

**THE IMPACT OF ONLINE MARKETING ON PURCHASE
DECISIONS OF HOTELS IN KOH SAMET**

The image features a large, faint watermark of the Mahidol University logo in the background. The logo is circular, with a central emblem depicting a traditional Thai architectural structure, possibly a stupa or a similar religious monument. The emblem is surrounded by a ring of Thai script. The entire watermark is rendered in a light, semi-transparent blue and gold color.

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**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
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entitled
**THE IMPACT OF ONLINE MARKETING ON PURCHASE
DECISIONS OF HOTELS IN KOH SAMET**

was submitted to the College of Management, Mahidol University
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THE IMPACT OF ONLINE MARKETING ON PURCHASE DECISIONS OF HOTELS IN KOH SAMET

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ABSTRACT

This paper investigates the impact of online marketing on the purchase decisions of hotels in Koh Samet. The study examines how online marketing strategies, such as content marketing, website, email, social media marketing, and search engine marketing, influence the consumer behavior of hotel guests in the island. The paper utilizes a survey questionnaire as the primary data collection method, distributed to a sample of hotel guests who have recently made a booking in Koh Samet. The data collected will be analyzed using statistical techniques, such as correlation analysis and regression analysis, to determine the significance of the relationship between online marketing and purchase decisions. Based on the data analysis, the key findings of this study suggest that social media marketing and search engine marketing have a significant positive relationship with the purchase decisions of hotels in Koh Samet. On the other hand, email marketing, content marketing, and website advertising were not found to have a significant impact on the purchase decisions of customers. These findings suggest that businesses should focus on social media and search engine marketing to improve their marketing efforts and increase their revenue. The findings of this study will provide valuable insights into the effectiveness of online marketing strategies in the hotel industry, particularly in the context of a popular tourist destination such as Koh Samet. The paper concludes by discussing the implications of the results for hotel managers and providing recommendations for improving their online marketing strategies to enhance guest satisfaction and increase revenue.

KEY WORDS: Purchase decision / Online marketing

51 pages

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CHAPTER I

INTRODUCTION

1.1 Background

Nowadays, the growth of technology is spreading widely. Everyone has access to Internet technology more easily than in the past. These technologies have played an important role in facilitating everyone's daily life, whether receiving information faster, using it to gain knowledge or even in business. Due to the advancement in technology, many businesses have changed their business model from the past focused on sales through the storefront. Consumers can access businesses by observing through advertising media, storefronts, or word of mouth only from other people, with limitations in various areas resulting in the business sector being limited. Currently, the business sector has changed the format. New business operations by adopting technology result in high competition in the digital market. As entrepreneurs turn to focus on online media, including videos, and pictures, to spread awareness to a wide range of consumers. In addition, influencers or famous people in the social world are used to drive consumer interest in the brand. (Kanchanasuwan, 2009)

In the tourism industry, changes in technology have contributed to changes in consumer behavior or tourists by turning to the Internet and digital media to search for travel information, find hotels, and restaurants, and exchange travel experiences with Individuals and including their decision to use the service.

Rayong is a small province in eastern Thailand and is also the country's main industrial area with one of the country's highest per capita incomes. In addition, Rayong is also an important marine tourism destination. There are beaches parallel to the Gulf of Thailand about 100 kilometers and there are world-class beautiful islands such as Koh Samet, known widely by both Thais and foreigners (Rayong Province, 2020). According to the National Parks, Wildlife and Plant Conservation Year 2019, it was found that Khao Leam Ya - Mu Ko Samet has the highest number of visitors in the National Park archipelago with 1,619,908 visitors per year.

Later, when the COVID-19 epidemic occurred, the number of tourists dropped significantly, but after the epidemic situation tended to improve, the number of tourists increased more than 1 times in 2022, although the number of tourists Decreased during COVID, Koh Samet still the highest number of tourists after Khao Yai National Park, which had the number one tourist visit that year at 1,428,765. (*Department of National Parks, 2022*)

Table 1.1 Table of the number of tourists who visit Khao Leam Ya in each year from 2018-2022 (*Department of National Parks, wildlife and plant conservation,2022*)

	2018	2019	2020	2021	2022
Khao Leam Ya - Mo Ko Samet National Park Thailand	1,252,923	1,619,908	920,964	434,198	695,802

Koh Samet tourism is becoming popular with both Thai and foreign tourists. which can generate considerable income and reputation for the country At the same time, understanding consumer preferences for services is crucial for future businesses and government agencies. Therefore, in this research, the researcher is interested in studying the Impact of digital marketing on consumer behavior regarding hotel services preference at Koh Samet in order to apply the results of the research as a guideline for developing or improving the business administration system and the public sector in order to meet the needs. (*Department of National Parks, 2023*)

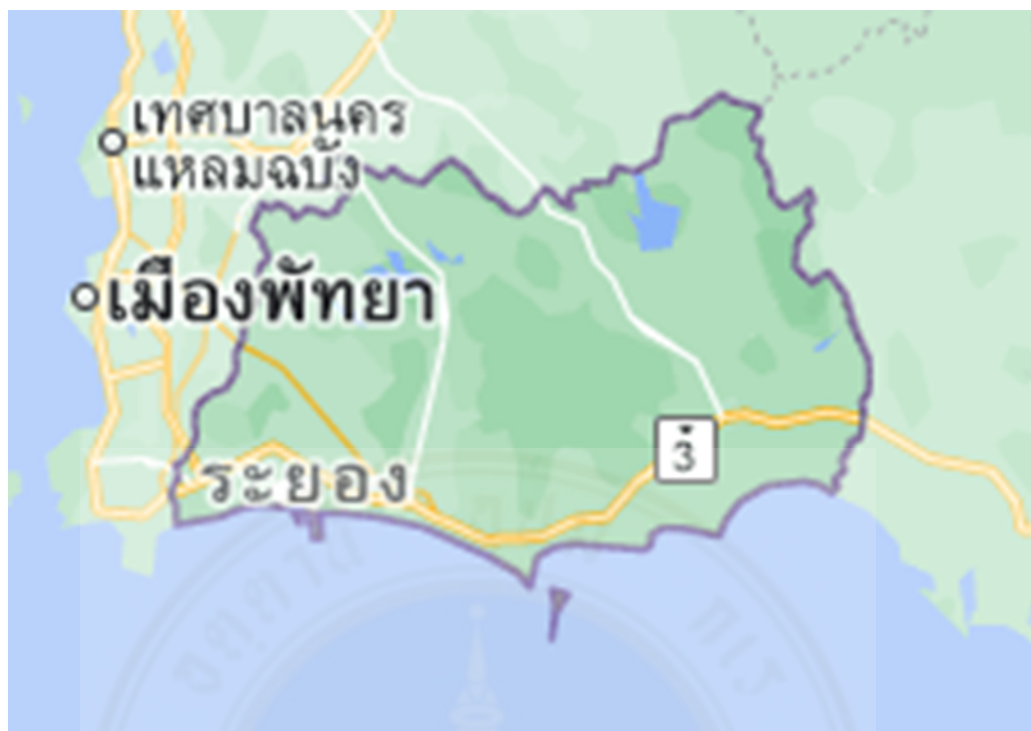


Figure 1.1 Map and demarcation line of Rayong Province (Rayong Province, 2023)



Figure 1.2 Sai Kaew Beach, Koh Samet (15 Places to Visit in Koh Samet 2023, Visit Koh Samet for Sure [March 2023], 2023)



Figure 1.3 A sculpture of a mermaid at the end of Sai Kaew Beach. (เกาะเสม็ด .. เสรีจ
จริง ๆ 10 จุดต้องห้ามพลาด บนเกาะเสม็ด ดินแดนเกาะแก้วพิศดาร, 2018)



Figure 1.4 Ao Prao, Koh Samet (15 Places to Visit in Koh Samet 2023, Visit Koh
Samet for Sure [March 2023], 2023)



Figure 1.5 Ao Phai, Koh Samet (*15 Places to Visit in Koh Samet 2023, Visit Koh Samet for Sure [March 2023], 2023*)

1.2 Problem statement

The tourism industry is very important to the economic and social conditions of Thailand. Traveling is a natural activity of humans that has existed for a long time and has been gradually developed. As a result, the accommodation business must manage multiple sales channels at the same time. In the past, traditional sales and marketing channels were focused on word of mouth, direct sales via telephone and reception, in front of the hotel, and through traditional agents. Later, The changing behavior of tourists, caused accommodation businesses to expand sales channels and Marketing channels to online channels such as online travel agencies, web pages, content marketing, or even using Search Engine Marketing tools to spread awareness to a wider range of customers.

However, all of the above services are accompanied by costs and agreements depending on the service provider. Adapting to technology helps businesses manage online costs better. Therefore, in this research, the researcher is interested in studying the effects of digital marketing on consumer behavior regarding service satisfaction at Koh Samet hotels. To use the research results as a guideline for developing or improving business and public administration systems

1.3 Research objectives

1. To study the relationship between online marketing and purchase decision of hotels in Koh Samet

1.4 Research question

1. What is the most important factor that impacts the purchase decisions of hotels in Koh Samet

1.5 Research scope

1. Scope of Content: This study focuses on the study of online marketing that affects consumers' online purchase decisions on Samet Island, consisting of e-mail, websites, and content marketing. Social Media Marketing and search engine marketing

2. Area Boundaries: Tourists at Samet Island, Rayong Province

3. The scope of the population: The population used in the research was tourists on Samet Island, Muang District, Rayong Province who decided to book an online room on Samet Island. The population used in this study was 120 people.

4. Time scope: The period of conducting the research study from January 2023 to February 2023.

1.6 Expected Benefit

The results of this research are useful for government organizations responsible for business tourism on Koh Samet hotels to understand and know the properties that consumers need in making decisions. Why did you choose to stay at Koh Samet? To apply and develop business and government sectors to improve efficiency and promote tourism in the future.

CHAPTER II

LITERATURE REVIEW

2.1 Online Marketing Concepts and Theories

Online marketing is the presentation of products and services using internet technology as a host that helps in advertising and public relations and is used as one of the communication channels between businesses and consumers. (Kanchanasuwan, 2009) Online marketing is a marketing investment that does not require a high budget. It can be used to update information and keep contact with customers regularly, whether it is posting or sharing information that businesses can do easily, conveniently, and quickly, resulting in the entry of electronic commerce (E-commerce), which is an operation trade transaction via electronic media. Technology is an intermediary between people involved, i.e. individuals, organizations or individuals, and organizations to help support and facilitate various activities (Kanchanasuwan, 2009) related to the process of purchasing products, selling products, delivering goods, and change of goods or services or information through the Internet (Watchphongkasem, 2017) and began to publish in Thailand in 1997 (Sawanyawisut, 2018) We can order products from all over the world at your fingertips. Using mobile phones, computers have played a role in daily life. In addition, various functions on the Internet today will be a source of entertainment. It is a communication channel and a transaction channel as well as a dissemination channel. People can use the internet as a place to shop or use various services can sending electronic mail can exchange ideas and buy various products. (Maenching, 2003)

Nowadays, online marketing has begun to play more and more roles with businesses. Due to changes in technology and consumer behavior Choosing the right online marketing tool is something that entrepreneurs should pay attention to in order to make their businesses successful.

2.1.1 Electronic mail

Electronic mail or e-mail (E-mail) is an electronic postal system for sending and receiving letters online. (Ratanapongbu, 2012,) Which is more convenient, faster, and more economical than sending ordinary mail. Sending electronic mail can be sent in the form of letters, images, files, and videos through the system to the user's computer network. Electronic mail can be communicated worldwide in a short time through sending and receiving information can be done at any time and can send letters to an unlimited number of people at the same time. This can greatly save labor, resources, and capital (Ratanapongbu, 2012). Steady growth: In 2015, there were 4.3 billion e-mail accounts worldwide, and by 2019 it is expected to reach 5.5 billion e-mails worldwide (The Radicati Group,2015) National Statistical Office of Thailand found that Internet user's statistics in sending and receiving e-mail activities are the top, indicating that e-mail is an important channel of communication. In addition to acting in the transmission of data. It is also an account for registering to access various services on the Internet, such as registering to buy products. Access to a website that is a social network, etc. As e-mail gains more and more popularity. until being used in the presentation of various products and services

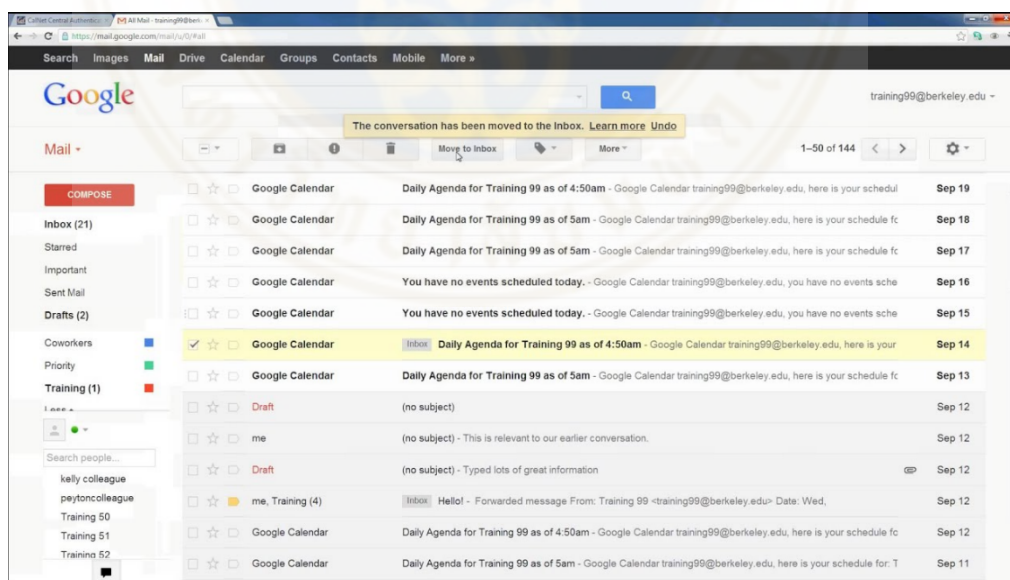


Figure 2.1 Example email interface via Google service provider (*Gmail: Understanding Your Email Interface, 2012*)

2.1.2 Website

A website is a collection of web pages maintained on a server and accessible over the internet. It can include text, graphics, videos, and links to other web pages or websites, among other things. Websites can perform a variety of functions, such as delivering information, promoting products or services, facilitating communication, and acting as a platform for online transactions. (Laudon & Traver, 2018)

A website's objective is to give businesses, individuals, or organizations an online presence that anybody with an internet connection may access. Websites can be used for a variety of purposes, including

1. Information: Websites can provide information on a company's products or services, such as features, benefits, and pricing. They can also tell you about the company's history, mission, and values.

2. Product or service promotion: Websites can be used to promote and sell items or services. Product catalogs, shopping carts, and payment processing tools are examples of what they can entail.

3. Communication facilitation: Websites can be used to ease communication between a firm and its consumers, such as by providing a contact form, chat feature, or support ticket system. (Laudon & Traver, 2018)

4. Acting as a platform for online transactions: Websites can be used to enable online transactions, for as by offering a payment gateway or allowing customers to create accounts.

Some common website features include:

1. Navigation: Websites should include an easy-to-use navigation system that helps users quickly discover the information they need.

2. Responsiveness: Websites should be responsive, which means they can be accessed and seen on a wide range of devices, including smartphones and tablets.

3. Security: Websites must be safe, with safeguards in place to protect user data and prevent hacking.

4. Search engine optimization (SEO): To boost their ranking in search results, websites should be optimized for search engines, with relevant keywords and meta tags added. (Laudon & Traver, 2018)

The website is an intermediary that the company and plays an important role in communicating with consumers. In order to do online marketing through the Internet, it is necessary to design and create a website first (Sawanyawisut, 2018). Selling products in e-commerce using the website is like a front of the store that has contact buyers and sellers. Therefore, it is necessary to have a beautiful and eye-catching website design that attracts the attention of those who come to the website. Therefore, it is necessary to have a beautiful and eye-catching website design that attracts the attention of those who come to the website. (Kanchanasuwan, 2009) said that techniques in website design that are factors of success include appearance, content, and community for communication. website customization communication website connection and transactions.

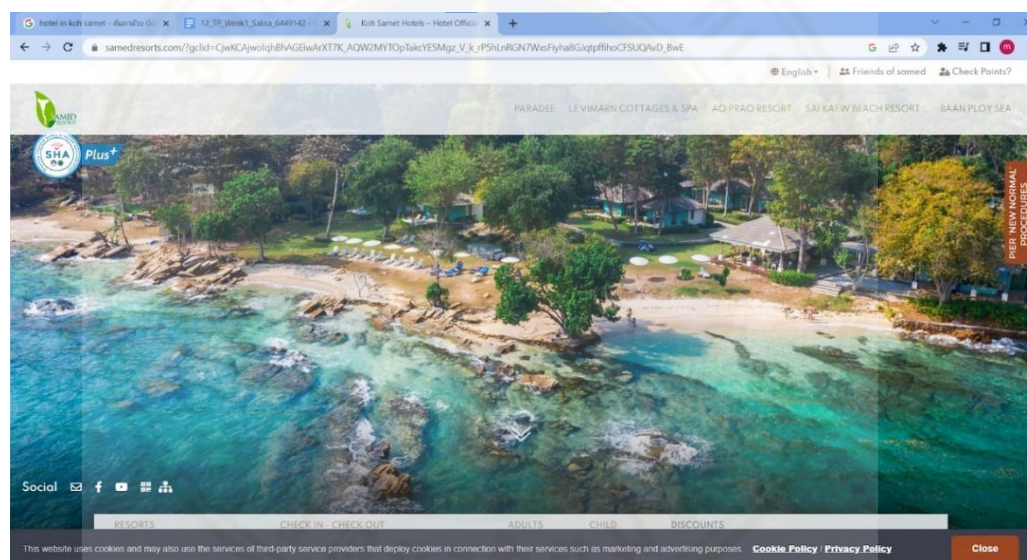


Figure 2.2 An example of a hotel website on Koh Samet (*Saikaewbeach Resort*, n.d.)

2.1.3 Content Marketing

Content marketing, is a form of marketing that offers targeted content. Creating content or news that stands out and is different from competitors can add value and attract attention and build positive attitudes towards the product or service and motivate consumers to buy the product or service. (Puksawat, 2013) Presenting relevant information about products or services that are relevant will help to attract the attention of customers until spreading the word in the online world. (Puksawat, 2013)

mentioned content marketing as direct marketing communication. The point where content marketing can stand out from other competitors can also increase the value of the brand and product as well, increasing the attractiveness of the product, making consumers Motivation to make a decision to buy that product or service.

Content marketing is the creation of content that delivers and becomes interesting It also needs to be outstanding and unique, presenting content related to the brand or products that are on point, generating motivation and online discussions, and able to stimulate the need for motivation Can create a good attitude. Content marketing is often used as a communication channel through online social media and newsletters or e-newsletters, VDO, Blog posts, Images, and Infographics.

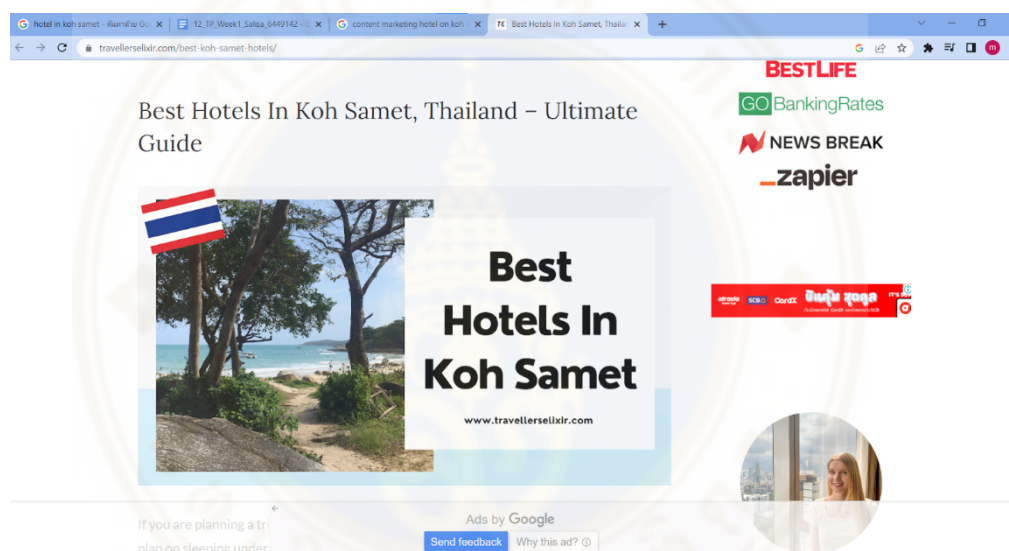


Figure 2.3 Examples of content marketing about hotels on Koh Samet (*Best Hotels in Koh Samet, Thailand - Ultimate Guide, n.d.*)

2.1.4 Social Media Marketing

Social media marketing will help to promote your company's website and help drive your company's website to rank higher on Google's website. The advantages of social media marketing are: The ability to reach customers according to the target group, quickly and help in public relations in order to spread the word among the masses easily (Watchphongkasem, 2017)(Elizabeth, 2012) proposed that social media marketing refers to digital media marketing or software that operates on the basis of Web systems or websites on the Internet that are tools of social action that are

communicated by authors or to tell stories about things they encounter in the form of events, articles, experiences, pictures or videos. Then bring to share content, information, news, and experiences, and talk in the online world through their networks in order to get to know and expand traditional marketing to digital marketing by animation, and sound with people in the same society.



Figure 2.4 Examples of social media marketing via Facebook platform (*Mossman House Koh Samed | Rayong, n.d.*)

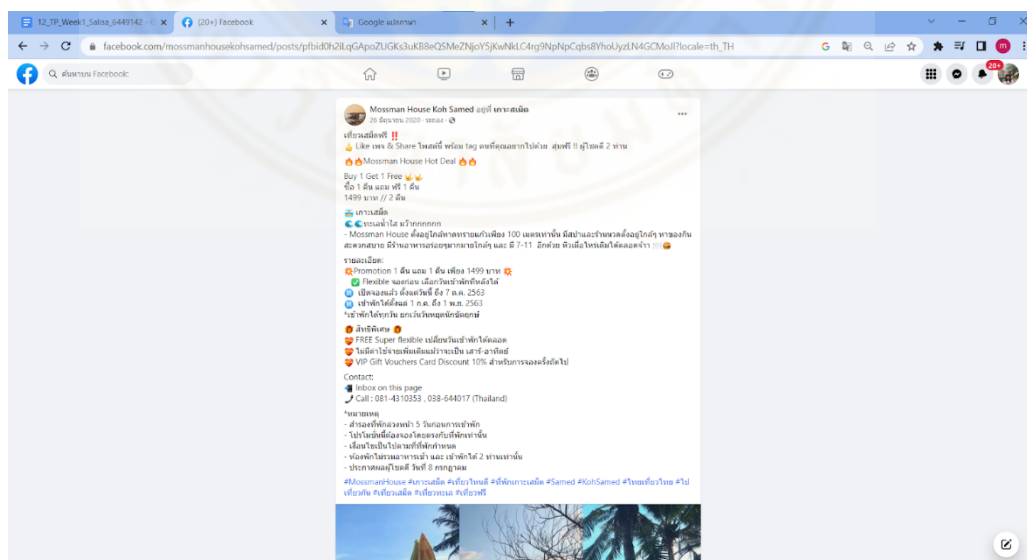


Figure 2.5 An example of hotel promotion via Facebook platform (*Mossman House Koh Samed | Rayong, n.d.*)

2.1.5 Search Engine Marketing

Search Engine Marketing (SEM) is a type of digital marketing that involves promoting websites by increasing their visibility in search engine results from pages through paid advertising and search engine optimization (SEO) techniques. (Chaffey & Ellis-Chadwick, 2019) Paid search advertising entails paying to insert "sponsored" or "ad" advertisements at the top or bottom of search engine results from pages. Those that conduct keyword or phrase searches for the advertised good or service will see these advertisements. SEO involves tweaking a website's code and content to raise its natural-language rating on search engine result pages. This can be accomplished by using pertinent keywords, producing top-notch content, constructing backlinks, and enhancing website organization and navigation.

SEM is an economical method of attracting potential clients, increasing website traffic, and increasing sales. Businesses can improve the efficiency of their advertising campaigns by focusing on people who are actively looking for particular goods or services. (Chaffey & Ellis-Chadwick, 2019)

Search engine marketing is an important strategy for getting a website to appear in the top rankings. When people search for keywords related to the search engine if our website is at a very good level. The easier it is for people to access our business. This increases the opportunity to expand the awareness of the product and the brand to be more well-known to increase business sales (Natthawasa Sutichada, 2016). Keywords are the key that helps Customers enter the website from searching for information In Thailand, it is popular to search for information mainly via Google.

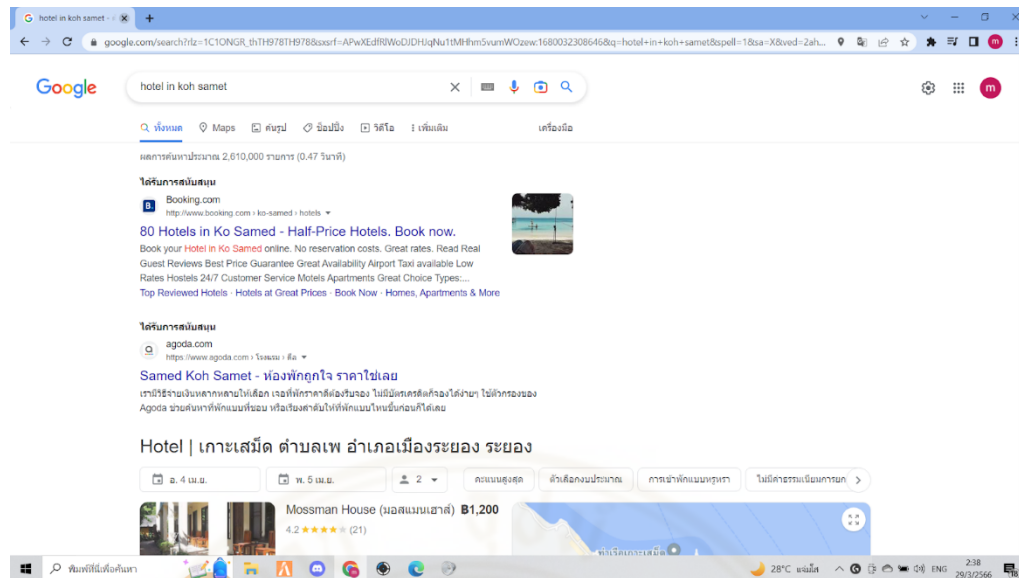


Figure 2.6 An example of a hotel search on Koh Samet via search engine marketing of Google.

2.2 Purchase Decision

The process through which a consumer chooses to purchase a certain good or service is referred to as a purchase decision. The demands and preferences of the consumer, the characteristics and advantages of the product, the price, the brand's reputation, and the marketing messages can all have an impact on this process. (Solomon et al., 2019) The process of making a purchase often involves multiple steps, including problem identification, information gathering, option evaluation, decision-making, and post-buy analysis. The customer may be impacted by internal or external elements at any time, such as attitudes and personal views, suggestions from others, or marketing messages. Businesses can develop efficient marketing strategies that target prospective clients at various phases of the decision-making process by having a thorough understanding of the buying process. Businesses can boost the possibility of turning prospects into customers by determining the elements that affect consumers' buying decisions and catering to their needs and preferences. (Solomon et al., 2019)

Consumer behavior and decision-making are one of the processes involved in the purchase and use of goods or the use of goods and services. (Phinyakong, 2011) with 5 steps in purchasing decision, which was solved: 1. Recognition of needs 2. Searching for information 3. Evaluation before purchase 4. Decision and 5. Evaluation after purchase. Nowadays, consumer behavior has changed due to the advancement in communications as well as tools to present a variety of products and services. Both the presentation of products through the website or the Internet is one thing that affects the needs of consumers to change (Rattanapongbu, 2012). Consumers will turn to them for more information before making a purchase decision. They will run for products that consumers believe can fulfill their needs. Each time a consumer makes a decision, consumers often collect various pieces of information for use in decision-making. In each situation, the amount of data is collected differently according to the situation. Marketers have divided the level of decision into 3 levels.

1. Extensive Problem Solving, Consumers need to use a lot of information to make each purchase decision because consumers never have the criteria to evaluate a particular product group or brand. before Therefore, it is necessary to use a lot of information to carefully consider and make decisions.

2. Limit Problem-Solving, Consumers decide to buy goods and services in a situation where consumers already have criteria for evaluating that group of products, but are still not sure which product is good enough for their needs or not? to ensure that they truly like a particular brand. Therefore, additional information is collected for decision-making in conjunction with existing information.

3. Routinized response behavior, consumers have a good experience with the product and have established criteria for evaluating the product and their interest make the decision to buy products, products, or services at each time of the consumer in each time of that consumer. Consumers will use the information that they have to make their next purchase decision or use their own old experiences due to familiarity but sometimes consumers tend to collect additional information to use in making a decision each time. (Kananurak, 2013)

2.3 History of Koh Samet and Sea tourism

2.3.1 History of Koh Samet

Khao Laem Ya-Mu Koh Samet National Park, was officially declared the third sea national park. It is believed that Koh Kaew is a mystery under Sunthorn Phu's poem Phra Aphai Manee. Koh Samet is a famous tourist attraction of Rayong Province and is popular with both Thai and foreign tourists. Koh Samet is located in Tambon Phe, Amphur Muang, about 6.5 kilometers from the land. There are islands nearby such as Koh Chan, Koh Kudi, Koh Kham, Koh Kruai, Koh Pla Teen, Koh Bat, and Koh Talu.

Koh Samet has only one main road starting from Na Dan Pier and going to the end of the island, Ao Pakarang. It is a concrete road interspersed with dirt roads in some sections. Tourists often use rented motorbikes or take a taxi. The area of Koh Samet has several popular beaches, mostly located in the eastern part of the island, including Hat Sai Kaew, Ao Phai, Ao Phutsa, Ao Tubtim, Ao Nuan, Ao Cho, Ao Thian, Ao Wai, Ao Kiew, Ao Pakarang, and the well-known western beach. No less popular is Ao Prao (*Tourism Glue of Thailand*, 2021).



Figure 2.7 Ao Wong Duean, Koh Samet in 1986 (รวมภาพในอดีตเล่าเหตุการณ์ต่าง ๆ *All Old Pictures in The Past.*, 2015)

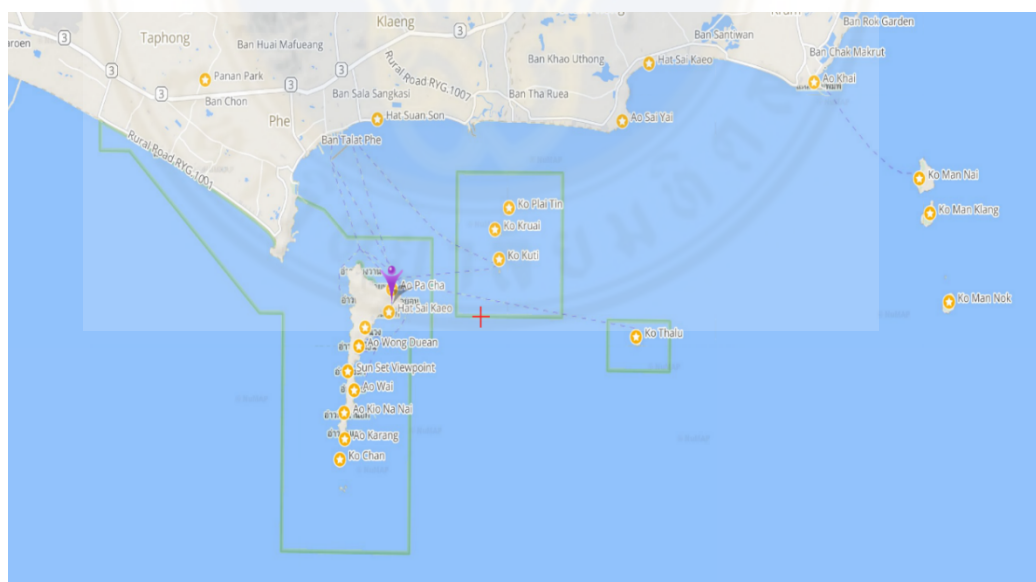


Figure 2.8 The area throughout Khao Leam Ya - Mo Ko Samet National Park Thailand (แผนที่ Longdo Map แผนที่ประเทศไทย ใช้งาน ละเอียด, n.d.)

2.3.2 Sea and Tourism

The United Nation world tourism organization (UNWTO), an organization that supports tourism, defines tourism as the activity of a person traveling to another place than their original environment for a period of time not more than 1 year in a row for vacation

The United Nation world tourism organization (UNWTO), an organization that supports tourism, defines tourism as tourism is the activity of a person traveling to a place, not the person's original environment. for a period of not more than 1 year consecutively for vacation. The Marine and Beach Tourism Development Plan Project in Thailand has defined the definition of marine and beach tourism. It is a tourism activity that aims at the beach, the coast, or the sea.

Sea and beach tourism is very popular because of the relaxed atmosphere and warm weather that makes it popular for tourists in cold climates. In addition, to the beautiful atmosphere of the beach and the sea, there are many activities that can be done, making tourists think of sea tourism as the top priority.

Sea and beach tourism is spread across warm climate regions of the world, including Thailand. There are many provinces in Thailand's marine tourism, including the Gulf of Thailand and the Andaman Sea. There are 23 seaside provinces in Thailand with a large number of tourists traveling to travel. Because the atmosphere of the sea and each beach are unique in terms of natural factors and topography. In addition, each seaside area has a separate local culture.

Three marine activities that are popular in Thailand and stand out are

1. Diving activities to experience marine life to see the beauty of coral reefs are completely different from land tourism. Although the reefs within the country are small compared to neighboring countries like the Philippines and Indonesia. But still colorful and attracts the attention of tourists. In Thailand, the most popular diving destinations in Thailand are the eastern and southern seas of the country.

2. Sea Cruise is one of the most popular activities, especially in Phuket which is the center of marine tourism in the Andaman coast zone. Likewise, Pattaya is as popular as it is on the east coast. A cruise to see the scenery of the sea and see the beauty of the surrounding area, for example, Phang Nga province is characterized by

an archipelago surrounded by Phuket Island. It is a point that can attract tourists as well.

3. Beach tourism is the first and most popular activity in Thailand. Because there is a sea beach covering many provinces from the east to the south. Tourists spread to the beaches of each province, both Thai and foreign tourists. Some areas are designated as national parks to preserve natural resources. Most of the activities are for recreation such as swimming in the sea along the coast. Beach sports activities, sunbathing, and seafood dining (*Ministry of Tourism & Sports Ministry of Tourism and Sports, 2019*).

2.4 The Conceptual Framework

The conceptual framework was developed from the literature reviews by considering every possible factor. Figure 2.9 below will illustrate the hypothesis of five variables that affect the customer's purchase decision. Electronic mail, Website, Content Marketing, Social Media, and Search Engine Marketing Marketing have a positive influence on the purchase decision.

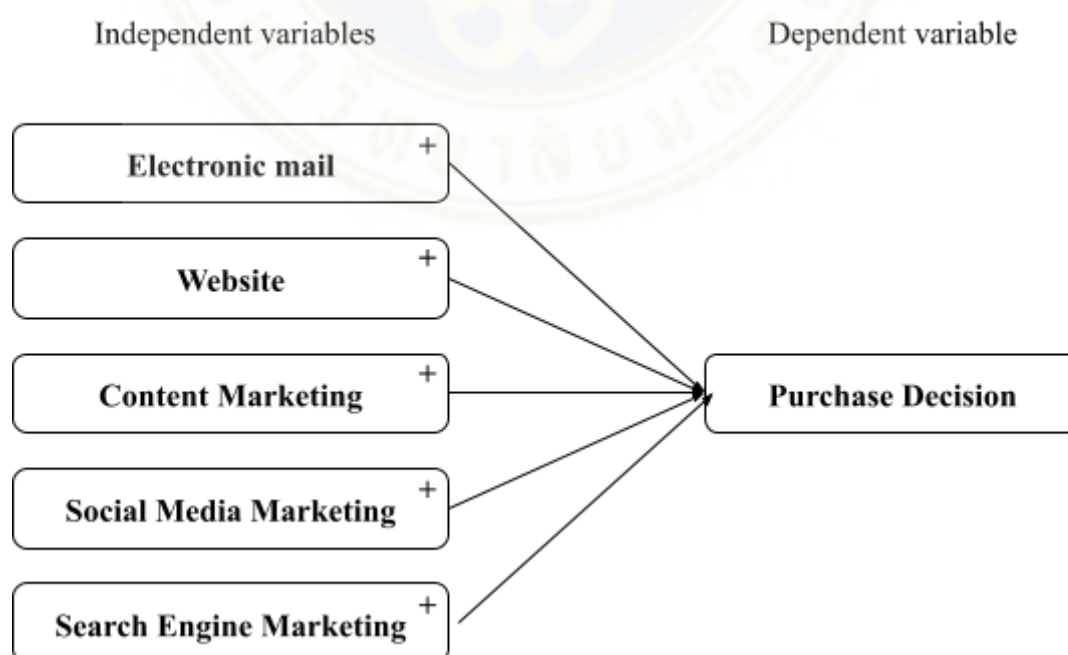


Figure 2.9 The conceptual framework



CHAPTER III

RESEARCH METHODOLOGY

3.1 Research design

In this research study, the researcher uses a quantitative method to collect data. It is research that uses knowledge and truth methods to extract numerical data. By controlling the study variables and using statistical methods to help analyze and summarize the results using survey data collection methods. A random sampling of data collection by using a questionnaire with both Thai and foreign tourists visiting Koh Samet in order to know the factors that affect the purchase decision of Koh Samet.

3.2 Population & Sample size

In this research, the target population of this research is customers who come to visit Koh Samet and make a reservation through the online platform.

The sample data for this research was collected from 120 respondents, the sample group being tourists who traveled to Koh Samet. The researcher mainly focuses on tourists who decide to buy accommodation services on Koh Samet through online marketing. which comes from Electronic mail, Website, Content Marketing, Social Media Marketing, or Search Engine Marketing.

3.3 Research Instrument

In this research, the researcher divided the interview questions into three main parts: general questions and specific questions. These can be explained as follows

Part 1 Screening question

Part 2 General questions are questions that identify the respondent's background. Personal information such as gender, age, status, education level, occupation, income, and frequency of service use.

Part 3 Specific questions, which are questions related to the research topic. This section inquires about digital market data, including E-mail factors, Website factors, Content Marketing factors, Social Media Marketing factors, and Search engine marketing factors. The question in this part will use the 5-point Likert-type scale (5 = strongly agree, 1 = strongly disagree) for the primary analysis to descriptive analysis (means, standard deviation). The means were interpreted as follows:

Table 3.1 Likert-Scale table

Likert-Scale Description	Likert-Scale	Likert Scale interval
Strongly disagree	1	1.00-1.80
Disagree	2	1.81-2.60
Neutral	3	2.61-3.40
Agree	4	3.41-4.20
Strongly agree	5	4.21-5.00

3.4 Data Collection

This study conducts the quantitative approach, collecting data via online base through a google form. The link to the online questionnaire will be sent to the respondents via social media platforms on Facebook, After 120 respondents complete the questionnaires, the data will be analyzed using regression analysis in the SPSS program as part of the data analysis method for this study. Generating the data to see the descriptive statistics from the numerical scale of the research questionnaire to answer the research question.

CHAPTER IV

DATA COLLECTION ANALYSIS

In this chapter, after conducting the qualitative data collection, the following analysis will aim to explore the current perspective and behavior of customers that travel to Koh Samet, by finding the factors that impact the purchase decisions of the customer and which factor is the most important factors. Also, the relationship between factors.

4.1 The respondent's profiles

By passing the screening questions and finishing the questionnaire, 142 of the 153 respondents were valid. The frequency and percentage of the selected respondents' demographics were determined using descriptive analysis. The figures below outline the demographic profiles of the respondents.

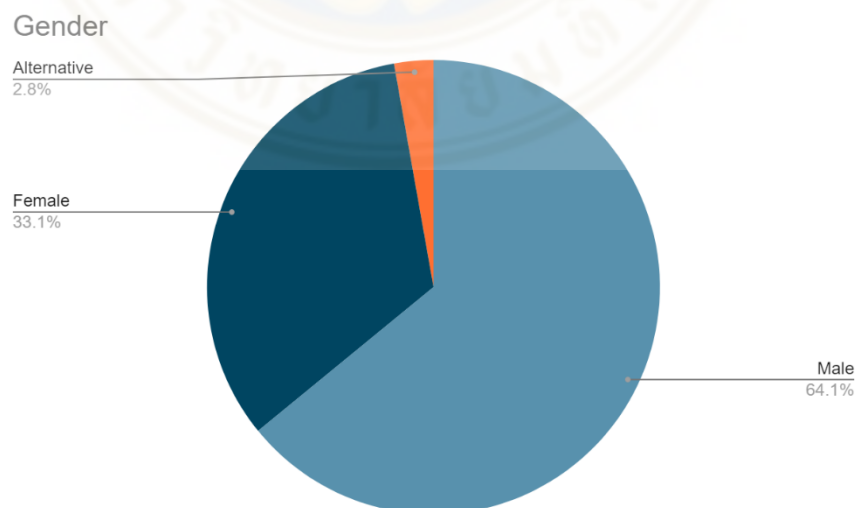


Figure 4.1 Respondents' gender

Figure 4.1 show the respondents' gender. The survey responded by males and females, 64.1 % and 33.1% respectively. The remaining 2.8% attributed to an alternative gender.

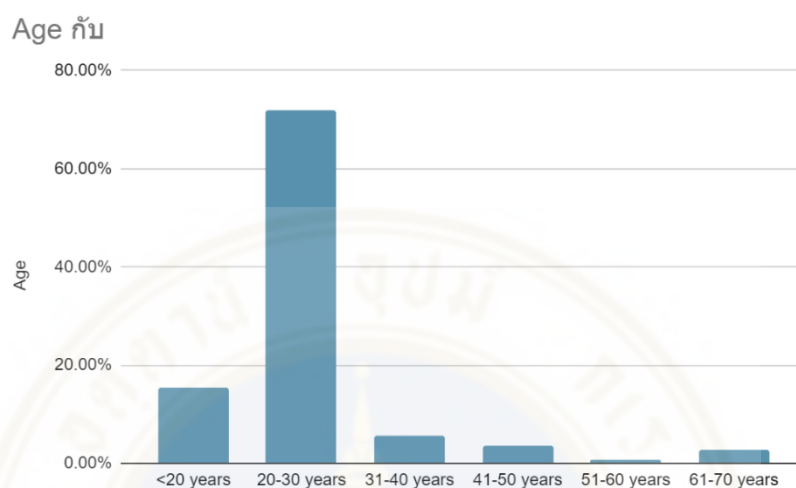


Figure 4.2 Respondents' age

Figure 4.2 shows the respondent's ages are grouped into 5 ranges. 71.9% of respondents are between 20-30 years old (102 respondents). Followed by 15.5% who are less than 20 years old and 31-40 years old (5.6%). The respondents aged between 41-50 and 61-70 years old are 3.5% and 2.8%, respectively.

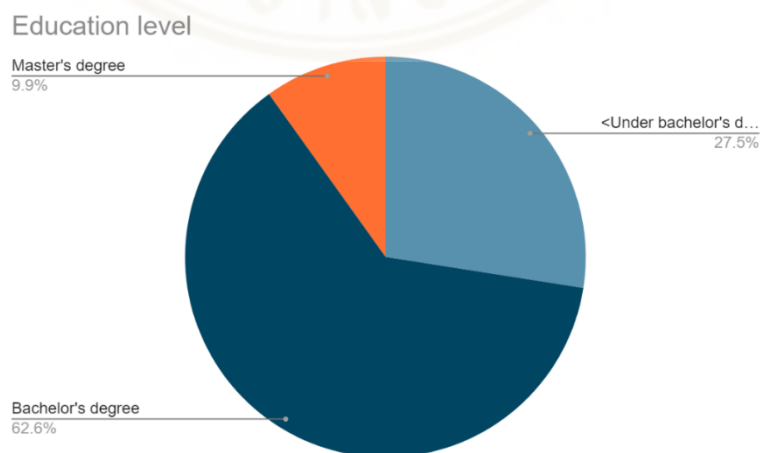


Figure 4.3 Respondents' education level

Figure 4.3 The survey covers the respondents' educational level. The majority of the respondents had graduated bachelor's degree of 62.6%. Followed by under bachelor's and master's degrees at 27.5% and 9.9%

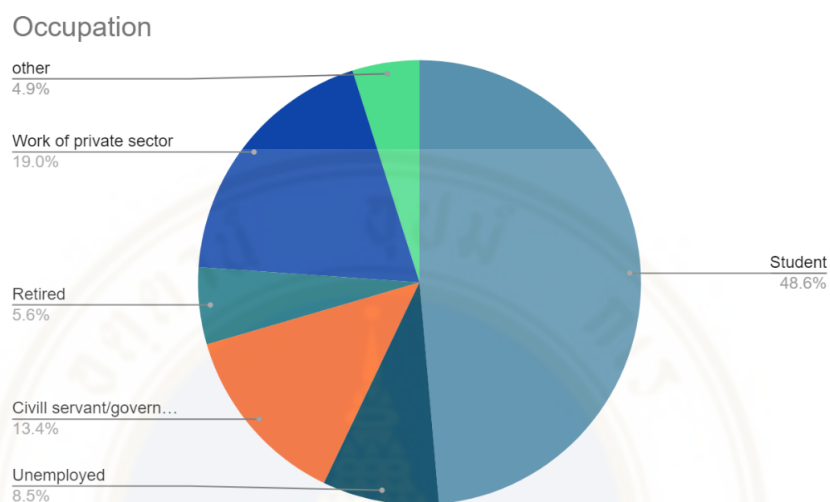


Figure 4.4 Respondents' occupation

Figure 4.4 The survey separates the respondent's status, almost half are students (48.6%) (69 repondents), 19% work for the private sector, approx 13.4% are civil servant/government. followed by unemployed and retired are 8.5% and 5.6%. only 4.9 % are others

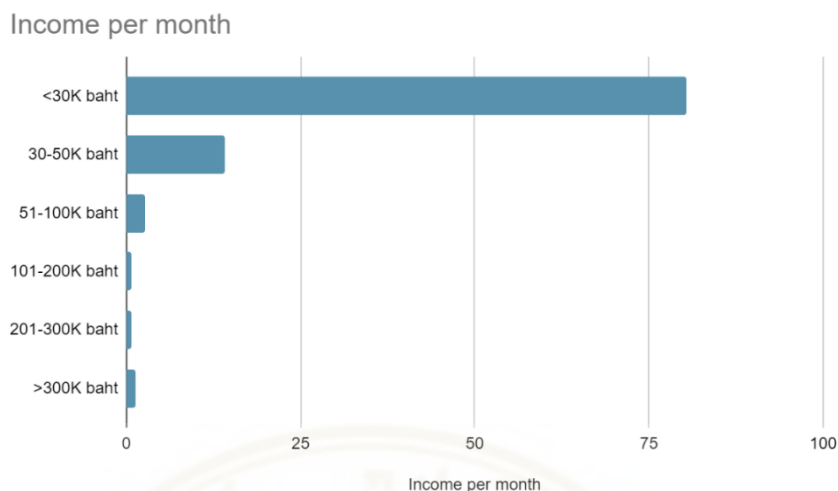


Figure 4.5 Respondents' income level

Figure 4.5 the pie chart shows a variety of respondents' monthly income ranges starting from below 30K up to more than 300 k. clearly the majority of respondents earn less than 30 K per month at 80.3%. Followed by 30-50K and 51-100K are 14.1% and 2.8%, only 1.4% is ranked over 300 k.

4.2 Descriptive analysis - Finding

Each variable was rated on a 5-point Likert-type scale, to find the mean of each variable and to use in descriptive statistical analysis by '5' means strongly agree, '4' means agree, '3' means neutral, '2' means disagree, and '1' means strongly disagree.

Table 4.1 The descriptive statistic of each variable

Descriptive statistics			
	Mean	Std. Deviation	Interpretation
Content marketing	4.1514	0.71456	Agree
Website	3.7905	0.71993	Agree
Email	3.338	1.02979	Neutral
Social media marketing	4.0493	0.77083	Agree
SEO-Search Engine Marketing	3.8609	0.8211	Agree

Purchase decision	4.0211	0.73386	Agree
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After analyzing the data collected from the respondents, it was found that content marketing had the highest mean score of 4.151 out of all 5 variables, with an interpretation at the agreed level. Social media marketing received the second-highest mean score of 4.049 and was also interpreted as agree. Search Engine Marketing (SEO) and purchase decision had an interpretation at the agreed level, with mean scores of 3.978 and 3.854, respectively. The website received an interpretation at the agreed level with a mean score of 3.725. However, email had a neutral interpretation with the lowest mean score of 3.338



Table 4.2 The descriptive statistic of content marketing

Descriptive Statistics			
Content of Marketing	Mean	Std.Deviation	Interpretation
1. I am usually interested in a hotel that provides specific information.	4.07	0.95	Agree
2. I am usually intrigued by visual communication or visual storytelling.	4.28	0.956	Strongly agree
3. I am usually interested in graphics that are short, simple, and easy to understand.	4.23	0.948	Strongly agree
4. I am attracted to content that is both meaningful and enjoyable at the same time.	4.03	0.989	Agree
Overall of Content marketing	4.1514	0.71456	Agree

Table 4.2 shows that the overall level of content marketing is at the "agree" level. The respondents gave the highest score of "strongly agree" to questions 2 and 3, with mean scores of 4.28 and 4.23 respectively, and standard deviations of 0.956 and 0.948. Question 1 received an "agree" score, with a mean score of 4.07 and a standard deviation of 0.5, while question 4 also received an "agree" score, with a mean score of 4.03 and a standard deviation of 0.989.

Table 4.3 The descriptive statistic of website

Descriptive Statistics			
Website	Mean	Std.Deviation	Interpretation
5. I usually go to hotel's websites to buy products	3.65	1.143	Agree
6. I usually purchase hotels from websites with simple, user-friendly systems.	4.25	1.014	Strongly agree
7. I usually book hotels from reputable websites.	4.18	0.917	Agree
8. I usually click on banner advertisements to visit the website's main page and shop.	3.08	1.389	Neutral
Overall of website	3.7905	0.71993	Agree

Table 4.3 shows that the overall level of the website is at the "agree" level. The respondents gave the highest score of "strongly agree" to question 6, with a mean score of 4.25 and a standard deviation of 1.014. Questions 5 and 7 received an "agree" score, with mean scores of 3.65 and 4.18 respectively, and standard deviations of 1.143 and 0.917. Question 8, on the other hand, received a "neutral" score, with a mean score of 3.08 and a standard deviation of 0.1389.

Table 4.4 The descriptive statistic of email marketing

Descriptive Statistics			
Email Marketing	Mean	Std.Deviation	Interpretation
9. I receive an email that informs news or promotions, so I am interested.	3.1	1.333	Neutral
10. I would like to receive the benefits through email and am impressed with them.	3.32	1.211	Neutral
11. I would like to receive product and purchase information in the e-mail.	3.39	1.254	Neutral
12. I can easily communicate and engage with the hotel by e-mail	3.55	1.264	Agree
Overall of email marketing	3.338	1.02979	Neutral

Table 4.4 shows that the overall level of email marketing is at the neutral level, with a mean score of 3.338 and a standard deviation of 1.02979. The highest score was given to question 12, "can easily communicate and engage with hotel by email," with a mean score of 3.55 and a standard deviation of 1.264, indicating an "agree" level of interpretation.

The other questions, however, received neutral scores. Question 9 had a mean score of 3.1 and a standard deviation of 1.333, question 10 had a mean score of 3.32 and a standard deviation of 1.211, and question 11 had a mean score of 3.39 and a standard deviation of 1.254.

Table 4.5 The descriptive statistic of social media marketing

Descriptive Statistics			
Social media marketing	Mean	Std. Deviation	Interpretation
13. I follow social fan pages to receive hotel information	3.7	1.203	Agree
14. I think that using social media is an easy way to keep up with information.	4.35	0.826	Strongly agree
15. I feel interested when I see an advertisement or hotel promotion via social media.	4.05	1.02	Agree
16. I often use social media for searching hotel information to make a reservation.	4.11	1.016	Agree
Overall of social media marketing	4.0493	0.77083	Agree

Table 4.5 shows that the overall level of social media marketing is at the agreed level, with a mean score of 4.0493 and standard deviation of 0.77083. Respondents gave the highest score of strongly agree to question 14 (mean = 4.35, std. deviation = 0.826), while the other questions received an agreed score. Question 13 had a mean score of 3.7 and a standard deviation of 1.203, question 15 had a mean score of 4.05 and a standard deviation of 1.02, and question 16 had a mean score of 4.11 and a standard deviation of 1.016.

Table 4.6 The descriptive statistic of search engine marketing

Descriptive Statistics			
search engine marketing	Mean	Std.Deviation	Interpretation
17. When I search for a hotel, I will most click on the first web store that appears.	3.91	1.071	Agree
18. When I search for the hotels on the first webpage, I get the impression that it's reliable.	3.68	1.152	Agree
19. I usually click on hotel websites with key keywords.	3.93	0.958	Agree
20. I usually choose to visit hotel websites that are promoted on search engine websites such as Google.	3.93	1.056	Agree
Overall of search engine marketing	3.8609	0.8211	Agree

Table 4.6 shows the overall level of search engine marketing is at the agreed level, with a mean core of 3.8609 and standard deviation of 0.8211. Respondents gave a score of agreed level in all questions to question17 (mean = 3.91, std. deviation = 1.071), question18 (mean = 3.68, std. deviation = 1.152), question 19 (mean = 3.93, std. deviation = 0.958), and question20 (mean = 3.93, std. deviation = 1.056)

Table 4.7 The descriptive statistic of purchase decision

Descriptive Statistics			
Purchase decision	Mean	Std. Deviation	Interpretation
21. I decide to make a reservation via online because it suits your needs and is convenient for you.	3.67	1.147	Agree
22. I use the internet to look for hotel details or reviews to help you make a purchasing decision	4.19	0.907	Agree
23. Before booking a hotel, I compare hotel information such as features, dependability, pricing, and promotions to make the best decision.	4.38	0.0865	Strongly agree
24. I feel satisfied when I booked a hotel via online based on other people's recommendations.	3.85	1.013	Agree
Overall of purchase decision	4.0211	0.73386	Agree

Table 4.7 shows that the overall level of the purchase decision is at the agreed level, with a mean score of 4.0211 and a standard deviation of 0.73386. Respondents gave the highest score of strongly agree to question 23 (mean = 4.38, std. deviation = 0.0865), while the other questions received an agreed score. Question 21 had a mean score of 3.67 and a standard deviation of 1.147, question 22 had a mean score of 4.19 and a standard deviation of 0.907, and question 24 had a mean score of 3.85 and a standard deviation of 1.013.

4.3 The factors that impact customer purchase decision

Regression analysis was used to analyze the relationship between dependent variables (purchase decision) and Independent variables (Electronic mail, Website, Content Marketing, Social Media Marketing, Search Engine Marketing)

Table 4.8 Regression analysis

Coefficients					
Model	Unstandardized B	Coefficients std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	0.585	0.284		2.059	0.041
Content marketing	0.122	0.068	0.119	1.788	0.076
Website	0.022	0.077	0.022	0.285	0.776
Email	-0.036	0.048	-0.051	-0.765	0.446
Social media marketing	0.405	0.068	0.426	5.959	<.001
SEO-Search Engine Marketing	0.344	0.063	0.385	5.48	<.001
a. Dependent Variable: Purchase decision					

Table 4.8 shows the analysis of the factors that impact the customer purchase decision. The result shows that the variables related to purchasing decisions are social media marketing and SEO engine marketing according to the Sig. that less than 0.05. It can be concluded that both social media marketing and SEO engine marketing variables have a positive relationship with the purchase decisions, while other variables including content marketing, website, and email have a Sig value of 0.076, 0.776, and 0.446 respectively. Which has a Sig more than 0.05. As a result of all these 3 variables, there is no linear relationship with the purchase decision.

4.4 The relationship between the independent variables and Dependent variables

Table 4.9 Pearson's correlation

Correlations							
		Content marketing	Website	Email	Social	SEO	purchase decision
Content marketing	Person correlation	1	.463**	.220**	.471**	.329**	.444**
	Sig. (2-tailed)		<0.001	0.009	<0.001	<0.001	<0.001
Website	Person correlation	.463**	1	.531**	.460**	.501**	.438**
	Sig. (2-tailed)	<0.001		<0.001	<0.001	<0.001	<0.001
Email	Person correlation	.220**	.531**	1	.338**	.394**	.282**
	Sig. (2-tailed)	0.009	<0.001		<0.001	<0.001	<0.001
Social media marketing	Person correlation	.471**	.460**	.338**	1	.533**	.679**
	Sig. (2-tailed)	<0.001	<0.001	<0.001	1	<0.001	<0.001
SEO-Search Engine Marketing	Person correlation	.329**	.501**	.394**	.533**	1	.641**
	Sig. (2-tailed)	<0.001	<0.001	<0.001	<0.001	1	<0.001
purchase decision	Person correlation	.444**	.438**	.282**	.679**	.641**	1
	Sig. (2-tailed)	<0.001	<0.001	<0.001	<0.001	<0.001	1

**Correlation is significant at the 0.01 level(2-tailed).

According to Table 4.3, it shows the correlation between factors, starting with the correlation between each independent variable, content marketing has the highest positive correlation with social media marketing. Website has the highest

positive correlation with email, meanwhile, email also has the highest positive correlation with information at 0.531. Apart from the correlation on each independent variable, Social media marketing and search engine marketing has the highest correlation with purchase decision at 0.679 and 0.641 respectively. likewise, the dependent variable, purchase decision has more correlation with social media marketing.

4.5 Discussion

Certainly, the current study sought to evaluate the effect of online marketing on hotel purchase decisions in Koh Samet. According to the findings, social media marketing and SEO engine marketing had a substantial beneficial relationship with hotel purchasing decisions in Koh Samet. One possible explanation for the favorable association between online marketing and hotel purchase decisions in Koh Samet is that first-time guests increasingly rely on internet searches to plan their journeys. With the rise of online booking platforms and the accessibility of mobile devices, an increasing number of people are preferring to investigate and book their holiday accommodations on the internet.

Hotels in Koh Samet can benefit from social media marketing and search engine marketing to reach these potential clients during their decision-making process. Hotels may increase their visibility and attract more people to their websites by efficiently utilizing social media platforms and search engine optimization tactics. This can eventually lead to more bookings and money. Furthermore, web marketing can assist hotels in increasing brand awareness and loyalty among their target demographic. Hotels can establish a strong online presence and promote themselves as a trustworthy and appealing alternative for tourists by continuously connecting with clients on social media and delivering tailored marketing through search engines.

Overall, the findings of this study suggest that online marketing can be a powerful tool for hotels in Koh Samet to increase their visibility, attract potential customers, and ultimately drive more bookings. which matches with the previous research has demonstrated that social media marketing and search engine marketing

are successful in promoting businesses and boosting their visibility (Watchphongkasem, 2017; Elizabeth, 2012; Chaffey & Ellis-Chadwick, 2019).

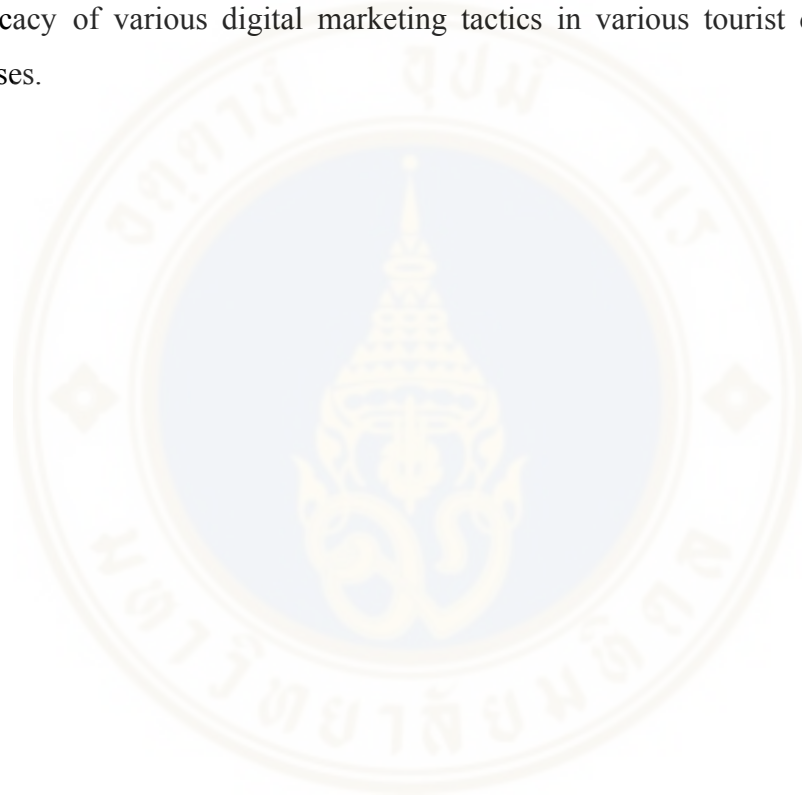
Other variables, including as email marketing, content marketing, and website advertising, did not reveal a significant association with hotel purchase decisions in Koh Samet. One possible explanation for why email marketing, content marketing, and website advertising did not reveal a significant association with hotel purchase decisions in Koh Samet is that their effectiveness is influenced by a variety of factors. For example, the hotel's target demographic, the services it provides, and the level of competition in the market could all have an impact on the success of these digital marketing efforts. Email marketing, for example, requires a large subscriber base and engaging content to be effective. If a hotel does not have a large enough subscriber base. Email marketing initiatives may not produce substantial effects. Similarly, content marketing and online advertising necessitate a thorough awareness of the target audience's preferences and interests. If a hotel fails to provide compelling and useful content or does not optimize their website for search engines, their efforts may fail to attract potential consumers and result in increased reservations. Furthermore, it is probable that hotels in Koh Samet have found social media and search engine marketing to be more cost-effective and efficient in reaching their target audience, which could explain the lack of a strong link with other digital marketing methods.

Overall, hotels must evaluate the efficiency of various digital marketing techniques in light of their specific target demographic and market conditions. Hotels may adjust their marketing efforts to get the greatest outcomes and promote greater reservations by understanding their customers' specific needs and preferences. This finding could be attributable to hotels in Koh Samet relying more on social media and search engine marketing to reach their target audience and promote their services. Furthermore, the efficiency of these additional digital marketing tactics may be affected by a variety of factors such as the target demographic, the sort of service provided, and the market's level of competition.

These findings have significant consequences for enterprises on Koh Samet and in other tourist areas. Hotels should prioritize social media marketing and search engine marketing to boost their chances of acquiring clients and increasing

sales. This could include developing compelling social media material, incorporating popular keywords into website content, and investing in paid search advertising. Furthermore, firms may need to modify their digital marketing strategy based on their target audience's preferences and activities.

In conclusion, the current study emphasizes the significance of social media marketing and search engine marketing in hotel buying decisions in Koh Samet. While other digital marketing tactics may still play a part in business promotion, their impact may be limited in some circumstances. More research is needed to investigate the efficacy of various digital marketing tactics in various tourist destinations and businesses.



CHAPTER V

CONCLUSION

5.1 Conclusion

This research studies, the Impact of online marketing on the purchase decisions of hotels in Koh Samet by sending the questionnaire via the online platform. This research aims to study the relationship between online marketing and the purchase decision of hotels in Koh Samet.

The researcher was able to collect all 153 respondents. by separating into 11 people who failed the screening question and 142 people who passed the screening question. which is summarised as follows

According to the personal details of 142 sample respondents, the majority of those who had visited Koh Samet were male (64.1%). They are between the ages of 20 and 30 (71.8%), have a bachelor's degree (62.7%), are now students (48.6%), and have a monthly salary of less than 30,000 baht (80.3%). Consumers' opinions of online marketing toward hotels on Koh Samet, when considered by each variable, content marketing had the highest average, followed by social media marketing, search engine marketing, and website. This variable was averaged on the agree, but email was the only variable with a known mean on the Neither.

Table 5.1 Hypotheses

Hypotheses	Result
H1: Electronic mail has a positive impact on the purchase decision.	Non-supported
H2: Website has a positive impact on the purchase decision.	Non-supported
H3: Content marketing has a positive impact on the purchase decision.	Non-supported

Table 5.1 Hypotheses (cont.)

Hypotheses	Result
H4: Social media marketing has a positive impact on the purchase decision	supported
H5: Search engine marketing has a positive impact on the purchase decision	supported

Social media marketing: was found that consumers had a significant influence on the decision to book hotels on Samet Island at the .01 level. These show that today social network affects online marketing. consumers prefer to use social media to share opinions, search for information about a product before making a decision, used to share news, and used to browse products based on photos and product details. which is consistent with the concept of (Warinphiphat Watcharaphongkasem,2017) said that Marketing through social media can reach customers directly to the target group quickly and quickly and helps to promote publicity in order to spread the word among the masses easily because nowadays consumers spend time. stay on social media for a longer period of time and get to know various information. From sharing on social media and always searching for information about products before making a purchase decision. which may be based on user reviews of customers who have bought products before to help them decide to buy their own products

SEO search engine market: It was found that consumers had a significant influence on the decision to book hotels on Samet Island at the .01 level. This shows that the data of businesses that are ranked first from consumers searching for products or services via search engines such as Google etc. This makes it easier and faster for consumers to access the information they need. which is consistent with the concept of (Natthawasa Suthithada,2016), saying that Search Engine Marketing is a strategy that makes our business pages appear at the top when people use various keywords to search in search engines. The higher your business page ranks, the easier it will be for people to access your business, the easier it will be for people to access your business, It increases the opportunity to sell products and services and makes the brand more

known because consumers have a need for more information about the product or service and often use search engines to search for the product or information they need to know the details. of the product clearly before making a decision to buy that product.

Email Marketing: The findings of this study do not support the notion that email marketing has a major influence on hotel purchase decisions in Koh Samet. Email marketing may not be as effective as other digital marketing tactics, according to previous research by Kaur and Kaur (2018). This is not to say that email marketing isn't useful for advertising hotels on Koh Samet. It may still have a role in establishing and maintaining consumer relationships.

Content Marketing: According to the conclusions of this study, content marketing has no substantial impact on hotel purchase decisions in Koh Samet. This supports prior research by Li et al. (2015), who discovered that content marketing may be less effective than other digital marketing tactics. This is not to say that content marketing isn't useful for promoting hotels on Koh Samet. High-quality content can still attract new clients and contribute to the development of a strong brand image.

Website Advertising: The findings of this study do not support the notion that website advertising has a substantial influence on hotel purchase decisions in Koh Samet. Given that website advertising is a common technique for hotels to promote their services, this conclusion is quite surprising. It is crucial to remember, however, that website advertising can still be beneficial in driving website traffic and creating brand awareness. Future research could look into how online advertising can be optimized to influence purchase decisions more effectively.

5.2 Recommendations

This study has shown the influencing factors that affect the purchase decision of customers through online marketing. Therefore, businesses in the hotel industry can consider these factors to improve their sales and information channels to increase the purchase decision of customers.

5.2.1 Recommendation for the hotel business group

To develop a digital marketing strategy in accordance with the purchasing behavior of current customers and can use this research results to apply in marketing planning, by selecting marketing tools to match with the goals and to increase competitiveness.

As the Social media marketing is the most important factors, the recommendation for the hotel business group as followings:

1. Entrepreneurs or companies choose a select social media platform: With so many social media sites to choose from, it's crucial to focus on one or two that are most relevant to your target demographic. If your target audience consists mostly of young adults, Instagram or Facebook may be the best platforms to use.
2. Create engaging content: Social media users are bombarded with content on a daily basis, so it's important to create content that is engaging and stands out from the crowd. This can be achieved by using high-quality visuals, incorporating humor or storytelling, or offering valuable information.
3. Create a community: The goal of social media is to foster relationships and connections. Ask questions, answer to comments, and create user-generated material to encourage your fans to interact with your content and with one another.
4. Monitor and analyze your results: Because social media marketing is an ongoing process, it's critical to keep track of your progress and make adjustments as needed. Track your performance with analytics tools and uncover areas for improvement.
5. Consider paid advertising: While organic reach on social media can be limited, paid to advertise can help you reach a larger audience and drive more traffic to your website. Consider using targeted ads to reach your specific audience and achieve your marketing goals.

Search Engine Marketing:

1. Entrepreneurs and businesses who want to increase their website's search engine results can do so by purchasing Google adverts. Google AdWords, a pay-per-click advertising tool that allows businesses to generate ads that appear at the top of Google search results, is one of the key ways to accomplish this.

2. Businesses may use AdWords to target certain keywords or phrases as well as specific geographic places, making it simple to reach potential clients who are looking for items or services similar to what they provide. Businesses may use AdWords to develop targeted advertising that reaches a larger audience and swiftly

attracts new consumers. Businesses can also use AdWords to track the success of their advertisements and make modifications to improve their performance over time. Businesses can gain credibility and establish themselves as reliable sources of products or services by investing in AdWords, which will help them attract new clients and grow their business.

3. When writing an AdWords ad, keep it brief, easy to understand, and relevant to the business. This will help to enhance the efficacy of the ad and guarantee that it reaches the intended audience. Overall, investing in Google AdWords may be an extremely efficient approach for entrepreneurs and businesses to boost their search engine ranks and acquire new clients.

5.3 Limitation

The current study is limited by its small sample size and the use of a purely quantitative approach to data collection. Due to time constraints, data was collected from a limited number of participants, and the survey instrument used may not have captured the full range of factors that influence customer behavior and decision-making. Future research could address these limitations by employing a more diverse range of recruitment methods to reach a larger and more representative sample, as well as using a mixed-methods approach to data collection that includes both quantitative and qualitative data sources. Additionally, a more in-depth qualitative analysis could help to clarify the motivations behind customer purchase decisions and identify any factors that may be driving changes in behavior over time. Finally, a cross-cultural analysis could provide a more global perspective on customer behavior and purchasing patterns, helping to identify any cultural factors that may be influencing these behaviors in different regions of the world.

5.4 Future research

Based on the limitations of your current study, there are several potential avenues for future research. One key limitation is the small sample size, which may

limit the representativeness of the results. To address this, future studies could be conducted on a larger group of respondents, using a more diverse range of recruitment methods to reach a wider audience. Another potential limitation is the use of a purely quantitative approach to data collection. While this can provide valuable insights into customer behavior and purchasing patterns, it may not capture the more complex motivations and decision-making processes that drive these behaviors. To address this, future studies could employ a more qualitative approach, such as in-depth interviews, focus groups, or case studies, to gain a deeper understanding of the factors that influence customer decision-making. Another potential avenue for future research is to extend the time frame of the study, in order to capture more longitudinal data on customer behavior and purchasing patterns over time. This could help to identify trends and changes in behavior that may not be apparent in a shorter-term study. In addition, future studies could explore additional data sources beyond the survey instrument used in the current study. For example, social media data, online reviews, or sales data could provide additional insights into customer behavior and preferences. Finally, a cross-cultural analysis could be conducted to explore whether customer behavior and purchasing patterns vary across different cultures and regions. This could help to identify any cultural factors that may impact customer behavior, and provide a more global perspective on the topic.

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APPENDICES



Questionnaire

Part 1: Screen Question

Have you ever been to Koh Samet?

- Yes (เคย)
- No (ไม่เคย)

Part 2: General Question

Gender เพศ

- Male (ผู้ชาย)
- Female (ผู้หญิง)
- Alternative (เพศทางเลือก)

Age อายุ

- Less than 20 years (น้อยกว่า20ปี)
- 20-30 years (20-30ปี)
- 31-40 years (31-40ปี)
- 40-50 years (41-50ปี)
- 51-60 years (51-60ปี)
- 61-70 years (61-70ปี)
- More than 70 years (มากกว่า70ปี)

Status สถานะ

- Single (โสด)
- Married (แต่งงาน)
- Divorced/widowed (หย่าร้าง/หม้าย)

Education level ระดับการศึกษา

- Under Bachelor's Degree (ต่ำกว่าปริญญาตรีหรือเทียบเท่า)
- Bachelor's Degree (ปริญญาตรีหรือเทียบเท่า)
- Master's Degree (ปริญญาโท)
- Ph.D. Degree (ปริญญาเอก)

Occupation อาชีพ

- Full-time students (นักเรียนนักศึกษา)

- () Unemployed (ว่างงาน)
 () Civil servant/Government (ข้าราชการ/รัฐบาล)
 () Housewife/husband (แม่บ้าน/สามี)
 () Retired (เกษียณ)
 () Privates (ภาคเอกชน)
 () Work for the private sector (ภาคเอกชน)
 () Other: (please indicate specifically) (โปรดระบุ)

Income รายได้

- () Under 30000 THB
 () 30-50K
 () 50-100K
 () 100-200K
 () 200-300K
 () Over than 300K

Part 3: The Main Question

In this part is a collection of consumer opinions towards digital marketing, which is a question on a Likert scale with a total of 24 questions. Using the measurement data of the Interval Scale, divided into 5 levels.

5 = Strongly agree

4 = agree

3 = Neutral

2 = Disagree

1 = Strongly disagree

Content of Marketing	5	4	3	2	1
1. I am usually interested in a hotel that provides specific information. (ฉันมักจะสนใจโรงแรมที่ให้เนื้อหาข้อมูลเฉพาะ)					

Content of Marketing	5	4	3	2	1
2. I am usually intrigued by visual communication or visual storytelling. (ฉันมักใจการสื่อสารด้วยภาพหรือการเล่าเรื่องด้วยภาพ)					
3. I am usually interested in graphics that are short, simple, and easy to understand. (ฉันมักสนใจกราฟฟิคที่สั้น เรียบง่าย และเข้าใจง่าย)					
4. I am attracted to content that is both meaningful and enjoyable at the same time. (ฉันมักสนใจเนื้อหาที่มีทั้งความหมายและความสนุกสนานในเวลาเดียวกัน)					
Website & Landing page	5	4	3	2	1
5. I usually go to hotel's websites to buy products (ฉันมักจะไปที่เว็บไซต์ของโรงแรมเพื่อทำการจอง)					
6. I usually purchase hotels from websites with simple, user-friendly systems. (ฉันมักจะซื้อโรงแรมจากเว็บไซต์ที่มีระบบที่เรียบง่ายและใช้งานง่าย)					
7. I usually book hotels from reputable websites. (ฉันมักจะจองโรงแรมจากเว็บไซต์ที่มีชื่อเสียง)					
8. I usually click on banner advertisements to visit the website's main page and shop. (ฉันมักจะคลิกโฆษณาแบนเนอร์เพื่อไปที่หน้าหลักของเว็บไซต์และทำการจอง)					
E-Mail Marketing	5	4	3	2	1

Content of Marketing	5	4	3	2	1
9. I receive an email that informs news or promotions, so I am interested. (ฉันได้รับอีเมลแจ้งข่าวสารหรือโปรโมชั่นทำให้ฉันเกิดความสนใจ)					
10. I would like to receive the benefits through email and am impressed with them. (ฉันต้องการรับผลประโยชน์ทางอีเมลและประทับใจกับพวกมัน)					
11. I would like to receive product and purchase information in the e-mail. (ฉันต้องการรับข้อมูลสินค้าและการซื้อทางอีเมล)					
12. I can easily communicate and engage with the hotel by e-mail (ฉันสามารถสื่อสารและมีส่วนร่วมกับโรงแรมทางอีเมลได้อย่างง่ายดาย)					
Marketing on Social Media	5	4	3	2	1
13. I follow social fanpages to receive hotel information (ฉันติดตามแฟนเพจโซเชียลเพื่อรับข้อมูลโรงแรม)					
14. I think that using social media is an easy way to keep up with information. (ฉันคิดว่าการใช้โซเชียลมีเดียเป็นวิธีที่ง่ายในการติดตามข้อมูล)					
15. I feel interested when I see an advertisement or hotel promotion via social media. (ฉันรู้สึกสนใจเมื่อเห็นโฆษณาหรือโปรโมชั่นโรงแรมผ่านโซเชียลมีเดีย)					
16. I often use social media for searching hotel information to make a reservation.					

Content of Marketing	5	4	3	2	1
(ฉันมักจะใช้สื่อสังคมออนไลน์สำหรับหาข้อมูลโรงแรมเพื่อทำการจอง)					
SEO: Optimization of Search Engines	5	4	3	2	1
17. When I search for a hotel, I will most click on the first web store that appears. (เมื่อฉันค้นหาโรงแรม ฉันจะคลิกที่เว็บไซต์แรกที่ปรากฏขึ้นเป็นส่วนใหญ่)					
18. When I search for the hotels on the first webpage, I get the impression that it's reliable. (เมื่อฉันค้นหาโรงแรม โรงแรมที่ขึ้นมาเป็นอันแรกทำให้ฉันรู้สึกประทับใจและน่าเชื่อถือ)					
19. I usually click on hotel websites with key keywords. (ฉันมักจะคลิกเว็บไซต์โรงแรมที่มีคีย์เวิร์ดหลัก)					
20. I usually choose to visit hotel websites that are promoted on search engine websites such as Google. (ฉันมักจะเลือกเข้าเว็บไซต์โรงแรมที่มีการโปรโมทบนเครื่องมือการค้นหาเว็บไซต์ เช่น Google)					
Purchase decision	5	4	3	2	1
21. I decide to make a reservation via online because it suits your needs and is convenient for you. (ฉันตัดสินใจทำการจองผ่านออนไลน์เพราะว่ามันตรงกับความต้องการและสะดวกสำหรับคุณ)					
22. I use the internet to look for hotel details or reviews to help you make a purchasing decision					

Content of Marketing	5	4	3	2	1
(ฉันใช้อินเตอร์เน็ตเพื่อดูรายละเอียดโรงแรมหรือรีวิวเพื่อช่วยในการตัดสินใจ)					
23. Before booking a hotel, I compare hotel information such as features, dependability, pricing, and promotions to make the best decision. (ก่อนจองโรงแรม ฉันเปรียบเทียบข้อมูลโรงแรม เช่น คุณลักษณะ ความน่าเชื่อถือ ราคา และโปรโมชั่น เพื่อตัดสินใจได้ดีที่สุด)					
24. I feel satisfied when I booked a hotel via online based on other people's recommendations. (ฉันรู้สึกพึงพอใจเมื่อนำจองโรงแรมผ่านทางออนไลน์ตามคำแนะนำของผู้อื่น)					