long-stay tourism or Swedish retirement migration in Thailand. The result of this study can be used as a reference of the awareness or knowledge for Thailand tourism industries and researchers. They can study our result such as the attitude of Swedish Retirees and what are the factors that influence Swedish Retirees to make a decision for migrating in Thailand. The result of this study can be benefit for both of tourism industries and researchers. Consequently, the study of this research can provide the tourism industries and recent researchers with the information regarding the Swedish retirees’ attitude for long-stay in Thailand by using consumer decision making framework in order to find the factors which influence to their decision’s making. Then, they can learn our study as a supporting document, in order to, use as one of their knowledge to apply for their further marketing activity.

1.2 Research Question
Which factors affect to the attitude for decision making of retirement Swedish people to do as a long-stay tourism or Swedish retirement migration in Thailand?

1.3 Purpose
The objective of this study is to describe and analyze the factors that affect to the attitude of Swedish people for making a decision to do as a long-stay tourism or Swedish retirement migration in Thailand. This thesis will apply the theories that relate and appropriate to the topic such as consumer behavior, consumer decision and attitude.
2. Literature Review

In order to answer the research question, we search for literatures on this topic by using the keyword and database below.

Keywords:

1. Consumer Attitude
2. Social Economic
3. Consumer Behavior
4. Long-Stay Tourism AND/OR Retirement Migration Influence in Thailand

Databases or sources:

1. MDH’s library database: ABI/INFORM
2. Google scholar

2.1 Mapping the Literature

We map the relevant literature in 4 fields which are consumer attitude, social economic, consumer behavior and long-stay tourism and/or retirement migration influence in Thailand as below.

![Mapping and describing the literature](Source: Own Illustration)

According to the Figure 1, consumer attitude effect for making a decision of long-stay tourism such as need of social information, political and their knowledge that toward to the country they select. Social economic also has an influence in order to attract foreigners come in the country such as the low living cost. Moreover, consumer behavior relates to the decision making of mature traveler such as they want a good weather and interesting activity.
2.2 Reason for selecting literature
We scope the article only which are provide information that support and linkage to our research. In addition, we focus on the consumer attitude, social economic and consumer behavior that effect for the decision making of mature travelers. Therefore, we choose three of literatures that have a relevant to our research which will be review as an overview and more detail as below topics. Moreover, we concern about the timing of literature that it should be up to date for our research. Hence, we choose the article that has written since 2004 to 2011 as our literature reviews.

2.3 Critical Literature Review
The purpose of the literature review, to take a broader perspective, is to remove the need to rediscover knowledge that has already been reported (Fisher, Researching and writing a dissertation - A guidebook for business students, 2007, p. 78). Hence, we search for the material that relate and specific to our research. Furthermore, we select three articles that we consider they have an effect to the decision making of mature travelers in terms of consumer behavior, consumer attitude and social economic. Furthermore, we briefly describe about the conclusion of each article that relate to our research as below.

2.3.1 Overview of Critical Literature

<table>
<thead>
<tr>
<th>Article Title</th>
<th>Reference</th>
<th>Main Finding</th>
<th>Factors to affects decision making of Long-stay travel</th>
<th>Consumer Attitudes</th>
<th>Social Economic</th>
<th>Consumer Behaviour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal of Vacation Marketing - Mature travelers to Thailand: A study of preferences and attributes</td>
<td>Vieregge, Michael; Phetkaew, Piyaporn; Beldona, Srikanth; Lumsden, Shelly-Ann; DeMicco, Fred J., Henry Stewart Publications, (Apr 2007)</td>
<td>need cleanliness, personal safety, accessibility, scenery, accommodation and restaurant.</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>require enough income to effort</td>
<td>winter over', long-stay travel, want to meet new people, learn new things and have new experiences,</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>Journal of Vacation Marketing - Senior travellers: Tourism activities and shopping behaviours</td>
<td>Littrell, Mary A; Paige, Rosalind C; Song, Kun.</td>
<td>need information source, word-of-mouth recommendation and travel agency reputation</td>
<td>wealth, higher discretionary income and lower consumer debt</td>
<td>travel activities, cruise, meeting family and other people, seeking intellectual, learning new things, history, and cultural</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Effects of Second Home Development by Foreign Retirement Migration in Turkey</td>
<td>Tamer Gorer, N., Erdoganaras, F., Guzey, O., Yuksel, U.</td>
<td>need information from travel agency</td>
<td>low cost of living, weak currencies</td>
<td>good in climate, tourism infrastructure, attritions of rural environment and less stressful way of life</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>The Demographic of Travel</td>
<td>The Demographic of Travel, Society: Jul/Aug 2001; 38, 5; ABI/INFORM Global pg.5</td>
<td>-</td>
<td>-</td>
<td>visit friends and relatives, shopping, visit historical places or museums, attending cultural events or festivals, outdoor activities, go to the beach.</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>
Selecting a Hotel and Determining Salient Quality Attributes: A Preliminary Study of Mature British Travelers

| Bowman, R. J. (2000). International Journal of Tourism Research. Selecting a Hotel and Determining Salient Quality Attributes: A Preliminary Study of Mature British Travellers, 97-118. | need cleanliness, convenience of location, information sources from their own experience, family, friends and travel agency | - | - | Yes | No | No |

Retiring in a foreign land: how do the American retirees deal with health care issues in Mexico?

| Iftekhar Amin, Stanley R. Ingman | the country that help migrants well, good health care in lower price | low cost of living, limitation of income, low of health care cost | good climate, concern about reduced income and increased health care needs | Yes | Yes | Yes |

Table 2: Overview of Critical Literature

Source: Own Illustration

Base on Figure 2, we found that all of three literature reviewed consider in all factors that affect decision making of long-stay tourism. For consumer attitude, it can be referred to what is the feeling that consumer has to the product, service, entity, person, place or thing (Currie, 2011). Hence, these literatures will provide the attitude of retiree travelers toward long-stay travelling or migration. For social economic, it can be referred to “the spectrum of activity located between the public and private sector which is a form of economic organization aimed at addressing the social need” (Social Economy Student Network, 2011). Then, these literatures will provide how the economics affect to the long-stay decision making. For consumer behavior, “it involves the psychological processes that consumers go through in recognizing needs, finding way to solve these needs, making decisions, interpret information, make plans, and implement these plans” (University of Southern California, 2008). Hence, these literatures will provide what is the retiree travelers want to do or find when they have long stay travelling. Then, consumer attitude, social economic and consumer behavior are all focused as the factor that influence for making decision of mature travelers.

2.3.2 Mature travelers to Thailand: A study of preference and attributes

Base on this study it describes that the marketer defines the word of senior citizen traveler in many names such as the mature marketing, the senior market, the retirement market or the elderly market. They consider that mature traveler is the baby boomer generation who born between 1946 and 1964. Nowadays, the mature travelers are classified as the fastest growing segment of the developed countries because their population is aggressive increasing throughout the world. Hence, it is significant to focus the mature travelers as a major segmentation in the tourism industry. This study mentions that the mature travelers who have age over 55 have a
vacation base on their financial and health can accommodate. They desire to find new people, learn the new things and meet the new experiences.

In order to select a destination, mature travelers need a specific travel information, motivations and characteristics. This study found that the most important group of mature travelers is between 60 and 70 years because they take the longest vacation. Moreover, income and health are the factors that effect to their decision to have a long vacation. Furthermore, age and vacation experience can be considered as the factors that determined the length of their vacation also. Base on the Longstay Study of Tourism Authority of Thailand, it stated that ‘winter over’ trend starts occur in 1970s when Northern European mature residents migrated to the South of Europe for a month or during the winter season. Southeast Asia, Malaysia, Philippines, Indonesia and Thailand have all developed into long stay destination and they recognize their main target segment as the mature travelers that have enough time and financial fund for taking a long vacation. Base on this study, it indicates that the important factors for making a decision to have long vacation of mature traveler are cleanliness, personal safety, accessibility, scenery, accommodation and restaurants. Hence, in order to attract mature travelers, this study suggests that famous mature individual should be use as models and spokespersons in hotel advertisement. The advertisement should also focus on pricing, location convenience, providing their information services and general assistance. Moreover, they should spend some extra time to listen the suggestion and recommendation of mature travelers such as what is make them satisfy and dissatisfy. (Vieregge, Phetkaew, Beldona, Lumsden, & DeMicco, 2007, pp. 1-5)

2.3.3 Senior traveler: Tourism activities and shopping behaviours
Base on this study, it describes that mature travelers are becoming an important travel segment because they have a high level of wealth, high income, lower consumer debt, more free time to travel and their desire to travel in longer distances and time period. The study mentions that married mature traveler with have high educations and incomes more than $75,000 are also the major segmentation of mature traveler because this group pays a lot of attention for long-stay travel. This study describes that mature travelers are more focusing in travel activities that improve their physical healthy, gain more knowledge about the nature and giving personal enrichment to them. They are interesting in going on a cruise, touring or visiting their family, instead of visit amusement parks. They want to spend time with their family, seeking intellectual and spiritual enrichment, meeting other people, learning new things, learning history, going to museum, study cultural and escaping routines. Moreover, mature travelers prefer to have the effective information sources for making a decision for their vacation. Hence, the study describes that word of mouth recommendation and high levels of travel agents’ reputation are useful information for them to choose a vacation. (Littrell, Paige, & Song, 2004, pp. 2-4)

2.2.4 Social, Economic and Physical Effects of Second-Home Development Based on Foreign Retirement Migration in Turkey: Alanya and Dalyan
This study describes the factors that can motivate mature travelers relate to leisure and entertainment. For example, the climate, tourism infrastructure, attritions of rural environments,
a less stressful way of life and low cost of living and accommodation. Moreover, the weak currencies in developing courtiers can also be attractive to the mature traveler in order to migrate to their countries. Estate agencies also are a important factor for decision making of mature travelers as they focus on providing the information in order to selection their destination. Hence, it is benefit for the travel agency to provide the enough information to mature travelers. (Tamer Gorer, 2006, p. 2)

2.2.5 The Demographic of Travel
This journal indicates that mature travelers are the people who age since 55 years old. There is 76 percents of all mature travelers who take a trip for leisure and visit their friends or relatives. Those mature travelers have favorite trip activities such as shopping, visiting historical places or museums, attending cultural events or festivals, outdoor activities, visiting national or state parks and going to the beach. (Travel, 2001)

2.2.6 Selecting a Hotel and Determining Salient Quality Attributes: A Preliminary Study of Mature British Travelers
This study mentions that, in order to be successfully in senior travelers market, it necessary to understand their expectations and desires (Gustin, 1992, pp. 133-135). Senior travelers recognize cleanliness, convenience of location, room price, easy access from main roads, security systems and parking lot lighting as important factors for them to select accommodation. They apply their past experiences as their major information source to select their accommodation. It is also include source from their family, friends, relatives and recommendation from travel agency. (Bowman, 2000)

2.2.7 Retiring in a foreign land: how do the American retirees deal with health care issues in Mexico?
This study shows the reasons that can explain why many US seniors move to Mexico, they concern about reduced income and increased health care needs firstly which are different with the US seniors move to Mexico in the last decade, the first factor that they realize, it’s low-cost of living. However, the climate has more influence for senior’s migration decision also, so the Latin American countries are the best answer for them. The another reason is exposure themselves to be a country which help migrants well to other countries so when the tourists travel to other countries for vacations or in a short period, from their experiences can help them to decide to choose Mexico for the country that they hope to migrate when they retired.

Furthermore, many reported the health care in Mexico as excellent and a few even rated is as better than the US healthcare so that’s a very interesting choice for US seniors because the rising health care cost and shrinking coverage and benefits in the United States that can make more effects to them and if they remain to live in United States when they retired, they think they would not receive that care with reduced income also (Amin, 2008, pp. 32-33).
From study these literatures, we can provide that consumer attitude, social economic and consumer behavior are factors that influence to the decision making of retiree travelers for long-stay travelling. Hence, base on knowledge of these literatures, we select consumer-decision making framework as our conceptual framework to study the attitude and motivation of retirees Swedish for having a long-stay travel in Thailand.
3. Conceptual Framework
From critical literature review, we recognize that consumer attitude, social economic and consumer behavior effect to the senior travelers’ decision making of long-stay tourism. Hence, we select consumer decision-making framework as our conceptual framework because it consists of eight factors that affect to the customer decision making which are socio-economic influences, cultural influences, reference group influence, family influence, motivation or energizers, perception, personality/ attitude and learning.

3.1 Model of Consumer Decision-Making Framework
This model propose how to adapted the tourism to gain more benefits by offer something that they expected into their behavior process involved during the purchase post-purchase decision stages. It can separate into two levels of factor that have an effect on the consumer. The first level is the psychological influenced by themselves that included; perception, learning, motivation, and attitude. The second level is a external factor, the factors from this level has influenced by social surrounding that the consumers lived that included; cultural, family, reference group, and economics.

![Consumer Decision-Making Framework](Figure 2: Consumer Decision-Making Framework)

Source: Copper et al., 2005
3.1.1 Motivation or energizers

Motivation is defined as the driving force in an individual person to act in a certain way. This driving force is created by a state of tension, which exists as a result of an unfulfilled need that moves them away from psychological equilibrium or homeostasis. Every individual has the same need structure, but different specific needs will be to be force in different individuals at various points in time and according to different cultural and social contexts (Martin Evans, 2009, p. 7).

Maslow’s hierarchy of needs feature of 7 types of needs, these are following:

- **Physiological needs** - air, food, drink, shelter, warmth, sex, sleep, etc.
- **Safety needs** - protection from elements, security, order, law, limits, stability, etc.
- **Social needs** - work group, family, affection, relationships, etc.
- **Esteem needs** - self-esteem, achievement, mastery, independence, status, dominance, prestige, managerial responsibility, etc.
- **Cognitive needs** - knowledge, meaning, etc.
- **Aesthetic needs** - appreciation and search for beauty, balance, form, etc.
- **Self-Actualization needs** - realizing personal potential, self-fulfillment, seeking personal growth and peak experiences.

Maslow’s hierarchy of needs can describe that refer to the theory of motivation also, it explained the people must to achieve their target and satisfy in it before the next level of need become respectively (Martin Evans, 2009, p. 12). For example, the first thing that the people must be satisfied is a basic needs or physiological needs, every need air, food, or drink for living; they can live without these things. If they have fulfilled by physiological needs and satisfy about it then they will fell the upper level of needs, which is the safety needs. And it will be happen in
the same way when they achieve in the safety needs therefore they will need the social needs in the next level as well (futurehi, 2009).

3.1.2 Perception
The perception is a process that can translate sensory stimulation into experience in each person. They can receive it from their eyes, ears, nose, tongue, or skin (Norman, 1977). So, the marketer should use the message that can communicate and develop relationship with their consumers efficiently; vision, sound, touch, taste, and smell. The interpretation in each person is different though the marketer uses the same message and in the same condition, it is often based on their expectations also (Martin Evans, 2009, p. 64).

3.1.3 Learning
Learning involves "a change in the content or organization of long term memory and behavior". The learning processes most objectively by focusing on stimuli and responses so the marketer should emphasize on how to communicate with consumers about various marketing offerings (Martin Evans, 2009, p. 92).

3.1.4 Attitude
A person’s attitude is an outcome of the learning processes, it can represent forces that influence how the consumer will react to the object. It has three components; first, a cognitive component, it consists of beliefs and knowledge in each person that can show the thing that they perceived it is math or mismatch with their beliefs and knowledge. The second is an affective component, it consists of a person’s feeling or emotions these things can be positive or negative that depend on beliefs about the issue in each person. The third is a behavioral (conative) component, it consists of how the consumer is likely to respond to the object based on what they know about it and how they feel about it (Martin Evans, 2009, p. 106).

![Figure 4: Attitude Components](Source: University of Southern California, 2010)
3.1.5 **Socio-economic influence**
That included any number of demographic, social conditions, and economic conditions. It covers a wide variety of interrelated social and economic factors that might tend to explain an observed incident, event or set of events (Eatwell, 1989). These things have high influence to consumer decision making for example if the financial crisis and economics recession occur, almost people will change their buying behavior by reduce their expenditure.

3.1.6 **Cultural influences**
The cultural has differentiation in each country, it is a main determination of demand and buying behavior in each place that can help the marketer to know about what other people and even objects stand for and how to communicate with them suitably (Martin Evans, 2009, p. 286).

Hofstede’s Cultural Dimensions is a tool for measure and describe about the culture in each country which is differential for any social or organization, by knowing and understanding culture dimension an organization that can create about its culture and value to create culture in the organization and know how to improve it in an effective way as well (Dininni, 2011).

The cultural dimensions can describe in the five dimensions of differences and the value of the perspectives between cultures in each country, as follows (Assignmenthelpexperts, 2011);

- **Power Distance Index (PDI)** it is the degree of inequality surrounded by the people.
- **Individualism (IDV)** have not strong tie with their family members or friends, they care only themselves after that they think about them so they have freedom for decision in anything. It is an opposite of collectivism, they have strong tie with their family members or friends therefore it quite difficult to making their decision by only themselves, and those people have more influences to them to making decision also.
- **Masculinity (MAS)** Masculine cultures have different between men’s value and women’s value. For the man, man’s values are different from one country to another country that contains modest and competitive nature. Otherwise, the feminine culture, genders role are less defined.
- **Uncertainty Avoidance Index (UAI)** that is the degree to which people in country prefer structured over unstructured situations.
- **Long term orientation** is the values that realize towards to the future. In the other hand, the short term orientation is only emphasizing on the situation that occur in the present and the past. (Hofstede, 2009)

3.1.7 **Family influence**
The family can separate in 2 types that are extended family and nuclear family. Extended family has a collectivist cultures so the children who grow up in this type of family, they become an inherently integrated person so their family members has a high influence with them to have a decision making, this family’s type often to experience in Asia. In the other hand, almost the nuclear family has an individualistic culture; the children in this family’s type become a distinct,
autonomous individual with emphasis on self and being different from others (Martin Evans, 2009, p. 266).

3.1.8 Reference group influence
Almost people use reference groups to be sources to create their attitudes, beliefs, values or behaviors. It has affect to buying behavior of consumers furthermore the social comparison they are able to judge the consequences from buying behavior also these things can create a high influence for consumer decision making. The reference group has 3 types as follow;

- **Aspirational**: the people who would like to compare themselves and aspire to belong to.
- **Associative**: The people who more realistically represent our current equals or near equals.
- **Dissociative**: The people who would not like to be like.

In addition, the references group can be categorized into normative referents and comparative referents also. Normative referents are the person who provide with norms, attitudes, and values through direct interaction. But comparative referents provide with standards of achievement to their aspiration (Martin Evans, 2009, p. 243).
4. Method
To study the consumer behavior, attitude, and factors that have influence with them to decide to have long stay tourism or international retirement migration in Thailand. The way that suitable for this study, it should has more focus on qualitative data because that correspond with our thesis’s purpose more than using the quantitative data so we decided to conduct a qualitative survey research among Swedish people to find their motivation for making a decision to migrate to Thailand. However, we don’t neglect about the quantitative data not at all, we use some of it for support the qualitative data that can make it more reliable, accurate and efficient also.

4.1 Choice of Research Objects
In order to find the relevant data for our research question; we decide to collect data from qualitative survey. We will gather data from four of interviewees based on snowball sampling method. That means we will collect data from Swedish people who is “Baby Boomer” that has age between 47-65 years old, in order to, directly gather the information about their attitude and motivation which relevance to our research question. This information will give us have the information in the view point of Retirees Swedish people who has plan to migrate in Thailand. Moreover, the reasons that we acquire information for four interviewees are, firstly, we face the problem of time limitation for complete our research as we apply snowball sampling to gather the primary resource. The reason that we use snowball sampling method, even though we realize that it consume a lot of time for collecting data, is our research question forces us to have deeply interview to the specific interviewee that is Retiree Swedish people who has interesting to migrate in Thailand. The second is, from the result of interviewing, we found that all of them have similar attitude about Thailand, so we stop our interviewing at the fourth interviewee. Hence, we assume that these four interviewees can be a representative of Retiree Swedish people.

4.2 Data Collection
For this study, we decide to collect both of primary data and secondary data for support all of main factors that we focus on; motivation or energizers, perception, personality or attitude, learning, socio-economic influences, cultural influences, reference group influence, and family influence.

4.2.1 Primary Data
Mention to the purpose of this study, we want to know about attitude, impulsion and opinion from interviewees who want to spend their life after they retired in Thailand, it is not appropriate if we use a quantitative data for principle analysis in this study so a qualitative research approach, have been selected for the first priority because that more appropriate with the information that we get from interviewees, it is effective for identifying intangible factors, such as social norms, and socioeconomic status (Family Health International) furthermore it gives the opportunity for the respondents to provide the open-ended answers that will allow them freely
answer in their own words (Family Health International) that means it can make we have more understanding of the problem and its underlying factors also (K.Malhotra, 1999, p. 40).

Because of particularity of our target group, that’s the people who have age between 47-65 years old furthermore they have a plan to go to Thailand after they retired also. Therefore, it quite difficult for filtration sampling techniques that is proper with our target group so the best way for our study should be a nonprobability sampling techniques that suitable for to estimate the characteristics of population (K.Malhotra, 1999, p. 334). A snowball sampling is a technique which can be employed to find the information from respondents who are quite difficult to locate and identify that is the strength of this technique. That is the collecting process of referrals as each located and interviewed informant suggests other informants whom they happen to know and locate (Castillo, 2009) therefore we can get the significant and accurate data from the people who is our target group certainly; possibly it is the most appropriate technique from all of nonprobability sampling techniques because it can estimate rare characteristics of respondents and increases the possibility of locating the desired characteristics also (K.Malhotra, 1999, p. 338).

The sample size for this study, it depends on the resemblance of the information that gets from the responders. A saturation sample is a point of sampling when the new respondents cannot give new information that generally changes from those given by previous respondents. A saturation respondent does not give new data-value, hence this is the signal that mean it is not necessary to get more information from the new respondents as well (Amorado, 2009). Therefore, for this study the authors decided to collect the information from four respondents who have a plan to spend their life in Thailand after they retired.

Our primary data is collected by snowball sampling, so, firstly, we have to find a Retirement Swedish people who desire to have long-term travel or migration in Thailand as our first interviewee. Hence, we try to meet many Swedish people to let them give a suggestion about a person which they think he may interest for migrating in Thailand. Then, we found one of Retirement Swedish who interesting to have long-stay in Thailand which is Mrs. Ekman. Then, after we finished interview EKman, we asked her for giving a suggestion of another person. She recommended us to interview Mr. Dinnme who is her neighbor and Ms. Alinder who is her friend. Then, we try to find another person who does not come from Mrs. Ekman’s suggestion because we want to spread our interviewee to come from the different source. Hence, we try to find another person who can recommend Retirement Swedish. We found Mrs. Örnefalk, but she has not plan to migrate to Thailand. However, she recommended Mr. Arrevik who is her old colleague as she knew that he had many time of long-stay travel to Thailand. Hence, we contact Mr. Arrevik as another of our interviewee. Therefore, we consider that our four interviewees is related to our study because all of them have their own experience and interest for migrating in Thailand. Moreover, we assume that our four interviewees can be a representative of retiree Swedish people. The reason is we apply snow ball sampling. The way that interviewees recommend another interviewee is base on the knowledge that they thought who is interesting for
migration in Thailand. Hence, even though all of our interviewees live in Stockholm, they can be a representative of retiree Swedish people.

In addition, we apply face to face interviewing for Ms. Alinder in her house. It takes approximately 30 minutes for interviewing. For the rest of three respondents, they are not convenient to give a face to face interviewing. Hence, we use telephone interviewing for these three interviewees, which are Mrs. Ekman, Mr. Dinnme and Mr. Arrevik, which take approximately 20-30 minutes for interviewing.

Besides, we decide to use depth interview for a qualitative research approach, it can reveal underlying motivations, beliefs, attitudes, and feelings from interviewees clearly however it depend on the skilled level of interviewers also (K.Malhotra, 1999, p. 158). And the type of depth interview that we use for study is a semi-structured interview; it is between the open interview and the pre-coded interview which is not controlled by interviewers at all because the interviewees has much latitude to respond the questions also and the interviewers just use some note to control scope of the answer from interviewees (Fisher, Researching and writing a Dissertation: A Guidebook for Business Students, 2007, p. 159) so we can get the information from their though and feeling actually that can make our report has more significance and reliability. We collect the survey by using Face-to-face and telephone interviews, in case of telephone interviews, we will apply when we cannot ask the interviewees to have face-to-face interviews. From this reason, it will help our study can cover the other factors in all aspect of the interviewees.

4.2.2 Secondary Data
Even though, the secondary data do not originated for the specified our study’s purpose, we still give attention on it because it is accessible easily, relatively inexpensive, and obtained quickly (K.Malhotra, 1999, p. 112). We use this type of data for content analysis, support the primary data and interpret it more insightfully, identify and better define our research question (K.Malhotra, 1999, p. 113) furthermore we used it to be a guideline for our research method how to proceed it in the right way and make it efficiently. These things can make our study has more reliable, accurate and efficient. We can get it from academic articles, journals, the websites, Google scholar, MDH’s library database: ABI/INFORM, research in Emerald, and DIVA database.

4.2.3 Validity and reliability
As we apply qualitative method for acquiring the primary data, it is empirical to approve the questions in this study. For this research, we set our question base on the definition of decision making framework. Moreover, we apply “Expert reviews” to check our questions for validity. We ask our supervisor, Mr. Peter Selegård- PhD student in field of regional development and entrepreneurship at Mälardalen University, to approve the validity of our question. We found that one expert reviewer is sufficient for our study because the results from interviewees are
match with the conceptual framework that we select. All the factors of decision-making framework affect to the Swedish retirees who interesting to have long-stay travel in Thailand.

Reliability refers to the stability of the measure (Pervez Ghauri, 2010). Regarding to this study, we use the same validation and standardization question to our interviewees. Even though, our interviewing is semi-structured interview as we mention above, we ask for the entire question that we set to our interviewees. Then, we will focus which are the most factors that influence our interviewees for making a decision to long-stay in Thailand to be our result.

4.3 Limitation and problem
The main thing that we concern extremely that is a sample group because it quite has more conditions for them; a span of age and the people who have a plan to long stay tourism or international retirement migration, these things have effect to our study for finding the sample who have the properties that match with our purpose, certainly it quite difficult to find them. Furthermore, the limitation of the time for research approach, it is quite short so that make a difficult situation for us to get the complement of sample in time also because the sampling technique which we used, it is a snowball technique that need more time to operate for research approach (K.Malhotra, 1999, p. 344).

Besides, the secondary data is the thing that we concern also, the purpose for our study quite has more specifications, the international retirement migration in Thailand was occur clearly in last few years ago, it is not a long time so it quite difficult to find more of a secondary data that has relevance and accuracy obviously. In addition, the growth of globalization is not make benefit to us for find the information easier only in the other hand it has some of bad effect also, so we emphasize on secondary data which we can find it on websites included some of journals, it may not be accurate or may not be completely current (K.Malhotra, 1999, p. 113). Therefore, we give precedence to this type of data; it is reliability so we do not neglect about it by select the reliable source punctiliously. These are the main things that make the limitation for our study.

For the problem of our study, as we collect primary data from interviewing Swedish people who have age between 47-65 years old, we found that there are some problems between our interviewing. Firstly, we face the problem of difference culture between interviewers and interviewees. Some questions, we afraid it may not well polite to ask them as we are not familiar with Swedish culture. Hence, we have to say apologies to them first, if our questions may let them feel it is rudely question. Moreover, we have to inform them that our questions is created base on the definition of our conceptual framework, so we have no to intention to be impolitely. The second problem that we face is the language because we use English language as a tool for interviewing. This English language is not the official language for both of interviewers and interviewees.
5. Results from interview
Firstly, we have interviewed Mrs. Thapin Ekman, 60 years old. She lived in Stockholm and has been retired for 5 years. She married with Ulf Henry Ekman and has one daughter. She always goes to Thailand around 2 years per time with her family. Each of her long-stay travelling, she always spends about 2-3 months in Thailand. She told us that, in the future, her husband and she have a plan to be migrating in Thailand. “We think Thailand is a second home of us”- Ekman. She offers her reasons to migrate in Thailand as three major reasons. Firstly, the climate, she told that the winter in Sweden is really scary to compare with the winter Thailand. In here, Sweden’s winter, the daylight is very short period. Some year, there is sunlight around 2 hours per day in this season. However, she described that, in Thailand, the changing of each season does not have significant affect for the daylight. “Thailand always has sunlight in the day time, which we really hope it to be here in Sweden.”- Ekman. Hence, she gave her opinion that, in winter, it would be better to live in Thailand than Sweden, as she wants to escape from the very cold weather and the long period of darkness. Moreover, as very cold weather in winter, the outdoor activity is seemed to be difficult for her to do. She also gave her secondary opinion that the geographic of Thailand is also attractive for her to migrate in Thai. “There is a lot of very beautiful sea such as Samui and Phi Phi Island, it look like a paradise for me”- Ekman. She told us that she loves to see the ocean which Thailand is the best choice for her to go. Moreover, the main third reason is the living cost in Thailand is cheaper than Sweden a much. She said that her husband like to shop in Thailand because the difference of foreign currency. As Sweden has stronger and more value currency than Thai and the living cost is more expensive, her family appreciates to spend their money in Thailand, as equal spending but they get more goods.

Moreover, Ekman told that the TV commercial program also motivates her to migrate in Thailand, as there are many celebrities who share their experience and impression of their travelling in Thailand via TV program. “They look have very happy”- Ekman. She described that, her husband really likes Thai people. He said that Thai people is kindness, friendly and politely. “Thailand still be the land of smile as other said”- Ekman. She suggested that, the transportation in Thailand, is very flexible and we can book it all via the internet. “Every half an hour, there is a boat to carry us to other Island”- Ekman. Her husband always is the one who finds and collects the information via Internet, when we plan to have long-travel in Thailand. “He told me that it easy to reserve accommodation and transportation in Thailand by Internet”- Ekman. In addition, native food of Thailand is a one factor the influence of her family. She told that her husband and daughter really love Thai food and they can go to have some dish all day and night time.

However, Ekman explains that they face a problem to prolong her visa to live in Thailand. She said that the process for doing long-stay visa authorization is so complex and spend long period to be approve. She gave a suggestion that, Thai government should recognize that Swedish people has sufficient fund for doing long-stay in Thai, as a very well of Swedish retirement pension fund. Hence, Thai government should make it easier for their long-stay visa in Thailand.
For the second interviewee is Mr. Nars Dinmo. He is 67 years old who lives in Stockholm. He informs us that he always travels to Pattaya with his wife, the beach nearly Bangkok. He and his wife spends about four to five months per year to have long-stay at Pattaya in Thailand. Moreover, besides living in Pattaya, sometime he and his wife travel to Phuket, the South Island of Thailand, also. He told us that he love the ocean and weather in Thailand. “In winter season of Sweden, the weather is very cold and darkness, so it is better for me to move in the warm country, that is Thailand” – Dinmo. Another factor that drives him to select Thailand for his long-term travelling is the lower living cost in Thailand. He said that with his retirement pension income, it is not difficult to have long-stay in Thailand. Many thing and cost in Thailand is cheaper than Sweden for him. Moreover, his major source for information gathering is the Internet. He explained that technology in Thailand is not out of date; he can book for accommodation and his travelling’s plan via Internet easily. However, he informed us that Thai’s culture has not affected him for having long-stay in Thailand. There are only three-factors that important for him. First is the good weather and beach, second is lower cost living and the last one is his wife’s appreciated. “The most important for us to go Thailand is we want to escape for the cold weather” - Dinmo.

However, there is one problem in Thailand that Dinmo does not like. It is the procedure the policeman or agent asks for some of additional charge fee. He told us that he heard from his friends that sometime foreigners should pay for the additional charge fee to policeman or agent in order to let his activity runs smoothly. “I don’t like that way and it’s not our Swedish traditional to do like that” – Dinmo. He said it looks like the corruption. He told us that he hope this problem will be get solution in Thailand soon.

For the third interviewee is Mr. Perols Arrevik. He is 62 years old and lives in Stockholm. His experience in Thailand is three times. Firstly, he spent around two weeks, then the second time he travelled for four weeks. Finally, his last experience in Thailand is ten weeks. He informed us that every time he went to Thailand, he tried to have longer period to live there. The reason is he like to have more time in Thailand. His main reasons to select Thailand are the warm weather, food and Thai-culture. “I don’t like the winter season in Sweden. It’s dark and cold. And the second reason is healthy because Thai food is better for me” – Arrevik. Mr. Arrevik said that he has to avoid sugar because of his underlying disease. Hence, he thought that Thai food should be better for him because it does not use much of sugar as its ingredient. “When I go to Thailand, most Thai food it’s not very sweet. Although it has sweet food, I don’t eat sweet food. It’s good for me” – Arrevik. Moreover, he informed that the weather in Thailand is good; it motivated him to walk outside. He always walked for one hour per day in Thailand as his exercises. His favorite places in Thailand are island and mountain. He had an experience in Phuket Island. He told us that the beautiful island is one of the major reasons which let him decided to go there. Moreover, he said Thai people are very friendly. They are kindness. He likes the way that Thai people shows respect to the one who is older. Then, he informed us that he always used internet and word-of-mouth as his information source to make a decision of his travelling plan. He has one
closely friend who has a lot of experience in Thailand. Hence, every time he plans to Thailand, he always asks him for information. He said that, even though his wife did not want to go Thailand, he has still desired to go. Hence, the last two times, he came with his closely friend instead.

However, there are some problems that he does not like in Thailand. He said that there are many cars in the street and mostly of them run very quickly. “The way that Thai people drives is totally difference for Swedish” – Arrevik. He reminded that he had to be very carefully when he wanted to cross the street. Another problem is the process to extend his VISA to have longer live in Thailand. He said that it spent a long period to be approved of his VISA. Moreover, the language also is a problem with him. He told that many of Thai people cannot speak in English well. Hence, he got a problem when he wanted to interact with Thai people in sometime. Moreover, the political situation in Thailand is not stable. He found there are many time of protestations of red and yellow protesters shirt. He informed that he had to change his plan at that time because the yellow protesters shirt took over the Bangkok airport. Hence, he had to go to Phuket Island directly, instead of having a travel time in Bangkok first. The last problem of Thailand that he informed us is the corruption. He heard from his friend that sometime, in order to, let our activities go smoothly, it is better to pay an additional free to the police or Thai agent. He said that it is not correct method; people in Sweden do not be like this.

Nevertheless, he said that he want to have a house and migration in Thailand in the future. The reason is he like Thailand. He said that his expectation can be reach when he comes to Thailand. He expects the good weather, beautiful island, friendly people and healthy food, and he got it when he came to Thailand.

For the fourth interviewee is Mrs. Carina Alinder. She is 51 years old and lives in Stockholm. She said that she had an experience for travelling in Thailand for 10 days at Kho Lan Ta and Krabi. She decided to travel in Thailand at the season of winter in Sweden because she wanted to find a warm place and escape from the cold weather. Then, she replied us that Thailand is very popular country to have a vacation. She knew this from her friends. “We hear a lot of Thailand, it warm, good weather, good food” – Alinder. Moreover, before she went to Thailand, she also found her accommodation and travel trip via the Internet. She said that she expected for the warm weather in Thailand and it can complete her expectation well when she already arrived there. “It was very nice vacation for me because it’s my birthday at that time”- Alinder

However, she said that there is one problem for her when she came to Thailand. She described that the boat which she used as transportation to the Island is not security. She saw the gasoline tank was place inappropriate area in that boat. She said that, even though she had not much experience in Thailand, she still want to come back in Thailand again. “I like very much. I want to go back”- Alinder. Then, she said that she may have migration in Thailand in the future. “I would like too, but I have to wait until I’m retirement”- Alinder.
6. Discussion

For this part, we decide to refer to consumer decision-making framework as our conceptual framework so we classified it by eight factors that affect to the customer decision making which are socio-economic influences, cultural influences, reference group influence, family influence, motivation or energizers, perception, personality/attitude and learning as the follows;

6.1 Socio-economic influences

According to, the information that received from interviewees, it show almost Swedish people give precedence to about their expenditure and living costs so the long stay tourism and international retirement migration are the interesting choice for them because they can reduce their expenditure if they move to the country that has lower cost of living, Thailand is the one of suitable choice for them. Sweden is known as a country which has high living cost in the world from this reason can induce Swedish people to do that.

<table>
<thead>
<tr>
<th>Basket group</th>
<th>High living cost's ranking</th>
<th>Cost living in Thailand (Compare with Sweden)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Home Location</td>
<td>Host Location</td>
</tr>
<tr>
<td>Alcohol &amp; Tobacco</td>
<td>Stockholm, Sweden</td>
<td>Bangkok, Thailand</td>
</tr>
<tr>
<td>Clothing</td>
<td>82</td>
<td>3</td>
</tr>
<tr>
<td>Communication</td>
<td>138</td>
<td>3</td>
</tr>
<tr>
<td>Education</td>
<td>160</td>
<td>194</td>
</tr>
<tr>
<td>Furniture &amp; Appliance</td>
<td>63</td>
<td>178</td>
</tr>
<tr>
<td>Grocery</td>
<td>61</td>
<td>156</td>
</tr>
<tr>
<td>Healthcare</td>
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<tr>
<td>Household</td>
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<tr>
<td>Miscellaneous</td>
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<tr>
<td>Personal Care</td>
<td>90</td>
<td>142</td>
</tr>
<tr>
<td>Recreation and Culture</td>
<td>111</td>
<td>275</td>
</tr>
<tr>
<td>Restaurants, Meals Out and Hotel</td>
<td>40</td>
<td>109</td>
</tr>
<tr>
<td>Transport</td>
<td>41</td>
<td>262</td>
</tr>
</tbody>
</table>

Table 3: Living cost's comparison between capital of Sweden and Thailand

Source: Xpatulator, 2011

From table 3, that shows the living cost's comparison between capital of Sweden and Thailand, it obviously seen to notice almost of Thailand’s basket group are cheaper than Sweden, it has just only three types of basket group which Bangkok has higher ranking than Stockholm; The first group is alcohol and tobacco. The second is communication such as home telephone rental and call charges, internet connection and service provider fees, mobile / cellular phone contract and
calls. The third is household such as costs for housing, water, electricity, household gas, household fuels, local rates and residential taxes (Xpatulator, Xpatulator, 2011). However, these things have not more effect with them because Sweden has more value of money than Thailand that means they still can gain benefit form exchange rate of currency for example they must to buy a loaf of fresh bread around 18 SEK but If they buy it in Thailand, it is just around 7 SEK (1 SEK=5 Baht) (Expatarrivals, 2011).

For Swedish retirees who want to live in Thailand, the main thing that they can’t overlook it is a healthcare; Thailand has high value and quality medical services furthermore the costs of Thailand’s medical services are essentially 40% lower than in Europe and 60% lower than in the USA (Chandrangam, 2010), besides it has the modern facilities and the luxury hospital also. Even though, the Swedish healthcare system is government-funded, 71% of which comes from local taxation and the government takes care of about 98% of the medical costs including consultation with specialists, hospitalization, and laboratory fees, care for the elderly, disabled and psychologically impaired and maternity and pediatric care but it is not cover the dental care at all so it still expensive for them (expatfinder, 2010). Consequently, many Swedish people included Swedish retirees went to Thailand to gain benefit from the lower price of dental care and spend time for their vacation in the same time.

The assessment basis for the Swedish pension is changed to lifetime earnings, subject to an upper limit for each year of 7.5 times the price-indexed basic amount and with a notional level of earnings being included in the assessment basis for those years when the people had young children. The amount of the pension will be related to national economic growth. And it provided for under the new system are financed from a contribution of 18.5% of earnings which count closes to entitlement. The contribution with consideration to an employee is paid in by the employer, but the objective is that employee and employer will each bear half of the cost (eurofound, 2009). That money has more value in Thailand, it has more enough to spend for anything happily by do not concern with anything also moreover if it has more advantage for the Swedish people who want to have international retirement migration in Thailand who is not just for long stay tourism only because those people no need to spend a lot of money for Swedish personal income tax that is very expensive, it has an average tax rate around 57.77% of their income in 2010 by classify it in to four parts; average municipal tax rate is 31.56%, average contribution to the Swedish Church excluding funeral fee is 0.99%, average funeral fee is 0.22%, and National Income Tax is 25% (Taxrates, 2011).

From the information that we got from both of interviewees and secondary data, that has more consistency between them, it can show the differentiation of living cost between Sweden and Thailand clearly which is related with the information that got from almost interviewees that show they concentrate on it so much. So, this factor has more influence to them for decision to have long stay tourism or international retirement migration in Thailand.
6.2 Cultural influences

According to the information of interviewee, it shows that Thai people are kindness, friendly and politely. Thailand is often called the “Land of Smiles” because Thai people are friendly and the country has fascinating culture (Production, 2011). As Thai people have simple lines of social ranking which defined by age, wealth and personal position, it forces Phu Noi (‘little’ people) has to respect Phu Yai (‘big’ people). Therefore, Phu Yai has to take care and offer assistance to Phu Noi in return. Hence, the result of this culture, affect Thai people to have well cultural such as building the close relationship and helping for each other (Horizon Muay Thai, 2006). All of these things can create impression to foreigner and can attract them to travel and have long stay tourism in Thailand also.

Furthermore, we can measure the cultural influences from Hofstede model as well because it demonstrates the foundation for intercultural communications by classify it into 5 categories; power distance (PDI), individualism vs. collectivism (IDV), masculinity vs. femininity (MAS), uncertainty avoidance (UAI), and long-term vs. short-term orientation (LTO). And it also indicates to what degree they do so, by using a quantifiable measurement (Dininni, 2011).

![Figure 5: Hofstede’s scores, cultural dimensions of Thailand and Sweden](image)

From figure 5, that shows the scores of Hofstede both of Thailand and Sweden in all of 5 categories. The scores are extremely different in each category, some categories Thailand have more scores than Sweden but some category is not; the scores for Thailand/Sweden are as follows: Power Distance (64/31), Individualism (20/71), Masculinity (34/5), Uncertainty Avoidance (64/29), and long term orientation (56/33) (clearlycultural, 2009).

Sweden has a high individualism which is a very significant category; it can indicate to how difficult or easy that they have decision making for long staying tourism or retirement migration in Thailand as well because the individualist is expected to look after him/herself and his/her
immediate family which is so different from the collectivist side, they expected to cohesive in-groups, often extended families (Hofstede, 2009). Therefore, it has high tendency for Swedish people to decide to have long staying tourism or international retirement migration.

The category that has the most different between Thailand and Sweden, which is masculinity, it has more than about 700 percent that seem as a big problem for the Swedish people who have a plan to have retirement migration in Thailand for adjust themselves, included another category also; power distance, uncertainty avoidance, and long-term vs. short-term orientation which Thailand has it more than about 200 percent.

Even though, all of Hofstede’s scores have more differentiation between Thailand and Sweden that means their cultural is so different, the Swedish people seem to be difficult for adjust themselves but according to the information that we got from the interviewees, they do not concern about these things too much in the same way that means it has not much influence for them to decide to have long stay tourism or international retirement migration in Thailand as well.

6.3 Reference group influence
According to, the information of interviewee, it shows that celebrity is a reference group that can be influence to the interviewee. We can classify this celebrity as Associative because he is more realistically represent for the current of Thailand travel’s information. We already mention in conceptual framework that Associative refers to the people who more realistically represent our current equals or near equals. We found that there is many Television channels of Swedish who offer the traveling information program. For example, “Travelchanneltv” is the leading international travel broadcaster who offers the information of travelling around the world. This channel offers travelling information of Thailand that Richard Hall- the presenter who has experiences to stay at the some of the world’s most luxurious resort will review about Koh Samui and Bangkok accommodation information to the audience (Hall, 2011).

This factor has low influence to Swedish people because of the TV program included the experience from their friends or relatives, the information from books or magazines, and the public relations about tourism’s news from both of private sector and government sector are so important for them as well. But it still cannot give the information enough for them to have decision making to have long stay tourism or international retirement migration in Thailand, own experience is so important in this case.

6.4 Family influence
According to Tourism Authority of Thailand (TAT), for foreigner travelling section, they show that family travel trip is an important field to be concerned. Specifically, in that market of retirement travelers because this kind of traveler has high purchasing power and they tend to have long period for their travelling. Hence, according to TAT, many accommodations in Thailand provide a high-level of service to serve this retirement travelers’ expectation. For
example, many hotels provide a perfect accommodation and service-mind to serve family travelers. Moreover, Thailand has many activities to offer for family and retirement travelers, for example, golf, spa and wellness. To illustrate, TAT provide a campaign which named as “Father & Son, Mom & Me” for family travelers. This campaign offers fathers to play golf, mother to enjoy spa and cooking program, and their son to participate in many play and fun activities (Tourism Authority of Thailand, 2011).

Hence, according to, the information of interviewee- Ekman, it shows that family influence has role for decision making to migrate in Thailand. This family influence can be categorized as “extended family”, because the interviewee has been pressured from her family. To make a decision of long-stay in Thailand, all of her family, need to have the same desire to go there. Therefore, our study can be proved that family influence has also being a power to affect the decision of retiree travelers. Then, the method that Thailand tries to offer the family campaign to let retiree travelers have participation activity can be benefit and motivate the purchasing decision for them.

6.5 Motivation or energizers
Almost Swedish people who decide to live in Thailand when they retired, they have fulfilled by physiological needs already; they have many reasons to do that some of them want to have the safety needs if their purpose is want to gain benefit from different value of money in between Sweden and Thailand or reduce their expenditure by living in the country that has the lower cost of living. But if their purpose is requirement to live in a country which has a great climate or delicious food, it is an aesthetic need. And it has a little of Swedish retirees who want to change their lifestyle or challenge with new environment surround them, it means they want to have a self-actualization need (table: 4).

<table>
<thead>
<tr>
<th>Maslows Hierarchy of Needs</th>
<th>reasons to have migration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety needs</td>
<td>to gain benefit from different value of money , reduce their expenditure</td>
</tr>
<tr>
<td>Aesthetic needs</td>
<td>great climate, delicious food</td>
</tr>
<tr>
<td>Self-actualization needs</td>
<td>challenge with new environment, change their lifestyle</td>
</tr>
</tbody>
</table>

Table 4: the types of Maslows hierarchy needs for Swedish retirees to migrate to Thailand

Source: Own Illustration

We have discussed about first type of the Swedish people who want to have a safety needs already in socio-economic influences topic so in this part we would like to describe about another group, that is Swedish people who want to have an aesthetic needs and self-actualization needs.
Sweden is a country which has a very cold weather especially in the winter and it has a long period also. In northern Sweden, winter temperatures often drop to -30°C, sometimes even lower. Snow covers the ground in southern Sweden from December to April, and in northern Sweden the first snowfall is often already in October (weatheronline, Thailand climate, 2011) because of the terrible weather in the winter that has effect to activities that they can do in that time, it has not many things to do and make them feel depressed so many Swedish people decide to have long stay tourism in Thailand when winter season in Sweden has become. Because of Thailand has the annual average temperature ranges from 22°C to 27°C all the year. There are two distinguishable seasons in Thailand, a dry period in the winter and a humid rain period in the summer (weatheronline, Thailand climate, 2011), that’s a terrific whether for them so they can do many activities all the year such as hiking, snorkeling, scuba diving, sunbathe, and shopping. And it is a similar reason for Swedish retirees to make decision to migrate to Thailand also.

According to interviewee’s information, the taste of Thai food is great for Swedish people and we think it has a great for multinational people also, besides it is good for their health because the most of Thai dishes have ingredients which consist of low level of sugar and fat. Thailand is known throughout the world and the reason is the kingdom’s fabulous Thai cuisine so this thing can create the motivation for them as well.

For the last group, the Swedish people who want to have a self-actualization need by changing their lifestyle or challenge with new environment surround them; new culture, new tradition, new friends, new topography and climate, and new state of society. That almost occurs with the person who does not have any commitment and want to have a freedom living.

From the interviewee’s information, the climate is the most important thing that Swedish people have desire to and the secondary data has more relevance with this information as well, the next thing is Thai food, they focus on it also. Hence, this factor is very important and has more influence to them to have the decision making.

6.6 Perception

According to, the information from interviewee -Ekman, we found that she agree with the slogan of Thailand which is “Land of Smile”. As Thailand is often called the “Land of Smiles” by the marketer because Thai people are friendly and the country has fascinating culture (Production, 2011), so from her information, we can notice that the marketer can be successful to let Ekman interprets their message correctly. Moreover, all of our interviewees use Internet as main source for searching the information of Thailand, so from the result, we can consider that source from Internet is an important tool for retiree travelers. Then, the marketer should focus on vision because vision is considered as most effective message that marketer uses for sending their message via Internet. In addition, from the result of interviewee information, we found that all of them have desirable to migrate in Thailand because their expectations are fulfilled when they had directly experience of long-stay travel in Thailand. That means the message that Swedish retirees receive is match with their own experience when they have long-travel time in Thailand. Hence,
we can consider that the message from Thai-marketer is correctly interpreted as all of our interviewees want to come back and have migration in Thailand in the future.

6.7 Personality/ attitude
Thailand is located at 15 degrees north of the equator that nearly Tropical line which the climate is generally hot and humid throughout the year. The temperature is normally in range from 19 to 38 degrees C or 66-100 F (Tourism Authority of Thailand, 2011). Even though the season in Thailand is divided into three seasons, which is hot, cool and rainy season, in reality the climate is relatively hot throughout the year (Tourism Authority of Thailand, 2011). Moreover, Thailand offers many of advertising about travelling. They provide many travel packages which use the advantage of country’s climate such as beach, cruising, fishing, scuba diving or sunbath (Tourism Authority of Thailand, 2011). Hence, these can impulse foreign traveler to have attitude toward to Thailand such as Thailand has a good weather.

According to, the information from interviewees, we found that they have positive attitude to have long-stay in Thailand. They thought that Thailand has daylight in long-time, warm weather, low living cost and friendly people. Then, their attitude is classified as cognitive component because they compare their belief with their experience that they had from having a long-stay in Thailand. They found that their attitudes toward to have long-stay in Thailand are right when they came back in Sweden. Therefore, as they have positive attitude before and after having long-stay in Thailand, it can motivate the increasing of their confident to come back and have long-stay in Thailand again.

6.8 Learning
Thailand is known well as a country that is a destination for retirement migration recently; it cannot deny that is an effect from globalization and the internet. From table 5, that shows the number of internet users both of Thailand and Sweden, which has meaningful to the trend of popularity of internet access in each country. In 2011 the number of internet users is increasing form in 2007 obviously; for Thailand, it increases around 24.82% and in Sweden the percentage of internet users is increase around 6.42. In 2010, the number of internet users is 22,276,600 and 8,542,800 for Thailand and Sweden respectively.

<table>
<thead>
<tr>
<th>Number of internet users ('000)</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thailand</td>
<td>13,416.00</td>
<td>16,098.60</td>
<td>17,483.10</td>
<td>19,824.20</td>
<td>22,276.60</td>
</tr>
<tr>
<td>Sweden</td>
<td>7,511.40</td>
<td>8,203.10</td>
<td>8,398.30</td>
<td>8,464.60</td>
<td>8,542.80</td>
</tr>
</tbody>
</table>

Table 5: the number of internet users in Thailand and Sweden

Source: Euromonitor, 2011
Because of internet and globalization that make more convenience for tourist to get the essential information about attraction, expat experiences, retirement visa, banking, healthcare, safety, cost of living, and transportation of the place which they want to go. It is a good sign for expansion of internet users in both of countries that means it has more influence for Swedish people to make them easier to have decision for having long stay tourism and international retirement migration. Furthermore, internet can help them to reserve hotel, accommodation, or any services as well.

Therefore, the internet is efficient channel to communicate and offer the requirements that suit with Swedish people, there are about reputation and advantages that can get from have long stay tourism and international retirement migration in Thailand furthermore it can fulfilled their requirements also.

Although, the internet can help the Swedish people to gets information about how to have long stay tourism or retirement migration in Thailand easier but the satisfaction of the last time that they travel in Thailand is so important as well, it can create them to have revisit because the positive learning experience increase royalty to Swedish on specific traveling destination. And from the information that got from the interviewees that show nobody decide to have long stay tourism or retirement migration since they went there in the first time, every interviewees have impression about Thailand before; climate, culture, or food. And then they revisit it and decide to have long stay tourism that indicates to the importance of learning from their experience as well. Therefore, this factor has more influence to Swedish people who have a plan to have long stay tourism or retirement migration.

7. Conclusion
According to the result of our study, we can answer our research question that retirees’ Swedish people who have their own experience for travelling in Thailand have positive attitude and interesting to migrate in Thailand. All of eight consumer decision-making factor are effect to retirees’ Swedish people in difference weight. Firstly, the most factors that motivate them are classified into two factors which are “Motivation or Energizers” and “Socio-economic influence”. We consider these two factors have the highest effect because retirees’ Swedish people who want to migrate realize that the weather in Thailand is the main factor for them. The reason is, they want to escape from the cold and dark in Sweden winter season and find the place that can provide the warm and daylight weather for them. Moreover, the warm weather in Thailand can motivate retirees’ Swedish to migrate because they can do a lot of outdoor activities. For socio-economic influence, as retirees’ Swedish realize that the lower living cost in Thailand is cheaper than their country, it can drive them to stay for a long time in Thailand because they can save their expenditure. Secondly, the moderate factors that motivate Swedish retirees are classified as “Learning”, “Attitude”, “Perception” and “Family Influence”. For learning, it has an important factor. The reason is Swedish retirees have to impress and appreciate toward to Thailand as their own experience before they decide to have migration. Then, it can motivate Swedish retirees to revisit in Thailand. For attitude and perception, it also
has moderate influence to Swedish retirees because the message the Thai-marketer sends to Swedish retirees is interpreted correctly which creates the positive attitude to Swedish retirees. Then, when the positive attitude and correct perception of Swedish retirees is match together, it can result Swedish retirees increase their willingness to migrate in Thailand. For family influence, Swedish retirees concern their opinion of family to decide to have long stay. From our study we learn that there is more probability for Swedish retirees’ family that the family’s member have agreement together for migrating in Thailand than the family who have not. Finally, we think “Reference group influence” has less influence for Swedish retirees because this factor is suitable for the short-term travelling. In order to, have migration it need directly own experience for decision making, the information of Television program, magazine or friend’s experience may not enough to be considered as long-stay.

8. Recommendation

From our study base on our interviewees’ information, we can identify some problem that we think it can be solve to increase the willingness of Swedish retirees to have more interesting for migration in Thailand. Firstly, we suggest that to increase the “motivation and energizers” factor, The Foreign Affairs of Thailand Department, should develop the process for approving retirement VISA in term of long-stay. They should decrease the timing of approving long-term VISA process. They may apply the Internet to increase the convenience for retirees such as providing information about retirement VISA and how to submit it. Moreover, Thai government should permit the tourism industry to concern about security of traveler. This result can increase trust to retirees’ traveler as well. In addition, the “culture” factor should be considered to improve, in order to increase, motivation for retirees’ traveler. As our interviewees have attitude about Thailand’s culture that has more corruption. They have perception that corruption is not appropriate process and they do not want to face it in the country that they plan to have long-stay.

According to our research, we found that Thai government and private sector do not promote about the information for long-stay tourism or retirement migration enough. Then, we suggest them to launch more campaigns for promoting about their advertisements by focus on the climate and lower living cost in Thailand because Swedish retirees realize these factors are important from them to make a decision for long-stay. Hence, we recommend Thai government and private sector to use the Internet as tool for communicate with Swedish retirees. The reason is, the ratio of Swedish people has high level of internet usage and has tend to increase continuously. Therefore, this can be a effective way to increase their motivation for migration in Thailand.
9. Appendix
In order to let our results have validity and reliability; we set our questions base on the definition and conceptual of each factor as follows.

9.1 The scope of interview’s questions

Motivation
- Definition: “Motivation is one of the important factors that forces traveler to choose their travel destination.”
- Question: What is/ are the motivation(s) that affect your decision to have long-stay in Thailand?

Perception
- Definition: “The perception is showing how to interpret, understand and respond to the massage or information that human got. The marketer can use of senses to stimulate customer such as vision, sound, touch, taste and smell but all of these must depend on the products.”
- Question: What is/are the advertisement(s) that encourage you to select Thailand as a long-stay destination? How about your perception that toward to these advertisement?

Learning
- Definition: “Learning is most likely related with perception as well as can influences perception and learning is base on stimulus response. The customers learn to relate a particular brand with their feeling and their belief.”
- Question: Does your own experiences affect your long-stay decision in Thailand? How does it affect?

Attitude
- Definition: “Personality and attitude is the unique character of a particular person the influence behavior and response to the business environment. Purchasing behavior always influence by personality.”
- Question: What is your attitude and expectation to have long-stay in Thailand?

Socio-economic influence
- Definition: “The change of economic affects the consumption behavior and the overall business environment.”
- Question: Does the economic situation affect to your long-stay decision in Thailand? How does it affect?
Cultural influences
- Definition: “Culture is one element that can influence the demanded market. The marketers have to create the program that suitable for particular group of customers.”
- Question: Does the culture of Thailand affect your long-stay decision? How does it affect? The third.

Family influence
- Definition: “The family plays an important role for destination choice decision.”
- Question: Does your family influence affect your long-stay decision in Thailand? How does it affect?

Reference group influence
- Definition: “Study on reference groups influence and its affect on pleasure travel patterns is important because these reference groups have a strong influence on travel decision-making(Burch, 1965), fully comprehending how the groups influence works can help the marketers develop better promotion strategies of the travel services.”
- Question: Have any other persons except your family that influence your long-stay decision in Thailand? Such as other reference group. How does it affect to you?
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