THE INFLUENCE OF ONLINE TRAVEL COMMUNITY OVER TOURISTS'ATTITUDE TOWARD DOMESTIC DESTINATION AND TRAVEL INTENTION AMONG THAI TRAVELERS

JIDAPA MAKARAMANI

A THEMATIC PAPER SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF MANAGEMENT COLLEGE OF MANAGEMENT MAHIDOL UNIVERSITY 2016

THE INFLUENCE OF ONLINE TRAVEL COMMUNITY OVER TOURISTS'ATTITUDE TOWARD DOMESTIC DESTINATION AND TRAVEL INTENTION AMONG THAI TRAVELERS

JIDAPA MAKARAMANI 5749230

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASST. PROF. PRATTANA PUNNAKITIKASHEM, Ph.D., Assoc. Prof. ROY KOUWENBERG, Ph.D., CFA, SIMON ZABY, Ph.D.

ABSTRACT

The purpose of this paper is to study the influence of online travel community over tourists' attitude toward domestic destination and travel intention among Thai travelers. A ten-minute online questionnaire which examined the key influencing factors such as electronic word of mouth (eWOM), source credibility, information usefulness and attitude toward domestic destination in order to measure what are the key factors that affect Thai travelers' intention to go domestic travel was distributed to Thais internet users through convenience-sampling approach. This research uses quantitative approach with total of 510 respondents.

Results reveal that the key factors of Thai travelers at the age above 18years old influence significantly positive relationship to travelers' travel intention are source credibility and attitude toward domestic destination. The results of this research would help destination marketing organization and people in tourism industry to understand Thai travelers better and set strategy to serve Thai travelers.

KEYWORDS: Online Travel Community/ Travel Intention/ Thai Travelers

51 pages

CONTENTS

CONTENTS (cont.)

LIST OF TABLES

LIST OF FIGURES

CHAPTER I

INTRODUCTION

Nowadays, Information Communication Technologies, especially the Internet, is leading to great developments in the tourism industry. Internet becomes a new way of communication and selling for travel companies. The online travel communities (OTC) are benefit to both travel searchers and tourism marketing firms. In Thailand there are many online travel communities for example Panthip.com, Facebook travel fanpages, Tripadvisor, Instagram travel review account and etc. For the travelers, online travel community helps traveler to discover what other persons think about potential facilities such as hotels and restaurants, travelers can access information easily from anywhere which make them extract more value from traveling. For tourism marketing companies, online travel communities simplify deep and constant relationships with consumers, reduce the costs of consumer service. Moreover, online travel communities reflect the progressively popular "consumer empowerment" movement.

WOM was defined as face-to-face communication about products or companies between those people who were not commercial entities (Carl, 2006). Referred to the definition of word-of-mouth or WOM, electronic word-of-mouth (eWOM) can be described as all informal communications directed at consumers through Internet-based technology related to the usage or characteristics of particular goods and services, or their sellers. This includes communication between producers and consumers as well as those between consumers themselves both integral parts of the WOM flow and both distinctly differentiated from communications through mass media (Lazarsfeld et al., 1944).

Travel is the moving of people from one place to other places, which include all kind of transportations either by foot, bicycle, car, train, boat, aero plane, or other methods, with or without baggage, and can be one way or round trip. Travel can also include relatively short stays between successive movements.

Thailand, one of the bucket lists of many people around the world, shines a golden shade from its glittering temples, tropical beaches, and the mountain top through to the ever-comforting Thai smile that can attract a great number of foreign tourists to visit in each year and generate a lot of income to Thailand from their spending. The trend of tourism that comes to travel in Thailand is growth every year that from year 2012 to 2013, it grow up around 19.64% and since 2008 the trend is grow up around 83.4%, as shown in figure 1.1 from Department of Tourism (2008-2013).
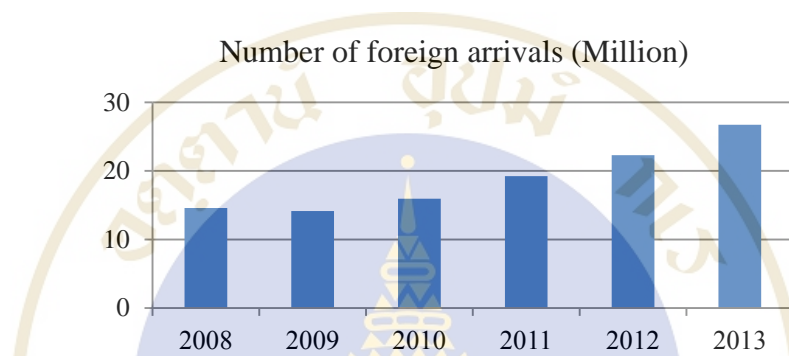
Figure 1.1 Number of foreign tourists in Thailand from years 2008 to 2013

But on the other hand, the number of Thais who travel aboard and spending are also increasing in every year. In 2012, there are 7,642,964 of Thais who go abroad and in 2013 the number was increased to 8,228,373 or around 7.66%. By the statistic from the Department of Tourism in year 2009-2015 it shows the increasing of the average expenditure of outgoing Thai travelers (Baht/Day/Person) from 4,437.52 baht in 2009 to 5,404.38 Baht in 2015 or 21.79% increasing.
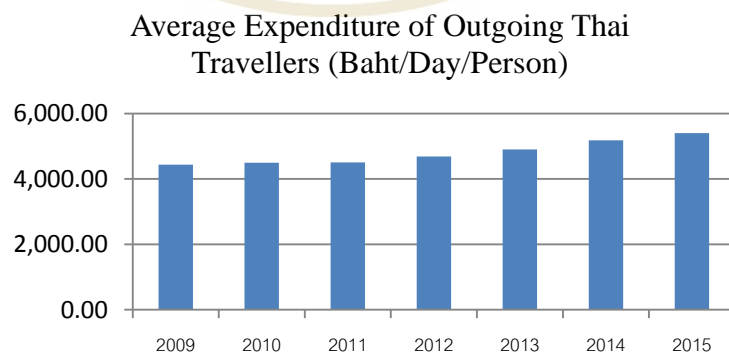
Figure 1.2 Average expenditure of outgoing Thai travelers (Baht/Day/Person) from 2009 to 2015

The growing presence of online travel communities is leading to great developments in the travel industry. This paper seeks to study the factors influence on domestic travel and to examine the relationships between eWOM and tourist attitudes towards destination and travel intentions. Using the questionnaire to analyze the data collected from a sample group.

1.1 Problem Statement

Since the social network has such a great impact on the users and several studies revealed that the influence of user reviews has a particularly significance on the experience goods (Klein, 1998), their quality is frequently unknown before consumption (Nelson, 1972), and consumers have to rely on WOM and online reviews to make purchase decisions. To know how information from online travel review and social media impact on consumers' travel decision is important for tourism researcher and destination marketing organization (DMO). In Thailand, the study and research about the effect of online travel review on tourists' attitude toward domestic travel and travel intention among Thai travelers is insufficient. As a result, this will be benefits to marketers or the destination management organization to know the impact of the online travel reviews and how it affect expected tourists for the better understand the consumer insight and able to adjust the marketing strategies to be more efficient.

1.2 Research Questions

- What are the factors influences on domestic travel decision?
- Does online travel community have positive influence on Thai travelers' attitude toward the destination and travel intention?

1.3 Research Objectives

The research objectives of this study are as following:

- To study the factors influence on domestic travel intention.
- To examine the relationships between online travel community and tourist attitudes towards domestic travel intentions.

1.4 Research Scope

This research will focus on Thai respondents who are travelers' age above 18 years old who recently travelled both domestic and abroad also had experiences in gathering information from online travel reviews for their trip preparation.

1.5 Expected Benefit

It is hoped that this study can document the current trends on Thai travelers' information search in order to provide useful information to the tourist industry and destination marketing organization (DMO) such as travel agency and tourism organization to develop suitable marketing communication plan and promote the domestic destination to Thai traveler market through online travel communities.

CHAPTER II

LITURATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 Literature Review

2.1.1 Online Travel Communities (OTC) and Electronic Word of Mouth (eWOM) in Tourism Industry

An online community is a virtual community where members interact with other who has same interest via the Internet. Those who wish to be a part of an online community usually have to become a member via a specific site and necessarily need an internet connection. An online community can act as an information system where members can post, comment on discussion boards, give advice or collaborate, and chat on the systems. Commonly, people communicate through social networking sites, chat rooms, forums, e-mail lists and discussion boards. People may also join online communities through video games, blogs and virtual worlds.

Online travel communities have increasingly be seen as one of the vital information sources to potential tourists. Some communities such as Blue Planet room in Pantip.com, Lonelyplanet.com, travel fanpage in Facebook.com, and Tripadvisor.com already play a major role in providing up-to-date destination information from members around world. About 5 million users visit the community and see 30 million pages every month, leading to high level of participation and sharing plenty of information with members whether they are real travelers or locals (Niininen et al., 2006).

WOM was defined as face-to-face communication about products or companies between those people who were not commercial entities (Carl, 2006). Referred to the definition of word-of-mouth or WOM, electronic word-of-mouth (eWOM) can be described as all informal communications directed at consumers through Internet-based technology related to the usage or characteristics of particular

goods and services, or their sellers. This includes communication between producers and consumers as well as those between consumers themselves both integral parts of the WOM flow and both distinctly differentiated from communications through mass media (Lazarsfeld et al., 1944).

Social media websites have created valuable opportunities for electronic word of mouth (eWOM) conversations. People are now able to discuss products and services of brands with their friends and acquaintances. Online user-generated reviews about travel destinations, hotels, and tourism services have become important sources of information for travelers (Pan, MacLaurin, & Crotts, 2007), with studies indicating that each year hundreds of millions of potential visitors consult online reviews. In these potential visitors, 84 percent were affected by reviews when making their travel reservations (Travelindustrywire.com., 2007). Other paper also found that consumer decision-making processes are strongly influenced by word-of-mouth from other consumers (Goldenberg et al., 2001). The previous study shows that reviews provided by other travelers are often perceived by readers to be more up-to-date, enjoyable, high impact, and reliable than information provided by travel service providers (Gretzel & Yoo, 2008). Online reviews may serve to reduce the cognitive load of potential travelers, and thus increase their awareness, resulting in more sales (Qiang Ye, Rob Law, Bin Gu, and Wei Chen, 2010). Social media websites expedite the dissemination of eWOM information surrounded by the huge amount of people; and users can even share their opinions by only forwarding the posts they correspond. For these reasons, consumers more resort to social media to gain information about the (Erkan I., & Evans C.,2016).

eWOM information in social media can arise in several different ways, users can unintentionally display their preferences to their network, such as becoming a fan of brands, interacting with brands posts through liking and commenting, or posting a brand included content without any advertising purpose. Recently, marketers can also post information through their official accounts on social media websites (Alboqami et al., 2015). Therefore, people who encounter eWOM in social media need to comprehensively critique the information in order to adopt them for ideal purchase intentions. Previous studies have used several models and theories to examine information adoption of consumers.

There is a study about Information adoption model which posits that people can be affected by a message in two routes, which are central and peripheral (Sussman & Siegal, 2003). The central route refers to the core of the message, while the peripheral route refers to the issues which are indirectly related to core of the message. The model has four components: argument quality (which represents the central route), source credibility (which represents the peripheral route), information usefulness, and information adoption. With this integration, the model offers to explain how people are affected by the information on computer mediated communication.

2.1.2 Attitude toward Destination

According to the study of Kraus (1995), it showed that attitude has the power and ability to predict behaviors. In addition, this study showed that attitude toward behavior determined the intention. The study of Ajzen (1991) indicated that attitude toward behavior was defined as the level that represents person's feeling as appropriate or not appreciate. In other words, the high level of appreciation in attitude shows the stronger on individual's intention to adopt the behaviors (Ajzen I, 2001). Several studies have shown that behavioral intentions are a function of attitudes towards the destination. Furthermore, marketing literature has demonstrated that attitude has a strong positive effect on intentions (Ajzen I, 1991). In this case, the target behavior is the intention to travel, and the attitude is that toward the destination. Apart from that, the role of eWOM is also important as it can form consumer attitudes and behavioral intention (Chatterjee, 2001). According to the study in context of information exchange, Jalilvand and Samiei, (2012) showed that "positive WOM leads to more favorable attitude toward a specific product than negative WOM". Therefore, the positive eWOM lead to positive attitude as well.

Subsequently, a study by Ayoun, Ksouri, and Abdellatif (2015) placed emphasis on the importance of WOM in the tourism industry. The study also showed that WOM is in fact the key factor that shapes destination image construction and consequently travel motivation. Given this, the present paper asserts that WOM is a powerful element that influences travel decisions, and especially online WOM, due to its ability to travel farther and diffuse faster. Online WOM communication refers to

any positive or negative statements made by consumers and posted on the internet for individuals' and institutions in regard to products or services (Hennig-Thurau, Gwinner, Walsh, &Gremler, 2004). Further, the primary source of information for a tourist is more likely to come from personal experience, WOM, and advertisements from organizations. Empirical evidence has shown that a WOM message has a considerable impact on the receiver's brand attitudes, attention, intentions, consideration, and expectations.

2.1.3 Travel Intention

The previous study found that travel behavior refers to the way in which tourists behave referring to their attitudes before, during and after travelling. Knowledge concerning travel behavior can assist in marketing and product planning and development which can rise up the number of visitors to tourism products and services. The motives of tourists travelling are to rest and relax, to participate in exciting activities, to participate in improving and learning experiences, social interaction and certain personal values (C. Van Vuuren and Elmarie Slabbert, 2011).

Tourists are pushed by their own motivation towards the places where they expect their needs will be satisfied. The push motivations have been seen to be useful in explaining the desire for travel, as they are recognized as the starting point of understanding tourists' behavior. Pull factors are destination specific attributes that attract people to a specific destination once the decision to travel has been made (Crompton, 1979).

According to Cai and Li (2009) many of previous studies imply that rural tourists are most often motivated by opportunities to learn and explore nature or different cultures, take part in outdoor activities or seek for peace and privacy. They may expect peace and tranquility, friendly reception, change from daily routine and tasty food. From the study of Juho Pesonen and Raija Komppula in 2010, for them the motivating factors relaxing away from the ordinary, escape from a busy everyday life, hassle-free vacation, getting refreshed, having a sense of comfort and having an opportunity for physical rest represent a significantly higher value than for the other segments.

Referring to past study, intentions are assumed to be the motivation factors that affect person's behavior. It shows how a person is willing to adopt behavior and how much effort a person push toward that behavior. Behavioral intention has long been perceived as an essential mediator in the relationship between behavior and other factors like attitude (Ajzen and Fishbein, 1980). Previous studies have shown that online consumer reviews as eWOM have directly impact on behavioral intentions. Other research has found that the impact of eWOM information quantity on purchase intention was significant (Dellarocas, 2003). They found that an online communication has an impact on other consumers' purchasing behavior.

2.2 Hypothesis Development

Intention to visit a destination is defined as the willingness to visit the destination; the decision to visit a destination is interpreted as a rational calculation of the costs and benefits of a set of alternative destinations, which were derived from external information sources, including online WOM or travelers' blogs. Online WOM has the power to procure 30 times more consumers than the traditional channels (Trusov, Bucklin, & Pauwells, 2009). This is because potential visitors perceive online WOM to be up-to-date, enjoyable and more reliable than information provided by travel firms. This study posits that online WOM is essential for professional and aggregating services. Thus, it is hypothesized that:

H1: eWOM has a positive effect on Travel Intention.

Message source credibility refers to the level of receiver believe to the message from the sender. According to Hovland, Janis and Kelly (1953), receivers are probably to be persuaded when the source is credible. Moreover, it had studied that the influence of sources in persuasion by comparing credible and non-credible sources using the same message. The result of study confirms that credible sources tend to have the impact on receiver rather than non-credible sources. Additionally, the researchers also find out that receivers tend to respect and accept the message more readily when communicators have high credibility. Thus, it is hypothesized that:

H2: Source Credibility has a positive effect on Travel Intention.

Information usefulness refers to people's perception that using new information will enhance his/her performance (Bailey & Pearson, 1983). Information usefulness is considered as a main predictor of information adoption and purchase intention, because people tend to engage with the information when they think it is useful. Particularly in social media, people encounter a great amount of eWOM information (Chu & Kim, 2011); therefore they might have greater intention to adopt, when they find the information useful. Thus, it is hypothesized that:

H3: Information Usefulness has a positive effect on Travel Intention

Online WOM is considered to be an important information source influencing tourists' choice of destination (Jalilvand& Samiei, 2012). According to Morgan, Pritchard, and Piggott (2003), disparaging WOM, in which dissatisfied tourists share unpleasant and belittling comments regarding their experiences, has an intense impact on destination image. Dennis, Merrilees, Jayawardhena, and Wright (2009) added that a positive attitude toward an e-retailer positively influenced e-consumers' intention to make a transaction. The researcher has studied how online WOM influences tourism destination choice. The study finds that the amount of information in WOM and consultations is positively related to the actual tourist reception. The findings can also be interpreted as a rational evaluation of WOM information regarding attributes (i.e. reliability, integrity, competence, and quality assurance) associated with a product, service, or destination. In the context of this study, the aforementioned attributes are related to a destination. Trust is defined as 'one party's confidence in an exchange partner's reliability and integrity'. Thus, it is hypothesized that:

H4: Attitude toward Destination has a positive effect on Travel Intention.

| H1: eWOM |
| H2: Source Credibility |
| H3: Information Usefulness |
| H4: Attitude toward Destination |

→ Domestic Travel Intention
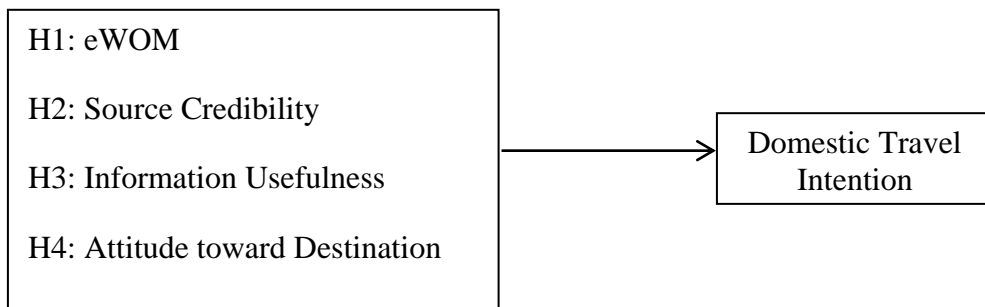
Figure 2.1 Framework of factors that influence Thais domestic travel intention

CHAPTER III
RESEARCH METHODOLOGY

This research will focus on travel intention among Thai travelers age above 18 years old who recently travelled both domestic and abroad also had experiences in gathering information from online travel reviews for their trip preparation. A method of gathering data had been distributed the questionnaire at Online Questionnaire via GoogleForm.com and distribute by online channels such as E-mail, Facebook and Line in order to get fast response due to limited time.

For this paper, the quantitative research is used as a tool to discover relationships between online travel community and tourist attitudes towards domestic travel and travel intentions at the age above 18 years old. In this paper, it contains research design, population and sample use, research questionnaire, data collection, and data analysis. In addition, the mode of data analysis is included descriptive statistics, ANOVA, factor analysis, and multiple regressions.

3.1 Research Design

Research design, this steps will gather and analyze data in order to find the area of study, population, sample size, and etc. (Sekaran and Bougie, 2009) in order to investigate key factors influencing on domestic travel and the relationships between online travel community and tourist attitudes towards domestic travel and travel intentions.

3.2 Population Size and Sample Size

The current Thai population is 65,318,195 according to the data from Institute for Population and Social Research, Mahidol University. To get and analysis the relevant information which related to the research purpose, target population is a group that researcher interested to study (Sekaran and Bougie, 2009). Nevertheless, the convenience and random sampling is selected to use in this study to remove the selecting unit because of the accessibility and availability (Sekaran and Bougie, 2009). The population size for this study referred to Thai people at the age above 18 years old. According to the information available on the National Statistical Office Thailand, it was not up-to-date statistic. Then, the real number of population cannot be identified. Besides, in this research the questionnaire online cannot identify the respondents. Thereby, the estimated sample size can be used the unknown formula to calculate the estimate number of respondents.

The unknown population sample size is (McGivern, 2009):

$$n = \frac{P(1-P)Z^2}{E^2}$$

1. n = sample size
2. Allowable error E is 0.05
3. The level of confidential level is 95%. The standard Z score with the level of confidential is 1.645
4. The population proportion (p) or degree of variability is 0.5

As the calculated of the sample size, it showed 275 (270.6) set of questionnaires needed to be used for this research.

3.2.1 Sample Characteristics

The respondents have to be Thais age above 18 years old as the purpose of this study to investigate the important factors affecting intention to go domestic travel.

3.3 Quantitative Design

The quantitative research is used as a tool to study target respondents in order to understand them better about the impact of factors influencing domestic travel intention, the researchers have often use quantitative research to measure the construct and hypotheses (Sekaran and Bougie, 2009). In this paper the quantitative method is used to quantify travel behavior and intention to go domestic travel of Thais age above 18 years old. The advantage of applying quantitative research is to see the trustworthiness of data and the substantial factors that influence consumer.

3.4 Research Instrument

In this research, it uses online questionnaire survey by GoogleForm.com with the questions that gain information from respondents.

3.4.1 Constructs Measurements

There are four type of scales –nominal, ordinal, interval, and ratio that can be used for quantitative research (Sekaran and Bougie, 2009). In this study, the nominal scale is used in the part 1, 2, and, 4. Interval (Likert) scale is used in part 3 of the questionnaire. Nominal scale is a type of scale for grouping data and behavior which only use as labels, types of numbers, and so on (Field, 2005).On the other hand, Interval (Likert) scale is a scale measurement when there are differences in value and meaning which can be quantified (Sekaran and Bougie, 2009). Interval (Likert) scale can be used to measure level of agreement, satisfaction and so on (Malhotra and Birks 2007).

3.4.2 Questionnaire Design

The question divided into 2 sections: the first section was measure demographic information in gender, age, and income. The second section was used 4 main independents variables including eWOM, source credibility, information usefulness, and destination trust to measure travel intention. Both parts would measure

Thai travelers' travel intention to go domestic travel. A quantitative approach is used for analyze the relationship between dependent variables and independent variable.

This questionnaire consists of four sections, which contain 40 questions.

Part 1: Screening question uses nominal scale (3 questions).

Part 2: General Information uses nominal scale (3 questions).

Part 3: Specific Question for understanding travel intention by using interval scales for 28 questions.

Part 4: Demographic question uses nominal scales (6 questions).

This research use 4-point Likert scale, from 4 (strongly agree), 3 (Agree), 2 (disagree), and 1(strongly disagree) to avoid midpoint that may be viewed by the respondents as a "dumping ground" for unsure or non-applicable responses, "if the respondent did not view the middle response option as existing along the agreement continuum." In other words, midpoints may not really represent the opinion of "neither agree nor disagree" (Worcester and Burns, Kulas, et al., 2008).

Table 3.1 Specific questionnaire references (29 questions)

Factors	Questions	References
eWOM	I believe in online review about travel in Thailand than travel agency advertisements.	Adapted from (Agag, G., & El-Masry, A. A., 2016)
	I usually read online reviews about travel in Thailand.	Adapted from (A.M. Abubakar and M. Ilkan, 2015)
	I often consult other tourists' online travel reviews to help me choose an attractive destination.	Adapted from (A.M. Abubakar and M. Ilkan, 2015)
	Positive online comment in the review about travel in Thailand makes you want to go there.	Adapted from (Agag, G., & El-Masry, A. A., 2016)
	I think online travel review is useful for planning.	Adapted from (A.M. Abubakar and M. Ilkan, 2015)

Table 3.1 Specific questionnaire references (29 questions) (cont.)

	I frequently gather information from tourists' online travel reviews before I travel to a certain destination.	Adapted from (A.M. Abubakar and M. Ilkan, 2015)
	The enjoyed wording of review makes the destination more interesting.	Adapted from (Agag, G., & El-Masry, A. A., 2016)
	I will believe message from reviewer who has knowledge regarding traveling.	Adapted from (Rafaele, 2014)
	The frequent updated online travel reviews are more reliable than the out date ones.	Adapted from (Kang J., 2011)
	Famous writer/ blogger/ reviewer impacts on your decision to travel.	Adapted from (Rafaele, 2014)
Source Credibility	The comment on online travel review makes the review more trustable for me.	Adapted from (Agag, G., & El-Masry, A. A., 2016)
	The popular website host makes the online travel review more reliable.	Adapted from (Kang J., 2011)
	To me, the online travel review with high volume of reader is more reliable.	Adapted from (Kang J., 2011)
	The reference person in the review helps increasing in reliability.	Adapted from (Rafaele, 2014)
	I found that online travel review is useful for previous my trip.	Adapted from (Rafaele, 2014)
	Online travel review makes me more confident in travelling to the destination.	Adapted from (A.M. Abubakar and M. Ilkan, 2015)
	Full detailed online travel review helps me prepare the trip properly.	Adapted from (Agag, G., & El-Masry, A. A., 2016)

Table 3.1 Specific questionnaire references (29 questions) (cont.)

Information Usefulness	The online review with cost of travelling enables me to choose destination easier.	Adapted from (Rafaele, 2014)
	Information from online travel review helps me reduce the dangerous that might happen from traveling.	Adapted from (Grant et al., 2008)
	Information from online travel review helps me save the cost of traveling.	Adapted from (Kang J., 2011)
	Information from online travel review makes my trip memorable.	Adapted from (Grant et al., 2008)
Attitude toward Domestic Destination	Pictures in the online travel review make me want to travel there.	Adapted from (Gamble et al., 2009)
	High volume of online travel reviews towards destination shows how popular the destinations are.	Adapted from (Gamble et al., 2009)
	I will go to the destination that has high rating stars awarded by reviewer.	Adapted from (Gamble et al., 2009)
	Reading online travel reviews increase destination trust.	Adapted from (Rafaele, 2014)
	Reading online travel reviews effect on your attitude toward domestic travel.	Adapted from (Rafaele, 2014)
	The reviews with positive comments make the destination more attracted.	Adapted from (Agag, G., & El-Masry, A. A., 2016)
Travel Intention	After I read online travel review, I may visit that destination in the review rather than other destination.	Adapted from (A.M. Abubakar and M. Ilkan, 2015)
	I will go travel in Thailand in next 6 months.	Adapted from (A.M. Abubakar and M. Ilkan, 2015)

3.5 Data Collection

The questionnaires will be distributed by using online tools. The online survey method is provided by GoogleForm.com survey. In this study, researcher uses non-probability sampling method which is more convenient due to time limitation and the questionnaires are distributed through online channels such as E-mail, Facebook and Line in order to get fast response due to limited time.

3.6 Data Analysis

To analysis the data this research uses Statistical Package for Social Sciences (SPSS) program software version 20.0 to test the hypotheses in order to test the constructs that has been testing and reviewing related to topic of factor affecting domestic travel. There are 4 main constructs eWOM, source credibility, information usefulness, and destination trust. The research shows the results of frequency, ANOVA analysis, Factor Analysis, and Regression.

The measurement for this research includes descriptive analysis, one-way ANOVA, factor analysis, and multiple regressions. In this research, it will be separated into 4 parts with the sample size of this study was 293 respondents

1. Descriptive analysis is used to describe personal information include age, gender, personal monthly income level of the respondents.

2. One-way ANOVA analysis is used to measure between age, gender, marital status, number of kid, and income of respondents towards intention to go domestic travel.

3. Factor analysis is used for determine the number of significant constructs.

4. Multiple linear regression analysis is a tool to predict independent variables with dependents variable in order to see the relationship between them (Field, 2005)

CHAPTER IV
RESEARCH FINDINGS

The result of data analysis showed the sample size of 510 respondents. But there are only 293 of respondents (57.45%) who passed the screening questions which were looking for Thai travelers' age above 18 years old who recently travelled and also had experiences in gathering information from online travel reviews for their trip preparation. The first section would begin with the result finding of demographic profile of respondents, general information, and travel behavior. Moreover, this research illustrated the result of mean score between two groups to measure demographic (age, gender, and income) toward domestic travel intention by using ANOVA. In addition, Exploratory Factor Analysis (EFA) to find the significant constructs. After that, this research re-hypothesis for testing constructs with dependent variable by using multiple linear regression analysis.

4.1 Result and Analysis

4.1.1 Demographic of Respondents' Information

In the research, the questionnaire was completed by 293 respondents who used to purchase gold ornament, Table 4.1 Demographic profile of the respondents can be illustrated the respondent demographic characteristic as gender, age, income, education, and marital status.

Table 4.1 Demographic profile of the respondents

Demographic		Number of Respondents	Percentages (%)
Gender	Male	121	41.3
	Female	172	58.7
	Total	293	100.0
Age	18 – 25 years old	87	29.7
	26 – 30 years old	42	14.3
	31 – 40 years old	72	24.6
	41 – 60 years old	61	20.8
	Over 60 years old	31	10.6
	Total	293	100.0
Education	Below or equal to High school	7	2.4
	Undergraduate	151	51.5
	Post graduate degree	122	41.6
	Ph.D.	13	4.4
	Total	293	100.0
Personal Income (monthly)	Below or equal to 15,000 THB	45	15.4
	15,001 – 25,000 THB	62	21.2
	25,001 – 50,000 THB	99	33.8
	50,001 – 100,000 THB	49	16.7
	More than 100,000 THB	38	13.0
	Total	293	100.0
Marital Status	Single	186	63.5
	Married	96	32.8
	Divorced	4	1.4
	Separated	2	0.7
	Widowed	5	1.7
	Total	293	100.0

According to Table 4.1 Demographic profile of the respondents illustrated that there were 293 respondents participated in this research. There are male 121 respondents and female 172 respondents from the total of 293 respondents which can be calculated as male 41.3% and female 58.7%. The age range, the respondents were divided into 5 groups. which illustrated that 87 respondents (29.7%) at the age 18 – 25 years old, 42 respondents (14.3%) at the age of 26-30 years old, 72 respondents (24.6%) at the age of 31-40 years old, 61 respondents (20.8%) at the age 41-60 years old, and 31 respondents (10.6%) at the age more than 60 years old were reply this survey.

Moreover, the highest education level of the respondents shows that there are 7 of respondents (2.4%) who has the highest level of education as below or equal

to high school, 151 of respondents (51.5%) who has highest education as undergraduate, 122 of respondents (41.6%) who has highest education as post-graduate degree, and 13 of respondents (4.4%) who has highest education as Ph.D.

In addition, the range of respondents' personal income illustrated that 45 respondents (14.5%) have income less than 15,000 baht per month, 62 respondents (21.2%) have income around 15,001 – 25,000 baht, 99 respondents (33.8%) have income around 25,001 – 50,000 baht, 49 respondents (16.7%) have income around 50,001 – 100,000 baht, 38 respondents (13%) have income more than 100,000 baht. Furthermore, 186 respondents (63.5%) are single, 96 respondents (32.8%) are married, 4 respondents (1.4%) are divorced, 2 respondents (0.7%) are separated, and 5 respondents (1.7%) are widowed were reply this research.

4.1.2 General Respondents' Information

As the research is also exploring the general information of respondents who recently travelled and also had experiences in gathering information from online travel reviews for their trip preparation in term of reason why they use online travel review and the number of trip they go per year in Table 4.2 as follow:

Table 4.2 General information of the respondents

General Information		Number of Respondents	Percentages (%)
Reason	Easy to access information anytime and anywhere	228	77.8
	Reliability of the information as it was from direct experience of the reviewer	4	1.4
	Enable to select information from various sources	49	16.7
	Receive updated information	12	4.1
	Total	293	100.0
Number of trip(s)	1-2 times	81	27.6
	3-4 times	146	49.8
	5-10 times	48	16.4
	More than 10 times	18	6.1
	Total	293	100.0

Table 4.2 shows the general information of the reasons that why Thai traveler age above 18 years old choose to use online review. The respondents illustrated that easy to access information anytime and anywhere is the most selected and answered by 228 respondents (77.8%), the respondent s answer reliability of the information as it was from direct experience of the reviewer for 4 people (1.4%), enable to select information from various sources for 49 people (16.7%), and receive updated information for 12 people (4.1%).

In addition, the number of trip the respondents go in one year showed that most of the respondents go on a trip 3-4 times a year for 146 respondent s (49.8%), 1-2 times a year for 81 respondents (27.6 %), 5-10 times a year for 48 respondents (16.5%), more than 10 times a year for 18 respondents (6.1%).

4.2 Analysis of Variance ANOVA

The test result shows the result that the research would not occur by chance (Field, 2005). ANOVA or Analysis of Covariance is used to test the differences in term of means of the group of variable. Moreover, ANOVA can analysis the hypothesis which the means score have no different and the significant level is higher than 0.05 will be sorted out, on the other way, the hypothesis which the mean score is different and the significant level is ≤ 0.05 will be accepted which means 95% confidential interval (Malhotra and Birks 2007).

4.2.1 Age

From Table 4.3, ANOVA testing between the different in Thai travelers' age toward domestic travel intention, the result showed the Sig-value's result = 0.469 which higher than 0.05 level of significance. It can be concluded that different in age has no influence with Thai travelers' travel intention toward domestic destination.

Table 4.3 ANOVA Testing result between Thai travelers' age with domestic travel intention

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
After I read online travel review, I may visit that destination in the review rather than other destination.	Between Groups	.431	4	.108	.892	.469
	Within Groups	34.831	288	.121		
	Total	35.263	292			

4.2.2 Gender

From Table 4.4, ANOVA testing between the different in Thai travelers' gender toward domestic travel intention, the result showed the Sig-value's result = 0.165 which greater than 0.05 level of significance. It can be concluded that different in gender has no influence with Thai travelers' travel intention toward domestic destination.

Table 4.4 ANOVA Testing result between Thai travelers' gender with domestic travel intention

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
After I read online travel review, I may visit that destination in the review rather than other destination.	Between Groups	.233	1	.233	1.936	.165
	Within Groups	35.030	291	.120		
	Total	35.263	292			

4.2.3 Income

From Table 4.5, ANOVA testing between the different in Thai travelers' level of income toward domestic travel intention, the result showed the Sig-value's result = 0.043 which lower than 0.05 level of significance. It can be concluded that

different in level of income has influence with Thai travelers' travel intention toward domestic destination.

Table 4.5 ANOVA Testing result between Thai travelers' level of income with domestic travel intention

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
After I read online travel review, I may visit that destination in the review rather than other destination.	Between Groups	1.180	4	.295	2.492	.043
	Within Groups	34.083	288	.118		
	Total	35.263	292			

4.2.4 Education

From Table 4.6, ANOVA testing between the different in Thai travelers' highest level of education toward domestic travel intention, the result showed the Sig-value's result = 0.985 which higher than 0.05 level of significance. It can be concluded that different in highest level of education has no influence with Thai travelers' travel intention toward domestic destination.

Table 4.6 ANOVA Testing result between Thai travelers' highest level of education with domestic travel intention

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
After I read online travel review, I may visit that destination in the review rather than other destination.	Between Groups	.018	3	.006	.049	.985
	Within Groups	35.245	289	.122		
	Total	35.263	292			

4.2.5 Marital Status

From Table 4.7, ANOVA testing between the different in Thai travelers' marital status toward domestic travel intention, the result showed the Sig-value's result = 0.040 which lower than 0.05 level of significance. It can be concluded that different in marital status has influence with Thai travelers' travel intention toward domestic destination.

Table 4.7 ANOVA Testing result between Thai travelers' marital status with domestic travel intention

<table>
<tr><td colspan="7" align="center">ANOVA</td></tr>
<tr><td></td><td></td><td>Sum of Squares</td><td>df</td><td>Mean Square</td><td>F</td><td>Sig.</td></tr>
<tr><td rowspan="3">After I read online travel review, I may visit that destination in the review rather than other destination.</td><td>Between Groups</td><td>2.166</td><td>4</td><td>.542</td><td>2.544</td><td>.040</td></tr>
<tr><td>Within Groups</td><td>61.315</td><td>288</td><td>.213</td><td></td><td></td></tr>
<tr><td>Total</td><td>63.481</td><td>292</td><td></td><td></td><td></td></tr>
</table>

4.3 Factor Analysis

Factor analysis is a tool to group similar variables as constructs. The information can be summarized into meaningful word and related direction group which create new significant constructs (Field, 2005). In running factor analysis, there are two purposes which are to explore factors with number and level of factor contribution in order to identify and measure new significant factors, and to test set of variable that it significant or not (Field, 2005)

In order to determine significant variables, this research uses factor loading to see a correlation between the original variable, in order to determine and cut the insignificant value which less than 0.4 (Hair et al. 2006, p.129). Then cut the variables that are cross loading and mismatch meaning out to get the clean Rotated Component Matrix. Moreover, eigenvalue score in the Scree plot needs to be greater than 1 because it illustrates the level of each variable contribution (Field, 2005). In

addition, to identify the appropriate number of factors, Scree plot would show number of significant factors that suitable for the analysis (Malhotra and Birks 2007). To identify the number of factor, the % cumulative in Total Variance Explained should be higher than 60%

4.3.1 Total Variance Explained

Total variance explained showed the number on constructs and the percentage of the significant level of overall constructs. It showed in Table 4.8:

Table 4.8 Total variance explained of five factors influencing Thai traveler intention to go domestic travel.

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.207	34.481	34.481	6.207	34.481	34.481
2	1.659	9.219	43.700	1.659	9.219	43.700
3	1.297	7.203	50.903	1.297	7.203	50.903
4	1.176	6.532	57.435	1.176	6.532	57.435
5	1.027	5.706	63.141	1.027	5.706	63.141
6	.737	4.097	67.238			
7	.716	3.977	71.215			
8	.697	3.873	75.088			
9	.655	3.639	78.726			
10	.622	3.454	82.180			
11	.539	2.993	85.173			
12	.480	2.666	87.839			
13	.454	2.520	90.359			
14	.434	2.411	92.769			
15	.376	2.088	94.858			
16	.341	1.896	96.754			
17	.320	1.776	98.530			
18	.265	1.470	100.00			

From Table 4.8 showed 5 factors influencing Thai travelers' intention to go domestic travel. The Total variance explained in illustrated the initial eigenvalues is more than 1 with higher cumulative of 60 % (Field, 2005), it showed number of factor

to measure for this research. Table 4.8 revealed that there are 6 components at 63.141% significant of the total variability of data.

4.3.2 Scree Plot

Scree plot showed number of factors in order to see clear constructs that highly contribute from over all independent variables as in Figure 4.1:

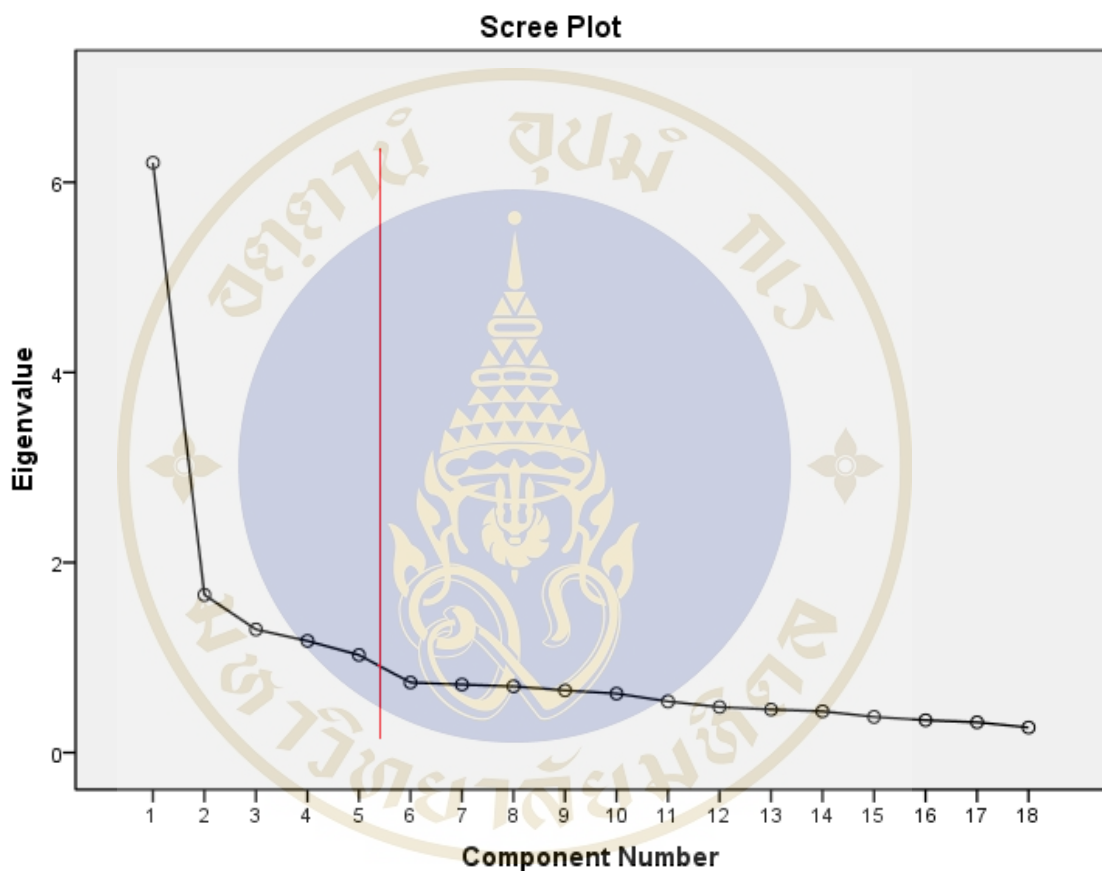**Figure 4.1 Scree Plot of five factors influencing Thai travelers'**
intention to go domestic travel

From Figure 4.1 the Scree plot showed a picture of 5 important numbers of constructs that contributed to this influencing Thai travelers' intention to go domestic travel.

4.3.3 Rotated Component Matrix

Table 4.9 shows the contribution level of each variable toward each construct in Rotated Component Matrix.

Table 4.9 Rotated Component Matrix of five factors influencing Thai traveler intention to go domestic travel.

	Component				
	1	**2**	**3**	**4**	**5**
30. Reading online travel reviews increase destination trust.	.712				
29. I will go to the destination that has high rating stars awarded by reviewer.	.671				
31. Reading online travel reviews effect on your attitude toward domestic travel.	.670				
32. The reviews with positive comments make the destination more attracted.	.659				
28. High volume of online travel reviews towards destination shows how popular the destinations are.	.630				
19. The reference person in the review helps increasing in reliability.		.783			
17. The popular website host makes the online travel review more reliable.		.754			
18. To me, the online travel review with high volume of reader is more reliable.		.727			
13. I will believe message from reviewer who has knowledge regarding traveling.		.657			
10. I think online travel review is useful for planning			.782		
9. Positive online comment in the review about travel in Thailand makes you want to go there.			.678		
12. The enjoyed wording of review makes the destination more interesting.			.650		
21. Online travel review makes me more confident in travelling to the destination.			.561		
25. Information from online travel review helps me save the cost of traveling.				.824	
24. Information from online travel review helps me reduce the dangerous that might happen from traveling.				.764	
26. Information from online travel review makes my trip memorable.				.645	
8. I often consult other tourists' online travel reviews to help me choose an attractive destination.					.844
7. I usually read online reviews about travel in Thailand.					.688

Attitude toward domestic destination

Source credibility

eWOM

Information usefulness

Usage

In this research Table 4.9: Rotated component matrix showed that there are 5 dimensions which influencing Thai travelers' intention to go domestic travel. The results has been regrouped after run the factor analysis explored in rotated component matrix which the factor analysis in this study can answer factor influencing Thai travelers' intention to go domestic travel. Moreover, the new factors illustrated as below:

1. Attitude toward domestic destination: which are relevant to rating given, positive comments on the reviews, and popularity of the destinations.

2. Credibility of the review: including reference person, the host website of that review, and the content of the review.

3. eWOM: including comments and wording of content usage

4. The usefulness of the information: which relevant to cost saving, reducing dangerous, and making the trip more memorable.

5. Online travel review usage

Combining new variables and defining the correlation between independent variables and dependent variable to measure factors influencing Thai travelers' intention to go domestic travel. The results of the factor analysis illustrated some of the variables were cut out because of the insignificant contribution level (Hair et al., 2006). Therefore, the hypotheses had to be revised from Hypothesis1 – Hypothesis 4.

This new hypotheses of this study would be tested by using correlation analysis and multiple regressions with the regrouped constructs from the factor analysis to see the factor influencing Thai travelers' intention to go domestic travel. The new hypotheses are shown below:

H1: eWOM has a positive effect on Domestic Travel Intention.

H2: Source Credibility has a positive effect on Domestic Travel Intention.

H3: Information usefulness has a positive effect on Domestic Travel Intention

H4: Attitude toward domestic destination has a positive effect on Domestic Travel Intention.

H5: Online travel review usage has a positive effect on Domestic Travel Intention.

4.4 Multiple Regression Analysis

Multiple regression analysis is used to predict about individual value which can be describes relationship between two or more variable (Hair et al., 2006). After the factor analysis showed the regroup of significant factors factor analysis which are eWOM, source credibility, information usefulness, attitude toward destination, and time spent on online travel review tested with Thai travelers' attitudes toward domestic travel intention. The decision of accepting or rejecting the hypothesis of the statistical test based on 95% confidential interval which P-value is less than 0.05 level of significant in order to avoid errors (Field, 2005) and also show that there is a positive relationship between independent variables and dependent variable which will accept the hypothesis.

4.4.1 ANOVA Result of Running Multiple Regressions

The level of significant of ANOVA's result when using the Multiple Regression in order to measure the significant level of independents variables and dependent variables in Table 4.10 as follow:

Table 4.10 ANOVA showed the result 5 constructs of Thai travelers' attitude toward domestic travel intention which the significant rate showed 0% which less than 0.05 level of significant.

ANOVA[b]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	4.881	5	.976	9.223	.000[a]
Residual	30.381	287	.106		
Total	35.263	292			

a. Predictors: (Constant), usage, reliability, usefulinfo, eWOM, attitude

b. Dependent Variable: After I read online travel review, I may visit that destination in the review rather than other destination.

From the Multiple regressions, the result of Thai travelers' attitude toward domestic travel intention is used as a dependent variable with group of independent variable (usage, reliability, information usefulness, eWOM, and attitude toward domestic destination). Table4.10: showed ANOVA of 5 constructs toward Thai traveler' domestic travel intention demonstrated the significant level of the independent constructs at 0.00 significant which less than 0.05 significant levels which considered significant.

4.4.2 Model Summary of Running Multiple Regression

Then, testing the Model summary of six factors with Thai customers' purchasing intention toward gold ornament when running Multiple Regression the result showed Table 4.11 as follow:

Table 4.11 Model Summary of six constructs of Thai consumer purchasing behavior toward purchasing intention, the Adjusted R Square showed as 12.3%

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.372[a]	.138	.123	.325	.138	9.223	5	287	.000

a. Predictors: (Constant), timespent, reliability, usefulinfo, eWOM, attitude

The result in Table 4.11 of Model summary of 5 constructs toward Thai travelers' domestic travel intention illustrated that the adjusted r square equaled to 12.3%.

4.4.3 Coefficients Result of Running Multiple Regressions

Then, the testing the coefficient of 5 factors with Thai travelers' attitude toward domestic travel intention explained the significant factors when running Multiple Regression. The result showed Table 4.12 as follow:

Table 4.12 Coefficients of 5 factors influencing Thai travelers' attitude toward domestic travel intention.

$$\text{Coefficients}^a$$

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	**Std. Error**	**Beta**		
1 (Constant)	-.104	.164		-.637	.524
attitude	.210	.051	.290	4.108	.000
credibility	.080	.042	.128	1.914	.049
eWOM	.060	.054	.077	1.099	.272
usefulinfo	-.045	.041	-.076	-1.098	.273
usage	-.010	.029	-.021	-.341	.733

a. Dependent Variable: After I read online travel review, I may visit that destination in the review rather than other destination.

From Table 4.12: Coefficients of 5 factors influencing Thai travelers' attitude toward domestic travel intention, the results showed that there were two constructs which had positive relationship with Thai travelers who age above 18 years old with domestic travel intention.

The two constructs were travelers' attitude towards domestic destination and source credibility (reliability). Attitude towards domestic destination construct had 0.000 significant which the result was less than 0.05 levels of significant rate, and standardized coefficients (Bata) of 0.290. In addition, source credibility construct had 0.049 significant which the result was less than 0.05 significant level, and standardized coefficients (Bata) of 0.128. It indicated that the attitude towards domestic destination and source credibility significantly were major influence on Thai travelers (age above 18 years old) with domestic travel intention.

The results can be concluded from the multiple regression analysis that the significant level of Thai travelers' attitude towards domestic destination and source credibility are ≤ 0.05 which are 0.000 and 0.049 respectively. Then, H4: (Attitude

toward domestic destination has a positive effect on Domestic Travel Intention), and H2: (Source Credibility has a positive effect on Domestic Travel Intention) are **accepted.**

In addition, using 'B' to be coefficient of factor, the model of the study is:

$$Y= 0.104+0.210(X_1) + 0.080(X_2)$$

Y= Domestic travel intention in the next 6 months after participate in online travel community.

X$_1$= Attitude toward domestic destination

X$_2$ = Source Credibility

If attitude toward domestic destination and source credibility increase equally at 1 point, then the Thai travelers' attitude toward domestic travel intention in the next 6 months after participate in online travel community would increase equal at 0.394.

Furthermore, the result of attitude toward domestic destination had more influence on Thai travelers' attitude toward domestic travel intention due to the result of running Multiple Regression to see the significant factors which effect Thai travelers' domestic travel intention. The second factor that has significant level of influence Thai travelers' attitude toward domestic travel was source credibility.

On the other hand, the results do not support H1 (eWOM), H3 (information usefulness), and H5 (time spent) because The results of significant level of each independent variables were higher than the acceptable significant level of 0.05 as it showed in Table 4.12 that eWOM, information usefulness, and time spent on online travel community had got (Sig=.272), (Sig=.273), and (Sig=.733) respectively. Therefore, H1 (eWOM), H3 (information usefulness), and H5 (time spent) are rejected.

4.5 Hypotheses Summary

In this research, ANOVA and Multiple Regression methods were used to test hypotheses in order to describe the relationship with all variables. There were 2 hypotheses are accepted which are H2 (Attitude toward domestic destination) and H4 (Source credibility). On the other hand, there were 3 hypotheses rejected due to the statistical results which are H1 (eWOM), H3 (Information usefulness), and H5 (Time spent on online travel community). The summary of the research finding is showed in Table 4.13 as follow:

Table 4.13 Hypotheses summary testing on independent variables

Hypotheses	Methods test	Results
H1: eWOM has a positive effect on Domestic Travel Intention.	Multiple Regression	Rejected H1
H2: Source Credibility has a positive effect on Domestic Travel Intention.	Multiple Regression	Accepted H2
H3: Information usefulness has a positive effect on Domestic Travel Intention	Multiple Regression	Rejected H3
H4: Attitude toward domestic destination has a positive effect on Domestic Travel Intention.	Multiple Regression	Accepted H4
H5: Online travel review usage has a positive effect on Domestic Travel Intention.	Multiple Regression	Rejected H5

4.6 Discussion

The main objectives of this study are to study the factors influence on domestic travel intention and examine the relationships between online travel community and tourist attitudes towards domestic travel intentions. The research model was developed to understanding what are the factors that will make tourists decide to go domestic travel after they participate in online travel community.

Regarding the literature review, there were several researches about the effect of online travel community toward attitude and domestic travel intention. The previous studies used different data analysis from this study which is Exploratory Factor Analysis (EFA) to find the significant constructs then the research is re-hypothesis for testing constructs with dependent variable by using multiple linear

regression analysis. In addition, the previous studies also targeted sample characteristics differently.

Even though, the sample characteristics and data analysis tools are different, but this study revealed the similar result. The author aimed to see the influence of online travel community on Thai travelers' attitude toward domestic destinations and their domestic travel intention since the attitude has the power and ability to predict behaviors. Therefore, the sample characteristics of this study are different from the previous researches as it targeted Thai travelers' age above 18 years old that have traveled during the past six months while the previous researches focused the international tourists who visited their countries. However, the result showed that this study indicated the similar result as previous researches. It confirmed that source credibility has a positive effect on Domestic Travel Intention and the positive attitude toward domestic destination has a positive effect on Domestic Travel Intention.

The result of this research validates the hypothesis model, find additional reliable attributes of eWOM from previous research and supports research hypotheses H2 and H4 indicating that source credibility has a positive effect on Domestic Travel Intention. This result is similar to the research of McCroskey et al. (1958) which indicated that the receivers tend to respect and accept the message more readily when communicators have high credibility. The finding of this research is also similar to the research of Morgan, Pritchard, and Piggott (2003), disparaging WOM, in which dissatisfied tourists share unpleasant and belittling comments regarding their experiences, has an intense impact on destination image. Therefore the positive attitude also influences travelers' intention to go travel. This also supported by the study of Zhu and Lai (2009) which found that the amount of information in WOM and consultations is positively related to the actual tourist reception and it can be interpreted as a rational evaluation of WOM information regarding attributes (i.e. reliability, integrity, competence, and quality assurance) associated with a product, service, or destination.

CHAPTER V
CONCLUSION

This research aims to understand the effect of online travel community toward tourists' attitude on domestic destinations and travel intention among the travelers in Thailand which has been adapted from the existing research. The objectives of this study are to examine the relationships between online travel community and tourist attitudes towards domestic destination and travel intention and to study the factors influence on domestic travel intention.

5.1 Conclusion

In this research, online travel community, tourists' attitude toward domestic destinations and domestic travel intention were proposed and tested by statistical method using descriptive analysis, one-way ANOVA analysis, factor analysis, and multiple regression analysis.

There were 293 respondents which were 121 males and 172 females participated in this survey. Results showed that the majority age groups were 18 - 25 years old and 31- 40 years old for 159 respondents, and 99 respondents respectively with the income around 25,001 – 50,000 baht. 151 respondents have undergraduate degree as highest education. More than half of respondents or 186 are single. Majority respondents show that most of them travel around 3-4 times per year and they use the online travel community because it is easy to access the information from anywhere and at any time.

The results of this research can answer the research question of this study, which demonstrated into two parts which are the factors that influence on domestic travel decision and the relationships between online travel community and tourist attitudes towards domestic travel intentions.

This research showed the 2 important factors that influencing Thai travelers' domestic travel decision which were source credibility and attitude toward domestic destination. Therefore, it shows that Thai travelers tend to travel according to the contents that appear on online travel community that comes from reliable source.

This research investigated the effect of online travel community on Thai travels' attitude toward domestic travel intention. The study is tested by multiple regressions of three variables (source credibility, attitude and intention). Results showed all variables are accepted. In addition, the study used multiple regressions analysis that showed correlation coefficient that test the relationship between variables. It indicated that there were positively correlations between source credibility and domestic travel intention, travelers' attitude toward domestic destination and domestic travel intention. Therefore, the links between each of the variables are statistically significant.

To answer another research question that asked 'Does online travel community have positive influence on Thai travelers' attitude toward the destination and travel intention?', the hypotheses test was implemented. It showed that the hypotheses were confirmed during the process of factor analysis by using series of linear regression and multiple regression method in order to measure tourists' attitude toward destination is mediator that predict domestic travel intention. During step of testing, hypotheses (H2 and H4) were confirmed. Therefore, H2 (Source Credibility has a positive effect on Domestic Travel Intention.) and H4 (Attitude toward domestic destination has a positive effect on Domestic Travel Intention.) were accepted. In addition, both H2 and H4 were accepted during the step test by multiple regression method.

To conclude, online travel community has influence on Thai travelers' attitude toward domestic destinations and travel intention. Especially, the direct effects has a stronger relationship such as between online travel community and travel intention, online travel community and tourists' attitude and tourists' attitude and travel intention.

5.2 Recommendations and Practical Implications

The information from the research can help destination marketing organization (DMO) and people in tourism industry to understand Thai travelers' travel behavior and the important impact of online travel reviews toward Thai travelers. Currently, the online travel reviews from other tourists are an influential word of mouth that is being used by travelers in their travel decision making especially when they planning and preparing their trip. When the travelers share their experience with each other on online travel community, DMO and tourism industry need to understand their behavior and the influence of virtual community that generate word of mouth toward probability tourists. This research shows the useful result that they should put emphasize on how credibility of the information online are and make the prospect tourists listen and share experience with each other and they need to adapt themselves this online globalizing worlds by work together with Tourism Authority of Thailand to increase credibility or invite online travel influencers in online travel community to experience new attractions or destinations and let them write the reviews since the message source credibility refers to the level of receiver believe to the message from the sender and receivers are probably to be persuaded when the source is credible.

This research attempts to examine the influences of online travel community on the process of a tourism domestic destination choice. In order to increase the visitors to domestic destination, DMO should focus on influencing attitude of the travelers as it drives their travel intention. DMO can influence travelers' attitude and inspired them by photos, enhance travel destination contents in term of quality and quantity of attractive activities, they may create a short video clip in the review to let the reader able to see the real picture of the destination or let some online influencer to appear as guess in the video. In addition, the information online should generate confidence and trust in prospect tourists' minds to make it more credibility. Furthermore, DMO need to understand which types of experience are likely to trigger positive e-WOM. Therefore, once tourists have positive experience from online review and actual visiting the destination, they may repeat the visit again and share positive eWOM regarding the destination to other potential travelers. In other words, if the destinations provide positive and enjoyable travel experience, it can generate the

positive attitude in form of the favorable image toward the destination. Therefore, it will increase more tourists' travel intentions which can easily reduce promotional expenditures.

To enhance intention to visit the destination, suppose that DMO would like to promote new destination to Thai travelers, the key to make the destination popular among Thai travelers is to increase positive eWOM content. DMO may invite influencers in online travel review to experience new attractions or destinations. After the trip, they would share their experience on the online travel community which can increase the exposure of destination on internet. The potential tourists who follow those influencers may share the stories and make travel decision to visit that destination. The more visible of positive information appear online, the more popular of destinations. It's obviously appearing that the finding can be resource of information for developing business plan in various points of views.

5.3 Limitations

Firstly, this research did not have a pilot testing to ensure that the questionnaire is easy to understand and be able to reach all the potential respondents due to the limitation of the time duration when this research was conducted. Also, the questions that asked in the questionnaire are translated from the English version to Thai language questionnaire; sometimes it misunderstands the meaning in language.

Moreover, time constraint is the important issue for selecting method of collecting data and the number of respondents. This research focused only Thai traveler respondents who have traveled in past 6 months and have experience in searching information from online travel reviews. The convenience sampling method could not represent all Thai travelers. Therefore, if further research can capture respondents from different group proportionally it would help improving the reach and accuracy of the research.

The research methodology which used in this research is quantitative research that approach by using online questionnaire survey. The problem was that

quantitative method can capture only certain group of data which cannot explore in-depth as qualitative method generate.

Lastly, the research scope in this research, this paper focused to observe the effect of online travel community on attitude toward domestic destination and travel intention among Thai Travelers. There were only few aspects were examined. Therefore, the result cannot represent all factors as it was focused only certain dimensions of variables.

5.4 Future research

For the future research, the next researcher can include additional target respondents like those who not often travel or the consumers who prefer to buy package tour in order to compare the effect of online travel community on their attitude and travel intention.

Furthermore, there are some aspects that need to explore more in future study. In order to precisely explore more on tourist behaviors, the questionnaire should ask respondents about how they share experiences after travelling both positive and negative experiences which the next researcher can do more on the qualitative research to measure and find out insight for Thai travelers in order to the marketer can shape more strategy that suit with consumer.

In addition, the future research should explore more about what kind of information consumers search online and how they actually apply the information they gathered online from other travelers to make their travel decisions or plans. It can be applied in many different research methods such as focus groups or in-depth interviews to measure and find out insight for Thai travelers and include additional respondent like package tour consumers.

REFERENCES

Abubakar, A. M., & Ilkan, M. (2016). Impact of online WOM on destination trust and intention to travel: A medical tourism perspective. Journal of Destination Marketing & Management.

Agag, G., & El-Masry, A. A. (2016). Understanding consumer intention to participate in online travel community and effects on consumer intention to purchase travel online and WOM: An integration of innovation diffusion theory and TAM with trust. Computers in Human Behavior, 60, 97-111.

Ajzen, I. (1991). The theory of planned behavior. Organizational Behavior and Human Decision Processes, 50(2).Ajzen, I., & Fishbein, M. (1980). Understanding attitudes and predicting social behaviour.

Alboqami, H., Al-Karaghouli, W., Baeshen, Y., Erkan, I., Evans, C., & Ghoneim, A. (2015). Electronic word of mouth in social media: the common characteristics of retweeted and favourited marketer-generated content posted on Twitter. International Journal of Internet Marketing and Advertising,9(4), 338-358.

Ayoun, S., Ksouri, R., & Abdellatif, T. (2015). Exploration of the tourism destination image's determinants on the revisit Intention: The case of Tunisia.

Bailey, J. E., & Pearson, S. W. (1983). Development of a tool for measuring and analyzing computer user satisfaction. Management science, 29(5), 530-545.

Carl, W. J. (2006). What's all the buzz about? Everyday communication and the relational basis of word-of-mouth and buzz marketing practices. Management Communication Quarterly, 19(4), 601–634.

Chatterjee, Patrali. (2001). Online Reviews: Do Consumers Use Them?. ACR 2001 PROCEEDINGS, M. C. Gilly, J. Myers-Levy, eds., pp. 129-134, Association for Consumer Research.

Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. International journal of Advertising, 30(1), 47-75.

Crompton, J. L. (1979). Motivations for pleasure vacation. Annals of tourism research, 6(4), 408-424.

Dellarocas, C. (2003). The digitization of word of mouth: Promise and challenges of online feedback mechanisms. Management science, 49(10), 1407-1424.

Dennis, C., Merrilees, B., Jayawardhena, C., & Tiu Wright, L. (2009). E-consumer behaviour. European Journal of Marketing, 43(9/10), 1121-1139.

Department of Tourism (2016). Visitor Statistics. Retrieved May 26, 2016, from http://newdot2.samartmultimedia.com/home/listcontent/11/221/276.

Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. Computers in Human Behavior, 61, 47-55.

Field A. (2005). Discovering Statistics Using SPSS, Second Edition, 66-77.

Filieri, R. (2015). What makes online reviews helpful? A diagnosticity-adoption framework to explain informational and normative influences in eWOM. Journal of Business Research, 68(6), 1261-1270.

Gamble A., Juliusson E.A., and Garling T. (2009). Consumer attitudes towards switching suppliers in three deregulated markets, The journal of socioeconomics, 38, 814 – 819.

Goldenberg, J., Libai, B., & Muller, E. (2001), Talk of the network: A complex systems look at the underlying process of word-of Marketing Letters, 12(3), 211-223.

Grant R., Clarke R.J., and Kyriazis E. (2008). A review of factors affecting online consumer search behaviour from an information value perspective. Journal of Marketing Management, 23(5-6), 519-533.

Gretzel, U. & Yoo, K. (2008). Use and impact of online travel reviews. In P. O'Connor, W. Hopken & U. Gretzel (Eds.), Information and Communication Technologies in Tourism 2008 (pp. 35-46). Vienna, Austria: Springer-Verlag Wien.

Hair, J.F.Jr. Black, W.C. Babin, B.J. Anderson, R.E. Tatham, R.L. (2006). Multivariate Data Analysis. 6th ed., Prentice-Hall, London.

Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet?. Journal of interactive marketing, 18(1), 38-52.

Hovland, C. I., Janis, I. L., & Kelly, H. H. (1953). Persuasion and communication. New Have: Yale University press.

Hsu, C. H., Cai, L. A., & Li, M. (2009). Expectation, motivation, and attitude: A tourist behavioral model. Journal of Travel Research.

Jalilvand, M.R. & Samiei, N. (2012) The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention. Marketing Intelligence & Planning, Vol. 30, No. 4, 1–11.

Kang, J. (2011). Social media marketing in the hospitality industry: The role of benefits in increasing brand community participation and the impact of participation on consumer trust and commitment toward hotel and restaurant brands.

Klein L.R. (1998). Evaluating the potential of interactive media through a new lens: search versus experience goods, Journal Business Research, 41(3), 195-203.

Kraus, S. J. (1995). Attitudes and the prediction of behavior: A meta-analysis of the empirical literature. Personality and social psychology bulletin, 21(1), 58-75.

Lazarsfeld, P., Berelson, B., & Gaudet, H. (1944). The people's choice. New York: Duell, Sloan and Pearce.

Malhotra, Naresh K. and Birks, David F. (2007). Marketing Research: An Applied Approach. Third European ed., Pearson Education Limited, Essex, England

McGivern, Y (2009). The Practice of Marketing Research (Thirded ed.), Essex, England, Pearson Education Limited.

Mohammad Reza Jalilvand, Neda Samiei, (2012) "The impact of electronic word of mouth on a tourism destination choice: Testing the theory of planned behavior (TPB)", Internet Research, Vol. 22 Iss: 5, pp.591 – 612

Morgan, N. J., Pritchard, A., & Piggott, R. (2003). Destination branding and the role of the stakeholders: The case of New Zealand. Journal of Vacation Marketing, 9(3), 285-299.

Nelson P. (1970). Information and Consumer Behavior, Journal of Political Economy, 78(20), 311-329.

Niininen, O., March, R., & Buhalis, D. (2006). Consumer Centric Tourism Marketing. In D.Buhalis & C. Costa (Eds.), Tourism management dynamics: trends, management and tools (pp.xxiii, 279p.). Amsterdam; London: Buttterworth Heinemann.

Pesonen, J., & Komppula, R. (2010). Rural wellbeing tourism: Motivations and expectations. Journal of Hospitality and Tourism Management, 17(01), 150-157.

Pan, B., MacLaurin, T., & Crotts, J. C. (2007). Travel blogs and the implications for destination. Marketing Journal of Travel Research, 46, 35-45

Sekaran, U., Bougie, R. (2009). Research Methods for Business: A Skill Building Approach. AbJohn Wiley and Sons, Ltd, Publication

Slabbert, E., & Van Vuuren, C. L. (2011). Travel behaviour of tourists to a South African holiday resort.

Sussman, S. W., & Siegal, W. S. (2003). Informational influence in organizations: An integrated approach to knowledge adoption. Information systems research, 14(1), 47-65.

Trusov, M., Bucklin, R. E., & Pauwels, K. (2009). Effects of word-of-mouth versus traditional marketing: findings from an internet social networking site.Journal of marketing, 73(5), 90-102.

Travelindustrywire.com. (2007). Travel Reviews Consumers are Changing your Brand
and Reputation Online. Available from http://www.travelindustrywire.
com/article29359.html. Accessed on June 20, 2016.

Worcester, R. M., & Burns, T. R. (1975). A statistical examination of the relative
precision of verbal scales. Journal of the Market Research Society, 17(3),
181-197.

Ye, Q., Law, R., Gu, B., & Chen, W. (2011). The influence of user-generated content
on traveler behavior: An empirical investigation on the effects of e-word-
of-mouth to hotel online bookings. Computers in Human Behavior, 27(2),
634-639.

APPENDICES
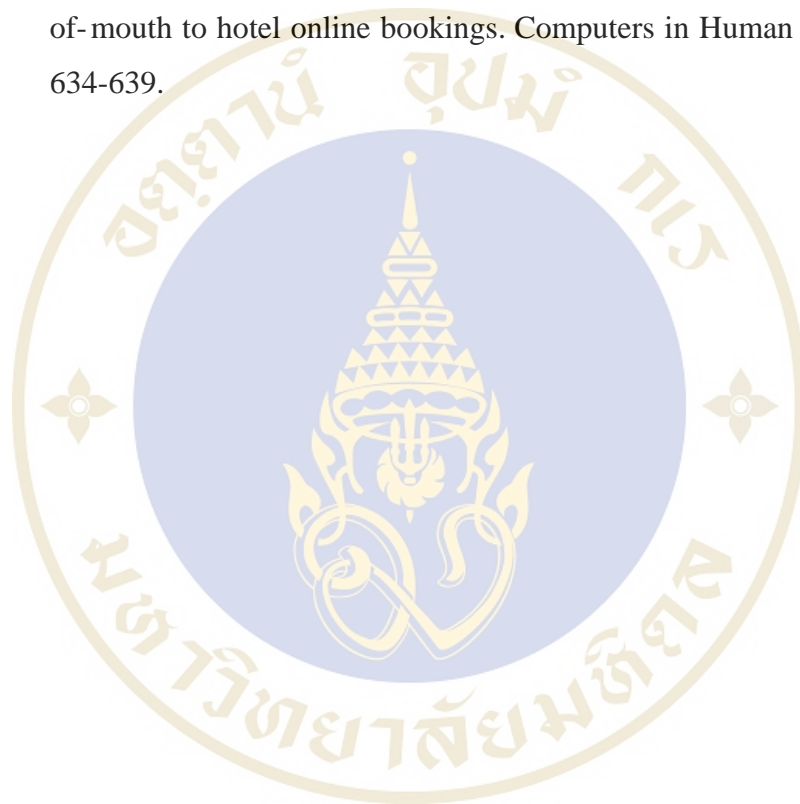
Appendix A: Questionnaire

QUESTIONNAIRE

This survey aims to explore the effect of electronic word of mouth (E-WOM) toward tourist's attitude on destination and travel intention in order to recommend useful key finding from the study for travel industry to develop marketing plan. The survey will take 10-15 minutes to complete.

Part 1: Screening Question

Please put ✓ in the ☐ for your answer.

1. Did you travel for leisure and vacation in the past six month?

☐ Yes   ☐ No

2. Do you plan, book and buy tourism products for the recent trip by yourself?

☐ Yes   ☐ No

3. Do you use travel online review in preparing the recent trip?

☐ Yes   ☐ No

Part 2: General Information

4. Why do you use online travel review for preparing your trip? (Check all may apply)

☐ Easy to access information anytime and anywhere

☐ Reliability of the information as it was from direct experience of the reviewer

☐ Enable to select information from various sources

☐ Receive updated information

☐ Others: (Please specify) _____

5. Number of trips per year

☐ 1-2 times

☐ 3-4 times

☐ 5-10 times

☐ More than 10 times

Part 3: Specific Question

Please specify the level of your agreement on the following statement.	Strongly Agree (4)	Agree (3)	Disagree (2)	Strongly Disagree (1)
eWOM				
6. I believe in online review about travel in Thailand than travel agency advertisements.				
7. I usually read online reviews about travel in Thailand.				
8. I often consult other tourists' online travel reviews to help me choose an attractive destination.				
9. Positive online comment in the review about travel in Thailand makes you want to go there.				
10. I think online travel review is useful for planning				
11. I frequently gather information from tourists' online travel reviews before I travel to a certain destination.				
12. The enjoyed wording of review makes the destination more interesting.				
Source Credibility				
13. I will believe message from reviewer who has knowledge regarding traveling.				
14. The frequent updated online travel reviews are more reliable than the out date ones.				
15. Famous writer/blogger/reviewer impacts on your decision to travel.				
16. The comment on online travel review makes the review more trustable for me.				
17. The popular website host makes the online travel review more reliable.				
18. To me, the online travel review with high volume of reader is more reliable.				
19. The reference person in the review helps increasing in reliability.				
Information Usefulness				
20. I found that online travel review is useful for previous my trip.				

21. Online travel review makes me more confident in travelling to the destination.				
22. Full detailed online travel review helps me prepare the trip properly.				
23. The online review with cost of travelling enables me to choose destination easier.				
24. Information from online travel review helps me reduce the dangerous that might happen from traveling.				
25. Information from online travel review helps me save the cost of traveling.				
26. Information from online travel review makes my trip memorable.				
Attitude toward Domestic Destination				
27. Pictures in the online travel review make me want to travel there.				
28. High volume of online travel reviews towards destination shows how popular the destinations are.				
29. I will go to the destination that has high rating stars awarded by reviewer.				
30. Reading online travel reviews increase destination trust.				
31. Reading online travel reviews effect on your attitude toward domestic travel.				
32. The reviews with positive comments make the destination more attracted.				
Travel Intention				
33. After I read online travel review, I may visit that destination in the review rather than other destination.				
34. I will go travel in Thailand in next 6 months.				

35. What is the reason that makes you go or not go domestic travel

_____

Part 4: Personal Information

36. Gender

☐ Female   ☐ Male

37. Age group

☐ 18 – 25 years old   ☐ 26 – 30 years old

☐ 31 – 40 years old   ☐ 41 – 60 years old
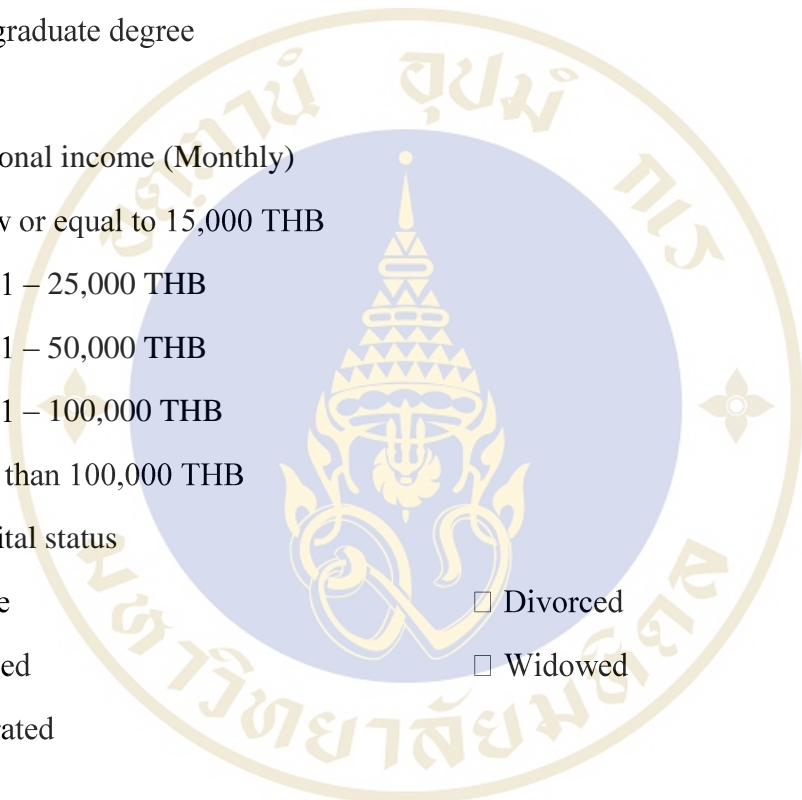
☐ Over 60 years old

38. Education

☐ Below or equal to High school

☐ Undergraduate

☐ Post graduate degree

☐ Ph.D.

39. Personal income (Monthly)

☐ Below or equal to 15,000 THB

☐ 15,001 – 25,000 THB

☐ 25,001 – 50,000 THB

☐ 50,001 – 100,000 THB

☐ More than 100,000 THB

40. Marital status

☐ Single   ☐ Divorced

☐ Married   ☐ Widowed

☐ Separated

Thank You for Your Cooperation.