THE FACTORS THAT INFLUENCE CONSUMER BEHAVIOR TOWARD ONLINE HOTEL RESERVATIONS IN THAILAND

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THE FACTORS INFLUENCE CONSUMER BEHAVIOR TOWARDS ONLINE HOTEL RESERVATIONS IN THAILAND

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ABSTRACT

The objective of this research aims to find factors that influencing Thai consumer behavior toward hotel reservation via online channel. The scope of this research is to identify and understand the factors that influence the making decision to choose online channel to book hotel reservation in Thailand. The data were collected by online questionnaire. The sample size is 100 respondents who have booked any hotel reservation in the last 6 months. Findings from the research showed that from 4 factors that would influence consumer behavior toward online hotel reservation, there are 2 main factors that would influences the consumer behavior which are valuable and ease of use. For the valuable, respondents are more focus with the price that would value their money, and for the ease of use, respondents tend to focus with the convenience and easy to use. Therefore, the future research should focus on collecting data from different age and observing other factors in order to understand more with consumer behavior toward online hotel reservation in Thailand.

KEY WORDS: Hotel Reservation/ Online Reservation/ Booking Intention/ Online Channel

37 pages

CONTENTS

CONTENTS (Cont.)

LIST OF TABLES

LIST OF FIGURES

CHAPTER I
INTRODUCTION

At present, there is an increasing demand of people in Thailand for travel both to both domestic and international destinations. The popularity of travel has increased significantly over the past few years, and it is expected to be continuously increased. According to Bangkokbiznews website (2017), in 2016 tourism was an important driver of economic growth in Thailand with the total revenue of over 2.51 trillion baht that has added value to the Thai economy accounting for 17.7% of total gross domestic product (GDP). The five business sectors that benefit most from tourist spending are hotels and resorts; around 580,000 million baht, food and beverages; around 448,000 million baht, land transportation; around 136,000 million baht, air transportation; 122,000 million baht, and events and conferences; around 100,000 million baht accordingly (Bangkokbiznews, 2017). Moreover, as the number of online shoppers in Thailand has been increasing rapidly, according to ecommerceiq.asia website (2017) said that there are 12.1 million consumers in Thailand expected to make online purchases this year, while this number will reach to 13.9 million baht within 2021.

The study of factors that influences consumer behavior towards online hotel reservations is conduced due to the increase in the numbers of Thai people that reserve hotels and resorts via the online channel. Research showed that in the past 12 months in Thailand found that top 5 ranked categories of Thai people spending via online channel are clothes, shoes, and accessories (55%), cosmetics (43%), travel accommodation, transportation (such as hotel, tour, airline) (39%), computers and electronic devices (38%), and digital, download, and online (34%). From this result we can see that hotel reservations are in the Top 3 of online channel spending (Brandbuffet, 2017) Therefore, online system has become a big part of Thai people's daily consumer behavior, especially in the middle and high-income groups. Finding the key factors that influence

consumers to make hotels and resorts reservation via online channel in Thailand may help to understand more about this new consumer behavior, intention to buy, and the hotels and resorts can use this data to improve the strategy via online channel and gain competitive advantages from this research.

1.1 Research Question

This study aims to identify the key factors that motivate Thai consumers to choose hotels and make a decision to make an online reservation. The main purpose of this study is "What are the key factors that influences consumer to reserve hotels via the online channel in Thailand?" and "What are the consumer behavior and intention to decision-making process towards online hotel reservations?"

1.2 Research Objective

1. To identify the key factors that influence consumers to make hotel reservations via the online channel

2. To identify the process in decision making of consumers towards online hotel reservations.

1.3 Research Scope

This research is limited to Thai online consumer behavior, focusing on hotel reservations. The method to collect data is a quantitative research approach by online questionnaire. The total sample size will be approximately 60 respondents, which will measure factors drive them to make hotel reservation online in Thailand.

1.4 Expected Benefits

          1. To use the data to identify which factors influence consumers to reserve hotels and resorts via the online channel in Thailand.

          2. To use the data to identify what factors influence consumer intention to make online hotel reservations in Thailand

          3. To use the data to improve the hotel strategies for online reservation systems, digital marketing, and gain more competitive advantages

CHAPTER II
LITERATURE REVIEW

This is a critical analysis of published sources, literature and some parts on particular topic which help to assess the literature related to this research topic and help to formulate the conceptual framework.

2.1 Purchase Funnel

Purchase funnel or purchasing funnel is a consumer focused marketing model which illustrates the theoretical customer journey towards the purchase of a product or service (Wikipedia, 2017). This model is important when marketing your business as it provides a method of understanding and tracking the behavior of an average customer throughout the sales process (Marketing Made Simple, 2017).

2.1.1 Traditional Purchase Funnel

According to Wikipedia website state that "In 1898, E. St. Elmo Lewis developed a model which mapped a theoretical customer journey from the moment a brand or product attracted consumer attention to the point of action or purchase. St. Elmo Lewis' idea is often referred to as the AIDA-model, an acronym which stands for Awareness, Interest, Desire, and Action." This staged process is summarized below:

Figure 2.1 Traditional Purchase Funnel

Source*: http://www.friendlyvoice.com/about/social-media-purchase-funnel/*

The AIDA Model identifies the cognitive stages which an individual goes through during the buying process for a product or service, this funnel supports the buyers in making the final purchase.
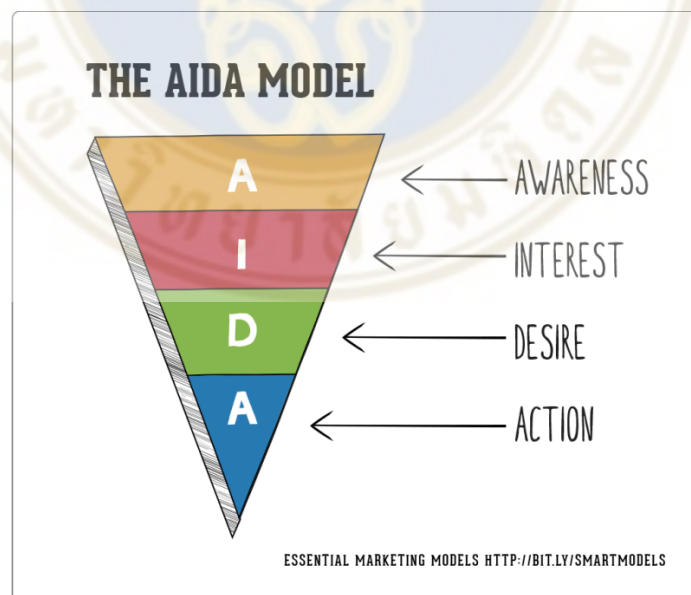
Figure 2.2 AIDA Model

Source*: http://www.smartinsights.com/traffic-building-strategy/offer-and-message-development/aida-model/*

- **Awareness**: creating brand awareness or affiliation with product or service.

- **Interest**: generating interest in the benefits of product or service, and sufficient interest to encourage the buyer to start to research further.

- **Desire**: for product or service through an 'emotional connection', showing the brand personality. Move the consumer from 'liking' it to 'wanting it'.

- **Action**: **CTA** - Move the buyer to interacting with the company and taking the next step i.e. downloading a brochure, making the phone call, joining your newsletter, or engaging in live chat etc.

2.1.2 The Modern Purchase Funnel
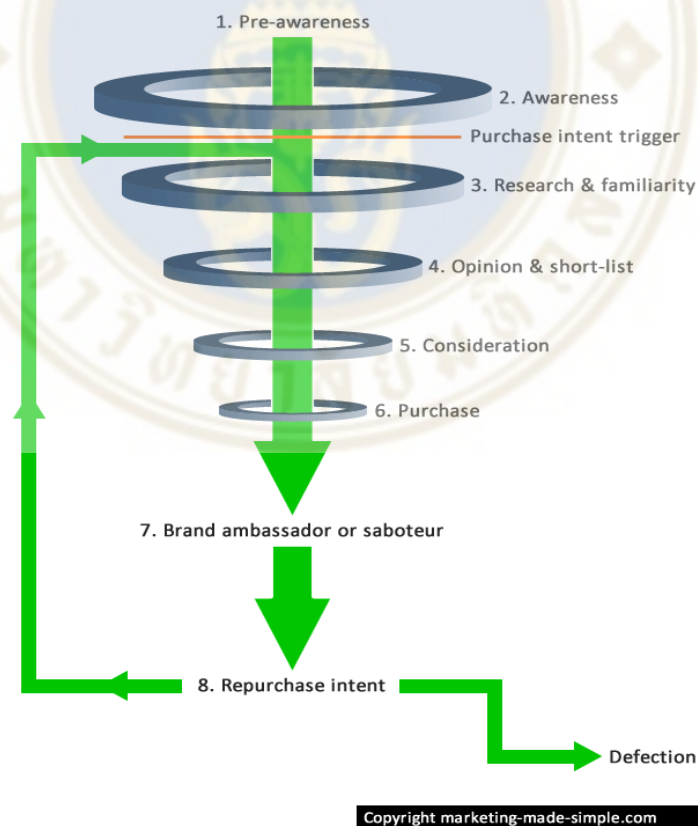
Figure 2.3 Gibson's Modern Purchase Funnel

Source: http://marketing-made-simple.com/purchase-funnel/

According to Jon Gibson, he stated that the modern purchase funnel model can be described as follows:

1. Pre-awareness: The consumer has had no previous awareness with brand or service.

2. Awareness: The consumer can have awareness of brand with or without the desire to purchase which awareness can be based on a communications message, word of mouth or independent discovery. Purchase intent should be trigger here for the further steps as the consumer start thinking about the brand or service.

3. Research & familiarity: In this phase, the potential consumer had decided their needs of product or service, the consumer would start reading reviews, learning the features, making comparisons, asking for opinions, and using the internet to research their options in detail which the process can be lengthened or shortened depending on the value of the product

4. Opinion & short list: After, the consumer considerate which brand they are likely to purchase, they could be crated a written list, a mental note, or book marked websites of their choices.

5. Consideration: the consumer chooses the brand from shortlist by trying to test the product or ask the previous users.

6. Decision & purchase: the consumer makes final decision on the product, then taking the plunge, online or in a more face to face environment.

7. Brand / product advocate (or saboteur): Once the consumer has bought the product, they will very quickly give an opinion on the product via word of mouth and reviews throughout the internet.

8. Repurchase intention: Existing customers are significantly easier to convert than a completely new prospect, so the product will need to be replaced or upgraded in the future. If feedback and experience with the brand after use are positive, it is more likely that the consumer will consider repurchase the product again.

2.2 Consumer Behavior: Theory of Planned Behavior

Consumer behavior is the study of how individual customers, groups or organizations use, choose, buy, consume, and dispose of products and services to satisfy their needs and wants. It discusses as the actions of the consumers in the marketplace, and the motivation of their actions (Chand, S.,2017).

The Theory of Planned Behavior (TPB) started as the Theory of Reasoned Action in 1980 in order to predict an individual's intention of engagement in the consumer behavior at a specific time and place which this theory tended to explain overall behaviors. The key component to this model is behavioral intent; behavioral intentions are influenced by the attitude about the likelihood that the behavior will have the expected outcome and the subjective evaluation of the risks and benefits of that outcome (LaMorte, W. W., 2016).
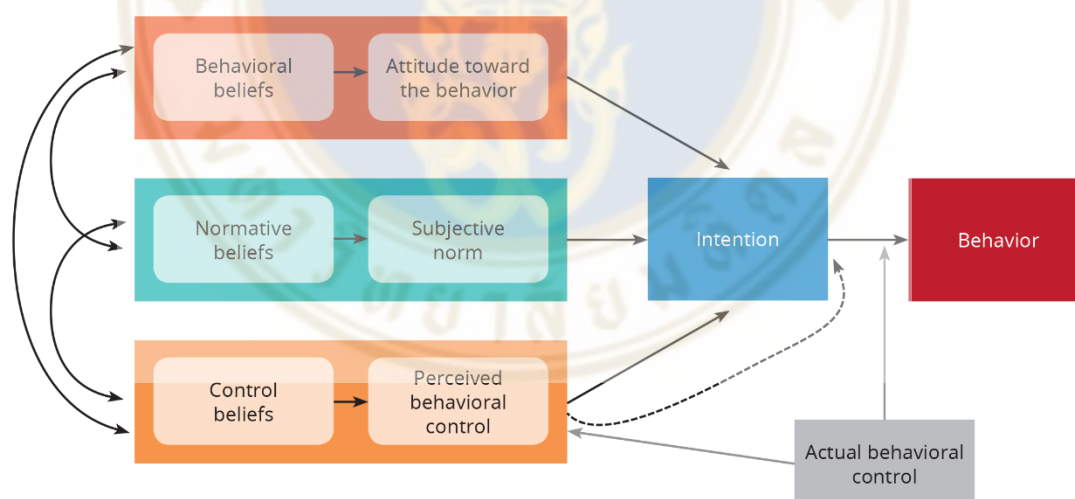
Figure 2.4 The Theory of Planned Behavior (TPB)

Source*: https://sbccimplementationkits.org/urban-youth/urban-youth/part-1-context-and-justification/social-and-behavior-change-communication-theory/theory-of-planned-behavior/*

The TPB has been used successfully to predict and explain wide range of consumer behaviors and their intention to purchase, which this theory stated that behavioral achievement depends on both motivation (intention) and ability (behavioral

control). The TPB is involved with six constructs which represent as a person's actual control over the behavior (LaMorte, W. W., 2016).

1. **Attitudes**– A person has a favorable or unfavorable evaluation of the behavior of interest, and a consideration of the outcomes of performing the behavior.

2. **Behavioral intention** - The motivational factors that influence a given behavior where the stronger the intention to perform the behavior.

3. **Subjective norms** - The belief about whether most people approve or disapprove of the behavior which this refers to a person's beliefs that whether other people think he or she should engage in the behavior.

4. **Social norms** - Social norms are considered normative, or standard, in a group of people.

5. **Perceived power** - Perceived power contributes to a person's perceived behavioral control over each of those factors.

6. **Perceived behavioral control** - Perceived behavioral control varies across situations and actions, which results in a person having varying perceptions of behavioral control depending on the situation.

2.3 Online purchasing behavior

In today's world, social network plays an important role in Thai consumers' life. The marketers need to monitor trends and online consumer's behavior in order to understand more about consumers and enhance more opportunity to develop effective marketing strategy. There are several factors that influence consumer's purchasing decisions by using online media, therefore understand more on how consumer behavior in social networks, and pros and cons, and how consumers are influencing for purchasing choices. The researchers found that Thai consumers have higher Internet usage rate over year. They use the Internet around 45 hours per week. The most common activities on Internet include social networks at about 96.1 percent. Facebook is the most

popular for Thai people followed by LINE, Google+ and Instagram. In consequence, the marketers use more online media to advertise their brands via Facebook (29%) followed by YouTube (17%) and LINE (4.68%) (Shinnaranantana, N, 2017). Online shopping or Electronic Commerce is a relatively new business channel that has been implemented rapidly worldwide. The most influential factors for online shopping from prior studies are convenience, and time saving. Also, trust in the online shop is another factor which directly affects the online business as revealed by the literature. Therefore, the influencing factors advised by previous studies in online shopping are convenience, time saving, pricing, trust, and consumer demographics (Thananuraksakul, S, 2007).

2.4 Conceptual Framework

The framework below in Figure 2.5 based on the literature review shows; the motivation factors that influence consumer behavior toward online hotel reservation in Thailand.
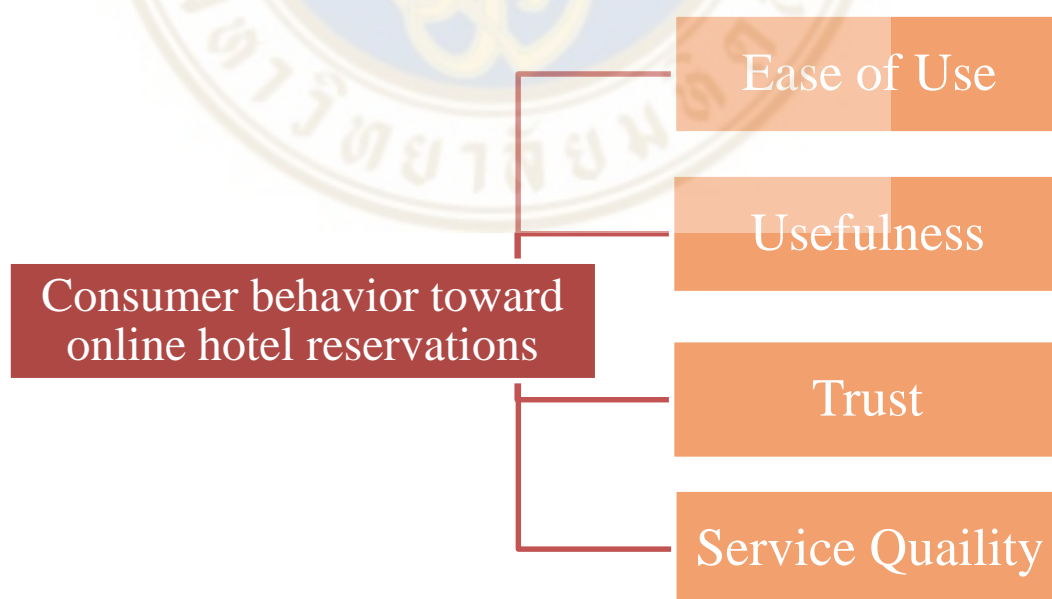
Figure 2.5 Framework of factors that influence consumer behavior toward online hotel reservations in Thailand.

According to the conceptual framework for this study, it is clarified that the key factors of the Thai consumers that use the hotel reservation online for the process of booking hotels or resorts accommodation are diverse. There are ease of use, usefulness of the hotel reservation online, trust of web security for the application to the reservation process, and service quality (promotion and discount). It is significant that these four key variables are fundamental to the identification of the Thai consumers' attitudes towards the overall hotel reservation online. It is because these four factors are the basic needs that the general Thai consumers considered to be the basis of the criteria to use the hotel reservation online. Additionally, it is critical that the attitudes of the Thai consumers will link to the purchase intention to the hotel reservation. It is because the attitudes of the Thai consumers, who used to apply the hotel reservation online, will have direct experience about the hotel reservation online. Therefore, the purchase intention of the Thai consumers will be influenced by the attitudes and this will connect to the consumer behavior.

CHAPTER III
RESEARCH METHODOLOGY

Methodology is the systematic or theoretical analysis of the methods applied to a field of study, it encompasses concepts such as paradigm, theoretical model, phases, and quantitative or qualitative techniques (Wikipedia, 2017). This research will focus on the important factors that influence customer behaviors to make reservations toward online channel in Thailand.

3.1 Research Design

The objective of this research is to explore and understand the factors that influence people in Thailand to make hotel reservation toward online channel. To study this research in depth about consumer behavior via online reservation, the method of collecting data will be through an online questionnaire.

This research method will be *quantitative* method to measure what are the key important factors that Thai people use for decision making to make hotel reservation via online channel. In this method, as this study would like to gather all information from large numbers of respondents, the appropriate method to predict the attitude of consumer behavior is providing questionnaire to sample group. The questionnaire will be composed of one component which is close-ended questions as the data will be easily controlled and analysed.

3.2 Data Collection Methodology

3.2.1 Population

People who have various of experiences of hotel reservation via online channel and involved with online purchasing behavior would be selected to do our

questionnaire since they would have different perspective and attitudes when they making decision for making hotel toward online reservation

3.2.2 Sampling

In this research, we will apply non-probability sampling method due to limit of time and budget. The sampling size is about 100 respondents who live in Thailand. As this study would like to scope only for Thai people who would like to make hotel reservation toward online channel. The questionnaire will be distributed online via Line application and Facebook messenger which online questionnaire will allows respondents to answer all questions that is less bias than offline questionnaire.

3.2.3 Questionnaire Designs

The online questionnaire will be developed from the literature review, and it will be consisting of five components which are introduction, screen questions, general questions, specific questions, and demographic questions. The screening criteria would be

1. Screening question: ensure that respondents make reservation via online channel at least one time.

2. General question: collect general purchasing behaviors for making hotel reservation.

3. Specific question: measure online intention for hotel reservation. In this part, there will be interval scales which consist of five point of Likert scales, from 1 to 5, that will be used in specific question in measure intensity of attitude for each question.

4. Demographic question: collect demographic information of respondent.

3.3 Data Analysis

The collected data will be analyzed by Statistical Package for Social Sciences (SPSS) program for calculate and test the variables that are related to this study. This research will use analysis methods included with cross tabulation, factor analysis one-way ANOVA, and regression analysis. The analysis will be provided basic descriptive statistics and potential factors that influence consumer behavior toward online hotel reservation in Thailand.

CHAPTER IV
RESEARCH FINDING

This fourth chapter presents the results of the analysis and findings of the study of factors that influence consumer behaviors toward online hotel reservation in Thailand. In this research, we collected information from 100 respondents throughout online questionnaire. This paper set the significant level at 0.05 of the result. This chapter consists of the following parts: Demographics Information, Descriptive Statistics, Factor analysis

4.1 Demographic Information

Demographic Information is the characteristics of respondent's profile which in this study included with gender, age, education level, and approximate monthly income.
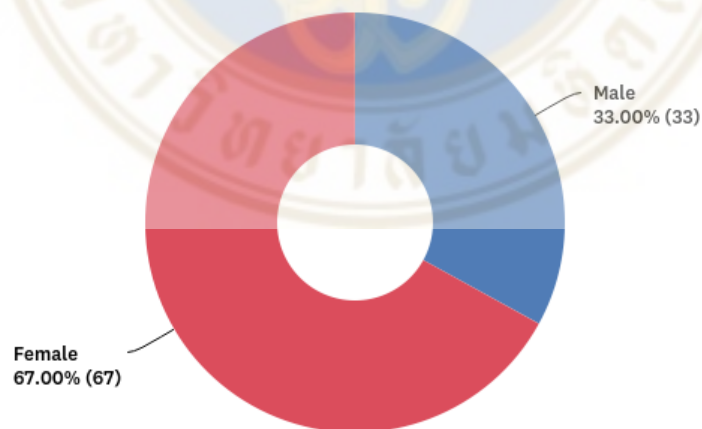
Figure 4.1 Respondents Categorized by Gender

From the results as per questionnaire collecting 100 respondents, there were 33 of male respondents and there were 67 of female respondents
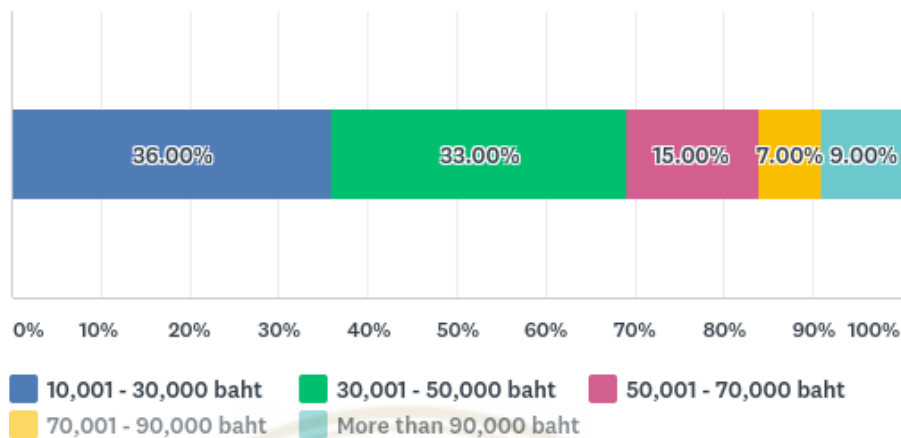
Figure 4.2 Respondents Categorized by Income

The above results showed the percentage of respondents which categorized by approximate monthly income. The majority of respondents earned salary income between 10,001 baht to 30,000 baht which calculated as 36% of total results, and the following similar result is 33% which are the respondents who earned income between 30,001 baht to 50,000 baht. The number of respondents who earned 50,001 baht to 70,000 baht calculated as 15% of total, following by 9% of respondents who earned more than 90,000 baht, and there are only 7% of respondents who earned salary between 70,001 baht to 90,000 baht.
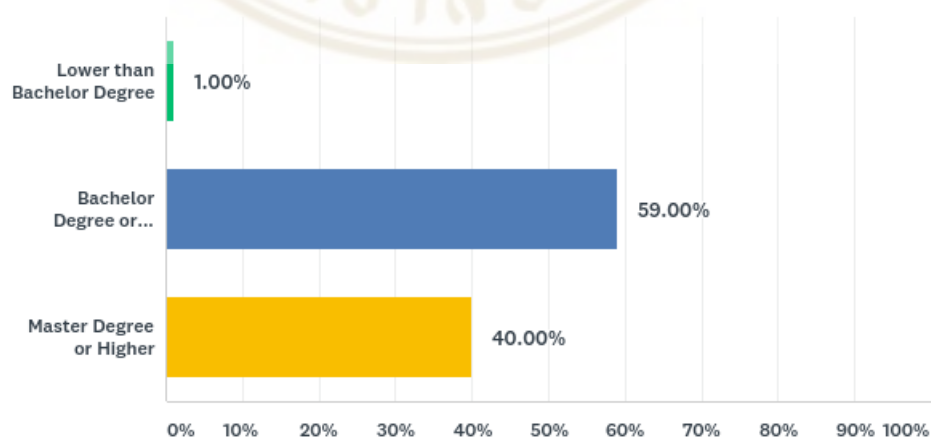
Figure 4.3 Respondents Categorized by Education Level

As the results, the chart above showed that there is only 1 respondent who is under graduated which education level is lower than Bachelor degree and respondents who carried Bachelor degree or college take most part of total respondents which is 59%, following by Master degree or higher takes 40% of total respondents.
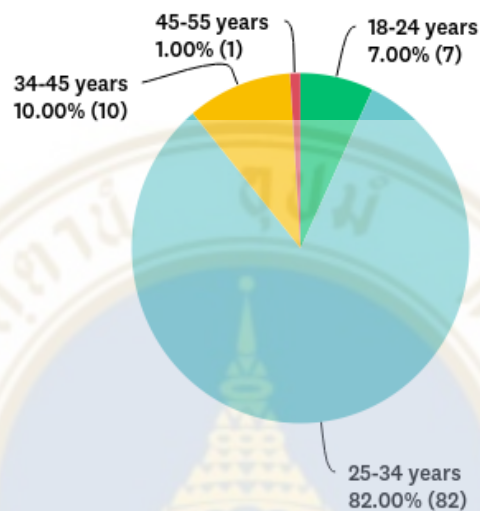
Figure 4.**4 Respondents Categorized by Age**

The above chart showed the percentage of respondents categorized by their age. There were only 1 respondent of all respondents who is age between 45 years old to 55 years old. For respondents who age between 18 years old to 24 years old, there are 7 persons, which is equal to 7 %, and there are 10 % of total respondents who age between 34 years old to 45 years old. Therefore, the main age group for this study is the respondents who age between 25 years old to 34 years old consisted of 82 respondents or equal to 82 percent of all respondents.

4.2 General Behaviors

General behaviors consisted of how often that respondents use online channel to book hotel reservation and preferred method or website that mostly use to make hotel reservations to describe normal behavior of all respondents.
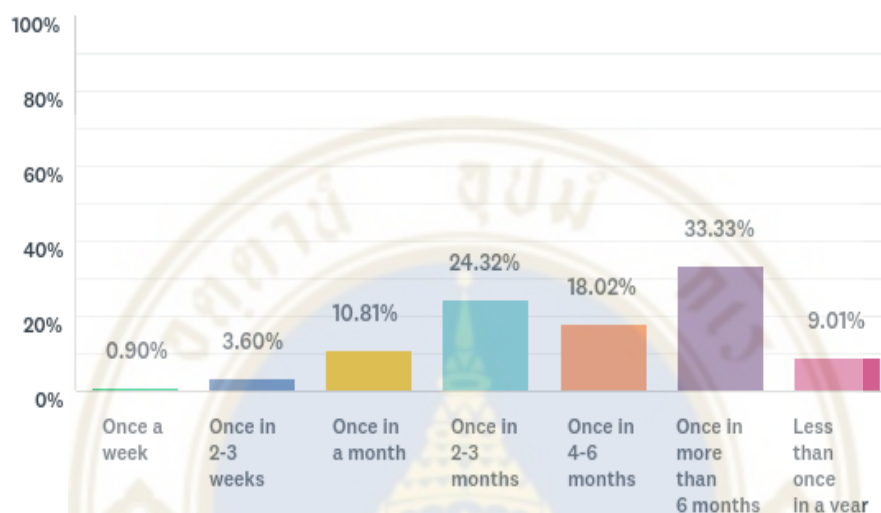
Figure 4.5 Frequency of using Online Channel to Book Hotel

As the above chart showed that how often the respondents use online channel to book hotel reservation, from total respondents of 111 people who answered this question, majority of people who use online channel to book hotel "once in more than 6 months" which is calculated as 33.33% of total, and equal to 37 respondents. Following by 27 respondents or 24.32% of total who reserve hotel via online channel once in 2-3 months, 20 respondents or 18.02% of total who book hotel via online channel once in 4-6 months, 12 respondents or 10.81% of total who book online hotel reservation once in a month, 10 respondents or 9.01% who book hotel via online channel less than once in a year and there are 4 respondents or 3.60% of total and 1 respondent or 0.90% of total who book hotel online once in 2-3 weeks and once a week accordingly.
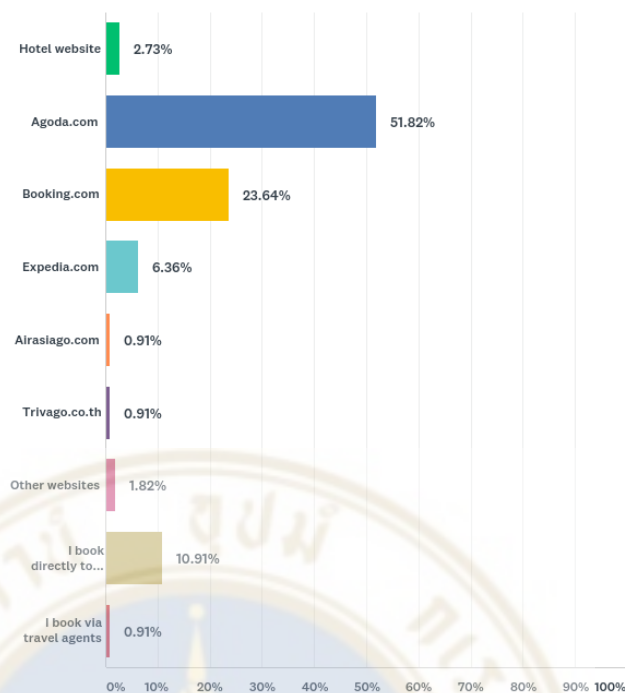
Figure 4.6 Online Reservation Channels

As per figure 4.6 showed that the website that most respondents use is Agoda.com which there is 51.82% of total that use this website to book the hotel. Following by Booking.com that there is 23.64% of total respondents that use to book their hotels, and the third rank method that the respondents choose to book the hotel is that they book directly to hotel which there is 10.91% of total. Next rank is the Expedia.com, there is 6.36% of total respondents that use this website to book the hotel. Then, other five methods showed the results as direct website of the hotel 2.73%, other websites 1.82%, airasiago.com 0.91%, trivago.co.th 0.91%, and book via travel agents 0.91% accordingly.

4.3 Factor Analysis

Table 4.1 Total Variance Explained

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.791	36.195	36.195	5.791	36.195	36.195	3.278	20.486	20.486
2	1.885	11.783	47.978	1.885	11.783	47.978	2.708	16.927	37.413
3	1.350	8.435	56.413	1.350	8.435	56.413	2.339	14.620	52.033
4	1.173	7.329	63.742	1.173	7.329	63.742	1.873	11.708	63.742
5	.970	6.065	69.806						
6	.908	5.677	75.484						
7	.695	4.347	79.830						
8	.659	4.119	83.950						
9	.546	3.416	87.365						
10	.442	2.765	90.130						
11	.406	2.539	92.668						
12	.311	1.943	94.611						
13	.274	1.714	96.325						
14	.266	1.664	97.989						
15	.200	1.248	99.237						
16	.122	.763	100.000						

Extraction Method: Principal Component Analysis.

As a result, above table showed the total variance explained which consisted with 16 factors in the table. However, after deducted the non-significant variables, there are only 4 factors that the eigenvalue higher than 1. The factors are arranged in the descending order based on the most explained variance which after 4th factor all the variables are unimportant. The table also showed that the cumulative percentages of eigenvalue for 4 factors are higher than 60 percent.

Table 4.2 Rotated Component Matrix

Rotated Component Matrix[a]

	Component	
	1	2
5.11 I choose hotel reservation online that offer discount and promotion	.841	
5.10 I choose hotel reservation online that provide the best rate guarantee	.841	
5.16 I choose hotel reservation online that guarantee my reservation and response if there is anything occur	.713	
5.12 I choose hotel reservation online that provide reasonable price which value to my money	.653	
5.3 Using hotel reservation online takes a short time to learn and understand		.718
5.1 Using hotel reservation online is very easy for me to use		.664
5.14 I feel safe providing information about myself over the hotel reservation online		.636
5.6 Using hotel reservation online is provide reasonable price		.582
5.7 Using hotel reservation online help me to complete my task more quickly		.477

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

This above rotated component matrix table showed the final result from data reduction of factor analysis. Data reduction is when we deleted cross loading factors, mismatch factors, and no show factors in order for the results to be meaningful. After the data reduction, there are 2 potential factors which consisted of 9 variables that we collected from the online questionnaire. The first factor is Value which is concerned with vale for money, and price consciousness. Besides, another factor is Ease of use which is concerned with convenience and usefulness.
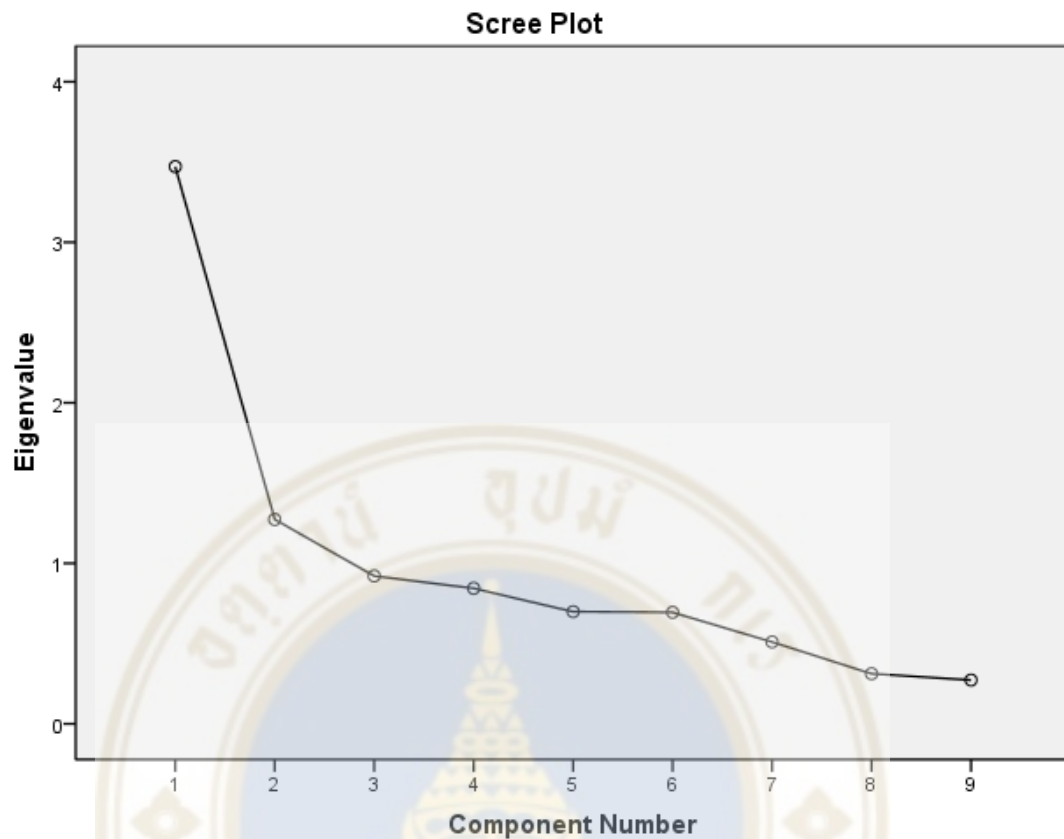
Figure 4.7 Scree Plot

The Scree Plot showed that the eigenvalue against the factor number, there are 9 factors in the graph, but there are only 2 factors that had the eigenvalue higher than 1 which we only counted these as effective factors, those that the eigenvalue below 1 are not important.

4.3.1 Descriptive Statistic

The descriptive statistics below shows the average, standard deviation, minimum, and maximum of scales for valuable and ease of use for online hotel reservation. The mean is now interpreted, to see which factors that respondents tend to rate higher

Table 4.3 Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Valuable	100	2	4	3.32	.472
Ease of use	100	2	4	3.16	.347
Valid N (listwise)	100				

As per above table, descriptive statistics showed that as per 100 respondents, people chose to answer rate in between minimum is 2 to maximum is 4.

- Valuable: The mean for valuable is 3.32 and this can be interpreted that the respondents who agreed for this factor. The min of this factor is 2 which can be interpreted that no respondents strongly disagree. Most of respondents choose online hotel reservation because it offers discount and promotion, and also it worth for money if there is best rate guarantee

- Ease of use: The mean of ease of use is 3.16 which can be interpreted that most of respondents agreed for this factor. The min of this factor is 2 which can be interpreted that no respondents strongly disagree. Most of respondents choose online hotel reservation because it convenience and easy to use to finish task and finish the schedule that they planed

4.3.2 Regression Analysis

The factor analysis provided 2 factors that are important which are Value and Ease of use. Regression analysis provided the relationship between 2 factors as independent variables and booking intentions as dependent variable. The result of regression analysis is shown in below tables which the model summary as R square is 0.109. This means that only 10.9 percent of the variance in the booking intention for online hotel reservations can be explained by Value and Ease of use. From the ANOVA table, the significance of the model is 0.004 which is below than 0.050. The result can be used to identify the factors that influence the booking intention for online hotel reservation.

Table 4.4 Regress Analysis: all respondents

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.330a	.109	.091	.547

a. Predictors: (Constant), Ease of use, Valuable

ANOVAᵇ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.549	2	1.774	5.927	.004a
	Residual	29.041	97	.299		
	Total	32.590	99			

a. Predictors: (Constant), Ease of use, Valuable

b. Dependent Variable: 9. I will book the hotel via hotel reservation online in next 6 months

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.585	.532		2.979	.004
	Valuable	-.064	.132	-.052	-.482	.631
	Ease of use	.581	.180	.351	3.234	.002

a. Dependent Variable: 9. I will book the hotel via hotel reservation online in next 6 months

The above table showed coefficients from regression analysis which if the p-value of coefficient is below 0.05, that factors can be used to identify the factors that influence the booking intention via online hotel reservation. From coefficient table, there is only one factor that has a p-value below 0.05 which is Ease of use, the significance value equal to 0.002, so this variable strongly influences the dependent variable or booking intention of online hotel reservation

Table 4.5 Regression Analysis: Backward

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.585	.532		2.979	.004
	Valuable	-.064	.132	-.052	-.482	.631
	Ease of use	.581	.180	.351	3.234	.002
2	(Constant)	1.503	.502		2.995	.003
	Ease of use	.540	.158	.327	3.422	.001

a. Dependent Variable: 9. I will book the hotel via hotel reservation online in next 6 months

As per above table, the result of backward regression the coefficients of backward elimination showed this will start with all the predictors in the model, the variables that is significant with the largest P-value is removed and the model is refitted. Each subsequent step removes the least significant variable in the model until all remaining variables have individual P-values that are smaller than 0.05. In this table the variable that the P-value is smaller than 0.05 is Ease of use, with significance value equal to 0.01.

4.3.3 Cross Tabulation

Contingency table or cross tabulation is the method that helps to understand how the relation between different categorical (or grouping) variables, to see how they relate to each other. The below table provides better understanding of customers who book hotels via hotel reservation sites online. Gender, age, income, and education level were used as variable to investigate whether differences among each variable affect booking intention for online hotel reservations. As below table showed cross tabulation between gender and booking intention via online hotel reservation.

Table 4.5 Cross Tabulation between Gender and Booking Intention

			10. Gender		Total
			male	female	
Crosstab					
9. I will book the hotel via hotel reservation online in next 6 months	not book	Count	3	5	8
		% within 9. I will book the hotel via hotel reservation online in next 6 months	37.5%	62.5%	100.0%
		% within 10. Gender	9.1%	7.5%	8.0%
		% of Total	3.0%	5.0%	8.0%
	book	Count	15	48	63
		% within 9. I will book the hotel via hotel reservation online in next 6 months	23.8%	76.2%	100.0%
		% within 10. Gender	45.5%	71.6%	63.0%
		% of Total	15.0%	48.0%	63.0%
	strongly book	Count	15	14	29
		% within 9. I will book the hotel via hotel reservation online in next 6 months	51.7%	48.3%	100.0%
		% within 10. Gender	45.5%	20.9%	29.0%
		% of Total	15.0%	14.0%	29.0%
Total		Count	33	67	100
		% within 9. I will book the hotel via hotel reservation online in next 6 months	33.0%	67.0%	100.0%
		% within 10. Gender	100.0%	100.0%	100.0%
		% of Total	33.0%	67.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.078[a]	2	.029

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 2.64.

From the result of cross tabulation, chi-square test showed that gender of male and female significant effect on booking intention of online hotel reservation which the P-value is smaller than 0.05 so this is significant. While, other variables which are age, education level and income did not vary with booking intention because of the P-value are greater than 0.05. Also, the result showed that women are more likely than men to book hotels online than.

CHAPTER V
CONCLUSIONS

5.1 Discussions and Recommendations

This research was conducted to explore the factors that influence the consumer behavior toward online hotel reservation in Thailand. All survey participants are Thai and live in Thailand, and they all have experience booking hotel reservations online. According to the findings and analysis of the results of the online questionnaire, it is important that the hotel reservation online should have an effective source of information. As the purpose of this research aim to study the factors that influence the Thai consumer behavior toward online hotel reservations, the result and analysis indicated that of the total respondents 100 people, there are 67% of female and 33% of male that respond to online questionnaire, with most of the respondents aged between 25-34 years as 82 percent of total, following by 7 percent of respondents who are aged between 18-24 years and other 7 percent and 1 percent are the respondents who aged between 18-24 years and 45-55 years accordingly. Besides, the education level of the respondents is 99 percent higher than bachelor degree and master degree which means that all respondents are well educated. Also, the range of income, significantly falls between 10,001 to 30,000 Baht and 30,001 to 50,000 Baht which is 69 percent of total. This means that hotelier or marketers could conduct the promotions and updated information of the news and details for online customers who are aged between 25-34 years with the approximately income between 10,001 to 50,000 Baht. It is important that website or others online channel should use the language that easy is to understand, and could be applied in Thai language so that it would be easy for that people to understand with all details that provided. Also, the attractive pictures from the real places and the real uses should be use on the website or in other online channel in order to communicate correctly with the customer because the use of real picture of places and other facilities

is the first step that customers could connect to the hotels or resorts, especially for Thai people, it is necessary to provide accuracy of information and price because it will reflect the creditability and reliability of the hotels and resorts which could help them get to the final decision more easily. All updated information will gain more trust from the customers who never visited the hotel before. Another important thing is that the marketing of the hotels or resorts should use the reliable payment services operation system to increase trust and security of the websites to all Thai customers. For examples, PayPal payment system that has been used widely around the world and it is trustable. Hoteliers in Thailand could use this system to implement and the customers could be sure that after pay the money, they would get the exact room as they booked.

Significantly, to answer the research question of this study about the factors that influence Thai consumer behaviors towards online hotel reservations, it is investigated and found that there are two big factors that influence Thai consumer behaviors which are Value and Ease of use. These two factors had high impact on customers towards online hotel reservation. As the study from questionnaire showed that the value for money and price promotions of the online hotel reservation is important, which is one the main findings from the analysis. It is the value of the price and the service from the website has high impact on Thai consumer behaviors in which Thai consumers would choose the hotel website with discount and promotion. As in general, everyone loves discount and promotion, to do the marketing that offer competitive promotions than other websites would gather more traffic of the Thai customers. For example, stay 3 night pay for 2 nights promotion that would help the customer extended stay with the hotel, however the hotel still get the profit from this promotion. Or book now with no refund can save you more, this is another example that would gather interest from all customers. Moreover, the best rate guarantee is another thing that the hotel should provide which the customers would feel that they would get the best rate compare with other websites. From the result of the interview with the webmaster of Agoda.com, the tourism and accommodation reservation service website, the webmaster recommended that "The way to gain attention or gain more customers through online system is to set the best price guarantee by making customers feel confident that the rate

they got is the best deal ever and if they happen to find the same hotel with a cheaper rate, you should have the best rate guarantee that you will give them the lowest rate in the market（Chatchotitham, T. &Soponprapapon, V., 2011）. Also, providing the reasonable price with no hidden agenda is another thing that hotelier or marketer should be concerned, as it proves that the websites can be trustworthy with good reasonable price that would offer value for the customer money. Besides, quickly respond to any complaint or problem that could happen would raise awareness and gain trust to the website. Further, this should also include regulations and conditions which the hotel booking site needs to show on the website clearly.

Further, another factor that has high impact on attitude of Thai customers is the ease of use. Using the hotel reservation online helps the customers to make reservation more easily with the time efficiency and high productivity. As the study from online questionnaire showed that the ease of use of online hotel reservation has significant impact on attitude of Thai consumer which is true from the analysis of key findings. The ease of use is important because it is easy to use the online system to search information about the hotels or resorts and the information that the customers want to know which it is easy and it takes short time to gather all information about the hotels or resorts that they interested in. Therefore, as a hotelier or marketer should keep the website simple and the procedures for booking should be simple to use and easy to understand follow step by steps, then the customer do not have to spend a lot of time on how to book a hotel online. Not only the ease of use but also the reliability oriented action that influenced the customers to make final decision to book hotels or resorts through the website. As Thai people are sensitive to use the hotel reservation online service because of the website security and as many Thais afraid to share some essential information, so the websites should provide the system that make customers feel safe to share their details and information. The owners or marketing practitioners of hotels or resorts should understand and assist the customers along the way to make a reservation securely and easily towards online hotel reservation. Moreover, to provide more reliability to customers, the hotel reservation service websites should attach the

experiences and reviews of the previous customers to be guideline for the new customers. websites should have the comments and reviews of previous customers, to increase the trust in making final decision through the online hotel reservation.

All in all, the key findings and result analysis of this study will be beneficial for companies which provide the online hotel reservation for Thai consumers. The study of factors that influence consumer behaviors towards online hotel reservation in Thailand is expected to be effective for the interested people and the hotel's marketers for management and planning the marketing strategy which will be appropriate and consistent to the need of Thai tourists in the future. This useful information and practical recommendations of the 100 research respondents could be helpful for the local business sector or the government sector that would like to launch new promotion campaigns or cooperate with hotels or resorts owners in order to increase in number of Thai tourists through online hotel reservations. This study provides the significant sources of information and facts that examine the Thai people behaviors towards online hotel reservation. The findings and analysis with the application to the online hotel reservation theories are applied by the literature review and analysis. To this, the researcher expected that the owners of hotels or resorts will apply the suggestions and recommendations with the analysis of key findings to improve the websites and also include the better website security to facilitate the potential online hotel reservation for all customers in the future. Moreover, the researcher expects that the customers would gain higher quality of service from online hotel reservation sites and hopes that this study would be beneficial for the future studies about the consumer behavior, hotel reservation services and hospitality services.

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APPENDICES

A QUESTIONNAIRE

INTRODUCTION

We are a group of graduate students at College of Management, Mahidol University. This questionnaire is a part of thematic paper course. It should take about ten minutes of your time to complete this questionnaire. Your information in this questionnaire will be treated highly confidential. If you have any question about questionnaire or any concerns regarding your information, please contact a.jongvisan@gmail.com

SCREENING QUESTIONS

1. Have you booked any hotel reservation in the last 6 months?

   ☐Yes   ☐ No [End of the questionnaire]

GENERAL QUESTIONS

2. Which method or website you mostly use to make hotel reservations? (Choose only 1 answer)

   ☐Hotel direct website   ☐Airasiago.com
   ☐Agoda.com   ☐Trivago.co.th
   ☐Booking.com   ☐Hotelsthailand.com
   ☐Hotels.com   ☐Thaitravelcenter.com
   ☐Expedia.com   ☐Other website
   ☐I book direct to hotel   ☐I book via travel agents

3. How often that you use online channel to book hotel reservation?

   ☐Once a week   ☐Once in 2-3 weeks   ☐Once a month
   ☐Once in 2-3 months   ☐Once in 4-6 months
   ☐Once in more than 6 months   ☐Less than once in one year

4. Have you booked hotel reservation through the online channel in last 6 months?

   ☐ Yes   ☐ No

SPECIFIC QUESTIONS

5. Please indicate to what extent you agree or disagree with each of the following statements

	Strongly Disagree	Disagree	Agree	Strongly Agree
Using hotel reservation online is very easy for me to use				
The process of hotel reservation online is not complicated				
Using hotel reservation online takes a short time to learn and understand				
Using hotel reservation online is saving my time to choose the hotel				
The hotel reservation online is very useful for me				
Using hotel reservation online is provide reasonable price				
Using hotel reservation online help me to complete my task more quickly				
Using hotel reservation online help me get the best rate for my room				
I choose hotel reservation online that has various hotels for me to choose				
I choose hotel reservation online that provide the best rate guarantee				
I choose hotel reservation online that offer discount and promotion				
I choose hotel reservation online that provide reasonable price which value to my money				
I feel secure to provide my confidential information to reserve hotel via hotel reservation online				
I feel safe providing information about myself over the hotel reservation online				
I choose hotel reservation online that has update information				
I choose hotel reservation online that guarantee my reservation and response if there is anything occur				

6. Please indicate to what extent you agree or disagree with each of the following statement

	Definitely not	Unlikely	Likely	Very likely
Customer reviews about the hotels available on the online booking website are important				

	Definitely not	Unlikely	Likely	Very likely
Able to change or cancel the online booking (flexibility) is important				

	Definitely not	Unlikely	Likely	Very likely
I am willing to pay the full price in advance if I get any discount.				

7. Please indicate to what extent you agree or disagree with each of the following statement

	Definitely not	Unlikely	Likely	Very likely
I will book hotel via online channel within next 6 months				