

Behavior of Using Pub, Bar and Night Entertainment in Pattaya Among University Students in Chonburi Province

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Abstract

This research aims to study the behavior of experiencing in nightlife places including pubs, bars in Pattaya among undergraduate students in Chonburi Province. The survey research's main objectives are to understand how Chonburi Province undergraduate students utilize Pattaya's nightlife pubs and bars, to understand the variables that influence this behavior, and to research how psychological and personal aspects affect behavior. 400 undergraduate students from Chonburi province who attend Pattaya's nightclubs and bars were used as the research's sample population. A questionnaire was used as the research technique. Frequency, percentage, mean, and standard deviation were the statistics that were employed in the descriptive statistical analysis. Additionally, inferential statistics like Person's Correlation.

The findings revealed that most of the respondents have heard about entertainment areas in Pattaya, 385 people (96.25%), via Tiktok. The psychological factors affecting university students' choice of Pattaya's nightlife establishments revealed that learning had the highest average, followed by attitude, motivation, and recognition. In a study of the relationship between personal factors influencing the use of pubs, bars, and nightlife entertainment venues in Pattaya, it was discovered that gender, education level in university and monthly income also have an impact on the behavior of visiting pub, bar, and night entertainment in Pattaya, specifically on the frequency and channels of awareness of using the service of pub, bar, and night entertainment. The psychological traits, including reasons for going to bars, have also been found as the impact of the news on bar tourism and how people feel about it.

Keywords: Behavior of Using Night Entertainment, Personal Factors, Physical Factors

Introduction

Pattaya City, a renowned nightlife destination, attracts both Thai and international tourists. In addition to its entertainment venues, Pattaya also boasts numerous natural attractions. Governed as a special administrative zone (City Manager) in Chonburi Province, Pattaya has gained immense popularity, leading to rapid growth and significant contributions to the national economy (Dotproperty, 2022: 1). Nightlife establishments and entertainment venues today cater to societal demands, providing spaces for social gatherings and offering diverse forms of entertainment such as live music and performances. These establishments often combine entertainment with the sale of alcoholic beverages, food, and other intoxicating products (Kantharos Polyeum, 2002). Common examples of such venues include pubs, bars, and karaoke lounges, which primarily focus on food and alcoholic beverage services (Prachachart Turakij, 2022: 2).

Given this environment, consumers seek to unwind, relieve stress, or socialize with friends and colleagues. Entertainment venues leverage online platforms to attract customers by sharing promotional content (Thirawan Sakulwongsirichok and Natthaphan Phaophan, 2020: 126). With the increasing role of technology in Thailand, the country has seen cultural exchanges and technological advancements influenced by Western values. This has significantly shaped Thai society, leading to materialistic lifestyles, extravagant spending, and a heightened desire for social acceptance, especially among youths (Natcha Maneewong, 2007).

A survey of consumer behavior reveals that tourists are drawn to Pattaya for its renowned and modern attractions, diverse natural destinations, and well-organized events. These factors, combined with effective marketing strategies and excellent services, leave visitors with positive impressions. Pattaya's reputation as a tourist hotspot, particularly due to its proximity to Bangkok and its variety of experiences, encourages repeated visits and provides opportunities for learning, adventure, and new experiences (Sirikanya Aran, 2008).

The Alcoholic Beverage Control Act B.E. 2551 (2008) states that "no person shall sell alcoholic beverages to the following individuals," including those under 20 years of age. According to the law, 20 years of age is considered the age of majority in Thailand, granting individuals the capacity to engage in legal transactions independently. To protect public interests, the government has enforced this law, penalizing violators with imprisonment of up to one year, a fine of up to 20,000 baht, or both (Bright Today, 2022).

Health-related impacts of alcohol consumption indicate a growing trend of alcohol addiction among consumers, particularly within the 18–24 age group. The increasing accessibility of alcohol, facilitated by the proximity of nightlife venues to university campuses, contributes to this trend. This highlights the need to foster awareness and promote healthy behaviors among Thai youths to mitigate the risks associated with nightlife tourism in Pattaya (Prachachart Turakij, 2022).

Considering the aforementioned challenges, this study focuses on consumer behavior in using pubs, bars, and entertainment venues, particularly among undergraduate students in Chonburi Province. The objective is to examine their service usage behavior and develop preventive measures to address the increasing prevalence of alcohol consumption among adolescents. The study aims to raise awareness among youths, encouraging them to avoid alcohol consumption and mitigate its negative social impacts.

Objective

1. To study the behavior of undergraduate students in Chonburi Province regarding their use of nightlife entertainment venues such as pubs and bars in Pattaya.
2. To examine the personal factors influencing the use of nightlife entertainment venues such as pubs and bars in Pattaya by undergraduate students in Chonburi Province.
3. To investigate the relationship between psychological factors and the behavior of undergraduate students in Chonburi Province regarding their use of nightlife entertainment venues such as pubs and bars in Pattaya.

Research Methodology

1. Population and Sample

This research focuses on the behavior of undergraduate students in Chonburi Province regarding their use of nightlife entertainment venues such as pubs and bars in Pattaya. The population consists of undergraduate students in Chonburi who use such venues, with a sample size of 400 individuals.

2. Research Variables

The variables in this study include:

- 2.1 Independent Variables: Personal factors 1) Gender 2) Age 3) Education level 4) Monthly income Psychological factors: 1) Motivation 2) Perception 3) Learning 4) Attitude
- 2.2 Dependent Variable: Behavior related to the use of nightlife entertainment venues such as pubs and bars in Pattaya.

3. Scope of Content

This study investigates psychological factors, including motivation, perception, learning, and attitude, using a rating scale to measure these factors. It also examines the relationship between personal and psychological factors and behavior in using nightlife entertainment venues. Behavioral variables include channels of awareness about the venues (Sompop Channgern, 2015) and frequency of usage (Palita Panyasan et al., 2019).

4. Research Instruments

The research employed an online questionnaire distributed via Google Forms to collect data efficiently and at a low cost. The questionnaire was divided into three sections:

Section 1 : Questions about the respondents' demographics, basic information, and behavior in using nightlife entertainment venues in Pattaya, using close-ended checklist questions.

Section 2: Questions related to psychological factors influencing the choice of nightlife venues, assessed using a close-ended questionnaire with a Likert scale (Rensis Likert, 1967).

Section 3: Open-ended questions for additional suggestions regarding behavior in using nightlife venues in Pattaya.

The questionnaire was tested for content validity using the Item Objective Congruence (IOC) method, yielding IOC values between 0.67 and 1.00. A pilot test was conducted with 30 participants similar to the target sample to calculate reliability using Cronbach's Alpha

Coefficient, resulting in a reliability score of 0.960 for questions related to psychological factors.

5. Data Collection

5.1 Reliability Testing: This survey research employed an online questionnaire distributed via Google Forms to a sample of undergraduate students aged 19 – 23 with experience in using nightlife venues in Pattaya. Data collection was conducted over 60 days. The sample size was determined using Cochran's formula (Cochran, 1973) for unknown populations, with a 95% confidence level and a 5% margin of error, yielding a required sample size of 385. An additional 15 individuals were included to account for incomplete responses, resulting in a total sample of 400 participants.

5.2 Statistical Analysis:

Data collected from the completed questionnaires were analyzed using the Statistical Package for the Social Sciences (SPSS) software as follows:

Descriptive Statistics: Frequency, mean, standard deviation, and percentage were used to summarize demographic and behavioral data, such as gender, age, education level, and income.

Inferential Statistics: Pearson's correlation was used to analyze the relationship between two variables and to test the research hypotheses.

Research Finding

1. Summary of Behavior in Using Nightlife Entertainment Venues The study of behavior in using nightlife entertainment venues such as pubs and bars in Pattaya among undergraduate students in Chonburi Province revealed the following The majority of the respondents were female (194 people, 50.4%). Most were 22 years old (105 people, 27.3%). Most were fourth-year students (163 people, 42.3%). The majority had an average monthly income of 5,001–10,000 THB (213 people, 55.3%). Regarding behavior in using nightlife venues: Most respondents had heard about nightlife venues in Pattaya (385 people, 96.25%). The most common channel for awareness was TikTok (251 people, 65.2%), followed by Instagram (236 people, 61.3%) and Facebook (204 people, 53%). The most common frequency of visiting nightlife venues was twice a month (208 people, 54%), followed by once a month (120 people, 31.2%) and three times a month (55 people, 14.3%).

2. Summary of Personal Factors Influencing Behavior The study of personal factors influencing the behavior of undergraduate students in Chonburi Province revealed that personal factors, including gender, academic year, and monthly income, influenced behavior in using nightlife venues in Pattaya. These factors affected both the channels of awareness about nightlife venues and the frequency of visiting such venues.

3. Summary of the Relationship Between Psychological Factors and Behavior The study of psychological factors influencing the behavior of undergraduate students in Chonburi Province regarding nightlife entertainment venues showed that: Overall, psychological factors were rated at a high level ($\bar{x} = 3.85$, S.D. = 0.578). Among the psychological factors, the highest average was for learning about nightlife venues ($\bar{x} = 3.97$, S.D. = 0.646), followed by attitudes towards nightlife venues ($\bar{x} = 3.89$, S.D. = 0.674), motivation to visit nightlife venues ($\bar{x} = 3.85$, S.D. = 0.648), and awareness of information about nightlife venues ($\bar{x} = 3.68$, S.D. = 0.793), respectively, as shown in Table 1.

Table 1: Analysis of Opinion Levels on Psychological Factors

Psychological Factors	\bar{x}	S.D.	Level of Opinion
1. Motivation	3.85	0.648	Strongly Agree
2. Perception	3.68	0.793	Strongly Agree
3. Learning	3.97	0.646	Strongly Agree
4. Attitude	3.89	0.674	Strongly Agree
Overall	3.85	0.578	Strongly Agree

From hypothesis testing, it was found that psychological factors significantly influence the behavior of undergraduate students in Chonburi Province in using nightlife entertainment venues in Pattaya at a 0.05 statistical significance level, as shown in Table 2.

Table 2 : Relationship Between Psychological Factors and Behavior in Using Nightlife Entertainment Venues (Pubs and Bars) in Pattaya Among Undergraduate Students in Chonburi Province

Psychological Factors		Behavior in Using Nightlife Entertainment Venues	
		Channels of Awareness	Frequency of Usage
Motivation	Pearson Correlation	.277**	.212**
	Sig. (2-tailed)	.000	.000
Perception	Pearson Correlation	.378**	.222**
	Sig. (2-tailed)	.000	.000
Learning	Pearson Correlation	.252**	.224**
	Sig. (2-tailed)	.000	.000
Attitude	Pearson Correlation	.410**	.258**
	Sig. (2-tailed)	.000	.000

Significant at the .01 level

Discussion

The findings of the study titled "Behavior in Using Nightlife Entertainment Venues (Pubs and Bars) in Pattaya Among University Students in Chonburi Province" can be discussed as follows:

1. Summary of Behavior in Using Nightlife Entertainment Venues The study revealed that most students had heard about nightlife venues in Pattaya, primarily through TikTok, followed by Instagram and Facebook. The majority visited such venues twice a month. This frequency may be attributed to most respondents being fourth-year students, who generally have more free time compared to earlier academic years. However, students still prioritize their academic responsibilities, which limits their visits to nightlife venues to twice a month. This aligns with the research by Sompop Channgern (2015), which found that students typically visited nightlife venues twice a month, suggesting that they manage their time

to balance leisure and academics. However, this finding contrasts with the research by Palita Panyasan (2019), which reported that most respondents visited nightlife venues 2–3 times a week, likely due to differences in lifestyle and leisure preferences.

2. Summary of Personal Factors Influencing Behavior Gender The study found that female students used nightlife venues more frequently than male students. Female students often exhibit better time management and responsibility, aligning with the findings of Palita Panyasan (2019), who reported that female students preferred socializing with friends and managed their schedules more efficiently than their male counterparts. This is consistent with the findings of Sompop Channgern (2015), which showed that the majority of nightlife venue users were female.

Academic Year Fourth-year students were the most frequent users of nightlife venues, visiting twice a month. This may be because fourth-year students are near graduation and often participate in internships, providing more opportunities for social activities after work. This finding aligns with the research by Ueamthip Srithong (2018), which highlighted that higher academic years influence nightlife behavior due to factors such as social environment and peer group dynamics.

Monthly Income Students with an average monthly income of 5,001–10,000 THB exhibited diverse nightlife behaviors. Differences in monthly income influenced spending patterns and financial management, consistent with the research by Jutharat Kiattratsamee (2015), which found that income disparities affect financial planning and spending habits, shaped by individual lifestyles and social contexts.

3. Summary of the Relationship Between Psychological Factors and Behavior Motivation Factors such as modern services, enjoyable music, and a friendly atmosphere were significant motivators, influencing the timing and spending habits of students at nightlife venues. This aligns with the theory by Thitima Thaiwong (2013), which emphasizes that individual motivations stem from unique desires and expectations, driving satisfaction and decision-making in consumption.

Perception Awareness through social media significantly influenced behavior, as online platforms are now widely accepted and popular for nightlife venue marketing. This supports the findings of Thanawat Eksamut (2022), which highlighted the role of social media in influencing consumer decisions through effective promotions and advertisements.

Learning Factors such as learning to protect oneself from strangers and dressing appropriately were found to influence behavior. This aligns with Palita Panyasan (2019), who stated that consumer learning is a process driven by perception and experience, shaping decision-making and correct behavioral practices.

Attitude Positive attitudes, such as viewing nightlife venues as opportunities to socialize, relax, and gain new experiences, significantly influenced behavior. This finding supports the research by Jutatip et al (2018), which found that positive attitudes toward nightlife resulted in more frequent visits, as attitudes shape behavioral patterns.

Suggestion

1. Practical Recommendations

The research findings indicate that motivational factors significantly influence the behavior of students using pubs, bars, and entertainment venues. Business operators in the nightlife industry can utilize these findings to develop marketing plans or advertising campaigns to directly raise consumer awareness.

1.1 Promotional Activities Businesses should organize promotional campaigns on weekends, particularly Fridays and Saturdays, as well as public holidays when students are not attending classes. Promotions could include special deals to encourage students to visit entertainment venues for relaxation. Activities such as Halloween events, Valentine's Day celebrations, or mini-concerts could be organized to attract students and boost sales.

1.2 Compliance with Legal Regulations Operators must adhere to legal operating hours and age restrictions. The research found that underage individuals (below 20 years) sometimes access nightlife venues. Strict screening should be implemented to ensure compliance with age laws, fostering a culture of legal adherence among students. To enhance sales, businesses can offer promotions during the early hours (7:30 PM–10:00 PM). Operators near educational institutions should consider adjusting closing times to discourage late-night activities among students.

1.3 Guidance for Students The behavior of university students in Chonburi Province reflects a need for socialization with friends to relieve stress after a week of studying. Stakeholders should provide appropriate guidance to students to prevent inappropriate behavior and encourage adherence to established rules.

1.4 Drug and Substance Abuse Prevention Campaigns Educational institutions should campaign against drugs and addictive substances, providing guidance to students on proper conduct. Schools and universities should organize activities and training sessions to educate students on self-protection methods and how to avoid succumbing to negative influences.

1.5 Extracurricular Activities Institutions should create opportunities for student participation in activities such as sports competitions. These events can engage students, foster a positive learning environment, and build a sense of community. Teachers should provide support and guidance to help students address problems effectively.

2. Recommendations for Future Research

2.1 Dynamic Tourist Behavior As tourist behavior evolves rapidly, future research should focus on motivational factors influencing the decision to choose entertainment venues. A case study on Pattaya's nightlife venues should be conducted regularly to compare how motivational factors change over time.

2.2 Psychological and Marketing Factors Future studies should delve into psychological motivation and marketing factors that influence repeat visits to Pattaya's entertainment venues. Such findings could provide valuable insights for improving Pattaya's tourism sector in the long term.

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