

Title	INVESTIGATION OF THE INFLUENCES ON THE DECISION MAKING OF THAIS FOR THEIR SONGKRAN HOLIDAYS
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ABSTRACT

The objectives of this study were to study the influence of different demographic factors on decision making of Thais to participate in activities during Songkran holidays 2012, to investigate the influence of push and pull traveling factors on decision making of Thais to participate in activities during Songkran holidays 2012, and to explore the top activities that Thais participate during Songkran holidays 2012

The researcher used mixed methodology in order to collect and analyze the data. The researcher utilized participant observation as an initial tool to collect the data about actual activities that Thais participated in and the influences on their decision making to attend such activities during Songkran holidays 2012. The results of these observations were useful for building an online questionnaire survey to collect data from a wider target group of 400 respondents. The results of the survey were used to study more deeply a series of in-depth interviews.

The findings of this study showed that activities that Thais choose on their Songkran holidays 2012 were diverse. It was also found that work place and gender were influential demographic factors whilst family togetherness, cultural value and knowledge were found as the most influential push and pull factors on Thais' decision making to participate in such activities during Songkran holidays in 2012. Making merit and home relaxation were found as the top traditional and leisure activities respectively that Thais participated during Songkran holidays 2012.