

**EXPLORING SHARING EXPERIENCES AND SATISFACTION
DURING STAYING WITH HOSTELS IN BANGKOK, THAILAND**



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Thematic paper
entitled
**EXPLORING SHARING EXPERIENCES AND SATISFACTION
DURING STAYING WITH HOSTELS IN BANGKOK, THAILAND**

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EXPLORING SHARING EXPERIENCES AND SATISFACTION DURING STAYING WITH HOSTELS IN BANGKOK, THAILAND

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ABSTRACT

This thematic paper aimed to explore sharing experiences and satisfaction during staying with hostels in Bangkok, Thailand. Close-ended questionnaires which were utilized to collect data samples and have been implemented. The statistics used in the data analysis included a) descriptive statistics; percentage, mean, and standard deviation, and b) inferential statistics on the ANOVA, Factor analysis and Regression analysis.

Based on the finding by given sample of 109 persons during the end of July 2018 until the middle month of August 2018, it can be found that in regardless of Gender, Age Group and Length to stay, Correspondents are still telling, mentioning the name of hostel, sharing of any experiences of staying hostels in Bangkok, Thailand and even writing on positive or negative comments and suggestion through any social media or any hostels' website which could refer to word-of-mouth marketing. Moreover, Travelers tend to stay in a hostel in Bangkok, Thailand again if the hostel's staff has a good service-mind and also a good online comments about a hostel.

KEY WORDS: Sharing experiences, Hostels, Satisfaction

45 pages

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CHAPTER I

INTRODUCTION

1.1 Introduction

Thailand has cemented its position as one of the premier global destination for international travelers because Thailand is a desirable tourist destination which owing to pristine beaches, a vast history, a vibrant culture and a multitude of entertainment options. Therefore, the Thai tourism industry is poised for robust and explosive growth in the recent year due to the following reasons; Firstly, strong growth in international arrivals from a diverse set of source markets will benefit from rising levels of discretionary spending powers in Asia and Europe. Secondly, Thailand is well positioned to capitalize on growing demand for international air travel as the country offers suitable accommodation and activities for visitors emanating from all income. Thirdly, low-cost airlines and expanding regional and long-haul flight connections will supply further growth momentum in the future. Sustained capital and infrastructure investments, in tandem with arrivals growth, will continue to bolster the accommodations sector and ensure its developmental trajectory in both developed and untapped regions of the country (World Bank, 2018); (World Travel & Tourism Council, 2018).

Recently, Thailand have welcomed of 22,657,730 or about 22.6 million arrival visitors during in January-July 2018, up to 11% over the same period of 2017. According to preliminary figures given by the Ministry of Tourism and Sports, estimated visitor expenditure also rose significantly, up 14.44% to 1.18 trillion Baht. The table has shown the top ten source markets of visitors to Thailand during January until July 2018 (Tourism Authority of Thailand, 2018).

Table 1.1 The top ten source markets of visitors to Thailand in January - July 2018

Rank	Country	No. of Visitors	% Change
1	China	6,860,924	21.44
2	Malaysia	2,113,875	6.80
3	Korea	1,035,057	5.82
4	Lao PDR.	991,679	9.31
5	India	919,130	13.24
6	Japan	908,059	5.62
7	Russia	900,712	16.24
8	USA	656,327	5.82
9	Vietnam	630,526	7.83
10	Singapore	579,677	2.97

Remark: Preliminary figures

Small-scaled hotel operators in Thailand have been recently faced with an intense competition from various groups of the competitors such as the increase of service apartments, guest houses which offer a lower room rate, the 3-star segment of international hotel chains, and new hotel operators preparing for the ASEAN Economic Community (AEC). Moreover, the life styles and holiday patterns of travelers are more flexible than tourists in the past which need a responding efficiently and innovation from tourism units to this increased tourism demand.

Moreover, the market trend of building hostels has been grown and more expand significantly especially in Bangkok metropolitan city which resulted in having more competitive than ever before. Additionally, the sharing experiences among individuals of staying hostels in Bangkok, Thailand and satisfaction towards for using

the hostel services have the strong tendency towards through the booking of hostels in many ways and also with the competitive advantages to the hostel business.

1.2 Research Questions

Could the sharing experiences and satisfaction factors have the direct impact towards booking intentions during staying with hostels in Bangkok, Thailand? and Could the customer relationship management enhance and value-added to the hostels industry in Bangkok, Thailand?

1.3 Objective of The Study

In this Thematic Paper, it has the objective of the study as the following below:

1. To explore the sharing experiences of individuals staying hostels in Bangkok, Thailand.
2. To observe and analyze the satisfaction factors that have direct impact towards intention booking hostels in Bangkok, Thailand.
3. To make report, suggest and recommendation to the owner and shareholder of the hostels around Bangkok, Thailand so the owner could develop and renovate the hostel in order to suit with the travelers (customers).

1.4 Scope of The Thematic Paper

The scope of this thematic paper of the topic “Exploring sharing experiences and satisfaction during staying with hostels in Bangkok, Thailand” would be described the sampling of number of tourists who stayed hostels around Bangkok, Thailand.

The duration for collecting data is limited for around two (2) weeks from the end of July 2018 until the middle month of August 2018.

In the scope of content, The Independent Variables are the Booking Intentions of travelers staying hostels in Bangkok, Thailand.

The Dependent Variable is the Satisfaction Factors towards staying in a hostel in Bangkok, Thailand and Sharing Experiences of staying hostels to other travelers.

1.5 Conceptual Framework

This original framework will use to construct the questionnaire so as to measure the satisfaction factors and sharing experiences towards staying in a hostel in Bangkok, Thailand.

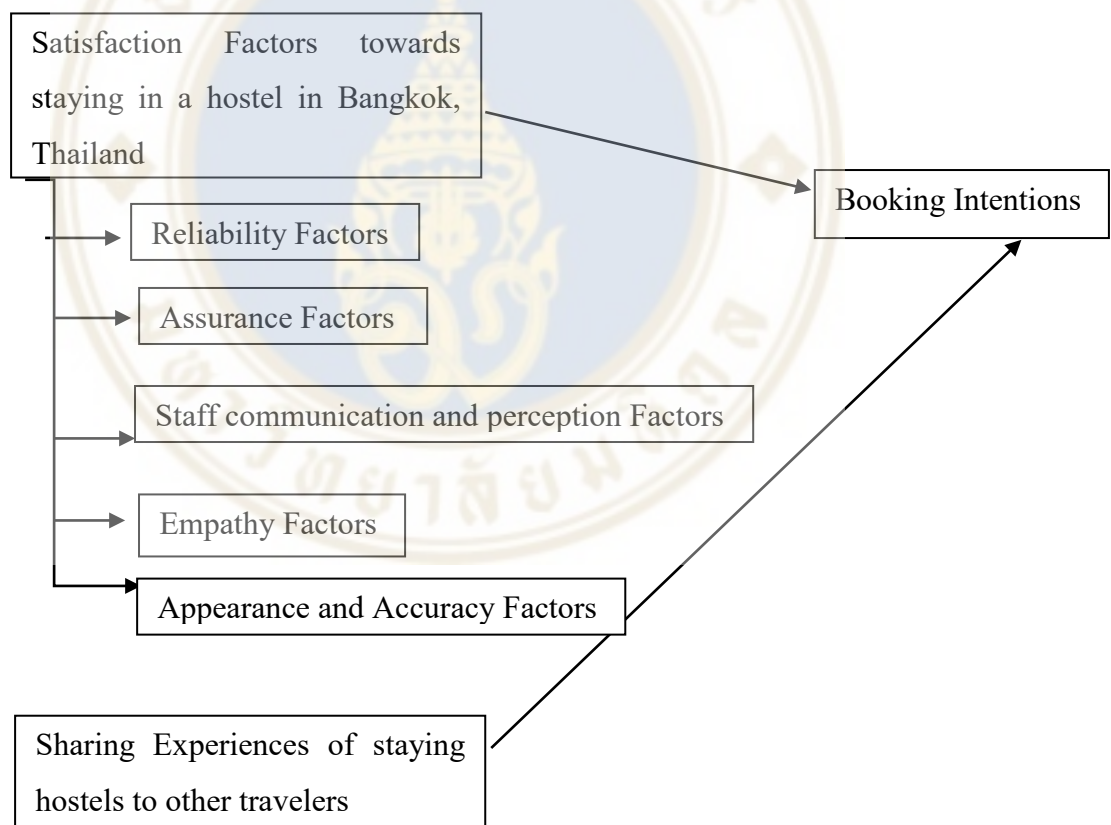


Figure 1.1 The Original framework of Satisfaction Factors and Sharing Experiences toward staying in a hostel in Bangkok, Thailand

1.6 Assumption of The Thematic Paper

The thematic paper of the topic “Exploring sharing experiences and satisfaction during staying with hostels in Bangkok, Thailand” have assumptions below:

1. Satisfaction Factors towards staying in a hostel in Bangkok, Thailand which have influence on booking intentions.
2. Sharing Experiences of staying hostels to other travelers which have impact on booking intentions.

1.7 Expected Benefits of The Thematic Paper

1. The result of this Thematic Paper will rectify the owner and shareholder of the hostels around Bangkok, Thailand to acknowledge the satisfaction factors which have the direct impact through the booking intentions of hostels surrounding Bangkok, Thailand in order that the service entrepreneur could apply and develop their business strategies of hostels to become successful and earn more profit.
2. The owner and shareholder of the hostels around Bangkok, Thailand could use the collective data regarding about feedback of sharing experiences staying hostels in Bangkok, Thailand in order to analyze and apply the marketing plan so as to meet the suitable demand of travelers which result in the incremental of customer relationship satisfaction.
3. The result of this Thematic Paper could be applied the new knowledge management about the development of tourism industry in Thailand and pattern study in the form of travelers’ behavior in the near future.

1.8 Definition of Terms

1.8.1 Consumers

In this thematic paper, consumers (travelers) refer to travelers who stayed at hostels around Bangkok, Thailand.

1.8.2 Hostel

An inexpensive lodging facility that typically has dormitory-style sleeping arrangements such as a bunk bed, in a dormitory and share a bathroom, lounge and sometimes a kitchen. Moreover, they sometimes offer meals and planned activities for travelers can choose from. Rooms can be mixed or single-sex, although private rooms may also be available.

1.8.3 Electronic Word of Mouth

Any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet (Hennig-Thurau, Qwinner, Walsh & Gremler, 2004).

1.8.4 Social Network Word of Mouth

The way that use the online social networks to send information, messages or any graphics to the customers about the accurate information of the accommodation to variety of customers globally which can help the travelers to make decision quickly.

1.8.5 Decision Making in Choosing Hostels

means the associated factors that tourists make the vital consideration before and after booking hostels. Additionally, it can be referring to select the accommodation for the necessity to use the hostel and comparing with the data that have been fetched about information of the hostel from various sources of website so as to make the reservation of the accommodation in the next time of visit. The recommendation and suggestion of word of mouth have also been considerate by comparing with the previous tourists who have been stayed the hostel before.

In conclusion, Chapter 1 discussed about the introduction of the hostels industry in Thailand, objective of the research paper, scope of the research paper which classified into two variables; dependent variables and independent variable, the conceptual framework which applied into this research paper, the expected benefits of the thematic paper and lastly the definition of terms discussed in this thematic paper.

CHAPTER II

CONCEPTS, THEORIES, FRAMEWORKS AND LITERATURE REVIEW

In the study of “Exploring sharing experiences and satisfaction during staying with hostels in Bangkok, Thailand”. The researcher will use some Concepts, Theories and Frameworks as mentioned below:

2.1 Concepts of Word of mouth marketing, Viral marketing or Buzz marketing

2.2 Online Social Networks

2.3 Customer Journey Framework

2.4 The Zero Moment of Truth

2.5 Perceived Service Quality [SERVQUAL]

2.1 Word of Mouth Marketing, Viral Marketing or Buzz Marketing

Word of mouth (WOM) marketing, Viral marketing or Buzz marketing influence can have a direct impact on consumer buying behavior. The personal words and recommendations of trusted friends, associates, and other consumers have prone to be more credible rather than commercial sources, such as advertisements or salespeople. Therefore, consumers start chatting about a product/service that they use or feel strongly about one way or another way which related to their brands (Kotler et.al, 2018).

Additionally, the interactivity, speed, and lack of commercial bias of word of mouth make it effective source of information about prospective choices of consumer especially in the service sector where pre-purchase experienced may be limited (East, Hammond & Wright, 2007).

Meanwhile, there are some associated academic journal articles studied about word of mouth which could be elaborated below:

East, Hammond & Wright (2007) studied the relative incidence of positive and negative comments and suggestions in fifteen (15) different categories. It has been found that positive suggestions and comments could be more common than negative comments and suggestions in every case. Additionally, some categories that have high levels of negative word of mouth tend to have high levels of positive word of mouth as well. Individuals tend to produce positive and negative word of mouth. However, the study pointed out that most positive word of mouth is concerned about a consumer's brand which actually focused on the brand market share. Lastly, the study did not focus on the word of mouth in the service sector rather than products.

Ladhari & Michaud (2015) studied the influence and the effect of comments which written on Facebook, friends on the intentions of booking on the choice of a hotel, the trust in the hotel, the attitude toward the hotel, and the perception of the hotel's website for the users' decision making process. The paper is used a survey among 800 Canadian university students who selected a hotel in France.

Chawdhary & Dall'Olmo Riley (2015) examined the effect of word of mouth based on the sender's intention to suggest future comments and suggestions about the focal service provider and the self-enhancement stem from articulating word of mouth. Additionally, the impact of word of mouth on self-enhancement has considerable significant in both positive and negative comments and suggestions.

Kannan & Li (2017) developed and described a framework for research in digital marketing which highlighted the touch points in the marketing strategies process where information technologies have been evolved.

2.2 Online Social Networks

Online Social Networks are online communities where people socialize or exchange information, messages and opinions. These include blogs and message boards to social networking websites (Facebook and Twitter) and virtual worlds. Marketers are harnessing the power of these social networks and other "word-of-web" opportunities to promote their products or services in order to build their brand and become a part of their conversations and lives closer to the customer relationships (Kotler et.al, 2018).

2.3 Customer Journey Framework

The definition of Customer Journey is commonly used by digital marketers to explain ‘touch points’ or different types of paid, owned and earned media which have effect to customers because they access different types of website and content when selecting products and services (Chaffey & Ellis-Chadwick, 2016); (Quinton & Simkin, 2017).



Figure 2.1 Customer Journey Framework

2.4 The Zero Moment of Truth

Google has developed a retail-specific model for understanding customer journeys which is called the Zero Moment of Truth (ZMOT) (Moran, Muzellec & Nolan 2014). ZMOT describes the combination of online and offline influences on purchase. The use of search engines and social media means that there is more choice. Therefore, consumers will expand their consideration of products (Bosomworth, 2014).

WAYS TO WIN CUSTOMERS/CLIENTS AT THE ZERO MOMENT OF TRUTH- **GOOGLE**



Figure 2.2 Zero Moment of Truth

2.5 Perceived Service Quality [SERVQUAL]

Service quality has been considered as a critical factor of competitiveness because it can help an organization to differentiate itself from other firms in order to gain the competitive advantage. Therefore, high quality of service is an essential for the profitability in the long-term (Ghobadian, Speller & Jones, 1994); (Dabholkar, Thorpe & Rentz, 1996).

Brochado, Rita & Gameiro (2015) stated that service quality of a hostel consists of six dimensions which included social atmosphere, location and city connection, staff, cleanliness, security and facilities. The findings suggest that service quality scales should incorporate the specific characteristics of the hotel industry. The quality of the staff and the social atmosphere are the most important so as to enhance the hostel backpacker experience.



Figure 2.3 Perceived Service Quality

To conclude, Chapter 2 explained about the usage of concepts, theories, frameworks and even literature reviews for applied these into the thematic paper which include the concepts of word of mouth marketing, online social networks, customer journey framework, the zero moment of truth and many associated literature reviews which have been studied these phenomena.

CHAPTER III

METHODOLOGY

The Thematic paper in the topic of “Exploring sharing experiences and satisfaction during staying with hostels in Bangkok, Thailand”. The researcher will do the following study which can describe below:

- 3.1 Type of The Research Paper/Survey
- 3.2 Population/Sample/Random of Sample
- 3.3 Study/Research Paper Instrument
- 3.4 Testing The Instrument for research paper
- 3.5 Method of Data Collection
- 3.6 Statistical Program for analyzing data collection

3.1 Type of The Research Paper/Survey

In this Thematic Paper will use the Quantitative Research by providing with the survey research and collective data by writing the Close-ended Questionnaire for consumers to write it by themselves. The Quantitative questionnaire will use the interval scale which rank from level 1 to level 5 for the respondents to make a mark. The format of response level is Strongly Disagreed, Disagreed, Neutral, Agreed and Strongly Agreed respectively.

3.2 Population/Sample/Random of Sample

In this thematic paper, the population and the sampling size refer to the number of tourists who answer the questionnaire and stayed in hostels around Bangkok, Thailand (n=109). The random of the sampling size is the “Purposive Selection” which is selected by using the number of tourists who answer the questionnaire and stayed hostels around Bangkok, Thailand.

3.3 Study/Research Paper Instrument

3.3.1 Steps of Creating Instrument for Research Paper

Step 1: Study theories, concepts, frameworks and literature reviews about the sharing experiences and satisfaction factors during staying with hostels in Bangkok, Thailand so as to create the boundary of the research paper.

Step 2: Create the questionnaire which based on the boundary of the research paper and bring those questionnaires propose to the lecturer advisor in order to verify the correctness of the questionnaire and bring back to improve until its suitable.

Step 3: Bring the final questionnaire version out and distribute to the customers regarded as the sample size so as to do the questionnaire.

3.4 Testing The Instrument for Research Paper

3.4.1 Validity

The researcher has been proposed the created the selected questionnaire for this research paper to lecturer/advisor so as to check for the correctness and the content of the questionnaire should rely on the topic of the researcher have been chosen.

3.4.2 Reliability

The researcher has brought the questionnaire to test so as to make sure that the person who will answer the questionnaire understand thoroughly and explicit understand throughout. Moreover, the person who will answer the questionnaire answer the questionnaire in real situation with precise every answers.

Reliability indicates the degree that the variables in each factor are related. Good factor need to have high reliability. Based on the Cronbach's alpha as a measure

for reliability in the SPSS program, it can be shown that the questionnaire in the section of 'Sharing Experiences of staying hostels to others travelers' has the Cronbach's Alpha of 0.913 which indicates a good reliability. Moreover, the questionnaire in the section of 'Satisfaction factors towards staying in a Hostel in Bangkok, Thailand' has the Cronbach's Alpha of 0.979 which indicates a good reliability.

3.5 Method of Data Collection

In this thematic paper, the researcher will use the Close-ended Questionnaire as a source for the primary data and also use the study of theories, concepts and frameworks from literature reviews and text books as a source for the secondary data. Pilot test was conducted to check validity of each questionnaire items. The survey was distributed to respondents randomly through online format, social media and offline format by hand-in the questionnaire to the direct customers by researcher themselves.

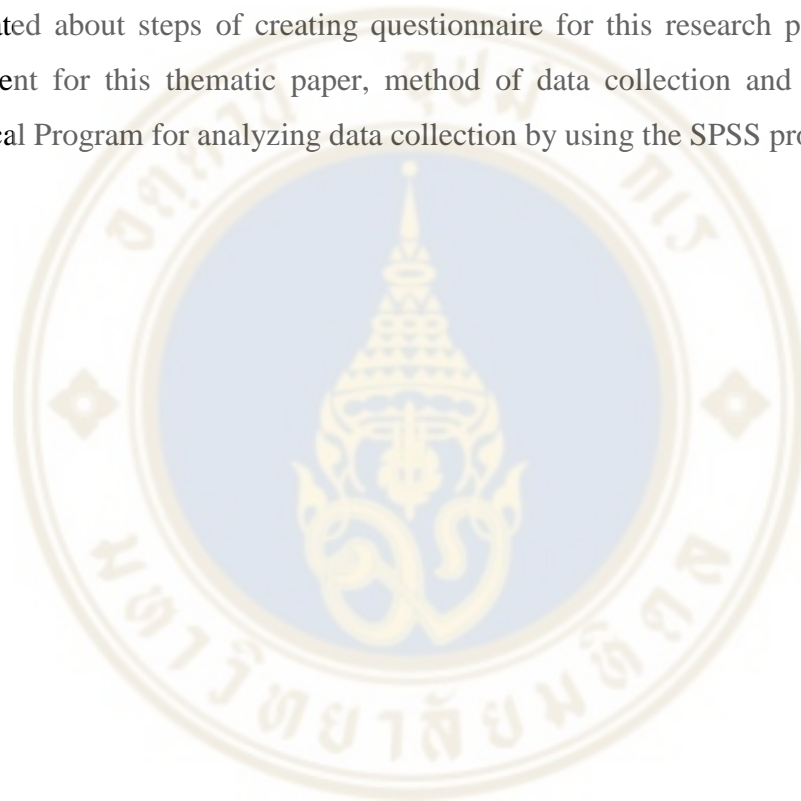
3.6 Statistical Program for Analyzing Data Collection

In analyzing and report process, all data from the questionnaires was coded, entered into an EXCEL spreadsheet and analyzed using the Statistical Package for Social Science (SPSS) program. Before detailed analysis of the data, the Factor Analysis and FREQUENCIES operations were carried out on the responses to each question to summarize large number of variables to a smaller set of unrelated variables. The data were therefore analyzed in order to understand what customers perceived and thought about the using or hiring the private fitness instructor for the next three months.

To interpret the factor matrix, the factors which have loading greater zero point four (0.4) were used in this study. Factor loading is defined as correlation of original variable and the factors. Regarding the rule of thumb, the value of factor loadings to be considered as being of significant.

Lastly, the ANOVA was used to analyze the differences among group means and their associated variation among and between groups in order to find the target market and the Linear Regression for analyze of the assumption.

In conclusion, Chapter 3 reviewed about the type of the questionnaire or survey which have been distributed to travelers staying hostels in Bangkok, Thailand which is the closed-ended questionnaire. The population or sample in this thematic paper could refer to the total number of travelers who have been participated in this questionnaire staying hostels in Bangkok, Thailand. Moreover, the chapter 3 deliberated about steps of creating questionnaire for this research paper, testing the Instrument for this thematic paper, method of data collection and lastly using the Statistical Program for analyzing data collection by using the SPSS program.



CHAPTER IV

RESEARCH RESULTS

4.1 Respondents

General information of studied population comprised of 109 participants which categorized by their Gender, Age Range, Nationality, Marital Status, Monthly Income, Purpose of staying hostels and Length to stay hostels.

Table 4.1 Results of Correspondents

Demographics		Respondents	Percentage
1. Gender	Male	38	34.9%
	Female	71	65.1%
	Total	109	100.0%
2. Age	18 years or below	0	0.0%
	19-25 years old	64	58.7%
	26-34 years old	30	27.5%
	35-46 years old	14	12.8%
	47-59 years old	1	0.9%
	60 years old or above	0	0.0%
	Total	109	100.0%

Table 4.2 Results of Correspondents (cont.)

Demographics		Respondents	Percentage
3. Nationality	Asia Pacific	90	82.6%
	Australia/New Zealand/ Oceania	1	0.9%
	Europe Region	14	12.8%
	North America Region	4	3.7%
	Total	109	100.0%
4. Marital Status	Single	93	85.3%
	Married/Together	14	12.8%
	Divorced/Widowed/ Separated	2	1.8%
	Total	109	100.0%
5. Monthly Income	Lower than 10,000 Baht	34	31.2%
	10,000-30,000 Baht	47	43.1%
	30,001-50,000 Baht	13	11.9%
	50,001-70,000 Baht	4	3.7%
	70,001-90,000 Baht	3	2.8%
	Higher than 90,000 Baht	8	7.3%
	Total	109	100.0%
6. Length to stay the Hostel	Less than 1 week	87	79.8%
	1-2 weeks	21	19.3%
	3-4 weeks	1	0.9%
	More than 1 month	0	0.0%
	Total	109	100.0%

From the Table 4.1 and Table 4.2, it can be summarized that most of respondents are Female which accounted for 65.1% followed by Male which accounted for 34.9%. The most age group that participants in this survey is he age among 19-25 years old which accounted for 58.7%.

Meanwhile, in the marital status section, the “Single” have the most participants in this survey which accounted for 85.3%. The monthly income section in

the range of 10,000-30,000 Baht/Month has the most participants which accounted for 43.1%. At last, in the section of Intend to stay of hostel, “Less than 1 week” has the most participants in the survey which accounted for 79.8%.

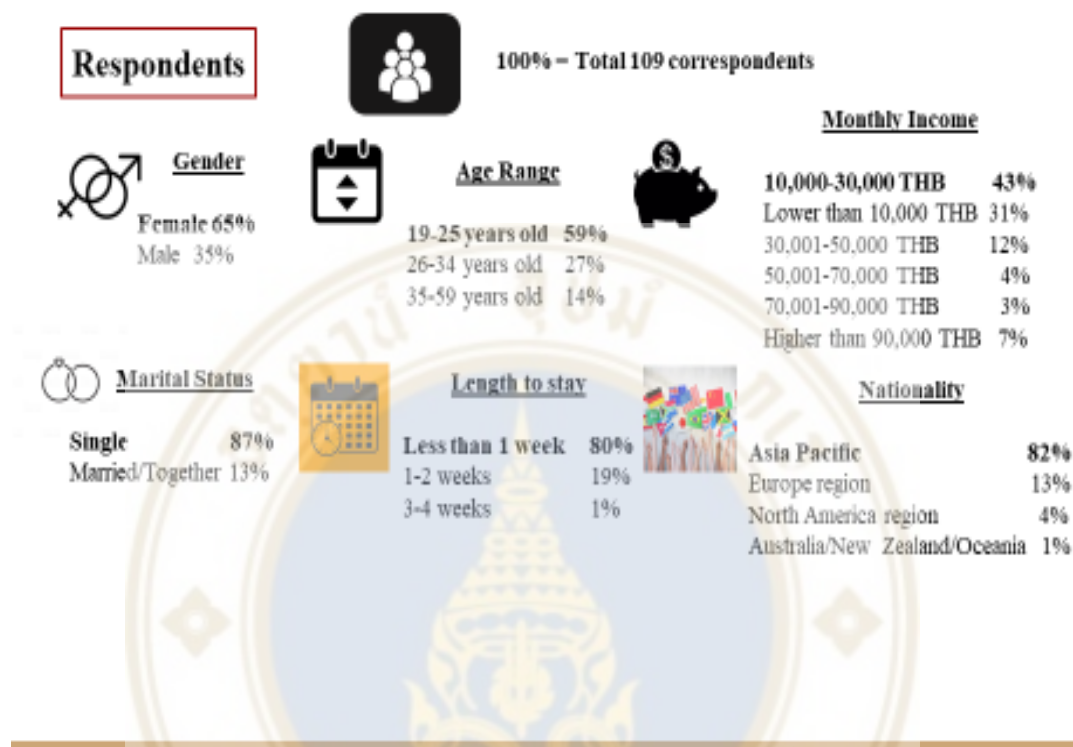


Figure 4.1 Overview of correspondents in the research questionnaire

The pie charts figure has shown the data collection of correspondents who participate in this survey (n=109) as followed below:

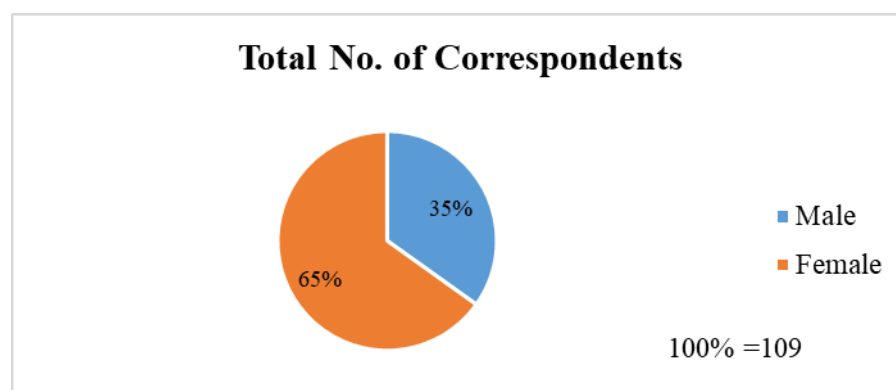


Figure 4.2 Total Number of Correspondents (n=109)

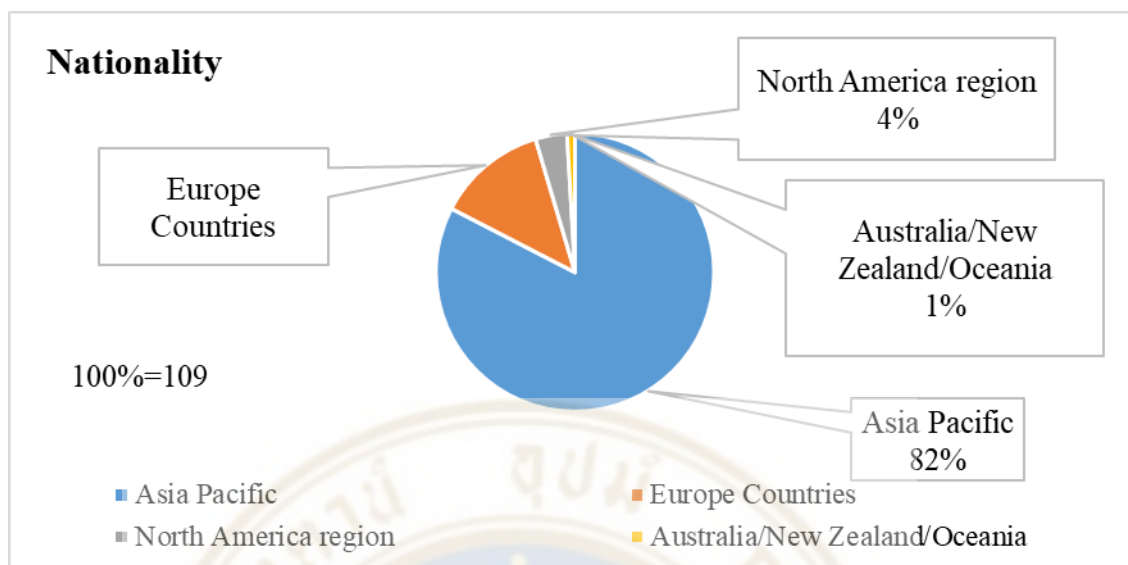


Figure 4.3 Nationality of Correspondents (n=109)

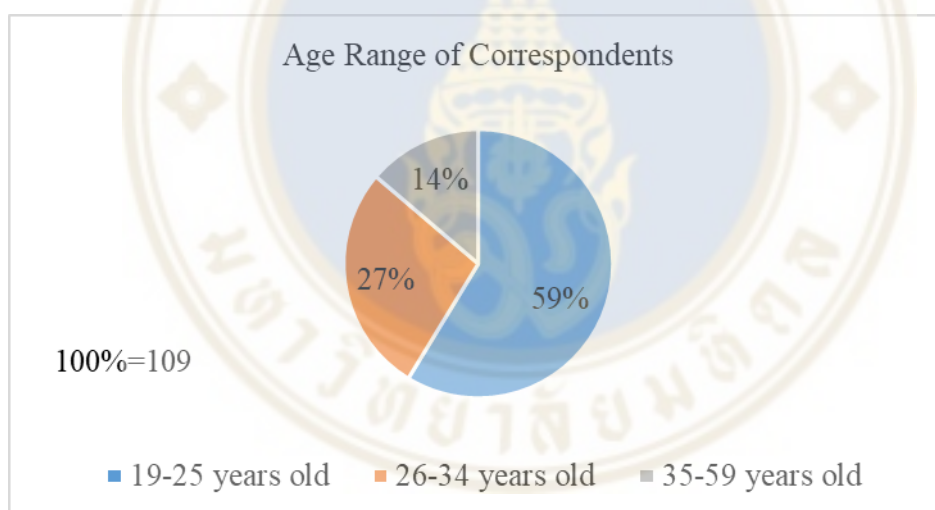


Figure 4.4 Age Range of Correspondents (n=109)

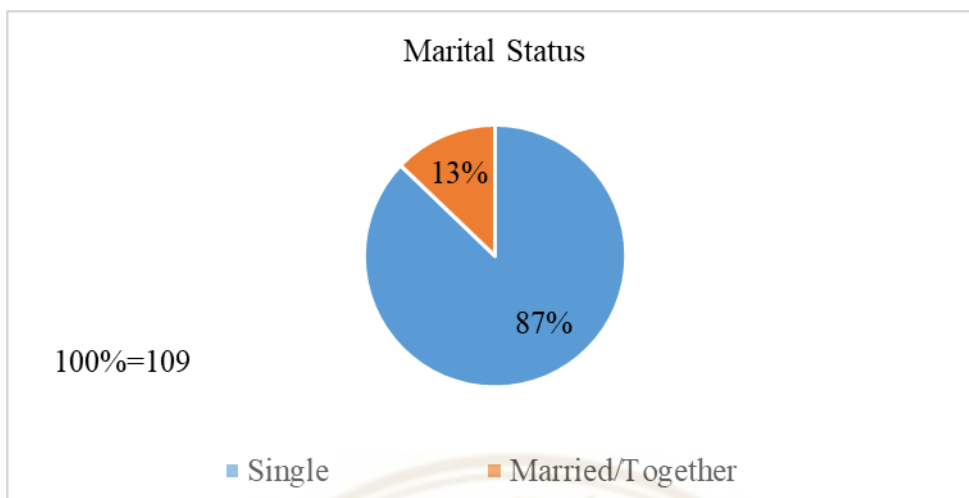


Figure 4.5 Marital Status of Correspondents (n=109)

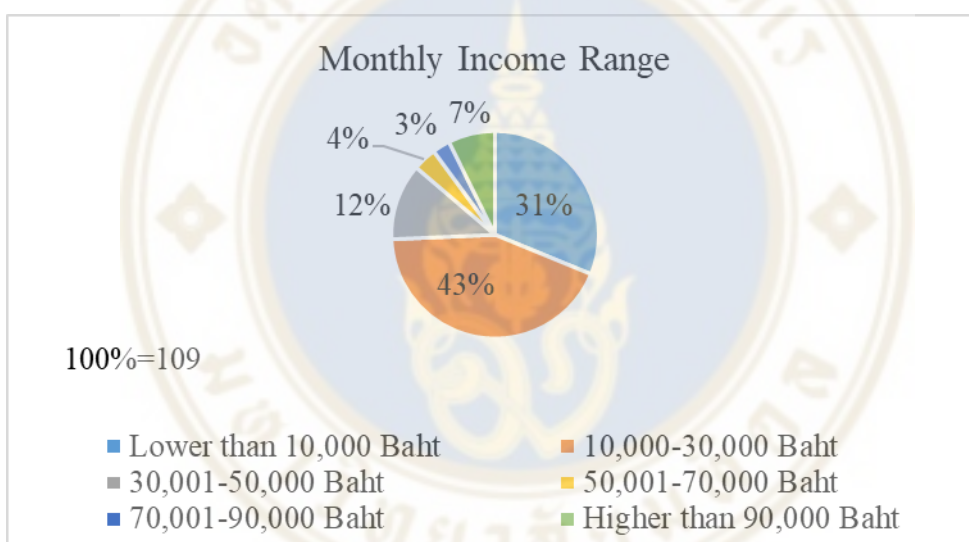


Figure 4.6 Monthly Income Range of Correspondents (n=109)

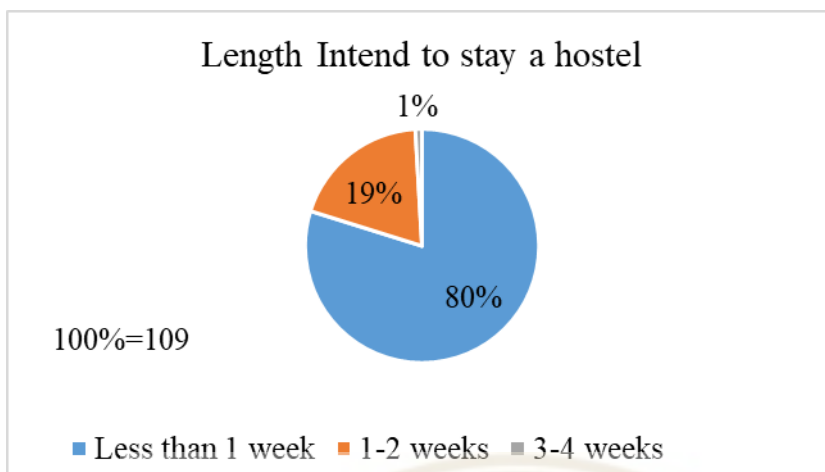


Figure 4.7 Length Intend to stay a hostel (n=109)

4.2 Factor Analysis

The research result from using the Factor Analysis which have run in the SPSS program shown in the table below:

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization*

Rotation converged in 3 iterations. Rotated Component Matrix

Table 4.3 Result from Using The Factor Analysis

Factor Analysis (SPSS) Items No.	Component	
	1	2
4) Hostels' staff have in-depth knowledge of the hostel	0.852	
3) Hostels' staff are willing to help travelers in every matter	0.806	
20) Hostels have knowledgeable staff who can answer questions for travelers	0.769	
11) Employees of the hostel give great advice to customers	0.718	
7) Hostels have a safe environment	0.633	
35) Hostels are listed on every online travel agencies with customers reviews		0.831
38) Hostels have a good recommendation from any guide books		0.779
37) Hostels have a good online reviews from travelers who stayed there		0.766
28) Advertisement and promotion from the hostel is aligned with the information provided in the hostels website or other media		0.757

According to the result from factor analysis, the first dimension (Factor 1) which come from the Item No.3,4,7,11 and 20 could refer as “Service Mind”.

The Second Dimension (Factor 2) which come from the Item No. 28, 35, 37 and 38 could be named as “Online”.

Based on the result of the Factor Analysis which have run through the SPSS program, it could show the new framework in below:

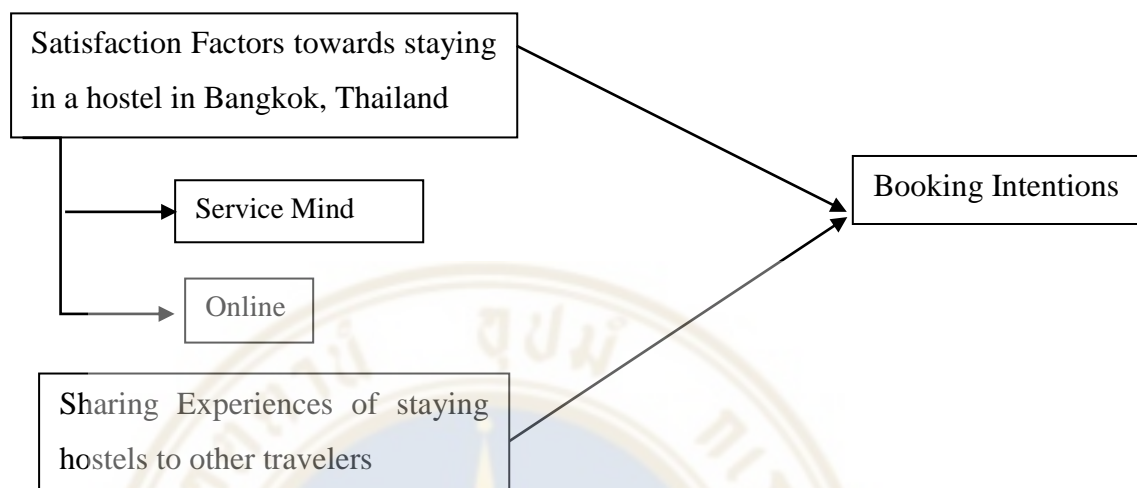


Figure 4.8 The New framework of Satisfaction Factors and Sharing Experiences toward staying in a hostel in Bangkok, Thailand

Additionally, the satisfaction factors toward staying in a hostel in Bangkok, Thailand could be explained by two (2) factors, which have eigenvalues greater than 1. The three main factors could be described as followed: The First Dimension (Factor 1) is the set of statements of ‘Service Mind’ concerning that the employees of the hostel have in-depth knowledge not only in the hostel but also know around Bangkok, Thailand.

Nevertheless, the employees of hostels can answer questions from travelers and willing to help with travelers in every matter by giving a great advice to travelers when it need. Moreover, travelers can feel safe and feel comfortable with relax when they were staying at any hostels.

The Second Dimension (Factor 2) could be named as ‘Online’ concerning about travelers could find information about any hostels in Bangkok, Thailand through online channels including any social media in the sense that any hostels have a good online reviews from travelers who stayed there, hostels have a good recommendation

from any guide books and hostels are listed on every online travel agency with customers' reviews.

4.3 ANOVA

The ANOVA was used to analyze the differences among group means and their associated variation among and between groups in order to find the target market. As a result, if the significance value is below 0.05, there is a statistically significant difference.

The ANOVA result will display in the table below:

Dependent Variable: Sharing Experiences of staying hostels to others travelers

Independent Variable: Gender, Age Range, Marital Status, Length Intend to stay and Monthly Income.

Table 4.4 Result from using The ANOVA (based on Marital Status), part 1

Statements	Marital Status	n	Mean	Sig.
3) Since I have stayed at hostels, I have mentioned the name of this firm to others regularly.	Single	95	3.78	0.037
	Married/Together	14	3.14	
	Total	109	3.70	
7) After I stayed at hostels, I will write in positive or negative ways about my experiences during staying in hostels through the hostels' website or other media.	Single	95	3.82	0.035
	Married/Together	14	3.14	
	Total	109	3.73	
8) I will share my experiences to other travelers about staying in a hostel in Bangkok through hostels' website or social media.	Single	95	3.89	0.026
	Married/Together	14	3.21	
	Total	109	3.81	

Table 4.5 Result from using The ANOVA (based on Marital Status), part 2

Statements	Groups	Sum of Squares	df	Mean Square
3) Since I have stayed at hostels, I have mentioned the name of this firm to others regularly.	Between Groups	4.937	1	4.937
	Within Groups	118.072	107	1.103
	Total	123.009	108	
7) After I stayed at hostels, I will write in positive or negative ways about my experiences during staying in hostels through the hostels' website or other media.	Between Groups	5.612	1	5.612
	Within Groups	131.672	107	1.231
	Total	137.284	108	
8) I will share my experiences to other travelers about staying in a hostel in Bangkok through hostels' website or social media.	Between Groups	5.650	1	5.650
	Within Groups	119.305	107	1.115
	Total	124.954	108	

Table 4.6 Result from using The ANOVA (based on Monthly Income), part 1

Statements	Monthly Income	n	Mean	Sig.
2) I will tell about my experiences about hostels to others right away through the hostels' website or other media.	Lower than 10,000 THB	34	4.00	0.047
	10,000-30,000 THB	47	4.02	
	30,001-50,000 THB	13	3.77	
	50,001-70,000 THB	4	2.75	
	70,001-90,000 THB	3	3.67	
	Higher than 90,000 THB	8	3.25	
	Total	109	3.87	
3) Since I have stayed at hostels, I have mentioned the name of this firm to others regularly.	Lower than 10,000 THB	34	3.85	0.005
	10,000-30,000 THB	47	3.94	
	30,001-50,000 THB	13	3.46	
	50,001-70,000 THB	4	2.25	
	70,001-90,000 THB	3	3.33	
	Higher than 90,000 THB	8	2.88	
	Total	109	3.70	
8) I will share my experiences to other travelers about staying in a hostel in Bangkok through hostels' website or social media.	Lower than 10,000 THB	34	3.91	0.048
	10,000-30,000 THB	47	4.00	
	30,001-50,000 THB	13	3.46	
	50,001-70,000 THB	4	2.75	
	70,001-90,000 THB	3	4.33	
	Higher than 90,000 THB	8	3.13	
	Total	109	3.81	

Table 4.7 Result from using The ANOVA (based on Monthly Income), part 2

Statements	Groups	Sum of Squares	df	Mean Square
2) I will tell about my experiences about hostels to others right away through the hostels' website or other media.	Between Groups	9.999	5	2.000
	Within Groups	88.203	103	0.856
	Total	98.202	108	
3) Since I have stayed at hostels, I have mentioned the name of this firm to others regularly.	Between Groups	18.414	5	3.683
	Within Groups	104.596	103	1.015
	Total	123.009	108	
8) I will share my experiences to other travelers about staying in a hostel in Bangkok through hostels' website or social media.	Between Groups	12.696	5	2.539
	Within Groups	112.258	103	1.090
	Total	124.954	108	

Based on the ANOVA result, there is no important significant across the gender group, the age range group and length intention to stay due to all of the significant value is greater than 0.05 which refer that no matter what on both male and female with the different the age range group and length intention to stay are not significant at all.

However, there is a vital significant on the martial status in the sense that in the statement of 'Since I have stayed at hostels, I have mentioned the name of this firm to others regularly', 'After I stayed at hostels, I will write in positive or negative ways about my experiences during staying in hostels through the hostels' website or other media' and 'I will share my experiences to other travelers about staying in a hostel in Bangkok through hostels' website or social media'. It can be referred that these 3 statements have significant value is below than 0.05 which resulted that the 'Single group' of 95 correspondents will have tendency to mention the name of the hostel, write in positive or negative comments and suggestions about staying in a hostel and share any experiences that they have during staying a hostel through any social media and hostels' website which could refer to word-of-mouth (East, Hammond and Wright, 2007).

Additionally, based on the output of the ANOVA analysis in the section of monthly income, the statement of 'I will tell about my experiences about hostels to others right away through the hostels' website or other media', 'Since I have stayed at hostels, I have mentioned the name of this firm to others regularly' and 'I will share my experiences to other travelers about staying in a hostel in Bangkok through hostels' website or social media'. It can be referred that these 3 statements have significant value is below than 0.05 which resulted that those of 47 correspondents who have the monthly income in the range of 10,000-30,000 THB have tendency to tell about my experiences about hostels right away, mention the name of the hostel to other travelers frequently and share any experiences that they have during staying a hostel through any social media and hostels' website which could refer to word-of-mouth regardless of any age group, gender differences and length to stay (East, Hammond and Wright, 2007).

4.4 Linear Regression

The Linear Regression Analysis is a statistical process so as to predict the value of dependent variable based on one or more independent variables.

The Linear Regression result of this thematic paper in the section of Sharing Experiences of staying hostels to others travelers will display in the table below:

Dependent variable: Sharing Experiences of staying hostels to others travelers

Independent variable: Online, Service Mind

Table 4.8 Result from using The Linear Regression (Part 1)

Statements	R Squares	Adjusted R Square
1) When I tell to other travelers about this hostel, I tend to talk about hostels in great details.	0.336	0.323
2) I will tell about my experiences about hostels to others right away through the hostels' website or other media.	0.332	0.319
3) Since I have stayed at hostels, I have mentioned the name of this firm to others regularly.	0.441	0.430
4) After I stayed at hostels, I will definitely write suggestion and comments about my experiences in the hostels' website or social media.	0.276	0.262
5) I would strongly recommend others to stay in hostels more frequently.	0.305	0.292
6) I will definitely stay in a hostel again in Bangkok if I could.	0.509	0.500
7) After I stayed at hostels, I will write in positive or negative ways about my experiences during staying in hostels through the hostels' website or other media.	0.344	0.332
8) I will share my experiences to other travelers about staying in a hostel in Bangkok through hostels' website or social media.	0.359	0.347

Table 4.9 Result from using The Linear Regression (Part 2)

Statements	Unstandardized Coefficients		
		Beta	Std. Error
1) When I tell to other travelers about this hostel, I tend to talk about hostels in great details.	(constant)	0.621	0.520
	Service Mind	0.151	0.143
	Online	0.673	0.127
2) I will tell about my experiences about hostels to others right away through the hostels' website or other media.	(constant)	0.872	0.545
	Service Mind	(-0.070)	0.150
	Online	0.601	0.134
3) Since I have stayed at hostels, I have mentioned the name of this firm to others regularly.	(constant)	(-0.116)	0.558
	Service Mind	(-0.114)	0.153
	Online	1.075	0.137
4) After I stayed at hostels, I will definitely write suggestion and comments about my experiences in the hostels' website or social media.	(constant)	(-0.222)	0.700
	Service Mind	0.104	0.192
	Online	0.830	0.172
5) I would strongly recommend others to stay in hostels more frequently.	(constant)	0.605	0.511
	Service Mind	0.403	0.140
	Online	0.424	0.125
6) I will definitely stay in a hostel again in Bangkok if I could.	(constant)	(-0.498)	0.451
	Service Mind	0.526	0.124
	Online	0.591	0.111
7) After I stayed at hostels, I will write in positive or negative ways about my experiences during staying in hostels through the hostels' website or other media.	(constant)	(-0.520)	0.639
	Service Mind	0.243	0.175
	Online	0.809	0.157

Table 4.10 Result from using The Linear Regression (Part 2) (cont.)

Statements	Unstandardized Coefficients		
		Beta	Std. Error
8) I will share my experiences to other travelers about staying in a hostel in Bangkok through hostels' website or social media.	(constant)	0.046	0.603
	Service Mind	0.029	0.165
	Online	0.912	0.148

Based on the result of the Linear Regression of this thematic paper, it can be explained that overall the result of R Square is in the range of 0.30 to 0.51 which refer as a good indication. However, in some statements of the questionnaire stated that 'I will definitely stay in a hostel again in Bangkok if I could' has the value of R Square is 0.509 which indicate a very good indication and could explain that the statement of 'I will definitely stay in a hostel again in Bangkok if I could' has the relationship with Service Mind and Online. Therefore, these travellers tend to stay in a hostel in Bangkok, Thailand again if the hostel's staff has a good service-mind and also a good online comments about a hostel.

Additionally, in some statements of the questionnaire stated that 'Since I have stayed at hostels, I have mentioned the name of this firm to others regularly' has the value of R Square is 0.441 which indicate a good indication and could explain that the statement of 'Since I have stayed at hostels, I have mentioned the name of this firm to others regularly' has the relationship with Service Mind and Online. Therefore, these travelers will mention the name of a hostel regularly and tend share any experiences of staying a hostel in Bangkok, Thailand to others in both positive and negative word of mouth if they have any.

Moreover, based on the result of the Linear Regression of this thematic paper in the section of the standardized coefficient beta, it can be found that overall the result of standardized coefficient beta is in the range of 0.42 to 1.08 under the 'online' factor and standardized coefficient beta is in the range of (-0.114) to 0.53 under the 'service mind' factor.

To conclude, Chapter 4 elaborated about the research results of this thematic paper including the demographics of correspondents which displayed gender,

age range, nationality, marital status, monthly income and length of staying hostels, Additionally, the result of factor analysis, ANOVA and using the linear regression.



CHAPTER V

CONCLUSIONS

5.1 Discussion

The main objective of this study is to observe and analyze the satisfaction factors that have direct impact towards intention booking hostels in Bangkok, Thailand. Additionally, this research paper will explore the sharing experiences of individuals staying hostels in Bangkok, Thailand. The research model was developed to satisfaction factors and sharing experiences of staying hostel in Bangkok, Thailand which have might effect when selecting any hostel to stay in Bangkok, Thailand.

The results from this research support the new conceptual framework which the key factors are service mind, safety and online are quite important to influence the booking intention rather than the old conceptual framework that have the key factors are reliability factors, assurance factors, staff communication and perception, empathy factors and appearance and accuracy factors.

The results of the current research show that these travelers in regardless of the gender differences, the age group and length intention to staying hostels tend to share any stories or any experiences staying a hostel in Bangkok, Thailand to other travelers by using social media, other online travel agencies or even hostels' website as channels to express their feeling in both positive and negative comments and suggestions in order to acknowledge other travelers (King, Rachela & Bush, 2014).

The result of the analysis is useful for the hostel owners, shareholder, entrepreneurs and investor who are interested to invest in the hostel industry and researchers who are interested in this topic of hospitality and service industry.

5.2 Recommendations

The marketing for the hostels industry considered as the Niche Channel Marketing due to the fact that the niche market could reach the target market easily. Therefore, if the target group could acknowledge to the tangible or intangible benefits that the travellers will get, the price for the hostels will be less considerate for them. After the target market which are tourists have been recognized to the brand that already existed. As a result, those target market which is potential tourists will contact to the hostel directly which could reduce the expenses paying for online travel agencies.

5.3 Limitations

This research only captures the groups of tourists who staying hostels in Bangkok, Thailand during the period around the end of July until the middle month of August 2018 which have quite limited time. Moreover, this research only focuses on finding the sharing experiences and satisfaction factors which have the effect on booking intentions and experiences during staying with hostels in the metropolitan area of Bangkok, Thailand which focus on the particular area. Additionally, the budget for doing this research paper is constrained due to the personal use.

5.4 Future Research

Nowadays, there is a new type of accommodation called “Airbnb” that should consider as a competitive threat to the hostel business and becoming much more popular.

Future research could study about comparing between hostels and Airbnb in the sense of sharing experiences and satisfaction factors which have the effect on booking intentions and experiences during staying with hostels in Bangkok, Thailand.

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Appendix A: Questionnaire Survey

Questionnaire Survey

Exploring experiences and satisfaction during staying with hostels in Bangkok, Thailand

This questionnaire was written so as to obtain information concerning in the topic of “**Exploring experiences and satisfaction staying with hostels in Bangkok, Thailand**”, which as a partial requirement of the Master Degree of Management, College of Management, Mahidol University.

All responses in this survey will treat anonymously. Your answers would be valuable contribution to this research.

This questionnaire comprises of 3 sections, which contain 55 questions in total.

This survey will take less than 15 minutes to finish.

Direction: Please answer the questions below by marking X in front of the alternatives which most match to you.

This questionnaire is divided into three (3) parts.

Part I: Satisfaction factors towards staying in a Hostel in Bangkok, Thailand

Part II: Sharing Experiences of staying hostels to others travelers

Part III: General Information

Screening Question: (Please circle the best choice from your answer)

Have you ever stay at any hostels in Bangkok, Thailand before?

- a) Yes b) No (Thank you for your kindly cooperation)

Part I: Satisfaction factors towards staying in a Hostel in Bangkok, Thailand

Direction: Please indicate how much do you agree with each of following statements, or how true it is about you by marking X in the level of agreement to indicate your answer:

1 = Strongly Disagreed, 2 = Disagreed, 3 = Neutral, 4 = Agreed, 5 = Strongly Agreed.

Satisfaction factors towards staying in a Hostel in Bangkok, Thailand	1	2	3	4	5
1) Hostels have enough staff to respond to the guests' needs.					
2) Customers feel safe and secure during their stay.					
3) Hostels' staff are willing to help travelers in every matter.					
4) Hostel's staff have in-depth knowledge of the hostel.					
5) Hostels provide accurate bills to the customers.					
6) Hostels have delivered their promise to travelers in terms of service quality.					
7) Hostels have a safe environment.					
8) Hostels have promotional strategies to project the good image of hostels.					
9) Hostels project high quality service to travelers.					
10) Hostels staff have a good appearance..					
11) Employees of the hostel give great advice to customers.					

Satisfaction factors towards staying in a Hostel in Bangkok, Thailand	1	2	3	4	5
12) Hostels have ensured the security of the guests.					
13) Hostels have provided special menu for vegetarian or diet conscious or allergic foods for travelers if they have been requested.					
14) Hostels' staff have a good personality.					
15) Hostels' staff show consistent courtesy.					
16) Hostels have a dedicated service mind to the customers.					
17) Hostel's employees respond to the guest's demand in a timely manner.					
18) Hostel's staff are well-trained and professional.					
19) Hostels solve problems for the guests effectively.					
20) Hostels have knowledgeable staff who can answer questions for travelers.					
21) Hostel's employees care about the customer's needs.					
22) Hostel respects environmental norms.					
23) Check in/Check out process in hostels is easy.					
24) Hostels can handle any complaints from customers effectively.					

Satisfaction factors towards staying in a Hostel in Bangkok, Thailand	1	2	3	4	5
25) Hostel's employees can recognize and understand the customer's demands or else needs very well.					
26) Hostel has a quiet atmosphere					
27) Check in/Check out process in hostels is reliable.					
28) Advertisement and promotion from the hostel is aligned with the information provided in the hostels' website or other media.					
29) Check in/Check out process in hostels is quick.					
30) Customers feel confident in hostel's employees in terms of skills and knowledge that they can provide good services.					
31) Hostels' website provides accurate information.					
32) Customers can trust that they will get a good service from hostel's employees.					
33) Hostels have provided reliable and good image throughout my stay.					
34) Hostels have a high ranking on the Trip Advisor.					
35) Hostels are listed on every online travel agencies with customers' reviews.					

Satisfaction factors towards staying in a Hostel in Bangkok, Thailand	1	2	3	4	5
36) Hostels have employees that can communicate in a friendly and professional manner.					
37) Hostels have a good online reviews from travelers who stayed there.					
38) Hostels have a good recommendation from any guide books.					

Part II: Sharing Experiences of staying hostels to others travelers

Direction: Please answer the questions below by marking (X) in front of the alternatives which most match to you.

1 = Strongly Disagreed, 2 = Disagreed, 3 = Neutral, 4 = Agreed, 5 = Strongly Agreed.

Sharing Experiences of staying hostels to others travelers	1	2	3	4	5
1) When I tell to other travelers about this hostel, I tend to talk about hostels in great details.					
2) I will tell about my experiences about hostels to others right away through the hostels' website or other media.					
3) Since I have stayed at hostels, I have mentioned the name of this firm to others regularly.					
4) After I stayed at hostels, I will definitely write suggestion and comments about my experiences in the hostels' website or social media.					
5) I would strongly recommend others to stay in hostels more frequently.					

Sharing Experiences of staying hostels to others travelers	1	2	3	4	5
6) I will definitely stay in a hostel again in Bangkok if I could.					
7) After I stayed at hostels, I will write in positive or negative ways about my experiences during staying in hostels through the hostels' website or other media.					
8) I will share my experiences to other travelers about staying in a hostel in Bangkok through hostels' website or social media.					

Part III: General Information

(Please answer the questions below by marking (X) in front of the alternatives which most match to your answer)

1) Please kindly tell me your gender.

a) Male b) Female

2) Could you tell me about your age range.

a) 18 years or below b) 19-25 years old c) 26-34 years old

d) 35-46 years old e) 47-59 years old f) 60 years old or above

3) Please tell me about your nationality.

a) Asia Pacific b) Australia/New Zealand/Oceania region

c) Europe Countries d) North America region

e) Africa Region f) South America region

g) Middle East h) other (please specify).....

4) Could you give me about your marital status.

- a) Single b) Married/Together c) Divorced/Widowed/Separated

5) Please tell me about your monthly income.

(1 USD = 33 Baht)

- a) Lower than 10,000 Baht b) 10,000-30,000 Baht c) 30,001-50,000 Baht
d) 50,001-70,000 Baht e) 70,001-90,000 Baht g) Higher than 90,000 Baht

6) What is your purpose for staying at the hostel? (Check all if applied)

- a) For Business b) For Vacation and Leisure
c) For Visiting Relatives/Friends d) other (please specify)

7) How long do you intend to stay at the hostel?

- a) Less than 1 week b) 1 -2 weeks c) 3 -4 weeks d) More than 1 month

8) What is the main source of information about any hostels in Bangkok, Thailand that you used? (Check all if applied)

- a) Person-to-Person b) Social Media c) Direct Mail d) Online Travel Agencies
e) other (please specify)

9) Whom do you trust the most when you book any hostels in Bangkok, Thailand?

(Check all if applied)

- a) Family/Relatives b) Colleagues
c) Friends/Close friends d) Social Media
e) Online Travel Agencies f) other (please specify)

-----Thank you for your kind cooperation-----