

**THE FACTORS THAT INFLUENCE ACCOMMODATION
BOOKING ONLINE FOR SMALL HOTEL AND RESORT
IN THAILAND**



**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2017**

COPYRIGHT OF MAHIDOL UNIVERSITY

Thematic paper
entitled
**THE FACTORS THAT INFLUENCE ACCOMMODATION
BOOKING ONLINE FOR SMALL HOTEL AND RESORT
IN THAILAND**

was submitted to the College of Management, Mahidol University
for the degree of Master of Management

on
September 2, 2017



.....
Miss Natthatida Kongjan
Candidate

.....
Assoc. Prof. Sooksan Kantabutra,
Ph.D.
Advisor

.....
Assoc. Prof. Nathasit Gedsri,
Ph.D.
Chairperson

.....
Duangporn Arbhasil,
Ph.D.
Dean
College of Management
Mahidol University

.....
Suthep Nimsai,
Ph.D.
Committee member

ACKNOWLEDGEMENTS

I would like to express my deepest appreciation to my advisor, Asst. Prof. Dr. Sooksan Katabutra, for his great advice, kindness, and value knowledge. Without his supports, I would not finish this thematic paper successfully.

In addition, I would like gratefulness to Asst. Prof. Dr. Peter De Maeyer and Asst. Prof. Dr. Randall Shannon who had taught me to using SPSS program, interpret the data analysis and gave me knowledge in statistical analysis.

I also would like to express my thankfulness to all of the respondents who gave their valuable time to complete the questionnaires survey which approve me to analyze the data and get the results that interesting for this research study.

Furthermore, I would like to thank all talented professors, colleagues, coordinators who are the important part of my successful studying at Collage of Management, Mahidol University for their kind supports and encouragement during my study

Finally, all of my accomplishment are done by my parents. They are my first and the best teacher. I would like to give appreciation to my parents who always encouragement, supports, suggests and given me the great opportunity to study at Collage of Management Mahidol University.

Natthatida Kongjan

THE FACTORS THAT INFLUENCE ACCOMMODATION BOOKING ONLINE FOR SMALL HOTEL AND RESORT IN THAILAND

NATTHATIDA KONGJAN 5949018

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. SOOKSAN KANTABUTRA, Ph.D., ASSOC. PROF. NATHASIT GERDSRI, Ph.D., SUTHEP NIMSAI, Ph.D.

ABSTRACT

This thematic paper is conducted to explore what factors influence accommodation booking online for small hotel and resort in Thailand. The conceptual framework in this research related to intention to purchase which is analyzed to identify significant factors, which influence accommodation online booking among Thai customers. To have better understanding of the purchasing intention framework, this research using a quantitative questionnaire survey with 125 samples. The questionnaire survey conducted through online google form to collecting the data from Thai Freely Independent Travelers (FITs) as the population of this research.

This study shows how products related factors and online channel factors effect to online accommodation booking through factor analysis to indicated significant factors and test the hypotheses and relationship between factors by used multiple regression analysis. The results of this study represented that product related factor is a significant factor that encourage online accommodation booking among Thai customers. However, product price strategy, provided differentiate products and services and brand image strategy had concerned for small hotel and resort's entrepreneur.

KEY WORDS: Online Accommodation Booking/ Online Purchase Intention/ Online Channels/ Online Travel Agent

35 pages

CONTENTS

	Page
ACKNOWLEDGEMENTS	ii
ABSTRACT	iii
LIST OF TABLES	vi
LIST OF FIGURES	vii
CHAPTER I INTRODUCTION	1
CHAPTER II LITERATURE REVIEW	3
2.1 Online Booking	3
2.2 Online Travel Agents	4
2.3 Online Purchase Intention	4
2.4 Product Related Factors	5
2.4.1 Product price	5
2.4.2 Product variety	5
2.4.3 Product review	5
2.5 Online Channel Related Factors	6
2.5.1 Convenience	6
2.5.2 Information Quality	6
2.5.3 Safety and Privacy	6
2.5.4 Payment	7
2.6 Conceptual Framework and Hypotheses	7
CHAPTER III RESEARCH METHODOLOGY	9
3.1 Research Design	9
3.2 Questionnaire	9
3.3 Sample	12
3.4 Data Collection	12
3.5 Data Analysis	12

CONTENTS (cont.)

	Page
CHAPTER IV RESEARCH FINDING AND DISCUSSION	13
4.1 Demographic of respondents' information	13
4.2 General Respondents' Information	14
4.3 Factor analysis	15
4.3.1 Total Variance Explained	15
4.3.2 Rotated Component Matrix	16
4.3.3 Results from reduction cross-loading	18
4.4 Multiple Regression Analysis	19
4.4.1 Coefficients of Multiple Regression	20
4.5 Hypotheses Testing	21
4.6 Discussion	22
CHAPTER V CONCLUSION AND RECOMMENDATION	23
5.1 Conclusion	23
5.2 Recommendation and Practical Implications	25
5.2.1 Provided Differentiate products and services	25
5.2.2 Brand Image Strategy	26
5.3 Research Limitation and Future Research	26
REFERENCES	28
APPENDICES	30
Appendix A: Questionnaire	31
BIOGRAPHY	35

LIST OF TABLES

Table	Page
3.1 Specific questions with specific factors	10
4.1 Demographic of respondents' information	13
4.2 General Respondents' Information	15
4.3 Total Variance Explained illustrates significant factors (1 st round)	15
4.4 Rotated Component Matrix (1 st round)	16
4.5 Total Variance Explained (Final round)	18
4.6 Rotated Component Matrix (Final round)	18
4.7 Model Summary of Multiple Regression	20
4.8 Coefficients of Multiple Regression	20
4.9 Results of Hypotheses Testing	21

LIST OF FIGURES

Figure	Page
2.1 Conceptual Framework	8
4.1 Scree Plot (Final round)	18
5.1 Conclusion conceptual framework	24



CHAPTER I

INTRODUCTION

Tourism and Hospitality industry is the main sector that generating revenue to many countries around the world including Thailand. Tourism and Hospitality industry in Thailand also an important industry that driving the country's economic growth. In 2016, Thailand's Tourism and Hospitality industry share 20.6 percent of the total gross domestic product and expected to continue increasing to 21.9 percent in 2017 (Turner, 2017). This revenue mainly contributed by accommodation sector which is a basic need of any visitors and travelers for their stay. As accommodation sector like hotels and resorts in popular destinations generate a huge revenue to the industry. This encourages the expansion and high competition of accommodation business in Thailand. In order to attract more customers, get more competitive advantages and enhance more profit, small hotels and resorts need adapting to new marketing channel and globally technologies to survive their business in the competitive market.

Currently, the number of people who use the internet to conduct their business has been increasing as well as growth in electronic commerce that sells goods, products and services directly to customers through online channels. In Thailand, online hotel and resort booking become more powerful and quick to sell rooms to travelers throughout the world than before. This is a result of easy and fast access to products and services information by using the internet. These create the various online hotel and resort booking channels and online travel agencies (Booking.com, Agoda, Expedia and etc.) have been established. Nevertheless, advancement of technology has changed the behavior of travelers including travelers' sensitivity to prices (Amornvivat, et al.,2017).

Most of the travelers tend to visit online travel agencies' websites to compare accommodation prices and prefer to book through online travel agencies' websites rather than the hotel and resort official website. Moreover, the industry is a very competitive market with competitors like online search companies, shopping websites, travel suppliers and traditional travel agencies (Li-Ming and Wai, 2013). These actions create an impact to

hotels and resorts' entrepreneur especially who own three to four stars or small size of a property because of high amount charge on commission fee from 15 – 30 percent.

The inspiration of this research is based on personal experience in resort family-business at Koh Tao, Suratthani. Thus, I would like to explore factors that increase directly accommodation booking online to small hotel and resort in order to stimulate and increasing rooms revenue in the competitive market based on the topic of The Factors that Influence Accommodation Booking Online for Small Hotel and Resort in Thailand. This research will explore seven major attributes. These attributes are grouped into two main factors which are Product Related Factor and Online Channel Related Factor. Product Related Factor consists of product price, product variety and product review because there are directly implicate to the core products and services of accommodation. The second factor is Online Channel Related Factor which consists of information quality, convenient, payment, and safety and privacy because there are not implicate to core products and services but controlled by the website.

This research aims to identify the key factors that influence accommodation booking online for small hotel and resort in order to provide information to the small hotel and resort business in Thailand to get their direct booking from travelers through their own online channels instead of online travel agencies website. Due to online travel agencies become a main market leader in the tourism and hospitality industry that changing the way of consumers behavior in process of planning and booking for their traveling. Also, the paper will mention online booking's intention factors and study on the customers' behavior and perceptions in order to enhance more online booking opportunities to small hotels and resorts via online channel under the research question that “What factors encourage customers to book accommodation online for small hotel and resort in Thailand?”

As a consequence, this thematic paper will target on respondents who are freely independent travelers age above 18 years old who recently traveled in the last one year and has experiences on making online accommodation booking. The quantitative methodology is used to collect the data by using questionnaire. The sample size is 125 respondents in order to gather the result.

CHAPTER II

LITERATURE REVIEW

Currently, technology advancement has not only changed planning and booking behavior of travelers on consuming travel products but also affected hospitality industry especially SME hotels and resorts in term of high commission structure. Increasing of online booking made through third intermediaries lead to a decline in profitability of SME hotel and resort businesses due to a high amount of a commission charge from 15 – 30 percent per booking. This chapter presents a summary of literature reviews from previous researches which related to online booking, online travel agents, and online purchase intention. Besides that, the definition of attributes that increase accommodation booking online to the small property and a discussion further on the conceptual framework.

2.1 Online Booking

Online booking becomes more popular method to purchase travel's products and services due to technology advancement. The hospitality industry has been significantly affected by the era of technological advancement. Most of the travelers become more free and independent travel (FIT) which use the internet to plan their trip and book their accommodation on their own through online channels. According to SCB Economic Intelligence Center (EIC) mentioned that in Asia-Pacific, online booking growing at 10 to 13 percent during 2014 – 2016 with 34 percent of booking made via online channels out of 40 percent of overall tourism market and expected to grow by 17 percent during 2017 and 2018 (Amornvivat, et al., 2017). This statistic shows that online booking plays an important role to enhance accommodation sales in the hospitality industry due to the internet allows travelers to access information and make accommodation booking in less time with a lower cost of expenditure and more convenience than booking by traditional travel agencies or travel intermediaries.

2.2 Online Travel Agents

Currently, online travel agents (OTAs) are significant websites and applications that gain high portion of market share in the hospitality industry because they are trusted and widely recognized by travelers with sell products and services online from many vendors in tourism businesses. Many online travel agents' websites and applications sell multiple products and provide one-stop services as the key attraction. For instance, airplane ticket with accommodation and rental cars. This business model increases competitive characteristic to online travel agents in order to sell tourism's products and services to potential travelers all over the world (Ku and Fan, 2009). Moreover, market leader in online travel agents like Booking.com, Agoda.com and expedia.com become to change the purchasing behavior of travelers in term of how to access information, how to make payments and also how to select the sites in order to get low price benefit (Amornvivat, et al., 2017)

2.3 Online Purchase Intention

Online purchase intention indicates to the attitude of the consumers who willingness to buy products and services over the Internet. Also, likely used to predict and representative of actual purchase behavior (Jiradilok, et al., 2014). According to Yong, Chai, Chiang and Tee (2014) mentioned that online purchase intention also indicates to the willingness to adopt the Internet for the purpose of comparing price by different online vendors and intends to engage in an online transaction. In addition, online purchases of tourism products and services can be affected by various factors which are related to marketing aspects like actual presence and design of the website or applications of the vendors. These factors firmly affect purchase intention as well as intention to recommend the vendors to other potential travelers. Moreover, online purchase intention can be repurchased by recommended the products and services in each website or applications to other possible travelers. (Foukis, 2015).

2.4 Product Related Factors

2.4.1 Product price

Price is always a major concern in purchase decision-making process and also important attribute when received products and services of consumers. Price also a significant factor to influence website and application visitor attention and online purchase intention (Emir, et al., 2016). In accommodation sector, price is a key factor for travelers when they consider to purchasing hotel and resort's products and services. Most of the customers will change an online booking website or applications if the products and services' price higher than their affordable. If the provided price is suitable with a perceived value from hotel and resort's products and services, this will lead to higher in room purchase (Lui and Zhang, 2014).

2.4.2 Product variety

Product variety defined as a number of different product within a specific product category which offered by a vendor at the same time. Also, refer to the availability of a wide range of products and services (Yong, et al., 2014). In accommodation sector, hotel and resort entrepreneur lose a competitive advantage to sell various products and services as same as online travel agents. Online travel agents' websites can sell products and services from several accommodation partners and other travel products like airplane-tickets and travel packages. One stop service also provided on online travel agents' platform with different kind of travel products and variety of accommodation properties. These actions lead higher online purchase on one channel with the various alternative of products and services.

2.4.3 Product review

Currently, the online platform like online marketplace is the most significant channel to exchange experiences, opinion and knowledge on products and services of travel section. Ying and Chung (2007) argued that a lot of travelers seek a recommendation from an online review. A positive review on the internet gives more influence on intention to book accommodation online. The high rating of the property and good score on accommodations' services also lead to higher occupancy rates in the property (Amornvivat,

et al., 2017). In addition, most of the travelers use online reviews in the process of trip planning and narrow down the alternative of products and services in tourism and hospitality industry in order to make an online purchase (Lui and Zhang, 2014).

2.5 Online Channel Related Factors

2.5.1 Convenience

Convenience in this research refers to ease of use and accessibility with a shorter time that travelers attend to make an online purchase. It could be reflected less energy spent for waiting in queues and reduces in a cost of transportation (Yong, et al., 2014). In addition, user-friendliness also influences on online purchase. Time consuming download is one of the unfriendliness issue in online platform. This inefficient platform will decrease the perception of convenience use on online purchase and leads to an unwillingness to engage in online purchasing products and services (Foukis, 2015). Thus, create the online platform as a convenience in term of ease to use and accessibility can drive customer satisfaction and higher lead to online purchase intention.

2.5.2 Information Quality

Information quality is an important factor to influence travelers' intention to make an online purchase of hospitality products and services. The more accurate information is available in website or application to lead the easier to make a decision to purchase among travelers (Lui and Zhang, 2014). In the hotel and resort's website or application, information is very important for travelers to obtain the accurate information. Also, all content in online platform should be the clear and concise in order to easy to understand and enhance online purchase intention.

2.5.3 Safety and Privacy

This research safety refers to “the condition of being protected from some likelihood for danger, risk, or injury” (Emir, et al., 2016). Privacy refers to the “willingness of the consumer to share information over the internet that allows purchases to be concluded” (Lösing, 2016). Malhotra, Kim and Agarwal (2004) argued that in online marketing,

customer concern on their personal information privacy in the way of how personal data used and privacy practices' awareness. In order to purchase products and services through the online platform, safety and privacy are needed in accommodation's online channels to secure travelers' personal information. Since most hoteliers are turned to sell their products and services online, travelers likely to book accommodation online with their important personal information especially credit card number. This information should be kept as a confidentiality and provide great protection. Safety and privacy features create trustworthiness as a main supporting factor to increase online purchasing on accommodation's products and services. When travelers have trust on accommodation booking website, they will have intention to make an online reservation.

2.5.4 Payment

Payment in this research refers to payment method which used to interchangeable in any purchasing transaction. For accommodation's products and services, hoteliers generally ask for credit card number from travelers to secure their booking but not require payment on the website or application. While online travel agents' websites have different payment methods for the payment alternative provided to travelers. The different forms of payment methods in global e-commerce mainly comprise of a card, bank transfer, direct debit, cash, crypto-currency and direct carrier payments (Lupu, et al., 2016). Currently, a credit card is easy to acquire and become the main function of payment in any travel and accommodation's websites. In addition, the different payment method further than credit card payment could influence the online purchase intention due to convenience of payment to selected (Lui and Zhang, 2014)

2.6 Conceptual Framework and Hypotheses

According to the conceptual framework for this research, it is identified the key attributes of the Thai travelers used to make a reservation online from various online sources for booking their accommodation. The attributes are product price, product variety, product review which rely on product related factor. Further that, convenience, information quality, safety and privacy and payment which under online channel related

factor. These factors and attributes will link to the online purchase intention to the hotel and resort reservation service.

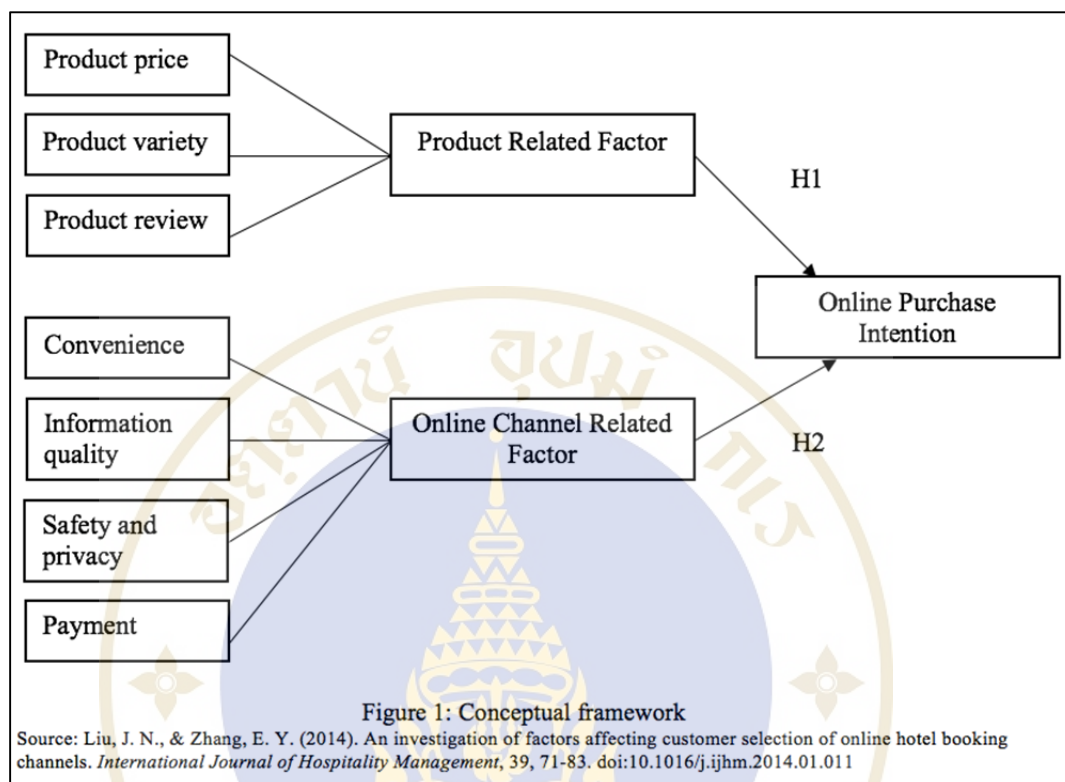


Figure 2.1 Conceptual Framework

From the conceptual framework in this research, the hypothesis of the research are indicated as per below:

H1: Product related factor has positive influence on accommodation booking online

H2: Online channel related factor has positive influence on accommodation booking online

Beside from the attributes and key factors that mentioned in this chapter, the exploration of the significant value and testing hypothesis will discuss in the next chapter with research design and research methodology to identify factors that influence accommodation booking online for small hotel and resort.

CHAPTER III

RESEARCH METHODOLOGY

This research needs to identify the factors that influence accommodation booking online for small hotel and resort in order to provide information to the small hotel and resort business in Thailand. Also, identify how traveler' intention to purchase accommodation online if there provided great deals than other online sources. This chapter comprises of three parts including research design, sample and data collection.

3.1 Research Design

The research methodology which used to explore the significant factors that influence accommodation booking online for small hotel and resort is quantitative research with survey questionnaires distributing. Even if quantitative research could be easy to ignore by respondents and time consuming but less costly and suitable to collecting numerical data turn to useful information in order to test the hypotheses. In addition, to identify factors that influence accommodation booking online for small hotel and resort, an online questionnaire is used to target the online consumers.

3.2 Questionnaire

The questionnaire begins with travel experience questions, follows by hotel and resort reservation experience and ends up with respondents' demographic data. The questionnaire divided into three parts start with:

Part 1: General questions with indicate the general information of respondents

The general question asks the respondents about previous travel experience and experience in using online channel as a tool to reserve the accommodation in order to identify consumers' behavior in accommodation booking.

Part 2: Specific questions with specific factors and end up with online purchase intention questions

These questions used the Likert scale to measure attitude, perception and motivation toward accommodation online booking. This part included 23 questions with used of a 4-point numerical Likert scale which Strongly Disagree is (1), Disagree is (2), Agree is (3) and Strongly Agree is (4).

Table 3.1 Specific questions with specific factors

Factors	Questions
Product price	I can get the best rate of hotel/resort from using online hotel booking website
	The hotel/resort booking online provides me attractive promotions in order to make a decision
	I am likely to visit different online travel websites to take advantage of low prices.
Information quality	There is more in-depth products/services description available when I make an online hotel booking
	The online hotel booking provides me up to date information of hotel availability
	I likely to make an online hotel booking based on a beautiful hotel's visual media
Convenient	Using the hotel reservation online is very easy for me to reserve the hotel
	The hotel booking online system is fast service procedure
	I prefer to make an online booking because I can be booking the hotel anywhere and anytime
	I prefer to make an online hotel booking because I can make it through any devices
Payment	I prefer to make an online hotel booking because there no required a deposit for room reservation
	The payment method in online hotel booking is not complicated

Table 3.1 Specific questions with specific factors (cont.)

Factors	Questions
Product variety	I prefer to make an online hotel booking because there provide me one stop service of trip arrangement
	I find more hotel choices in each location that I want to visit through online booking website
	I find various different types of accommodation in the location that I want to visit through online booking website
Reviews	I likely to make an online hotel booking based on positive feedback on the website
	I likely to make an online hotel booking based on high rating popularity of the property
	Online reviews make me more confident when making an online hotel booking
Safety and privacy	I feel secured in using my credit card for transactions incurred with online hotel booking
	I believe that all sensitive information divulged through online transactions will be kept held in confidentiality.
Intention to online purchase	In the next trip, I willing to book the hotel with hotel website if there provide me good deals than others
	In the next trip, I willing to make an online hotel booking through hotel website if a website provides special benefit than others
	In the next trip, I willing to make an online hotel booking through hotel rather than booking in person

Part 3: Demographic questions

These questions ask about respondents' personal information like gender, age, monthly and personal income.

3.3 Sample

The research's explored the factors that influence accommodation booking online for small hotel and resort as an objective. Thus, the target population is Thai free independent travelers (FITs) who age above 18 years old and have travel experience within the past one year and use online channels to book their travel products and accommodation. The sample size is 125 respondents to conducted factor analysis.

3.4 Data Collection

The questionnaires surveys sent via online approach. As the target population is Thai free independent travelers (FITs) and used internet based to explore their trip, it was the convenience for them could be reached in online questionnaires. The online questionnaire used to collect the data with google forms and distributed via social media channels such as Facebook and Line application. Also, distributed and conducted with QR Code scanner to travelers at the property in tourist destination like Koh Tao in Suratthani province.

3.5 Data Analysis

After collecting the data from the online questionnaires survey, the Statistic Package for Social Science (SPSS) was used for data analysis. Firstly, frequency function in descriptive statistics was used to summarizing the number of respondents' demographic characteristic and online booking experience. Secondly, significant factors were indicated by factor analysis and correlation analysis. And then, tested factors with a dependent variable by using multiple linear regression analysis.

CHAPTER IV

RESEARCH FINDING AND DISCUSSION

Chapter five presents the research results and discussion based on finding. The data results as per below obtain from online questionnaires distributed to 125 Thai free independent travelers (FITs). The chapter starts with the result and analysis of demographic of respondents' information, followed by the general information of respondent about accommodation online booking experience. And then, the research discusses the significant factors that can influence online accommodation booking by using factor analysis and correlation analysis. In addition, the research also tested factors by using multiple linear regression analysis. Also, conclude with hypotheses summary that has been set in chapter two and followed by discussion respectively.

4.1 Demographic of respondents' information

Table 4.1 Demographic represents the profile of the respondents which indicate the respondent demographic characteristic such as gender, age and income.

Table 4.1 Demographic of respondents' information

Demographic Information		Number of Respondents N = 125	Percentage (%)
Gender	Male	51	40.8
	Female	74	59.2
Age	18-22 years old	35	28.0
	23-25 years old	39	31.2
	26 – 30 years old	34	27.2
	31 – 40 years old	11	8.8
	41 – 50 years old	4	3.2
	More than 50 years old	2	1.6

Table 4.1 Demographic of respondents' information (cont.)

Demographic Information		Number of Respondents N = 125	Percentage (%)
Monthly Income	Less than 10,000 Baht	13	10.4
	10,001 – 20,000 Baht	36	28.8
	20,001 – 30,000 Baht	39	31.2
	30,001 – 40,000 Baht	21	16.8
	40,001 - 50,000 Baht	5	4.0
	More than 50,001 Baht	11	8.8

According to table 4.1, the majority of the respondents were female which 59.2% (74 persons) of the total respondents. For age group, the result showed that majority of age group were 23 – 25 years old which counted for 31.2% (39 persons) followed by 18- 22 years old at 28% (35 persons), 26-30 years old at 27.2% (34 persons), 31-40 years old at 8.8% (11 persons), 41- 50 years old at 3.2% (4 persons) and Over 50 years old at 1.6% from total 125 respondents.

In addition, the majority of monthly income was income range of 20,001 – 30,000 Baht (31.2%) followed by range of 10,001 – 20,000 Baht (28.8%), 30,001 – 40,000 Baht (16.8%), less than 10,000 Baht (10.4%), more than 50,000 Baht (8.8%) and 40,001 - 50,000 Baht (4%) respectively.

4.2 General Respondents' Information

According to table 4.2, it illustrates that respondents had travel experience in past 1 year which is 92% or 115 people from the total number of respondents and 10 respondents which 8% had no travel experience in past 1 year. While the total number of respondents 100% had experience on using online booking to reserve the accommodation.

In addition, it shows that 82 respondents which 65.6% use the online travel agents' website to book the accommodation, 34 respondents which 27.2% use Hotel and resort official website while 7 respondents which 5.6% using the travel agents as the source of accommodation booking. In the same time, 57 respondents or 45.6% always use the online channel to book the accommodation.

Table 4.2 General Respondents' Information

General Information		Number of respondents N=125	Percentage (%)
Travel in past 1 year	Yes	115	92.0
	No	10	8.0
Experience on online booking	Yes	125	100.0
	No	0	0
Sources of online accommodation booking	Online Travel Agent	82	65.6
	Hotel/Resort website	34	27.2
	Travel Agent	7	5.6
	Other	2	1.6
Online booking frequency	Always	57	45.6
	Most of the time	46	36.8
	Sometime	17	13.6
	Rarely	5	4.0

4.3 Factor analysis

The significant purpose of factor analysis is using to conduct the data reduction and group related questionnaires to new significant variables or constructs that researcher aims to measure. Factor loading is used to see a correlation between the variables in order to measure and reduce the insignificant variables.

4.3.1 Total Variance Explained

Table 4.3 represents the significant factors in the first round of factor analysis

Table 4.3 Total Variance Explained illustrates significant factors (1st round)

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative	Total	% of Variance	Cumulative	Total	% of Variance	Cumulative
1	9.956	49.779	49.779	9.956	49.779	49.779	4.635	23.174	23.174
2	1.207	6.033	55.812	1.207	6.033	55.812	4.090	20.451	43.624
3	1.067	5.335	61.147	1.067	5.335	61.147	3.505	17.523	61.147
4	0.869	4.343	65.491						
5	1.660	3.828	69.319						
6	0.680	3.400	72.719						
7	0.636	3.182	75.901						
8	0.589	2.946	78.847						
9	0.559	2.795	81.643						
10	0.541	2.703	84.346						
11	0.478	2.388	86.734						

Table 4.3 Total Variance Explained illustrates significant factors (1st round) (cont.)

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative	Total	% of Variance	Cumulative	Total	% of Variance	Cumulative
12	0.444	2.218	88.952						
13	0.415	2.075	91.027						
14	0.341	1.707	92.734						
15	0.316	1.578	94.312						
16	0.280	1.400	95.712						
17	0.253	1.267	96.979						
18	0.230	1.149	98.128						
19	0.222	1.111	99.239						
20	0.152	0.761	100.000						

Extraction Method: principal component Analysis

According to table 4.3 Total Variance Explained, there are three significant factors that influence online accommodation booking for small hotel and resort in Thailand. These three significant factors have Initial Eigenvalues greater than one, it implies that the scores on the factors (components) would be significant and reliable than other factors which lower than one in Initial Eigenvalues.

4.3.2 Rotated Component Matrix

Rotated Component Matrix in Table 4.4 shows the factor loading of each variable toward each factor in the first round of factor analysis

Table 4.4 Rotated Component Matrix (1st round)

	Rotated Component Matrix ^a		
	Component		
	1	2	3
I feel secured in using my credit card for transactions incurred with online hotel booking	.783		
I can get the best rate of hotel/resort from using online hotel booking website	.659		
Online reviews make me more confident when making an online hotel booking	.623		
The hotel/resort booking online provides me attractive promotions in order to make a decision	.606		
I believe that all sensitive information divulged through online transactions will be kept held in confidentiality.	.550		

Table 4.4 Rotated Component Matrix (1st round) (cont.)

Rotated Component Matrix^a			
	Component		
	1	2	3
I prefer to make an online booking because I can be booking the hotel anywhere and anytime	.547	.479	
I likely to make an online hotel booking based on a beautiful hotel's visual media (e.g. Hotel's picture, video, advertising and etc.)	.513		
I am likely to visit different online travel websites to take advantage of low prices.	.448	.442	
The online hotel booking provides an me up to date information of hotel availability		.750	
There is more in-depth products/services description available when I make an online hotel booking		.747	
Using the hotel reservation online is very easy for me to reserve the hotel	.487	.606	
The hotel booking online system is fast service procedure	.446	.575	
The payment method in online hotel booking is not complicated	.490	.573	
I prefer to make an online hotel booking because there no required a deposit for room reservation		.568	
I likely to make an online hotel booking based on positive feedback on the website			.750
I likely to make an online hotel booking based on high rating popularity of the property			.709
I prefer to make an online hotel booking because there provide me one stop service of trip arrangement (e.g. Hotel plus transportation)		.497	.684
I find various different types of accommodation in the location that I want to visit through online booking website	.479		.670
I find more hotel choices in each location that I want to visit through online booking website			.634

From the table 4.4, there are three factors and questions load onto each factor. This table will show only factors that greater than 0.4 which highly loading questions use to identify possible constructs of this research. However, the table also shows cross-loading which numbers show up on two factors. There are seven questions that have to the reduction in order to get more accurate information.

4.3.3 Results from reduction cross-loading

Table 4.5 Total Variance Explained (Final round)

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative	Total	% of Variance	Cumulative	Total	% of Variance	Cumulative
1	3.459	49.413	49.413	3.459	49.413	49.4136	2.498	35.688	35.688
2	1.043	14.898	64.311	1.043	14.898	64.311	2.004	28.623	64.311
3	.704	10.062	74.373						
4	.583	8.332	82.705						
5	.476	6.803	89.509						
6	.402	5.740	95.249						
7	.333	4.751	100.000						

Extraction Method: principal component Analysis

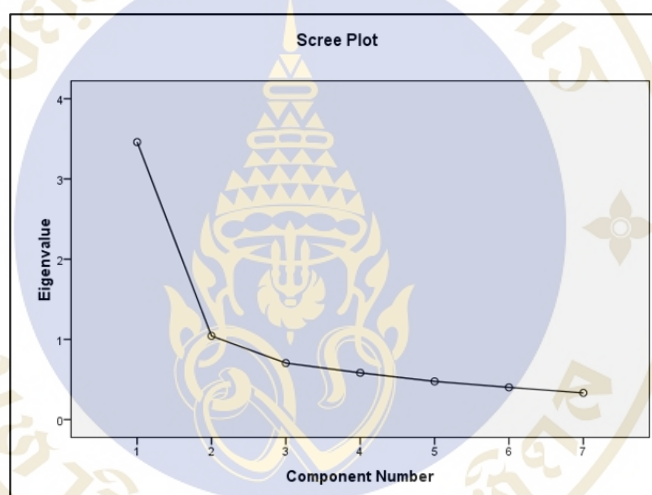


Figure 4.1 Scree Plot (Final round)

Table 4.6 Rotated Component Matrix (Final round)

Rotated Component Matrix ^a		
	Component	
	1	2
I find various different types of accommodation in the location that I want to visit through online booking website	.802	
I likely to make an online hotel booking based on positive feedback on the website	.800	
I can get the best rate of hotel/resort from using online hotel booking website	.795	
The hotel/resort booking online provides me attractive promotions in order to make a decision	.644	
		Product Related Factor

Table 4.6 Rotated Component Matrix (Final round) (cont.)

Rotated Component Matrix ^a			
	Component		
	1	2	
There is more in-depth products/services description available when I make an online hotel booking		.863	Online Channel Related Factor
The online hotel booking provides an me up to date information of hotel availability		.765	
I prefer to make an online hotel booking because there no required a deposit for room reservation		.652	
Extraction Method: Principal Component Analysis.			
Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 3 iterations.			

After reducing cross-loading and mismatch meaning questions, the result of significant factors had changed from three factors to two significant factors as per table 4.5 table 4.6 and figure 4.1. In this research, table 4.6 of Rotated Component Matrix shows two groups of the factor that influence travelers book accommodation online in Thailand. The results were computed into new factors like Product Related Factor and Online Channel Factor. The factors illustrated as below:

- Product Related Factor: relevant to Product variety, Product review and Product price
- Online Channel Factor: relevant to external factors from core product which are Information quality and Payment method.

4.4 Multiple Regression Analysis

After conducted the factor analysis and grouped of significant factors that can influence travelers book accommodation online in Thailand and into Product Related Factor and Online Channel Factor. Multiple regression analysis is needed to predict and test hypotheses based on dependent variables as the intention to book accommodation online of this research and independent variables as Product Related Factor and Online Channel Factor.

After running the Multiple Regression on two significant factors with the intention to book accommodation online via hotel and resort official website, the result shows as below Table 4.7

Table 4.7 Model Summary of Multiple Regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Sig. F Change	Durbin-Watson
					R Square Change	F Change	df1	df2		
1	.592 ^a	.351	.340	.743	.351	32.991	2	122	.000	1.955

a. Predictors: (Constant), Online Channel Related Factor, Product Related Factor

b. Dependent Variable: In the next trip I willing to make a hotel booking through online website rather than booking in travel agent

From the result in Table 4.7 of Model summary of two factors toward the travelers' intention to book accommodation through online website shows that the R Square equaled to 0.340 which is between P value of $0.000 < 0.05$ as required. It means that the overall correlation between Product related factor and Online Channel Related factor and Intention to book accommodation through the online channel is high. We can trust the R Square estimate.

4.4.1 Coefficients of Multiple Regression

The result in Table 4.8 have shown the significant factors from the testing of the coefficient of two factors toward the travelers' intention to book accommodation through online website when running multiple regression.

Table 4.8 Coefficients of Multiple Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.320	.346		.927	.356
Product Related Factor	.719	.120	.518	6.005	.000
Channel Related Factor	.176	.125	.121	1.407	.162

a. Dependent Variable: In the next trip, I willing to make a hotel booking through online website rather than booking in travel agent

The result in table 4.8 shows that only one factor that has the positive relationship with travelers' intention to book accommodation through the online website. The Coefficients estimate for Product related factor is statistically significant with 0.000 which is definitely smaller than P value of 0.05. While Online Channel Related factor is not statistically significantly with 0.162 which is definitely greater than V value of 0.05. This table pointed that the only one significant factor that influences to book accommodation through the online website is Product related factor.

4.5 Hypotheses Testing

Factor analysis and Multiple Regression methods in this research were test the hypotheses in order to identify the relationship between dependent and independent variables. The hypotheses which mentioned in this thematic paper are:

H1: Product related factor has positive influence on accommodation booking online.

H2: Online channel related factor has positive influence on accommodation booking online.

According to the result of table 4.8, it shows that significant value of Product related factors is 0.000 which is smaller than the P value of 0.05. Thus, H1 is accepted. It shows that Product related factor is the significant positive influence on accommodation booking online in small hotel and resort in Thailand.

In the other hand, the result of table 4.8, it shows that significant value of Online Channel related factors is 0.162 which is greater than the P value of 0.05. Thus, H2 is rejected. It shows that Product related factor has no significant positive influence on accommodation booking online in small hotel and resort in Thailand.

Table 4.9 Results of Hypotheses Testing

Hypotheses testing	Results
H1: Product related factors has positive influence on accommodation booking online	Accepted
H2: Online channel related factors has positive influence on accommodation booking online	Rejected

4.6 Discussion

Regarding the results of this research, it showed that the most Thai Freely Independent Travelers (FITs) made the online accommodation booking through online travel agents' website which 65.6 % of the total number of respondents. This showed that online travel agents become the main source of accommodation online reservation in the current market. Also, the finding of the research based on conceptual framework confirmed that significant factor on online purchasing intention was the product related factor which directly implicates to the core products and services of accommodation like product price, product variety and product review. According to the previous literature review, there are indicated that product price is an important factor for travelers when they are purchasing hotel and resort's products and service and might change the decision-making based on price comparing. Then, product variety with a large range of accommodation's products and services lead higher on the online purchase on one channel. Moreover, a positive review, high rating of property and a good score of services standard on the internet gives more influence on intention to book accommodation online. In addition, the finding also proved the hypotheses of the product-related factor has a positive influence on accommodation booking online. Even though, online channel related factor also important to stimulate online booking to hotels and resorts businesses but not highly significant as much as price, online reviews and variety of products and services which is the main consideration of every purchasing decision.

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

This thematic paper focused on the factors that Influence Accommodation Booking Online for Small Hotel and Resort in Thailand. This paper aims to identify the key factors that influence accommodation booking online for small hotel and resort in order to provide information to the small hotel and resort business in Thailand to get their direct booking from travelers through their own online channels instead of online travel agencies website. The paper explores the research question of “What factors encourage customers to book accommodation online for small hotel and resort in Thailand?”

According to the literature review, there are seven major attributes that the research used as variables 1) product price 2) product variety 3) product review 4) convenience 5) information quality 6) safety and privacy 7) payment. These attributes are expected to influence customers’ intention to book accommodation online for small hotel and resort in Thailand. Also, grouped into two main factors which are 1) Product Related Factor and 2) Online Channel Related Factor for this study. The conceptual framework was developed based on previous literature about online booking adoption. The following figure is the conclusion of finding based on research conceptual framework:

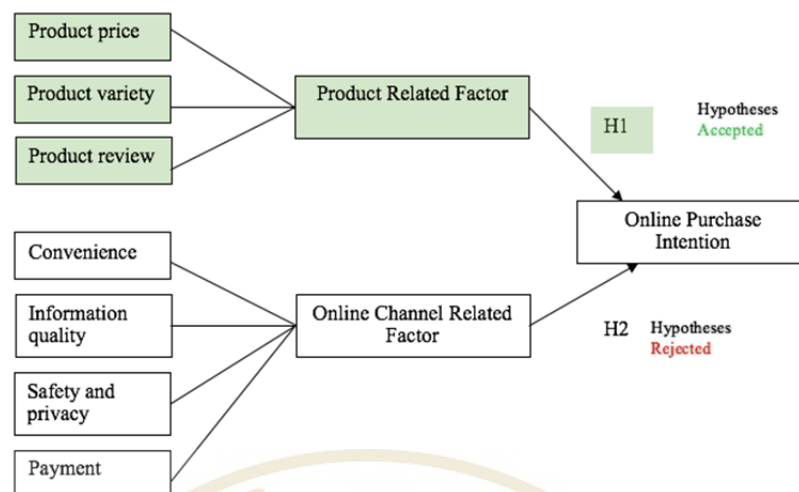


Figure 5.1 Conclusion Conceptual framework
 Source: Liu, J. N., & Zhang, E. Y. (2014). An investigation of factors affecting customer selection of online hotel booking channels. *International Journal of Hospitality Management*, 39, 71-83. doi:10.1016/j.ijhm.2014.01.011

Figure 5.1 Conclusion conceptual framework

As a consequence, this thematic paper will analyze significant factors which influence accommodation booking online. Thus, using SPSS program to running Factor Analysis and Multiple Regression Analysis are needed to identify the factors. The target on respondents who are Thai Freely Independent Travelers age above 18 years old who recently traveled in the last one year and has experienced on making online accommodation booking. The quantitative methodology is used to collect the data by using questionnaire. The sample size is 125 respondents in order to gather the result. The results indicated that respondents were 74 females and 51 males participated the questionnaires survey. The majority age groups of this survey were 23 - 25 years old which 39 respondents and 35 respondents in the age range 18-22 years old. Most of the respondents, 39 respondents got their monthly income in the range of 20,001 – 30,000 Baht followed by 36 respondents in the range of 10,001 – 20,000 Baht of all 125 respondents respectively. Also, all of the respondents had experience on using online booking to reserve the accommodation by 82 respondents using online travel agent website and 34 respondents using hotel/resort official website to book the accommodation.

For significant factors, the result showed that the only one significant factor that can influence consumers to book accommodation online is Product Related Factor. Product Related Factor comprises of product review, product price and product variety. The results indicated that Product Related Factor is the significant positive influence

on accommodation booking online in small hotel and resort in Thailand with Sig value at 0.000 which is smaller than P value as 0.05. Product positive review is significantly affected to online accommodation shopping among customers while product price is still the most important factor to making a purchase decision in any products in the competitive world as well as accommodation industry. Also, various travel products categories in one shopping site could drive convenience and differentiate products aspects to customers in order to make a purchase decision.

5.2 Recommendation and Practical Implications

The purpose of this research aims to identify the key factors that influence accommodation booking online for small hotel and resort in order to provide information to the small hotel and resort entrepreneurs in Thailand to get direct booking through their own online channels instead of online travel agencies website. Thus, the recommendation which mentioned below will focus to guide the hoteliers.

5.2.1 Provided Differentiate products and services

Currently, competitive market in Thailand accommodation industry continues heating up every day. Many accommodation businesses try to compete others with the best price guarantee. The entrepreneurs of small accommodation property have been hurt from cutting rate of the large market share of third-party distributors like online travel agents (booking.com, Agoda.com, Expedia.com and etc.) in order to attract customers to use their websites to reserve the accommodation. Competing with cutting room rate will hurt on a cost of production and also benefit in short period of time not suitable for long term marketing strategy. In order to compete with the best rate guarantee, hotelier need to compete with OTA by creating differentiate products and services to serve quality travelers who willing to pay more for quality like retiree travelers in order to catch new target group instead of competing in the lowest room rate. Tourism for elder people can develop as products variety and unique selling points for any properties which provided differentiate apart from third-party distributors. This approach not also generates products and services variety to hoteliers but also broaden customers' satisfaction. From the satisfaction might lead to more expenditure from customers on hotel and

resort's services. In addition, the retiree travelers' market is not heating up in the current market. A combination of healthcare, wellness and adventure activities is one of proactive approach that encourages customers to purchase accommodation's products and services online directly through hotel and resort's website due to differentiating products and services available only in hotel's official website. This approach will be effective to increase accommodation booking online through hotel's official website. Moreover, hotelier can offer service packages with the special rate which differs from OTA websites to customers book directly through hotel's official website.

5.2.2 Brand Image Strategy

In addition, customer reviews on online channels about products and services of accommodation is strongly influencing customers purchase decision. Positive reviews and high ratings of properties can lead to higher purchase accommodation online. Thus, good brand image strategy is needed to improve the hotel and resort when having negative reviews. Hotel and resort entrepreneurs should follow up on comments, update accurate information about services, location and contact details on online channels and take advantage of Search Engine Optimization (SEO) which use to increase hotel and resort website's visible in search engine results in searching sources like google website. Moreover, responsiveness to inquiries of customers can lead to the brand recognition, earn trust among customers and prevent negative reviews.

5.3 Research Limitation and Future Research

For this thematic paper, the main limitation is the time constraint. This paper collected the data from a small number of sampling which 125 respondents due to a short period of conduct the research. The small number of sampling in quantitative research might not represent an accuracy of the results of research's question. The next limitation is population. The respondents are Thai customers. This represents only on Thai customers' behavior toward intention to purchase accommodation not represent foreigners' behavior toward online accommodation booking in Thailand. The Last limitation is easy to ignore by potential customers. Some respondents are not willing

to answer the questionnaires survey. Thus, this actioned might lead inaccuracy results from the questionnaires survey.

For the future research, it would be potential to conduct a research on Thai accommodation industry because tourism and hospitality industry in Thailand is sustainable growth and also an important factor that generate national income to the country. In addition, from this research topic may extend to study on key factors that influence eldering tourism in Thailand. As everyone known that Thailand becomes to aging society. Thus, the topic about tourism and eldering is interested to explore.



REFERENCES

- Amornvivat, S., Haroenphon, V., Pruedsaradch, P., Laosopapirom, T., Sophonkeereerat, P., & Akaraphanth, L. (2017). Three megatrends to change the face of the Thai tourism industry. *Economic Intelligence Center Insight*. Retrieved from https://www.scbeic.com/en/detail/file/product/3368/eol77tgr4j/EIC_Insight_tourism_2017_EN.pdf.
- Emir, A., Halim, H., Hedre, A., Abdullah, D., Azmi, A., & Mohd Kamal, S. B. (2016). Factors Influencing Online Hotel Booking Intention: A Conceptual Framework from Stimulus-Organism-Response Perspective. *International Academic Research Journal of Business and Technology*, 2(2), 129-134. Retrieved from http://www.iarjournal.com/wp-content/uploads/IARJBT_2016_2_129-134.pdf.
- Field, A. P. (2005). *Discovering statistic using SPSS* (2nd edition). London: Sage. Retrieved from <http://users.sussex.ac.uk/~andyf/factor.pdf>.
- Foukis, A. (2015). *The impact of travel website characteristics on consumers' attitude towards Intention to purchase and recommend* (Master's thesis, Erasmus School of Economics, 2015). Rotterdam. Retrieved from <http://arno.uvt.nl/show.cgi?fid=138943>.
- Jiradilok, T., Malisuwan, S., Madan, N., & Sivarak, J. (2014). The Impact of Customer Satisfaction on Online Purchasing: A Case Study Analysis in Thailand. *Journal of Economics, Business and Management*, 5-11. doi:10.7763/joebm.2014.v2.89.
- KU, C. S. E., & Fan, Y. W. (2009) The Decision Making In Selecting Online Travel Agencies: An Application Of Analytic Hierarchy Process, *Journal of Travel & Tourism Marketing*, 26:5-6, 482-493, DOI:10.1080/10548400903163020.
- Li-Ming, A. K., & Wai, T. B. (2013). Exploring Consumers' Attitudes and Behaviors toward Online Hotel Room Reservation. *American Journal of Economics*, 6-11. doi:10.5923/c.economics.201301.02.

- Liu, J. N., & Zhang, E. Y. (2014). An investigation of factors affecting customer selection of online hotel booking channels. *International Journal of Hospitality Management*, 39, 71-83. doi:10.1016/j.ijhm.2014.01.011.
- Lösing, T. (2016). *How does privacy perception influence online shopping behavior? - A comparison between Millennials and Generation X* (Master's thesis, University of Twente, 2016). Netherlands. Retrieved from http://essay.utwente.nl/70177/1/Loesing_BA_Behavioural%2C%20Management%20and%20Social%20Sciences.pdf.
- Lupu, S., Mual, M., & Stiphout, M. V. (2016). *Ecommerce Payment Methods Report 2016 (Vol. 1, Rep.)*. The Payper. Retrieved from https://www.febelfin.be/sites/default/files/InDepth/ecommerce_payment_methods_report_2016_aeu_global_payments_insights.pdf.
- Malhotra, N., Kim, S. S., and Agarwal, J. (2004). Internet Users' Information Privacy Concerns (IUIPC): The Construct, the Scale, and a Causal Model. *Information Systems Research*, 15(4): 336-355.
- Turner, R. (2017). *Travel & Tourism Economic Impact 2017 Thailand* (Rep.). World Travel & Tourism Council (WTTC). doi:<https://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2017/thailand2017.pdf>.
- Ying H.L., and Chung C.M. (2007). The effects of single-message single-source mixed Word-of-Mouth on product attitude and purchase intention. *Asia Pacific Journal of Marketing and Logistics*, 19(1), 75-93.
- Yong, Y.C.A., Chai, M.C., Chiang F.,C. & Tee. Y. V. (2014). Factors Influencing Generation Y'S Online Purchase Intention In Book Industry. Retrieved from http://eprints.utar.edu.my/1706/1/factors_influencing_Generation_Y_s_online_purchase_intention_in_book_industry.pdf.



Appendix A: Questionnaire



College of Management
Mahidol University

Dear Sir/Madam

This set of questionnaire survey aims to understand Thai online travelers' behaviors, perceptions and motivations toward hotel online booking. All data will be treated with high confidentiality and used for educational purpose only. It will take about 5-10 minutes to finish. Please be assured that your response is strictly confidential and only aggregate results will be reported and used for educational purposes only. Please complete all question truthfully by mark “✓” the given code that mostly suit you. Thank you for your participation.

There are 3 parts including in this set;

Part 1: General information

Part 2: Perceptions and Motivations

Part 3: Personal Information

Part 1: General information (Screening question)

1. Did you travel in the past six months?

<input type="checkbox"/> Yes	<input type="checkbox"/> No
------------------------------	-----------------------------

2. Do you typically book hotel for the trip by using online channel?

<input type="checkbox"/> Yes	<input type="checkbox"/> No (If no, end of the survey)
------------------------------	--

3. Which source have you use for making a hotel reservation?

<input type="checkbox"/> Hotel/Resort website
<input type="checkbox"/> Online Travel Agent (e.g. Booking.com, Agoda, Expedia, etc.)
<input type="checkbox"/> Travel Agent
<input type="checkbox"/> Other (specify)_____

4. According from question 3, how often do you use when making a hotel/resort reservation?

- Always Most of the time
 Sometimes Rarely

Part 2: Perception and Motivation (General Question)

Please specify the level of your agreement on the following statement:

(Assessment scale 1 = Strongly Disagree, 2= Disagree, 3 = Agree, 4 = Strongly Agree)

Perception and Motivation	Strongly Disagree	Disagree	Agree	Strongly Agree
Price				
5. I can get the best rate of hotel/resort from using online hotel booking website	1	2	3	4
6. The hotel/resort booking online provides me attractive promotions in order to make a decision	1	2	3	4
7. I am likely to visit different online travel websites to take advantage of low prices.	1	2	3	4
Information quality				
8. There is more in-depth products/ services description available when I make an online hotel booking	1	2	3	4
9. The online hotel booking provides an me up to date information of hotel availability	1	2	3	4
10. I likely to make an online hotel booking based on a beautiful hotel's visual media (e.g. Hotel's picture, video, advertising and etc.)	1	2	3	4
Convenient				
11. Using the hotel reservation online is very easy for me to reserve the hotel	1	2	3	4
12. The hotel booking online system is fast service procedure	1	2	3	4

Perception and Motivation	Strongly Disagree	Disagree	Agree	Strongly Agree
13. I prefer to make an online booking because I can be booking the hotel anywhere and anytime	1	2	3	4
14. I prefer to make an online hotel booking because I can make it through any devices	1	2	3	4
<i>Payment</i>				
15. I prefer to make an online hotel booking because there no required a deposit for room reservation	1	2	3	4
16. The payment method in online hotel booking is not complicated	1	2	3	4
<i>Product variety</i>				
17. I prefer to make an online hotel booking because there provide me one stop service of trip arrangement (e.g. Hotel plus transportation)	1	2	3	4
18. I find more hotel choices in each location that I want to visit through online booking website	1	2	3	4
19. I find various different types of accommodation in the location that I want to visit through online booking website				
<i>Reviews</i>				
20. I likely to make an online hotel booking based on positive feedback on the website	1	2	3	4
21. I likely to make an online hotel booking based on high rating popularity of the property	1	2	3	4
22. Online reviews make me more confident when making an online hotel booking	1	2	3	4
<i>Safety and privacy</i>				
23.I feel secured in using my credit card for transactions incurred with online hotel booking	1	2	3	4
24.I believe that all sensitive information divulged through online transactions will be kept held in confidentiality.	1	2	3	4

Perception and Motivation	Strongly Disagree	Disagree	Agree	Strongly Agree
<i>Intention to buy</i>				
25. In the next trip, I willing to book the hotel with hotel website if there provide me good deals than others	1	2	3	4
26. In the next trip, I willing to make an online hotel booking through hotel website if a website provides special benefit than others	1	2	3	4
27. In the next trip, I willing to make an online hotel booking through hotel rather than booking in person	1	2	3	4

Part 3: Personal Information

28. Could you please tell us what is your gender [Single Answer]

Male

Female

29. Could you please tell us what is your age range [Single Answer]

Less than 18 years old

18-22 years old

23-25 years old

26 – 30 years old

31 – 40 years old

41 – 50 years old

More than 50 years old

30. Could you please tell us what is your income range per month [Single Answer]

Less than 10,000 Baht

10,001 – 20,000 Baht

20,001 – 30,000 Baht

30,001 – 40,000 Baht

40,001 – 50,000 Baht

More than 50,001 Baht

Thank you very much for taking the time to complete our survey.