FACTORS INFLUENCING CONSUMERS' DECISION-MAKING PROCESS ON HOTEL SELECTION AFTER COVID-19

KONLATHAT LERTSANSERN

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....
Mr. Konlathat Lertsansern
Candidate

....

Asst. Prof. Prattana Punnakitikashem,   Assoc. Prof. Nathasit Gerdsri,
Ph.D.   Ph.D.
Advisor   Chairperson

....

Asst. Prof. Duangporn Arbhasil,   Assoc. Prof. Decha Dechawatanapaisal,
Ph.D.   Ph.D.
Dean   Committee member
College of Management
Mahidol University

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KONLATHAT LERTSANSERN 6149156

M.M. (ENTREPRENEURSHIP MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. PRATTANA PUNNAKITIKASHEM, Ph.D., ASSOC. PROF. NATHASIT GERDSRI, Ph.D., ASSOC. PROF. DECHA DECHAWATANAPAISAL, Ph.D.

ABSTRACT

The hotel owners have suffered from the ongoing coronavirus disease (COVID-19) as the international flights are prohibited, and the hospitality business was forced to temporarily closed during the peak time of the virus outbreak. The hoteliers have lost a lot of their incomes from both international and domestic tourists. Therefore, this study is conducted to help those hoteliers to understand the consumers' behaviors (domestic tourists) in term of the factors that they would consider when choosing hotel after COVID-19. The methodology used for data collection in the study is quantitative method by developing questionnaires and distributed online via social media. The sample size is around 132 respondents, with the response rate of 75%.

This paper presents the information about the factors that are influential to the consumers' decision-making process on hotel selection between before and after COVID-19 situation. The results generally show that consumers' behavior has changed regarding hotel selection. Some factors like Hygiene becomes the most influential factor when selecting hotel after COVID-19. With the findings from the questionnaires, the hoteliers can utilize their investments and prioritize their investment activities to attract more guests during this solitary moment.

KEY WORDS: Accommodation / Tourism / Hotels

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CHAPTER I

INTRODUCTION

1.1 Background

The tourism industry in Thailand is one of the most important factors that drive the economy and it also contributes a large portion to the GDP. In recent years, it has contributed to more than 21% of GDP (Bank of Thailand, 2019). In global viewpoints, Thailand is considered to be one of the most developed and biggest tourism markets in Asia. The number of Thailand's visitors has constantly increased every year. In 2019, the country has welcomed around 39 million tourists and it was expected to be more than 40 million in 2020 (Ministry of Tourism and Sport, 2020). Moreover, as Thailand has competitive advantage in tourism industry in terms of hospitality, historical places, eco-attractions, and world-famous cuisine, Thai government, therefore, continuously releases policies to support and develop the industry. For example, Thailand's 20-Year National Strategy also put emphasis on strengthening the Thai economy by enhancing the profitability and competitiveness of the tourism industry.

Unfortunately, there is an unexpected incident that massively negatively affects the world's economy. With the spread of COVID-19, which is short for Corona Virus Disease 2019, the tourism industry inevitably got significantly affected. Many countries have announced the locked-down policy, suspending unnecessary travel for both internationally and domestically. As a result, the numbers of tourists dramatically decreased, and Thailand that relies heavily on tourism and hospitality industry got highly affected. Furthermore, Thailand's tourism industry relies heavily on Chinese tourists. Approximately 30% of tourists that were travelling into Thailand are Chinese. Therefore, when the outbreak began in China, many Chinese tourists had postponed their tour groups from leaving China. As a result, many business owners in Thailand have suffered from the lack of incomes. Moreover, according to the Civil Aviation Authority of Thailand, the ban on International Flights have been issued since April 27,

2020 and it is still uncertain when the ban would be dismissed (Sukmanop, 2020). As a result, hoteliers will continuously lose their incomes from international tourists. Besides, even if it was allowed to travel in to Thailand, the confidence level of tourists to travel during this situation might not be back easily. The duration of a lockdown is still unknown (Fernandes, 2020). Therefore, for the hoteliers to quickly recover, they should put more emphasis on domestic tourists as the confidence level of Thai people has increased dramatically since there has been no domestic COVID-19 spread for more than a month (Department of Disease Control, 2020). Furthermore, many related businesses are currently allowed to open normally, which would attract more domestic travelers.

This incident has become the Black Swan to the global tourism industry. Many businesses that rely heavily on tourists, such as hotels, restaurants, pubs and bars, car rental business, airlines and so on, are forced to temporarily shut down. Consequently, they have lost considerable amounts of income, while some businesses who do not have enough liquidity are unavoidably forced to quit the market, while who have survived so far will have to adjust their strategies to attract their potential customers as fast as possible. Besides, people might have changed their behavior which may possibly have affected the business model of the industry. This paper will study on the factors that influence consumers' decision for hotel selection and compare the factors between the period before and after COVID-19 to study how the factors has changed.

1.2 Research Question

What are the factors influencing consumers' decision for hotel selection after COVID-19?

1.3 Objective

To identify the factors that influence customers' decision to choose hotels after COVID-19

1.4 Benefit of This Study

The hotel's owners can use the knowledge to adjust their strategies to attract customers and be able to control and operate the business more efficiently.

1.5 Scope of the Study

The research aims to study the factors that influence consumers' decision-making process on hotel selection, which will mainly focus on Thai tourists who frequently domestically travel and have recently booked the hotel or already travelled after COVID-19.

CHAPTER II
LITERATURE REVIEW

Thailand tourism industry is one of the largest industries that drive the economy and create a lot of jobs and incomes to the country. There were plenty of tourists both domestic and international. However, recently, there is the incident of (COVID pandemic -19), which makes the whole industry paralyzed and change customers' behavior. So, this study will focus on factors influencing hotel selection decision of the customers, which would help the hotel's owners to understand and develop what customers need to be able to adjust their strategies to survive.

2.1 COVID-19

COVID-19 or Corona-virus disease is a global pandemic that began in December 2019 in Wuhan city in China. It has spread through the world at the very fast rate. The pandemic is not only a health crisis, but also unavoidable socio-economic crisis, which also causes damages to business sector (UNDP,2020). Currently, there are more than 7.7 million cases and over 400,000 deaths worldwide (Worldometers, 2020). Many countries have announced the locked-down policy to contain and prevent the virus to coming in or out. Therefore, the transportation between countries are now prohibited without knowing that when it is going to be allowed to travel again. The effects of this virus to the global economy are unmeasurable. Many business owners got massively affected and have to shut down the business. For the hospitality industry in Thailand, the whole industry is almost completely shut down and gone bankrupt (Bangkok Post, 2020). There are no tourists, travelers, or even visitors. Consumers' behavior has changed. There are many new normal.

2.2 Consumer Decision-Making Process

Decision making is the process of deciding to do or choose something among available alternatives, which consumers usually encounter with the decision making every day (Mihart, 2012). Consumers tend to choose products of services based on the perceived information and constraint in each situation. The decision of customers can be influenced by culture, demographics, social status, marketing activities, perception, motives, emotion, personality, preferences and so on. Even though consumers may have different point of views and need towards the same products or services, they tend to have similar process of decision making, which can be divided into 5 steps, which are:

2.2.1 Problem or need recognition

At this stage, consumers may feel like they need something or something is missing as their ideal state is different from the reality. So, they tend to need something to fill in the gap between both states.

2.2.2 Information search

When consumers know their needs or problems, they started to search for more information to help them decide which alternatives best suit them which can be categorized into two types of search, which are internal search and external search. For internal search, consumers may purchase the products or services that they are familiar, or have experienced before. For external search, they may seek information from their friends, colleague, family, advertisement, or review on the Internet.

2.2.3 Evaluation of alternatives

This stage consumers will evaluate which alternatives best suit them by comparing between available choices that would satisfy their needs. The evaluation process can be done based on various factors, such as quality, price, convenience, tastes, quantity, or any factors that consumers see important to them.

2.2.4 Purchase decision

When they have been through those three stages, consumers finally decide to make a transaction. The purchase decision can be divided into 5 models, which are (1) the rationale model, (2) satisficing model, (3) implicit favorite model, (4) intuitive model, and (5) escalation of commitment. These models stimulate the need to buy of consumers by different factors, such as marketing campaign, environment, emotional connection, or personal experiences.

2.2.5 Post-purchase evaluation

This process refers to customers behavior of analyzing the products or services whether they worth their money and meet their expectation or not. If customers are satisfied with the products or services, they will likely influence other potential consumers to buy the same products or services. However, if they are not satisfied, the outcome will be the opposite.

These are the 5 steps that consumers have been through when selecting the hotels. However, after the incident of COVID-19 breakout, the first stage, need or problem recognition, assumingly has changed. Consumers might have different needs or face different problems in the process of hotel selection. Therefore, this paper will study about what factors influencing consumers' hotel selection. How they are different comparing the factors between before COVID-19 and after COVID-19 to help the hotel owners understand their customers.

2.3 Factors Influencing Consumer's Hotel Selection

Why tourists have chosen to stay at a specific hotel or place is a very complex question (Lewis,1984). Consumers' hotel selection decision can be influenced by various factors such as hotel product, marketing activities and personal characteristics of consumer. First of all, hotel products can be described by various attributes which directly impacts consumer's choices as well as strengthen its competitive advantage from their competitors, which include location, facilities, services, design, price and reputation and so on (Alpert, 1971). Secondly, marketing activities have also become another important factor that can positively influence

consumers' purchasing decision if they are well delivered (O'Neill & Belfrage, 2005). Branding, promotion and pricing are the examples of the activities that can be done by the hotels to attract more customers and stimulate their wants to select a specific hotel. Lastly, the characteristics of consumers may also influence their decision-making process as well. This dimension includes socio-demographics, geographical factors, and behavioral characteristics such as reference group, gender, age, lifestyle, personality, income, personal experiences, preferences and so on (Baruca & Čivre, 2012).

From previous study (Pantelic, 2017), the factors consumers usually consider when selecting hotels are "location", "price", "promotion", "hotel facilities", "recommendation", "personal experience", "brand name and reputation", "guest-room design" and "level of service". These factors may vary depending on types of customers. For example, the study shows that business travelers tend to give priority to the location of the hotel the most whereas other types of travelers may not consider location as the top priority. Even though price can be a valid measurement for the standard of hotel quality and service offered, it is still an intangible and subjective factor. The higher price may not always provide enough values that customers have expected from the hotel. Therefore, not only is the price considered as the important factor influencing consumer's decision but also other factors. Location is another crucial factor having significant influence to customers'decision-making process in selecting a specific hotel as it is unchangeable once it is selected. Moreover, concrete factors like facilities, design, level of service, and hygiene can also influence their hotel selection decision in some specific ways as well (Yang, Huang, and Shan, 2017).

CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Methodology

This research applied quantitative method because the set of factors that influence the consumers' decision should be limited and defined in the same way. The study will use the questionnaires to collect needed information for developing a set of data to identify the factors that influence consumers' decision for hotel selection. The questionnaires will be given out online to at least 100 participants, which will focus mainly on travelers who recently book the hotel or travel after COVID-19 to best reflect their experiences and what they have expected from the hotel.

3.2 Sampling

The samples are travelers who recently book the hotel or travel in Thailand after COVID-19. The sample size will be at least 100 consumers.

3.3 Data Collection

Regarding the current circumstance of COVID-19 and social distancing policy, the researcher will simply collect data via online questionnaires (using google form) which is the most convenient and fastest way to get the data from a target group or respondents. The questionnaires will basically be distributed to travelers who frequently domestically travel in Thailand and recently booked or traveled after COVID-19. There will be a screening question to filter out the non-target group to improve the quality of the data collected. The data will be collected via google form, which was distributed through social media application (e.g. Facebook), and LINE group chat.

3.4 Instrument

The questionnaires were developed from the literature review on the factors that could possibly influence consumers' decision-making process on hotel selection. The factors being asked to select in the questionnaires are from previous research that the researchers have identified significant and influential to the decision-making process.

3.5 Data Analysis

The frequency analysis will be performed to analyze the data to identify which factors most likely influence consumers' decision-making process on hotel selection.
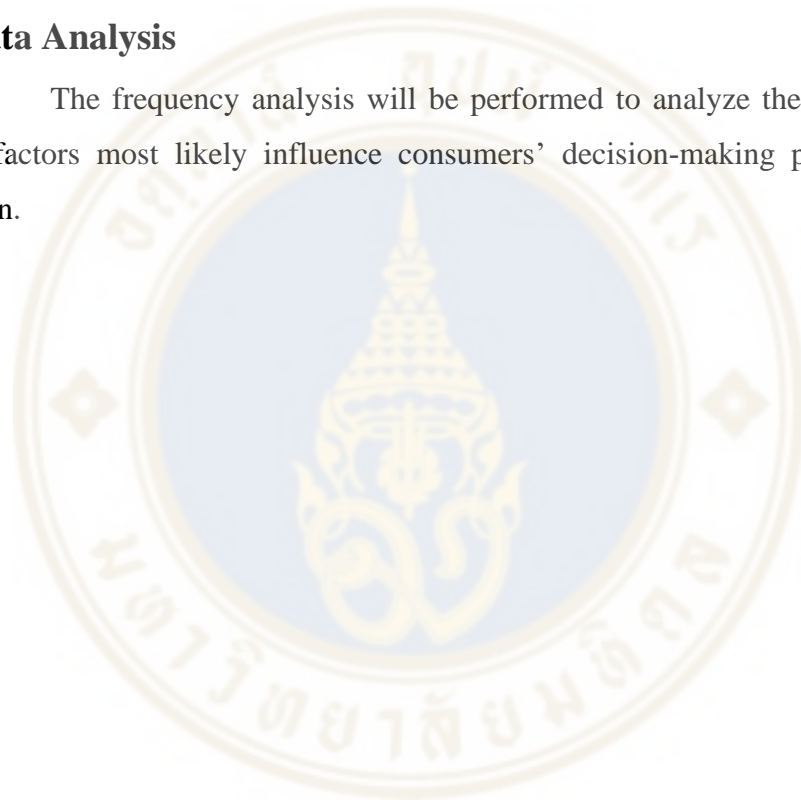
CHAPTER IV
DATA ANALYSIS AND FINDING

This chapter will use the data and information collected from the questionnaires to identify the factors that highly influence consumers' decision-making process on hotel selection. Of 131 respondents, the data from 32 samples or 24.4% were ineligible for the data analysis because they have not recently travelled or planned to travel after COVID-19 and were filtered out. Therefore, only the data from 99 respondents are eligible for the analysis.

4.1 Data Analysis

The data was collected via google form, which was distributed through social media application (e.g. Facebook), and LINE group chat. Data collection took place between July 16, 2020 and July 26, 2020. A total of 131 samples has participated in this questionnaire. There are 3 main parts in the questionnaire, which are (1) respondent's demographic such as Gender, Age Range, and Income Range, (2) respondent's travel Behavior, and (3) The factors influencing the respondent's decision making-process on hotel selection. The frequency analysis will be performed to analyze the data and the results are as follow:

4.1.1 Gender

From 99 surveys, 54 of them or 54.5% of the respondents are male while the respondents who are female are 45.5% or 45 respondents as shown in the table below.

Table 4.1 Gender

	Frequency	Percent
Male	54	54.5 %
Female	45	45.5 %
Total	99	100 %

4.1.2 Age Range

Table 4.2 Age Range

		Frequency	Percent	
Under 25		16	16.2%	
25 – 35		45	45.5%	
36 – 45		21	21.2%	
46 – 55		16	16.2%	
> 55		1	1%	
Total		99	100%	

The table shows that most of the respondents are aging between 25-35. Of 99 respondents, 45 of them or 45.5% are in this range, followed by the age range 36-45 with 21 respondents or 21.2%. For the age range between "Under 25" and "46-55", each has 16 respondents or around 16.2% totaling 32.4% and the last group ">55" years old only account for 1 person.
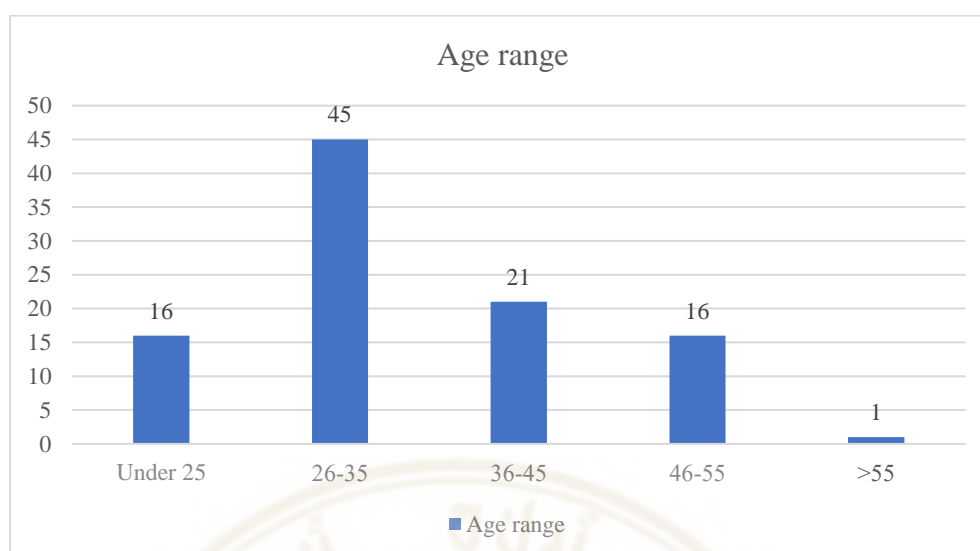
Figure 4.1 Age range

4.1.3 Income Range

Table 4.3 Income Range

	Frequency	Percent
Lower than 15,000 THB	3	3 %
15,001–30,000 THB	21	21.2 %
30,001–45,000 THB	24	24.2 %
45,001–60,000 THB	20	20.2 %
60,001–100,000 THB	13	13.1 %
More than 100,000 THB	18	18.2 %
Total	99	100 %

The data shows that income range lower than 15,000 THB only represents 3% of all respondents. Most participants have income range at around 30,001 – 45,000 THB which account for 24.2 %, followed by the range of 15,001 – 30,000 THB (21.2%), 45,001 – 60,000 THB (20.2%), more than 100,000 THB (18.2%), and 60,001 – 100,000 THB (13.1%).

Figure 4.2 Income Range

4.1.4 Travel Frequency in a Year and Traveling Purpose
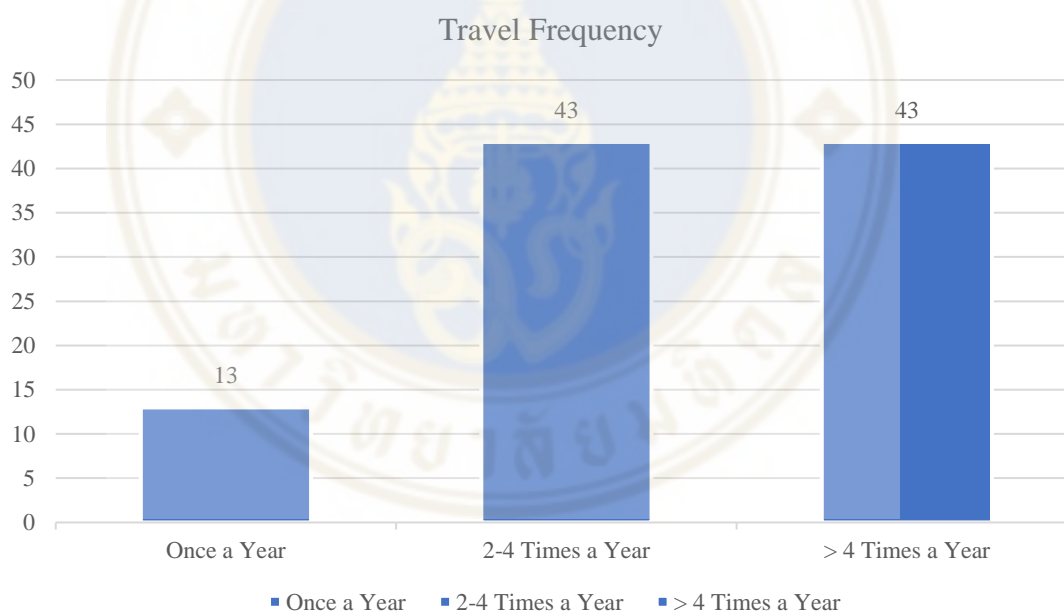
Figure 4.3 Travel Frequency

Of 99 respondents, 43 of them travel more than 4 times a year, and another 43 respondents travel at least 2-4 times a year, while the rest of 13 travel just once a year. Most of their traveling purposes are mainly for leisure which account for 92.9% while the rest of 7.1% are for working purposes.
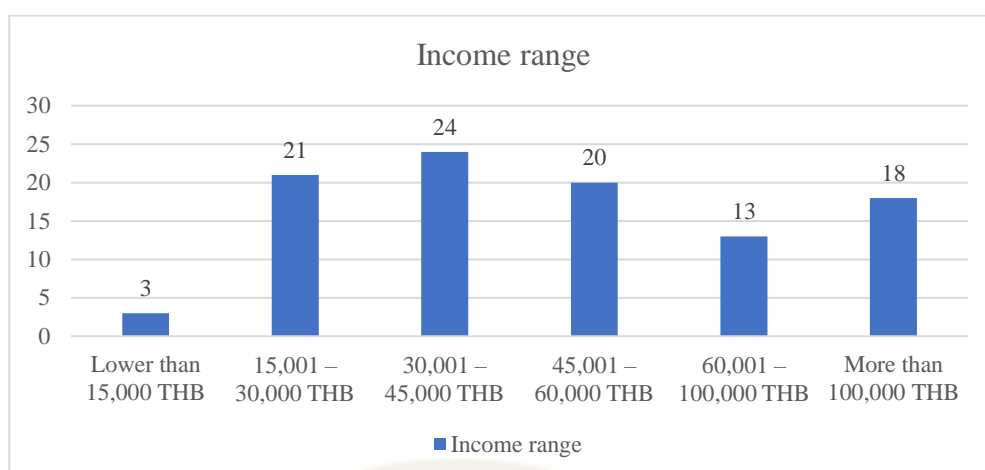
4.1.5 Types of Hotel

For the types of hotel, it was described as 1-Star Hotel to 5-Star Hotel, which the respondents can select the types of hotel that they prefer more than one answer. The results are that 4-Star Hotels are the most picked from the respondents with the frequency rate of around 40%, followed by 5-Star Hotel (28%), 3-Star Hotel (23%), 2-Star Hotel (7%), and 1-Star Hotel (2%) consecutively.

Figure 4.4 Types of Hotel

4.1.6 Average Time Spending in a Single Trip

The responses from 99 respondents show that 83.8% of all respondents spend around 2-3 days for a single trip, while another 16.2% spends around 4-6 days in a single trip.

Table 4.4 Average Time Spending in a Single Trip

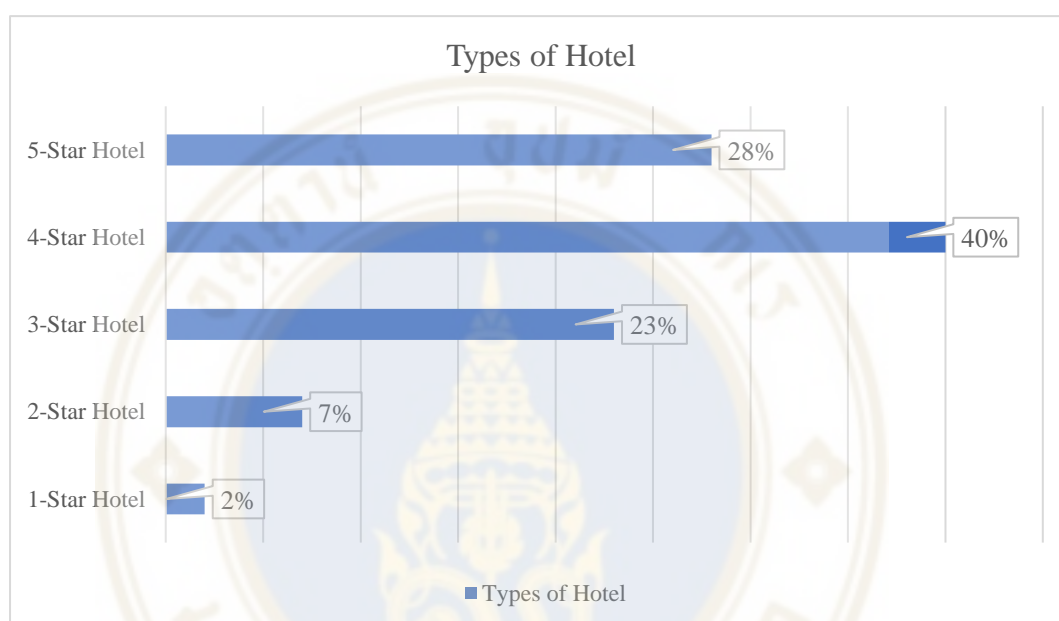|	Frequency	Percent
1 day	0	0 %
2-3 days	83	83.8 %
4-6 days	16	16.2 %
> 7 days	0	0 %
Total	99	100 %

4.1.7 The Channels That Consumers Know about the Hotel

Table 4.5 The Channels that Consumers Know about the Hotel

	Frequency	Percent
Official Facebook Page of the Hotel	38	12.84 %
Promotion Page on Facebook	56	18.92 %
Instagram	32	1.81 %
Recommendation from friends/family	62	20.95 %
Hotel's Official Website	24	8.11 %
Online Booking Agency (Agoda, Booking, traveloka)	84	28.38 %
Total	296	100 %

The table shows that 28.38% of all respondents know or learn about the hotel by searching through online booking channel followed by recommendation from friends/family (20.95%), promotion page on Facebook (18.92%), official Facebook page of the hotel (12.84%), hotel's official website (8.11%), and Instagram (1.81%) consecutively. Therefore, if the hoteliers would like to invest to attract more customers, online booking agency might be the best and most efficient channel that they should invest as it is the most seen channel.

4.1.8 Factors Influencing Consumers' Decision-Making Process on Hotel Selection

On this dimension, the question is divided into two parts which are the factors that consumers consider when choosing hotel before COVID-19 and the second part is the factors that they consider after the spread of COVID-19 to identify whether the factors that affect their decision making would change regarding to the situation or not. The participants were asked to choose the 5-most important factors from 16 factors that influence their choices of hotel. The results are shown in the table below.

Table 4.6 Factors Influencing Consumers' Decision on Hotel Selection Before COVID-19

Factors	Frequency	Percent
Location	45	9.09 %
Price	43	8.69 %
Hotel Activities	12	2.42 %
Hotel Design	36	7.27 %
Promotion	48	9.70 %
Hotel Facilities	23	4.65 %
Brand Name and Reputation	25	5.05 %
Review	41	8.28 %
Recommendation from friends/family	32	6.46 %
Personal Experiences	18	3.64 %
Level of Services	35	7.07 %
Hygiene (Social Distancing Policy)	16	3.23 %
Room Size	29	5.86 %
Privacy	35	7.07 %
Security	37	7.47 %
Extra Services (breakfast, room services, spa)	20	4.04 %
Total	495	100 %

Before COVID-19, the result shows that Promotion, Location, Price, Review of the Hotel, and Security are the 5-most important factors that consumers would consider when selecting the hotel. (1) Promotion is the most influential factors with the frequency of being selected by 48 times or around 9.70%, followed by (2) Location with 45 times or 9.09%, (3) Price 43 times or 8.69%, (4) Review of the Hotel 41 times or 8.28%, and (5) Security 37 times or 7.47%.

To compare the factors between the time before and after COVID-19, the respondents are asked whether the situation has affected their decision making or not, and if "yes" they will be asked to pick the new 5-most influential factors to their decision-making process on hotel selection. According to the responses, 82 respondents or 82.8% think that COVID-19 affected their decision-making process while other 17 respondents or around 17.2% have stated that COVID-19 does not change the factors that they would consider when selecting hotel. The results of the factors that they would consider are shown in the table below.

Table 4.7 Factors Influencing Consumers' Decision on Hotel Selection after COVID-19

Factors	Frequency	Percent
Location	41	10.00 %
Price	35	8.54 %
Hotel Activities	6	1.49 %
Hotel Design	18	4.39 %
Promotion	30	7.32 %
Hotel Facilities	13	3.17 %
Brand Name and Reputation	29	7.07 %
Review	21	5.12 %
Recommendation from friends/family	13	3.17 %
Personal Experiences	18	4.39 %
Level of Services	37	9.02 %
Hygiene (Social Distancing Policy)	71	17.32 %

Table 4.7 Factors Influencing Consumers' Decision on Hotel Selection after COVID-19 (cont.)

Factors	Frequency	Percent
Room Size	7	1.71 %
Privacy	42	10.24 %
Security	18	4.39 %
Extra Services (breakfast, room services, spa)	11	2.68 %
Total	410	100 %

After COVID-19, the result shows that 71 participants or around 17.2% would select the hotel based on (1) its Hygiene or Social Distancing Policy, followed by (2) Privacy with 42 respondents or 10.24%, (3) Location with 41 respondents or 10%, (4) Level of Services with 37 respondents or 9.02%, and (5) Price with 35 respondents or 8.54%. This has shown that COVID-19 has the effects on the factors that consumers would consider when choosing the hotel. Hygiene or Social Distancing Policy becomes the factors that most respondents concern about.

To conclude, consumers usually considered Promotion, Location, Price, Review of the Hotel, and Security, which is quite in line with the previous research "How do guests choose a hotel?" (Baruca & Čivre, 2012). However, due to the ongoing coronavirus disease or COVID-19, most consumers, according to the responses from the questionnaires, have shown that the virus has, more or less, affected their behavior on hotel selection. As the virus is easily infected and could be deadly to a certain group of people, they now emphasize heavily on the Hygiene factor or in other words Social Distancing Policy of the hotel to at least protect themselves from getting infected. Moreover, Privacy, Location, Level of Services and Price are also other key factors that consumers mostly consider when making decision regarding hotel selection.

CHAPTER V
CONCLUSION AND RECOMMENDATION

The purpose of this study is to identify the factors that are highly influential to consumers' decision-making process on hotel selection and further investigate whether the situation of coronavirus disease (COVID-19) would affect their decision or not. Quantitative method (questionnaires) has been used to collect the data. The participants were asked to select the most five influential factors that they consider when selecting hotel, and the results shows that COVID-19 does affect their decision on hotel selection.

5.1 Conclusion

Tourism industry was one of the biggest industry that drive revenues to the country. Unfortunately, due to the ongoing coronavirus disease (COVID-19) that has spread globally at the very fast pace and does not seem to end soon, international tourists are currently not allowed to board into the country. People's confidence has vanished and they tend to spend less money to save it for the time when it is really needed. Therefore, tourism industry, which is deemed unnecessary for them, inevitably got negatively affected. Many people and business owners including hoteliers have lost their jobs, the business went bankrupt, and investment activities have been delayed. Thus, this paper aims to help those hotel owners or hoteliers to understand the situation and factors that consumers normally consider when making decision on hotel selection after COVID-19, so that the hoteliers can appropriately adjust their strategies, efficiently utilize their investments, and effectively attract domestic tourists. The quantitative method has been used to collect the data. Questionnaires were distributed to 132 participants. Around one-fourth of the participants is not eligible for the data analysis process as they have not recently travelled or plan to travel during/after COVID-19 situation. The respondents are asked to identify which factors they usually consider

when selecting hotels to stay when they travel, which include the period before and after COVID-19. The results show that 82.8% change their behavior on hotel selection. In the past, they usually consider (1) Promotion, (2) Location, (3) Price, (4) Review of the Hotel, and (5) Security. However, when the coronavirus outbreaks, they have made decision on hotel selection based on these factors (1) Hygiene (social distancing policy), (2) Privacy, (3) Location, (4) Level of Services, and (5) Price. They have concerned more about their wellness and health rather than concerning about promotion and price. Therefore, with the finding hotel owners may invest more heavily new factors to attract more domestics tourists.

5.2 Recommendation

With all the information gathered, the actions that should be done by the hoteliers are as follows:

1. The hoteliers should develop the social distancing policy and apply to their hotels to make consumers more confident. For example, the hotel may have all staffs always wore the mask while working, put bottle of alcohol gels at every corner of the hotel, and usually sanitize the place with the virus-killing detergent to make sure that the virus is completely cleaned from the hotel.

2. To improve the privacy, the hotel may initially partially operate the room to make consumers feel special and private. By doing this, the hotel can control the number of guests and have full control over the quality offered. Moreover, consumers will feel safer, private, and special.

3. The third most influential factor that consumers consider is Location. Although, it is impossible to change the location of the hotel once it is selected, however, the hotel can create the story around the hotel to attract more tourists. For example, the hotel may partner with restaurant or places around the hotel to promote about the hotel and their partner businesses, and provide activities around the hotel that tourists might enjoy doing.

4. Level of services become significant after the situation of COVID-19, which is believed that Level of Services may interrelated with the confidence of the tourists. If the level of services is high, they will feel safer as they might think the hotel

are operated according to what the hotels have promoted about social distancing policy and cleanliness of the hotel. Thus, to improve the level of services, the owners or managers of the hotel may provide extra training to their staffs to understand about how serious the virus is and what guests have expected from the hotels. If the hotels can provide services to meet the consumers' expectation, they are more likely to stay at the hotel, or in other words, repurchase again.

5. Even price is not the very most influential factor; it is still a factor that can highly influence consumers when they select hotel. Therefore, during the COVID-19 situation, the price should be attractively re-adjusted and probably together coming up with more promotion to make it even more attractive. Even though, the hotels may have liquidity problems from lowering price while the costs cannot be decreased at the same portion, the hotel may consider coming up with the special offers of the services. For example, the hotel may offer consumers to "book the hotel now" and stay at the specific period or sell the offers like "9 nights at special price" which can be used within a year. By doing this, the hotel can have incomes in advance while the variable costs are spread during a year until the consumers take the services.

6. The online booking agencies like Booking, Agoda, Traveloka and so on, are the most popular channel that consumers know the hotel. Therefore, the hotel may consider advertising through these channels rather that solely heavily investing through their official website, or Facebook pages.

5.3 Limitation & Future Research

The literature review is mostly from the foreign research where it represents diverse and different culture, nature and nurture, and various time series. Therefore, the information may not be accurate or not totally applicable to the environment of Thailand. Besides, due to the limited time, the sample groups of the questionnaires and number of respondents are quite narrow and small, so the answers collected can be biased and do not represent the real need of consumers. Therefore, for future research, the literature review should include information from the research that has similar sample groups. Moreover, the data collection process should collect data from more

various respondents and bigger samples size to best reflect what factors guests do consider when selecting hotel.

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APPENDICES

Factors Influencing Consumers' Decision-Making Process on Hotel Selection after COVID-19

Screening Question

1. Have you recently travel after COVID-19

     □ YES

     □ NO (the questionnaire ends here)

Demographic

2. What is your gender?

     □ Male

     □ Female

     □ Alternative

3. What is your age?

     □ Under 25

     □ 25 – 35

     □ 36 – 45

     □ 46 - 55

     □ Above 55

4. How much is your monthly income?

     □ Lower than 15,000 THB   □ 15,001 – 30,000 THB

     □ 30,001 – 45,000 THB   □ 45,001 – 60,000 THB

     □ 60,000 – 100,000 THB   □ More than 100,000 THB

5. How often do you travel in Thailand in a year?

     □ Once a year

     □ 2 – 4 Times a year

     □ > 4 Times a year

6. What is your traveling purpose?

     □ Leisure

     □ Work

     □ Others ……(please specify)…….

7. What types of hotel do you prefer?

  □ 1-Star hotel   □ 2-Star Hotel

  □ 3-Star hotel   □ 4-Star Hotel

  □ 5-Star hotel

8. How long did you spend on average in single a trip?

  □ 1 day

  □ 2-3 days

  □ 4-6 days

  □ > 7 days

9. What are the channels that you know the hotel?

  □ Official Facebook page of the hotel

  □ Promotion page on Facebook (e.g. ปันโปร – punpromotion)

  □ Instagram

  □ Recommendation from friends/family

  □ Advertisement on its official website

  □ Searching through online booking channel (e.g. Agoda, Booking, etc.)

  □ Others _____

10. Before the spread out of COVID-19, please pick the 5-most influential factor that you would consider when selecting hotel

  □ Location

  □ Price

  □ Hotel activities

  □ Extra services (e.g. spa, breakfast, room services)

  □ Hotel Design

  □ Promotion

  □ Hotel facilities

  □ Brand name and reputation

  □ Review (word of mouth)

  □ Recommendation from friends/colleague/family

  □ Personal experiences

  □ Level of services

  □ Hygiene (social distancing policy)

□ Room size

□ Privacy

□ Security

□ Others _____

11. Does the incident of COVID-19 affect your decision-making process (do the factors you consider for choosing hotels change)?

□ Yes   □ No

12. If "Yes", Please pick the 5-most influential factors that you would consider when selecting the hotel.

□ Location

□ Price

□ Hotel activities

□ Extra services (e.g. spa, breakfast, room services)

□ Hotel Design

□ Promotion

□ Hotel facilities

□ Brand name and reputation

□ Review (word of mouth)

□ Recommendation from friends/colleague/family

□ Personal experiences

□ Level of services

□ Hygiene (social distancing policy)

□ Room size

□ Privacy

□ Security

□ Others _____