

**THE FACTORS THAT STIMULATE BANGKOKIANS TO  
PURCHASE STAYCATION PACKAGE FROM HOTELS IN  
BANGKOK IN POST COVID-19**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR  
THE DEGREE OF MASTER OF MANAGEMENT  
COLLEGE OF MANAGEMENT  
MAHIDOL UNIVERSITY  
2021**

**COPYRIGHT OF MAHIDOL UNIVERSITY**

Thematic paper  
entitled  
**THE FACTORS THAT STIMULATE BANGKOKIANS TO  
PURCHASE STAYCATION PACKAGE FROM HOTELS IN  
BANGKOK IN POST COVID-19**

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

on  
September 11, 2021



.....  
Miss Keawarin Sangprapai  
Candidate

.....  
Assoc. Prof. Randall Shannon,  
Ph.D.  
Advisor

.....  
Assoc. Prof. Astrid Kainzbauer,  
Ph.D.  
Chairperson

.....  
Assoc. Prof. Vichita Ractham,  
Ph.D.  
Dean  
College of Management  
Mahidol University

.....  
Asst. Prof. Pornkasem Kantamara,  
Ed.D.  
Committee member

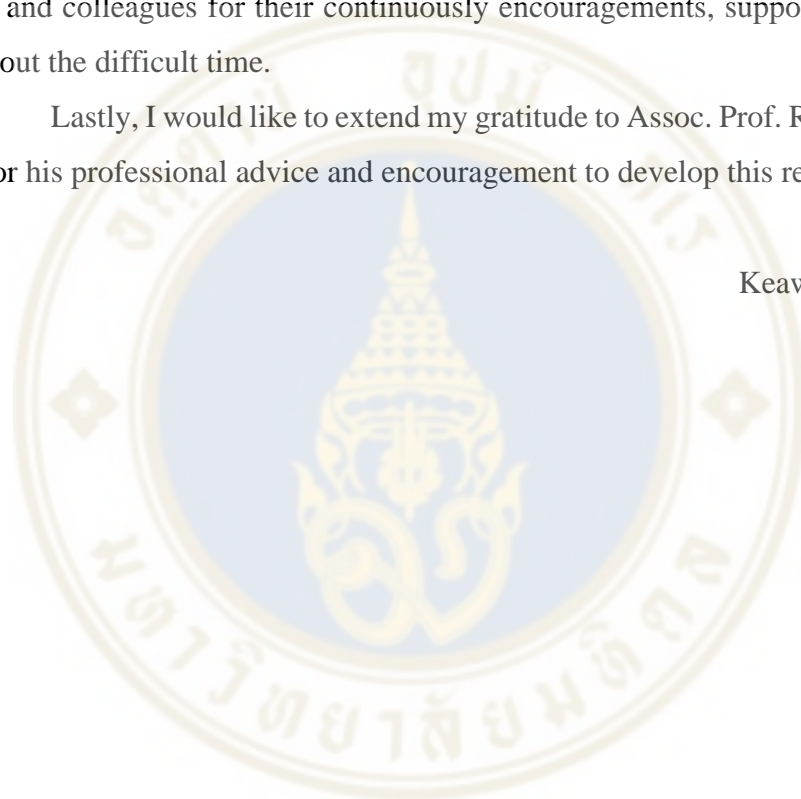
## ACKNOWLEDGEMENTS

First of all, I would like to express my very great appreciation to all participants in questionnaires for their kind support and time to complete the survey.

Also, I could not complete this project without assistant from my family, friends, and colleagues for their continuously encouragements, supports and guidance throughout the difficult time.

Lastly, I would like to extend my gratitude to Assoc. Prof. Randall Shannon, Ph.D. for his professional advice and encouragement to develop this research.

Keawarin Sangprapai



**THE FACTORS THAT STIMULATE BANGKOKIANS TO PURCHASE STAYCATION PACKAGE FROM HOTELS IN BANGKOK IN POST COVID-19**

KEAWARIN SANGPRAPAI 6249108

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. RANDALL SHANNON, Ph.D., ASSOC. PROF. ASTRID KAINZBAUER, Ph.D., ASST. PROF. PORNKASEM KANTAMARA, Ed.D.

ABSTRACT

The research is studied about the purchasing staycation trend in the post Covid19 in Bangkok, the motivation is developed from severe impact in hotel business due to country lockdown. Additionally, staycation has been heavily introduced to Thai people during the pandemic regarding limited travelling choices. Researcher is interested in a brand-new kind of leisure like staycation; hence this research is developed to reveal the significant factors that could drive the purchasing decision of Bangkokians. There are 200 respondents, who live in Bangkok, participate in online questionnaires, and then researcher applies factor analysis and multiple regressions to conduct the test and run the result. The new conceptual model is uncovered significant factors that potentially affect the intention to buy which is package quality offered and lifestyle. However, there are almost half of respondents who are not interested in Staycation package in the post Covid-19, which is examined that e

**KEY WORDS:** Staycation/ hotel/ package quality/ staycation package offered/ lifestyle

43 pages

## CONTENTS

	<b>Page</b>
<b>ACKNOWLEDGEMENTS</b>	<b>ii</b>
<b>ABSTRACT</b>	<b>iii</b>
<b>LIST OF TABLES</b>	<b>v</b>
<b>LIST OF FIGURES</b>	<b>vi</b>
<b>CHAPTER I INTRODUCTION</b>	<b>1</b>
<b>CHAPTER II LITERATURE REVIEW</b>	<b>5</b>
2.1 Lifestyle Segmentation	5
2.2 Service Quality	6
2.3 Self- Image Congruity	7
2.4 Promotion	8
<b>CHAPTER III RESEARCH METHODOLOGY</b>	<b>9</b>
3.1 Questionnaires	10
3.1.1 Part1: Brief information of Staycation	10
<b>CHAPTER IV RESEARCH RESULT AND ANALYSIS</b>	<b>12</b>
4.1 Sample Size	12
4.2 Factor Analysis	22
4.3 Multiple Regression	26
<b>CHAPTER V CONCLUSION AND RECOMMENDATION</b>	<b>29</b>
5.1 Recommendation	31
5.2 Limitation and Further Research	31
<b>REFERENCES</b>	<b>33</b>
<b>APPENDICES</b>	<b>38</b>
<b>BIOGRAPHY</b>	<b>43</b>

## LIST OF TABLES

<b>Table</b>		<b>Page</b>
1.1	Conceptual framework	4
4.1	Descriptive Statistic	18
4.2	Total Variance Explained	22
4.3	Rotated Component Matrix	24
4.4	Total Variance Explained	25
4.5	Model Summary	26
4.6	Linear Regression	27



## LIST OF FIGURES

<b>Figure</b>	<b>Page</b>
1.1 Conceptual framework	4
4.1 Gender	12
4.2 Age Range	13
4.3 Marital status	13
4.4 Monthly Income Range	14
4.5 Before Covid-19, Are you interested in Staycation Package?	15
4.6 After Covid-19, Are you interested in Staycation Package?	16
4.7 Interest in Staycation Before/After Covid-19	17
4.8 The highest 5 Mean score	20
4.9 The lowest 5 Mean score	21
4.10 First-run Scree Plot	23
4.11 The second Scree Plot	26
5.1 New conceptual framework	29

## **CHAPTER I**

### **INTRODUCTION**

Since Covid-19 pandemic hits in the beginning of 2020, the world has been changed from the way it was. The borders have been closed to prevent the transmission, while people are told to stay at home during the lockdown, consequently businesses have been stopped for a while to rework strategy plans in order to overcome this such worst situation. Hotel industry is one of the fragile businesses during this time as the main source of income comes from room accommodation, food and beverage and event facilities (TRR, 2020), those activities are apparently driven by customers both international and local. Regarding Thailand tourism record in 2019, the number of international tourists visited Bangkok is up to 22.4 million people which was ranked the top destination for global travelers (Talty, 2019), the huge number of visitors also reflect the big revenue of hotels in Bangkok. Unlikely, there was only 6.7 million visitors in 2020 for the whole country which mainly entered to Thailand in the first quarter before developed Covid-19 (Tourism Statistics Thailand 2000-2020, 2020), the absence of international tourists is clearly visible on tourist attractions, such as Chinatown, Siam, and Khao san road. The consequence from the huge drop in travelers dramatically affects hotels in Bangkok, as the occupancy rate is low according to decreasing tourist numbers.

Thus, the form of leisure travel called “Staycation”, a word that is a blend of stay and vacation, has been widely used these days. This kind of traveling is stated as A vacation that people spend an overnight trip in their local area for a slightly longer period of time than a regular holiday (Bhargava, 2020), which is basically within 50 miles radius of their home (Yesawich, 2010). Hence, the opportunity is brought to hotels in Bangkok to develop the marketing campaign in order to promote Staycation, which aims to attract local guests to spend money on hotel services. Back in Financial crisis 2007-2010, the word Staycation was well-known in the USA as people started enjoying domestic travel at the place that not far from accommodation, obviously cost of traveling is much smaller compared to traveling aboard or other states which budget was a



concern point during a period of high gas price and unemployment rate (Manolis, 2010). Likewise, England in recession period, the number of people traveling abroad during Easter was dropped by 500,000 as they couldn't afford hotel and airplane tickets, leading to the beginning of popularity in Staycation (Dutta, 2014). During unprecedented Covid-19, the word "Staycation" has been brought back to all over the world as people are not allowed to travel abroad without quarantine at least 14 days which is obviously a big obstacle of traveling. To take a break at your hometown sounds like a trend and an interesting idea. Moreover, the best deal of your dream hotel seems attractive that you might not find in in normal situation.

Bangkok city is one of the most attractive cities in the world, which is the desired place that people want to visit once, hence it is not too difficult to convince local people to explore their hometown in tourist's eyes. There are many packages from 5 stars – 4 stars hotels offering one-night suite rooms with afternoon tea or dinner buffet with budget price, for example. Mandarin Oriental 5 stars hotel has offered the limited deal of premium one-bedroom suite with personal butler service and also 5-course degustation lunch in two Michelin starred, the whole package cost 27,455 THB for 2 people (Bangkok Fastastic Offers, 2020), that is not bad at all for the luxury hotel with river view like Mandarin, however, there are many more packages await to search. The privilege is not just about the best deal, Thailand government also alleviates impact from Covid-19 by providing a "We travel together" campaign to Thai citizens, which you would receive a special discount 40% off from registered hotels, the purpose is to stimulate the local economy especially the hotel industry.

As aforementioned details, Staycation is up-to-date activity in recent years as the pandemic might not be gone easily as people expected in the first place, yet it is the alternative way to have a break and relax yourself while staying safe from Covid-19, on top of that, it is also the hope of hotels to survive in difficult time. Therefore, this research is conducted to study the factors that stimulate Bangkokians, people who live in Bangkok, purchase staycation package from hotel in Bangkok in post Covid-19, the target of respondents are identified in age above 18 years old because they can make decision, and also have purchasing power on their own.

- Apart from ability to purchase, lifestyle is widely discussed to classify the segmentation who potentially interest in staycation from which kind of promotion, the

past study found out that there are 4 main clusters, comprise of socialites who enjoy movies, socialites who are adventurous eaters, adventurous eaters and movie buffs, and culture enthusiasts (Jamesa, Ravichandranb, Kuang Chuangb, & Bolden III, 2017), this paper would reveal more in the correlation between people's lifestyle and intention to buy staycation package.

- In addition, hotel facilities and activities seem to make significantly effect to hotel selection, a researcher profound that Dutch people mostly chose hotel surrounded by trees, and has facilities like swimming pool, spa, shops and restaurants to fulfill their time with nature activities, exercising, socializing, wellness and cooking or eating together (Bloom, Nawijn, Geurts, Kinnunen, & Kalevi, 2017)

- Regarding Covid-19 outbreak, guest's health should be put as a first priority as UNWTO stated that "must put people and their wellbeing first" (Korze & Skabar, 2020), therefore the operating hotels need to follow the recommendation and regulation of health ministry to maintain hygiene in order to raise customer's confident as well. Apparently, the health measurement and regulation of hotels should be discussed in this paper to find out whether one of the concerns point to the purchase staycation package.

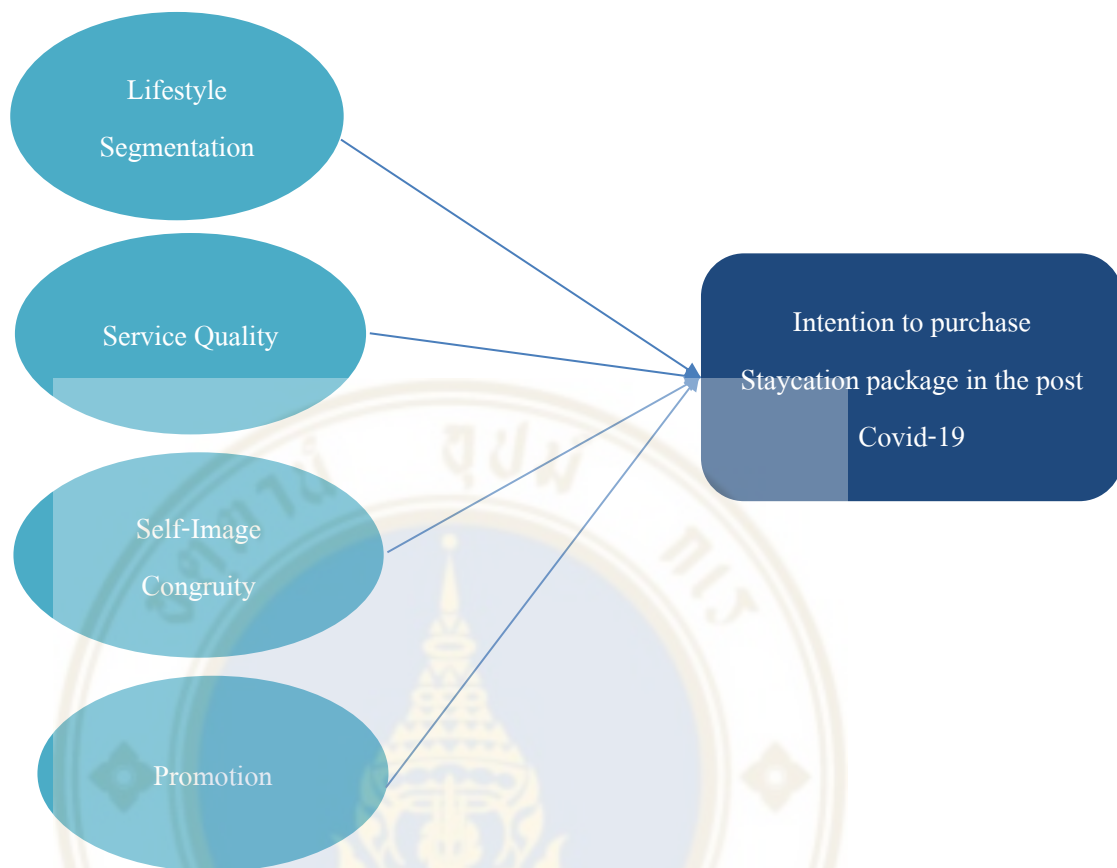
- Self-image congruence is assumed to be attached with people's emotion when they select any luxury hotels as it could reflect their taste, preference, and status. The past research supports the mentioned statement that it actually plays important roles in stimulating the decision process either directly or indirectly. Additionally, the destination's image is built from characteristics of service, product, atmosphere, and facilities (Li, Wei, Qu, & Qiu, 2020).

- Also, package price is confirmed as the important drive to lead customer purchase decisions for either an economic hotel or luxury hotel (Yin, 2020).

- The result is awaiting to find out in this research if the promotion price really matters for staycation package selection among Thai people.

Those elements are assumed as potential factors from the past finding that would adopt a conceptual model to test the significant level and the correlation with intention to purchase a Staycation package.

## 1.1 CONCEPTUAL FRAMEWORK



**Figure 1.1** Conceptual framework

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 LIFESTYLE SEGMENTATION**

The lifestyle hotel branding is one of the crucial elements that impact to emotion of people in Gen Y (Millennials) who have age range 25-40 years old), past study reveals that matching preference between customer and hotel style results in positive intention to buy and word-of-mouth (Liu, Wang, Chiu, & Chen). Indeed, the segmentation in lifestyles are defined in three main clusters which consist of the nature and novelty segment, the relaxation segment and the status segment, these three different groups have their own attitude towards tourism which is clearly unsimilar. The researcher also found that the background of people can influence to the segment that they are in, for example, people who was born and raised in Eastern Europe, have potentially to be in group of status-oriented as they are likely materialistic, whereas Australians are tend to be nature and novelty segment corresponding with the lower level of materialistic. Moreover, the age and gender are discussed as another determinant which can separate lifestyle segmentation as well, referring the research finding older women are likely to be in a nature and novelty, while majority of men are in status segmentation (Iversen, Hem, & Mehmetoglu, 2016). On the other hand, another finding suggests that there are six lifestyles, comprise of culture enthusiasts, adventurous eaters, socialites and party goers, health-conscious individuals, television/movie buffs (mainly depends on friends and family), which each of them has different preferences in terms of activities and also get attracted by disparate things (Jamesa, Ravichandranb, Kuang Chuangb, & Bolden III, 2017). Therefore, to motivate customers the hotel must apply specific strategy with particular group, the evidence is also confirmed as the demanding in tourism products are vary upon segment of lifestyles (Pektas, 2018), for example, adventurous eaters are more likely to be tempt by new foods and local restaurant, meanwhile socialites and party goers probably choose the hotel that have popular night club (Jamesa, Ravichandranb, Kuang Chuangb, & Bolden

III, 2017). Regards to study group, the researcher found out that individual experience background of Millennials people affects to their preference in traveling lifestyle, for instance, people who used to do solo living or later marriage, keen to relaxation, socialization and privacy rather than doing a lot of activities (Jamesa, Ravichandranb, Kuang Chuangb, & Bolden III, 2017).

## 2.2 SERVICE QUALITY

There are two sub-categories of service quality in hotel tourism, which are defined as functional quality and technical quality, both of them are used to measure in different aspects but they contribute the same level of impact to the business. Functional quality is identified in 5 measurement, including, tangibility, intangibility, reliability, responsiveness, confidence and communication, yet the most influential one is intangibility which refers to interior and exterior of the hotel and also hotel staffs (Ali, Hussain, Konar, & Mo Jeon, 2017), the finding results in Netherland also claims that the hotel surrounded by tree is very popular among Dutch people, and also hotel facilities (swimming pool, spa and restaurants) can tempt more customers. (Bloom, Nawijn, Geurts, Kinnunen, & Kalevi, 2017). These elements apparently make a wonderful experience during their staying in the hotel with supreme quality. In addition, technical quality is also found as a powerful tool to win the customer's heart, which consists of sociability, valence and waiting time. The strongest one is revealed as sociability as misbehaving guests have potentially created an unpleasant atmosphere to others, leading to negative customer satisfaction (Ali, Hussain, Konar, & Mo Jeon, 2017).

In contrast, service quality is defined in the word 'SERVQUAL' (Mohanty & Prakash, 2013) is the concept of service quality consist of five constructs as follows;

1. Tangibles; physical facilities
2. Reliability; capacity to provide service with reliability and accuracy
3. Responsiveness; willingness to support and satisfy customer needs
4. Assurance; workers capacity to motivate trust and confidence
5. Empathy; the scope to which caring, individualized service is given

Meanwhile, another past study profound only three dimensions of service quality in hotel tourism, including tangibility, competence and courtesy and credibility and safety, however, the strongest positive impact is uncovered the same result that come from tangibility especially in spa and wellness service, guests are concern in sanitary and hygiene of spa room and amenities. Furthermore, credibility and safety of spa and wellness are one of important factors that create customer satisfaction (Albayrak, Caber, & Oz, 2017).

In the certain situation of Covid-19 outbreak, people are more emphasize on sanitary and hygiene regards to 93.6% of respondents from Covid-19 and tourism industry research paper, which conducted in Malaysia, agreed to level up satiation and hygienic practice at all daily activities (Alwi, Patwary, & Ramly, 2020). Corresponding with recommendations from UNWTO to the hotel industry, safety and hygiene protocol is seriously suggested to apply consistency even in the post Covid-19 in order to make it like a new normal practice and strengthen customer's confidence to use hotel services. The required actions are, proper physical distancing, hygiene operations, minimizing touchpoints, and new normal staff service training. The scope is developed under the concept "must put people and their wellbeing first" (Korze & Skabar, 2020)

### **2.3 SELF-IMAGE CONGRUITY**

The association of perception that people see themselves, would like to see themselves with thought of how others see them plus the desire way to make other people see them, are the root of Self-image congruity (Kourouthanassis, Lekakos, & Gerakis, 2015). In hospitality context, the actual and ideal of self-image congruity have an important role to associate customers with the hotel, to touch the customer heart, the finding suggests that characteristics of ambience, services and facilities should be developed in the same direction as target tourist's self-image as it would contribute positive satisfaction and also distinctive destination image. Once both desires meet each other, the special place is created with a pleasant customer journey (Li, Wei, Qu, & Qiu, 2020). The images can be affected by consumer preferences on the product and their purchase purpose. It can also be assumed that consumers use products or services to represent their self-concepts. Users have a tendency to prefer brands that have images

fitting their perceptions of themselves (Ahmed & Goode, 2001). Additionally, brands that users believe to possess similar symbolic images and complement a personal self-image to achieve model congruence (Hosany & Drew, 2011). Another research also supports the theory of self-concept in terms of more inclusive purchase purposes and a greater likelihood of purchase consumption for those products that are perceived to protect or enhance one's self-image. One aspect of consumer psychology could explain as useful information advances the concept of self-image, suggesting that travel marketers direct their efforts so that innovators may see in the new product a reflection of themselves (W, Goh, & Goldsmith, 2001)

## **2.4 PROMOTION**

Promotion is considered in the area of marketing, aiming to attract potential customers to the point of sales (Alexandrescu & Milandru, 2018) Hotel price significantly plays an essential role to stimulate customer's purchasing rather than customer's recommendation. The finding uncovers how promotion price generates positive effect to the hospitality sector which results is shown as either luxury hotel or economic hotel are driven by competitive price and promotion (Yin, 2020). Indeed, the reduction in price means that people are getting more benefit from saving cost (discount), as the quality and quantity of product or service still remain the same, while the cost of purchasing is lower. Human's brains were recorded to detect pleasant feelings when buying at a cheaper price than regular one (Crompton, 2016). Another past study also supports the magnitude of promotion as it obviously builds up a high level of retention, and it would be stronger when combined with reliability, responsiveness and tangibility, which could refer to service quality of hotel (Chantanasomba, Suksod, & changpia, 2020). In addition, the promotion is categorized in four cluster, consists of advertising, sales promotion, public relation, and personal sales, all of them are not suggested to apply simultaneously, yet to integrate these tools together would bring a great success to the business (Alexandrescu & Milandru, 2018).

## CHAPTER III

### RESEARCH METHODOLOGY

This research determines the population with non-probability sampling, which selects specific samples (Judgmental Sampling). The population frame of the study is Bangkokians, people who live in Bangkok and Metropolitan, with age above or equal 18 years old. The sample size is set at 200 participations.

In addition, the study is designed to conduct an online questionnaire since there should be flexibility in locations of respondents. Quantitative method will be adopted to collect data on stimulated factors of individual purchase intention of the staycation package. However, the researcher will use factor analysis to reveal the finding result, then using regression to verify finding output. To ensure that the information gathered is fair and accurate, the researcher will include a screening questionnaire to filter only select groups.

#### Level of agreement

Strongly Agree	4
Agree	3
Disagree	2
Strongly Disagree	1



### 3.1 Questionnaires

The survey is a part of this research to gather information from 200 sampling respondents about the factor that stimulates purchasing decisions on staycation packages from hotels in Bangkok in post Covid-19.

The questionnaires contain with 5 parts starting with;

Part1: the brief information about “Staycation”

Part2: screening question to select only people who live in Bangkok and have purchasing power

Part3: general question to ask the trend that is expected to be changed since Covid-19 hits Thailand,

Part4: questions about factors influencing purchasing decision on staycation package in post Covid-19 which consists of four variables, in four scales of agreement levels

Part5: intention to buy staycation package in post Covid-19, Part6: personal information of participants.

The questionnaire would take approximately 5-10 minutes to complete all aspects.

#### 3.1.1 Part1: Brief information of Staycation

Staycation is another form of leisure travel, which is blended from stay and vacation. This kind of traveling is stated as a vacation that people spend an overnight trip in their local area for a slightly longer period of time than a regular holiday (Bhargava, 2020), which is basically within 50 miles radius of their home (Yesawich, 2010). During lock-down country, staycation has been widely mentioned as it is one of the best ways to relax and release your stress while people cannot go outside Thailand and also upcountry. There are many hotels in Bangkok offering the staycation package and also workcation, a new word that is developed from staycation, to attract Bangkokians to spend their holidays or weekend in full-services hotels. It does not only create benefit to customers, but also the hotels can generate some revenue during the suffering period from lock-down countries.



**STAY IN STYLE**  
TIME TO REVITALISE

Why spend hours traveling out of Bangkok, when you can enjoy an unrivalled combination of luxury, supreme comfort, peace and tranquillity at the heart of the city centre? Experience real enjoyment by reserving your well-deserved stay in a newly-renovated room or suite in the resort-style rooms setting of the Siam Kempinski Hotel Bangkok.

Deluxe Room	THB 5,555 net	Casita Room (Pool Access)*	THB 8,555 net
Premier Room	THB 6,555 net	One Bedroom Themed Family Suite*	THB 14,555 net
Executive Room*	THB 7,555 net	Two Bedroom Themed Family Suite*	THB 19,555 net

**Benefits include:**

- All quoted rates include breakfast for two persons.
- 30% discount on all hotel restaurants, bars and in-house services.
- Complimentary mini bar snacks and beverages, refilled once daily.
- \* These room & suite offers include Executive Lounge privilege for two persons.

**Terms and conditions:**

- Book now for stays up to 19 December 2020.
- Rates are available for Thai national and foreign residents in Thailand. The presentation of ID is required upon arrival.
- Reservations are fully flexible and stay dates may be modified upon request (subject to room availability).

Siam Kempinski Hotel Bangkok  
1111 Rama 1 Road, Pathumwan Bangkok 10310 Thailand  
T: +66 (0)2 254 7888 | E: reservations.siam@skh.com | www.kempinski.com/bangkok



**Christmas Staycation**  
AT MILLENNIUM HILTON BANGKOK

Be the first to experience the glitz and glamour of Christmas at our newly renovated **Flow Restaurants**.

Book now until 20 December 2020

<b>NORMAL RATE</b> THB 8,496 NETT FOR 2 PERSONS	<b>SPECIAL RATE</b> THB 6,100 NETT FOR 2 PERSONS	<b>TRAVEL TOGETHER RATE</b> THB 3,650 NETT FOR 2 PERSONS
---	--	--

<b>24 DECEMBER 2020</b> DELUXE ROOM WITH BREAKFAST CHRISTMAS EVE BUFFET DINNER 6:00 PM - 10:30 PM	<b>25 DECEMBER 2020</b> DELUXE ROOM WITH BREAKFAST CHRISTMAS DAY BUFFET BRUNCH 11:00 AM - 4:00 PM	<b>25 DECEMBER 2020</b> DELUXE ROOM WITH BREAKFAST CHRISTMAS DAY BUFFET DINNER 6:00 PM - 10:30 PM
--	--	--

To book, please call 02 442 2000 or email [bkkh/reservations@hilton.com](mailto:bkkh/reservations@hilton.com)

**Terms & Conditions:**

- Rates are inclusive of 9% service charge and 7% government tax.
- Full non-refundable prepayment is required upon booking. Stay dates cannot be changed.
- Flow package can be used in conjunction with Travel Together campaigns.
- 20% discount on all spa services (excluding spa treatments involving specialty products, wine and massage services). Subject to availability and prior reservation.
- 20% discount on food and beverage at any hotel dining outlets.
- Subject to hotel operating hours.

123 Charomkorn Road | Klongkran | Bangkok 10600  
[Bangkok.hilton.com](http://Bangkok.hilton.com) | Line @Bangkokhilton

FLOW | Millennium Hilton

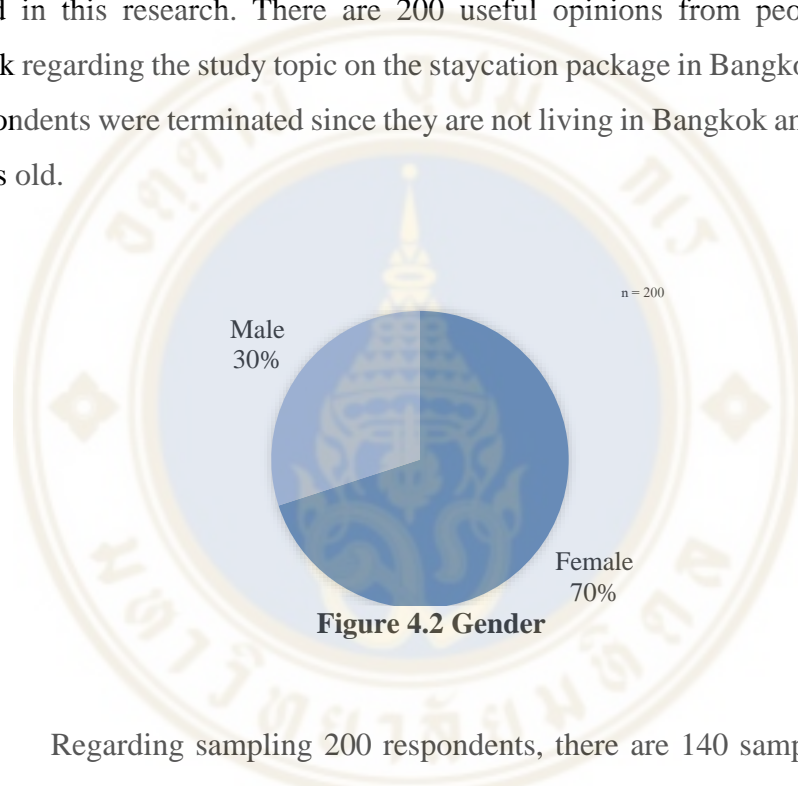


## CHAPTER IV

### RESEARCH RESULT AND ANALYSIS

#### 4.1 Sample Size

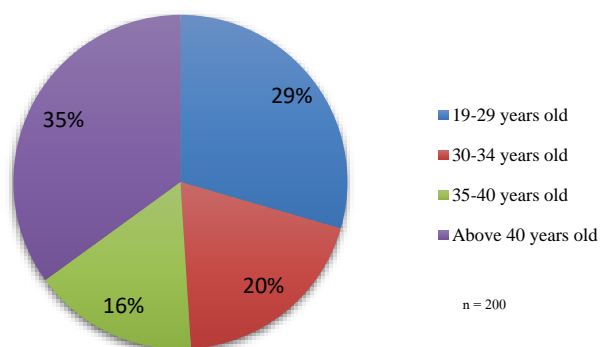
The survey was dispatched on an online platform which has 213 respondents engaged in this research. There are 200 useful opinions from people who live in Bangkok regarding the study topic on the staycation package in Bangkok hotels, the rest 13 respondents were terminated since they are not living in Bangkok and also age below 18 years old.



**Figure 4.2 Gender**

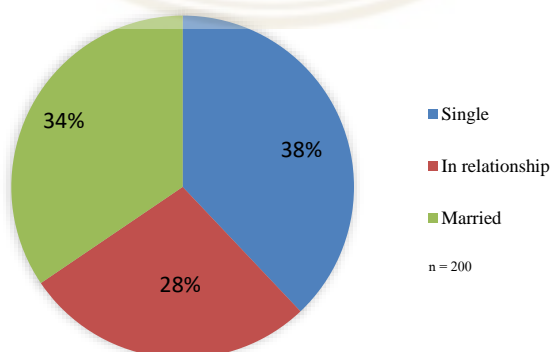
Regarding sampling 200 respondents, there are 140 samples identified as female, accounting for 70 percent which is the majority of this research. Meanwhile, the rest 60 samples are from male, which accounts for 30 percent of total. In this research, the researcher assumes that there is no significant bias in terms of gender, as the purchasing decision can be accelerated either female or male. Hence, the slight difference in portion would not have impacted the finding results.

However, there are still other demographic backgrounds that potentially can anticipate the correlation in purchasing a Staycation Package in the Post-Covid 19.



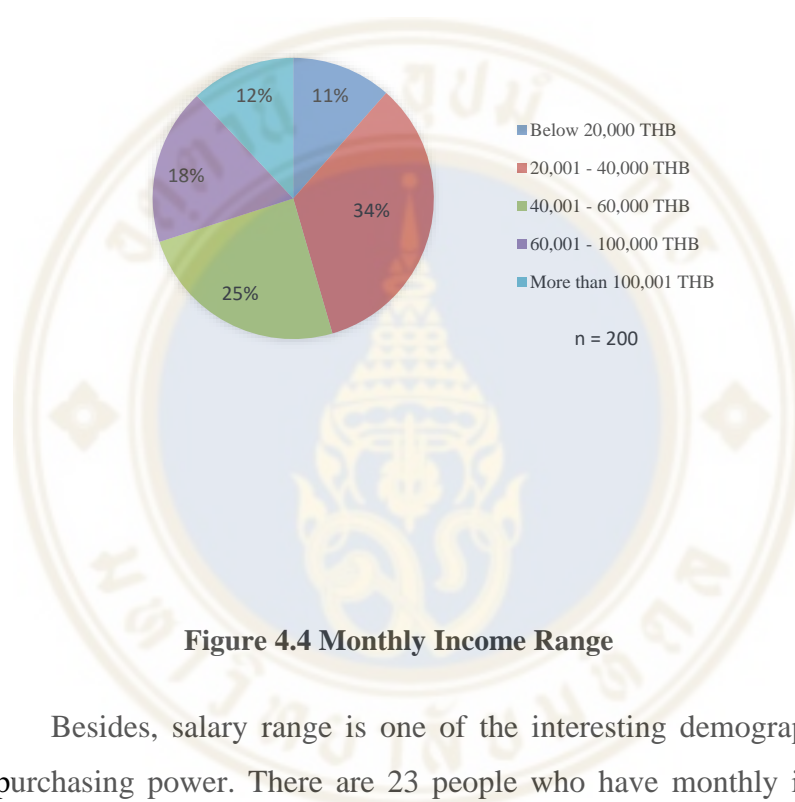
**Figure 4.2 Age Range**

Starting with age range, the data were collected from 4 main target groups who have age above 18 years old. The first group is 19-29 years old, which is in the young-adult stage, there are 50 people responding, accounting for 29 percent. Moving to the next age range 29-34 years old, 39 people answer this survey, accounting for 20 percent. The third group belongs to the people who are above 40 years old, with the number of respondents is up to 70 people, accounting for 35 percent. Regarding pie charts, it is showing that there are age ranges diversification among 200 respondents, which the most survey comes from people who are age above 40 years old, followed by people in the young adult middle-adult stage.



**Figure 4.3 Marital status**

The second demographic element is marital status as researcher assumes that it probably has a significant impact on purchasing behavior in the staycation package. There are divided into 3 groups, including single, in relationship and married. The majority of respondents are single which has 88 people in this group, accounting for 38 percent. The second group is people who get married accounting for 34 percent, 80 people. And the last group is people who are in a relationship accounting for 28 percent, 64 people.



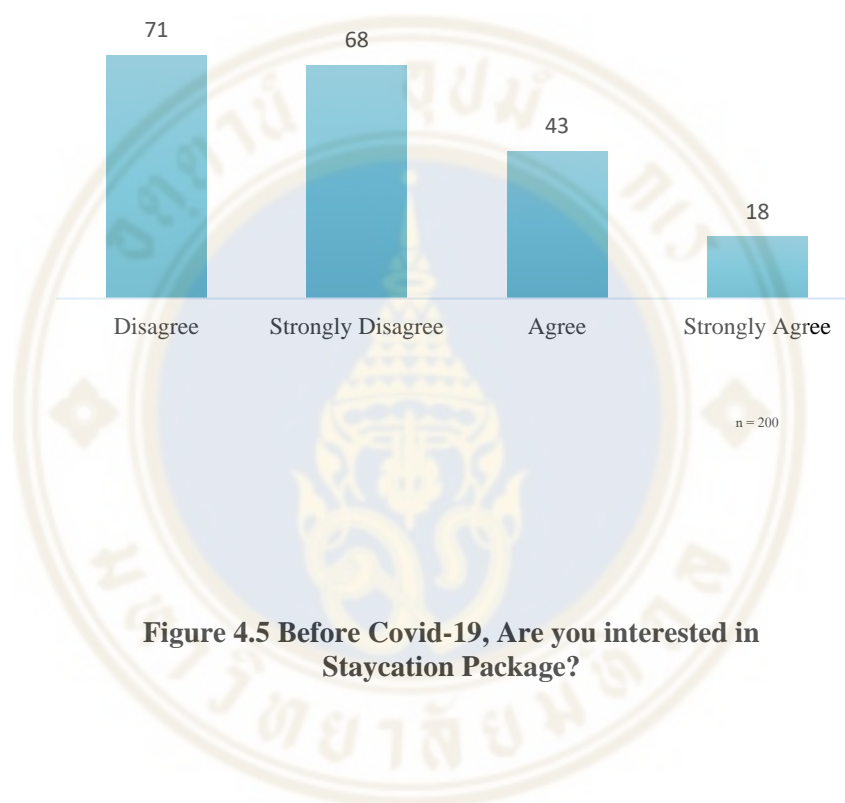
**Figure 4.4 Monthly Income Range**

Besides, salary range is one of the interesting demographics as it could reflect purchasing power. There are 23 people who have monthly income less than 20,000 THB, accounting for 11 percent. For 20,001-40,000 THB group, there are 68 people which is about 34 percent. For 40,001-60,000 THB, there are 49 people, equal to 25 percent. For 60,001-100,000 THB, there are 36 people, accounting for 18 percent. And the last group is people who have monthly income more than 100,000 THB, there are 24 people, accounting for 12 percent of total respondents.

Aforementioned data explains the background of 200 sampling respondents who share their perspective in this research, in order to understand more in context. However, the researcher observed the customer experience in purchasing staycation which the result shows roughly equal between people who have experienced staycation

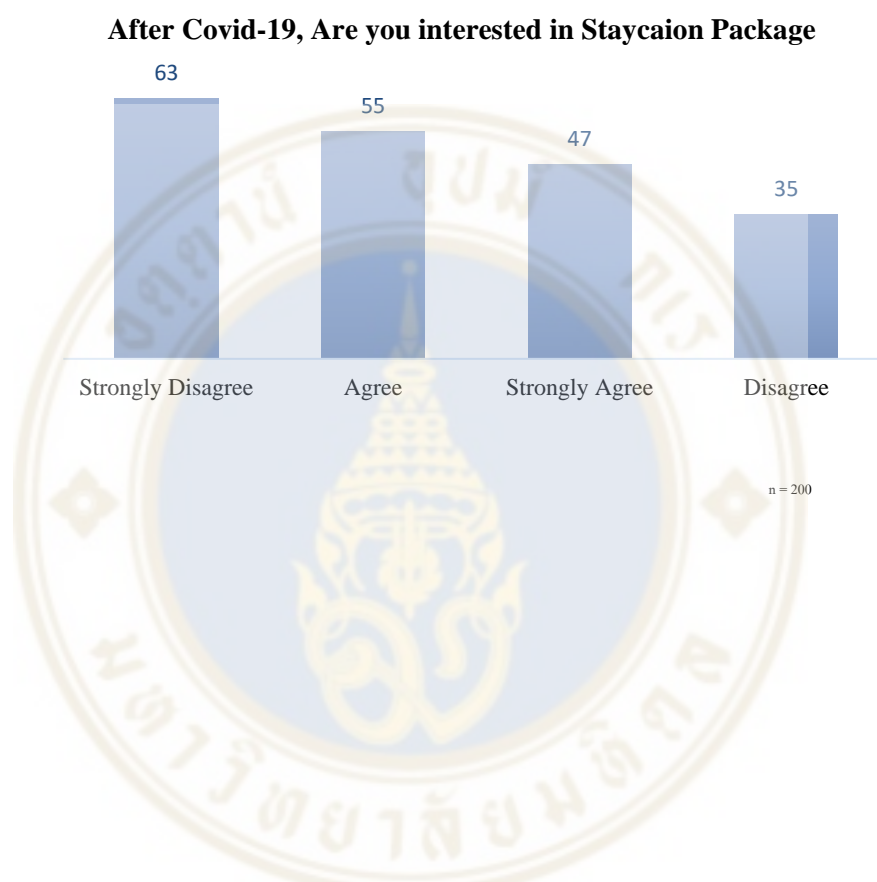
which is up to 41 percent, 81 respondents. Meanwhile there are 119 respondents who have not yet experienced staycation, accounting for 59 percent. This number is quite interesting and helpful as it is well explained there are still a lot of people who don't know about staycation which the hotels could count them as potential targets. Furthermore, the satisfaction in purchasing staycation trends before and after Covid-19 hits Thailand has been changed significantly.

**Before Covid-19, Are you interested in Staycaion Package**



**Figure 4.5 Before Covid-19, Are you interested in Staycation Package?**

The figure above reflects the interest in the staycation package before Covid-19. Finding the result explicitly shows a negative outcome as more than half of all respondents are not interested, meanwhile there are only 61 respondents interested in Staycation Package. Hence, this also reveals the travelling preference of Bangkokians which would prefer to go upcountry or abroad rather than staying in the city.

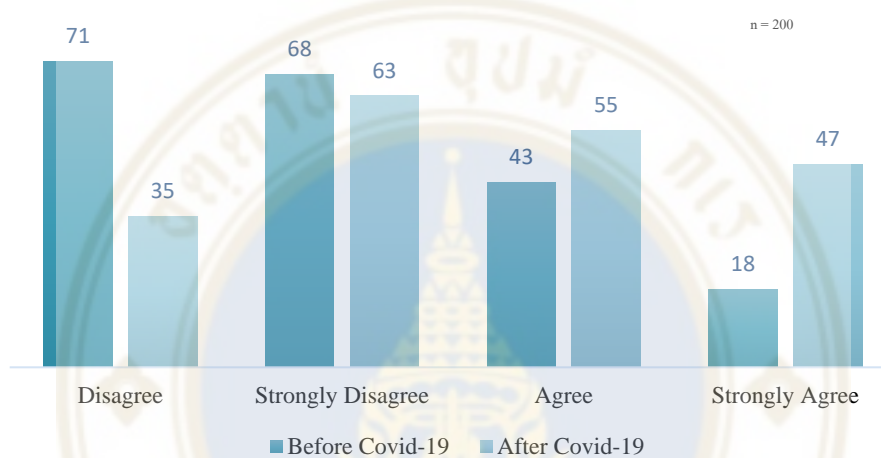


**Figure 4.6 After Covid-19, Are you interested in Staycation Package?**

Since the Covid-19 hit Thailand, people's life has been changed from the way it was, including traveling. The border has been closed for quite long which means people cannot freely go abroad, as there are many processes required. However, Thai Government recommends people to stay home or travel in their city, which is the beginning of the Staycation Package. Regarding figure 4.6, the majority of 200 samples

are still not interested in the Staycation package, but there is a change in interesting trend as the number of people who are interested in Staycation after Covid has been significantly increased to 102 people, divided to interested group for 55 people and strongly interested group for 47 people. In sum, Covid-19 apparently impact to positive feedback in Staycation which is pretty brand new in Thailand.

**Comparison chart : Interest in Staycation Before/After Covid-19**



**Figure 4.7 Interest in Staycation Before/After Covid-19**

To illustrate more in details, figure 4.7 has been shown the comparison of prior period of Covid-19 and after period that the pandemic hits the country. Indeed, the situation has changed since Covid-19, which caused country lock down and close border, people obviously cannot travel aboard or even upcountry for some period of time, hence it is a good opportunity for Staycation to draw new customers. Yet, the number in figure 4.6 presents an increasing trend of people who are interested in Staycation from 61 people before Covid-19 to 102 people after Covid-19. In the meantime, there are 98 respondents still not interested in this package. This is the big challenge to hotel marketing teams to turn those potential customers to be real customers.

Therefore, the next part will reveal finding output in mean score to see the average level of agreement for each question.



**Table 4.1 Descriptive Statistic**

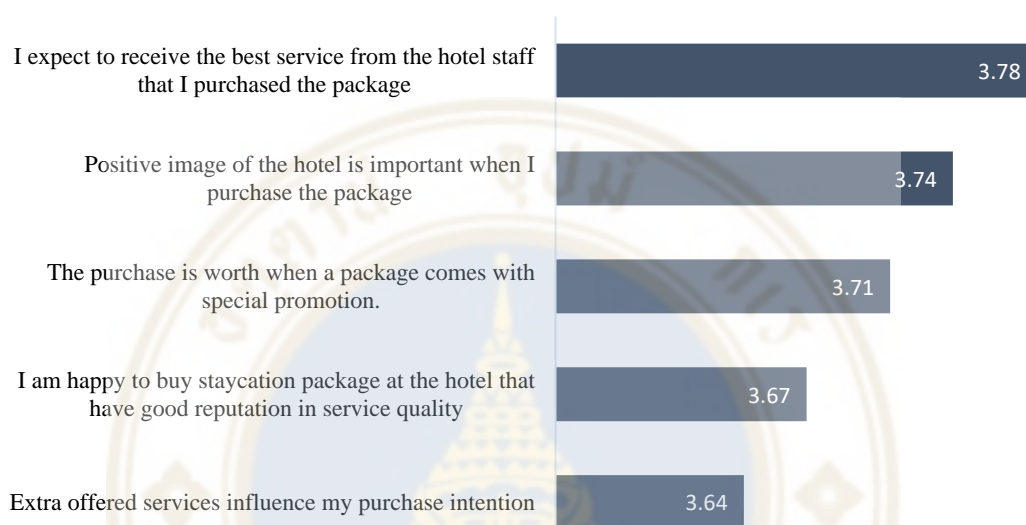
	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
I expect to receive the best service from the hotel staff that I purchased the package	200	3.78	.515
Positive image of the hotel is important when I purchase the package	200	3.74	.504
The purchase is worth when a package comes with special promotion.	200	3.71	.563
I am happy to buy staycation package at the hotel that have good reputation in service quality	200	3.67	.568
Extra offered services influence my purchase intention	200	3.64	.611
I tend to stay at the hotel that provide variety of amenities kits	200	3.60	.633
The variety of hotel services can draw my attention to purchase staycation package	200	3.60	.626
The promotion on package would make me purchase again	200	3.56	.670
I choose staycation package based on my lifestyle.	200	3.54	.656
I am willing to stay in the hotel that decorated in my style	200	3.51	.650

**Table 4.1 Descriptive Statistic (cont.)**

	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
I prefer to stay at the hotel that nearby my favorite places	200	3.48	.722
The level of hotel brand influences my purchasing intention on staycation package	200	3.41	.717
I believe that service awards can guarantee service quality of the hotel	200	3.28	.779
The experience I stayed corresponds to how I like to be seen by others	200	3.18	.781
I choose staycation package that matches with my hobbies	200	3.08	.843
Are you going to purchase staycation package in the post Covid-19	200	2.97	.935
Experience staying in the hotel is consistent with how I like to see myself	200	2.87	.984
I am willing to post pictures with the hotel that I stayed on social media	200	2.85	.996
After Covid-19, are you interested in purchasing staycation package	200	2.43	1.035
I tend to follow my favorite influencer on their hotel choice.	200	2.31	1.029
Before Covid-19, are you interested in purchasing staycation package	200	2.06	.957

The finding result from the overall mean score explains agreement level in each question whether respondents tend to agree with it. The full score is determined at 4.0 which means people strongly agree with a particular statement, then 3.0 still shows positive of agreement but not super strong as 4.0 score, moving to the disagreement

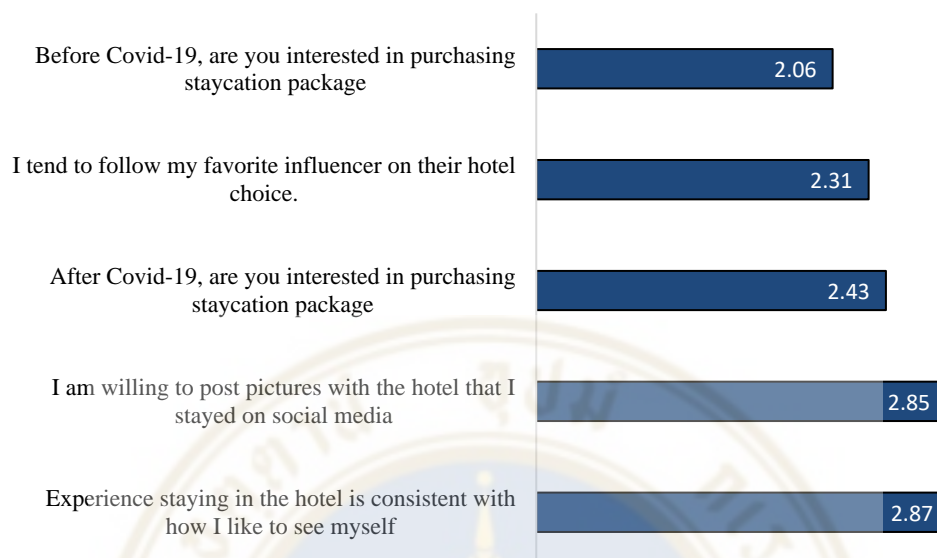
level which is about 2.0, meaning respondents don't agree with the question, and the lowest one 1.0 is represented strongly disagree with particular statement. Regarding table 4.8, most of the questions are on range 3.0 – 3.7 meanwhile a few questions have mean scores below 2.0. Researchers observe the variety of agreement and also the powerful factors that people seem to have the same preference.



**Figure 4.8 The highest 5 Mean score**

According to figure 4.8 Mean score, the interesting point is the questions that people tend to agree with the most and the worst. Starting with the highest score of agreement, which is about the hotel service quality, people expect to receive the best service from the hotel staff that I purchased the package, the agreement level is 3.78 out of 4.00. Additionally, a positive hotel image seems to be one of criteria that customers concern before purchasing a Staycation package as the mean score is 3.74 out of 4.00, showing the significantly agreement level question. On top of that, the special promotion is always the choice of Bangkokians as the agreement level is up to 3.71 out of 4.00, question the purchase is worth when a package comes with special promotion. Following the question that is stated I am happy to buy a staycation package at the hotel that has a good reputation in service quality with the mean score at 3.67 out of 4.00. Additionally, a positive hotel image seems to be one of criteria that customers concern

before purchasing a Staycation package. Also, extra offered service questions receive a mean score at level 3.64.



**Figure 4.9 The lowest 5 Mean score**

Apart from the top agreement level, there also have the worst agreement level which would be discussed in this part. The first group is all about the interest in Staycation either before or after Covid-19, finding results reveal that the interest in purchasing the Staycation package before Covid-19 is quite low with agreement level at 2.06 which means they are not interested in buying the package. On the other hand, influencers seem to not play an important role in choosing a package as the mean score reveals agreement level at 2.31 which tends to disagree with this statement. Following the question about interest in purchasing a staycation package after Covid-19, the mean score is 2.43 out of 4.00 which is quite better than before Covid-19, but it is still considered unattractive. Besides, posting photos with hotels on social media seems not a trend among respondents regarding 2.85 mean score. Following by the experience staying in the hotel is consistent with how I like to see myself which has mean score about 2.87.

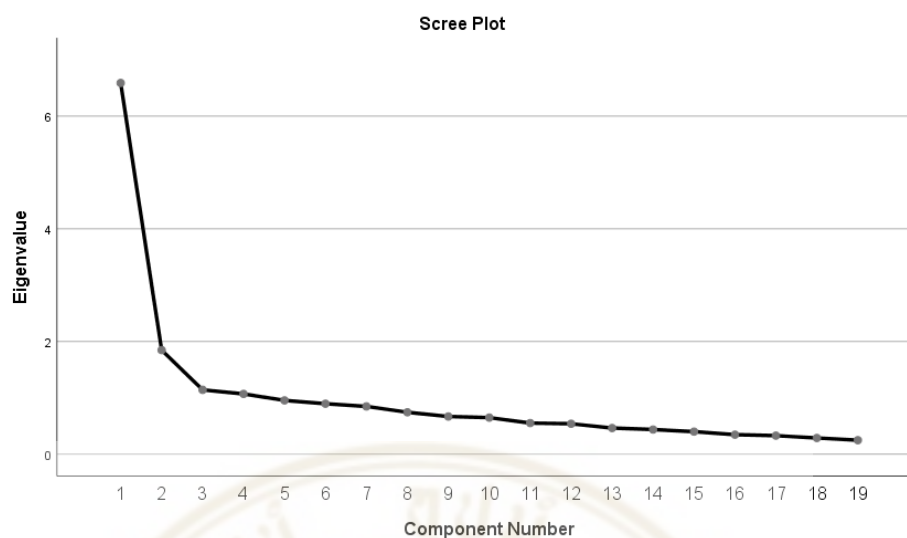
## 4.2 Factor Analysis

Additionally, to leverage the data, this research uses factor analysis to explore more finding in dept. The first output is not definitely clear as there are a lot of cross loading and also value less than .40 which indicates insignificant data. Finding the first running result is presented below

**Table 4.2 Total Variance Explained**

Component	Total Variance Explained					
	Total	Initial Eigenvalues		Rotation Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.588	34.674	34.674	3.265	17.186	17.186
2	1.846	9.718	44.391	3.196	16.820	34.007
3	1.142	6.010	50.401	2.233	11.753	45.760
4	1.069	5.627	56.028	1.951	10.269	56.028

Total variance explained can be interpreted as significant components. There are a few criteria that filter out meaningless constructs, one of them is Eigenvalues. In basic, the researcher would cut those components that have Eigenvalue less than 1.0 as there is indifference in particular components. Regarding the table above, these four constructs are considered useful, especially the first component. The highest Eigenvalue is up to 6.588, with 34.674 percentage of variance which would explain the ability to interpret this research quite well and also the high variance of data in this group that make it more interesting to focus on.



**Figure 4.10 First-run Scree Plot**

Besides, Scree plot is one of the result reports that researcher can use to see how many components are good to go for the next round. It basically judges from steep of the slope just like components 1 to 3, then the cut point should be around component 3 to 4 as the linear seems flatter until become horizontal, where the data has no difference. However, both finding table are related to each other as Eigenvalue is plotted in axis Y while component numbers are plotted in axis X.

Yet, the researcher also looks into the result from rotated component matrix in order to remove any questions that have cross loading, which means the factor value appears more than 1 component, and also factor value below .40 as it is defined as an insignificant factor which does not provide useful analysis. The unclear data will be cut until they are all cleaned and group well together.

Eventually, the final output is revealed, and the table below shows two significant components after cleaning insignificant factors.

**Table 4.3 Rotated Component Matrix**

<b>Rotated Component Matrix</b>		
	Component	
	1	2
I tend to stay at the hotel that provide variety of amenities kits	.762	
The level of hotel brand influences my purchasing intention on staycation package	.755	
Extra offered services influence my purchase intention	.726	
The variety of hotel services can draw my attention to purchase staycation package	.722	
I am happy to buy staycation package at the hotel that have good reputation in service quality	.704	
Positive image of the hotel is important when I purchase the package	.693	
I expect to receive the best service from the hotel staff that I purchased the package	.643	
I tend to follow my favorite influencer on their hotel choice.		.831
I am willing to post pictures with the hotel that I stayed on social media		.711
I choose staycation package that matches with my hobbies		.709

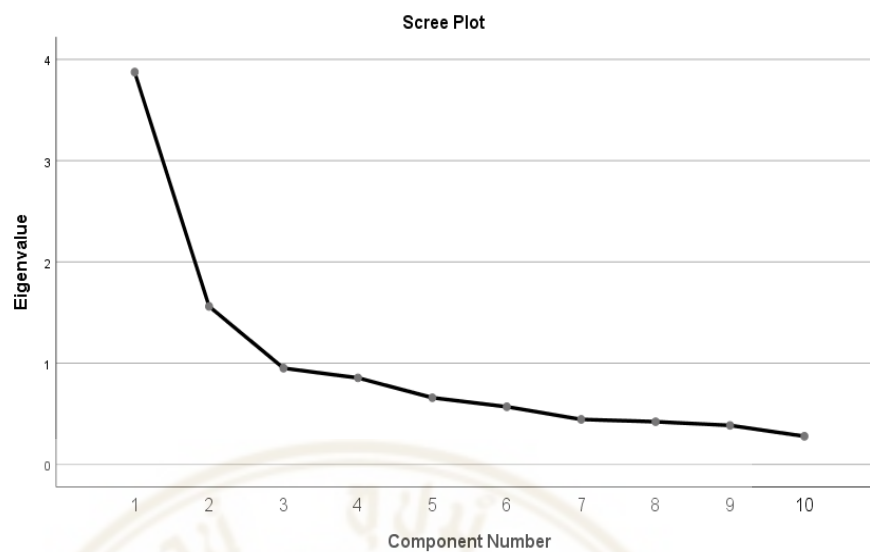
The first group is named “offered package quality” and the second group is called “lifestyle”. The names are identified corresponding with questions inside to be labeled by each component. Then, these two constructs will be tested for linear regression to see whether it really makes impact to dependent variable or intention to buy, for this research.

**Table 4.4 Total Variance Explained**

<b>Total Variance Explained</b>						
Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.875	38.747	38.747	3.628	36.277	36.277
2	1.561	15.608	54.355	1.808	18.078	54.355
3	.951	9.507	63.862			
4	.855	8.550	72.412			
5	.659	6.590	79.002			
6	.569	5.694	84.696			
7	.445	4.448	89.144			
8	.422	4.220	93.363			
9	.385	3.854	97.217			
10	.278	2.783	100.000			

Table 4.4 is showing Eigenvalue for the final run, component 1 is represented by the offered package quality group which has a total value at 3.875 with 38.747% of variance. Regarding the table 5.0, the percentage of variance is pretty lower than final-run because unclear data was removed, causing explanation level of significant components should rise up. Also, component 2 has a percentage of variance and cumulative percentage higher than first-run, which this group is defined under the variable name “lifestyle”. Apart from this, the result from the component matrix is well aligned with variance explained as there are only 2 components that are meaningful to the model regarding Eigenvalue above 1.0.





**Figure 4.11 The second Scree Plot**

Similarly, the scree plot has been shown as a clearer graph in terms of steep. For this research, the cut point is about 2 to 3 components subject to other criteria. The researcher will study more in new 2 significant components through multiple regression.

### 4.3 Multiple Regression

**Table 4.5 Model Summary**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.388 <sup>a</sup>	.150	.142	.866
a. Predictors: (Constant), Lifestyle, Package Offered Quality				

**Table 4.6 Linear Regression**

Model		Coefficients				
		Unstandardized		Standardized	t	
		B	Std. Error	Beta		
1	(Constant)	.095	.529		.179	.858
	Package offered quality	.578	.147	.268	3.940	.000
	Lifestyle	.282	.087	.220	3.240	.001

a. Dependent Variable: Are you going to purchase staycation package in the post Covid-19

Linear regression result use to test the significant level of independent variables which Package offered quality and Lifestyle to dependent variables, which is intention to purchase Staycation package in the post Covid-19, whether they have impact to purchasing behavior or not and which is the strongest variable that would contribute effect to dependent variable.

Regarding the result in table 4.6, both independent variables, package offered quality and lifestyle, are significant at level 0.000 and 0.001 respectively. Hence, it could explain that they have an impact to make sampling 200 respondents make a purchase on the Staycation package in the post Covid-19. Furthermore, Package offered quality creates the strongest impact regarding standardized beta coefficient at 0.268, whereas Lifestyle has a bit lower value at 0.220, the higher beta value, the stronger effect to purchasing Staycation package. The standardized coefficient beta basically explains the level of impact of each variable to dependent variable, also it is generally used to compare among variables in the model in order to find out the most powerful factor.

Besides, adjusted R square is one of the measurements to test how well the model fits together, which means the level that independent variables can explain dependent variables. In this research, there are only significant independent variables after cleaning data therefore adjusted R square doesn't look impressive as it shows 0.142. Regarding the value, it can summarize that package offered quality and lifestyle (independent variables) are able to explain intention to buy Staycation package in the post Covid-19 by 14 percent, which means this regression model is not attractive

regarding low explanation level, on the other hand it could say that the model needs more independent variables to increase credibility and make the research more interesting.



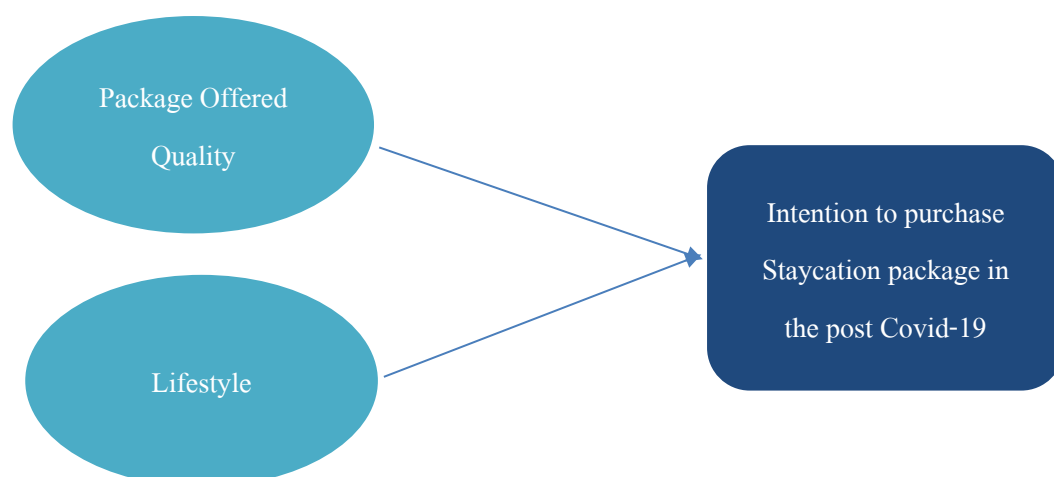
## CHAPTER V

### CONCLUSION AND RECOMMENDATION

The purpose of this research is to find out factors that stimulate Bangkokians, people who live in Bangkok, to purchase the Staycation package in the post Covid-19, hence researchers distribute questionnaires on online platforms to collect sampling data for further analysis. There are 200 samples in total from people who live in Bangkok and age above 18 years old, which is divided to 140 females and 60 males. Regarding demographic results, the data have a variety of age, marital status and also income as the number of respondents each group are nearly equal which benefits this research in terms of equality

The first conceptual framework (Figure 1.1) is well designed by past studies related to Staycation and hotel business to identify interesting independent variables that are anticipated to contribute positive impact to dependent variables, which is the intention to purchase the Staycation package in the post Covid-19. There are 4 identified variables comprising lifestyle segmentation, service quality, self-image congruity and promotion. After using factor analysis, the conceptual framework is changed subject to taking information from respondents, the researcher profound only 2 significant independent variables that would impact the intention to buy which are packages offered quality and lifestyle. Consequently, new conceptual model has been revealed in the figure below;

**Figure 5.1 New conceptual framework**



In addition to ensuring a significant level of new variables, multiple regression has been used to test this model. Fortunately, both Package offered quality and Lifestyle variables have significant levels at 0.000 and 0.001 respectively showing the strong association impact with intention to buy Staycation package. Nonetheless, the outcome also suggests the most influential factor which is Package quality offered with standardized coefficient beta at 0.268 which is higher than another variable. Corresponding with past studies in service quality as customer tends to choose hotel based on hotel service image in order to guarantee the service level that they would receive from the hotel, especially Staycation package comes from hotel in Bangkok to target people who live in Bangkok therefore the scenery view might not be a crucial part in purchasing process, but the hotel reputation and service offered seem to be more attractive to go for Staycation. Also, Lifestyle is one of significant variables that influence people to purchase, the coefficient beta has 0.230 which is a bit lower than Package offered quality. According to the past research, it is revealed that people tend to choose hotels based on their lifestyle, not only hotel brand, activities but also hotel decoration and architecture, similarly to the offered package as it should contain service programs or activities based on the target customer.

Yet, there are almost half of respondents who are not interested in Staycation even though country lockdown from Covid-19, meanwhile some groups of people have shifted to the interest stage after Covid-19 hits Bangkok. In order to succeed in this campaign, marketing tools seem to play an essential role to raise awareness until converting it to action. In addition to current situation, the external factors like economic recession and unemployment rate have involved in people's decision as they tend to be more careful spending money on luxury things which include traveling. Last but not least, the mean score of intention to buy in the post Covid is only 2.97 which means the majority of 200 respondents are not going to purchase Staycation. Although the number of people who are interested in Staycation has risen since Covid-19, it seems not convert to purchase action as expected.

## **5.1 Recommendation**

Due to finding outcomes, I would recommend hotels to adjust and enhance communication and marketing for Staycation campaigns as priority as there are only specific groups who have experienced Staycation, while the majority of people have never experienced it before. On top of that, they are still not interested which means either the hotel marketing team failed to raise awareness or they communicate to a niche market, while it can be broad. Additionally, Bangkokian's travelling preference could be one of the key successes to differentiate the package from competitors regarding lifestyle is a significant variable that affects the intention to buy. The most important thing is, to design the package according to hotel target customers as an attractive package is always the same as customer needs, in addition the strength of hotel can be used to engineer Staycation package to suit with particular customer group, for instance, the best hotel location in the city can offer package include drinking at rooftop bar or special dinner, however it depends on who are your target. Another crucial point is hotel image and service reputation, the hotel elements, ambience and service should be aligned in the same direction to strengthen hotel branding and build up customer trust in the hotel. All in all, there are still opportunities to expand the Staycation customer base due to Covid-19 current situation in Thailand, this is a good timing to introduce new kind of leisure that can save your travelling time and also low budget.

## **5.2 Limitation and Further Research**

There are some limitations about data collection and sample size in this study. First of all, the questionnaire is distributed on an online platform by researcher, hence the random respondents tend to be a cluster which probably have the same preference and lifestyle, leading to biased results. Besides, the collected sample size is only 200 respondents which cannot reveal all aspects of people's perspective, resulting in unattractive research reliability and also credibility. The last one, the proportion of sample size is inequality due to 70 percent female and 30 percent male, consequence to biased data. Apart from this, this study is cross sectional, the samples were collected at a particular time span so that the finding outcomes are probably applicable only a period of time subject to changing circumstance over time.

For the further research, the scope of study should be extended to cover more feasibility independent variables that would create positive or negative impact on the intention to buy the Staycation package. Also, the future study can collect sample data from foreigners who live or work in Bangkok to reveal different perspectives which could enhance credibility to the study and more practical to entrepreneurs as target customers might not be only Thais.



## REFERENCES

- Ahmadinejad, B. (2017). E-business through Social Media: A Quantitative Survey (Case Study: Instagram) . *International Journal of Management, Accounting and Economics* .
- Ahmed, J., & Goode, M. M. (2001). a study of the impact of self-image congruence on brand preference and satisfaction.
- Akar, E. (2018). Understanding online consumers' purchase intentions: a contribution from social network theory. *Behaviour & Information Technology* .
- Albayrak, T., Caber, M., & Oz, E. K. (2017). Assessing Recreational Activities' Service Quality in Hotels: An Examination of Animation and Spa & Wellness Services.
- ALEXANDRESCU, M.-B., & MILANDRU, M. (2018). PROMOTION AS A FORM OF COMMUNICATION OF THE MARKETING STRATEGY.
- Ali, F., Hussain, K., Konar, R., & Mo Jeon, H. (2017). The Effect of Technical and Functional Quality on Guests Perceived Hotel Service Quality and Satisfaction: A SEM-PLS Analysis.
- Alwi, M. K., Patwary, A. K., & Ramly, N. I. (2020). COVID 19 AND TOURISM INDUSTRY IN MALAYSIA: RECOMMENDATION FOR FUTURE RECOVERY.
- Bangkok Fastastic Offers*. ( 2 0 2 0 ) . From MandarinOreintal: <https://www.mandarinoriental.com/bangkok/chao-phraya-river/luxury-hotel/offers>
- Beyari, H. (2018). Consumer Satisfaction In Social Commerce: An Exploration Of Its Antecedents And Consequences. *Journal Of Developing Areas*.
- Bhargava, E. (2020, November). *How Staycations Are Becoming The Most Popular Tourism Trend During Covid- 1 9* . From Outlook: <https://www.outlookindia.com/website/story/feature-how-staycations-are-becoming-the-most-popular-tourism-trend-after-covid-19/364268>



## REFERENCES (cont.)

- Biaudet, S. (2017). Influencer Marketing as a Marketing Tool . *The process of creating an Influencer Marketing Campaign on Instagram*.
- Bloom, J. d., Nawijn, J., Geurts, S., Kinnunen, U., & Kalevi, K. (2017). Holiday travel, staycations, and subjective wellbeing.
- Chantanasomba, W., Suksod, P., & changpia, C. (2020). How Quality of Services Offered by Community Pharmacy Retain their Customers? The Mediating Role of Sales Promotional Tools. A Cross- Sectional Study of the Pharmaceutical Sector of Thailand.
- Crompton, J. L. (2016). Implications of Prospect Theory for the Pricing of Leisure service.
- Dutta, K. (2014, March). 2009: THE YEAR OF THE STAYCATION. From INDEPENDENT: <https://www.independent.co.uk/travel/news-and-advice/2009-the-year-of-the-staycation-1663394.html>
- Gao, W. (2017). How does presence influence purchase intention in online shopping markets? An explanation based on self-determination theory. *Behaviour & Information Technology*.
- Grandviewreserch. (2019). Skin Care Products Market Size, Share & Trends Analysis Report. *Grand View Research*.
- Hong, H. (2020). 13 Beauty Trends Experts Predict Will Dominate 2021. *Real Simple*.
- Hong, H. (2020). Probiotic Skincare Is the New Immunity-Boosting Trend Your Skin Needs. *Real Simple*.
- Hosany , S., & Drew, M. (2011). self-image congruence in consumer behavior.
- InfluencerMarketingHub. (2021). 13 Influencer Marketing Trends to Watch in 2021. *Influencer Marketing Hub*.
- Isyanto, P. (2020). Micro Influencers Marketing and Brand Image to Purchase Intention of Cosmetic Products Focallure. *Systematic Reviews in Pharmacy*.

## REFERENCES (cont.)

- Iversen, N. M., Hem, L. E., & Mehmetoglu, M. (2016). Lifestyle segmentation of tourists seeking naturebased experiences: the role of cultural values and travel motives.
- Jamesa, A., Ravichandranb, S., Kuang Chuangb, N., & Bolden III, E. (2017). Using Lifestyle Analysis to Develop Lodging Packages for Staycation Travelers: An Exploratory Study.
- Kasasa. (2021, January). *Boomers, Gen X, Gen Y, and Gen Z Explained*. From Kasasa: <https://www.kasasa.com/articles/generations/gen-x-gen-y-gen-z>
- Korze, S. Z., & Skabar, M. (2020). COVID-19 FOOTPRINT TO TOURISM AND SMALL TOURISM BUSINESSES IN THE FIRST PERIOD OF PANDEMIC.
- Kourouthanassis, P., Lekakos, G., & Gerakis, V. (2015). Should I stay or should I go? The moderating effect of self- image congruity and trust on social networking continued use.
- Li, S., Wei, M., Qu, H., & Qiu, S. C. (2020). How does self-image congruity affect tourists environmentally responsible behavior?
- Liu, C.-R., Wang, Y.-C., Chiu, T.-H., & Chen, S.-P. (n.d.). Antecedents and Outcomes of Lifestyle Hotel Brand Attachment and Love: The case of Gen Y. 2018.
- Manolis. (2010, May). *STAYCATIONS: MUCH MORE THAN A TREND*. From TOPOSOPHY: <https://aboutourism.wordpress.com/2010/05/27/staycations-much-more-than-a-trend/>
- Martinez-Lopez, F. J. (2018). Behind influencer marketing: key marketing decisions and their effects on followers' responses. *Journal of Marketing Management*.
- Maryville. (2018). The Evolution of Social Media: How Did It Begin, and Where Could It Go Next? *Bachelor's in Marketing*.

## REFERENCES (cont.)

- Mohanty, & Prakash. (2013). Understanding service quality. *Production Planning & Control*.
- Newberry, C. (2018). 23 Benefits of Social Media for Business. *Hootsuite*.
- PEKTAŞ, A. (2018). THE EFFECT OF LIFESTYLE ON THE DEMAND FOR ALTERNATIVE TOURISM .
- Ridder, M. (2020). Size of the global skin care market from 2012 to 2025 (in billion U.S. dollars). *Global skin care market size 2012-2025*.
- Talty, A. (2019, September). *Bangkok Is The Most Visited City In The World...Again*. From Forbes: <https://www.forbes.com/sites/alexandratalty/2019/09/04/bangkok-is-the-most-visited-city-in-the-world-again/?sh=2037fd9f5f1b>
- Tourism Statistics Thailand 2000-2020*. (2020, Feb). From Thaiwebsites: <https://www.thaiwebsites.com/tourism.asp#:~:text=The%20increase%20in%20visitors%20from,three%20months%20of%20the%20year>.
- TRR. (2020, April). *Hotels look for alternative revenue*. From TRR WEEKLY: <https://www.ttrweekly.com/site/2020/04/hotels-look-for-alternative-revenue/>
- Ventre, I. (2020). The Impact of Perceived Usefulness of Online Reviews, Trust and Perceived Risk on Online Purchase Intention in Emerging Markets: A Mexican Perspective. *Journal of International Consumer Marketing* .
- W, S., Goh, L., & Goldsmith. (2001). Travel Innovativeness and Self-Image Congruity. *Journal of Travel & Tourism Marketing*.
- weekly, T. (2020). Hotels look for alternative revenue. *TTRW*.
- Yang, X. (2018). Influence of informational factors on purchase intention in social recommender systems. *Informational factors on purchase intention*.
- Yesawich, P. (2010, April). *Are Staycations Here to Stay?* From VACATION REAL ESTATE NEWS: <https://www.worldpropertyjournal.com/us-markets/vacation-leisure-real-estate-1/real-estate-news-peter-yesawich->

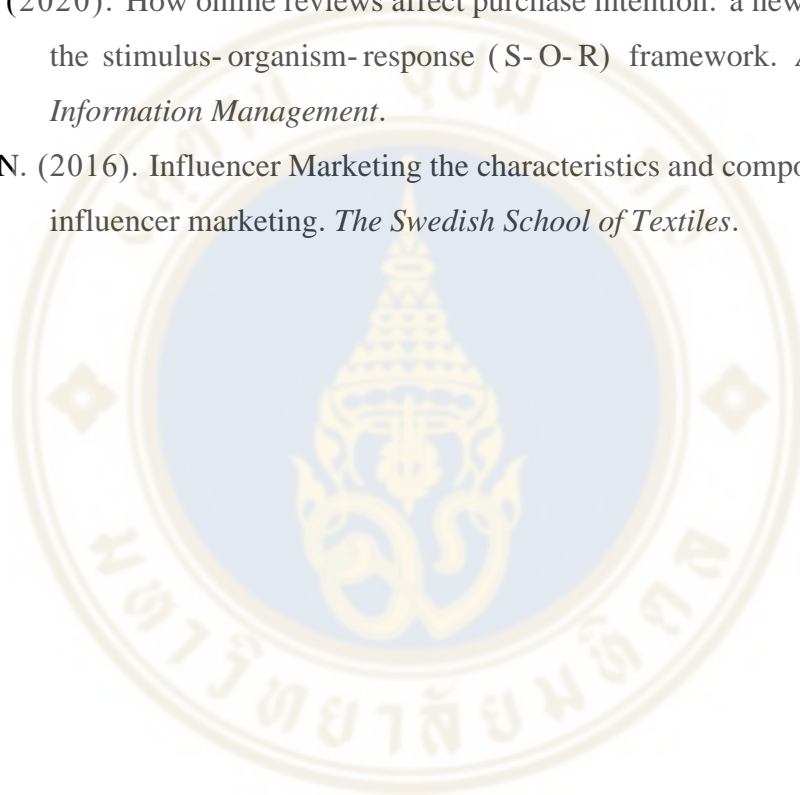
## REFERENCES (cont.)

travel-trends-2010-travel-report-y-partnership-tourism-trends-orlando-theme-parks-disney-world-sea-world-universal-studios-2452.php

Yin, P. (2020). Exploration on the Promotion Mode of Featured Hotels in Coastal Cities in the New Media Period.

Zhu, L. (2020). How online reviews affect purchase intention: a new model based on the stimulus-organism-response (S-O-R) framework. *Aslib Journal of Information Management*.

Zietek, N. (2016). Influencer Marketing the characteristics and components of fashion influencer marketing. *The Swedish School of Textiles*.





## Questionnaires

### Part2: Screening questions

Do you live in Bangkok Metropolitan?

- Yes
- No (terminate)

How old are you?

- Below 20 years old (terminate)
- 21-30 years old
- 31-40 years old
- 41-50 years old
- Above 50 years old

### Part3: General

Have you experienced staycation before?

- Yes
- No

Before Covid-19, are you interested in purchasing staycation package?

- Strongly interest
- Interest
- Not interest
- Strongly not interest

After Covid-19, are you interested in purchasing staycation package?

- Strongly interest
- Interest
- Not interest
- Strongly not interest

**Part4: Questions based on variables of factors influencing the purchasing decision on Staycation package from hotels in Bangkok**

	Strongly Agree	Agree	Disagree	Strongly Disagree
I am willing to stay in the hotel that decorated in my style				
The experience I stayed corresponds to how I like to be seen by others				
The level of hotel brand influences my purchasing intention on staycation package				
Extra offered services influence my purchase intention				
I tend to stay at the hotel that provide variety of amenities kits				
I choose staycation package based on my lifestyle.				
The Promotion would cheapen the image of the product that are on sale (e.g., make you feel its quality is not as good as others)				
The variety of hotel services can draw my attention to purchase staycation package				
Experience staying in the hotel is consistent with how I like to see myself				

**Part4: Questions based on variables of factors influencing the purchasing decision on Staycation package from hotels in Bangkok (cont.)**

I believe that service awards can guarantee service quality of the hotel				
I prefer to stay at the hotel that nearby my favorite places				
I am willing to post pictures with the hotel that I stayed on social media				
If my favorite brand is not on promotion, I will defer the purchase.				
I am happy to buy staycation package at the hotel that have good reputation in service quality				
The promotion on package would make me purchase again				
I choose staycation package that matches with my hobbies				
I tend to follow my favorite influencer on their hotel choice.				
I expect to receive the best service from the hotel staff that I purchased the package				
Positive image of the hotel is important when I purchase the package				



**Part5: Intention to buy**

Are you going to purchase staycation package in the post Covid-19?

- Strongly agree
- Agree
- Disagree
- Strongly disagree

**Part6: Personal information**

Would you please tell me your gender?

- Male
- Female

Would you please tell me your marital status?

- Married
- In relationship
- Single

Would you please tell me your highest education?

- High school or lower
- Bachelor's degree
- Master's degree or above

Would you please tell me your occupation?

- Student
- Government officer
- Freelancer
- Full-time employment
- Others

Would you please tell me your monthly income?

- Less than 20,000 THB
- 20,001 THB - 40,000 THB
- 40,001 THB - 60,000 THB
- 60,001 THB - 100,000 THB
- More than 100,000 THB